THE ROLE OF INTERACTIVE MARKETING IN ENHANCING CUSTOMER CONFIDENCE / A STUDY AT AL-HAYAT PHARMACEUTICALS

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Article history:		Abstract:
Received:	14th February 2025	The research sought to elucidate the function of interactive marketing in bolstering client trust in Al-Hayat Company. The researcher developed a questionnaire of 12 items to gather primary data from a sample of 30 employees at Al-Hayat Company. Consequently, data were gathered and analysed, and hypotheses were evaluated utilising the Statistical Package for the Social Sciences (SPSS). A variety of statistical approaches were employed to fulfil the study objectives, including Pearson's correlation coefficient analysis and simple regression. Upon analysing the study data and its hypotheses, various outcomes were attained, the most notable of which are: There exists a distinction in delineating the parameters of interactive marketing. Certain research uniquely identified interactive marketing characteristics, however the majority concurred on five specific dimensions. The organization's consumer confidence was ordinary, necessitating an increase to maintain its sustainability. Their clientele. The researcher proposed a series of recommendations, the most significant of which are as follows: The imperative of prioritising client loyalty as a strategic objective rather than merely a requirement. Customers are unable to alter their service providers. The organisation must investigate the facets of client trust, pinpoint deficiencies, and endeavour to rectify and augment them through interactive marketing.
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INTRODUCTION

Recent decades have experienced swift and consecutive transformations across multiple domains, especially in marketing (Kumar, 2018). Interactive marketing has emerged as the paramount and most efficacious marketing strategy for numerous firms and for fostering trust with their clientele (Bala & Verma, 2018). Fostering robust customer relationships is essential for enhancing sales chances by positively influencing consumers' impressions of the company's products and services (Setiawati et al., 2019). From this perspective, bolstering customer trust in corporations is associated with several aspects, particularly the capacity to execute and oversee an interactive marketing strategy (Hollebeek & Macky, 2019). Interactive marketing is regarded as a crucial contemporary marketing strategy for fostering enduring client interactions and enhancing profitability for diverse organisations (Sekerin et al., 2018). The proliferation of technology in a competitive landscape has resulted in the emergence of a novel marketing system termed interactive marketing, which constitutes a form of direct marketing leveraging interactive computer services within the realm of information services and the Internet (Foltean & van Bruggen, 2022). Marketing has become increasingly targeted and engaging due to ongoing advancements in databases and information and communication technologies (Graesch, Hensel-Börner & Henseler, 2021). which has markedly accelerated and gained greater influence in consumer decision-making due to its appeal, robustness, and the substantial effort invested in it, prompting various organisations to depend on electronic communication methods for marketing their services, advertising products, and finalising sales transactions to streamline processes and enhance efficiency (Zhang et al., 2023). This study seeks to illustrate the effect of interactive marketing on bolstering client trust in Hayat Pharmaceuticals.

THE RESEARCH PROBLEM

The research problem is characterised by the deficiency of consumer confidence in Al-Hayat Company, as indicated by a survey done among a cohort of its clientele. Interactive marketing is a more efficacious strategy that focusses on fostering client trust in the firm and facilitating successful communication. This is accomplished by enhancing the quality of goods and services offered and utilising innovative and more effective strategies that impact client behaviour towards the organisation. Consequently, the research challenge might be articulated by posing the subsequent enquiries:

1. Does the organisation employ interactive marketing appropriately and efficiently?
2. Is there a substantial association between interactive marketing and the cultivation of client confidence?
3. Does interactive marketing significantly influence the development of client confidence?

THE IMPORTANCE OF THE RESEARCH:

Most organisations seek to investigate contemporary and sophisticated strategies that enable more efficient and effective access to target markets, aiming to gratify customers and bolster their trust. This study aims to illustrate the significance of applying interactive marketing as a contemporary technique to enhance consumer trust and satisfaction with the company's products and services.

RESEARCH OBJECTIVES:

This research aims to accomplish the following objectives:

1. Define the principles of interactive marketing and customer trust.
2. Analyse the relationship and influence between the facets of interactive marketing and customer trust.
3. Propose multiple strategies that the organisation under examination can implement.

RESEARCH HYPOTHESES

This research is founded on two primary hypotheses:

1. A substantial association exists between interactive marketing, its dimensions, and client trust.
2. Interactive marketing significantly influences customer trust.

RESEARCH METHODOLOGY

To perform a scientific study that fulfils the objective, the researcher must define and pick the proper approach. To fulfil the aims of this research, we choose a descriptive technique, since it is suitable for the nature of the study. This methodology elucidates a phenomenon, specifically the impact of interactive marketing on consumer confidence. We utilised field investigations to gather data on the sample, employing a study questionnaire. The variables and their corresponding measurement phrases were delineated based on prior research. The questionnaire was disseminated to the study sample. The data will be examined and hypotheses evaluated utilising the statistical software tool.

