



# INTERNATIONAL JOURNAL OF RESEARCH SCIENCE & MANAGEMENT

## THE ROLE OF ELECTRONIC MARKETING IN ACHIEVING CUSTOMER OF TELECOMMUNICATIONS SATISFACTION, AN EXPLORATORY STUDY OF THE OPINIONS OF A SAMPLE OF CUSTOMERS

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DOI: 10.29121/ijrsm.v9.i4.2022.1

**Keywords:** Electronic Marketing, telecommunications satisfaction, customer perceptions.

### Abstract

E-marketing is a tool that helps companies do business online. This is one of a number of strategic and operational tools that businesses have found to be beneficial. E-commerce has been effectively implemented in several industrialized nations for a long time. Electronic marketing is becoming a critical component in many western companies. penetration in underdeveloped nations like IRAQ is still trailing behind developed ones like the United States.

E- marketing and telecommunications satisfaction research is lacking in the Arabic nations, and in Iraq in particular, according to the findings of the study. The goal of this empirical study is to examine Iraqi individuals' satisfaction with and their willingness to do transactions through this E- marketing and telecommunications. Based on this study's findings, the sample's perception of privacy is the most relevant factor.

Iraq's E- marketing is nevertheless hampered by a slew of obstacles (including those related to e-payments, technology, law, culture, and trust, among others). Iraqi policymakers may use the findings of this study and other studies to better understand how E- marketing is spreading and being regulated in the country.

### Introduction

In light of the relentless pursuit of companies to seize every looming opportunity and keep pace with modern technologies in order to increase its market share and achieve a higher competitive advantage, e-marketing has emerged as one of the modern civilization inventions (Nurcahyo, 2016:13).

Because of the rapid advancements in technology and informatics, as well as the massive information revolution that has come to dominate all business sectors around the world, particularly commercial establishments, a need for quick ways to communicate has emerged (O'Cass & Viet Ngo, 2011:489).

Because of the fierce competition, the service impact of e-marketing is becoming increasingly prominent. As it works to broaden the market's scope through access to global markets. It opens up new markets that were previously unattainable through traditional trade (Gil et al., 2008:921).

The reason for this is that Internet marketing makes products and services available to the greatest number of consumers possible. E-marketing also contributed to the emergence of new products and services, increasing the diversity of available products and making discrimination and selection factors more apparent (Mohammadi & Sohrabi, 2018:653).

This allows small and medium-sized businesses to compete in both domestic and international markets. This allows the consumer to select from a variety of products. It has also aided in the discovery of more advanced outputs that meet the needs and desires of customers, as well as in the improvement of organisations' mental image (Hanif et al., 2020:138).

E-marketing helped to develop means of communication between the organisation and its customers. It aided in the development and enhancement of individuals' capabilities, making them more capable of achieving business goals. Furthermore, electronic marketing enabled quick follow-up on sales transactions, steps, and results, as well as the ability to quickly add products or change sales proposals (Vedpathak, 2013:156).

Companies in Iraq's telecommunications sector seek to leverage e-marketing and all of its components to improve the services they provide to their customers and ensure their satisfaction. Customer satisfaction is an important goal that contributes to the company's primary goals of profitability and continuity (Makkar, 2005:625).



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The marketing mix is one of the most important components of the marketing process that works to satisfy the consumer and keep him as a loyal customer. This is accomplished by forging a bond of loyalty between him and the institution or product, as well as the marketing mix. E-marketing is also one of the most powerful forces in generating financial returns for consumers and profit institutions, gaining a competitive advantage, and gaining consumer loyalty and trust (Rahman, 2016:325).

### Problem Statement

Both the theoretical issue and the research procedure have a broad range of open-ended variables and challenges that reveal the research difficulty. There are a number of areas in which scholars should concentrate their attention and investigation by looking at the theoretical and intellectual components of this topic.

In most nations, the user of telecommunications, in particular, is the primary source of information in the media. We discover that these changes in contemporary life are not a stand-alone phenomenon. In order to meet these new problems, it must make the most use of the resources and competencies it already has.

Hence, it is important to recognize the chances that are looming on the horizon in order to update its plans in a way that ensures harmony with the environment and a rapid reaction to work demands. As a result, in light of recent developments, the old pattern of work is no longer able to face and solve workplace challenges.

