

ns In recent years, consumers have become increasingly used to shop online. The usage of e-business in commercial operations necessitates consideration of the endogenous and exogenous elements that influence it. Given the importance of both variables for the relation-based marketing and capabilities of e-business in the competition domestically and in foreign field, companies must apply and work on strengthening their digital marketing capabilities and strategies in order to foster their organizational performance, growth and survival in globalized trading and gain a competitive advantage, as well as apply e marketing as new technological activities. Our study is adding value to the existing body of knowledge by connecting the main factors effecting customers' happiness and loyalty from the perception of e-business capabilities and digital marketing strategies in the e-commerce industry while shedding the light to the UAE companies that are racing faster than ever. Since the capabilities of e-business is the main thing to consider when starting an e-commerce company at UAE, it can be argued that companies need to look at their capabilities in terms of supply chain management and visibility, website/service quality, e-marketing and marketing knowledge and e-trust to enhance the customer loyalty and satisfaction as dimensions of the organizational performance, without limiting it to this perspective. As a result, it may be inferred that customer pleasure and happiness convey a greater emotional state and signal a different level of a high psychological status than customer contentment, and that they extend beyond satisfaction to encompass surprise and delight. For the sake of competitiveness in international markets, e-marketing is a necessity since it can reach wider groups and segments. Customer happiness and contentment are crucial to companies because they encourage consumers to repeat their purchases and suggest others to do the same, allowing them to develop their company. Satisfaction of customers can be expressed as their perception of products and service's performance in comparison to their expectations (Del Giorgio Solfa, 2012). At UAE, it is starting to become an essential concept heavily adapted in almost all industries, as it affects the profitability of the organization. It also allows reaching higher goals for modern marketing ways, especially at e-commerce industry.