THE CONCEPT OF INTERACTIVE MARKETING

Interactive marketing is a highly effective strategy for organisations to establish and sustain relationships with their customers. Interactive marketing often yields much superior revenues compared to traditional marketing. Fostering a robust, enduring relationship with clients is essential for maximising their lifetime value and serves as a pivotal element in enhancing sales prospects and producing more revenues by cultivating a favourable perception of the service (Kumar & Rajan, 2020). This is a developing marketing strategy centred on regular dialogue and ongoing engagement between the consumer and the organisation, facilitating the interchange and sharing of information, with the internet serving to augment client loyalty and value (Thaichon et al., 2020). This method, recognised as a marketing strategy, utilises electronic systems, the Internet, and customer databases to enhance customer satisfaction with the organization's services and ensure prolonged retention (Alzoubi, 2022). The proficiency of personnel in customer service, with teamwork frequently functioning as a crucial element. Delegating responsibility to front-line personnel enhances service flexibility and adaptability by fostering improved problem-solving, tighter collaboration among staff, and more efficient knowledge transfer (Harcourt & Ateke, 2018). Interactive marketing is characterised as a contemporary variant of direct marketing that predominantly relies on internet technology, enabling operational efficiency and the capacity to retain client input while collecting data regarding their wants and preferences. The internet serves as the optimal platform for cultivating, executing, and enhancing client engagement through a bidirectional communication process, facilitated by cutting-edge technology that promote interactive marketing (Wang, 2021). This novel marketing philosophy elucidates the enduring engagement between customers and the organisation, grounded in information technology, which fosters increased customer loyalty and necessitates the establishment and cultivation of relationships with all stakeholders influencing the organization's operations (Setiawati et al., 2019). Interactive marketing is defined as a crucial idea in contemporary business, ensuring organisations' market continuity among obstacles posed by technology advancements and intense rivalry. The proliferation of market segmentation, as noted by Steinhoff et al. (2022), represents an evolving trend in marketing that hinges on the iterative dialogue and ongoing interaction between the customer and the organisation. This process facilitates the exchange and sharing of information, fostering an understanding of customer needs through information technology and Internet utilisation, thereby enhancing customer loyalty and value (Siagian, Tarigan & Ubud, 2022).

THE IMPORTANCE OF INTERACTIVE MARKETING:

Interactive marketing is distinct from all marketing paradigms, including digital marketing and online marketing. Interactive marketing is an approach that promotes consumer engagement by soliciting direct feedback on the offered service. The significance of

interactive marketing arises from its capacity to engage personnel in consumer interactions. Consequently, it is a fundamental form of marketing, as it focusses on cultivating enduring relationships with clients and ensuring their happiness. The significance of interactive marketing is highlighted in the following (Wang, 2021):

1. **Global:** Interactive marketing facilitates the transcendence of temporal and spatial limitations, enabling the initiation of global marketing campaigns at any location or moment to support e-commerce transactions.
2. **Interactivity:** Interactive marketing fosters a strong interaction between customers and the service-providing companies.
3. **Mutual Benefit:** In interactive marketing, corporations acquire customer information in return for providing certain information to customers, referred to as the mutual benefit marketing model.
4. **Mutual Assistance:** Interactive marketing enables organisations to obtain market intelligence, comprehend consumer wants with optimal efficiency, and attain customer happiness while concurrently delivering the highest quality service experience.
5. **Enhancing Customer Relationships:** Interactive marketing fosters robust relationships with customers through direct and ongoing engagement, hence augmenting loyalty and trust in the company.
6. **Enhancing Customer Experience:** Facilitating user interaction with material can improve the customer experience, fostering a sense of involvement and resulting in heightened satisfaction.
7. **Enhancing Motivation Levels:** Interactive marketing employs motivational elements such as games and contests to attract client attention and elevate engagement, hence improving interaction.
8. **Augmenting Sales:** By enhancing consumer relationships and refining the purchasing experience, interactive marketing can result in elevated sales and improved ROI.