Due to the lack of adoption of new marketing strategies by these media companies, they have experienced difficulties. This flaw is addressed in a way that assures the maximum degree of customer satisfaction for both individuals and groups.

The technique of using electronic marketing methods to manage the company in question raises the degree of customer satisfaction. Customers and the fact that a telecommunications firm is regarded as one of the most essential sectors because of its close ties to the public and the fact that any issue with its operations triggers a real catastrophe.

The difficulty was caused by a lack of field area to evaluate a link between the study variables. customer satisfaction test obtained which can be obtained by evaluating the influence of e-marketing characteristics.

### Aim of The Research

The research supports the aims of current management theory and the scientific method in scientific research. The following are the most essential research goals based on the research challenge and its importance:

- Establishing a theoretical framework by identifying the ideas, relevance, and dimensions of the study variables that encompasses the full body of organizational literature relevant to those variables (e-marketing and customer satisfaction).
- Providing practical and theoretical knowledge to those who are concerned and interested. For the purpose of elucidating the factors under study, their origins, causes, and the amount to which they influence the population under study will be explained in order to achieve better focus the management's attention on the company under study. This research also will explain the reality of the work environment in Iraq and how it affects the needed performance.
- Display and analysis of electronic marketing indicators. Assess their effect on the achievement of high levels of satisfaction for customers on both of these factors, as well as their association
- Opening the way for scholars to continue their journey into the future studies. Researchers should do more studies on the function and effect of e-marketing and its link to other applicable factors.

### Research Questions

Hence, the study subject revolves on addressing the following fundamental question: (Do electronic marketing strategies influence customer satisfaction in telecoms companies?). What is the nature of the link between the two variables? this question automatically raises sub questions such as:

- Which two factors of study (e-marketing and customer satisfaction) have the most significant philosophical contributions to each other?
- To what extent are the features and conceptions of the research variables and their link to the responsibilities entrusted to the administrations of the investigated organization known and understood?



- In the study sample arrangement, what is the nature of the link between the two research variables?

### Literature Review

The revolution in information and communication technology has altered the way most businesses are managed. Because these businesses are now connected to modern technologies, particularly the Internet. Because of the rapid development of communication technologies, the application of the concept of e-marketing has the potential to drastically alter the nature of business in all parts of the world (Khan et al., 2020:23).

Electronic marketing, which has created new outlets that are expanding on a daily basis, is rapidly developing as a phenomenon and a modern philosophy. As the number of businesses using this approach has grown, so have their opportunities for growth and penetration (Mazikana, 2020:623).

In a broad sense, H Kotler (Kotler, 2015) defines it as "a social administrative process by which individuals and groups obtain what they require, and this is accomplished through the production and exchange of value products with others. (Sujatha, 2014:22).

Whereas electronic marketing is defined as "the use of the power of direct communication networks, computer communications, and digital interactive means to achieve marketing goals." According to Al-Tai, it is "a series of specialised jobs and a comprehensive approach that is not limited to trade in goods." (Negi, 2010:253).

Digital technologies are used to provide services and perform those functions. As a lever to improve the overall performance of the organisation, it is defined as "the processes of managing the interaction between the organisation and the consumer in the virtual environment space in order to achieve mutual benefits that are primarily based on international network technology." (Fazlollahatabar et al., 2012:75).

Also, it is well known that a variety of mechanisms and technical means are used to market goods and services to consumers, as well as through the use of digital media or networks. According to the researchers, electronic marketing can be defined as a series of activities, programmes, mechanisms, and processes that begin with researching customers' needs and desires. The completion of the process of exchanging goods and services in the virtual world, which is dependent on liquidity, networks, and digital media (Johnson, 2007:11).

### The Definition of Terms (E-M) And (IM)

The term (e-m) and internet marketing (IM) are commonly used interchangeably. Since (EM) symbolizes the most practice among many other electronic marketing methods like (multimedia, interactive TV, virtual reality, and CDs), it is apparent that owners of firms, their consumers, have perceived (e-m) and (IM) as the same activity in their conversation (Ryan, 2004:85).

It has been suggested that (EM) has expanded beyond the Internet to encompass mobile phones, advertising banners, outbound digital marketing (DM), social networks, and other forms of digital marketing. SO is described as "the strategic use of digital media to distribute, promote, price items, and find consumer demands" (DM) (Pope, 2003:615).

