

The Role of Digital Marketing Communications on Customer Loyalty to the Brand (A Case Study of Dal Car Company)

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(A Case Study of Dal Car Company)**

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Abstract:

This study aimed to investigate the role of digital marketing, with its tools such as internet marketing, social media marketing, mobile marketing, and electronic word-of-mouth, on customer loyalty to Dal car brands. A questionnaire was distributed randomly to 384 customers through an online survey. The data was analyzed using SPSS statistical software to test the study hypotheses. The results revealed that digital marketing has a positive impact on customer loyalty to Dal car brands. Specifically, internet marketing, social media marketing, and electronic word-of-mouth all had a positive influence on customer loyalty. However, mobile marketing did not show any significant impact.

Keywords: digital marketing, internet marketing, social media marketing, mobile marketing, electronic word-of-mouth, customer brand loyalty

Background:

The changes that the world has witnessed in the field of communication during the late twentieth and early twenty-first centuries, particularly the development of information and communication technology and the emergence of the internet in marketing, have led to a decline in the role of traditional marketing communications and have been replaced by more powerful digital communication tools that have had a significant impact on customers. After customers were previously influenced by mass media, they have now become more aware of digital marketing communications and have become more inclined to use modern digital media such as the internet, social media, and mobile phones. These digital media have become important tools in the hands of organizations that they use to maintain and gain customer loyalty to the brand and create a competitive advantage.

In the face of various pressures and challenges, direct confrontation with competitors has threatened the existence of organizations. Their focus is no longer limited to achieving and maximizing profits, but rather, it has become a priority for organizations to focus on the customer who occupies the first place, the main axis, and has a strategic position in digital marketing activities.

Customer loyalty to the brand is among the priorities adopted by organizations in order to create a competitive advantage and a good reputation for the organization, and a strategic goal that it seeks to achieve. While preparing for its future strategies, organizations follow a strategic path that allows for the direction of all means and efforts towards retaining customers, strengthening the brand, and their loyalty to the organization and its products, which achieves and creates a competitive advantage for the organization.

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Problem of the Study:

Digital marketing communications are one of the newest and fastest-growing channels for communicating with customers. They provide them with the information they need anytime and anywhere. They also provide opportunities for individual and direct interaction between the organization and the customer on a wide scale. The customer today is no longer just a recipient of messages but has become a participant in the communication process, thanks to digital technologies that have enabled him to interact with the organization, express his opinion, and provide immediate feedback. Therefore, most organizations today use digital marketing communications to achieve customer satisfaction, retention, and loyalty to the brand, and thus achieve and create a competitive advantage in the market. From this standpoint, this study seeks to know the role of digital marketing communications with its various tools in achieving customer loyalty to brands in Dal Car Company.

Based on the foregoing, the main research question can be stated as follows: (What is the role of digital marketing communications in achieving customer loyalty to the brand?).

Objectives of the Study:

The study aimed at the following:

To highlight the importance of digital marketing communications as a recent topic worthy of study and research.

To identify the aspects of the impact and role of digital marketing communications in achieving customer loyalty to the brand.

To identify the nature of the impact and role of digital marketing communications with its tools represented by online marketing, social media marketing, mobile marketing, and electronic word of mouth, in achieving customer loyalty to brands in Dal Car Company.

To identify the most influential digital marketing communication tools in achieving customer loyalty to brands in Dal Car Company

Significance of the Study:

The significance of this study lies in its attempt to highlight the importance and status of digital marketing communications in Dal Car Company. Furthermore, the study's significance is evident in its focus on the contemporary concept of digital marketing communications. This study also sheds light on modern concepts such as digital marketing communications,

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competitive advantage, digital marketing tools, and the impact of digital marketing communications on customer loyalty and creating a competitive advantage for organizations. By emphasizing the paramount importance of digital marketing communications, this study underscores the need for allocating significant budgets to digital initiatives compared to traditional methods. Moreover, the findings of this study can be utilized to develop plans, strategies, and policies that contribute to fostering customer loyalty, creating a competitive advantage, and positively impacting Dal Car Company.

Research Hypotheses:

Based on the research problem, objectives, and significance, the main research hypothesis and its sub-hypotheses are formulated as follows:

Main Hypothesis: Digital marketing communications play a role in achieving customer loyalty to brands in Dal Car Company.

Sub-Hypotheses:

- There is no statistically significant effect at the significance level ($\alpha \geq 0.05$) of internet marketing on achieving customer loyalty to brands in Dal Car Company.
- There is no statistically significant effect at the significance level ($\alpha \geq 0.05$) of social media marketing on achieving customer loyalty to brands in Dal Car Company.
- There is no statistically significant effect at the significance level ($\alpha \geq 0.05$) of mobile marketing on achieving customer loyalty to brands in Dal Car Company.
- There is no statistically significant effect at the significance level ($\alpha \geq 0.05$) of electronic word of mouth on achieving customer loyalty to brands in Dal Car Company.

Methodology:

- To answer the research questions and verify the hypotheses, a descriptive-analytical approach was adopted, as it is one of the most important and widely used research methods. This approach was deemed suitable for the nature of the study, as it involved presenting, analyzing various concepts theoretically, and then applying the theoretical framework to the field of study. This was accomplished by collecting data, analyzing and interpreting it, and drawing conclusions.

Methods of Data Collection:

- **Primary sources:** questionnaires, observation, and personal interviews.