OBJECTIVES OF INTERACTIVE MARKETING

The aims of interactive marketing concentrate on improving engagement between the brand and consumers, generating additional value for both entities (Abeza et al., 2020):

1. **Enhance loyalty and brand recognition:** Fortify consumer connections and cultivate enduring loyalty through consistent engagement.
2. **Enhance customer experience:** Deliver a cohesive and pleasurable user experience that elevates customer satisfaction with products and services.
3. **Gather data and analytics:** Collect pertinent data regarding client behaviour and preferences to enhance products and marketing strategies.
4. **Augment brand recognition:** Elevate the brand's visibility through interactions and engagement with enriched information.
5. **Precise audience targeting:** Utilise data to enhance marketing tactics through the identification and analysis of target demographics.
6. **Real-time interaction:** Facilitate a platform for instantaneous communication with clients, so enabling a more rapid response to their requirements and requests.
7. **Foster creativity and innovation:** Motivate marketing teams to generate novel concepts and distinctive content to engage client interest.
8. **Enhance sales and produce revenue:** Providing engaging experiences can augment customer value, perhaps resulting in increased sales.
9. **Promote social sharing:** Urge customers to disseminate their experiences and opinions through social media, thereby enhancing brand visibility.
10. **Enhance communication:** Establish transparent communication lines with clients to facilitate the exchange of thoughts and feedback, hence improving mutual understanding.

CHARACTERISTICS OF INTERACTIVE MARKETING:

A multitude of writers and academics have concentrated on the attributes of interactive marketing, which emphasises substantial engagement with a vast internet client base. Consequently, recognising these attributes enhances the efficacy of this marketing approach and facilitates the attainment of its objectives. A variety of traits exist, including: (Sekerin et al., 2018).

1 - Employing captivating aspects to entice clients to emails, given the plethora of organisations disseminating their communications.

2 - Managing a diverse array of services and clientele that engage with marketing websites at any given moment.

3 - Mandating service providers to incorporate transparency in marketing, considering the internet's capacity to engage a vast audience extensively. It is essential to deliver genuine and pertinent content, as any customer can easily disseminate information about an organisation or institution if they experience fraud or dishonesty from that entity.

4 - Web marketing enables the provision of an infinite volume of material, accessible for viewing around the clock, as the internet is perpetually operational.

5. Electronic communication is both participatory and reciprocal. This form of communication is bidirectional, enhancing the potential for cultivating robust relationships with clients throughout the organisation. An organisation may issue a response to request the stop of transmission, address a complaint, propose a customised greeting, or indicate an intent to purchase within minutes of the broadcast.

DIMENSIONS OF INTERACTIVE MARKETING:

Numerous authors and academics have explored the facets of interactive marketing, positing that these aspects allow organisations to assess the effectiveness of this marketing approach in attaining their objectives and acquiring clients. Following an examination of the origins, characteristics, objectives, significance, levels, and channels of interactive marketing, as well as an analysis of its key advantages and benefits at the organisational level, the dimensions of interactive marketing will be explored. The researcher identified a disparity in the representation of these aspects by several scholars. The researcher concentrated on the aspects that correspond with the study variables endorsed by the majority of writers and researchers, including trust, commitment, communication, interaction, and service quality. The aforementioned dimensions were elaborated upon in detail in the following reference (Wang, C. L. (2021).

Trust is described as the degree to which personnel can elucidate the methods and circumstances of the services offered, as well as their capacity to enhance client confidence in the organisation through credibility and professionalism in interactions. This is apparent in the consumer due to the provision of the appropriate product and subsequent customer happiness. This fosters trust through ongoing communication and consistent comprehension. The financial process of customer transactions is characterised by a sense of trust in the partner, accompanied by reduced anxiety levels. Trust is characterised by the extent to which one party depends on the veracity of the commitments made by the other party in reciprocal interactions.

A. **Commitment:** This often denotes the persistent inclination to uphold a significant relationship from one party, serving as a pivotal psychological impetus that binds the client to the organisation. It significantly enhances the purpose to maintain the relationship with the organisation and the inclination to invest in and cultivate this relationship. The intensity of the relationship between the participants in the exchange process is quantified by the level of commitment. A greater degree of dedication to the consumer diminishes the likelihood of jeopardising the relationship. Consequently, clients that maintain a robust relationship with the organisation are inclined to exhibit a greater level of dedication.

B. **Communication:** is a collection of behaviours, expressions, and modalities that occur between individuals to convey, propose, and dictate emotions and ideas. Communication is defined as the utilisation of marketing instruments and messaging to transmit information persuasively, aimed at influencing the consumer's mindset and ultimately guiding them towards a particular behavioural response about a product or service. Some perceive it as the exchange of information, ideas, and attitudes within a cultural, social, and psychological context that enables reciprocal connection.

C. **Interaction:** Interaction constitutes the primary and essential component of interactive marketing, as the dialogue and engagement with customers are crucial for uncovering their expressed and implicit needs and desires, in addition to enhancing the organization's reputation in the customer's perception.

D. **Service Quality:** Service quality is defined as perceived quality, reflecting the customer's assessment of the service. This is also understood as the correlation between consumer perceptions and expectations and their actual results. The quality of service has emerged as a crucial factor for the competitive advantage of all enterprises.