The movement of trade exchange in (IM) and the effects it has had on the many facilities of economic, social, and cultural life for people all over the globe have been greatly influenced by (e-M) transactions. Perhaps this is due to the lack of time available for customer purchasing in conventional shopping malls and the saturation of these marketplaces (Rabowska, 2016:226).

A new definition of excellence and leadership was born out of this experience: (e-m). Customer relationship management (e-m) is the process of creating and sustaining an online connection with a customer in order to promote the exchange of ideas, commodities, and services that meet both parties' objectives. (Jain et al., 2014:5).

### Iraqi telecommunications sector

Iraq's telecommunications industry has suffered substantially in the 12 years prior to 2003 because of the economic sanctions that have been imposed on the country. During this period, Iraq was lagging behind the rest of the world when it came to telecommunications technology (Mahdi, 2007:214).



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There was no countrywide telecommunications market in 2003 because of the low availability of fixed-line telephones. Iraq's rudimentary communications infrastructure used as a tool for repression by the government (Araz, 2020:58).

Only a limited landline infrastructure was in place, largely for use by Iraqi military command and control and the country's political elite. Before 2003, Iraq's sole functioning telephone network belonged to the government, Iraqi Telecommunications Company (ITC).

But in 2003, the country's communications networks were decimated by the conflict, which destroyed half of the country's communications infrastructure. Iraq's telecommunications industry grew at a rapid pace after the year 2003, making it one of the most dynamic in the region (Rishag, 2020:157).

Since 2003, the number of Iraqi mobile phone customers has risen to around 20 million. In Iraq, there are after 2003 a wide variety of service providers emerged such as (Itisaluna, Kalimat Telecom, Iraqtel, VitalTel, Hi Link Telecom, Omnea, Newroz Telecom, Asiacecell, Zain Iraq, Korek Telecom), but not all these companies work in Iraq in the moment (Sherif, 2018:363).

In the post-war Iraq period, mobile services have been the great story of success for telecommunications. A lack of fixed-line service has helped the sector develop swiftly (Prajapati et al., 2013). More than \$20 million has been invested by the State Department and USAID on developing Iraq's technical and regulatory capability in telecommunications as well as digital technologies since 2004 (S. Ibrahim & S. Hassan, 2020:206).

Amman, Baghdad, and Erbil will host more than 700 managers and directors for training. With three mobile network providers, Asia Cell, Zain, and Korek Telecom, the competition is robust. Regional mobile service providers like Qtel in Qatar and Zain in Kuwait, as well as a global telecommunications company like France Telecoms, are among the foreign investors (Wajeeh Abdullah et al., 2020:256).

A mobile data industry is also developing in Iraq, with services including text messaging and mobile internet available. During the course of 2015, both Zain and Asiacecell reported significant subscriber losses, while Korek continued to see consistent subscription growth.

Losses on the networks of the two largest operators were likely caused by the existence of more idle SIMs and a greater presence in Iraq's northern and western regions, which had been affected by recent troubles. The absence of robust competition in the fixed broadband sector and the low PC penetration in Iraq make Iraqi telecoms a promising market for 3G/4G services (Ibrahim & Khamiss, 2019:215).

### **Customer satisfaction**

Consumer satisfaction is described as a post-purchase appraisal that ranges from negative to positive, in terms of whether or not the experience of a certain purchase was at least as nice as it was meant to be. In loyalty studies, the satisfaction construct is regarded as a cumulative one rather than a transactional one (Kim, 2017:67).

Customer satisfaction it is a comparison between clients' expectations and their subsequent perception of service quality explain satisfaction of customers, according to this model. When a consumer thinks they got more value for their money than they paid for, they are considered satisfied (MaminaiainaAimee, 2019:832).

In either case, the consumer is happy if their expectations are fulfilled, but unhappy if they aren't met. Satisfied consumers are more likely to return, or at least have the intention of returning, than unsatisfied ones. Customers' happiness may be measured in two ways: transaction-specific and cumulative (Dr.K.Vanitha, 2012:2).

When evaluating a single service encounter, transaction particular satisfaction is employed, however cumulative satisfaction is used when evaluating the service provider's overall performance to date. Overall satisfaction is thought to be more stable than satisfaction with a single transaction because it doesn't change much over time in the opinion of customer (Zhao & Jo, 2019:14).

