The Impact of E-Marketing on Consumer Satisfaction during Pandemic Time

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Abstract: - During the pandemic, E-marketing was of great importance to enterprises in general. Digitized enterprises or enterprises that have been digitized during the pandemic have managed to develop their work processes without stalling in their development. At the time when everything stopped working, the companies that had already digitized processes within their companies were managing to cope with the situation that had gripped the whole world. The approach of enterprises in the time of the pandemic has greatly influenced the perception and importance of the digitalization of enterprises in the daily work processes. Communication, process management, and employee management have been a key factor in not stalling processes, ie in maintaining the health of employees of those enterprises. As a result of the COVID-19 crisis, the majority of business executives have ordered their organizations to digitize at least a portion of their operations to safeguard workers and cater to clients who are experiencing limited mobility. We have all watched what is undoubtedly going to go down in history as the widespread adoption of digital access to services and remote work, even though many doubters have not recognized this as a viable prospect. Online ordering and delivery have become the primary business of grocery businesses. In many nations, the emphasis in schools is entirely on online education. Plans for "online" supply chains and factories are being actively developed by manufacturers. Although in some regions the masses have started to reopen and businesses are opening, many businesses are still considering digitalization and further development of their internal processes as a priority. Customer satisfaction is one of the greatest assets of any business, including e-business in today's competitive environment. Several factors can help e-businesses to build a base for their customers. It undoubtedly includes service and customer satisfaction which can be the determinants of success.

Key-Words: - E-Marketing, Customer satisfaction, Pandemic time, COVID-19, Online orders, Online sales.

1 Introduction

If consumer behavior is compared in different periods, it can be seen that consumer behavior has continuously transformed. Various factors have influenced these transformations, including the developments that take place in the environment where we live and act every day. Consumer behaviors have undergone even greater changes recently, during the pandemic period, reflecting the dynamics of life as well as the technological developments that are being used today. Consumers make many decisions during the day. Choosing what to wear is one example of a decision that requires careful consideration and analysis. What scent am I going to use? For dinner, what shall I have?

But there are also many other decisions, which consumers take on the spot during the purchase of

products or services without thinking and analyzing them. These decisions are made under the influence of the factors of the situation or the country we are in, which can be psychological factors or other factors that can directly affect the purchase decision. Even though these choices may seem insignificant, they keep a lot of business professionals up at night as they attempt to analyze and comprehend consumer behavior. Understanding the thought processes that go into consumer decisions allows businesses to use that knowledge to boost sales while preventing consumers from making needless purchases.

The analysis of customer behavior is crucial for marketers since it provides insight into the factors that affect consumers' decisions to buy, and what factors influenced the consumer to buy a certain product and not another. Businesses can close the gap in the market and find products that are needed as well as those that are less needed but still relevant to the consumer once they understand the behavior of consumers while making decisions about which goods or services to purchase.

Businesses can make decisions about how best to market their goods and services to customers to maximize their impact by consulting consumer behavior research.

Reaching out to potential clients and winning their loyalty to your goods and services requires an understanding of consumer purchasing behavior. Consumer behavior is often influenced by other factors, such as external factors, for this reason, businesses must study consumer purchasing patterns and understand buyer trends. Businesses use different strategies to encourage consumers to buy, and this has undoubtedly influenced the change in consumer behavior. Among the most popular strategies, the most common ones that businesses use are: offering different payment options, purchasing in installments, buying now, paying later, etc. Consumer behavior, as defined by [1], is the study of people, groups, and organizations. It also includes the procedures used to choose, get, employ, and discard goods and services in addition to meeting customer demands and mitigating negative effects on society and the individual. The cognitive, affective, and physical actions people take to choose, acquire, and use goods and services to satisfy their needs and wants are referred to as consumer purchase behavior. It includes the purchasing and other consumption-related actions that participants in the exchange process take part in [2].Consumer behavior is the culmination of all the decisions made by human decision-making units

over a period of time involving the acquisition, use, and disposal of products, services, events, interactions, people, and ideas. Consumer behavior encompasses more than just an individual's purchasing habits. It also covers the utilization of customer-provided goods, services, events, and ideas. Consumers also make decisions for other people when they read books by particular writers, vote for politicians, and so on [3] .

