

## The Impact of E-Marketing Channels on Online Consumer Buying Behavior

### “A Study on brand branches and official agencies of food item companies in KRI - Sulaymaniyah city”

Sharoo Nawrooz Fadhil<sup>1\*</sup>, Rawand Mohammed Majid<sup>2</sup>, Soran Hama Saeed Hama Salih<sup>3</sup>

<sup>1</sup>Department of Business Administration, Kurdistan Technical Institute Sulaimani, Kurdistan Region – Iraq.

<sup>2</sup>Department of Business Administration, Kurdistan Technical Institute Sulaimani, Kurdistan Region – Iraq.

<sup>3</sup>Department of Project Management, College of Commerce, University of Sulaimani, Kurdistan Region – Iraq.

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#### ABSTRACT:

The main purpose of this study is to show the impact of e-marketing channels on online consumer buying behavior of food item companies that are brand branches or official agencies in Kurdistan Region of Iraq – Sulaymaniyah city. The study's sample consists of (82) employees that are the managers and heads of departments from those companies. The most important conclusion of the research is that predicted independent variables (Social Media Marketing, Website Marketing, and E-mail Marketing) are significant and toward positive effect on the response variable (dependent variable) which is online consumer buying behavior. Furthermore, the results show that (Social Media Marketing) and (Website Marketing) has the most effects on online consumer buying behavior. Likewise, the correlation coefficient between consumer buying behavior and electronic marketing is positive while the sub-variables of (Social Media Marketing and Website Marketing) have a stronger relationship with the dependent variable unlike the sub-variable (E-mail Marketing) that has a weak relation with the dependent variable. To improve the use of electronic channels for marketing and communication with customers, it is suggested that the management of the companies give more training to the administrative, marketing, sales, customer service, and social media employees, and work more efficiently with these electronic tools.

**Keywords:** E-Marketing, Consumer Buying Behavior, Social Media Marketing, Website Marketing, E-mail Marketing.

#### 1. INTRODUCTION

Using Internet marketing allows you to target the market easier, specifically for those customers who seek it, it also strengthens the business positioning, this is only the basic step in the sales process, but it is also very essential to the success of online and offline businesses nowadays (Obednikovska, et al., 2019).

Numerous organizations have fostered some type of Internet presence in the last decades (Fullerton and Wempe, 2009). A few organizations accepted that the instrument had business potential, while others accepted that its utilization was fundamental for their business tasks. Some contend that the Internet is evolving society, making a "virtual culture" with its arrangement of rules (Henderson, 2004).

On a global scale, the practice of Internet marketing strategy as a modern method has feasible uses for connecting global companies and modifying the principles of global economic trade and its competitiveness in the world. Online communication has increased rapidly between buyers and sellers for many different products and services, or between senders and receivers for exchanging information about particular businesses (Obednikovska, et al., 2019).

As Obednikovska, et al. (2019) highlighted internet communication for businesses is based on the application of several tools, such as websites, databases, systems, and social media platforms. You can increase Internet commerce through

search optimization and by using words as search codes which is not only particularly important to achieve the business and promotional goals of the company, but also to generate data for intentional use in the future.

In the Kurdistan region of Iraq and specifically Sulaymaniyah City, electronic marketing has seen an improvement recently, companies using different channels for marketing their products and services, for this reason, this research was done to investigate the most effective methods that are used by the companies to reach their customers, and provide their best services. On the other hand, knowing how customers react and behave while using these electronic marketing channels which are (Social Media, Websites, and Emails) from the company's point of view and understanding, was another reason to accomplish this research.

#### 2. Main body

##### 2.1 Literature Review

###### 2.1.1 Electronic Marketing

According to Lodhi & Shoaib (2017) the rapidly changed increase of technology in today's world has changed the way businesses and companies work by changing their way of thinking and marketing their products through electronic platforms which are called electronic marketing or online marketing, buying and selling has become a big part of online businesses which is called online transactions.

\* Corresponding Author.

While technology has occupied the world and the market, managers were forced to adapt to these new methods and challenges to not lose the market and survive their businesses, technology made managers think of doing things differently by trying to understand their customers' needs and apply this while planning their management strategy, the results of this research showed that using technology for management improves the customer satisfaction (Fadhil, et al., 2020).

Electronic marketing refers to the planning and based on marketing activities that are part of the marketing mix to meet the needs of the intended consumers' desires, and also achieve the company's objectives, using either traditional marketing techniques or the Internet. This develops the disrepute idea of marketing from its activities and traditional instruments to new events that benefit from the Internet, as an exceptional marketing technology, which reflects all integrated marketing activities, for instance, promotion and advertising on webpages, digital displays and advertising and digital brands, and also displaying natural environments in an actual form via service providers and other e-marketing services (Ldqjpnryi, 2017).

Because of the big impact of the internet on businesses and individuals' lives, there is no successful business in the 21<sup>st</sup> century that can avoid electronic tools in their marketing and their transactions, due to this; electronic platforms such as social media, emailing, websites... etc. has a big influence on the way consumers behave and decide which was proofed in this research that was analyzed by using descriptive statistics (Lodhi & Shoaib, 2017).