Overall satisfaction is more important and valuable in forecasting future consumer behavior and a company's past, present, and future success than transaction-specific customer satisfaction. Using consumer satisfaction research



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literature as a starting point, researchers may investigate how a product's perceived quality or performance measures up to customers' hopes and expectations (Nurchahyo, 2016:120).

Expectations may affect how a person's performance is seen since people's perceptions and expectations aren't always in sync. Consumer satisfaction is influenced by a variety of factors, including how well the product or service performed in comparison to expectations (Bueschken, 2009:250).

Disconfirmation and performance have been the focus of empirical examinations of consumer satisfaction research; however, the data imply that performance is not the major predictor of satisfaction (Bourne, 2016:3).

As a result, consumer satisfaction studies now concentrate on the connections between expectations, disappointment, and contentment. There are differences between expectations and actual performance that led to disconfirmation. In customer satisfaction research, it is often cited as the most important intervening variable (Littlechild, 2021:197).

### **Factors Affecting Customer Satisfaction**

According to a wide range of research on the telecommunications business, aspects such as innovativeness and dependability are more important in satisfying clients in the mobile telecoms industry. The researchers also found that the operator's system coverage, price, offering, fulfillment of customer demand, value-added service, brand value, and the operator's commitment to society had no effect on consumer happiness. We'll go through some of these elements in the next paragraphs.

#### ***Perceived Price***

Price is an important factor that influences consumers' purchase choices. mobile service providers have a critical role to play in price competitiveness in the mobile phone industry. A price is the total of the values exchanged by consumers for the use of a product or service, or the sum of money they pay for the product or service (Lee, 2014:5).

Several variables influence the price, including the buyer's willing to spend, the legislative environment, the level of competition, and so on. Customers may stick with a firm that costs less because of the significance of pricing and service fees (Noh, 2018:116).

How much money or products do you need to purchase a certain product and its supporting services? As a result, the lesser the perceived sacrifice is, the lower the perceived price is. An essential psychological component that affects a customer's attitude to pricing is the perception of fairness (Khan, 2019:14).

The fairness of a price is a concern for many academics. When the price is high, buyers are more likely to refuse to pay a price that perceive as unfair. Complexity of the pricing evaluation procedure necessitates a substantial amount of work (Nurchahyo, 2016:107).

However, several studies have demonstrated that pricing perceptions play a significant role in influencing customer behavior, despite attempts to precisely measure the price. It is important for customers to make sure that the pricing is reasonable in light of several variables such as the cost of the goods and other consumers' expenses (Al-Refaie et al., 2012:18).

#### ***Perceived Quality of Service***

Service quality is the direct consequence of a process in which the customer compares his expectations with the service he thinks he got. There have been a lot of people who have looked into how many dimensions and how stable items are in different industries by doing tests (Rahman, 2014:85).

People usually think about how well a service meets or exceeds a customer's expectations and demands and how well the service meets or exceeds the customer's expectations. Service quality is one of the most important things to look at when evaluating a company's performance in the telecommunications business sector (Makkar & Makkar, 2013:120).

Also, quality of service in the telecommunications industry has been a subject of study in terms of both technological and corporate management strategies. Service quality was found to be a factor in how well



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customers thought the service seemed to be, and this was shown by the difference in "customer expectations and perceptions" across the 22 measurement models (LUO et al., 2019:214).

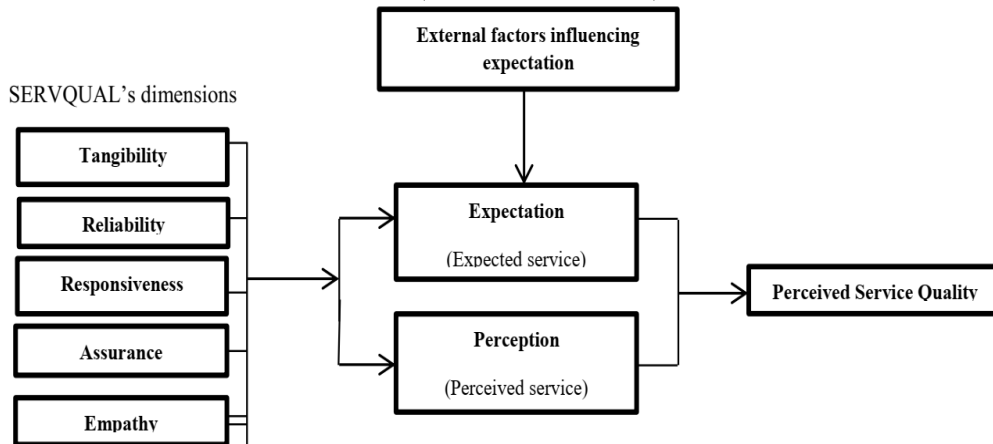


Figure (5,1): Using the SERVQUAL model to measure service quality (Mmutle & Shonhe, 2017:265).

