RESEARCH ARTICLE

The Impact of E-Communication Strategy Innovation on Consumer Satisfaction

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Abstract

This study aims towards knowing the effect of innovation in E-communication strategy on consumer satisfaction by checking many factors which have been inserted within this study model that has been developed according to literatures related to the subject, and that are described in five dimensions being (E-communication strategy Innovation, Innovation in E-communication means, Innovation in E-communication information interpretation, consumer satisfaction, consumer perception). Five hypotheses were constructed for each dimension which collectively represent the first category of hypotheses, the second category was constructed to know if a significant relationship between the contents of the study model (the five dimensions) exists and this is the sixth hypothesis.

A questionnaire has been developed to collect data consisting of 15 questions, distributed in Amman, Jordan, 242 questionnaires were valid to be analytically analyzed, these questions covered the five dimensions of the study. Many statistical analysis methods were used in the statistical analysis of data, obtaining results and the testing of hypotheses, these methods were cronbach's alpha, descriptive analysis, one-sample T-test, and spearman's correlation coefficient.

The most important of these results indicate that innovation in E-communication strategy has an effect on consumer satisfaction with a mean value of (4.21) and that consumer satisfaction is the result of his perception with a mean value of (3.99) while the effect of innovation in E-communication strategy on innovation in E-communication means had a mean value of (3.77) and on innovation in E-communication information with a mean value of (3.51) and also innovation in E-communication strategy effected consumer perception with a mean value of (3.98). The statistical analysis showed that there is a positive significant relationship between the study's model contents and all the six hypotheses were accepted.

Keywords: *Consumers' satisfaction, E-communication, Innovation, Mean, Perception.*

Introduction

At the present time and as a result of excessive development in communication domain like E-communication means which is considered a very important and influential tool in the communication process between organizations and individuals, which are being increasingly being used at many levels to send different messages amongst individuals and different organizations. E-communication means and information are one of the important elements in electronic marketing which use is growing by business organizations regardless of their kind, and the sent messages information through any electronic communication means changes an important centre in the success of the marketing strategy.

Innovation is considered one of the important tools for the success of organization strategies, as it represents the innovation of a certain idea, project, or operations and new ways certified by the organization or new ways for marketing [1], [2].

Innovation in marketing and activities is considered the base for successful organizations in an ever changing environment, especially changing in strategic planning of futuristic and evolutionary growth [3], in addition, innovation in marketing mix, regarding either the product, service, pricing and distribution and communication channels, it is considered a foundational and necessary for the success of wording and execution of a marketing strategy as every innovation or unprecedented thing has an effect on the consumer and his level of satisfaction. It is the nature of human beings and

their natural behaviourism that increase their tendency towards renewal and towards everything new and innovative.

The importance of innovation in communication, especially E-communication, represent an important factor which has an effect on individuals or consumers, as these means are characterized by many features which are hard to be met by traditional means regarding interactive features, reciprocity, and speed amongst others.

In addition, innovation in presenting information through E-communication means supports the execution of E-communication strategy through the creativity and information innovation in capacity and type, subsequently it affects the level of consumer perception, which in turn affects his level of satisfaction.

This study focuses on the effect of innovation in E-communication strategy of innovative E-communication means, innovative E-communication information on consumer perception, and consequently his satisfaction, and this study is an applied study which has had a study model designed with five dimensions including all study aspects in addition to having a questionnaire of (15) questions designed, it covered the five dimensions of the study. This study represents an endeavour to cover an important side of electronic marketing mix elements which is innovation in E-communication strategy and its effect on consumer satisfaction, and it is believed that studies in this specific area are rare compared to other traditional marketing mix elements as products, services, pricing and distribution.

Research Questions

One of the difficult and most challenging duties that face marketing tools is the innovation process whether it was regarding products (ideas, services or merchandise) or new ways and means for marketing and communication.

The emergence of E-communication lead to drastic changes in the business structure regarding all aspects of marketing including the communication and contact with consumers, at the same time, the congestion of business organizations to adopt E-communication as one of the most prominent activities to be in circulation amongst these organizations, lead to the increase in rivalry intensity which requires innovation in means and tools especially in communicating with consumers which evolved as new and advanced electronic communication means have been introduced, especially social media.