Ugonna, et al. (2017) emphasized the significance of online marketing on customer satisfaction and loyalty statistically, mentioning that modern businesses that are based on the internet and online transactions were introduced by e-tailers which created online marketing. This transformation from the traditional methods to electronic platforms has made all companies around the world work online and use the power of the internet to promote their goods and services.

### **2.1.2 Social Media Marketing**

Social Media is a technological media that is based on the web and it is provided to the users in different forms of applications such as Facebook, Instagram, Snapchat, Twitter, YouTube...etc. Social Media connects individuals and businesses in the fastest way from any place in the world which is a helpful method for marketers to develop their businesses, increase their selling rate and gain more customers (Abu Naser, et al., 2018) (Vinerean, et al., 2013).

There have been several basic concepts of social media, both inside the field of intelligence and in other areas such as community relations, information science, and mass media. Definitions often overlap on the notion of computer media as social media indicates information or interaction user-created. (Carr, 2015)

As long as social media brings all the world together this results in many interactions between different people, cultures, and societies. Hence, different ideas come up to marketers to affect their potential customers through new ways of advertisements and promotions, also customers can give easier feedback to the companies through social media applications which this made customers behave differently than a few decades ago because of the combination of different mentalities and post-purchase behavior on public (Vinerean, et al., 2013).

Web-based media advertising is a competent way for organizations, everything being equal, to arrive at possibilities and clients. Your customers are once interacting with brands through social media, and if you're not speaking precisely to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! (Jii, 2009).

According to Edosomwan, et al. (2011) Social networking can be described along with social media but with some differences, as it is the action of interaction and connection between people depending on their common interests, while social media is a broadcasting form of transferring and sharing information with the world. Social networking sites are such as Wikipedia, sky blog, MySpace, Linked In, Hi5, etc. In 2004, popular names like Facebook evolved. During 2005, big names like Yahoo! and YouTube were launched.

Social Media has technological word of mouth and it depends on the conversation between individuals and companies. Brands can get popular through a good promotional campaign on social media sites; hence companies should decide to pay special attention to their online customers and respond to them properly because they need to prove to their customers their reliability and trustworthiness through continuous connection with customers as it is a two-way relationship and because in this age of technology social media plays a vital role for businesses and people's lives. (Edosomwan, et al., 2011).

### **2.1.3 Website Marketing**

According to Obednikovska, et al. (2019) Companies seek to see outcomes of their marketing and sales with the time and money they invested through their websites, creating an appropriate website as an online marketing tool, to increase the effectiveness of virtual companies, increasing the number of consumers of the products and enhancing the brand can be all the benefits of applying website marketing and considering it as an effective online marketing tool, meanwhile, the research results of (Obednikovska, et al., 2019) that were done in the Republic of Macedonia showed that using the website for marketing is not very familiar to the society yet meaning that companies are not considering the importance of this type of marketing and few have their websites.

Experiencing a website for marketing and purchasing can include several elements such as searching for items, being able to reach information about the product and services easily, comparing selecting the wanted items...etc, from this point online consumer behavior will change while the decision making process gets influenced by what websites can offer, hence, it decreases the steps on the traditional buying process into fewer steps (Isa, et al., 2016)

### **2.1.4 E-mail Marketing**

Emailing is the most speedy-developing innovation ever, E-mail marketing is quickly perceived as a compelling Internet advertising device, promotion through email can be found in different types of e-marketing and direct marketing, distinguishing its key benefits, hence this research was done (Chittenden, 2003) concluded that email marketing as a type of direct marketing can get more effective if three important levels were considered which are the subject, length of the email and number of images, as well as the quantitative results showed that people who respond to email marketing are mostly those people whose income is more than £35,000.

Email marketing is as of now the most utilized type of direct advertising on the state of the Internet. It is financially with low-estimated, yet a compelling type of tending to on whether

capacity or existing clients. When arranging email marketing, it is important to characterize whether it is an email, which will be the depiction of the correspondence or the deals (Ldqllpnryi, 2017).

### **2.1.5 Online Consumer Buying Behavior**

Consumer buying behavior is the way individuals behave while doing their purchasing and deciding to make a specific purchase, this can be affected by many factors such as personal, cultural, and social. Depending on these factors marketers plan and decide how to target their customers and market their products and services to influence the customers' buying behavior and decision (Kotler & Keller, 2012).

As Nizar & Janathanan (2018) mentioned, consumers wish to be more aware of the features of a specific product or service and reach their needs in a way to make their purchasing decision at least risk possible, while electronic buying decision is affected by the level of engagement between consumers and electronic methods for trading. Consumers' convenience of internet shopping including flexibility and trustworthiness of the companies on the electronic platforms have a big impact either positive or negative way, while this research results showed that consumers are not comfortable with online shopping.

According to Isa, et al. (2016) consumers get influenced by each other while searching and shopping online, because others' reviews and comments on products and services will be considered, i.e this affects consumer buying behavior.

Consumers gain time and effort when they purchase online because they reach all the information needed easily, read reviews, and compare alternative products. User's experience varies, some users have more experience than others with using the internet and collecting information electronically, meanwhile, others who are a beginner with the internet are less likely to go online shopping because of the fear of fraud, uncertainty, having difficulty with reaching needed information and complexity while using the web. This results in the difference in consumer buying behavior while shopping online, while in this research that was done in Dialog Axiata Company in Sri Lanka, results showed that customers of this company are not satisfied with online shopping due to the lack of trust and complication of the online procedures and their buying behavior has not to impact on the online shopping (Nizar & Janathanan, 2018).

