

THE EXTENT OF ELECTRONIC MARKETING MIX AND ITS EFFECTS ON CUSTOMER'S SATISFACTION FOR CHRISTIAN TOURISM PILGRIMAGE IN JORDAN: VIEW POINT OF CHRISTIAN CUSTOMERS

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ABSTRACT

The electronic operations has received an increasing interests and benefits in many aspects due to its positive impact on business organizations at many dimensions as satisfaction ,reputation ,profits, sales and market share , of customers and them satisfaction about performance of Jordanian tourism organizations to attracts customers in Christian pilgrim in Jordan (Altaey,H,2004). This paper aimed investigate the impact of E- marketing and how to satisfy Christian customers in pilgrim depend on Jordanian tourism organizations) ABU Dalbough, M, A2013). The dimensions of the study environment are: business organizations, employees, government, and customers of Christian pilgrim the study has been applied on Jordanian tourism sector (Christian pilgrim) because the world council of churches decide that Jordan is (Christian pilgrim site). The study consist of theoretical part(– interactive Electronic marketing, web design, customer services ,product ,prices ,place distribution ,promotion, personalization ,privacy, , security ,virtual society)and their effect on satisfaction of Christian customer pilgrim in Jordan , and applied part (methodology ,results , analyze, questioner ,recommendations). Population of the study (internal ,Arab ,non-Arab tourist) was unlimited because the number of Christian pilgrim customer was open, after then the researcher elect the sample of study depend on non probability sampling (convenience) by treating with tourism groups during Christian pilgrim in Jordan (baptism site ,mount our lady church ,Nepos church) 5 customer for many group in their sites ,the total of them is 310 customer ,but 300 was response for study by questioner tool, I used (SPSS)system for analyzing and applied (Means, standard deviations, cronbach's α , -coefficient, VIF, Tolerance, and Skewness).

The study concludes that the Christian tourists have faced many problems such as ,not meeting all their needs ,lack of tourists management , miss-understanding of customers' needs, wants ,preferences , how launching it ,how to consider customer changes , and their requirements ,(the gap of tourism management)employees ,tourism agencies ,customers) . The study results are: the E- marketing mix of Christian pilgrimage affected positively except (3) variables were affected negatively by high prices, low promotion, and low customer services. It's recommended: we have to take care for the tourism prices, promotion, and customer services by design new strategies in order to get a high satisfied customer in addition to give the Christians tourism sector in Jordan more attention.

Keywords: interactive Electronic marketing, Christian tourism pilgrimage, customer's satisfaction, baptism site , mount our lady church, Nepos church, almaghats

INTRODUCTION

On 17 December 2017 his majesty Abdullah2, king of Jordan, participate Jordanian Christians in almaghats and celebrate with them by festival ,after that visit the pope in Vatican, we can say there are many dimensions of that participation on religion, social, culture, spiritual, economy, and promotion to satisfy Christians customer internally and externally Jordanian newspaper ,2017,December,issue ,18.

Depend on raising important of electronic marketing interactively it has been step inside all parts macro and micro environment directly or indirectly ,there are changes of customer attitudes on the tourism marketing activities ,which related with wants ,needs ,preferences ,quality ,benefits in Christian tourism pilgrimage ,(Christian t .George 2016). Furthermore Christian pilgrim encounter a few obstacles' as: way of marketing ,promotion ,pricing ,privacy ,specialty ,attitudes of tourism sector management(Christian t .George 2016). Church world council that approval Jordan as Christian pilgrim program because there many reasons related with ,prophet Jesus in Jordan river ,holy place as Nepos church, historical dimension as , mount our lady church, almaghats ,mach eras, tell mar Elias ,which that means :Jordan is the major leverage of Christian religion in the world in many aspects, Christian pilgrim , Christian tourism ,medical tourism ,but Jordan meet many strategic difficulty seam as fund ,strategies ,policies, promotion, infrastructure.