2 Literature Review

Recognizing e-marketing's broad reach beyond conventional web-based techniques is essential when examining how it affects consumer satisfaction during pandemics. According to [4], is a broad term that includes a variety of technologies and communication channels outside of the Internet. According to [5], Initially, the Web served to connect computer users to networks to access content as well as the connection between people to each other, and today almost every company has its own Web when offering different information to clients.

Both the Internet and technological development play a very large role in influencing customer satisfaction by enabling communication as well as the creation and development of relationships between them.

E-marketing became especially essential to sustaining customer relationships and satisfaction during the pandemic when in-person encounters decreased and online involvement increased. E-marketing extended beyond websites to include supply chain management and customer relationship management through mobile apps, software, and hardware—all of which existed before the Internet. Furthermore, non-web internet communication channels that promote engagement and satisfaction even in socially isolated periods, such as text messaging, email, and internet telephony, have developed as successful marketing platforms.

Also, according to [6], marketing communication with customers is a key point because if customer comments are collected and then carefully analyzed, the company's decision-making will be correct, and very strong relationships will be created between them. While, [7], interactions between companies and customers are managed by software, to generate high and continuous profit, companies must first identify their customers. All this is achieved when the collected data is analyzed with great care to identify homogeneous customers.

[8], affirmed gaining new customers requires large expenses, including the promotion of products and services that companies offer, so new customers are more expensive than existing ones.

The knowledge that attracting new clients is more expensive than keeping hold of current ones emphasizes the significance of effective and customized e-marketing techniques. Businesses can optimize long-term profitability and minimize acquisition costs by customizing their marketing strategies to effectively attract and keep customers through the analysis of customer behavior data. This means that to maximize marketing effectiveness and achieve sustainable growth, a focus on tailored communication focused retention strategies, and data-driven decision-making is required.

According to [9], technology alone cannot create and develop relationships with clients, so also the staff is another important factor, their qualification, their commitment to the effective implementation of E-marketing in such a way that the loyalty of customers to the company increases. There are different ways to promote products, starting from traditional marketing: word of mouth, then print and television ads.

[10], emphasized today's times, it is impossible not to mention the era of digitization, where product advertising is done through marketing channels, email, and social media marketing.

3 Problem Formulation

The purpose of this research is to fully comprehend the impact of e-marketing on consumer satisfaction in the context of pandemics.
Among the specific goals are:
- Analyze the different e-marketing tactics that companies used during the pandemic.
- Examine the main elements affecting customer satisfaction in the digital sphere.
- Examine the relationships that exist between e-marketing strategies and consumers' general level of satisfaction.
- Give companies practical advice on how to improve customer satisfaction in the context of e-marketing both during and after the pandemic.

By tackling these goals, the study hopes to provide insightful information about how e-marketing is changing and the significant effects it has on customer satisfaction in the face of the ongoing worldwide crisis.

3.1 Research Questions

Formulating accurate and targeted research inquiries is essential when examining how e-marketing affects customer satisfaction in pandemic situations. The following research questions relate to the theme:
- ➢ Have there been more online orders at the time of the pandemic?
- ➢ How satisfied were the businesses with the online sales orders during the pandemic?
- ➢ How satisfied were consumers with online orders during the pandemic?
- ➢ Do age groups differ in terms of how satisfied customers are with their online orders?
- ➢ Do men and women have different levels of satisfaction when it comes to internet orders?

3.1.1 Hypothetical Research Framework

The following research hypotheses, which will be validated or refuted by this study, can be created based on the goals and subjects of the paper that have previously been defined:

Hypothesis
H1- E-Marketing has a positive effect on consumer satisfaction
H2– E-Marketing has a positive effect on Businesses
H3- Price has a positive effect on customer satisfaction
H4– Timely delivery has a positive effect on consumer satisfaction.
H5– Online orders save customers time and money

4 Research Methodology

The survey questionnaire and research questions that are designed to extract data in the pertinent fields and the variables needed to fill in the proper aspects serve as the foundation for this study's methodology.