The issue of this study is summarized as following:

- Does innovation in E-communication strategy have an effect on consumer satisfaction and perception?
- Does innovation in E-communication means have an effect on consumer satisfaction and perception?
- Does innovation in E-communication information have an effect on consumer satisfaction and perception?

Study Objectives

The goal of this study is to check the effect of innovation in E-communication strategy on consumer satisfaction, which means that the goals of the study are summarized as following:

- Knowing how far the effect of innovation in E-communication strategy is on consumer satisfaction
- Knowing the effect of innovation in E-communication on consumer satisfaction and perception
- Knowing the effect of innovation in E-communication information is on consumer satisfaction and perception

Study Model

The study model basically reflects the development of hypotheses and variables, that the current study intends to measure, which is based on many studies like Dover, Haddad,meta, Al samydai ,Hinlerhube.
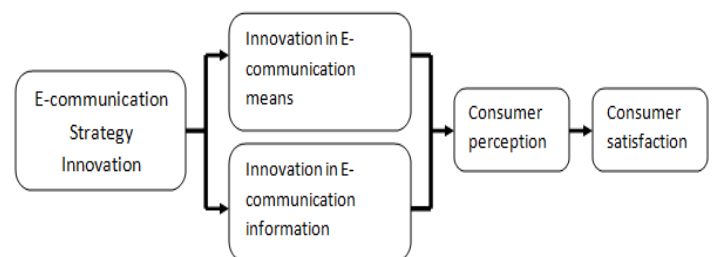

Fig. 1: Study model

Study Hypotheses

In light of the study objective and model, the study hypotheses are formulated as following:

- First category

▪ H1: E-communication strategy innovation have a significant positive effect on innovation in E-communication means

- H2: E-communication strategy have a significant positive effect on innovative E-communication information
- H3: Innovation in E-communication means have a significant positive effect on consumer perception
- H4: Innovation in E-communication information have a significant positive effect on consumer perception
- H5: consumer perception have a significant positive effect on consumer satisfaction

- Second category: an examination of the constructs of the study's model

- H6: there is a significant positive relationship between the constructs of the study's model E-communication strategy innovation, innovative E-communication means, innovation in E-communication information, consumer perception and consumer satisfaction.

Literature Review

According to Clemmer [4] marketing innovation and creativity is the key to success for organization in business environment particularly in strategic planning for future growth and for developing new products and services. Haddad & Algadeer [3] stated that marketing innovation reflects the firm ability to improve products/services continuously, which lead to achieve huge and new benefits to its clients and satisfy their needs in a unique way [5].

Oslo [2] defines that an "Innovation is the implementation of a new or significantly improved product (goods or services), or process a new marketing method, or a new organizational method in business practices, workplace organization or external relations". In another place Rogers defines [6] that "an innovation is an idea, practice, or project that perceived as new by an individual or other unit of adoption" [6], [1].

Early scholars defined innovation as the firm ability to find, accept and implement new ideas, processes, products, and services [7]. It is demonstrated that the process of innovation ways also reflects the exemplification of firm ability to use uncommon and non-traditional ways to achieve or produce a certain thing which basically contains the characteristics of originality. Other scholars referred to the process of innovation as the firm's early adoption/usage of new ideas in comparison to competitors in a specific industry [8].

The concept of marketing innovation and creativity is achieved through the implementation of creative ideas and the translation of these ideas into technical specifications that meet client needs in a better way than competitors do [5].

Costa et al 2011 defines such innovation as the organizational application of new IT, and highlighted the role of organization technological and environmental factors in shifting the form IT as IT innovation [1].

Moreover, the technological progress which has accelerated the flow of information and development of more product (goods and services), new distribution channels and new communication method. Sinkula [9] demonstrated that marketing plays an active role in understanding the environment by collecting, disseminating, analyzing, and storing information. Woller [10] said that marketing includes both a set of marketing activities production, promotion, pricing, and distribution, and a mindset emphasizes the creation of value to alter customer behaviour in certain ways. Furthermore, Chiva-Gomez et al [11] considered product development process as an important and essential part of innovation.

Previous literature has also shown that innovation promotion can generate cumulative effect on brand choice and purchase quality [12] and on category incidence [13].

Alternatively, technological development can also enable firms to successfully design new ways of creating and appropriating value [14].In this respect , the emergence of the commercial internet has lead to many new (and often more effective and/or more efficient) ways of information exchange and transaction [15].