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- **Secondary sources:** books, references, scientific journals, and statistical data published by relevant authorities.

Limitations of the Study:

- **Human limitations:** employees in Dal Car Company.
- **Spatial limitations:** Dal Car Company.
- **Temporal limitations:** 2022-2023.

Definitions of the Terms:

1. Digital Marketing Communications:

Digital marketing communications is the use of digital channels, such as websites, search engines, digital advertising, social media, email, and mobile phones, to create a comprehensive, targeted, and measurable connection that helps attract new customers, retain existing ones, and build lasting relationships. (Setkute, 2017, p.18)

2. Internet Marketing:

Internet marketing, also known as online marketing, is the process of promoting products, services, and goods through the internet. It plays a significant role in facilitating buying and selling processes and providing customers with everything they are looking for. Tools of internet marketing include websites, search engine advertising, display advertising, and email marketing. (Kotler & Keller, 2016, pp. 639-641)

3. Social Media Marketing:

Social media marketing involves using various social media platforms such as Facebook, Instagram, Twitter, and YouTube to connect with customers and introduce the brand. According to Kotler and Keller (2016, pp. 639-641), there are three main types of social media: online communities and forums, blogs, and social networks. (Marko & Merisavo, 2016, p. 532).

4. Mobile Marketing:

Mobile marketing is the use of mobile phones to deliver marketing content to customers. It creates new opportunities for organizations to shape or change consumer attitudes towards the brand. (Adelina Eugenia, 2017, pp. 6-10).

5. Electronic Word of Mouth:

Electronic word of mouth refers to any positive or negative statement made by potential or previous customers about a product or organization that is accessible to many people and organizations through the internet. (Thurau, 2004, p. 39).

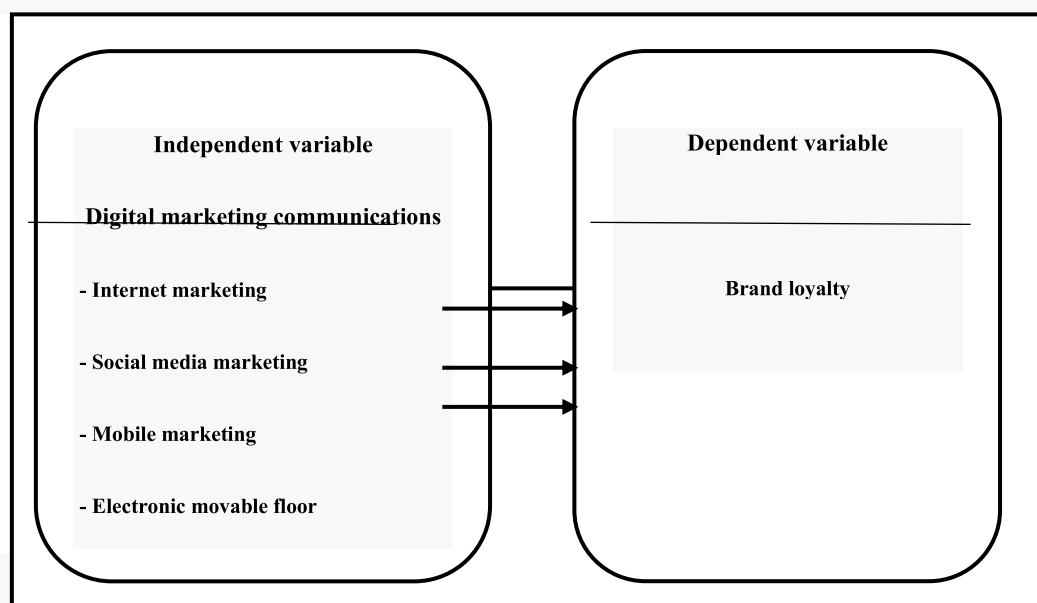
6. Brand Loyalty:

Brand loyalty is defined as a consumer's attachment to a brand and preference for it over other brands. (Faridah & Noor Hasmini, 2013, p. 188).

The study model:

The study model was developed based on previous research, as illustrated in Figure 1: the independent variable in this study is digital marketing communications, with its tools including internet marketing, social media marketing, mobile marketing, and electronic word-of-mouth marketing. The dependent variable is customer loyalty to the Dal Car Company brand.

The figure shows the study model



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Previous studies:

Several studies related to the research topic have been reviewed. These studies were categorized according to the study variables (previous studies related to the independent variable, which is marketing communications, and previous studies related to the dependent variable, which is customer brand loyalty). The studies were arranged in chronological order, from the oldest to the most recent, and then the differences between them and this study were highlighted.

A. Studies on Marketing Communications:

A relevant study made by Low G.S. (2000) Study: In his research, Low aimed to identify the factors most strongly associated with the degree of integration of a company's marketing communications activities. A three-item scale was developed to measure integrated marketing communications in a cross-sectional sample of senior marketing managers in American companies. The research found that companies whose marketing communications programs tended toward integration were also more likely to be small, consumer-focused, and service-oriented companies. They were also more common in the manufacturing, agriculture, forestry, and mining industries. The study also argued that managers in companies with greater integration tend to be more experienced and their products or services are more likely to experience market share growth.

A similar study conducted by D. et al (2014). The study examined the relationship between having a well-defined marketing communications strategy and the overall effectiveness of marketing efforts in Slovenian organizations. The researchers found a strong correlation, suggesting that companies with a strategic approach to their marketing communications tend to have more successful marketing campaigns.