This type of primary data collection pertains to the collection of data by the researcher directly from the case study. It is a direct representation sample, meaning that the results are implied from the search case for the appropriate reason that the interview model was selected through the representative. The selection of methods for the data collection is also based on how the data relates to the research questions and the research context.

A structured research questionnaire is used in this study to gather data, which is an instrument that

helps and completes information research. Although the data collected via the questionnaire will be quantitative, the data is expected to be qualitative.

Primary data collection was done through a self-administered physical and online questionnaire, where different people were selected, of different ages, on different days, and at different times. In this survey, the questions posed have multiple answers. The answers have been at the ranking level, I used ordinal regression for data analysis, and for correlation between variables I used Spearman's rho since more appropriate for ranking. Once the questionnaire has been in the form 1- very dissatisfied, 2 dissatisfied, 3 moderately satisfied, 4-satisfied, and 5- very satisfied. I used ordinal regression and for correlation between variables I used Spearman's rho since it is more appropriate for ranking. The processing of the data collected through the questionnaire was done using the Microsoft Excel program and the well-known SPSS.

4.1 Problem Solution

H1- E-Marketing has a positive effect on consumer satisfaction.

Table 1. Customer Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	9	5.0	5.0	5.0
	Dissatisfied	18	10.0	10.0	15.0
	Neutral	19	10.6	10.6	25.6
	Satisfied	117	65.0	65.0	90.6
	Very satisfied	17	9.4	9.4	100.0
	Total	180	100.0	100.0	

In the Table 1 the results show that 9.4% of customers are very satisfied, 65% are satisfied with the use of e-marketing, 10.6% of customers are neutral, 10% of customers are dissatisfied and 5% of customers are very dissatisfied. We can show that the overall level of customer satisfaction is 10.0% not satisfied and 65.0% satisfied. According to the statistics, there is still an opportunity for development even though a sizable majority of customers (65.0%) are satisfied. This is because 10.0% of customers are not satisfied. The 10.6% neutral category denotes a subset of customers who are neither content nor unsatisfied and may offer a chance for enhancement or additional research into their requirements and preferences, however, this confirms the hypothesis of the overall satisfaction of consumers related to e-marketing. The more advanced e-marketing is, the higher the level of customer satisfaction is.

Table 2. Group Statistics

Group Statistics					
gender		N	Mean	Std. Deviation	Std. Error Mean
Customer satisfaction	male	100	5.00	0.000	0.000
	female	80	3.38	1.945	.217

Table 2 shows the comparison of female participants (mean of 3.38), male participants on average reported higher levels of satisfaction (mean of 5.00). In comparison to male participants, where the standard deviation is 0.000, the standard deviation for female satisfaction scores (1.945) shows higher variability in satisfaction levels among female participants. There appears to be some fluctuation in the sample means from the population mean, as indicated by the female satisfaction scores' non-zero standard error of the mean (SEM) of 0.217.

Based on the result of Table 3 nwe reject the null hypothesis in both Levene's test and the t-test since their p-values are less than 05. Consequently, we conclude that the two independent groups under comparison differ in terms of consumer satisfaction in a statistically significant way.

Furthermore, there is a 1.625 mean difference between the two groups, with a 95% confidence range that falls between 1.192 and 2.058 when equal variances are not assumed and between 1.242 and 2.008 when they are.

This implies that there is a difference in the two groups' average customer satisfaction levels, and the difference is estimated to lie in the provided confidence intervals.

In conclusion, the results show that the two groups' levels of customer satisfaction differ significantly and that this difference has statistical significance.

The result presented in Table 4 show that Consumer satisfaction correlates with benefit and security payment that is 0.01 level (2-tailed) very strong correlation between them. Benefit and security payment have a positive impact on customer satisfaction.

From this, we can conclude that H1 stands.

H2– E-Marketing has a positive effect on Businesses

From the parameters of Table 5: (Q9) correctness in ordering online, (Q10) correctness of timely delivery,(Q12) extra price, (Q22) easy processing, (Q30) business satisfaction.

The only significant variable is easy processing for a p-value of 0.05.