This has stimulated market entry of a wide variety of (more and less successful) firms with business models based on electronic platforms for customer interaction [16], [17].

Information and communication technology has also created new business models based on multiple channels and self-service technologies [18].

According to Janessen and Dankbaar [19], the innovation of consumers to support the process of marketing innovation is debatable. For example, Ulwick argued that consumers may not be able to specify exactly what they want in the process of developing future products. Howel and Prahalad [20] stated that consumers lack foresight, since it is difficult for them to imagine and present ideas regarding something that does not exist. Lagrosan

stated that consumers may only make suggestions to improve existing products. Wind and Mahajan [16] and Leonard [21] demonstrate that the involvement of consumers to support the process of marketing innovation and creativity is very well possible. Lukas and Ferrell (2000) explained that consumers need to be encouraged and stimulated to think outside the box and no to limit their ideas to technological possibilities [5].

The extent to which the success of the company's product introduction process depends on communication and cooperation between R&D and the manufacturing and marketing functions in managing high-technology business [22].

According to He and Wong [23] when firms become more involved with knowledge interaction with their customers during services encounter and service delivery, they will be more able to understand customer needs and that in return will make the firm more innovative. Empirical research has shown [24,25] that innovation information does not only depend on acquiring new knowledge but also on leveraging existing knowledge through knowledge sharing and application within the firm.

According to [26] the system of perception in the behavior area is translated through two factors which are attention; it represents the spontaneous direction of external and internal physiological activity of the individual and consumer, it is affected by previous experiences, knowledge, motivations, and whatever that is new and original, the second factor being the choosing of information; as individuals and consumer has the freedom to choose certain information and discarding information that are unknown or mysterious, and this test depends on the intensity of interest, individual's need, predisposition, motive, regeneration, innovation, especially innovations in methods and means used and the quality of renewed and ingenious information. Subsequently, the behavior of the individual or the consumer and their satisfaction are affected by their level of perception to what renewed and ingenious information they are being offered that will affect their satisfaction and behaviour.

The term consumer satisfaction is utilized in signifying the consumer's feelings towards the organization and its product [27] indicates that customer, or percentage of total customers, whose reported experience with a firm, its products or its services (ratings) exceeds specified satisfaction goals, while [28] defines satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a products perceived performance

(or outcome) in relation to his or her expectations, an d additionally suggests that the degree of customer satisfactions is the key to the success of the marketing strategy.

[26], [29] argue that the degree of satisfaction represents the difference between what the product achieves regarding the satisfaction f the customer after acquiring it and benefiting from it, an what he had expected to benefit from it before acquiring it. The more the customer satisfaction meets or surpasses the raised need, the higher the degree of satisfaction.

Customer satisfaction at the present time exceeds the product (goods or services) as it includes all the elements of the marketing mix: price, distribution and its channels, communication especially E-communication because customer satisfaction affects communication means and innovative E-communication means due to their importance in transferring information are of great impact on customer perception and eventually on his satisfaction.

Many researchers took interest in studying innovation in different aspects like marketing, for example Dover [22] who studied practices and problems in marketing technological innovation. [5] they studied the impact of marketing innovation on creating a sustainable competitive Adavoutage [30] ,[31] they studied Innovation in Pricing, while [32] studied Market Innovation Process, while [33] studied Key to Success Innovation, [34] studied Research on Innovation, and [1] studied Dynamic Tool for IT Outsourcing Firms in the Context of Innovation. While [35], [36, 37] studied Business Model Innovation, (Alsamydai et al 2015), they studied individual attitudes toward E-communication, their means study concluded that individual attitude were positive regarding innovative E-communication mean. Relating to communications, in particular E-communication Innovation, this might be rare especially that it takes into consideration consumer satisfaction.

Methodology

Data Source

The current study methodology is mainly based on two types of data sources necessary to conduct this study:

• Secondary Sources:

Data and information obtained from reviewing the literature and research findings related to this study and its objectives. Also used in the designing and development of the study's model.

• Primary Source:

The data necessary to develop the final questionnaire of the study's that was distributed to (23) Jordanian customers. To determine the appropriateness of instrument and limit and identity the most relevant items to be included in the final questionnaire, final drafting which included (15) questions distributed over fifth dimensions.