In addition, service quality is broken down into tangible, reliable, assurance as well as empathy dimensions that can be used in all kinds of service situations. In many ways, "perceived quality" can add value to a brand: high quality gives people strong reasons for buying the brand, which makes it stand out from other brands, charge a decent price, and be a strong foundation for the brand extension (Nuraini & Hendratmi, 2021:163).

A lot of attention is paid to service quality, which is how well the company meets customers' needs and expectations. There are ten things that make a service good: "reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding / knowing the customer, and tangibles" (Muda & Mohd Suradi, 2012:58).

" Perceived service quality" is thought of as the result of how the customer compares the service, they expect with the service they get. The study found that the SERVQUAL model has been used to measure the difference between what people expected and what they thought they got. As a result, 5 SERVQUAL's dimensions of service quality were used to look at what customers thought and what they thought about service quality (LUO et al., 2019:217).

### Level of Service Quality Delivery

When the perceived service meets the customer's expectations, it will be considered as acceptable. High or low service quality is based on the difference between what people expect and what they actually get (Nuraini & Hendratmi, 2021:163).

Perceived service is determined by two factors: technical quality "the actual result of the service" and functional quality (how well the service works) (process of the service). These two things make up the picture that a customer has in their head about the service.

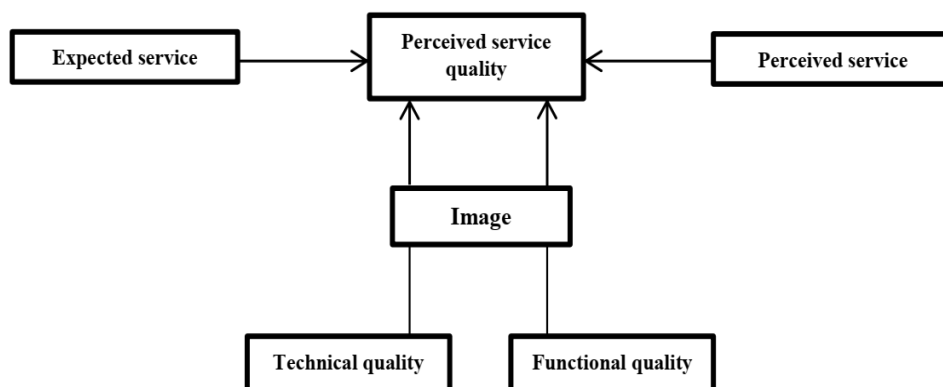


Figure (5,2): A depiction of the service in the minds of consumers (Nguyen, 2014:18).





To figure out what level of service quality the telecom industry delivers, a study has been done to find out what the customers think is most important. This will help the providers figure out what they should focus on. Service dimensions were ranked by how important they were to customers in the industry, and network quality came out on top. Then responsiveness, dependability, assurance, empathy, and tangibles came in second and third (Muda & Mohd Suradi, 2012:59).

### **Brand Image To Infer Product Quality**

The customers typically make use of the perception of brand image and interpret the quality of products or service. Brand image is described as the consumer 's mental representation of the product. It comprises symbolic connotations that make customers associate with the particular qualities of the product or service (Jahan, 2019:75).

Consumers will utilize brand image to infer their knowledge of the product or service or retain their quality awareness to the product or service. Brand image may be seen as a collection of relative localization, comparable quality assuring. The function characteristic of the goods and service that make customers reflect their self-image and assist them make purchase choices (Nongmaithem & Gebremaria, 2020:11).

The important aspect of a good brand image is the logo that represents the organization's image and explains the organization's business in short. A brand identity must be supportive and understanding of key values. Brand image is a set of beliefs that gets to play a significant part in the buyer 's decision - making processes when he or she assesses different brands (Deyalage & Kulathunga, 2019:99).

The importance of the brand in marketing has long been acknowledged. Customers are more likely to seek out information when they have a positive image of your brand. Consumers can discern between companies, generate a motive to buy, and produce favorable sensations). Successful organizations concentrate their attention on better quality services or goods with competitive costs to attract new clients and boost their brand image (Nongmaithem & Gebremaria, 2020:520).