Table 3. Independent Samples Test

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Customer satisfaction	Equal variances assumed	1913.517	.000	8.362	178	.000	1.625	.194	1.242	2.008
	Equal variances not assumed			7.474	79.000	.000	1.625	.217	1.192	2.058

Table 4. Correlations

			Good Services	Benefit	Inexpensive	Security payment system
Spearman's rho	Good Services	Correlation Coefficient	1.000	.186*	.081	.141
		Sig. (2-tailed)	.	.012	.280	.059
		N	180	180	180	180
	Benefit	Correlation Coefficient	.186*	1.000	-.006	.304**
		Sig. (2-tailed)	.012	.	.934	.000
		N	180	180	180	180
	Inexpensive	Correlation Coefficient	.081	-.006	1.000	.107
		Sig. (2-tailed)	.280	.934	.	.154
		N	180	180	180	180
	Security payment system	Correlation Coefficient	.141	.304**	.107	1.000
		Sig. (2-tailed)	.059	.000	.154	.
		N	180	180	180	180

Table 5. Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Q30 = 3.00]	-3.278	1.612	4.133	1	.042	-6.438	-.118
	[Q30 = 4.00]	-.470	1.589	.087	1	.767	-3.584	2.644
Location	[Q9=1.00]	-1.039	1.462	.506	1	.477	-3.904	1.825
	[Q9=2.00]	-2.944	1.148	6.575	1	.010	-5.195	-.694
	[Q9=3.00]	-1.521	.923	2.717	1	.099	-3.330	.288
	[Q9=4.00]	-.490	.889	.303	1	.582	-2.232	1.253
	[Q9=5.00]	0ᵃ	.	.	0	.	.	.
	[Q10=1.00]	18.038	.000	.	1	.	18.038	18.038
	[Q10=2.00]	.900	1.677	.288	1	.592	-2.387	4.186
	[Q10=3.00]	-1.125	.615	3.344	1	.067	-2.332	.081
	[Q10=4.00]	-.031	.562	.003	1	.956	-1.132	1.070
	[Q10=5.00]	0ᵃ	.	.	0	.	.	.
	[Q12=1.00]	1.102	1.300	.719	1	.397	-1.446	3.651
	[Q12=2.00]	2.934	1.525	3.703	1	.054	-.054	5.922
	[Q12=3.00]	1.809	1.198	2.278	1	.131	-.540	4.157
	[Q12=4.00]	0ᵃ	.	.	0	.	.	.
	[Q22=1.00]	18.272	3757.195	.000	1	.996	-7345.695	7382.238
	[Q22=2.00]	-1.430	.690	4.289	1	.038	-2.782	-.077
	[Q22=3.00]	-.563	.669	.707	1	.400	-1.874	.749
	[Q22=4.00]	-2.346	.665	12.457	1	.000	-3.649	-1.043
	[Q22=5.00]	0ᵃ	.	.	0	.	.	.

Link function: Logit.
a. This parameter is set to zero because it is redundant.

So if easy processing increases per unit, customer satisfaction decreases by -2.346.

While (Q9) the correctness of ordering online, (Q10) the correctness of timely delivery, and (Q12) extra price have no statistical significance. From this, we can conclude that H2 stands.

H3- Price has a positive effect on customer satisfaction

(Q11) Has the price of online orders changed during the pandemic (Q12) Did you pay an extra price per post for shipping the products (Q17) Price, (Q19) Free delivery, (Q21) Inexpensive, (Q29) Customer Satisfaction

From the Table 6, we can see that pricing hurts consumer satisfaction, which is the opposite of the hypothesis (H3). More specifically, there is a tendency for customer satisfaction to decline when prices rise.

In addition, additional elements that have a big impact on customer satisfaction levels include location, free delivery, low-cost options, and adjustments to online order costs throughout the pandemic.

These results imply that to improve customer satisfaction, firms should carefully analyze their pricing tactics as well as other aspects of their services since higher prices by themselves might not always translate into greater satisfaction.