The Christian pilgrim is very important dimension for Christians and Jordanian state which related for Christian religion, culture; habits, values, and positioning of Jordan, but the situation require co-operative between Jordan state and all of countries, organizations, committees that related on Christian pilgrim to carry its responsibilities for all aspects and applying marketing orientation for satisfying customers (Al-zyadat, A, Y and Mugable, M, I 2017). Today we can say : electronic marketing becomes the leverage of market operations ,try to satisfy customer: needs , wants, preferences depends on its dimensions ,on the other hands the customers need more and more ,after then we ought to occur electronic marketing more interactivity between employees and customer by motivating relations ,activities ,participations , after then the marketing based on virtual space not actual place(sweedan,n 2009) .

METHODOLOGY OF THE STUDY

Research framework and hypotheses were development in the light of research objectives and its questions ,and design a tool for this paper to test the hypothesis (questionnaire) which consist of(11) aspect by (10) dependent variables and (1) independent variable. The study applied on Christian groups for many Christian sites in Jordan by many nationalities and understanding their views point. I depend on the descriptive and analysis approach to study this problem , understand the Jordanian tourism sector attitudes, strategies, policies about tourism in general and Christian pilgrimage and test the Jordanian tourism state for knowledge strengthen, weakness points recording (SWOT) analysis, I studied all aspects of tourism internal ,external and focus on Christian tourism pilgrimage because of Christian specialty for religious tourism in Jordan ,but the member of the community to deal with is (300) customer (Christian visitor) randomly sample(jebrin,2011) .

This study is unique research in Christian pilgrimage sector which related with religion dimension for Christians (Mahmud Abu Dalbooh, 2015) and it's determined according to the following:

- i. Determine the goals as: tourism programs, customer satisfaction.
- ii. Christians is majority of population which mean differ attitudes, differ programs.

- iii. Knowledge of electronic marketing dimensions.
- iv. Knowledge of interactive marketing dimensions.
- v. Determine the Christian pilgrimage sites in Jordan.
- vi. Availability of the necessity requires for re-organizing and modifying the sector of Christian tourism in Jordan for satisfying customers.
- vii. Applied principle of matching, connect; understand between the tourism employees and Christian customers (pilgrimage visitors) for achieving interactive marketing.

The tourism sector in Jordan encounter a few obstacles , specialty Christian pilgrimage in the light of Christian council confirm many sites for Christian pilgrimage and including ,(liu, A,2006) :

- a) (Customers) visitors care and awareness by importance of Christian sites in Jordan for holy pilgrimage.
- b) Promotion champion and budget, cost, strategies, policies.
- c) Infrastructure level.
- d) Visitor’s requirements and their changes.

Researcher depended on statistics of Jordanian information center and ministry of tourism and ant to determine the population of study and the sample ,in 2015/2016 the number of tourism customers was 4809274- 4778529 (Jordan ministry of tourism, 2016) around 10% of them was visit Christian sites in Jordan which means around 477000-481000 Christian customer, randomly by survey sample for many Christian activities in pilgrimage festivals ,because the population is very huge and un organize there was transfer between these sites from time to time within Christian festivals as: Easter, Christmas, new year, depends on choosing the sample randomly by many sites, many festivals, many groups, I conducted survey by distributed (2) questioner was sent to many customer (18) were retrieved and repeat again were retrieved (16) where the percentage of stability was (88%). I use questioner to take and elicit opinions ,spread 310 questioner ,return 300 useful but reject 10 ,the was judged by professionals in e-marketing .

Data were collected by two shapes :firstly was primary data ,the questioner is adopted ,distributed to Christian customers to find out the extent of their satisfaction about Christian tourism pilgrimage in Jordan ,but secondly were secondary data adoption of references ,periodicals, websites questioner .

