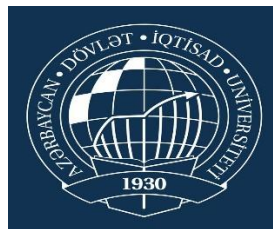


The Ministry of Education of Azerbaijan Republic

The ways to assess customer satisfaction in the internet marketing

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ABSTRACT

The rapid increase in Internet access has contributed significantly to the use of the Internet for marketing purposes. Internet has become a great market for companies and customers. It was an important process from the point of view of firms to determine their clients' online trading behavior, including whether customers are using e-commerce. As the use of e-commerce has increased, companies have the opportunity to influence customers through various marketing tools. Discounts on the day over the Internet have become a major marketing tool for customers.

The main purpose of research is determining a relationship between trading over the internet and customer satisfaction. It also explores the connection between customer satisfaction with day's chance offers. As a result of the research, it has been found that there are a number of reasons that prevent people from making online purchases, and most importantly, customers afraid of to give their personal information. Positive results have been achieved between customer satisfaction with shopping over the Internet. In addition, customers have been highly sensitive to the day's opportunities.

Key words: Internet, Internet marketing, customer satisfaction, day's opportunities, e-commerce

ABSTRACT (Azerbaijan)

Müasir dövrdə internetdən istifadənin sürətlə artması internetin, marketing məqsədləri üçün istifadəsinə ciddi təsir göstərmişdir. Belə ki internet firmalar o cümlədən müştərilər üçün böyük bir bazara çevrilmişdir. Elektron-ticarətdən istifadənin artmağa başladığı dövrümüzdə firmalar tərəfindən də müxtəlif onlayn marketing vasitələri ilə müştərilərə təsir etmə imkanları ortaya çıxmışdır. İnternet üzərindən günün təklifləri endirimləri isə müştəriləri cəlb edən əsas marketing vasitəsi olmuşdur. Müştərilərin elektron-ticarətdən istifadə edib-etmədikləri o cümlədən onlayn ticarətdə sərgilədikləri davranışlarla bağlı sualları müəyyənləşdirmək firmalar nöqtəyi-nəzərindən önəmli bir proses olmuşdur.

Tədqiqatın əsas məqsədi, internet üzərindən edilən ticarətlərdə və o cümlədən günün fürsətləri endirimlərindən istifadə ilə müştəri məmnuniyyəti arasında əlaqələrin qurulmasını əhatə edir. Bu məqsədlə internet alış-verişləri zamanı həmçinin internetdə günün təklifləri endirimlərinə müştərilərin məmnuniyyət səviyyəsi dəyərləndirilməsi üçün Azərbaycanda internet istifadəçiləri ilə anket sorğusu keçirilmiş o cümlədən sosial mediada günün təkliflərinə olan münasibət müştəri şərhəri əsasında dəyərləndirilmişdir. Tədqiqat nəticəsində məlum olmuşdur ki , insanların onlayn alış-verişlər etməsinə maneə yaradan bir sıra səbəblər olmuşdur ki onlardan da ən əsası müştərilərin şəxsi məlumatlarını verməkdən çəkinməsidir. İnternet üzərindən alış-verişlərdə müştəri məmnuniyyəti arasında müsbət nəticələr əldə edilmişdir. Bundan əlavə müştərilər günün fürsətlərinə yüksək həssaslıq göstərmişdir.

Açar sözlər : İnternet , internet marketing , müştəri məmnuniyyəti , günün fürsətləri , onlayn ticarət

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1.INTRODUCTION & LITERATURE REVIEW

1.1 Introduction

The internet has been the progressive technology of the new millennium, empowering customers and businesses alike with blessings of connectivity. (Kotler & Armstrong 2004). Globalization and the rapid development of technological innovations have also affected the development of internet technology and made the internet an indispensable part of the business world, not only in the entertainment field. The Internet is the largest communication community in the world, with millions of users inside it. This great unit means a very attractive customer potential for a business that is planning to get more profit over the internet.

The widespread use of the Internet and its use in the business have created a new phenomenon called marketing on the Internet, changing the traditional methods of many business areas. In addition, these developments have resulted in more prominent electron shopping than in traditional ways. Internet marketing has begun to play a more effective role in dealing with larger masses, building close relationships with clients, reducing costs, and gaining time.

Internet marketing has emerged along with the increased e-commerce usage worldwide. This marketing activity has brought number of advantages to both firms and customers. With the advantages such as cost savings, lack of geographical borders, and accessibility at any time of the day internet marketing have become key marketing activity.

As we know marketing is a process of finding out what the customer needs and meeting these requirements. Also known as costumer needs and expectations changing frequently. For this reason to identify customer behavior and delivering customer satisfaction is very important for successful business and marketing activities. Customer satisfaction is now regarded as one of the most necessary goals

of the firms. The active role of successful customers in the future sales activities of the firms has updated the interest to this issue. The future of Marketing is Internet marketing (Lodhi and Shoaib, 2017). Therefore, identifying customer behavior and reach customer satisfaction are also essential for marketing activity over the internet, just as in traditional marketing.

The object of the study is the day's opportunities. As we know, discounts have a special impact on consumer behavior. Today's offerings have become an internet marketing tool that has been used as a type of discount companies recently. Opportunities of the day cause consumers to behave differently.

The principle aim behind the examination is that customers who shop on the Internet use or not "day's chances" in their buys, regardless of whether they are fulfilled or not just as uncovering conduct structures. What's more, one of the objectives of the study is to research the conduct of purchasers and the explanations behind the utilization of the Internet in shopping.

Result of the study has shown that customer's have different opinions to shopping over the internet and they have various approach to internet marketing tools such as day's opportunities. Generally customers have positive attitude trading over the internet and day's opportunities.

1.2 LITERATURE REVIEW

1.2.1 INTERNET

In the modern world, the Internet has become a rapidly developing technology in the world. From the early days of the Internet to the present day, the number of unique possibilities provided has been used for different purposes in different fields.

1.2.1.1 Brief description of internet

Initially used for military and scientific purposes, the internet now has become a versatile and popular communication tool for all individuals and institutions. The Internet is a collection of interactive networks connected with each other in accordance with standards.(Yayla 2010). According to another definition, the Internet is a network of very large and continuously developing global computer networks that are not centralized or under management. (Kotler and Armstrong)

The internet first emerged in the early 1960s in the field of military and scientific research and development, with the idea that it would be possible to share information with the help of computers. The idea of connecting computers was first proposed by J. Licklider from the Massachusetts Institute in the USA in 1962. This idea was further expanded by ARPA (Advanced Research Projects Agency). In 1969, the Internet took the first steps with the ARPANET (Advanced Research Projects Authority) system of ARPA.

Throughout the 1970s and 1980s, ARPANET developed rather than serving the military purpose, but another network. The most important phase of this evolution process took place in 1989. These military networks have been replaced NSFNET. This event is a sign of a very important change in the history of the Internet, because it will no longer serve the soldiers, but also the civilian people.

In 1991, at the point when Tim-Berners Lee imagined the “www”. This system is called hypertext and is based on visual basis. According to this, written and visual

messages can be transmitted easily and any information can be easily shared. The emergence of the web also means the emergence of commercial internet. The use of internet in the commercial area, which offers new opportunities and new markets to businesses, has been developing since 1995. As it is known, the most important commercial developments on the internet are developing on the web, which is part of the internet, while various other tools such as e-mail, usenet and mailing lists; develops communication, marketing research, product development, brand building. (Hoffman and others)

The widespread use of the internet has resulted in a large collection of data and many services has emerged on the Internet and have made it virtually available. As the characteristic features of the internet the following can be seen :

- The internet is rapidly increasing technology
- Provide cheap and easy access to information
- No borders with the geographical mean
- Has many new innovations
- Using by universities, companies, goverment organizations and etc
- Provide banking , shopping and other services

In addition to these common opportunities provided by the internet , it has also been possible to use it in business matters. Internet technology enables companies to bring their products to a wider audience and make use of these services by people. These servicese can shown as educational opportunities , banking transactions, trade transactions and so on.

1.2.1.2 Usage in the world

The opportunity provided by the Internet for individuals as well as companies has made it possible to increase the number of users worldwide rapidly. According to Internet world stats, the world's population has reached 7.7 billion, of which 4.3 billion are Internet users.