Price and customer satisfaction have a statistically significant positive link at the 0.05 level (2-tailed), according to the correlation analysis shown in Table 7. This implies that there is a positive correlation between price and consumer satisfaction. In particular, there is a relatively significant positive association between pricing and customer satisfaction, as indicated by Spearman's rho correlation coefficient of 0.170*. The third hypothesis (pricing has a positive impact on customer satisfaction) is supported by a considerable positive association. According to this research, consumers believe that more expensive goods and services provide better value or quality, which raises customer satisfaction.

As a result, companies stand to gain from carefully considering how much to charge for their products to match client preferences and expectations. This will eventually raise overall satisfaction levels and encourage client loyalty.

H4 – Timely delivery has a positive effect on consumer satisfaction.

Table 6. Parameter Estimates

| | | Estimate | Std. Error | Wald | df | Sig. | 95% Confidence Interval | |
							Lower Bound	Upper Bound
Threshold	[Q29 = 1.00]	-7.034	1.577	19.903	1	.000	-10.124	-3.944
	[Q29 = 2.00]	-5.618	1.549	13.152	1	.000	-8.655	-2.582
	[Q29 = 3.00]	-4.795	1.542	9.668	1	.002	-7.817	-1.772
	[Q29 = 4.00]	.033	1.475	.001	1	.982	-2.857	2.924
Location	[Q17=3.00]	-2.114	1.157	3.338	1	.068	-4.382	.154
	[Q17=4.00]	-1.504	.531	8.024	1	.005	-2.545	-.463
	[Q17=5.00]	0[a]	.	.	0	.	.	.
	[Q21=1.00]	2.688	.975	7.594	1	.006	.776	4.600
	[Q21=2.00]	-.160	.781	.042	1	.837	-1.692	1.371
	[Q21=3.00]	-.260	.634	.167	1	.682	-1.503	.984
	[Q21=4.00]	-.116	.388	.090	1	.764	-.876	.644
	[Q21=5.00]	0[a]	.	.	0	.	.	.
	[Q19=1.00]	2.568	2.816	.831	1	.362	-2.952	8.087
	[Q19=2.00]	2.433	1.174	4.298	1	.038	.133	4.733
	[Q19=3.00]	2.257	.801	7.944	1	.005	.688	3.826
	[Q19=4.00]	1.295	.499	6.726	1	.010	.316	2.274
	[Q19=5.00]	0[a]	.	.	0	.	.	.
	[Q12=1.00]	-6.610	1.526	18.759	1	.000	-9.602	-3.619
	[Q12=2.00]	-2.474	1.531	2.611	1	.106	-5.476	.527
	[Q12=3.00]	-4.788	1.402	11.667	1	.001	-7.535	-2.041
	[Q12=4.00]	0[a]	.	.	0	.	.	.
	[Q11=1.00]	1.914	.933	4.203	1	.040	.084	3.743
	[Q11=2.00]	3.280	1.044	9.880	1	.002	1.235	5.326
	[Q11=3.00]	1.826	.717	6.490	1	.011	.421	3.231
	[Q11=4.00]	.521	.623	.699	1	.403	-.700	1.741
	[Q11=5.00]	0[a]	.	.	0	.	.	.

Link function: Logit.

a. This parameter is set to zero because it is redundant.

Table 7. Correlations

			Price	Customer Satisfaction
Spearman's rho	Price	Correlation Coefficient	1.000	.170[*]
		Sig. (2-tailed)	.	.023
		N	180	180
	Customer Satisfaction	Correlation Coefficient	.170[*]	1.000
		Sig. (2-tailed)	.023	.
		N	180	180

. Correlation is significant at the 0.05 level (2-tailed).

Table 8. Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Q29 = 1.00]	-2.891	.353	67.262	1	.000	-3.582	-2.200
	[Q29 = 2.00]	-1.682	.226	55.431	1	.000	-2.125	-1.239
	[Q29 = 3.00]	-1.014	.192	27.880	1	.000	-1.391	-.638
	[Q29 = 4.00]	2.326	.276	71.268	1	.000	1.786	2.866
Location	[Q31=4]	.219	.345	.403	1	.525	-.457	.896
	[Q31=5]	0[a]	.	.	0	.	.	.