This is in contrast with the research that was done by (Lodhi & Shoib, 2017) demonstrating that using electronic marketing, social webs, social media, and other online marketing methods are necessary tools for businesses to survive and became compulsory for any business insistently in the past decade, their findings reveal the importance of using technology and online marketing ways.

Muda, et al. (2016) did research on generation Y which refers to those who were born between (1980-1989) in Malaysia, it is highlighted that generation Y have trust issues with online purchasing, but they still do some part of their purchasing online via unformal social accounts such as Facebook and Instagram.

Another research that was done in Malaysia to find out the relationship between subjective norm, perceived usefulness, and online shopping behavior while facilitated by purchase intention, reached results indicating that there is a strong relationship between online purchase intention and online shopping behavior, also there is a strong relationship between

subjective norm and online purchase intention. This, in other words, means that personal factors and intention to buy influence online consumer buying behavior (Lim, et al., 2016).

### **2.2 Statement of the problem**

Considering electronic marketing as one of the effective tools in the 21<sup>st</sup> century for selling, buying, and satisfaction of customers can be a substantial topic to investigate and argue about, especially after the Covid-19 pandemic that changed consumers buying decisions and many people started to shop online (Othman & Abdulrahman Ruandzy, 2020). In this context, the problem will arise in a country such as Iraq to seek information about this new culture in the Iraqi society which is the modern electronic marketing through different platforms, and to find out the way customers react and behave when they decide to purchase online. Hence, several questions can arise from this concept some of them can be as follows:

1. How far do companies use online marketing and are aware of its importance?
2. How do companies use online marketing as an important tool for understanding consumers' reactions to these tools?
3. How does consumer buying behavior change since online marketing arose in the region?

### **2.3 The importance of research**

The importance of the research appears in the following aspects:

1. The importance of e-marketing itself in achieving high-performance levels compared to competitors working in the same sector.
2. The fact that electronic marketing is an effective marketing program to build strong and lasting relationships with the consumers, strengthen the mental image and manage the reputation of the organization.
3. Recognize the impact of electronic marketing on the level of online consumer behavior.
4. Recognizing the role that electronic marketing plays in consumer behavior and developing it for the body under study.

### **2.4 Objectives of the Study**

The aim of conducting this research is to examine the influence of social media, websites, and email for marketing on online consumer buying behavior in Sulaymaniyah city of Iraq, the objectives can be as follows:

1. To determine the companies' online marketing impact on consumer buying behavior.
2. To determine the relationship between using websites and online consumer buying behavior.
3. To determine the relationship between using social media and online consumer buying behavior.
4. To determine the relationship between using e-mail and online consumer buying behavior.

### **2.5 Research Hypothesis**

Correlation

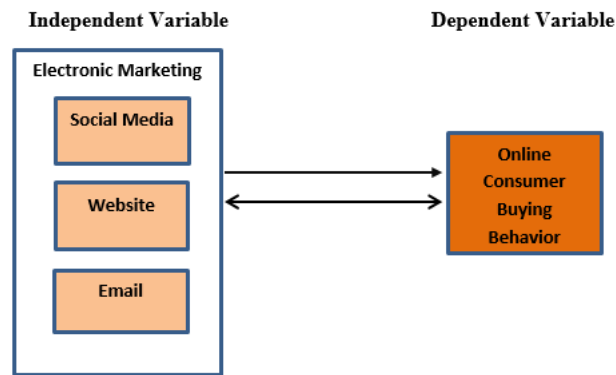
1. There is a significant correlation between Electronic Marketing and Online Consumer Buying Behavior.
2. There is a significant correlation between Website marketing and Online Consumer Buying Behavior.
3. There is a significant correlation between Social Media Marketing and Online Consumer Buying Behavior.

4. There is a significant correlation between E-mail marketing and Online Consumer Buying Behavior.
5. There is a significant impact relationship between Website marketing and Online Consumer Buying Behavior.
6. There is a significant impact relationship between Social Media Marketing and Online Consumer Buying Behavior.

7. The existence of a significant impact relationship between E-mail marketing and Online Consumer Buying Behavior.
8. The existence of a significant impact relationship between Electronic Marketing and Online Consumer Buying Behavior.

## 2.6 Methodology

### • The Research Model



**Figure 1.** Conceptual framework and Hypothesis Development Diagram (original work)  
Source: Developed by the author

### 2.6.1 Research Design

This research is designed using quantitative data collection to answer the research questions, the research question is 29 questions in total, for both dependent and independent variables.

### 2.6.2 Location

The primary location of this study is Sulaymaniyah city – Iraq

### 2.6.3 Population of the Study

The main population of this study is the food item companies in Sulaymaniyah city that are either a brand branch or their official agencies.