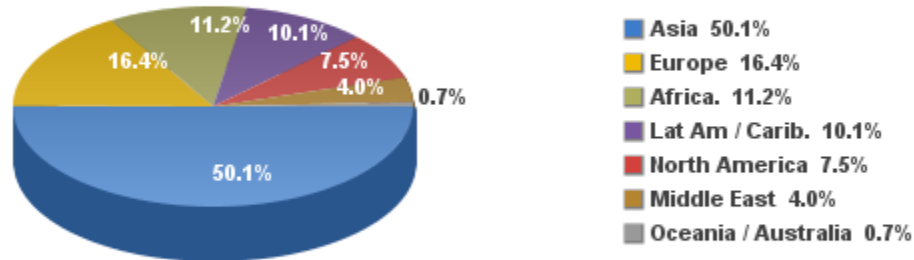
Figure 1

WORLD INTERNET USAGE AND POPULATION STATISTICS MARCH, 2019 - Updated						
World Regions	Population (2019 Est.)	Population % of World	Internet Users 31 Mar 2019	Penetration Rate (% Pop.)	Growth 2000-2019	Internet Users %
Africa	1,320,038,716	17.1 %	492,762,185	37.3 %	10,815 %	11.2 %
Asia	4,241,972,790	55.0 %	2,197,444,783	51.8 %	1,822 %	50.1 %
Europe	829,173,007	10.7 %	719,365,521	86.8 %	584 %	16.4 %
Latin America / Caribbean	658,345,826	8.5 %	444,493,379	67.5 %	2,360 %	10.1 %
Middle East	258,356,867	3.3 %	173,542,069	67.2 %	5,183 %	4.0 %
North America	366,496,802	4.7 %	327,568,127	89.4 %	203 %	7.5 %
Oceania / Australia	41,839,201	0.5 %	28,634,278	68.4 %	276 %	0.7 %
WORLD TOTAL	7,716,223,209	100.0 %	4,383,810,342	56.8 %	1,114 %	100.0 %

As we can see from Figure 1, Asia is the most widely internet used region in the world. The number of Internet users is 2.1 billion. The region with the second highest Internet access is Europe (719 million) .The lowest internet usage is observed in Australia (28 million).

Figure 2

Internet Users in the World by Regions - March, 2019 - Updated



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 4,383,810,342 Internet users in March 31, 2019
Copyright © 2019, Miniwatts Marketing Group

Figure 2 shows the distribution of regions using the internet. As it is known from Figure 1, the highest internet usage in the world belongs to the Asia region with 50%. Europe then comes with 16.4%. Africa and South America share the next places.

According to Waluevolk , 15 countries most using the Internet in the world showing below :

- USA
- Brasil
- Makao
- Russia
- United Arabic Empires
- Bahrayn
- Hong-Kong
- Saudi Arabia
- United Kingdom

Other countries in the list are Luxembourg, Germany, Austria, Japan and Denmark.

1.2.2 ELECTRONIC COMMERCE

The rapid development of the Internet has led to the arise of new innovations and technologies, the most important one of them is the conducting business over the Internet. This technology is called electronic commerce and is understood as buying and selling of commodity, services, datas over the internet and computer networks. (Rahman and Mahesh 2000)

The narrowest definition of electronic commerce; commercial transactions and payments to consumers through open networks such as internet. This recognition includes only the sale of goods and services for consumers and the corresponding payment. The broad definition of electronic commerce is the sharing of structured and unstructured business information for the execution of business, management and consumption activities through electronic tools between producers, consumers, public institutions and other institutions.

Electronic commerce; purchasing and selling data, goods through computer networks, as well as creating demand for data and goods (marketing), providing customer support (in all stages of sales) and to provide commercial and logistics communication between commercial institutions and customers over the computer networks.

It is possible to examine electronic commerce in four general terms. These are follows:

- In terms of communication: Electronic commerce is the distribution of goods in any electronic environment.

- From the point of Business Process: Electronic commerce is the application of technology through automation of business, operations and workflows.
- In terms of service: Electronic commerce is a tool that helps firms, customers and management to realize their wishes to lower the costs, improve the quality of customer service and increase the speed of service.
- From an Online Point of view: Electronic commerce performs the purchase and sale of products and information with the help of internet and online services.

Today, the mass of e-commerce grows more , but e-commerce does not only contains the buy and sale of commodities over the Internet. As Vareham says, many people understand e-commerce as purchasing and selling goods and datas over the Internet. But e-commerce incorporates more than that. These are :

- Product planning
- Opportunities such as promotions, advertising, and information
- Electronic transactions
- Electronic banking
- electronic customs activities
- Electronic marketing
- Electronic signature
- Copyright protection
- Production monitoring in electronic environment,

- Shipment tracking in electronic environment and so on.

Electronic commerce is carried out using tools such as EDI, internet, intranet, fax, telephone, electronic payment, TV and so on. EDI is one of the key tools for e-commerce, allowing data transmission from one network to another without human involvement. It is mostly used by large firms to transfer information to customers, to provide order information, to order to suppliers, or to transfer electronic funds. EDI is also a system that allows exchange of documents and information between computer networks without human factor between two organizations engaged in trade.

The purpose of EDI; taking orders, avoiding repetitions in the conduct of commercial contracts and preparing invoices, reducing costs and completing transactions in a short time with minimal error.

One of the key points of e-commerce is the rapidly growing and widespread internet network. It would be impossible to imagine electronic commerce without an Internet network.

1.2.2.1 Types

In the modern age, e-commerce has become an important technological innovation that characterizes not only the relationship between consumers and companies, but also the linkages between companies and governments. These relationships are described as follows :

Business to business - Here are the companies trading with each other. These relationships include wholesale, retailers and so on.

Business to consumer - In this relationship, companies doing trade directly to consumers. Consumers can access commercialized websites where they want information about their goods. Examples of such relationships are the platforms such as Amazon, Flipkart, Jabong, Alibaba and others.

Business to government – including various tax, customs transactions, trade notices, etc. between business and government.

Consumer to government – This class covers taxes, customs duties, transfers of various purpose funds, etc. to the state.

Recently, more e-commerce types have emerged such as :

Consumer to consumer - This connection is known as the connection of consumers with one another. It involves the sale of consumers to their customers directly interested in their personal goods.

Consumer-to-business - It is understood that these products are also available to consumers. Examples include demo versions of IT products and so on

1.2.2.2 Features

Since e-commerce is online, its main purpose is to ensure that trading operations are carried out in a virtual, comfortable, fast and efficient way.

The main features of e-commerce are as follows :

- Access to electronic commerce products and services at any time
- E-commerce provides 24/7 connections between buyers and sellers

- E commerce facilitates effective communication between the intermediary vendor
- E-commerce is a great platform for entrepreneurs
- Electronic commerce is such a network that has a wide consumer audience
- Electronic commerce requires the elimination of regionalism.
- Electronic trade provides instant access to everything on the internet.

1.2.3 INTERNET MARKETING

Internet marketing has emerged as a new concept of marketing activities that addresses the global environment. Given that the modern era is an internet era, it is important to evaluate the advantages of this concept both for firms and buyers. These advantages are based on the digital technologies that the Internet has provided. As Chaffey says, internet marketing is aimed at reaching marketing goals by using digital technologies.

1.2.3.1 Characteristics

With the rapid advancement of technology and information age, traditional commercial methods such as sales, marketing, promotion, advertising etc. caused to emergence and spread of the internet marketing method, which gives faster, more cost effective and more accurate results.

Internet marketing defining by different authors such as :

Figure 3

Authors	Recognition of internet marketing
Mathinssen (1995)	In the most general sense ,Internet marketing is expressed as the use of the internet for profit generation.
Kotler and Armstrong (1998)	internet marketing is a type of direct marketing, which includes the establishment of links between buyers and vendors in electronic form and other electronic ways
Chaffey et all (2009)	internet marketing as a using digital techologies to reach marketing goals
Mucuk (2006)	internet marketing is a strategic process for the development, pricing, promotion and distribution of products on the internet for target markets “
Elie and Tiley	Internet marketing as a promotional activity on the internet, using search engines, e-mails, social media, and online advertising.