Another study carried out by (William B. Weather, 2016): this study aimed to determine the impact of integrated marketing communications elements on the purchasing behavior of Zain telecommunications customers. The study found that all these elements played a significant role in customer behavior. However, direct marketing was the most influential, while public relations had the least impact. The study suggested that Zain should focus on improving its public relations efforts while maintaining a strong focus on all other marketing elements.

Moreover, (Lloyd L. Byars, 2017) conducted study aimed to determine the extent to which marketing communications influence customer loyalty towards Mobilis. It also sought to clarify the theoretical concepts related to marketing communications and customer satisfaction. The results showed that Mobilis relies on personalized selling to maintain customer loyalty, as the quality of service provided is considered one of the most important factors in building

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customer loyalty. Additionally, sales promotion techniques were found to be among the most influential factors in customer purchasing decisions and, consequently, their loyalty. Price reductions were also identified as a means to attract customers and foster loyalty. The research sample consisted of Mobiles subscribers in the Biskra region. A random sample of 100 individuals was selected, and a questionnaire was distributed to them. The SPSS statistical program was used to analyze the data. The study concluded that customer loyalty depends on marketing communications in addition to other important factors.

(Camilleri's 2018) study aim is to highlight the importance of integrated marketing communications (IMC) in a company's overall marketing strategy. IMC involves using various promotional tools to create a consistent message and encourage customers to make a purchase. The study suggests that effective IMC plans should consider six key elements: market, mission, message, media, money, and measurement. By carefully considering these elements, marketing managers can develop more effective IMC strategies.

Another relevant study conducted by John Storey's 2019 the study focused on understanding how different aspects of marketing communication (like advertising, personal selling, etc.) affect customer loyalty at the Egyptian Agricultural Bank in Minya. The study found a strong connection between the quality of these marketing efforts and customer loyalty. The researchers suggested that the bank should focus on improving its marketing communications by tailoring them to customer needs and regularly evaluating their effectiveness.

A similar study carried out by (Faridah Ishak's 2022). The study examined how various digital marketing tools influence customer loyalty towards the Somam brand. The research found that online marketing, social media, and electronic word-of-mouth positively impacted customer loyalty. However, mobile marketing did not have a significant effect. This suggests that while digital marketing as a whole is beneficial for building customer loyalty, the specific channels used can have varying degrees of impact.

B. Specific Studies on the Brand:

(Mullatahiri & Ukaj 2019) conducted study aimed to determine the relationship between electronic marketing communications, brand image, and customer satisfaction, and their impact on brand loyalty in the Kosovo telephone communications market. An electronic questionnaire was distributed to a sample of 432 mobile phone subscribers. The results showed a positive impact of electronic marketing communications on brand loyalty, as well as a positive impact of electronic marketing communications on both brand image and customer satisfaction. The results also showed that both brand image and customer satisfaction have a positive impact on brand loyalty.

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Another study conducted by (Merisavo. 2006). The study sought to present a model that explains the elements of digital marketing communications in terms of: contact frequency, brand communication content, personalization of communications, and interaction of communications, and how these elements can improve perceived value, achieve commitment, and gain customer loyalty in both behavioral and attitudinal forms. The results of the study showed that modern digital channels such as the internet, email, mobile phones, and digital television have enabled marketers to interact with customers frequently and interactively, which leads to strengthening relationships with them and gaining their loyalty.

Asimilar study investigated by (Gagandeep & Gopal. 2014). The study aimed to analyze the benefits related to consumer purchasing behavior associated with digital marketing. This was studied using economic and social variables. The study also sought to help researchers identify the factors that motivate consumers to shop online, as well as to understand their impressions of the ease of use of digital technologies and the benefits thereof. The study relied on a questionnaire that targeted a random sample of 100 online consumers and shoppers. The results indicated that in order to evaluate consumer purchasing behavior, it is necessary to take into account purchasing behavior related to online shopping, which contributes significantly to the evaluation. The study also recommends that marketers who wish to compete in the digital sector should have a good understanding of customer needs in order to find effective ways to meet these needs.

Commentary on Previous Studies:

From the preceding review of previous studies, it is evident that they have addressed the following:

1. The impact of marketing communications on customer loyalty: Previous studies have confirmed the significant impact of marketing communications on achieving customer loyalty for institutions like Mobilis. However, the relationship between the integration of marketing communications components in achieving customer loyalty for Mobilis has not been sufficiently studied within the researcher's knowledge.
2. The effect of integrated marketing communications elements on purchasing behavior: Many previous studies have addressed the topic of the impact of integrated marketing communications elements on purchasing behavior from the perspective of purchasing culture. However, these studies, to the best of the researcher's knowledge, have not addressed the role of integrated marketing communications as a fundamental entry point for the organization to achieve a competitive advantage and customer loyalty to the brand.
3. Innovative ideas in integrated marketing communications: Previous studies have addressed the topic of innovative ideas in integrated marketing communications and the factors affecting their effectiveness. However, marketing communications have not been studied fundamentally and integrally as an entry point for the organization to achieve a competitive advantage and customer loyalty to the brand.
4. The impact of the quality of marketing communications on customer loyalty: Previous studies have confirmed the extent to which the quality of marketing communications in its various dimensions affects customer loyalty. However, marketing communications have not been studied as an entry point for the organization to achieve a competitive advantage.
5. The impact of digital marketing communications on customer loyalty: Previous studies have addressed the topic of the impact of digital marketing communications and its various tools on customer loyalty to the brand. However, the relationship between the integration of marketing communications components in achieving customer loyalty to the organization's brand has not been sufficiently studied within the researcher's knowledge.
6. The role of marketing communications in market share: Many previous studies have addressed the topic of the role of marketing communications in market share. However, these studies, to the best of the researcher's knowledge, have not addressed the role of marketing communications in various ways as an entry point for the organization to achieve a competitive advantage and customer loyalty to the brand.