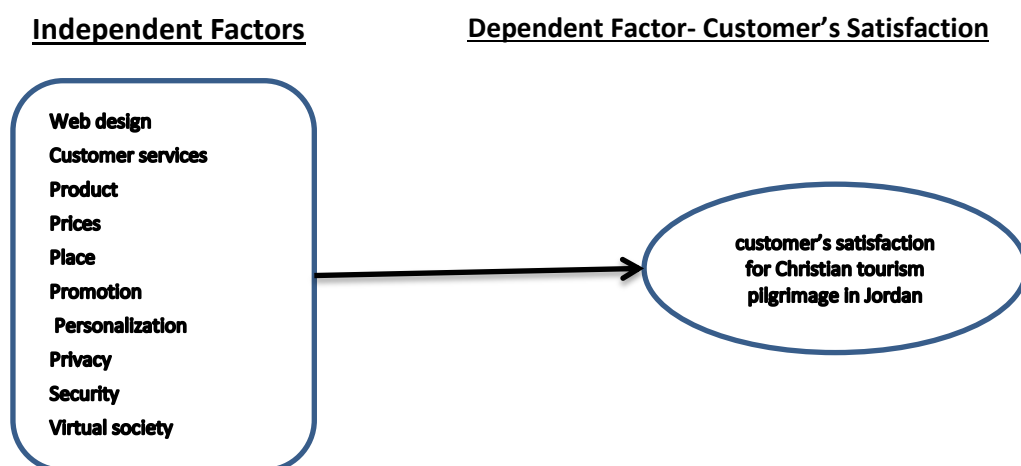


Figure 1. Research Framework

THEORETICAL FRAMEWORK

The e-marketing activities requires processes of progressive development to harmony with environment forces for interacting with rapid changes of the Christian customers (visitors) needs , and to motivate ,care with technology to interactive there electronic marketing activities for enhancing the ability of Jordanian tourism sector to achieve their goals and objectives , In general Jordanian tourism sector began planning ,organizing , restructuring tourism mix ,and focusing on customer attraction styles ,personalization ,privacy, security,(zur,shalev,2009). Study depend on SWOT analysis , the business environment as customer behavior ,sales ,promotion, market studies ,marketing opportunities, marketing mix process, state of economy and competition ,to improvement marketing plan for achieving Christian customer pilgrimage satisfaction in Jordanian tourism sector ,and how the institutions in tourism sector reflect the effects of electronic marketing interactively on its performance (makbul khan ,2014) .

In today's dynamic ,competitive ,technology environment , institutions ought to improve their corporate image and trustworthiness in the minds of the customers ,cause related the performance of marketing (Muhammad ,T A and others,2014) it's one of the strategy is that enable marketers to do marketing activities interactive more and more electronically that we know the importance of tourism sector in GDP ,in this study as researcher I will focus and know the role of e- marketing mix and its effect on customer loyalty for Christian pilgrimage in Jordan. E-marketing has emerged recently as practice of modern marketing that consider corporate religion, ethic, social, economy responsibility, it's become one of the fastest growing form of marketing communication that reflected on tourism sector goals in Jordan.

- **Christian t. George (2016) “the discipline of Christian pilgrimage “USA.**

Study aimed to the role of Christian pilgrimage for the Christian people, focus on martin Luther principles, dimensions of pilgrim; practice of pilgrimage of predates the earthy life of Christ and explain the letter of the church, new Christiana's inherited a thoroughly ingrained tradition of pilgrimage ,the practice of pilgrimage was not immune to criticism, pilgrims have unprecedented opportunities to venture to places , finally study recommended to improve the relations with others and growing new scholarship ,focus on culture ,but this study explain the fundamentals of tourist ethics .