The special features and benefits of the Internet can be described as a revolution in the world of marketing. Looking at the benefits of the Internet in the context of marketing, it is seen that it is a very suitable environment for promotion which is the constant element of the marketing mix.

Internet marketing carries out marketing activities in line with firms' goals by using the opportunities provided by digital technologies. Internet access to the global audience and ease of access has made it possible for operations like advertising, sales to be made at a much faster pace.

The main marketing works through the Internet are the creation of internet shopping websites and its design , ensuring the convenience of payment, the implementation of various advertising activities, and so on.

Online marketing should not be described as a new sales channel or a store in a different environment, especially with the help of communication technologies. This new marketing channel also brings a new supply chain, product distribution service, reduced production cost, direct sales and economic opportunities to businesses.

Since the Internet has become widespread, a lot of factors have come together and there are great transformations in traditional marketing approaches and practices. Internet-based marketing is based on high-tech, fast and continuous development. The Internet has the ability to use all the tools such as video, sound, text, animation at the same time which are very difficult to use in classical marketing. The problem of time and space in market and marketing research is eliminated, and large-scale research can be made much shorter and lower. In addition, personal sales, sales promotion, advertising, and so on are changing the attributes. In contrast to traditional marketing, internet marketing is based on mutual relationships. One-way relationships between consumer retailer and consumer in traditional marketing have led to a feedback problem, but with the expansion of these links in internet marketing, this problem has disappeared.

The main differences between internet marketing and classic marketing are evaluated in terms of 4 key marketing activities.

These marketing activities are advertising , market research , customer service and sales.

Advertising in traditional marketing can be done by different brochures, tv ads, and so on. It is also possible to use magazines and other marketing tools for this purpose. Traditional marketing is a market research to know which goods are more demanding

for customers, and this includes researching and studying the strategies of competitors. Traditional marketing services are rendered to customers physically, survey questionnaires, and various company surveys. In traditional marketing, sales activities are also performed physically.

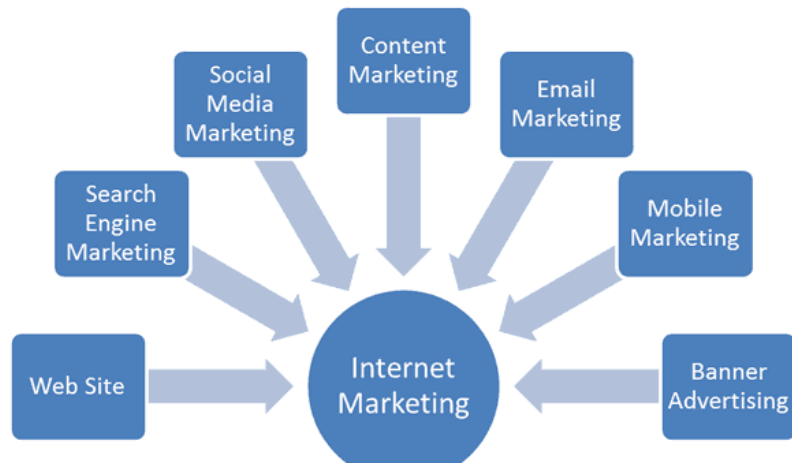
Advertising in Internet marketing can be accessed through a wide range of social media or internet sites, while market research is being studied with video conferencing and other digital innovations. Sales activity limits physical presence. Customer services are studied by various digital technologies, including 7 days a week and 24 hours a week.

At last ,Internet marketing is predominant marketing activity, due to the possibilities offered by the Internet and access to global audiences.

1.2.3.2 Trends/Techniques

Chaffey describes internet marketing as a using digital technologies to reach marketing goals. In another definition According to the Direct marketing institution, internet marketing involves reaching marketing goals by using Internet technologies. Internet marketing is a broad concept, also called SMM, online marketing, electronic marketing, and also web marketing. Internet marketing includes all of these types of marketing activities.

FIGURE 4



Social Media - Web-based social networking is a gathering of advanced applications dependent on Web 2.0's ideological and innovative capacities, such as social media, social networking sites, online gaming worlds, and social worlds. Increasing use of social media has created a new way to the commodity and services market. Kaplan (2010) states that each Social Media program typically includes a specific group and companies must be active for their clients to participate everywhere.

Search Engine Optimization (SEO) - SEO is an important internet marketing tool to create brand awareness and visit the website. The search engine is a statistics and database, and it also looks for the "keywords" that describe what you are looking for, along with tools to generate that statistics and databases. In fact, one of the main methods for online marketing is SEO. Parikh and Deshmux (2013) provide this definition: "SEO can be portrayed as a set of strategies and techniques used to increment the number of customers to a website by having a high-level placement on a search result page of a search". The significance of SEO is that most of the customers think engines that a large door to access the Internet.

Email Marketing - Email is widely used as a means of transformation and customer custody, and uses a prospect and customer-opt-in list of companies allowing them to communicate with them . When you send a trading message with email to the list of potential customers, this strategy is called Email Marketing.

Web sites - websites are considered as virtual faces of the companies. The web page is described as an interactive brosur that provides information about its goods.

Banner ads - Paid ad placements using a Figureic or rich media ad unit on the website to achieve display purposes, brand awareness, affordability, and intention. Many ads try to get the viewer to play video, finish the online form, or click on a site to see more detail. It is possible to note the features of online ads called banner, as follows:

- Generally a logo or advertising slogan.
- Horizontally or vertically on a web page.
- There is an opportunity to click on another direction
- Two groups are separated from the external link that links the site to the routing direction and links to another site.

Mobile marketing - Mobile users are increasing day by day and the most effective way of marketing. According to Dushinski mobile marketing is a progressive tool to connect each of the companies to their mobile devices at the correct time, in the correct place, and with the direct message.

Content marketing is a strategic marketing process that seeks to create and share valuable, consistent content on a subject, to capture and sustain a particular customer, and to transform it into a profitable customer. The main objective is to expand the user base, group the database, increase online sales, increase brand reliability and precision, and create an online community of users. Basic content can be blogs,

videos, e-bullins, podcasts, videos, brochures, pictures (in internet formats), e-books, and so on.

Content marketing is so named in the most complete sense such as

Content is not to attract customers through marketing-advertising but potentially to create a customer-seekable ad

1.2.3.3 Advantages and disadvantages

Empowering the effect-One of the basic advantage of the online market is that "Small and Medium Enterprises(KOBI) can measure market disappointment and operational effectiveness".In fact, the Internet creates a sort of democratized environment that marketing has been rebuilt in such a way as to give small businesses a better chance of promoting and branding their products.

Removes geographical boundaries - One of the most important advantage of Internet marketing is the elimination of geographical boundaries in buying-selling operations. It allows access to any part of the world through computer and other networks without borders on the world.

24/7 Activity -Now the Internet can provide customers with timely information 24/7. This benefit of the internet enabled consumers to shop at virtual shops at any time of

the day. Unlike real stores, it is considered very effective because it does not have time to open and close

Cost savings - internet marketing has gained considerable savings in costs such as traditional advertising, promoting sales, product placement, and so on.

Trackability - Another advantage of online marketing is the presence of monitoring. With this feature, the company's website may features like audience activity, waiting times, and so forth.

Flexibility in Marketing Campaign- In addition to marketing in the internet, businesses can use their audio and visual elements to interact with the customer in virtual stores, as well as gain great advantages in supply chain management.

Because the results can be measured easily and the cost is low

Marketing activities reaching to the target audience below expectations can be re-submitted to the target audience by making the necessary arrangements. When changing an ad in television, newspaper or catalog used in traditional marketing, it takes time to make changes in the Internet in less time.

Gathering Information and Speed- Access to the targeted audience through Internet marketing is very different from traditional marketing. Internet marketing, age, gender, demographic characteristics, etc. According to much more specific characteristics such as target audience can be determined.

Marketing via the Internet allows customers to easily access information about the company or the products offered. In this way, customer expectations can be understood more clearly and personal marketing campaigns can be applied to these expectations.

Disadvantages of the internet marketing

Absence of face-to-face relationships - Lack of private communication is a challenge in internet marketing research and literature . The lack of physical presence in the shopping over the Internet, and the fact that the transactions are conducted online as a whole have created some functional difficulties in this respect.