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Research Gap:

7. From the foregoing, it is evident that many previous studies have addressed the significance of marketing communications in achieving customer loyalty, market share, purchasing behavior, and brand image, as well as crisis management. However, most of these studies have neglected the aspect of the comprehensiveness and integration of digital marketing communications components. This is what this research will focus on.

8. Perhaps this is what motivated the researcher to apply the current research to Dal Cars Company. This study can be seen as an extension of previous studies that examine the role of digital marketing communications in achieving customer loyalty to the brand within a manufacturing and service organization (Dal Cars Company). The aim is to identify the company and its services, persuade customers to try them and benefit from them, in addition to achieving recognition for the company (Dal Cars Company), and its various brands. Furthermore, it seeks to establish genuine communication with customers to gain their satisfaction and loyalty to the brand while building a distinctive image for the company and earning a solid reputation in the long term.

Section 1: Theoretical Framework:

In this section, we will review the concepts related to digital marketing communications and brand loyalty.

Firstly: Digital Marketing Communications:

Modern technologies have led to the increasing development of marketing communications, transforming them into a form of personal dialogue between the organization and its customers. This has encouraged organizations to shift from mass communications to two-way communications through digital media, which provides feedback and direct interaction with the audience.

Definition of Digital Marketing Communications:

Digital marketing communications are defined as the communication and interaction between an organization or its brand and customers using digital channels such as the internet, email, mobile phones, digital television, and information technology. (Merisavo, 2006, p6). Digital marketing communications involve using digital communication channels, such as websites, search engines, digital advertising, social media, email, and mobile phones, to create an integrated, targeted, and measurable connection that helps attract new customers, retain existing ones, and build long-term relationships. (Setkute, 2017, p18). We can define digital

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marketing communications as the direct communication and interaction between an organization and the audience through digital media.

Tools of Digital Marketing Communications:

Kotler & Keller (2016, pp 637-652) believe that the tools of digital marketing communications include: internet marketing, social media marketing, mobile marketing, and electronic word-of-mouth.

- **Internet Marketing:** Internet marketing is considered a modern technique in the field of marketing. Its use in marketing began in the 1980s but exploded in the 1990s. The importance of using the internet as a competitive marketing tool has been recognized by many practitioners and researchers, and it has been adopted by both small and large organizations. The internet is now seen as a bridge connecting the organization with its customers and all other stakeholders. (Ivanov, 2012, p532).
- **According to Kotler & Keller (2016, pp 639-641), the tools of internet marketing include:**
 - **Websites:** Organizations must design a good website, whose performance can be judged by:
 - Ease of use and attractiveness of the site.
 - Fast downloading of the site.
 - Ease of understanding the first page.
 - Ease of navigating to other pages.
 - Respecting user privacy.
 - **Search Ads:** The purpose of search ads is to increase the chances of an organization's website appearing on the results pages of search engines.
 - **Display Ads:** These are small advertising spaces that contain an advertising message, which may be text or image, for which the organization pays a fee to place it on one of the famous global websites.
 - **Email:** Email allows marketers to inform customers and communicate with them at a lower cost than regular mail.

Social Media Marketing:

Social media marketing has today become one of the most important tools for providing more marketing opportunities, understanding the needs and desires of consumers, and influencing their purchasing decisions. (Lorena & Florenz, 2018, p64). Social media marketing is defined as a social and managerial process through which individuals and groups can acquire what they need. (Kotler et al, 2006, p30). It is also defined as a marketing strategy in which the organization interacts with consumers through social platforms (Dwivedi et al, 2015, p290). Our definition of social media marketing is the use of various social media platforms such as

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Facebook, Instagram, YouTube, etc., to communicate with customers and introduce the brand. According to (Kotler & Keller, 2016, pp 643-644), there are three main types of social media:

- **Online Communities and Forums:** The flow of information between online communities and forums is two-way, contributing to the collection and dissemination of essential information and providing the organization with valuable information about customers and their opinions.
- **Blogs:** There are millions of blogs that are updated regularly on the internet. Some of these blogs are personal and aimed at close friends and family, while others are designed to influence a wide audience. Organizations create their own blogs.
- **Social Networks:** A social network is a network of people who communicate with each other based on shared principles and goals. Social networks have great importance in the field of marketing, and organizations use them to communicate with customers. Among the most important of these networks are Facebook, Twitter, and YouTube.

Smartphones Marketing:

The ubiquitous presence of smartphones and tablets, coupled with marketers' ability to tailor messages to consumers' specific characteristics (Kotler & Keller, 2016, p 650), has made mobile marketing a critically important communication tool. It has become one of the most powerful channels for interaction between organizations and consumers. (Girija, 2016, p27).