-**N. Collins-K, NKLIOT (2000)”pilgrimage tourism in the holy land: the behavioral characteristics of Christian pilgrimage “Haifa,**

The purpose of study to describe ,characterize and analyze the behavioral of characteristic of Christian pilgrimage to holy sites in the holy land , the method of research is questionnaire ,it found that behavioral factors are related to the pilgrims ,perceptions of holy sites in general ,the scale can be described as secularism versus sacredness and tourism versus pilgrimage ,the typology is important because it allows us to classify and create other typologies ,analyze the subject for practical purposes ,the survey highlight to increasing convergence of old-fashion pilgrimage and tourism which have much in common .

-**Mehdi Pourtaheri and others (2012) “impacts of religious and pilgrimage tourism in rural areas: Iran.**

The Study purposes were explain the impact of ,Rural tourism has speedily developed and becomes an engine for economic development and plays toward socio-economic changes in rural areas ,its impact is controversial ,to examine these issues ,this research presents an empirical analysis of pilgrimage and religious tourism ,the impacts of these types of travel in Iran , provide impact of the travel in rural centers as tourism model villages ,in this regards the social ,physical and economic impacts .

The results revealed that pilgrims and religious tourists are strongly influenced in rural areas, but the social aspects of pilgrimage and religious tourism had the largest impacts in rural households, the villages related to religious tourism have registered statistically significant higher impacts on those villages related to “pilgrimage tourism” and faithful by keeping in touch with their festivals.

- **Muhammad T Alshrurideh and others (2014)”marketing communications role in shaping consumer of cause related marketing campaigns” Jordan.** The study aimed to explore cause-related marketing has received an increasing interest worldwide due to its positive impacts on companies revenues and reputation ,investigates the of marketing communications in shaping consumer awareness of (C-RM)on the advertising ,public relation ,event sponsorships ,information technology ,the applied on Jordanian communication sector . The findings of the study are confirmed the expected relationships between marketing communication elements and C-RM is strongly, direct digital marketing, and advertisement.

- **Bin daylami and D,asma,a(2012)”electronic marketing participation and its effect for maximizing competitive advantage to small business organizations “Algeria.** The study aimed to knowledge the effects of internet on marketing and competition internally and externally and how the small organizations will apply electronic marketing to maximize competitive abilities to face the changes for environment,

It explains the high degree of competition, cost, web design, suppliers, new productions ,customers needs and changes ,because the purchasing power between producers and customers ,the markets depend on space not on place, focus on the marketing depend on relationship with customer by internet (E-CRM) ,interactive marketing. The study recommended that importance of e-marketing, customer satisfaction, data, marketing intelligence, competitive advantages electronic customer relation management (E-CRM) .

-Alshyma Elmashad (2016) The Relationship between Interactive Marketing Dimensions and Repurchase intention: An Applied Study on Online Shopping Customers in Egypt.

This study aimed to investigate the relationship between interactive marketing dimensions and attitude toward online shopping, applied to online shopping customer in Egypt. Model is developed as to test the relationship between interactive marketing dimensions and attitude toward online shopping. A quantitative method with deductive entries. In order to collect primary data, a questionnaire is designed and data have been collected from online shopping customer by using online survey, which was designed on the search engine Google drive. The (SPSS) is used to process the primary data. Sample size is 462 customers, and the valid questionnaires are 397. The findings show that interactive marketing dimensions is positively related to interactive attitude toward online shopping. Also, it shows that interactive marketing dimensions (trust, service quality, and perceived usefulness.

I. ELECTRONIC MARKETING

In general the marketing is important, on the other hand electronic marketing and its mix is very important in consider with environment conditions and its changes by technology, communications, attitudes, strategies, policies, management, statue in region, the job of marketing reflect design of tourism program(product)and its mix, the marketing divides on many types as internal, external, interactive, in this study as researcher I will focus on how we make the relation very good and maximize it between employees and customers by electronic marketing to achieve interactive marketing by using new technology (Kalyanam,K and Shelby McIntyre, 2002) .