Privacy and security - the privacy of information is very important for users. The suspicion of personal information stealing updates this problem.

Distrust - The issue of confidence has gained importance in the online arena and the impact on internet marketing strategies has increased. This problem, closely related to the privacy and security problem, limits the use of electronic transactions by customers. Customers who have had problems using the Internet have difficulty reassuring. While online transactions today are quite high, some people are afraid to apply for it.

1.2.4 CUSTOMER AND CUSTOMER SATISFACTION

1.2.4.1 Customer definition

In a sales, trade and economy, the customer (sometimes known as a customer, buyer or buyer) is a buyer of a product, service or idea obtained by a transaction or exchange from a firm or supplier. Customer understanding is similar to consumer perceptions. But one customer may not be a consumer, there are two different meanings between them. A customer is a person or organization buying a product, but a consumer uses it. The end customer can also be a consumer, but it may have taken the same amount of product for someone else's use. Customers are mainly divided into two segments

- Foreign clients - An external customer of an organization is a client who is not directly involved with this organization.

- Internal customers - Internal customer is a client that is directly linked to an organization and is generally within (but not necessarily) an organization. Interior clients are normally partners, workers or investors, also include creditors and foreign regulators.

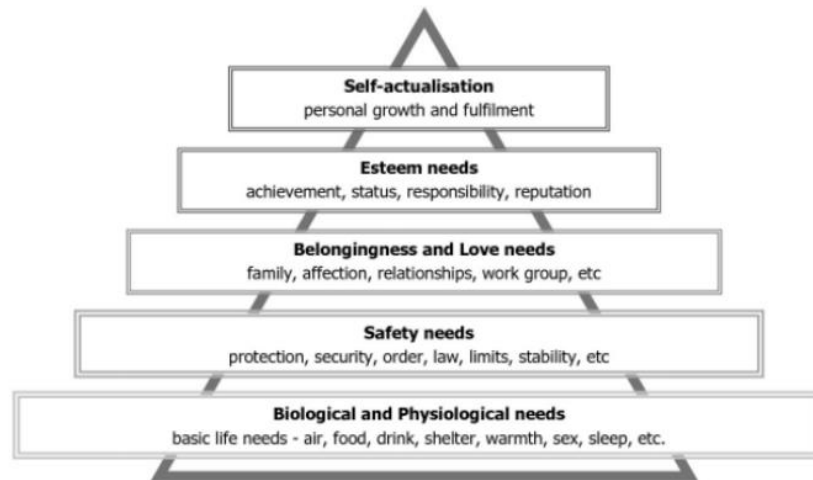
Today, customers play a crucial role in the production of the company, since the production activity without a customer has no meaning. Therefore, the main part of the company's business is focused on customers. As Peter Drucker said, today the main goal of the business is to create and maintain clients.

1.2.4.2 Customer needs and expectations

Knowing the customer and their needs is important for successful business activities. Being more informed about customers is also an indication of the effectiveness of sales and marketing activities.

Customer wants and expectations are based on their needs. Abraham Maslow described the following pyramid for consumers' basic needs.

Figure 5



These needs are characterized by the needs of physiology, security, social inclusion, respect and self-development. The following are described as the most basic needs.

Physiological needs are one of the basic needs of a person and are characterized as water, air, and nutritional needs.

Safety needs include the participation and functioning of people in a clean and safe environment

Social needs are characterized by friendship, family, and love.

Companies need to know what customers like, what they expect, what they need, the reasons they are forced to use the services, and how to gain customers. (Gerson, 1997)

Today, customer needs and expectations have become an important issue. The firms have a number of goals to clarify. First of all, certain information is collected through various research methods. This applies to various surveys.

Customer expectations are the situation in which customers want their products and services to see in the future. As the main expectations of customers

- Ease of service
- Variety of goods
- Modern look
- Special care
- It is characterized as convenience

Effective provision of customer needs and expectations are key factors that lead to customer satisfaction.

1.2.4.3 Customer satisfaction and customer loyalty

According to Kotler and Keller (2006) Customer satisfaction is the assessment of the difference between the customer's before-sale expectations and post-acquisition behavior. The main purpose of successful business activities by companies is to create customer satisfaction to achieve customer loyalty. This process depends on the behavior of buyers. The companies pay particular attention to the requirements of buyers to their products and services. In addition, Successful customers are usually rebounding and buying more. Customer satisfaction can be further enhanced by the factors listed above, along with the specific attitude they provide to them highlights, capacities, unwavering quality, deals and client support are the most significant issues for meeting or fulfilling customer satisfaction.

One of the main goals for firms with increased customer satisfaction in increasing competition is to maintain this satisfaction. Factors that influence consumer loyalty, firms can be more satisfied with their clients and increase their loyalty.

Except to customer satisfaction, creating a loyal customer is also very important for companies. Indeed, loyal customers can be the first potential buyers of their goods in the future. This, in turn, creates high profits for firms with the increase their sales volumes. Customer loyalty also creates new clients for companies. This is characterized by the fact that satisfied clients inform their coverage about company and its services. And as a result, income levels are rising even more with new customers.

Customer satisfaction and loyalty have been the most pressing issue today. Thus, the main part of the company's activity is focused on customers. As customers have the opportunity to compare quality indicators of products in modern times, the main goal of companies in competition is to create a satisfied customer and attract them to future sales.

The key factors affecting customer satisfaction are:

- Expectations- Customers will use the product to evaluate the benefits of this product. If this valuation coincides with its expectations, this will greatly enhance customer satisfaction. Expectations mainly cover special care, attention to detail, offer of alternatives, information on product and service, etc.
- Performance - One of the key features of the product by customers. For example, the car's speed
- Specifications - contains secondary grade product features. Car cooling system

- Quality of the product - Increase customer demand for high quality products, which is one of the reasons for increasing the profitability of firms.
- Sustainability - Explains the product's technical and economic viability
- Esthetics - Product appearance, modernity and image.

1.2.4.4 Importance of customer satisfaction

Customer satisfaction is a process that is extremely important. In a growing competitive environment, large number of companies are offering a wide range of products and features similar to each other. Therefore, the lack of significant differences between products may be characterized as a lack of customers. First of all, the main purpose of the company is to determine the customer's needs and desires. The item is affected by consumer satisfaction due to its features and peculiarities. It is important to establish closer ties with clients.

Creating customer satisfaction provide the firm a sense of success in future sales as well as a number of advantages.

1.2.4.5 Measurement of customer satisfaction

The most important way to meet and satisfy customers' wishes and needs is to track customer satisfaction. One of the biggest goals of the businesses is to achieve customer loyalty. It is also possible by offering quality products to customers. The costs of providing customer satisfaction appear to be expenses, but these costs are later converted to superiority. This is also characterized by a loyal client growth. Measuring customer Satisfaction requires consideration of important elements. It is to know what the services offered by the enterprise are, how the

customer is met, which characteristics are evaluated, what is important to the customer, and what is not considered by the company. Measuring Customer Satisfaction is also used in surveys as well as through the company. Estimating customer satisfaction also plays an essential role in determining the behavior of companies in future sales.

2. METHODOLOGY & RESULTS

2.1 Methodology

2.1.1 Brief analysis internet marketing in Azerbaijan

The first use of the Internet in Azerbaijan began in 1993. Currently, there are 7.9 million internet users in the country, according to statistics provided by internet world stats. The majority of internet users in Azerbaijan were individuals between the ages of 18 and 24. most of users use internet to collect the information from the Internet. Most of the internet access in Azerbaijan is carried out via mobile devices.

Although the use of the Internet is high, the use of the Internet for trading purposes, buying and selling products, or purchasing information or information on products is considerably lower. This was evident in the statistical results of stat.gov.az for Internet use. Statistics cover the years 2015-2017.

Figure 6

Name of index	2015	2016	2017
Search information	29,4	30,4	29,7
Communication	29,8	29,1	29,6
Educational	6,7	6,8	7,0
Game , picture,music	18,1	18,3	17,6
Selling and buying product and goods	1,5	1,3	1,4
Communication with government agencies	14,5	14,1	14,7

As is well known from statistics, e-commerce plays the least role in the use of Internet in Azerbaijan.