Figure 1: Shows the dimensions of interactive marketing.

PRINCIPLES OF INTERACTIVE MARKETING

The principles of interactive marketing encompass fundamental ideals that direct the methods and tactics employed to effectively engage customers (Palmatier & Crecelius, 2019). Interaction and engagement: Employing various channels to facilitate prompt and direct engagement with clients, enabling them to express their thoughts and enquiries.

1. **Valuable Content:** Delivering substantial, value-enhanced content to capture client interest and stimulate engagement.
2. **Immediate Response:** Guaranteeing swift replies to consumer enquiries and feedback, so augmenting their sense of significance.
3. **Personalisation:** Customising messages and experiences to meet specific client demands, hence enhancing their sense of significance.
4. **Transparency:** Upholding a significant degree of transparency in customer interactions, hence fostering trust between the brand and its audience.
5. **Continuous Engagement:** Cultivating enduring relationships through ongoing involvement, rather than concentrating exclusively on instant sales.
6. **Optimal Utilisation of Technology:** Employing digital instruments and social media to enhance outreach and generate engagement prospects.
7. **Performance Measurement and Analytics:** Evaluating data pertaining to consumer interactions to assess campaign efficacy and modify strategy as necessary.

Figure 2: Shows the impact of interactive marketing dimensions on buyback intent.

THE CONCEPT OF CUSTOMER TRUST:

Customer trust is the organization's capacity to assess customer dependability based on experience,

manifested through a sequence of transactions or interactions that meet customer needs (Sitorus & Yustisia, 2018). The customer's favourable perception of the goods or services offered by the organisation, which consistently strives to fulfil their needs with superior reliability compared to competitors in the same sector (Perrow, 2019). It is the extent of consumer confidence that the company is really concerned for their well-being and does not aim to engage in opportunistic behaviour motivated by the pursuit of mutual advantage. Steinbach, Wallenburg, and Selviaridis (2018). Customer trust is defined as the unwavering conviction of the customer that a specific organisation or brand prioritises their interests and fulfils their present and future requirements (Azizan & Yusr, 2019). It is characterised as the customer's readiness to depend on a specific brand while acknowledging the potential hazards associated with it (Marafon et al., 2018). Customer trust denotes confidence and dependence. The perception a customer holds regarding a specific brand, along with its products or services. Trust is an essential component in establishing effective and sustainable relationships between a company and its customers, significantly influencing purchasing decisions and loyalty (Cardoso et al., 2022). Customer trust is characterised as a fundamental component in establishing any reciprocal relationship between two parties, as it engenders a sense of security derived from prior experiences or external endorsements, fostering the customer's anticipation that the company can be depended upon to fulfil their needs and uphold its commitments (Gunderson et al., 2018). It is a characteristic of commercial interactions that influences the extent to which each party trusts the integrity of the commitments made by the other side (Connelly et al., 2018). It is characterised as the customer's sense of emotional assurance that the other party (brand, sales person, or organisation) will fulfil their expectations, whether regarding outcomes or conduct (Kemp et al., 2018).

THE IMPORTANCE OF CUSTOMER TRUST

Customer trust is an essential determinant of corporate success and holds significant importance. Customer trust is a significant catalyst for customer retention. Building on existing knowledge and expertise is a crucial element directly associated with attaining customer satisfaction. Consequently, consumer trust is a fundamental component for all company professionals. Consequently, the significance of consumer trust is distinctly apparent in a rapidly changing environment, as demonstrated by the following (Iglesias et al., 2020).

1. **Augmented Loyalty:** Consumers who have faith in a brand tend to remain loyal, resulting in repeated purchasing behaviour and a durable relationship.
2. **Enhanced Brand Reputation:** Trust cultivates a brand's image, prompting clients to suggest it to others, so facilitating the acquisition of new clientele.
3. **Increased Sales Value:** Loyal clients are more inclined to pay premium pricing for the offerings of a reputable organisation.
4. **Reduced Marketing Expenditures:** A company with a strong reputation and consumer trust will not require substantial investment in advertising campaigns to attract new clients.
5. **Enhanced Customer Experience:** Trust enables customers to provide feedback and comments, facilitating companies in improving their services and goods.
6. **Enhanced Market Resilience:** Reliable organisations endure economic recessions and intense competition more effectively, as their customers remain loyal.
7. **Embracing Innovation:** Trust encourages customers to embrace new products or innovations, enabling firms to deliver novel solutions that meet their needs.

THE OBJECTIVES OF CUSTOMER TRUST

These are delineated by numerous pivotal moments designed to enhance the relationship between the client and the organisation, including (Gil-Gomez et al., 2020).