### 2.6.5 Statistical Methods Used

As SPSS software is used for the sampling, the methods that were used are as follows:

1. Correlation Coefficient
2. Frequency test
3. Reliability and Validity analysis
4. Ordinal Regression
5. R-Square

### 2.6.6 Research Methodology and Data Collection

The main population of this study is the food item companies in Sulaymaniyah city – Iraq, that are either a brand branch or their official agencies in a total of 160 companies, depending on an electronic questionnaire form via google form prepared for this purpose which was presented to some academic people in the field of business and marketing randomly, depending on the summary of opinions of people concerned with this topic. After the final version of the research, the questionnaire was reached, (100) forms were distributed randomly to the food item companies of Sulaymaniyah city, the number of returned forms reached (82) forms, all the forms were valid to be

analyzed because it was electronic and each question was required to be answered, for this reason, 82 forms were returned without any missing data because it cannot be submitted and returned if there is any question in the form that is not answered. In the next step, the data were converted into numbers. The research community was represented in the responses of the managers and heads of departments, and the study sample was made up of (82) people who each presented their company, using an electronic questionnaire form in both Kurdish and Arabic language.

### 2.6.7 Descriptive statistics

The primary location of this study is Sulaymaniyah city – Iraq, and the main population of this study is the food item companies in Sulaymaniyah city that are either a brand branch or their official agencies. The research community was represented in the responses of the managers and heads of departments, and the study sample was made up of (54) people who each presented their company, using an electronic questionnaire form in both Kurdish and Arabic language.

## 2.7 Results and Discussion

This chapter consists of an applied study of (The Impact of E-Marketing on Online Consumer Buying Behavior) in Sulaymaniyah City - Kurdistan Region of Iraq.

The chapter focuses on the analysis of the collected data. The researchers used descriptive statistics to determine the frequency of the study's variables, as well as the Correlation Coefficient between Variables to evaluate the strength and amount of the relationship between them because the data does not follow normal distribution non-parametric tests are used to evaluate statistical hypotheses.

The survey is divided into three main sections which are first the personal questions, then the independent variable (Electronic Marketing), and last section is the dependent variable (Online Consumer Buying Behavior). However, Electronic Marketing is divided into three sub-independent variables which are (Website marketing, Social Media Marketing, and Email Marketing). The variables sections of this research consist of (29) variables. All samples were collected from this study through a simple random sampling, and the data were analyzed by using SPSS software.

**2.7.1 Reliability test:** It is the process of ensuring that the sections of the questionnaire assist in collecting data correctly

and that each dimension of the research is correctly represented by a set of questions that are measured, and in light of the available literature related to the research topic, paragraphs of the questionnaire were formulated in its final form.

The reliability coefficient extends between (0 and 1), but it usually does not reach the correct amount or zero, rather it is a fraction that approaches or moves away from the integer one, but the stability coefficient of (0.84) is better than that which amounts to (0.65) or (0.58), In general, whether in Descriptive analysis or any of the other statistical treatments, the tests must be of high stability.

TABLE 1  
The value of the Cronbach Alpha coefficient

Reliability Statistics	
Cronbach's Alpha	N of Variables
0.819	1-Consumer Buying Behavior 2-Electronic Marketing
0.674	1-Website 2-Social Media 3-Using E-mail

The above Table of Cronbach Alpha indicates for questionnaire variables that the research administration, in general, has a high-Reliability Coefficient between the independent and

**2.7.2 Frequency Distribution**

Characteristics of the research sample according to **Certification Level**, which distributed the research sample according to Certification Level into six groups, the highest Certification Level rate was for owners of a certificate (Bachelor) by 54.9%, while it was for owners of a certificate (Junior high) 20.7%, The percentage of (Diploma) certificate

dependent variables is(0.891) and its ability to achieve research objectives and the reliability of sub-variables was (0.674)

owners was 18.3%, while the percentage of (Master) certificate was 4.9%, and the percentage of (Primary) certificate owners was 1.2%.

TABLE 2  
Description of Certification Level Information

Certification Level					
	Levels	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	1	1.2	1.2	1.2
	Junior high	17	20.7	20.7	22.0
	Diploma	15	18.3	18.3	40.2
	Bachelor	45	54.9	54.9	95.1
	Master	4	4.9	4.9	100.0
	Total	82	100.0	100.0	

Characteristics of the research sample according to **Age** variable, the study sample was divided into three groups based on age classes, with the age group (from 18 to 30 years) of the research sample coming in the first place with a percentage of

(64.6%), While in the second place came the age group (from 30 to 40 years) with a percentage of (26.8%), and the age group (from 40 to 50 years) came in the last place with a percentage of (8.5%).

TABLE 3  
Description of Age variable

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 30	53	64.6	64.6	64.6
	30 - 40	22	26.8	26.8	91.5
	40 - 50	7	8.5	8.5	100.0
	Total	82	100.0	100.0	

Characteristics of the research sample according to **Years of work** variable, the research sample is divided into five groups of total participants according to years of work variable classes, the highest rate of years of work was identified (1-3) by 54.9%, the second class in years of work rate was (10-15) by 17.1%,

the third class in the year of work rate was (More than 15 years) by 13.4% present, the fourth class in the year of work rate was (5-10) by 8.5%, the fifth class in the year of work rate was (3 - 5) by 6.1

TABLE 4  
Description of Years of work Variable Information

Years of work					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	1 - 3	45	54.9	54.9	54.9
	3 - 5	5	6.1	6.1	61.0
	5 - 10	7	8.5	8.5	69.5
	10 - 15	14	17.1	17.1	86.6
	More than 15	11	13.4	13.4	100.0
	Total	82	100.0	100.0	

Characteristics of the research sample based on the **Gender** variable, the majority of the respondents are Female, reaching 53.7% of the total respondents, thus demonstrating that the

proportion of females is more than Male. Note that the percentage of Male is 46.3%.