Source: Author
Link function: Logit.
a. This parameter is set to zero because it is redundant.

Table 9. Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Q29 = 1.00]	-2.426	.731	11.024	1	.001	-3.857	-.994
	[Q29 = 2.00]	-1.142	.679	2.830	1	.093	-2.473	.189
	[Q29 = 3.00]	-.411	.670	.376	1	.540	-1.724	.902
	[Q29 = 4.00]	3.681	.770	22.859	1	.000	2.172	5.190
Location	[Q18=1.00]	.970	1.376	.496	1	.481	-1.728	3.667
	[Q18=2.00]	.844	.851	.983	1	.321	-.825	2.513
	[Q18=3.00]	-.215	.901	.057	1	.811	-1.981	1.551
	[Q18=4.00]	.155	.404	.146	1	.702	-.638	.947
	[Q18=5.00]	0[a]	.	.	0	.	.	.
	[Q23=1.00]	.988	.698	2.004	1	.157	-.380	2.355
	[Q23=2.00]	-.894	.536	2.778	1	.096	-1.945	.157
	[Q23=3.00]	.181	.531	.115	1	.734	-.861	1.222
	[Q23=4.00]	-.471	.603	.610	1	.435	-1.653	.711
	[Q23=5.00]	0[a]	.	.	0	.	.	.
	[Q22=1.00]	3.545	.781	20.616	1	.000	2.015	5.076
	[Q22=2.00]	.090	.605	.022	1	.881	-1.095	1.275
	[Q22=3.00]	1.421	.517	7.567	1	.006	.409	2.434
	[Q22=4.00]	.102	.553	.034	1	.853	-.982	1.187
	[Q22=5.00]	0[a]	.	.	0	.	.	.

a. This parameter is set to zero because it is redundant.

The result presented in Table 8 (Q29) Customer Satisfaction, (Q31)Time delivery.

According to the data analysis, at the traditional p-value threshold of 0.05, the parameter estimate for timely delivery (Q31) exhibits statistical significance. This suggests that customer satisfaction levels are highly influenced by the delivery schedule. Thus, it offers compelling evidence in favor of hypothesis H4, which contends that prompt delivery enhances consumer satisfaction.

The statistical relevance of timely delivery emphasizes how crucial it is in influencing the opinions and experiences of customers. Consumers frequently connect professionalism, dependability, and general contentment with a service or product

with prompt delivery. Consequently, companies that place a high priority on timely delivery stand a better chance of increasing customer satisfaction and retaining loyal consumers.

H5– Online orders save customers time and money.

The results presented in Table 9 show the impact of various factors on customer satisfaction. These factors include 'Saving time' (Q18), 'Easy processing' (Q22), 'Easy fund transfer' (Q23), and 'Customer Satisfaction' (Q29).
Saving time and money is perceived as having a large positive impact, as indicated by the estimate for Q22=1.00, which is 3.545.

At the point of 0.05, the p-value for this estimate is 0.000, demonstrating statistical significance.

Customers may believe that placing an online order saves them time and money when they find the process simple, according to the statistical significance of "Easy processing" (Q22).

This result is in line with general expectations because simple, streamlined procedures are frequently linked to efficacy and cost-effectiveness.

The strong positive impact suggests that customers' perceptions of time and money savings may be improved by making it easier to complete online orders.

Customers can save time and money by placing orders online, as evidenced by the statistically significant parameter estimate, which supports hypothesis H5.

Research questions:

➢ *Have there been more online orders at the time of the pandemic?*
Businesses claimed that there was an increase in online sales during the pandemic of up to 50%.

➢ *How satisfied were the businesses with the online sales orders during the pandemic?*
Businesses are very satisfied with online orders at the time of the pandemic, they have shown an increase in online sales. From their answers, 55.6% are very satisfied, 14.4 satisfied, and 30% neutral.

➢ *How satisfied were consumers with online orders during the pandemic?*
Consumers responded that they were very satisfied with online shopping during the pandemic time because they saved time and money. After all, usually orders came with free delivery.