The Scale and Dimension

The process of sailing is an essential tool in almost every marketing research situation [38] and is most commonly used for assessing how people feel or think about objects or constructs [39]. Having taking into consideration the criteria for selecting a scaling technique [29], for example, information needed by the study and the characteristics of the respondents as well as the meld of administration [40] the quintet (Likert) scale was Chosen for the current study, Therefore, all the focal constructs of current study were measured on quintet (Likert) scale ranging from strongly agree, neutral. Disagree and strongly disagree

This current study was divided into seven dimensions relating to the different constructs of the study model:

Dimension (1) E-Communication stratey innovation

Dimension (2) Innovation in E-communication means

Dimension (3) Innovation in E-communication information

Dimension (4) consumer Perception

Dimension (5) Consumer satisfaction

Analyzing Method

Many of the methods and statistical techniques are used to get the results and analysis to access for the purpose of this study, and the means include the using of: Descriptive Analysis, Cronboach's alpha, on sample t-test was also used for testing the hypotheses and spearman's correlation coefficient.

Results

Test of Reliability

The reliability coefficient of Cranbach's alpha is considered to be "acceptable" when is it about 70% or higher in most social science researches- the following table shows the result of this test in current study which is 79%.

Table 1: Reliability coefficient

Cases	Cronbuch's Alpha	No. Itame
242	.79	15

Result General

By using descriptive analysis it was determined that the mean of all questions are the midpoint (2), these results are shown in table (2)

Table 2: Descriptive Statistics and one-sample t-test

No.	Questions	Mean	Std. Dev	T Value	Signifier
	First Dimension: E-communication strategy innovation				
1	To what extent do E-Communication strategy innovation effect on innovation E-communication means.	3.27	1.37	2.85	.000
2	To what extent do E-communication strategy innovation effect on innovation in E-Communication Information.	3.51	1.37	7.04	.000
3	To what extent do E-communication strategy innovation effect on consumer perception	3.98	.90	15.53	.000
4	To what extent do E-communication strategy innovation effect on consumer satisfaction.	4.21	1.02	16.77	.000
	Second Dimension: Innovation in E-Communication means				
5	To what extent do innovation E-communication means effect on innovation in E-Communication information	3.47	.94	7.16	.000
6	To what extent do innovation E-communication means effect on consumer perception	3.67	.93	10.31	.000
7	To what extent do innovation E-communication means effect on consumer satisfaction	3.50	1.09	6.53	.000
	Third Dimension: Innovation in E-Communication means				
8	To what extent do innovation in E-communication information effect on consumer perception	4.47	.59	35.11	.000
9	To what extent do innovation in E-communication information effect on consumer satisfaction	3.92	.99	13.23	.000
	Fourth Dimension: Consumer perception				
10	To what extent do consumer perception effect on your satisfaction	3.99	.85	16.62	.000
11	Your perception a result of E-communication strategy innovation.	4.01	1.01	14.11	.000
	Fifth Dimension: Consumer Satisfaction				
12	Is your satisfaction a result of E-communication strategy innovation	4.13	.87	18.56	.000
13	Is your satisfaction a result of innovation in E-communication means	4.27	.84	21.44	.000
14	Is your satisfaction a result of innovation in E-communication information	4.52	.70	30.72	.000
15	Is your satisfaction a result of your perception	4.55	.73	30.20	.000

Testing Hypothesis

The first category: test results of first set of hypothesis of the study are shown in Table (3).

Statistical analysis of this table illustrates an overall mean score of respondent which measures the dimensions (D1,

D2, D3, D4 and D5) that correspond to the first category hypotheses.

The mean values of these are (H1=3.66, H2=3.50, H3=4.13, H4=3.87, and H5=4.40).

These values are above the scale midpoint (3) with the standard deviation showing small dispersion.

These result were further validated by on sample t-test which revealed that the overall mean difference for these dimensions as whole was statistically significant (N=0.000) at (Ns=0.05) with a height T-Value, (H1=17.26, H2=10.73, H3=27.37, H4=18.66, and H5=41.12), these scores are higher than tabular value (T-tabular value= 1.96).

As a result, the set of the five hypotheses are accepted, this results show in the Table (3).