TABLE 5  
Description of Gender Variable Information

Gender					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	38	46.3	46.3	46.3
	Female	44	53.7	53.7	100.0
	Total	82	100.0	100.0	

**Website Marketing Sub-Variable:** Presentation of the results of the research sample members' responses about the independent variable (**Website Marketing**): the frequency distributions (Percentages, Arithmetic mean rate, Standard deviations rate, and Coefficient of variation), and this variable has an arithmetic mean rate of (3.822). A standard deviation

rate of (1.204) and a coefficient of variation rate of (%31.5). Whereas those who answered (Strongly Agree) was (%37.77), those who answered (Agree) by (%27.06), those who answered (Not Sure) by (%21.98), and those who answered (Disagree) by (%5.85), Those who answered "Strongly Disagree" with a percentage of (%7.34).

TABLE 6  
Discription of Website Markeing sub-variable Information

Variable	The Answer	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree	Mean	Standard Deviation	Coefficient Variation
<b>Website Marketing sub-Variable</b>		1	2	3	4	5	<b>Independent Variable</b>		
X1	frequency	5	3	23	21	30	3.83	1.15	% 30.0
	%	6.1	3.7	28.0	25.6	36.6			
X2	frequency	8	5	19	19	31	3.73	1.29	% 34.5
	%	9.8	6.1	23.2	23.1	37.7			
X3	frequency	4	5	16	24	33	3.94	1.13	% 28.6
	%	4.9	6.1	19.5	29.3	40.2			
X4	frequency	3	6	19	24	30	3.88	1.10	% 28.3
	%	3.7	7.3	23.3	29.3	36.5			

X5	frequency	10	5	13	23	31	3.73	1.35	% 36.1
	%	12.2	6.1	15.9	28.0	37.8			
Total Frequency		30	24	90	111	155	Mean Rate	SD Rate	C.V Rate
Percentage rate		7.34	5.85	21.98	27.06	37.77	3.822	1.204	31.5

**Social Media Marketing Sub-Variable:** Provides the results of the research sample members' responses to the independent variable (**social media marketing**): the frequency analysis (Percentages, Arithmetic mean rate, Standard deviations rate, and Coefficient of variation), and this variable obtained arithmetic mean rate of (3.668). A standard deviation rate of

(1.25) and a coefficient of variation rate of (%34.28). Where the percentage of people who answered (Strongly Agree) was (%34.4), those who answered (Agree) by (%25.14), those who answered (Not Sure) by (%21.12), and those who answered (Disagree) by (%11.45), Those who answered “Strongly Disagree” with a percentage of (%7.8).

TABLE 7  
Description of Social Media Marketing sub-variable Information

Variable	The Answer	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree	Mean	Standard Deviation	Coefficient of variance
<b>Social Media Marketing Sub-Variable</b>		1	2	3	4	5	<b>Independent Variable</b>		
Z1	frequency	7	7	12	20	36	3.87	1.30	% 33.5
	%	8.5	8.5	14.6	24.4	43.9			
Z2	frequency	4	12	17	25	24	3.65	1.19	% 32.6
	%	4.9	14.6	20.7	30.5	29.3			
Z3	frequency	6	8	24	18	26	3.61	1.23	% 34.0
	%	7.3	9.8	29.3	22.0	31.7			
Z4	frequency	11	14	20	13	24	3.30	1.40	% 42.4
	%	13.4	17.1	24.4	15.9	29.3			
Z5	frequency	4	6	14	27	31	3.91	1.13	% 28.9
	%	4.9	7.3	17.1	32.9	37.8			
Total Frequency		32	47	87	103	141	Mean Rate	SD Rate	C.V Rate
Percentage rate		7.8	11.45	21.21	25.14	34.4	3.668	1.25	34.28

**E-mail Marketing Sub-Variable:** Presentation of the results of the independent variable's responses from research sample members (**E-mail Marketing**): the frequency distributions (Percentages, Arithmetic mean rate, Standard deviations rate, and Coefficient of variation), and this variable has an arithmetic mean rate of (3.292). A standard deviation rate of (1.284) and

a coefficient of variation rate of (%39.58). Where the percentage of people who answered (Strongly Agree) was (%24.60), those who answered (Agree) by (%22.20), those who answered (Not Sure) by (%24.10), and those who answered (Disagree) by (%15.90), Those who answered “Strongly Disagree” with a percentage of (%13.20).