Moreover, the total number of credit card users in our country by 2018 amounted to 9% of the population. Those who use these cards for online purposes accounted for 4% and that men are active in online payments by 6%. In women, this percentage is 4%.

Despite the low level of purchasing products from the Internet, almost all internet users in Azerbaijan are the social media users, creating important conditions for internet marketing. Promotional use of internet marketing in Azerbaijan is widespread. For example advertisings, discounts and other promotional suggestions on social media.

2.1.2 Research Problem

Today, when the Internet has become a major customer base for firms it has significantly increased its commercial use. With the start of commercial activities as well as marketing activities on the internet, study of the customer behavior and the level of satisfaction with their online marketing were actualized.

With the overwhelming availability of Internet access in the modern world, and people are now starting to prefer Internet shopping. At the same time increasing the advertising activity on the internet has created a basis for determining the attitude of customers to these processes. Thinking that internet marketing is a key marketing process for today's and future, it is important to determining the level of customer satisfaction in these processes.

The main objective of the research is to evaluate customers satisfaction in the internet marketing from the point of view of Azerbaijani consumers. From this point of view, it has been an important subject to investigate what customer's response to the day's

opportunities, such as advertising on the Internet, as one of the most important tools for internet marketing.

Research problem divided 2 main parts :

1. To evaluate the customer satisfaction in promotional activities(day's opportunities) over the internet
2. Asessing customer's online shopping activities

2.1.3 Data collection techniques

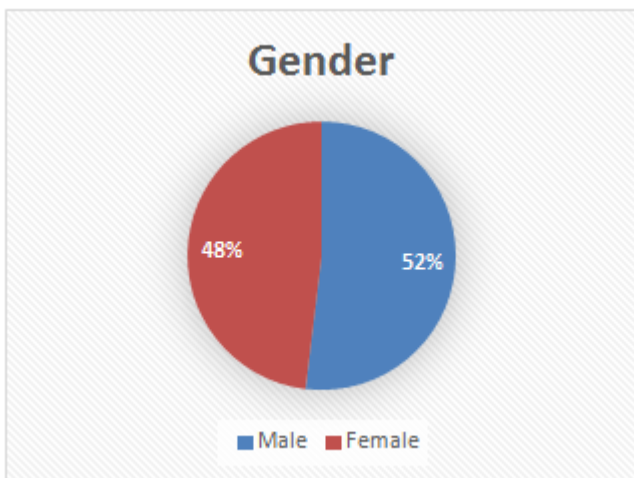
The research was conducted in two directions. The first one was survey questionnaire covering persons over 18 years of age in Azerbaijan. The survey was composed of two parts. The first part is based on the demographic data of individuals over the age of 18 in Azerbaijan. In the second part, questions were asked about their use of the Internet, including questions about buying and selling product or services over the Internet, using or not shopping web- sites, or ask questions about their relations to day's opportunities. The level of contact between these indicators was investigated using the SPSS software package.

The other method used during the research was to evaluate the comments on social media about day's opportunities. As for the opportunities of the day, Black Friday discounts are selected as a basis.

2.2 Results

233 respondents participated in the survey conducted in the first part of the survey. Demographic indicators of respondents were evaluated as follows.(figure 1-6) As shown in graph 1, 52% of respondents were male and 48% were women.

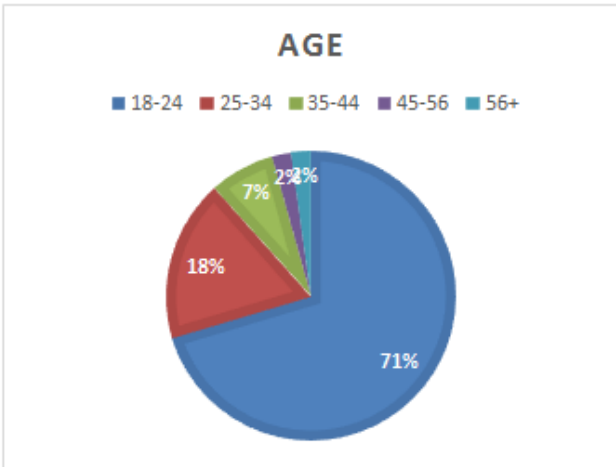
Graph 1



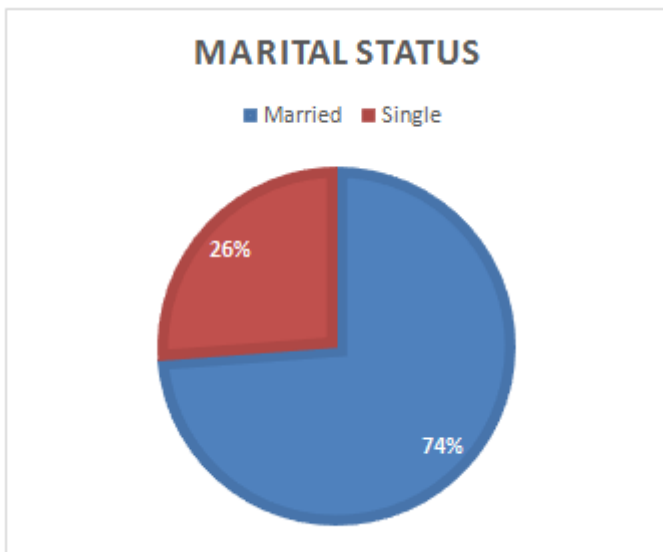
Graph 2 and 3 shows the age and marital status of respondents.

As seen from graph 2, people between the ages of 25 and 34 were predominant.

Graph 2

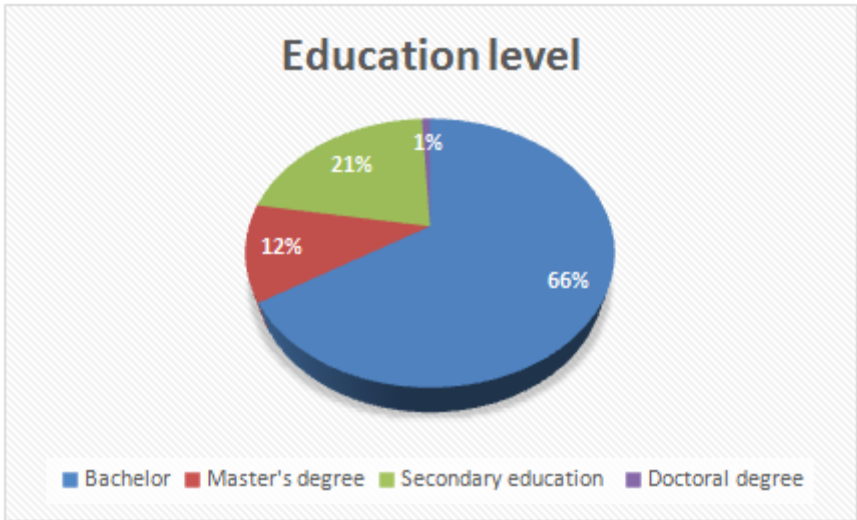


Graph 3



The other demographic data obtained as a result of the survey are the following: Graph 4 shows the level of education of respondents in the survey. According to the results of this survey, 66% of the respondents have bachelor's degree. Secondary education is 22%.

Graph 4

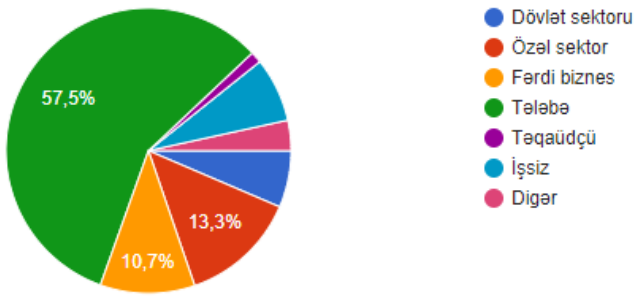


The next two demographic indicators play an important role in the research. And they have their own impact on the research questions. First, consider the respondents' activities. Graph 5 shows that 58% of the survey respondents were students.

