ELECTRONIC MARKETING IN KURDISTAN REGION IRAQ: ISSUES AND CHALLENGES

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ABSTRACT--After the wide spread of the Internet in the Kurdistan Region of Iraq and the increasing number of people who deal with the Internet purchasing has become an easy process at the same time enjoyable, yet remains a set of problems hindering the development of this type of sale and purchase.In this research, we prepared a special questionnaire that contains a set of questions and gave it to more than 150 people from different groups and specialties to find out their opinions on this subject.We took advantage of the data analysis program (SPSS). We collected and reached a set of conclusions then presented a set of suggestions to address the problems that's faced by electronic marketing.Findings indicated that Electronic marketing is one of the main branches of public marketing, also called (digital marketing, or network marketing), which is the strategy used to regulate the methods of modern communication technology, by transforming the virtual marketing into reality, The important part of modern comprehensive marketing strategy is a significant type of marketing methods that aims to achieve its objectives online, also described as the process of applying the general principles of marketing science through the use of electronic media, especially use of network Internet.

Keywords--E. Marketing, E. commerce, E. Shopping, Online, Network Marketing, Buying & selling.

I. INTRODUCTION

The Internet is a wide system for the consumer shopping, which provides the consumer with instant information of low-cost in a short time, which is one of the most striking features of the Internet; whereas the Internet provides information used by the buyer, such as products that facilitate access to information on their products to easily search for the product, and it is a self-service for the availability of specific information on demand, in addition to information about prices and products (Kotler, 2007), as merchants face many challenges on the Internet in increasing the number of e-commerce public, where customers must feel that information they show is safe and confidential (Hutt & Speh, 2007).

(Brich, A. 2000) indicates that evolution and innovation in information technology contributed to dissolving boundaries between states making it easier to trade for goods and service in a better way than traditional methods of sale. Each of Vercho poulas ,et.al, (2001, p142) and Ward& Lee (2001, p6) agreed to examine the reasons that invites consumers to do online shopping activity lies easy that the consumer can find many products online ,and the availability of 24 hours service and save time for the consumer and meet the increase in record numbers. Both

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Wolfin Barger & Gilly (2002, p 34-35) and Modahi (2000) regard that online shopping is efficient, rational and customers can shop fast. During this process of acquiring goods and services over the internet, the attitude and preferences of the family evolve, change and adopt to what best suits its interest that became influenced by other stimulus.

This study has found (Brown,2003 and Monsuw,2004) that the trends and tendencies of consumers towards buying online is not only affected by the ease of use of the Internet and the benefit and pleasure that the user from the Internet, but also influenced by other factors such as: the characteristics of the consumer, product characteristics, consumer experience, the availability of Confidence in buying online, and consumer attitudes towards buying have no significant effect on the tendency of consumers to buy products online, while showing that both the type of product and previous purchases made by the consumer and type affect the intention to purchase online.

Therefore, the phenomenon of e-shopping has been chosen to determine the magnitude of the problem and study it in depth so as to benefit from reading social science in the Kurdish society, from the application of its results, which may show them some aspects to help formulate effective policies in shopping and consumption. The following are the objectives of the study:

- The study aims to understand the consumer buying behavior while shopping online.

- The study aims to identify positive and negative antecedents of consumer attitudes towards online shopping.

- To measure the relationship between income and gender are the two important factors identified that may have considerable impact on consumers' perception towards online shopping.

II. LITERATURE REVIEW

Many tools used in this study are depending on the nature of each objective, different assumption, so most studies used questionnaires and interviews. In terms of curriculum, most studies have used descriptive analytical.

The study (Littlefield, J.E, and cook D.L,2000) found that the internet information and awareness of internet use and age are factors that affect the efficiency of the internet to purchase . so we can mention some of those Studies as Follows :

(Phau, Ian & Poon, Sui M, 2000) found that the qualities of different products and services will influence decisively in the burger or consumer choice about choosing between purchasing via shops or online.
(Miley, 2001) found that there is a statistically significant relationship between the desire to use the website to purchase each of the qualification and job class an annual house hold income, marital status and age.

The most important results of the study (Teo, 2001) stated that that education and age variables were critical factors in differentiating between the participants in terms of variation in stress. Another important result of the study (Dan, etc, 2003) confidence and trust are essential components of successful trade relations in the field of consumer electronic trade.