TABLE 8  
Description of E-mail Marketing sub-variable Information

Variable	The Answer	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree	Mean	Standard Deviation	Coefficient of variance
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E-mail Marketing Sub-Variable		1	2	3	4	5	Independent Variable		
X1	frequency	12	14	22	18	18	3.15	1.32	% 41.9
	%	14.6	17.1	26.8	22.0	19.5			
X2	frequency	20	19	18	19	6	2.66	1.27	% 47.7
	%	24.4	23.3	22.0	23.2	7.3			
X3	frequency	8	9	20	19	26	3.56	1.30	% 36.5
	%	9.8	11.0	24.4	23.2	31.7			
X4	frequency	8	17	21	19	17	3.24	1.27	% 39.1
	%	9.8	20.7	25.6	23.6	20.7			
X5	frequency	6	6	18	16	36	3.85	1.26	% 32.7
	%	7.5	7.5	22.0	19.5	43.9			
Total Frequency		54	65	99	91	103	Mean Rate	SD Rate	C.V Rate
Percentage rate		13.20	15.90	24.10	22.20	24.60	3.292	1.284	39.58

**Consumer Buying Behavior Variable:** The results of the research sample members' responses to the dependent variable (**Consumer Buying Behavior**): the frequency distributions (Percentages, Arithmetic mean rate, Standard deviations rate, and Coefficient of variation), and this variable has an arithmetic mean rate of (3.801). A standard deviation rate of (1.162) and

a coefficient of variation rate of (%30.95). Whereas the percentage of people who answered (Strongly Agree) was (%35.635), those who answered (Agree) by (%30.384), those who answered (Not Sure) by (%17.963), and those who answered (Disagree) by (%10.541), Those who answered "Strongly Disagree" with a percentage of (%5.477).

TABLE 9  
Description of Consumer Buying Behavior Variable Information

Variable	The Answer	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree	Mean	Standard Deviation	Coefficient of variance
<b>Consumer Buying Behavior Variable</b>		1	2	3	4	5	<b>Dependent Variable</b>		
Y1	frequency	1	9	24	28	20	3.70	1.00	% 27.13
	%	1.2	11.0	29.3	34.1	24.4			
Y2	frequency	7	13	15	29	18	3.46	1.23	% 35.78
	%	8.5	15.9	18.3	35.4	22.0			
Y3	frequency	1	4	12	33	32	4.11	0.91	% 22.78
	%	1.2	4.9	14.6	40.2	39.0			
Y4	frequency	10	9	21	28	14	3.33	1.23	% 37.18
	%	12.2	11.0	25.6	34.1	17.1			
Y5	frequency	1	7	15	24	35	4.04	1.03	% 25.66
	%	1.2	8.5	18.5	29.3	42.7			
Y6	frequency	5	13	14	26	24	3.62	1.23	% 34.06
	%	6.1	15.9	17.1	31.7	29.3			
Y7	frequency	2	7	12	32	29	3.96	1.03	% 26.13
	%	2.4	8.5	14.6	39.0	35.4			
Y8	frequency	7	9	15	21	30	3.71	1.30	% 35.08
	%	8.5	11.0	18.3	25.6	36.6			
Y9	frequency	2	11	9	27	33	3.95	1.13	% 28.65
	%	2.4	13.4	11.0	32.9	40.2			
Y10	frequency	8	7	18	16	33	3.72	1.33	% 35.92
	%	9.8	8.5	22.0	19.5	40.2			



Y11	frequency	4	9	11	17	41	4.00	1.23	% 30.93
	%	4.9	11.0	13.4	20.7	50.0			
Y12	frequency	5	6	21	25	25	3.72	1.15	% 31.12
	%	6.1	7.3	25.6	30.5	30.5			
Y13	frequency	2	10	9	20	41	4.07	1.15	% 28.29
	%	2.4	12.2	11.0	24.4	50.0			
Y14	frequency	8	7	10	23	34	3.83	1.32	% 34.53
	%	9.8	8.5	12.2	28.0	41.5			
Total Frequency		63	121	206	349	409	Mean Rate	SD Rate	C.V Rate
Percentage rate		5.477	10.541	17.963	30.384	35.635	3.801	1.162	30.95

**2.7.3 Correlation Coefficient**

It is a statistical measure used to evaluate the strength of the relationship between two or more variables, and it is expressed as a value between (-1 and +1) so that the number 1 indicates a strong positive relationship between the two variables,

suggesting that any positive change in one of the variables will be followed by a positive change in the other variable.

**Spearman's correlation coefficient** is the correlation coefficient between two variables, each of which is of ordinal type.

TABLE 10  
Correlation Coefficient Between Variables

No	Variables	Online Consumer Buying Behavior	
		Correlation Coefficient	Sig. (2-tailed)
1	Electronic Marketing	0.659	0.000
	Sub Variables		
2	Website Marketing	0.533	0.000
3	Social Media Marketing	0.634	0.000
4	E-mail Marketing	0.368	0.001

Table 10 shows that there is a positive statistically significant Positive correlation between (Electronic Marketing and Online Consumer Buying Behavior) which equals (0.659) and that the significance value equals (0.000), which is less than the significance level (0.05), suggesting that the first hypothesis which states that there is a correlation relationship Positive significance between (Electronic Marketing, Online Consumer Buying Behavior) and this confirms the acceptance of the first hypothesis of the research.

As well as the existence of a relationship between the dependent variable with the sub-dependent variables with different values, so that the strongest Positive correlation is between (Social Media and Online Consumer Buying Behavior) which equals (0.634) and that the significance value

equals (0.000), which is less than the significance level (0.05), the Positive correlation between (Website and Online Consumer Buying Behavior) which equals (0.533) and that the significance value equals (0.000), which is less than the significance level (0.05), the lowest Positive correlation between(Using E-mail and Online Consumer Buying Behavior) which equals (0.368) and that the significance value equals (0.001), which is less than the significance level (0.05).