Graph 5

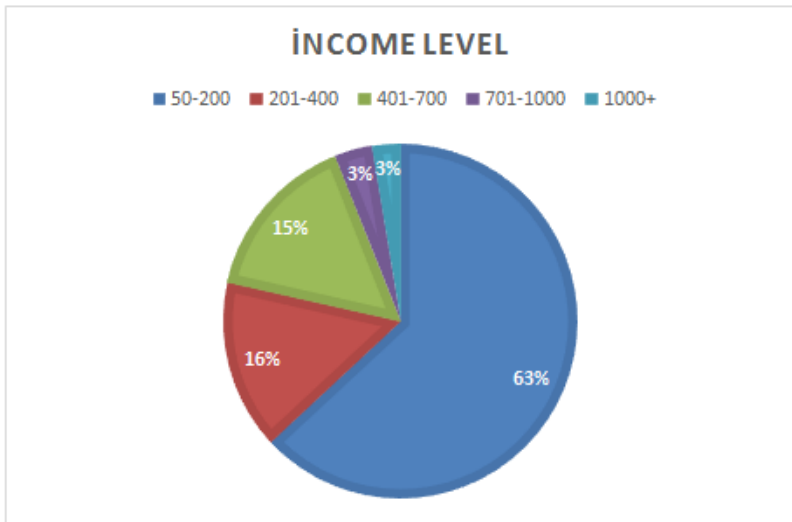
Fəaliyyət sahəiniz

233 cavab



Graph 6 describes the income level of respondents.

Graph 6



The income level of the respondents has been determined to be a minimum of 50 because of their direct impact on the marketing activities carried out through the internet. According to these results, the level of income of the respondents was generally within the range of 50-200. Individuals with an income level of around 201-400 were 16% of the respondents. Those with a revenue level of 401-700 are 15% of respondents. This demographic indicator has shown different nuances in people's shopping transactions over the internet, including sensitivity to advertising activities.

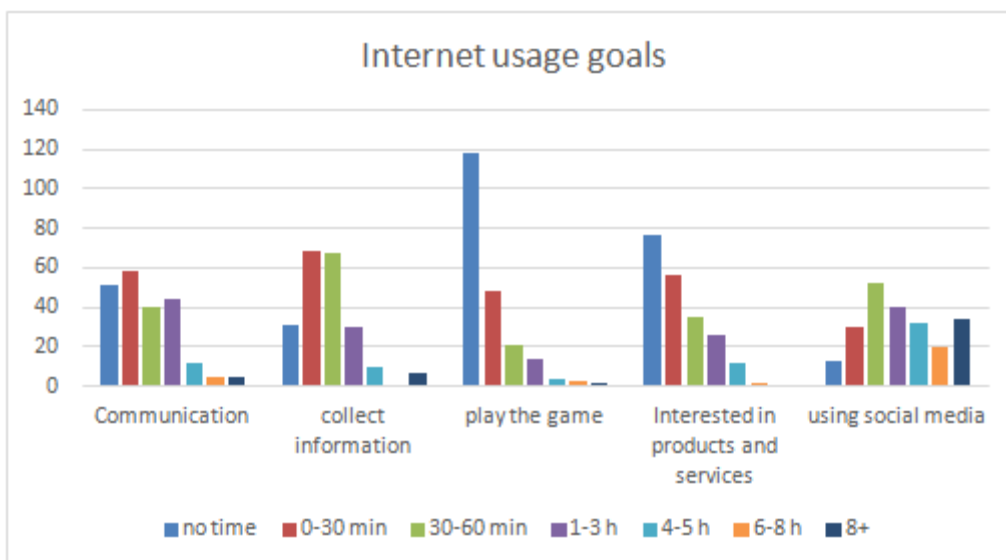
The second part of the analysis of the results was analyzed by respondents' responses to questions about internet activities. Firstly how much time they spend on various internet activities were asked respondents. According to the results from Graph 7, the use of the Internet has been diverse. Thus, it was observed that the respondents were using the Internet for communication is a minimum of 0 to 30 minutes. 51 of the respondents did not allocate time.

Based on information and data collection, 94% of respondents have been allocated a minimum of 0-30 minutes. The respondents who did not use the Internet for these purposes were 31 people and made up 6% of the total number of respondents.

It seemed that most of the respondents did not use the Internet to play games, which is 51% of the total number of respondents.

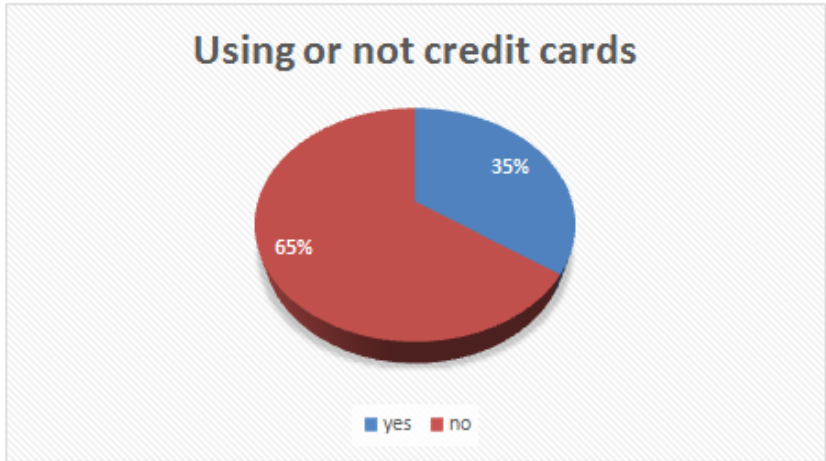
As can be seen from the graph, the last two uses are of great importance in terms of research. So, 153 people who are interested in buying products and services from the Internet spend minimum of 0-30 minutes. Using social media, almost 96% of respondents show that they spend at least 0-30 minutes. (graph 7)

Graph 7



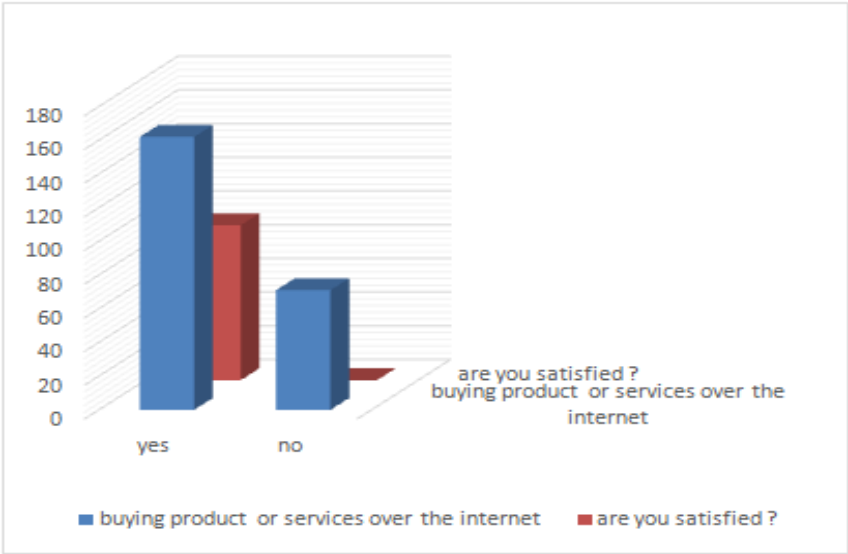
As a result of the use of credit card by respondents, determined 65% of respondents were not credit card users (graph 8)