Table 3: Testing hypothesis first category

Test Value =3

The hypothesis	Mean Score	Std Dev	T Value	Sig 2tailed
H1: E- Communication strategy innovation have a significant positive effects on innovation in E- Communication means.	3.66	.54	17.26	.000
H2: E- Communication strategy innovation have a significant positive effect, on innovation in E- Communication Information	3.50	.66	10.75	.000
H3: Innovation in E- Communication means have a significant positive effect on consumer perception	4.13	.58	27.37	.000
H4: Innovation in E-Communication information have a significant positive effect on consumer perception	3.87	.68	18.66	.000
H5: Consumer perception have a significant positive effects on consumer satisfaction	4.40	.48	41.12	.000

The second category: It test the constructs of the study model in order to test the relationship between the components of the study model.

Spearman correlation coefficient was adopted and hypothesis (H6) was developed. There is a significant positive relationship between the constructs of the study model (E0 Communication strategy innovation, Innovation E-Communication, Means, Innovation E-Communication Information , Consumer, Perception and Consumer Satisfaction)), results of the analysis of the analysis of Spearman's Correlation Coefficient are shown in the table (4)

Table 4: Spearman correlation coefficient

Diminutions	D1	D2	D3	D4	D5	D6	D7
D 1	1 .000						
D 2	231 .000	1 .000					
D 3	341 .000	196 .000	1 .000				
D 4	201 .000	216 .000	.290 .000	1 .000			
D 5	471 .000	321 .000	421 .000	537 .000	1 .000		

Discussion and Conclusion

The objective of this study was to evaluate the impact of E-communication strategy innovation on consumer satisfaction. The findings of this empirical study show that all formulated hypotheses were in the same direction as was hypothesized in the study. It is evident from current research that E-communication strategy

innovation, Innovation E-communication means, Innovation E-communication information, and consumer perception have a significant positive effect on consumer satisfaction.

This study is examining several areas related on this subject for this purpose, a study model was developed, which included several factors. These factors were divided into five dimensions including: E-communication strategy innovation, Innovation E-communication means, Innovation

E-communication information, consumer perception and consumer satisfaction. Two categories of the hypotheses were developed based on literature reviews as well as a pre-test study. The first category includes five hypotheses, in which each one covers a dimension of the study model, where it represents the factors that affect the consumers satisfaction. Meanwhile, the second category of hypotheses was specified for the purpose of knowing the significance of the relationship between the study model's factors which is expressed through the sixth hypothesis.

The responses of the studied sample to the questionnaire questions (15 questions) were all positive. The highest value was for question 15 with a mean value of (4.55). This is related to the consumer perception on consumer satisfaction with a T-test value of (30.20).

The analysis of the first dimension (E-communication strategy Innovation) indicates that the E-communication strategy innovation affects the consumer satisfaction with a mean value of (4.21), and the T value equivalent to (16.77), which is considered high. At the same time, the E-communication strategy Innovation has an effect on innovation in E-communication means with a mean value of (3.27) and the T value equivalent to (2.85), also its effect on innovation in E-communication information with a mean value of (3.51) and the T value equivalent to (7.04), as well as its effect on consumer perception with a mean value of (3.98) and the T value equivalent to (15.53). There is also a significant positive relationship between all the other dimensions, the highest relationship value was with consumer satisfaction 471.

The analysis of the second dimension (Innovation in E-communication means) indicates that this factors' affects the consumer perception with a mean value (3.67) and the T value equivalent to (10.31), which is considered high. Meanwhile, the effect second to consumer perception was consumer satisfaction with a mean value of (3.50) and the T value equivalent to (6.53) [41-47].

The effect of the third dimension (Innovation in E-communication information) on consumer perception had mean value of (4.47) and the T value equivalent to (35.11) which is higher than the effect on consumer satisfaction that had the mean value (3.92) and the T value equivalent to (13.23).

The fourth dimension (consumer perception) effects consumer satisfaction with a mean value (3.99) and the T value equivalent to (14.11), also having consumer satisfaction as a result of his perception with a mean value of (4.01) and the T value equivalent to (16.62).

All the five hypotheses of the first category which are related to the study models dimension were accepted, which means (H1, H2, H3, H4, and H5). However, regarding the second category hypotheses (H6) spearman's correlation coefficient was used, and the result indicated that there is a significant relationship between the factors of the study's model and that the highest significant positive relationship was between the consumers perception and consumer satisfaction with a value of (.537), and that the result indicates the acceptance of the sixth hypothesis (H6).

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