(Brown, 2003) found that all of the previous purchases and product type affect the impulse buy online.

The results of the study (Wolin & Korgaonkar, 2003) indicated that males have more positive attitudes toward female internet ads.

(Constantinides, 2004) found dividing factors affecting online shopping behavior into three groups (job factors, psychological and marketing mix).

While the results of the study (Jayawardhena, 2004) internet user personal values affect morally positive trends about buying online.

One of the most important results of the study (Monsuwe, 2004) stated that the consumer trend towards e-procurement not affected just as easily use the internet, but affected by consumer qualities and characteristic of the products, and past experience for the consumer.

Based on the aforementioned, the following hypothesis was drawn:

H1: There is a correlation between the questionnaire of electronic shopping in the information age and the components of the questionnaire on consumer trends of the sample members.

H2: There were statistically significant differences between the average scores of the sample on the advantages and disadvantages of electronic shopping in the following variables (Education level of male and female, age, position, monthly income).

H3: There were statistically significant differences between the average scores of the sample in regards to the steps involved in online shopping in the information age according to the following variables (education level of male and female, age, position, monthly income).

H4: The degree to which the different factors affect online shopping is different from one factor to another in the information age.

H5: The degree to which the different factors affect consumption trends of the family is different from one factor to another.

H6: The relative weights assigned to the priority of the consumption trends are different from each other in the research sample.

III. RESEARCH METHODOLOGY

The scientific method used in this research is the descriptive analytical method, and it does so by providing present sample data to explain and understand the future, then make comparisons and identify the relationships between the factors and develop conclusions with the help of the data at hand. For the Data analysis we are using statistical methods through appropriate SPSS (Statistical Package for Social Science)

Because we wanted the study sample to be representative of the whole community and the results to be applicable to all with the lowest error rate, the highest degree of reliability we have chosen a nonrandom and purposive sample for this research, the number of the sample is 150 person who do shopping online, and in these families we gave equal values to the views of the male and female as both of them are representing the consumption views of the family member.

The Independent Variable in this research (electronic-commerce in information age), withsome other independent variables such as demographic variables.

They were classified into two axes:

➤ Advantages and disadvantages of electronic shopping.

➢ Steps involved in electronic-shopping.

The Dependent Variable in this research is (consumption trends for the individual in all three of its components "Component of knowledge, Behavioral component and Emotional component".

IV. FINDINGS AND DISCUSSION

Table 1: Number of respondents by gender

Gender	Number	Ratio
Male	86	57.3%
Female	64	42.7%
Total	150	100%

The above table (1) shows that the proportion of participants who use electronic shopping of higher adult male (57.3%) compared with participants of the female and adult (42.7%).

Table 2: Number of respondents by level of education

Education level	Number	Ratio
Secondary/ High School	13	8.7%
Diploma-bachelor	69	46%
Master- doctor	68	45.3%
Total	150	100%

The above table (2) shows the highest educational level of participants obtaining a certificate (Diploma-bachelor), this shows the high level of education research sample members above the secondary/high School education.

Table 3: Number of respondents by age

Age	Number	Ratio
Less than 35 year	26	17.3%
35-45	45	30%
45-55	54	36%
Great than 55 year	25	16.7%
Total	150	100%

The above table (3) shows that ratio (36%) of respondents aged (45-55) year, followed by (30%) of respondents aged (35-45) year. This confirms the results of the previous table that the highest proportion of respondents are obtaining the certificate (Diploma-bachelor and Master- PHD).

Table 4: Number of respondents by position

Post	Number	Ratio
Private sector	16	10.7%
Government sector	104	69.3%
Free business	19	12.7%
Didn't work	11	7.3%
Total	150	100%

The above table (4) shows that ratio (69.3%) of respondents work in the public sector, and ratio (12.7%) of respondents work the Free business, followed by a straight percentage (10.7%) and (7.3%) are working in the Private sector and who do not work.

Table 5: Number of respondents by monthly income

monthly income	Number	Ratio
Fro (300000-600000)DI	14	9.3%
Fro (600000-900000) DI	27	18%
Fro (900000-1200000) DI	101	67.3%
More than 1200000 DI	8	5.3%
Total	150	100%

The above table (5) shows that the more categories of monthly income of respondents was in category ((900000-1200000) DI) adult ratio (67.3%), this indicates that most respondents are high income.