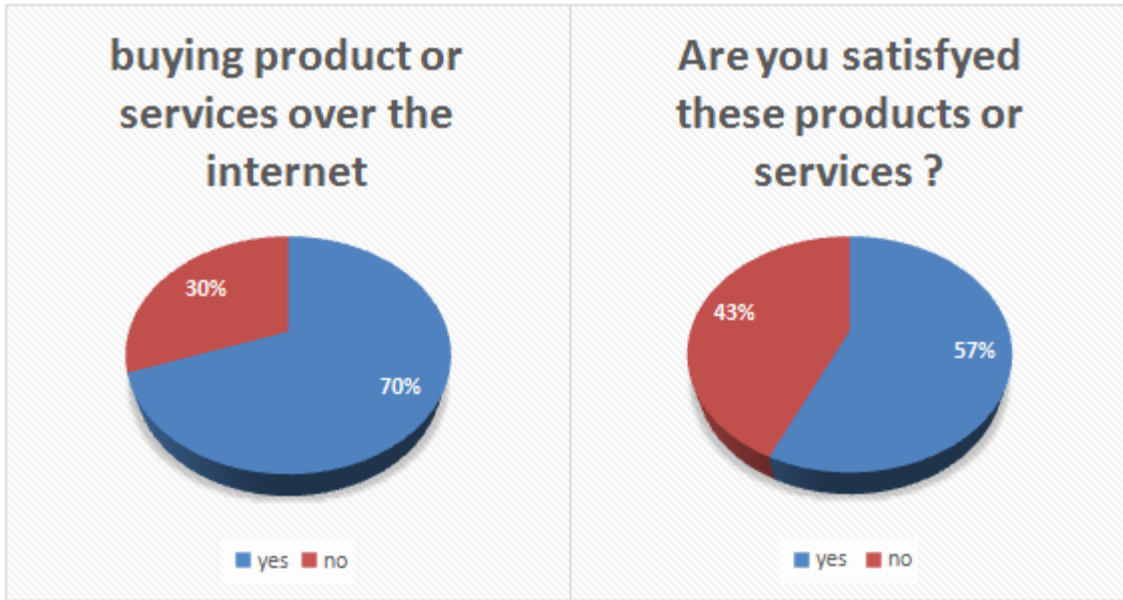
Graph 8



About 70% of the respondents answered “yes” about using shopping on the Internet. This has shown that shopping from the Internet is now being expanded. Also analyzed based on interest rates.(graph 9)

Graph 9



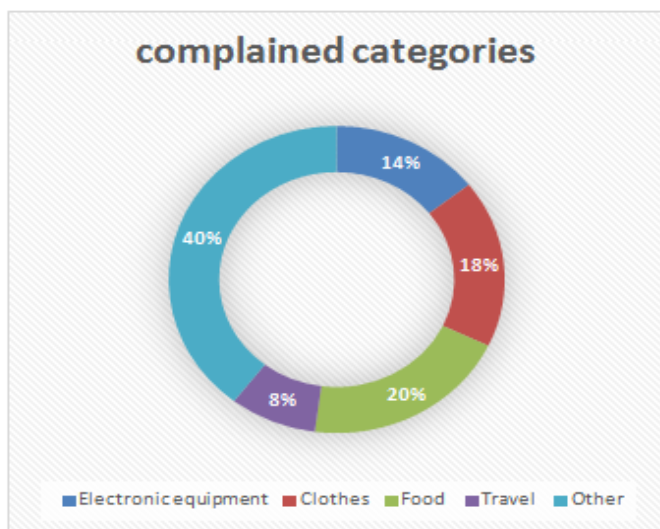


The following table compares the most preferred categories when shopping online.

The most preferred categories by customers during online shopping		
Category	index	Index percentage
Electronic equipment	33	14.2%
Clothes	106	45.5%
Eat	12	5.2%
Travel	5	2.1%
Tickets	18	7.7%
Books and other funds	30	12.9%
Other	29	12.4%
Total	233	100%

As we can see from the table, clothes are the most preferred category on the internet. Electronic equipment, books and other funds is the second preferred category on the internet shopping. The categories of complained during internet shopping were food and clothing. As can be seen from graph, the most complained category during the trade over the internet is respondent's specific categories, then clothes with the second highest complained category with the 18%. (graph 10)

Graph 10



One of the key points of the research is the investigation of the causes of shopping over the internet and the reasons for limiting the online trading application. As a result of the survey, it was determined that the respondents for the opportunities provided by the Internet agreed with time saving, price comparison, credit card payments. In general, however, the respondents have regarded each of these advantages at a neutral level. The survey proved that the Internet's advantages over electron shopping are really important.

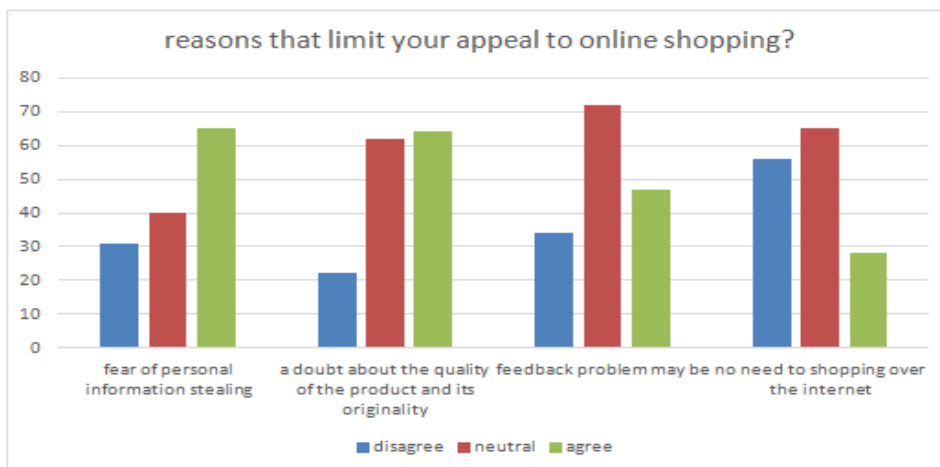
Graph 11



However, despite these opportunities, there was a high level of agreement on the reasons for buyers' access to the Internet. This is also regarded as an important factor limiting the active implementation of marketing activities over the internet.

As seen in Graph 12, the reasons limiting people's shopping over the internet such as suspicions of theft of personal data, quality of products and services, played an important role. In addition, the respondents were neutral about the problem of feedback. Despite all this, the great majority of respondents did not agree with the question about the not need for shopping over the internet.

Graph 12



One of the questions that constitutes the major part of the survey covered the question that the respondents use or not commercial websites, the pie chart showed us that 67% of the participants are using such websites. (Graph 13)

Graph 13



54% of the respondents said that they took the product and service by using the recommendations of the day.(graph 14)

Graph 14



The participants' satisfaction with these opportunities was measured by a 10-point scale. And, as a result of the survey, 20% of people expressed their satisfaction by

giving maximum points on these discounts., 19% of the participants remained neutral and 17% said they were not satisfied with these opportunities.(table 2)

Table 2

Satisfying level from day's opportunities		
Scale	INDEX	INDEX PERCENTAGE (%)
0	38	16,3%
1	6	2,6%
2	8	3,4%
3	5	2,1%
4	13	5,6%
5	44	18,9%
6	19	8,2%
7	26	11,2%
8	22	9,1%
9	6	2,6%
10	46	19,7%

Regression analysis.

Regression analysis was conducted between demographics and internet activities of the participants . Internet access, income level, age and area of activity and relationships with online shopping were evaluated. Analysis also evaluated between the use of credit cards and the use of shopping sites, and the relationships between shopping sites and daily recommendations.

One of the most important points of the research was the analysis between the results of the use of the day's opportunities by users and using shopping sites by users. One

of the other important aspects is the link between the products purchased from the Internet with the satisfaction from these products.(model 1)

Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329 ^a	.108	.085	.441

a. Predictors: (Constant), income, education, gender, marital, job, age

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.348	6	.891	4.577	.000 ^a
	Residual	44.016	226	.195		
	Total	49.365	232			

a. Predictors: (Constant), income, education, gender, marital, job, age

b. Dependent Variable: online_shopping

Initially, regression analysis was conducted between demographic indicators and online shopping. The income level, education, gender, marital status, occupation, and respondent’s age are taken as independent variables. Online shopping were made as a dependent variable. As a result of regression analysis, the R-squared ratio was 10%. This has shown that the coefficients taken have a strong impact on online shopping. Here, it has been determined that the variables that have the most impact on online shopping are marital status and income.

Income level is the key indicator that characterizes shopping through the internet. Because there is a sum that people should pay for the e-commerce directly.

Model 2

Correlations

		shopping_site	credit_card
shopping_site	Pearson Correlation	1	.111
	Sig. (2-tailed)		.550
	N	31	31
credit_card	Pearson Correlation	.111	1
	Sig. (2-tailed)	.550	
	N	31	233

Based on the results of the survey, another analysis was conducted between using shopping sites and using a credit card. These relationships are determined by correlation analysis. It was revealed that the relationship between these variables was 55% significant, indicating that there was no relationship between these variables.(model 2)

Model 3

Correlations

		shopping_site	daily_chance
shopping_site	Pearson Correlation	1	.477**
	Sig. (2-tailed)		.007
	N	31	31
daily_chance	Pearson Correlation	.477**	1
	Sig. (2-tailed)	.007	
	N	31	31

** . Correlation is significant at the 0.01 level (2-tailed).

a correlation analysis was made between online shopping sites and the day's offers. And from the analysis it has been found that there is a connection between using online shopping sites and using today's offers, and this is significant at 0.01.(model 3)

- Black Friday

In the second part of the study, commentaries on the discounts which of the given by Azerbaijani companies on the Internet, especially on social media have been evaluated. This assessment was carried out on Black Friday as one of the opportunities of the day.