**2.7.4 Ordinal Regression**

The ordinal regression procedure (Ordinal Regression) (referred to PLUM in Building Models) allows you to make predictions, and analyze the relevance of different predictor variables in cases where the dependent variable (target) is ordinal.

TABLE 11  
Parameter Estimates

Online Consumer Buying Behavior		Estimate	Std. Error	df	Sig.	Pseudo R-Square
Threshold	[Consumer = 1]	2.353	1.13	1	.039	0.510
	[Consumer = 2]	3.730	1.10	1	.001	
	[Consumer = 3]	6.318	1.21	1	.000	
	[Consumer = 4]	9.157	1.42	1	.000	
Location	Website	.853	.247	1	.001	
	Social Media	1.044	.260	1	.000	
	Using E-Mail	.204	.217	1	.348	

Table 11 shows that after conducting an ordinal regression analysis, the results of the analysis between the dependent

variable (**online consumer buying behavior**) and the Sub independent variable (**website marketing**) show that the effect

degree value is equal to (0.853) and at the level of statistical significance (0.001) which is less than the significant level (0.05). This means that any improvement or facilitation in the level of (website marketing) can lead to the possibility of improvement and a positive change in (online consumer buying behavior), resulting in an increase in consumer behavior, taste, and reliability with a value of (0.853), proving the validity of the fifth hypothesis of the research. The greatest influence in this research is between (social media, online consumer buying behavior), As a result, whenever progress or improvement in the field of social media sites, leads to an **2.7.5 R-Square**

The coefficient of determination, denoted by R<sup>2</sup>, or "R squared" in statistics, indicates the proportion of the variance in the dependent variable that can be expected by the independent variables, with a value between (0,1) and the value of the coefficient of determination between all the independent variables and dependent variable with value (0.510) As indicated in Table 12.

Table 12 shows the interpretation of results after the statistical analysis between the dependent variable and the main

improvement in (social media marketing, online consumer buying behavior) in a positive direction that the effect degree value is equal to (1.044) and at the level of statistical significance (0.001) which is less than the significant level (0.05) proving the validity of the Sixth hypothesis of the research. The effect between two variables (E-Mail marketing, online consumer buying behavior) has no significant effect and is not a statistical function because the level of statistical significance is larger than (0.05) and the value is (0.348). This, however, does not establish the validity of the Seventh hypothesis of the research.

independent variable (Online Consumer Buying Behavior, Electronic Marketing), and the results show us that there are positive and logical effects between the two variables with a value (2.046) and at the level of statistical significance (0.000) which is less than the significant level (0.05), implying that the greater the progress, development, and facilitation in the field of electronic marketing may lead to improvement and growth in the field Consumer buying behavior and the value (R<sup>2</sup>) between the independent variables and dependent variable with value (0.527).

TABLE 12  
Parameter Estimates

Online Consumer Buying Behavior		Estimate	Std. Error	df	Sig.	Pseudo R-Square
Threshold	[Consumer = 1]	2.137	1.092	1	.050	
	[Consumer = 2]	3.461	1.019	1	.001	
	[Consumer = 3]	6.080	1.109	1	.000	
	[Consumer = 4]	9.024	1.368	1	.000	
Location	Electronic Marketing	2.046	.322	1	.000	0.527

### 3. Conclusion

The objective of this study was to examine the relationship and effects of the digital methods of communication and marketing on the way customers react while searching and purchasing online and after the buying process, meanwhile determining the knowledge of food item companies in Sulaymaniyah city, KRI about E-marketing and its importance for their business while dealing with consumers.

Results show that the independent variable (E-marketing) has a significant and positive impact on the online consumer buying behavior and each of the independent sub-variables is significant in a positive direction. In other words, the independent variable (Social Media Marketing) has the strongest relationship with the dependent variable (Online Consumer Buying Behavior), followed by the next independent sub-variable (Website Marketing) which also has a good relationship with the dependent variable. On the other hand, the variable (E-mail Marketing) has a positive but weak relationship with the dependent variable, meaning that it's the less electronic channel of use compared to the use of social media and websites for marketing purposes by these companies.

The results of this research show the importance of the use of social media depending on the statistical results, indicating that social media for companies and customers in the modern world emphasizes that using it well by the marketing and administration departments can build trust and reliability for

customers either it's a B2B or B2C business, it's also a very effective way for providing efficient customer service.

### 3.1 Suggestions and Future Studies

Depending on the results and discussions of the study it is suggested that companies should consider digital and online marketing tools and platforms as the most effective recent channels to communicate with consumers, gain customer satisfaction, reach a higher number of customers and improve their market shares. The use of social media marketing and website marketing is on a higher impact on consumer buying behavior, this leads the study to suggest to companies improve their social media accounts and their websites to be more professional and provide better services.

It is suggested to do further research in the future regarding online marketing specifically on the services that social media marketing and website marketing can offer, the differences between different platforms of social media and websites, as well as doing more research about using e-mail from both companies and customers' perspective and the reasons why it is the least usable platform for marketing.