1. **Establish robust trust to enhance brand loyalty:** A solid foundation of trust fosters customer loyalty, increasing the likelihood of repeat purchases from the organisation.
2. **Enhanced customer experience:** Trust fosters consumer satisfaction with the service or product, resulting in a less likelihood of complaints or negative reviews.
3. **Augmented sales and revenue:** When clients possess faith in a firm, they promptly resolve to make a purchase. Customers express their readiness to purchase additional products.
4. **Positive endorsements and guidance:** Dependable clients are accountable for referring the company to others, so facilitating the expansion of the customer base.
5. **Reduced marketing expenses:** Trust facilitates the referral of new clients, leading to diminished marketing costs.
6. **Attaining a competitive advantage:** It is well acknowledged that a firm with strong trust in the market would consistently surpass its competitors in the same sector.
7. **Enhancing long-term customer relationships:** Cultivating trust will fortify enduring relationships and consequently augment client value over time.
8. **Enhances brand reputation:** Favourable customer feedback elevates a company's market presence, drawing in additional clientele.

9. **Enhanced engagement:** Trust amplifies client interaction with the brand, whether via direct contact channels or social media.

CHARACTERISTICS OF CUSTOMER TRUST

It possesses numerous attributes that differentiate it and illustrate its essential function in commercial interactions. The paramount qualities include (Toropova, Myrberg & Johansson, 2021):

1. **Sustainability:** Customer trust is a durable asset that may endure for decades, provided it is consistently nurtured!
2. **Transparency:** Transactions must be transparent, necessitating the provision of clear and accurate information to clients about the product or service offered to gain their trust.
3. **This is essential for establishing customer trust:** Customers perceive that they receive equitable value for their expenditure on high-quality products and services.
4. **Repetition:** Reliability fosters repeat acquisitions from the same brand. Customers will return if they possess confidence.
5. **Empathy:** Companies that are attuned to clients' emotions and requirements foster more trust.
6. **Availability:** Effective and dependable communication between the organisation and its consumers fosters trust and ensures that customers feel appreciated and acknowledged.
7. **Credibility:** Enterprises that fulfil their commitments and meet consumer expectations are regarded as more credible, hence fostering trust.
8. **favourable Experience:** Each qualified favourable interaction with a product or service enhances trust, as bad experiences can undermine it.
9. **Social Interaction:** Customer engagement with a brand via social media platforms influences their perception of trust. Timely assistance and appropriate reactions contribute to establishing confidence.
10. **Safety and Security:** When a consumer perceives their data and finances as secure, their confidence in engaging with the brand escalates.

DIMENSIONS OF CUSTOMER TRUST:

It is regarded as a fundamental factor influencing the success of any enterprise. The components of customer trust encompass various essential facets, including (Dehghanpouri, Soltani & Rostamzadeh, 2020):

1. **Reliability:** This pertains to the degree to which a consumer can depend on a corporation to regularly deliver high-quality products or services.
2. **Integrity:** This encompasses transparency in transactions and dependability in obligations.

Customers ought to see that the company operates with integrity and fulfils its obligations.
3. **Efficiency:** This denotes the organization's capacity to provide the product or service proficiently and punctually, hence bolstering client trust in its competencies.
4. **Knowledge and Expertise:** A company's acumen and proficiency in its domain are critical characteristics, since clients tend to trust organisations that exhibit a high degree of professionalism.
5. Effective contact with clients and timely solutions to their enquiries and issues bolster their faith in the organisation.
6. **After-Sales service:** Delivering robust customer service post-purchase fosters trust, as the consumer perceives a sense of care and attention.
7. **Overall Experience**: This encompasses all consumer encounters with the company and is shaped by elements such as service quality, response time, and user experience.
8. **Reviews and Recommendations:** Feedback from prior consumers and service users is crucial in establishing trust; clients are inclined to trust organisations with a favourable reputation.
9. **Security:** In electronic transactions, security constitutes a key feature. Customers must see that their personal and financial data is adequately safeguarded.
10. **Sustainability and Social Responsibility:** Emphasising social and environmental accountability improves a company's reputation and fosters consumer affiliation.

Types of Customer Trust

Trust can be broadly categorised into two primary types: general trust and private trust. General trust pertains to an individual's overall confidence in others, whereas private trust relates to an individual's confidence in a particular component or a single organisation compared to others. Both concur that customer trust comprises two components: trust in intention and trust in conviction. Trust in intention pertains to the customer's aspiration to be esteemed by the organisation, whilst trust in belief denotes the extent of readiness to depend on the organisation. There exist two categories of customer trust: (Jadil, Rana & Dwivedi, 2022):

1. **Trust in performance:** This refers to the customer's confidence in the organization's capability to deliver goods and services of superior quality.
2. **Charitable trust:** This denotes the degree to which the organisation adopts the principles of social responsibility and service enhancement. Consequently, when clients are content and have confidence in the organisation, they will

establish a long-term relationship and make repeat purchases. There exist three categories of customer trust:

A. **Trust in the structural system:** This refers to the customer's assurance in the characteristics of the organisational environment and the organization's adherence to rules, regulations, and governmental instructions.