Mobile marketing is defined as the use of the mobile phone as a means of delivering commercial content to customers. (Bauer, 2005, p183). It is also defined as the use of the mobile phone as a means of marketing communications, creating new opportunities for organizations to form or change consumer attitudes towards the brand. (Leppaniemi, 2006, pp 6-10). Kotler & Keller (2016, p 651) have provided a set of tips for developing effective mobile marketing programs:

- The mobile advertising message should be concise.
- The mobile ad should only occupy 50% of the screen.
- Avoid complex visuals in mobile advertising.
- Consider the consumer's mobile phone battery and available data.
- A mobile ad about a brand should include only two phrases: the offer and the slogan.
- Place the brand logo in the corner of the frame reserved for the mobile ad.
- No more than two colors should be used in the mobile ad, and a bright color is preferred.

Electronic Word-of-Mouth: (Potential Word):

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- The emergence of the internet as a modern means of communication has led to a change in the way individuals communicate and exchange information about goods and services, which has become electronic through the internet and social media platforms.
- Electronic word-of-mouth is defined as any positive or negative statement made by potential, current, or former customers about a product or organization, and is available to many individuals and organizations through the internet. (Thurau, 2004, p 39). It is also defined as the exchange of positive and negative reports over the internet between current and potential customers. (86Servi et al, 2014, p).
- According to Kotler & Keller, 2016, pp 646-647), the forms of electronic word-of-mouth are represented in modern marketing types, including viral marketing and buzz marketing.
- **Viral Marketing:** This is a form of electronic word-of-mouth that relies on encouraging consumers to transmit information about goods and services to others via the internet. (Kotler & Keller, 2016, pp646). Viral marketing is also defined as a form of peer-to-peer communication in which individuals are encouraged to transmit promotional messages within their social networks (Bampo et al, 2008, p 273).
- **Buzz Marketing:** This involves the company contracting with an individual or group of individuals, who may be celebrities or ordinary people, to speak positively about the company's products and highlight their advantages, creating a big buzz and hype around the company's products. Buzz marketing is also defined as providing consumers with topics of conversation related to the company's offerings and encouraging them to skillfully disseminate these conversations over the internet. (Sorokin, 2012, p83).

Secondly: Brand Loyalty: Customer loyalty to a brand is one of the important factors that help the organization succeed. A study by Khan, 2013, pp 168-19) indicated that the cost of acquiring a new customer is estimated to be 50 to 60 times the cost of retaining an existing customer. Moreover, retaining 5% of existing customers leads to an increase in profits by 52% to 152%.

Defining Brand Loyalty:

Researchers have differed in their definitions of loyalty, with some viewing it from a behavioral perspective, others from an attitudinal perspective, and some combining both (Setyawan et al, 2015, p 41).

Brand loyalty is defined as a consumer's attachment to a brand and preference for it over other brands (Faridah, Noor Hasmini, 2013, p 188). It is also defined as a customer's commitment to repurchase the same product in the future. (Khan, 2013, p 168). Brand loyalty can be defined as those positive feelings a consumer has towards a brand that they consistently purchase without hesitation, despite competitors' offers and changes in the environment.

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Benefits of Brand Loyalty:

Researchers agree that retaining existing customers is much better than acquiring new ones. From this perspective, the most important benefits of brand loyalty can be explained. (Khan, 2013, p184).

The cost of serving loyal customers is lower than new customers.

Loyal customers pay more compared to new customers.

Loyal customers speak positively about the company's product and brand (word-of-mouth).

Increased company profits: Loyal customers make repeat purchases and also purchase and try new products.

Loyal customers provide positive recommendations about the company's product to others.

Loyal customers provide honest suggestions to the company (feedback).

Reduced costs: Retaining an existing customer is five times cheaper than acquiring a new one.

The Impact of Digital Marketing Communications on Customer Loyalty:

Merisavo (2006, pp 1-39): presented four essential elements of the impact of digital marketing communications on customer loyalty:

- **Method:** Represents the way in which the brand communicates through digital media.
- **Coordinators:** These are the factors that control brand communications through digital media and are represented by the personalization of communications and the interaction of communications.
- **Intermediaries:** These are some factors that affect brand communications through digital media and are represented by: customer characteristics, customer participation, customer relationships, and situational factors.
- **Outputs:** These are the achieved results and are represented by: perceived value, commitment, and loyalty.

He also explains that there are two main factors in brand communications through digital media:

- **Frequency of communication:** such as the number of brand messages.

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- **Content of communication:** Whether the brand messages are promotional or relational (aimed at building relationships with customers).
- He also identified intermediate variables that affect brand communications through digital media, represented by:
 - Customer characteristics: Customers do not respond to digital marketing communications at the same level, and the company must identify the customers who are more responsive to this type of communication.
 - Customer participation: Some products have a high degree of customer participation, while others have low participation.
 - Customer relationships: The relationship between customers and the brand.
 - Situational factors: The circumstances surrounding the customer when making a purchase decision. He also explained that brand communications through digital media can be personal or interactive.
- **Personal communications:** These are carried out through personalizing communications with customers and designing digital messages that suit each customer and through their preferred channel, such as email, voice messages, social media, and following up on customer purchases and orders through digital media, as personalizing brand communications leads to enhancing customer loyalty. The following must also be taken into account when making personal communications:
 - Content of the communication.
 - Timing of communication.
 - Channels through which the customer is communicated with.
- **Interactive communications:** Digital media provides good opportunities in terms of cost to communicate with customers and establish direct and interactive dialogue with them. Interactive communications increase the customer's knowledge of the brand, which leads to loyalty. Interactive communications are carried out through: feedback, digital chat, providing advice and guidance, etc. Then, the information is processed to increase the impact of brand communications in the minds of customers, leading to three main outputs: perceived value, commitment, and loyalty.
- **Perceived value:** When customers establish relationships with a brand, they expect benefits from this relationship, and if these benefits are realized, they will be more committed to the brand. Perceived value is manifested in:
 - Functional value: satisfaction with product quality.
 - Economic value: such as a suitable price.
 - Immediate value: obtaining the product on demand, points of sale.
 - Emotional value: positive feelings towards the product.
 - Social values: self-expression in relation to others, the relationship with the brand as part of society.
 - Knowledge value: acquired knowledge and learning.