Table 6: Number of purchase electronic market

Number of purchase in electronic market	Number	Ratio
One time	39	26%
More than once	84	56%
I have been dealing previously stopped	27	18%
Total	150	100%

The above table (6) shows to (84) of respondents have bought more than once from the market and represent (56%), repeat sample shows for purchase via electronic-shopping sites to the advantages that touched them through previous experiences in electronic shopping, which confirms that they stopped buying after the first experience was low did not exceed the percentage (18%) the proportion of respondents.

Table 7: Preferred payment methods

Preferred payment methods	Number	Ratio
Credit card	23	15.3%
Electronic money	2	1.3%
Prepaid credit card	20	13.3%

Bank remittance	4	2.7%
Payment cash on delivery	101	67.3%
Total	150	100%

The above table (7) shows the proportion of members who prefer to pay by credit cards reached (15.3%), the proportion of members who prefer to pay by prepaid credit card reached (13.3%) and bank remittance (2.7%). While the highest proportions are individuals who prefer to pay cash on delivery ratio reached (67.3%). This shows that more than half of the sample using the methods of payment cash on delivery and supports this result that most respondents shop local sites that accepts deal with cash.

Table 8: The best service that is requested through the electronic shopping

best service	Number	Ratio
Health service	30	20%
Educational service	87	58%
Tourism and travel service	33	33%
Total	150	100%

The above table (8) shows the more service demand rises via the web was educational services (58%) sample member search, this confirms that the results of the previous table that most respondents who possess a certificate (Diploma-bachelor, Master- PHD) which they use to access web sites. Unlike health service, tourism service where demand is bound by certain groups in society.

Table 9: More goods to be purchased by electronic shopping

More goods to be purchased	Number	Ratio
Computer programs	32	19.4%
Computer and accessories	13	8.7%
Cellular devices	5	3.3%
Books and references	38	23%
Electric devices	9	6%
Home tools	23	15.3%
Cars		
Electronic gaming	11	7.3%
Cosmetics and clothing	34	20.6%
Total	165	100%

The above table (9) shows the more goods have purchased research sample members through online shopping and the top three were: (Books and references, Cosmetics and clothing, Computer programs) in the order (23%,20.6%,19.4%), this confirms that the results of the previous table that most service that rise in demand across the web was educational services.

Table 10: Distribution of respondents according to educational level and gender variable

Education level	Male		Female	
	Number	Ratio	Number	Ratio
Secondary/High School	6	6.9%	7	10.9%
Diploma-bachelor	31	36%	38	59.3%
Master- PHD	49	56.9%	19	29.7%
Total	86	100%	64	100%

The above table (10) shows the highest level of education of male are obtaining (Master-PHD) degree ratio (56.9%) ,as it turns out that the highest level of education of females are receiving certificate (Diploma-bachelor) degree ratio (59.3%) ,this demonstrates that the high educational level of sample search above the secondary education .

Table 11: Distribution of respondents according to age and gender variable

Age	Male		Female	
	Number	Ratio	Number	Ratio
Less than 35 year	15	17.4%	11	17.1%
35-45	35	40.7%	10	15.6%
45-55	18	20.9%	36	56.2%
Great than 55 year	18	20.9%	7	10.9%
Total	86	100%	64	100%

The above table (11) shows that ratio (40.7%) of respondents were male ranging in age (35-45), as it turns out that (56.2%) of respondents are female between the ages of (45-55).

Table 12: Distribution of respondents according to monthly income and gender variable

monthly income	Male		Female	
	Number	Ratio	Number	Ratio
Fro (300000-600000)DI	8	9.3%	6	9.4%
Fro (600000-900000) DI	13	15.1%	14	21.9%
Fro (900000-1200000) DI	60	69.8%	41	64.1%
More than 1200000 DI	5	5.8%	3	4.7%
Total	86	100%	64	100%

The above table (12) shows the more categories monthly income for male and female was in the class (900000-1200000) DI; this indicates that most respondents are high income, that high income owners represent the largest consumer Kurdish in using E. Shopping.