Electronic marketing characteristics consist of expansion, global ,speed, camouflage, no distance, little cost, it has many kinds by government ,business ,customers ,but there are many benefits as decrease the cost, increase the relations ,reach easily, fasting the services ,increase customers number by increase degree of loyalty ,increase sales ,increase profit ,decrease risk of transportation and promotion(Floh, A and Treiblmaier ,H 2006). Internet supply it service in marketing space for business, suppliers, customers ,for fasten the services in determinate place and time to achieve competitive advantage, we know that protocols for protection ,paid ,data, transaction ,it require experience ,skills ,languages ,understanding the customer and care with them . There are many obstacles as: languages, culture, specialty, privacy, laws, management, and there are many instruments for paid money as electronic coins, cheeks ,credit cards ,the electronic marketing focus on economic knowledge ,information and communication .

Web design :- the customers care too much with designing the electronic page of tourism because the degree of competition ,change of customer temper ,complexity of site design ,the designs aimed to face customers' needs and launching products matching with them needs ,the sites design out to supply information ,help to achieve competitive advantage ,catch opportunities ,improve the kinds of service , facilitate marketing ,emphasize the after sale services ,and should be the shape of site is attractive closely .

Product, Customer services: it consider important part of marketing activities, an one dimension which launching values benefits, to saturate customer needs and satisfy them, but electronic marketing participate to improve new product (tourism program) which maximize differentiation opportunities and launching in marketing space by internet with consider international standardizations, globalization, but this situation participate to develop many forums of services , electronic marketing will affect on buying decisions and create new shapes of buying customs .

Prices, place distribution, promotion: the electronic marketing easily push's to inter the markets, increase the competition, forecasting the demand, easily comparing between products and prices ,by E-marketing the distribution channels was decreased on the other hand the products reach to the customers in suitable time and place in addition digital products, sending documents easily ,return any product requires modifying or repairing smoothly ,but E-promotion focus on direct marketing ,launching product by many sites ,increase attractiveness ,create awareness and perceptions of target markets (Ansari ,Asim and Carl F ,Mela,2003).

Privacy, security, personalization: every customer has many things forum his psychology which reflect their specially needs from time to time to keep it specialty ,any electronic transaction ought to applied as customers criteria for themselves ,on the other hand the electronic marketing require new technology ,interactive management , new marketing mix ,security tools ,personal customer needs , (abo-fara ,yousif ,2007). e-marketing need build the trust, loyalty, good relation ,new benefits ,good opportunities' validity information ,customize productions as customers criteria ,focus on customers knowledge and awarence ,development ,focus on new technology but we ought to understand the customer needs and customize it by answer the customer questions which that means how, when ,how much, how many, and where .

Virtual society: traditional markets needs tradition requirements as place, producer, buyer, intermediary, distribution channels, pricing ,promotion, people, but in electronic marketing needs other requirements to investigates new technology and maximize benefits ,finally marketing by net need space ,new designs, new sites, new technology ,new production, new promotion ,fast acts ,international criteria , and apply it(Lee ,G and Lin ,H 2005) .

II. CUSTOMERS SATISFACTION FOR CHRISTIAN TOURISM PILGRIMAGE IN JORDAN

Recently the customers purchasing power grow up fast and fast and the customers decide their needs almost because the markets criteria, customer temper, product varieties, after that, the Christian customer need special privacy on the other hand religion faithful require many activities suitable their legitimacy , interactive relationship ,interactive communications ,new technologies .The tourism pilgrimage is one of the well-known phenomena in religious culture focusing on holy principle and purposes after then holy sites, behavioral characteristics of Christian pilgrims should be adaptation with holy attitudes and respect it ,to satisfy Christian customers we ought to understanding them , respect them and improve the services as they prefer it(Ndubisi, N,and Sinti,Q 2006) .

Besides a holy position of Christian pilgrims the tourism sector in Jordan requires many activities to satisfy Christian customers by care with customer services, differentiate services and programs, keep in touch with customers and motivate them from time to time.