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Commitment:

The positive information that customers receive about a brand through digital media encourages them to resist competitors' temptations and become more committed to the brand. Commitment mediates the relationship between satisfaction and loyalty, and there are two types: emotional commitment and continuous commitment.

- **Emotional commitment:** Trust is a fundamental component of it. Emotional commitment is linked to the intention to repurchase and the intention to recommend the brand.
- **Continuous commitment:** It is primarily related to the costs of switching to other brands, or the lack of alternatives, and the intention to repurchase and recommend the brand is weak.

Loyalty:

The main outcome is achieving customer loyalty to the brand, and loyalty is of two types: behavioral loyalty and attitudinal loyalty.

- **Behavioral loyalty:** It is measured through the quantity of purchases, use of goods and services, visiting the company's website, recommending through word-of-mouth, etc.
- **Attitudinal loyalty:** It is measured through attitudes towards the brand, brand image, brand awareness, satisfaction, etc.

Chapter Two: Field Study:

In this section, we will address the digital marketing communications of Dal Cars Company brands, explaining the methodology of the field study, as well as presenting and analyzing the data and testing the study hypotheses.

Digital Marketing Communications of Dal Cars Company Brands:

The company's numerous facilities, which were implemented with unprecedented standards in the field, played a major role in establishing a solid foundation for high-quality car manufacturing in Sudan. The technicians at Dal Cars provide after-sales services through a team of qualified technicians and engineers to ensure high distinction and efficiency in order to achieve a high degree of customer satisfaction. Together towards the future. Dal Cars was established in 1994, after being appointed as the exclusive agent for Mitsubishi cars in Sudan. Thanks to its ambitious and clear vision, which is based on providing high-quality products and services, Dal Cars has succeeded in providing a comprehensive package of car sales and after-sales services. In 1994, Dal Cars rose in the horizon of the Sudanese car market, setting new standards for distinction, quality of service, reliability, and efficiency. Dal Cars represents

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the cornerstone of the engineering sector of the Dal Group - the largest and most diversified commercial group operating in Sudan. The company succeeded in achieving a major achievement in the same year it was born, when the Japanese automotive giant Mitsubishi Motors appointed Dal Cars as the exclusive agent and authorized distributor in Sudan for its famous brand. The company also succeeded in reaching new heights with the Mitsubishi brand in the Sudanese car market, achieving market dominance thanks to its competitive offers and diverse high-quality solutions in the field of cars and passenger transportation, models of cars at affordable prices, mid-size sedans, luxury sedans, small, medium and full-size four-wheel drive cars, as well as minibuses for public transportation. The year 1999 witnessed an important event in the history of Dal Cars and the Mitsubishi brand with the opening of the Mitsubishi Complex in the Kilo 8 area, which was designed and implemented according to international standards in the field of sales, maintenance, and spare parts. Daimler is the largest truck manufacturing company in the world, with a total of 471,000 units sold by the company in 2017 and revenues of 36 billion euros. Mercedes-Benz trucks are known worldwide for their outstanding performance, high safety, high reliability, long life, comfort, and advanced technology. The Mercedes-Benz truck range offers a wide variety of purposes and uses and meets the diverse needs of customers, companies, and various projects and large-scale plans that extend across multiple sectors. The Actors model is considered the star of the Mercedes-Benz truck range, as this model represents the best truck ever built with a smart driving experience and outstanding performance, in addition to its amazing designs and the design of the cockpit in a way that provides the best and most comfortable working environment. The Astros model is famous for its unparalleled capabilities, in addition to being equipped with the latest emotional and active safety equipment. Needless to say, Astros trucks have won the award for the best truck in the world several times.

Secondly: The Methodological Framework of the Field Study:

The study population and how the sample size was determined will be clarified, ensuring that the selected sample is representative of the study. The study tool will be highlighted and its quality verified through the reliability and validity tests, as well as the statistical tools used.

Study Population and Sample:

The study population consists of customers of Dal Cars Company brands. The study sample was obtained through an online survey by distributing an electronic questionnaire to (483) customers. We relied on the tables of (Sekaran, Bougie, 2016, p 264) which assume that if the population size is equal to or greater than 1,000, then the appropriate sample size is 483 units. To ensure that the selected sample is sufficient to represent the study population, it was subjected to KMO analysis, which is an analytical tool used to ensure that the sample size is

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sufficient, requiring the KMO value to be greater than 0.5 for the sample size to be sufficient. Table 0.1 shows the KMO value.