Table 13: Positive and negative consumer trends to the search sample

Consumer trend	Arithmetic mean

Positive trend	22.612
Negative trend	13.260

The above table (13) shows the average value of positive consumer trends search sample report (22.612), while the value of the average negative consumer trends (13.260), and this result reached by the average consumer trends survey positive words (13) expression , as well as the average negative words for consumer trends survey (9) expression .This result shows that the conduct members of the research sample positive oriented toward the electronic market.

First hypothesis

There is a correlation between the questionnaire of electronic shopping in the information age and the components of the questionnaire on consumer trends of the sample members.

Table 14: Matrix of correlation between the ages of the electronic shopping questionnaire in the age of informatics and the axes of the household consumption trends questionnaire.

Interviewer	Behavioral component	Component of knowledge	Emotional component	respondents in the consumption trends of the member
Advantages and disadvantages of electronic shopping	0.953**	0.742**	0.845**	0.786**
Pre purchase	0,846**	0.757**	0.726**	0.851**
The actual purchase phase	0.609*	0,923**	0.803**	0.763**
Post purchase	0.913**	0.624**	0.872**	0.798**
Steps involves in e-shopping	0.819**	0.843**	0.886**	0.814**
e-commerce in the information age	0.804**	0.794**	0.821**	0.867**

The above table (14) shows a matrix correlation between axes of the questionnaire that are statistically significant correlation, with correlation coefficient (0.867) abstract level (0.01). this indicates that the main variables tack the same positive direction.

Second hypothesis

There were statistically significant differences between the average scores of the sample on the advantages and disadvantages of electronic shopping to the variables: Education level of male and female, age, monthly income.

Subsidiary hypothesis (2-1):

There were statistically significant differences between the average scores of the sample on the advantages and disadvantages of electronic shopping to the variable of Education level of male and female.

Table 15: ANOVA table for the sample grades in the axis advantages and disadvantages of e- shopping to the variable of Education level of male and female.

Male education	Sum of squares	Mean square	df	F	Sig.
Between groups	3194.268	1597.134	2	3.481	0.01
Within groups	67441.162	458.783	147		
Total	70635.43	2055.917			
Female education					
Between groups	4221.674	2110.837	2	11.358	0.01
Within groups	27319.309	185.846	147		
Total	31540.983	2296.683			

The above table (15) ANOVA table show that the F-value was (3.481 and 11.358) that is a statistical function value at (0.01). Therefore, there was a statistically significant relation between the variables.

Subsidiary hypothesis (2-2)

There were statistically significant differences between the average scores of the sample on the advantages and disadvantages of electronic shopping to the variable of age.

Table 16: ANOVA table for the sample grades in the axis advantages and disadvantages of e- shopping to the variable of ages of male and female.

Age of male	Sum of squares	Mean square	df	F	Sig.
Between groups	6293.641	2097.880	3	28.817	0.01
Within groups	10629.382	72.801	146		
Total	16923.023	2170.681			
Age of female					
Between groups	2564.315	854.772	3	13.961	0.01
Within groups	8938.725	61.227	146		
Total	11503.04	915.999			

The above table (16) ANOVA table show that the F-value is (28.817 and 13.961) that is a statistical function value at (0.01). Therefore, there was a statistically significant relation between the variables.

Subsidiary hypothesis (2-3):

There are statistically significant differences between the average scores of the sample on the advantages and disadvantages of electronic shopping to follow variable of monthly income.

Table 17: ANOVA table for the sample grades in the axis advantages and disadvantages of e- shopping to the variable of monthly income of male and female.

Monthly income (male)	Sum of squares	Mean square	df	F	Sig.
Between groups	6552.890	2184.297	3	45.616	0.01
Within groups	6991.094	47.884	146		
Total	13543.98	2232.181			
Monthly income(female)					
Between groups	5432.780	1810.927	3	44.941	0.01
Within groups	5881.123	40.281	146		
Total	11313.9	1851.208			

The above table (17) ANOVA table shows the F-value is (45.616and 44.941) that the statistical function value at (0.01). Therefore, there was a statistically significant relation between the variables.

Third hypothesis

There were statistically significant differences between the average scores of the sample in regards to the steps involved in online shopping in the information age according to the variables: (education level of male and female, age, monthly income).