B. **Confidence in the institutional framework:** This indicates that consumers gravitate towards entities with a strong and efficient reputation. The customer depends on the confidence of fellow consumers.

C. **Trust in the service provider:** This refers to the confidence the consumer develops based on the manner in which the supplier delivers the product or service.
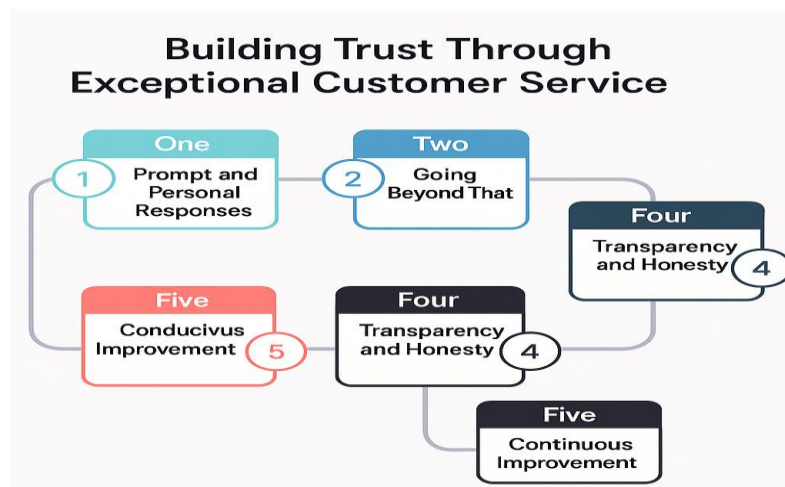

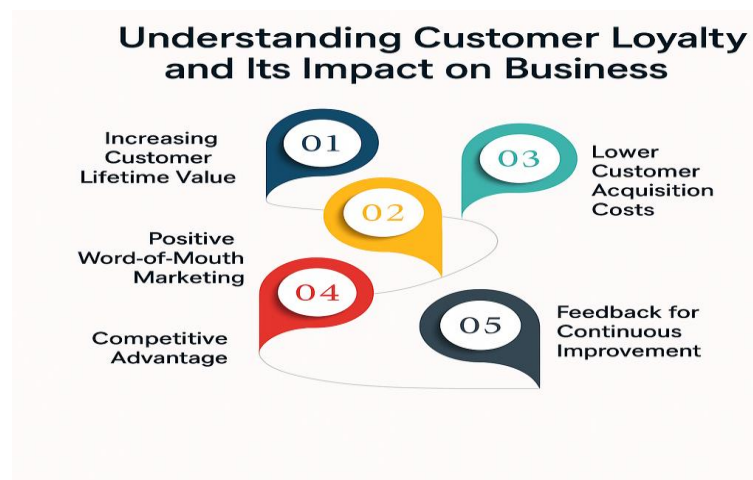**Figure 3:** Building trust through exceptional customer service

Figure 4: Shows understanding of customer loyalty and its impact on the business.

Practical
Study Population:
The questionnaire focused on employees of Al-Hayat Company, constituting the study population. Al-Hayat Company is a pharmaceutical enterprise located in Iraq. The study was performed at Al-Hayat Company in Baghdad.

Study Sample:
Thirty individuals from various departments were chosen as the sample for the study. Consequently, 30 questionnaires were disseminated, all of which were deemed legitimate for processing and statistical evaluation.

Tools Used in the Practical Study:
Questionnaire Form:
It comprises two segments:
1. Personal Information Section: Comprises personal data for the research sample (age, gender, educational qualifications, years of service, number of courses attended).
2. Research Variables part: This part encompasses axes pertinent to the research variables. The initial variable (interactive

marketing) is elucidated via six enquiries, whereas the subsequent variable (consumer trust) is articulated through six enquiries.

Table 1: Likert pentameter

Option	Value
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

The arithmetic mean range is calculated by determining the range (14-5) and subsequently dividing it by the maximum value in the scale to derive the cell length (50.8/4). The lowest value in the scale, which is (1), is then added to this value to ascertain the minimum for this cell. Consequently, the cell lengths are presented in the subsequent table.