Table 1: Sample Size Adequacy Analysis:

Kaiser – Meyer – Olkin Measure of sampling Adequacy	0,885
Bartlett's test of sphericity Approx. Chi-square	9588,075
DF	1124
Sig	0,000

Source: Prepared by the researcher based on the outputs of the SPSS program.

Table 1:

Table 1: shows that the KMO value is equal to 0.885, which is greater than the assumed value of 0.5 for adequate sample size. Therefore, the sample selected for the study is adequate.

Research Instrument:

The research instrument was a questionnaire consisting of 42 statements. The questionnaire was divided into two sections:

- **Section1:** Includes the independent variable (digital marketing communications) and consists of statements 10 to 16, with four statements for each digital marketing communications tool (internet marketing, social media marketing, mobile marketing, electronic word-of-mouth).
- **Section 2:** Includes the dependent variable (customer loyalty to the brand) and consisted of eight statements (statements 71 to 42).

Reliability and Validity Testing of the Research Instrument:

- **Validity Testing:** Validity of the questionnaire means that the questionnaire items measure what they are intended to measure. The face validity of the questionnaire was ensured by presenting the initial form of the questionnaire to a group of experts in marketing, methodology, and statistics to provide their opinions and guidance regarding the statements and variables of the study. Their comments were taken into consideration in formulating the final form of the questionnaire.

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Reliability Test of the Questionnaire:

Reliability of a questionnaire refers to the consistency of the measure and its lack of contradiction with itself. In other words, it means that the questionnaire would yield the same results if it were administered to the same sample under the same conditions. To test the reliability of the questionnaire items, Cronbach's Alpha coefficient was used, as shown in the following table:

Table 2: Results of the Questionnaire Reliability Test (Cronbach's Alpha)

Variables	Dimension/Scale	Number of Items	Cronbach's Alpha
Dimension 1	Digital Marketing Communications	16	0.944
Sub-dimension 1	Internet Marketing	4	0.857
Sub-dimension 2	Social Media Marketing	4	0.874
Sub-dimension 3	Mobile Marketing	4	0.879
Sub-dimension 4	Electronic Word-of-Mouth	4	0.886
Dimension 2	Customer Loyalty to Dal Cars Company Brands	8	0.879

Source: Prepared by the researcher based on the outputs of the SPSS program.

It is clear from the previous table that the Cronbach's Alpha coefficient for the study variables exceeds the statistically acceptable level of 0.6 (Keith, 2017, p. 06). Therefore, we can conclude that the questionnaire items are reliable and can be used in this study.

Statistical Tools: To analyze the data collected through the research instrument, the Statistical Package for the Social Sciences (SPSS) was used. The following statistical tools were employed: mean, standard deviation, Cronbach's Alpha, correlation coefficient, KMO test, T-test, and multiple regression analysis. A 5-point Likert scale was used to analyze the responses of the sample members, and the scale categories were defined as shown in Table 3.

Table 3: Determining the Category Lengths According to the 5-Point Likert Scale

Response	Code	Mean	Judgment
Strongly Disagree	1	1-20.1	Very Low
Disagree	2	20.2-40.3	Low

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Neutral	3	40.4-60.2	Medium
Agree	4	60.3-80.1	High
Strongly Agree	5	80.2-100	Very High

Source: Developed by the researcher based on a 5-point Likert scale.

Presentation and Analysis of Data:

The means and standard deviations for the dimensions and axes of the study were calculated, as shown in Table 4.

Table 4: Means and Standard Deviations of the Study's Dimensions and Axes.

Dimension/Axis	Mean	Standard Deviation	Response Level
Digital Marketing Communications	2.54	0.734	Low
Internet Marketing	2.77	0.871	Medium
Social Media Marketing	2.56	0.856	Low
Mobile Marketing	2.12	0.781	Low
Electronic Word-of-Mouth	2.71	0.871	Medium
Customer Loyalty to Dal Car Brand	3.54	0.663	High

Source: Prepared by the researcher based on the outputs of the SPSS program.

Table 4: shows that the overall mean for the first dimension (Digital Marketing Communications) is 2.54, falling within the low category. The standard deviation for this dimension is 0.734, indicating a relatively high level of agreement among the study sample regarding this dimension.

The dimensions within this axis were ranked based on their mean as follows:

- Internet marketing ranked first with a mean of 2.77, falling within the medium category.
- Electronic word-of-mouth followed with a mean of 2.71, also within the medium category.
- Social media marketing ranked third with a mean of 2.56, falling within the low category.
- Mobile marketing ranked last with a mean of 2.12, also within the low category.

The second dimension (Customer Loyalty to the Brand) was categorized as high with a mean of 3.54, and a standard deviation of 0.663, indicating a high level of agreement among the study sample regarding this dimension.

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Hypothesis Testing: The main hypothesis and sub-hypotheses were tested using multiple linear regression between the dimensions of the independent variable (digital marketing communications: internet marketing, social media marketing, mobile marketing, and electronic word-of-mouth) and the dependent variable (customer loyalty to the brand). The results are presented in Table 5.

Table 5: Results of Multiple Regression Analysis between Dimensions of the Independent Variable and the Dependent Variable.