Subsidiary hypothesis (3-1)

There were statistically significant differences between the averages scores of the sample in regards to the steps involved in online shopping in the information age according to the variable: education level of male and female.

Table 18: ANOVA table shows the steps involved in online shopping in the information age according to the variable: education level of male and female.

Male education	Sum of squares	Mean square	df	F	Sig.
Between groups	9404.732	4702.366	2	14.277	0.01
Within groups	48418.298	329.376	147		
Total	57823.03	5031.742			
Female education					
Between groups	8568.263	4284.131	2	11.283	0.01
Within groups	55814.805	379.694	147		
Total	64383.068	4663.825			

The above table (18) ANOVA table show that the F-value is (14.277 and 11.283) that is a statistical function value at (0.01). Which indicate that there are significant relations between the variable.

Subsidiary hypothesis (3-2)

There is significant difference between the average scores of the sample in regards to the steps involved in online shopping in the information age according to the follow variable: age.

Table 19: ANOVA table for the sample grades in the steps involve in online shopping in the information age according to the variable: age of male and female.

Age of male	Sum of squares	Mean square	df	F	Sig.
Between groups	7828.521	2609.507	3	16.643	0.01
Within groups	22891.950	156.794	146		
Total	30720.471	2766.301			
Age of female					
Between groups	4364.158	1454.718	3	5.106	0.01
Within groups	41598.867	284.924	146		
Total	45963.025	1739.642			

The above table (19) ANOVA table show that the F-value is (16.643 and 5.106) the statistical function value at (0.01). Therefore, there is a statistically significant relation between the variables.

Subsidiary hypothesis (3-3)

There are statistically significant differences between the averages scores of the sample in regards to the steps involves in online shopping in the information age according to variable: monthly income.

Table 20: ANOVA table for the sample grades in the steps involved in online shopping in the information age according to the follow variable (monthly income of male and female) .

Monthly income (male)	Sum of squares	Mean square	df	F	Sig.
Between groups	1347.754	449.251	3	4.209	0.01
Within groups	15582.742	106.731	146		
Total	16930.496	555.982			
Monthly income(female)					
Between groups	2247.554	749.185	3	6.556	0.01
Within groups	16682.842	114.266	146		
Total	18930.396	863.451			

The above table (20) ANOVA table show that the F-value was (4.209and 6.556) that is a statistical function value at (0.01). Therefore, there is a statistically significant relation between the variables.

Fourth Hypothesis:

The degrees to which the different factors affect online shopping are different from one factor to another in the information age.

Table 21: Relative importance using regression coefficient for factors influencing electronic shopping in the age of informatics

Independent variable	Correlation coefficient	Participation rate	F	Sig.	Regression coefficient	T	Sig.
Male education	0.860	0.805	110.918	0.01	0.652	9.677	0.01
Female education	0.850	0.706	62.231	0.01	0.492	7.199	0.01
Monthly income for male	0.782	0.621	40.968	0.01	0.343	7.680	0.01
Age for male	0.741	0.534	27.339	0.01	0.431	5.969	0.01

The above table (21) ANOVA table shows the independent variables are more influential than others on a variable of electronic shopping in the age of informatics as a dependent variable, priority is as follows:

1- Male education variable ratio (80.5%)

2- Female education variable ratio (70.6%)

3- Monthly income for male variable ratio (62.1%)

4- Age for male variable ratio (53.4%)

It got a variable level of male and female education at first and second place respectively. This indicates that, this category has a high cultural level which practices electronic shopping. The advantages offered by their ability to protect themselves from defects and risks. It got a variable monthly income on the third place, let us all realize the important role played by the monthly income in determining of their push on the practice of electronic shopping in particular, because the electronic procurement process may require the freight and deliver which adds more value to the basic product which makes higher prices in some cases from the original price .Either variable male age got the fourth place; this is due to the experience factor not only through repeated testing and constant practice.

Fifth hypothesis:

The degree to which the different factors affect consumption trends of the member is different from one factor to another.