Their answers were thus: Very satisfied 9.4%, satisfied 65%, neutral 10.6%, dissatisfied 10% and very dissatisfied 5%.

➢ *Is there a difference between the ages and the level of consumer satisfaction with online orders?*
The percentage of satisfaction with online orders by age is thus divided by 6.7% of the most dissatisfied customers. Most of the customers are aged over 60 (16.67%) and 41 to 50 years (11.11%). Dissatisfaction was 17.2% of whom most over 60 (75%) and 51 to 60 (33.30%). From the total we have noted that the majority of the respondents 52.8% said that they are generally satisfied with the online orders, most of them 71.42% are aged 21 to 30 olds, 63.8% are between the ages of 31 and 40, and 55.56% are between the ages of 41 and 50. Of the 180 surveyed customers, 18.3% of them were satisfied with the online orders, 33.33% were under 20, 22.22% were from 41 to 50 years, 19.10% were aged 51-60, 18.2 % were aged from 31 to 40 years, 14.28% age from 21 and 30 years of age and customers over 60 years old 8.33%. The last 5% of the surveyed customers were very satisfied with the online orders, most of which belong to the age of 20 years 33.33% and 31-40 years old 5.5%. From this analysis, we can say that there are major differences between the ages in terms of satisfaction with online orders.

➢ *Do men and women have different levels of satisfaction when it comes to internet orders?*
The difference between the satisfaction of men and women with online orders, with 5% of men and 5% of women saying they are very satisfied with online orders and 8% of men said they are very dissatisfied with online orders and 5% of women have also been dissatisfied with online orders. In general, customers said they were on average satisfied with online orders, of which 57% were males and 47.5% were females. So from this, we see that men are more satisfied with online orders.

5 Conclusions
Through the results achieved in this paper, we have managed to bring important conclusions that can serve as a source of information for further studies or as suggestions for businesses and consumers in the use of E-Marketing.

From the surveys, we understand that most of the customers who were users of online shopping at the time of the pandemic were satisfied with the

accuracy, ease, and correctness of the businesses that provided these online sales.

Even though before the pandemic time a majority of consumers had been reluctant to order online for many reasons. From consumer responses, we found that the most common products in online orders during the pandemic were food, clothing, and technology.

Through this research, we realized that the trust in consumers in online ordering is greater than before the time of the pandemic because it was a dose of distrust thinking that most businesses that operate online are fake or do not exist at all, and their purpose the only one is consumer fraud.

5.1 Recommendations for Future Research

➢ From the research we concluded that every business must have E-Marketing to function regardless of the circumstances we may be in, as was the case with the Pandemic.

➢ Businesses need to invest more to gain the trust of consumers.

➢ The online ordering process should be very easy to use by consumers regardless of their age and level of education.

➢ To create other forms of information for consumers who do not use social networks (information portals, Facebook, Instagram, etc.)

➢ Stress the value of localizing and culturally sensitive e-marketing methods to the specific cultural quirks and preferences of your target audience. Assist companies in making investments in consumer-friendly localized language, visuals, and content. To effectively engage with the target audience and improve customer satisfaction, emphasize how important it is to understand local cultures, festivals, and traditions.

➢ Urge companies to focus on mobile optimization when it comes to their e-marketing initiatives, such as creating mobile-friendly content, flexible websites, and focused mobile advertising.

➢ It is recommended that companies look to enhance their e-commerce platforms by adding features like safe payment methods, expedited checkout procedures, and customized product suggestions. To keep ahead of the competition and satisfy consumers' changing needs, we propose investigating new e-commerce trends like voice and social commerce.

➢ In a market where competition is fierce, emphasize the value of developing solid customer relationships. To efficiently track customer contacts, obtain feedback, and personalize communications, firms should be encouraged to invest in strong Customer Relationship Management systems. Suggest the use of email marketing campaigns, customer feedback systems, and loyalty programs to improve customer satisfaction, build rapport, and promote repeat business.

➢ Encourage companies to place a high priority on protecting consumer data by adhering to applicable laws, putting strong cybersecurity measures in place, and following open data handling procedures. Stress how crucial it is to earn customers' trust by protecting their data and honoring their need for privacy.

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