Table 1. Characteristics of study sample

Variable	Frequency	Percent
Gender		
Male	170	56.7%
Female	130	43.3%
Total	300	100%
Age		
Less than 30	14	4.7%
30 - less than 40	61	20.3%
40 – less than 50	101	33.7
50 – over	124	41.3
Total	300	100%
Educational Level		
Local or internal tourist	60	20.0%
Arab tourist	74	24.7%
Non-Arab tourist	166	55.3%
Total	300	100%

Table 2. Mean, Standard deviation, Cronbach’s Coefficient

Variable Mean	Mean	Standard deviation	Cronbach’s α coefficient
Web design	.77	0.675	0.854
Customer services	3.85	0.687	0.843
Prices	4.34	0.661	0.745
Promotion	4.21	0.527	0.789
Personalization	3.71	0.470	0.873
Privacy	3.74	0.694	0754
Security	4.44	0.776	0.775
Virtual society	4.00	0.576	0.834
Product	3.89	0.546	0786
Place distribution	3.90	0.587	0.843
Customer satisfaction	4.45	0.526	0875

Table 3. VIF, Tolerance, and Skewness, VIF, Tolerance, and Skewness

Independent variables	VIF	Tolerance	Skewness
Place distribution	2.535	0.327	0.126
Web design	2.235	0.279	0.214-
Customer services	2.675	0.316	0.139-
Prices	3.567	0.410	0.604-
Promotion	3.876	0.355	0.397-
Personalization	4.876	0.467	0.271-
Privacy	2.895	0.345	0.253
Security	2.987	0.456	0.276
Virtual society	4.327	0.274	0.291
Product	4.679	0.345	0.267-

Table 4. The results of multiple regression analysis indicate that the electronic marketing affects the Customer satisfaction

Variable	(B)	(β)	(T)	p-value
Prices	0.265	0.143	3.215	0.430
Web design	0.273	0.234	3.872	0.001
Personalization	0.259	0.367	3.721	0.000
Virtual society	0.423	0.382	4.752	0.002
Promotion	0.179	0.169	3.841	0.330
Place distribution	0.284	0.263	3.641	0.000
Product	0.233	0.391	3.132	0.000
Customer services	0.243	0.164	3.654	0.250
Personalization	0.145	0.282	3.476	0.002
Privacy	0.274	0.277	3.543	0.000
Security	0.262	0.397	4.679	0.000
R		0.634		
R2		0.423		
F		78.174		
P-value		0.000		

RESULTS

Based on that Electronic marketing effect on customers satisfaction for Christian tourism pilgrimage in Jordan, the results becomes as:

H1: there is statistically significant effect of Electronic marketing (product, price, place distribution, promotion),(altaiy, hameed 2004) on customers satisfaction for Christian tourism pilgrimage in Jordan ,the elements of(price , promotion) to be considered actively ,p-value is (0,430) (0,330) which mean affect strongly on customers satisfaction by heavy cost and low level of promotion campaign ,it show that necessity of decreasing the cost to attract customers for satisfying them and develop promotion efforts ,on the other hand government efforts ought to improve by strategies and policies ,then activate private sector to participate with government to take that ethic –social responsibilities for Jordanian national product, depend table (4) .

H2 : there is statistically significant effect of Electronic marketing (web design ,personalization ,virtual society , customer services ,privacy ,security) on customers satisfaction for Christian tourism pilgrimage in Jordan(Muhammad T Alshrurideh and others 2014) ,the element of (customer services) to be considered actively ,p-value(0,250) which mean affect strongly on customers satisfaction by low level of understanding ,low care with ,low customized service ,it show that ought necessity of increasing the quality of customer service to attract them and develop new strategies for Christian pilgrimage services.