Table 22: Relative importance using regression coefficient for factors influencing consumer trend

Independent variable	Correlation coefficient	Participation rate	F	Sig.	Regression coefficient	T	Sig.
Female education	0.772	0.861	78.971	0.01	0.695	8.344	0.01
Monthly income for male	0.713	0.765	64.681	0.01	0.578	6.385	0.01
male education	0.668	0.690	54.683	0.01	0.433	5.353	0.01
Age for female	0.615	0.612	39.233	0.01	0.413	4.514	0.01

The above table (22) ANOVA table show the independent variables are more influential than others on a variable affect consumption trends of the member as a dependent variable, priority is as follows:

1- Female education (86.1%)

2- Monthly income for male (76.5 %)

3- Male education (69 %)

4- Age for female (61.2%)

The most influential variable was female education; this means that the level of education is more influential in consumer trends for more responsive to emotional effects. Monthly income variable obtained second rank, income affect the acceptance or rejection, by a product based on its price and cost. Then the third ranked male education variable the level of male education and information about the products and how they perceive their products affect consumer trends.

Sixth hypothesis:

The relative weights assigned to the priority of the consumption trends are different from one another in the research sample.

Table 23: relative weights to the priority components of the consumer trend in the research sample.

Components	Male			Female		
	Relative weight	Percentage %	preparation	Relative weight	Percentage %	preparation
behavioral component	385	34%	Second	312	30.3%	Third
component of knowledge	413	36.5%	First	351	34.1%	Second
emotional component	333	29.4%	Third	366	35.6%	First
Total	1131			1029		

The above ANOVA table (23) shows the priority a component of consumer trends among respondents (male) was as follows:

1- Component of knowledge ratio (36.5%)

2- Behavioral component ratio (34%)

3- Emotional component ratio (29.4%)

The above ANOVA table (23) shows the priority a component of consumer trends among respondents (female) was as follows:

1- Emotional component ratio (35.6%)

2- Component of knowledge ratio (34.1%)

3- Behavioral component ratio (30.3%)

Results showed that the knowledge component of consumer trends was the first influential male search sample, this suggests that males in general tempt for reasoning and analytical qualities of things. As the results

showed that the emotional component of consumer trends was the first influential female search sample, this suggests that the females in general characterized by the passion that influence their behavior.

V. CONCLUSIONS

The average positive and negative expressions were found to be 22.612, while the negative average was 13,260. This finding indicates that the knowledge received by respondents through the Internet has developed good ideas and beliefs about the goods and services offered.

As shown in Table (14) there was a direct correlation between the electronic shopping in the information age and the consumptions trends of a member. The value of the correlation coefficient was (0.867). This result indicates that in the case of the sample members to practice e-shopping and browsing the various selling sites on the Web and the amount of information received by the browser for these sites and facts and ideas about what is marketed goods and services have a significant positive impact on consumer trends.

It was clear from the results of the tables (15,16,17) there are statistically significant differences between the average scores of the sample in the advantages and disadvantages of e-marketing according to variables (education, age, monthly income). They are more aware of the advantages and disadvantages of e-marketing, because of the environment to which they belong and the social nature that is often more informed and use of the Internet environment.

Data analysis shows that there are statistically significant differences between the average scores of the sample in consumer trends, because consumers make up their attitudes towards the goods and services offered in the internet based on their income level and their perception of their features and need a wide knowledge in various scientific fields.To achieve the fourth hypothesis, the relative importance was calculated using the regression coefficient of the factors influencing e-marketing. Table (21) shows that there are independent variables that are more influential than others on the e-marketing variable: education of the male by 80.5%, followed by education of the female by 70.6%, at number three was the monthly income by 62.1% and finally at number four was age for male by 53.4%.It got a variable level of male and female education at first and second place respectively. This indicates that, this category has a high cultural level which practices electronic shopping. The advantages offered by their ability to protect themselves from defects and risks.

The rate of participation of factors influencing consumer trends varied according to the following order: education of the female by 86.1%, followed by monthly income by 76.5%, at number three was the education level of the male by 69%, and finally on fourth was age of the female by 61.2%. This indicates that the level of education of females is more influential in their consumption trends to increase their response to emotional stimuli, and income affects the acceptance or refusal to buy a particular product based on its price and cost.

Results in table (23) showed that the cognitive component of consumer trends was the first influencer in males, and the emotional component was the first influencer in females. This indicates that males in general are characterized by logical and analytical thinking of things, and females in general are characterized by emotion that plays on their actions.

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