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تأثير قنوات التسويق الإلكتروني على سلوك الشراء المستهلك عبر الإنترنت  
دراسة عن فروع العلامات التجارية والوكالات الرسمية لشركات المواد الغذائية في إقليم كردستان - السليمانية

الملخص:

كان الغرض الرئيسي من هذه الدراسة إظهار تأثير قنوات التسويق الإلكتروني على سلوك شراء المستهلكين عبر الإنترنت لشركات المواد الغذائية التي تعد فروعاً للعلامات التجارية أو وكالات رسمية في إقليم كردستان - مدينة السليمانية. تكونت عينة الدراسة من (82) موظفاً من مديري ورؤساء أقسام من تلك الشركات في المدينة. أهم استنتاجات البحث هي أن المتغيرات المستقلة المتوقعة لـ (التسويق مواقع التواصل الاجتماعية ، التسويق عبر موقع الويب ، التسويق عبر البريد الإلكتروني). لها تأثير إيجابي على متغير الاستجابة (المتغير التابع) وهو سلوك الشراء للمستهلك عبر الإنترنت. علاوة على ذلك ، تُظهر النتائج أن (التسويق عبر مواقع التواصل الاجتماعية) و (التسويق عبر موقع الويب) لهما أكبر تأثير على سلوك شراء المستهلك عبر الإنترنت. وبالمثل ، فإن معامل الارتباط بين سلوك شراء المستهلك والتسويق الإلكتروني إيجابي بينما المتغيرات الفرعية لـ (التسويق عبر وسائل التواصل الاجتماعية والموقع الويب) لها علاقة أقوى مع المتغير التابع على عكس المتغير الفرعي (التسويق عبر البريد الإلكتروني) الذي له علاقة ضعيفة مع المتغير التابع. لتحسين استخدام القنوات الإلكترونية للتسويق والتواصل مع الزبائن، يُقترح أن تقدم إدارة الشركات مزيداً من التدريب للموظفين الإداريين ، والتسويق ، والمبيعات ، وخدمة الزبائن، وموظفي وسائل التواصل الاجتماعي ، والعمل بكفاءة أكبر مع هذه الأدوات الإلكترونية. الكلمات الدالة: التسويق الإلكتروني ، سلوك الشراء للمستهلك ، تسويق مواقع التواصل الاجتماعية ، التسويق عبر موقع الويب ، التسويق عبر البريد الإلكتروني.

كاريجهري كه ناله كاني به بازار كردي نه ليكتروني له سه ره هلسوكه وتي كريني به كاربه راني ئونلاين  
تويژينه وهيه كه له سه ره لقي براند و دهزگا فه رمييه كاني كومپانيا كاني مادده خوراكييه كان له هه رميي كردستان - شاري سليماني

پوخته:

ئامانجی سه ره کی ئه م تويژينه وهيه خستنه يووي كاريجه ریی كه ناله كاني بازار كردي نه ليكتروني له سه ره هلسوكه وتي كريني به كاربه راني ئونلاين بۆ كومپانيا كاني كالای خوراك كه لقي براند يان دهزگای فه رمين له هه رميي كردستان - شاري سليماني. نموونه ی تويژينه وهيه كه بريتييه له (82) كارمه ند كه به ريوه بهر و سه روکی به شه كاني ئه و كومپانيا يانه ی شاره كه ن، گرنگ ترين ده ره نجامی تويژينه وهيه كه ئه وهيه كه پيشبينی كردي گوراوه سه ره به خوراكی (بازارگهري له ريگای توره كومه لايه تيه كان، بازارگهري له ريگای وييسايت و بازارگهري له ريگای ئيمه يل) گرنگ و به ره و كاريجه ریی ئه ريئي له سه ره گورپني وه لاندانه وه (گورپنه ري پشتبه ستوو) كه هه لسوكه وتي كريني به كاره ينه ري ئونلاينه. له گه ل ئه وه شدا، ئه نجامه كان ئه وه پيشان ده دن كه (بازارگهري له ريگای توره كومه لايه تيه كان) و (بازارگهري له ريگای وييسايت) نۆترين كاريجه ريان هه به له سه ره هلسوكه وتي كريني به كاره ينه ري ئونلاين. به هه مان شيوه، هاوپنجی نيوان هه لسوكه وتي كريني به كاربه ر و بازاري نه ليكتروني ئه ريئييه له كاتيكدا كه گوراوه كاني (بازارگهري له ريگای توره كومه لايه تيه كان و بازارگهري له ريگای وييسايت) به يوه ندييه كي به هيژتريان له گه ل گوره ري وابسته دا هه به به پيچه وانه ی گوراوی (بازارگهري له ريگای ئيمه يل) كه به يوه ندييه كي لاوازی هه به. بۆ باشتر كردي به كاره ينانی كه ناله نه ليكترونيه كان بۆ بازار كردي و به يوه نديكردي له گه ل كريا ره كان پيشنيار ده كريت كه به ريوه به رايه تي كومپانيا كان راهي نانی زياتر بدات به فه رمانبه راني كارگيري و بازار كردي و فروشتن و خزمه تگوزاری كريا ري و توره كومه لايه تيه كان و كار كردي به كارمه ييه كي زياتره وه له گه ل كه ره سه ته كه نه لوجييه كان.

په يقي ن سه ره كي: بازارگهري نه ليكتروني، هه لسوكه وتي كريني به كاره ينه ري، بازارگهري له ريگای توره كومه لايه تيه كان، بازارگهري له ريگای وييسايت، بازارگهري له ريگای ئيمه يل.