Table 2: Shows cell length and level

No	Weighted Average Range	Level
1	1.00 to 1.80	Strongly Disagree
2	1.81 to 2.60	Disagree
3	2.61 to 3.40	Neutral
4	3.41 to 4.20	Agree
5	4.21 to 5.00	Strongly Agree

Statistical Methods:
The utilised various statistical approaches provided by statistical software, including SPSS, to analyse the data and evaluate the validity of the hypotheses. Consequently, the subsequent elements were utilised:

First - Descriptive Statistical Instruments:
1. The arithmetic mean is utilised to ascertain the response rate of sample persons to the research variables, as it yields a definitive level of responses to the study variables.
2. The standard deviation quantifies the extent of dispersion of response values in relation to the arithmetic mean. It is utilised to assess the degree of variability in the responses of sample individuals in relation to their mean.
3. The relative coefficient of variation is utilised to assess the dispersion of data sets and their level of homogeneity.

4. Comparative significance: This ratio elucidates the significance of the research sample's replies to the administered questionnaire items. The outcome is derived from dividing the arithmetic mean by the product of the number of scale scores and 100. The response rate within the scaled area is thereafter compared with additional levels of significance to ascertain the degree of relevance.

Second: Hypothetical Analysis Tools:
1. Pearson correlation coefficient to determine the strength of the relationship between the two variables.
2. Structural equation modeling (SEM) to measure the level of influence between the variables.
Description of the characteristics of the research sample:
Presentation of the results related to personal information

First: Gender

Table 3: Showing Gender, Frequency, and Percentage

Gender	Frequency	Percentage
Male	21	70.0
Female	9	30.0
Total	30	100.0

Second: Age
The ages of the surveyed sample exhibited variability, as illustrated in Table (5). The age group 31-40 placed first with a frequency of 18 and a percentage of 0.60, while the age group 20-30 ranked second with a frequency of 7 and a percentage of 3.23. The age group 41-50 ranked third, with a frequency of 5 and a percentage of 7.16. This signifies that the majority of employees belong to various age demographics, with middle age being the predominant category.

Table 4: Showing the Age Groups of the Employees in the Study

Age Range	Frequency	Percentage
20–30	7	23.3
31–40	18	60.0
41–50	5	16.7
Total	30	100.0

Third: Educational Achievement

The initial category for the surveyed sample comprised individuals with a bachelor's degree, exhibiting a frequency of 18 and a percentage of 60.0. Second place was awarded to individuals possessing a higher diploma, with a frequency of 12 and a percentage of 16.7. The third position was awarded to individuals with a preparatory certificate, with a frequency of (2) and a percentage of (6.7). This suggests that the majority of employees has diverse educational qualifications across graduates and various societal categories.

Table 5: Shows the level of academic achievement of the study sample

Education Level	Frequency	Percentage
Secondary School	2	6.7
Bachelor's Degree	18	60.0
Diploma	5	16.7
Higher Diploma	5	16.7
Total	30	100.0

Fourth: Number of years of service
The first place was for employees with 1-5 years of service, with a frequency of (17) and a percentage of (56.7), while the second place was for employees with 6-10 years of service, with a frequency of (13) and a percentage of (43.3). As for the rank, this indicates that most of the employees surveyed do not have long or medium service with the company.

Table 6: Shows the ages of the employees in the study sample

Years of Service	Frequency	Percentage
1–5	17	56.7
6–10	13	43.3
Total	30	100.0

Fifth: Number of courses in which the employee participates
The first place was awarded to employees who had finished one course, with a frequency of 15 and a percentage of 50.0. Second place was awarded to employees who finished three courses, with a frequency of nine and a percentage of 30.0. The third position was awarded to employees who had completed ten or more courses, with a frequency of three and a percentage of 10.0. This suggests that the majority of questioned employees possess insufficient practical experience in administrative and professional domains owing to the absence of mandated or developmental courses inside the organisation.

Table 7: Shows Staff Cycles for Study Sample

Number of Courses	Frequency	Percentage
1 Course	15	50.0
3 Courses	9	30.0
5 Courses	2	6.7
10 Courses	3	10.0
5.00	1	3.3
Total	30	100.0

Displaying the results for the search variables
The first variable: Interactive marketing

Table 8: Shows the answers of the study sample in the field of interactive marketing

No	Items	Measure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	M	SD	Result
1	An appropriate budget is provided by top management to implement interactive marketing systems within company departments	Frequency		3	1	18	8	4.03	0.850	Agree
		Percent		10.0	3.3	60.0	26.7			
2	A budget exists in each department to maintain devices and information	Frequency	1	2	6	20	1	3.61	0.814	Agree