Black Friday was first performed in the United States in 1963. Today, shopping prices have been 80% discount on ALL prices. This shopping event, which was held every Friday after Thanksgiving Day, was characterized as a crazy shopping experience. Today, electronic sites like Amazon and Alibaba are using these discounts. Black Friday discounts have also been widespread in recent years in Azerbaijan.

Black Friday discounts on social media have been conducted by several local companies, in general, these discounts have varied in different products and services. Thus, the Black Friday discount applied by mobile operator networks to mobile device accessories has resulted in a high level of customer satisfaction. Customers who benefit from these discounts have the opportunity to buy products at a cheaper price with a 70% discount on expensive products. At the same time, customers who benefit from discounts have made recommendations to other customers and relatives to benefit from these discounts on social media. However, the attitude towards customers' Black Friday discount on Internet packages was partly high and partially below. (Azercell company)

Some customers complained that internet traffic was poor, even though they took advantage of these discounts.

On the other hand, due to some specific thoughts on black Friday discounts, customers generally did not show any interest or satisfaction this opportunities.

Black Friday discounts are appreciated highly in non-food and bookbinding products . Black Friday discounts on non-food products are moderately evaluated by customers. However, the main complaint of customers was due to the fact that the discount was not included in the foodstuffs.

Black Friday discounts on a physical entity's book-selling website have encouraged book lovers to buy more books and other resources.

However, the main reason why customer satisfaction is under was because of the low of interest rates in products.

One of the most significant factors affecting the satisfaction level of clients benefiting from Black Friday discountings was the fall in prices, especially with the drop in prices for expensive goods.

3.CONCLUSION

Today's rapid development of globalization and technology have also led to the development of Internet technology. The development of web technology has brought many advantages along with significant changes in e-commerce. With the opportunities provided by the Internet, new opportunities have been created for companies to introduce themselves to their customers. Thus, contrary to traditional trade relations, broader connections have been established through the Internet.

Nowadays, Internet has led to substantial changes in customers' purchasing behavior of goods and services. The ultimate goal of marketing activities over the Internet is to identify the needs and desires of customers as in traditional marketing.

Marketing activities over the Internet have led to accelerated processes such as advertising, information, and promotion. The shopping strategies have also changed over the Internet, with the ability to access the broader audience. The implementation of the Internet through digital tools has made it possible for companies to use it for marketing activities. In recent years, hundreds of discounts and opportunities have been offered to customers through social media and websites.

While there are some advantages over the Internet, there are also significant disadvantages. One of the main goals of the research was to analyze customer behavior during e-purchases, to evaluate factors that affect or not use of the shopping.

The main purpose of the research was to determine the attitude of customers to the days opportunities on the internet and to determine their satisfaction levels.

For this purpose, survey questionnaire was conducted from 233 people aged 18 and above living in Azerbaijan. At the same time customer attitude to day's opportunities such as Black Friday was evaluated with comments on social media.

First, it should be noted that the 18-24 age group of the country's population spend more time on the Internet. At the same time, the activities carried out over the internet have been characterized by the use of social media and gathering information. At the same time, it was determined that 70% of the respondents had at least one purchase online. As a result of the analysis, 53% of customers who buying product and service over the Internet have been satisfied with these services, but 47% are not satisfied. Customer satisfaction in such transactions has resulted in the ability to purchase products that they cannot physically access. Some of the customers are not satisfied indicators of the products which was purchased over the internet. It has become apparent that clothing, electronic items and books are most popular in shopping on the internet. The most commonly reported categories of goods were still clothing and cooking.

During the research, it was seen that the opportunities of the day attracted most of the respondents, and 54% of respondents took advantage of these opportunities to get products and services. At the same time, the level of satisfaction with the opportunities of the day was 51%.

As a result of the analysis, it has been established that the impact of income levels and marital status on the shopping over the Internet has been strong. It has also been seen that there is a effective relationship between the day's chance and the use of shopping sites. In addition, there was no connection between credit card usage and online shopping.

Most of the clients are satisfied to one of the most popular day's opportunity such as Black Friday in comments on social media. Many customers have shared their views on products with their own circles. Additionally, the high percentage of interest cuts on Black Friday discounts attract potential customers. But customers not sure the quality of the products . Because they are think that most of the discounts is lie information . In addition , customers have negative thoughts about Black Friday discounts because they think that this day shouldn't be called black day. For this reason, specific number of customers are not interested in using Black Friday discounts.

Totally , as a result of the analysis, the attitude towards these types of discounts on the Internet, depending on the psychological behavior of the clients, has been both negative and positive. Most commentaries on this issue have been given shows that these discounts are very convenience.

At last, we can say that internet marketing gives advantages to customers such as gaining time, comparing product prices , to opportunity for using discounts but internet marketing also brings disadvantages such as privacy and distrust problem.

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Appendix

1. Cinsiyyətiniz ?

- Kişi
- Qadın

2. Yaşınız

- 18-24
- 25-34
- 35-44
- 45-56
- 56+

3. Ailə vəziyyəti

- Evli
- Subay

4. Təhsiliniz

- Orta
- Bakalavr
- Magistr
- Doktorantura

5. Fəaliyyət sahəniz

- Dövlət sektoru
- Özəl sektor
- Fərdi biznes
- Tələbə
- Təqaüdçü
- İşsiz
- Digər

6. Gəliriniz

- 50-200
- 201-400
- 401-700
- 701-1000
- 1000+

7. Aşağıdakı İnternet üzərindən fəaliyyətlərə gündəlik nə qədər zaman ayırırsınız ?

- Xəbərləşmək
- Məlumat toplamaq
- Oyun oynamaq
- Məhsul və xidmətlərlə maraqlanmaq
- Sosial mediadan istifadə

8. Kredit kartı istifadə edirsinizmi ?

- Bəli
- Xeyir

9. İnternet üzərindən məhsul və xidmət almırsınızmi ?

- Bəli
- Xeyir

10. Əgər cavabınız bəli olarsa məmnun qalmsınızmi?

- Bəli
- Qismən
- Xeyir

11. İnternet üzərindən alış-verişdə ən çox üstünlük verdiyiniz məhsul və ya xidmət kateqoriyası

- Elektron cihazlar
- Geyim

- Qida
- Tətıl
- Biletlər
- Kitab və digər vəsaitlər
- Digər

12.Şikayətçi olduğunuz məhsul kateqoriyası

- Elektron əşyalar
- Geyim
- Tətıl
- Qida
- Digər

13.İnternetdən alış-veriş etməyinizə səbəbdir ?

- Zamana qənaət və rahatlıq
- Bütün növ məhsul və xidmətlərə rahat çata bilmə imkanı
- Qiymətləri müqayisə etmə imkanı
- Kompaniyalar və cəlbedici təkliflərin olması
- Kredit kartı ilə istənilən vaxt alış-veriş etmə rahatlığı

14.Onlayn ticarətə müarciəti məhdudlaşdıran səbəblər

- Şəxsi məlumatlarımla o cümlədən kredit və digər ödəniş kartı məlumatlarımla oğurlanmasından çəkinirəm
- Məhsulun keyfiyyətinə və orqinal olduğuna şübhəliyəm
- Feedback(Əks-əlaqə) probleminin ola biləcəyi üçün
- İnternet üzərindən alış-verişə ehtiyac duymuram

15.Alış-veriş saytlarından istifadə edirsinizmi ?

- Bəli
- Xeyir

16.Günlük fürsətlərdən istifadə edib məhsul və xidmətlər almırsınızmi ?

- Bəli
- Xeyir

17.Günün fürsətləri ilə aldığınız məhsul və xidmətlərdən məmnunluq səviyyəniz?

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