The results showed that(56,7%) of respondents were male but the majority was more than(40) years (75%,) besides the majority of them were none Arab tourist(55,3%)of the total sample ,table 1,with regards to reliability ,the Cronbach alpha coefficient for each study item was examined and the reliability coefficients results of all the study variables were above the cut of point (0,745) table 2,the correlation analysis which was conducted using SPSS showed that all of the electronic marketing mix elements have positive relationships and positive correlation with customer satisfaction except (prices ,promotion , customer services) table 2 were affected negatively on customers with dissatisfaction. Concerning multiple regression analysis were slightly different by electronic marketing had significant relationship with customer satisfaction at the 0,000 level with electronic marketing mix having biggest impact positively (web design ,personalization ,virtual society, place ,product, personalization ,privacy, security)on the other hand (prices, promotion, customer services) having negative impact which mean that opositionals for Christian tourism pilgrimage ,the results were only significant at the .05 %.

based on the hypotheses are supported partially as table (4) and contradiction can be statistically explained it who suggested that in multiple regression ,if area of that correlation is whittled away by other independent factors ,the unique contribution of it has been often very small. The results of study confirmed the expected correlation relation between electronic marketing mix and customer satisfaction for Christian pilgrimage in Jordan; it had strongest explanatory impact as suggested by beta coefficient (table 4) but must be improve promotion, customer services and reducing the prices.

CONCLUSION

The mean values and standard deviation of variables are presented in table 2, the descriptive statistics of variables revealed that the majority of respondents believe Christian pilgrimage and religious tourism have influenced in their living conditions , effect of the electronic marketing mix about Christian pilgrimage had been strong (web design ,personalization , virtual society, place distribution , product, privacy ,security) 3.132 to 4.752 and p-value is(0.000) .but the effect of (prices ,promotion , customer services) had been low, p-value is (0.250 -0. 430)

The mean values and standard deviation of variables are presented in table 2, the descriptive statistics of variables (prices, promotion ,customer services) revealed that the majority of respondents believe Christian pilgrimage and religious tourism have influenced in their living conditions, effect of the electronic marketing mix about Christian pilgrimage had been strong but effect negatively, decrease the demand, satisfaction, and loyalty of Christian pilgrimages customers ,p-values(0.250-0.430) In whole p-values are significant (0.000).

In table (1) the internal and Arab tourism had been covered (44, 7%) which explain the tourism requirements and its standard but on the other hand (55, 3%) is non Arab tourists that meaning many new standards requests to satisfying their needs and attraction them for Jordan, when we analyzed the age we find that (95, 3%) are more than 30 year which that mean have a good degree of judgment and ability to define the degree of customer quality

services. The independent variables were chosen very closely and appropriate for study to reflect importance, problem of study for launched, solve, and maximize customer loyalty, tolerance was between 0.279-0.467 and skewness become 0.126-0.604 which that mean deviation is low as table 3. In table (4) all variables are affected strongly as (R²) explain (0.423) by model and (F) becomes 78,174 which reflect the relationship degree affecting on dependent variable and explain electronic marketing role on Christian customer satisfaction but prices, promotion, customer services need new way for pricing, new way for promoting, new way for services.

RECOMMENDATIONS

As the case of testing new model study in tourism sector at Jordan about Christian pilgrimage activities further investigation is necessary, the model using in meager countries which great study for now and future, depend on results and analysis there are many recommendations:

1. Maximize the relationship between Jordanian tourism companies and its employees for achieving interactive marketing and its goals.
2. Investment new technology by electronic marketing as net, social media, and other applications to marketing Christian pilgrimage in Jordanian tourism sector.
3. Focus on electronic marketing mix to gaining Christian customers satisfaction.
4. Treatment and care with situation of tourism prices, promotion, customer services
5. Design new strategies for it.
6. Focus and investment by Christian tourism in Jordan.
7. Handle Christian customer lovely, smoothly, respect, privacy.
8. Achieve good degree of customer satisfaction and loyalty.
9. Handle with Christian tourism marketing mix and other tourism (historical, environmental, skating.....etc) as one package.

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