No	Items	Measure						M	SD	Result
	networks related to e-business									
		Percent	3.3	6.7	20.0	66.7	3.3			
3	Financial funding is available for continuous updates and development of electronic systems, enabling ongoing interactive marketing	Frequency	1	2	8	14	5	3.67	0.959	Agree
		Percent	3.3	6.7	26.7	46.7	16.7			
4	There is full awareness among beneficiaries of how to use interactive marketing inside company departments to increase engagement	Frequency	1	3	3	22	1	3.63	0.850	Agree
		Percent	3.3	10.0	10.0	73.3	3.3			
5	There is a clear understanding among employees of the importance of interactive marketing for company activities	Frequency		2	7	15	6	3.83	0.834	Agree
		Percent		6.7	23.3	50.0	20.0			
6	Skilled and trained technicians are available to maintain company websites	Frequency		4	4	19	3	3.70	0.837	Agree
		Percent		13.3	13.3	63.3	10.0			
Total								**3.74**	**0.335**	

The results presented in Table 8 show that the paragraph that achieved the lowest arithmetic mean among the paragraphs was (3.61) with a standard deviation of (0.814) and was paragraph (2). This indicates that there is a weak budget for carrying out maintenance work on devices and information networks related to electronic work within each of the company's departments, while the paragraph that achieved the highest arithmetic mean was (4.03) with a standard deviation of (0.850) and was paragraph (1). This indicates that the appropriate budget is available from the senior management to work on implementing the interactive marketing system within the company's departments.

The second variable: customer confidence

Table 9: Shows the answers of the study sample in the field of customer confidence

No	Items	Measure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	M	SD	Result
1	The company consistently asks customers questions to understand their needs and desires	Frequency	3		7	19	1	3.50	0.974	Agree
		Percent	10.0		23.3	63.3	3.3			
2	The quality of services provided is better than the customer's expectations	Frequency			6	18	6	3.93	0.254	Agree
		Percent			20.0	60.0	20.0			

3	The company responds promptly to customer inquiries and complaints	Frequency	5			21	4	3.80	0.887	Agree
		Percent	16.7			70.0	13.3			
4	You are satisfied with all the new offers and services provided by the company	Frequency			2	28		4.00	0.643	Agree
		Percent			6.6	93.3				
5	The company always considers the customer to be right	Frequency	2		3	18	7	4.00	.788	Agree
		Percent	6.7		10.0	60.0	23.3			
	Total							**3.85**	**0.51644**	

CONCLUSIONS

1. The topic of interactive marketing is relatively new, so researchers face some ambiguity in defining the concepts related to it: its nature, obstacles, requirements for achieving it, dimensions, and how to measure it.
2. There is a difference and divergence in the opinions of researchers regarding defining a unified and precise concept of interactive marketing, which has led to difficulty in quantifying and defining its dimensions. Each researcher had a different viewpoint depending on the study and its variables.
3. There is a difference in defining the dimensions of interactive marketing. Some studies were unique in their selection of interactive marketing dimensions, while the majority chose five dimensions, and thus agreed upon these dimensions.
4. It is impossible to determine the factors influencing customer loyalty, as each study has its own variables, hypotheses, scope, and purpose. Customer loyalty is influenced by several factors, which are reflected in customer loyalty. Therefore, there is variation in the results obtained through each study. This poses a difficulty for researchers in identifying the factors influencing customer loyalty and contributing to its improvement. Given the paucity of research in this field and the lack of consensus, While researchers agree, these findings are specific to the current study and cannot be generalized to any other study.
5. The study results indicated that adopting interactive marketing within the organization leads to increased customer confidence in the organization.
6. The level of customer confidence in the organization under study was average, and this level requires the organization to increase it to ensure customer retention.
7. The study results indicated that the level of interactive marketing within the organization under study was average, and the organization needs higher levels to ensure customer interaction.
8. The organization under study relies on flexibility in implementing marketing procedures that build customer confidence in the organization.

RECOMMENDATIONS

1. The need to prioritize customer loyalty as a strategic goal, not just as a need. Customers cannot change service providers.
2. Understanding customer needs and desires and ensuring they are met.
3. Today's technology may not be relevant tomorrow, as the world of technology is constantly changing, so the organization must keep pace with changes.
4. The need to prioritize long-term loyal customers.
5. The organization should research the dimensions of customer trust, identify weaknesses, and work to address and strengthen them through interactive marketing.
6. The importance of increasing customer trust in the organization under study, as this increases customer engagement and leads to increased customer retention.
7. The level of interactive marketing within the organization should be increased, given its importance in understanding customers and their needs.
8. The organization must adopt all dimensions of interactive marketing, as well as dimensions that build customer trust by implementing marketing procedures that achieve interaction and increase customer trust in the organization, rather than relying solely on flexibility.

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