Independent Variable	Significance (Sig)	Calculated value	t- Beta (β)	B (unstandardized)
Independent Variable	0.001	3.144	0.208	0.192
Independent Variable	0.003	2.985	0.215	0.198
Independent Variable	0.088	-1.645	-0.089	-0.095
Independent Variable	0	4.043	0.366	0.335
Overall significance of the model:				
-Calculated (F) value	81,007			
-Morale (Sig)	0.000			
Explanatory power:				
-Coefficient of determination 2(R).				
-Multiple correlation coefficient (R)		0,491	0,685	

Source: Prepared by the researcher based on the outputs of the SPSS program.

Table 5: Interpretation of Results:

Overall Model Significance: The t-test results indicate that the calculated significance level (p-value) is 0.000, which is less than the commonly accepted significance level of 0.05. This means that the model is statistically significant. In other words, at least one of the independent variables (dimensions of digital marketing communications) has a significant impact on the dependent variable (customer loyalty to Dal cars). Therefore, the main hypothesis that digital marketing communications have a positive impact on customer loyalty is accepted.

Significance of Independent Variables: The t-test results for each dimension of digital marketing communications show the following:

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- **Internet marketing:** The calculated significance level is 0.001, less than 0.05. This means that internet marketing has a positive impact on customer loyalty to Dal cars, and the corresponding sub-hypothesis is accepted.
- **Social media marketing:** The calculated significance level is 0.003, less than 0.05. This means that social media marketing has a positive impact on customer loyalty to Dal cars, and the corresponding sub-hypothesis is accepted.
- **Mobile marketing:** The calculated significance level is 0.088, which is greater than 0.05. This means that there is no significant impact of mobile marketing on customer loyalty to Dal cars, and the corresponding sub-hypothesis is rejected.
- **Electronic word-of-mouth:** The calculated significance level is 0.000, less than 0.05. This means that electronic word-of-mouth has a positive impact on customer loyalty to Dal cars, and the corresponding sub-hypothesis is accepted.

Explanatory Power of the Model: The coefficient of determination (R-squared) is 0.491, indicating that 49.1% of the variation in customer loyalty to Dal cars can be explained by the dimensions of digital marketing communications. The remaining variation is attributed to other factors. The correlation coefficient (R) is 0.856, suggesting a moderate correlation between digital marketing communications and customer loyalty.

Section 3: Results and Recommendations: This section will present the most significant findings and the recommendations based on these results.

Study Results:

The study has yielded the following results:

- **Low Level of Digital Marketing Usage:** Customers perceive Dal cars' use of digital marketing as low, with an average score of 2.54. This indicates that Dal cars still relies heavily on traditional marketing methods and has not fully embraced digital marketing.
- **Moderate Level of Internet Marketing Usage:** Customers perceive internet marketing usage as moderate and it ranked first in terms of importance among digital marketing tools, with an average score of 2.77. This is surprising given that Dal cars does not have a dedicated website for online marketing.
- **Moderate Level of Electronic Word-of-Mouth:** Customers perceive the level of electronic word-of-mouth as moderate, ranking second in importance with an average score of 2.71.
- **Low Level of Social Media Marketing Usage:** Customers perceive the level of social media marketing as low, ranking third in importance with an average score of 2.56. Despite Dal cars' significant investment in social media, customer responses suggest that these efforts are insufficient and most customers do not follow the company's social media platforms.

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- **Low Level of Mobile Marketing Usage:** Customers perceive the level of mobile marketing as low, ranking last in importance with an average score of 2.12. This indicates that Dal cars does not utilize mobile marketing.
- **High Level of Customer Loyalty:** Customer loyalty to Dal cars is high, with an average score of 3.54.
- **Positive Impact of Digital Marketing:** Digital marketing has a positive impact on customer loyalty to Dal cars, which aligns with previous studies such as Merisavo (2006), Mamtaj & Nigar (2020), Mullatahiri & Ukaj (2019), and Yongvongphaiboon & Chantamas (2021).
- **Electronic word-of-mouth:** has the most significant positive impact on customer loyalty to Dal cars, with a beta coefficient of 0.335.

Recommendations:

Based on the findings, this study recommends the following:

- **Prioritize digital marketing:** Given its growing importance in modern marketing, digital marketing should be integrated into the company's overall marketing strategy. This involves combining traditional and digital marketing tools to create a more comprehensive and effective communication strategy.
- **Implement a digital solution:** The vast and growing number of online users presents a significant opportunity to acquire new customers and retain existing ones. Therefore, the company should incorporate a digital solution into its marketing strategy.
- **Focus on internet marketing:** The company should prioritize the development of a company website. Effective website design, ease of use, and visually appealing content are crucial for successful online marketing. Additionally, email marketing should be leveraged due to its affordability and ease of use compared to traditional mail.
- **Enhance social media marketing:** Given the relatively low level of social media usage, the company should focus on attracting more followers to its social media platforms, particularly Instagram and YouTube. These platforms have fewer followers compared to Facebook and LinkedIn.
- **Leverage electronic word-of-mouth:** The company should encourage customers to share positive experiences with the brand. Electronic word-of-mouth spreads rapidly, crosses geographical boundaries, and reaches a large audience quickly. The company should also explore modern forms of electronic word-of-mouth such as viral marketing and buzz marketing.
- **Utilize mobile marketing:** Despite the current low usage, the company should explore mobile marketing options such as SMS and MMS for advertising purposes.

In essence, the study emphasizes the importance of adopting a more comprehensive digital marketing strategy to enhance customer loyalty and drive business growth.

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