The brand image should be handled carefully since it is a significant asset for the organization. the objective to produce values for the shareholders and other linked parties. Lower cognitive risk for customers and higher product or service evaluations are two benefits that might come from products with better brand image (Deyalage & Kulathunga, 2019:99) . The findings of numerous research on literatures revealed the primary aspects that impact brand image, as Shown in the following figure:

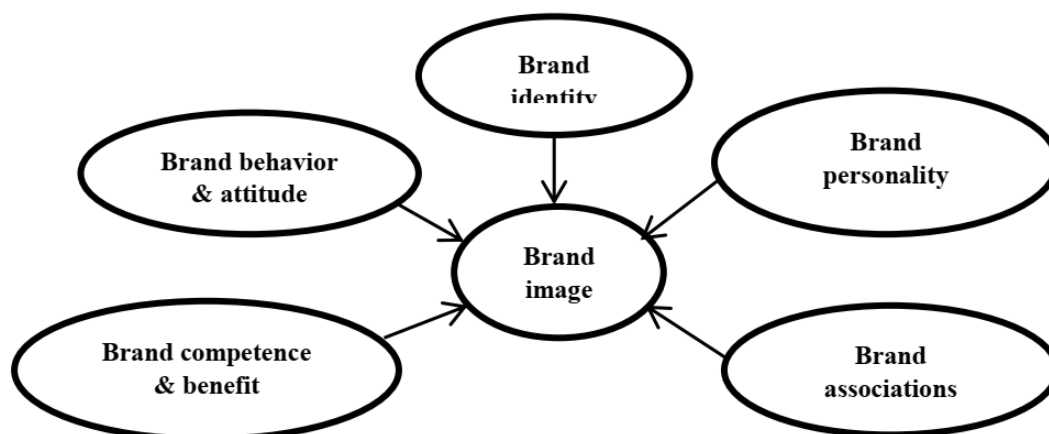


Figure (5,3): Image of brand Dimensions (Wijaya, 2012:220).

### **Service Quality and Customer Satisfaction**

The most critical challenge for service companies is ensuring that customers are satisfied with the quality of their service (Hung et al., 2003). In Korea, service quality is strongly connected to consumer satisfaction in mobile phone services.



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When it comes to online retail services in "Taiwan" the service quality is positively associated to consumer happiness. Manufacturers and service providers compete on the basis of customer perceptions of quality and satisfaction.

Furthermore, research in Nigeria indicated that consumer happiness in the telecommunications industry is positively influenced by service quality. Customers are far more likely to be satisfied when their financial services are provided in a technologically advanced manner.

Many studies have demonstrated that customer satisfaction is directly related to the quality of the service provided.

A company's ability to compete with its rivals and retain pleased consumers depends heavily on the quality of its products and services, which is why the quality of such services is of paramount significance and interest.

A number of recent studies have explored the influence of service quality on consumer satisfaction in Indian banking services. Indian banking services have a good influence on client satisfaction because of service quality factors.

The degree to which a product or service meets a customer's expectations is directly related to the interaction the customer has had with the product or service recently. This means that consumer satisfaction is likely to rise if the most recent experience surpasses expectations, as opposed to falling short.

In public hospital pharmacy, client happiness is strongly linked to total service quality. Customers are delighted when the service they get surpasses their expectations. It is practically inevitable that a client would be dissatisfied if the perceived quality of the service is lower than the actual performance. satisfaction directly influences behavioral intentions, which in turn are favorably influenced by the quality of customer service.

### Methodology

This study's practical portion relied on the development of a conceptual model that elicited insights from a representative sample's perspectives. Students from the College of Administration and Economics/University of Baghdad were asked about their preparedness and acceptability to utilize E- marketing as a research tool.

Figure below depicts the study's conceptual structure. According to the model, the attitudes of the sample analyzed toward E- marketing are formed by five components. The model's structures are based on the work of Kolsaker & Payne (2002) and Kelley & Erickson (1999). (2005).

In order to gather evidence on the sample's preparedness and acceptability to use e-commerce, an instrument was devised. The instrument was developed from the study's literature review and refined to make the questions more precise. From 'strongly agree'(5) to 'strongly disagree,' the Likert scale was utilized (1).

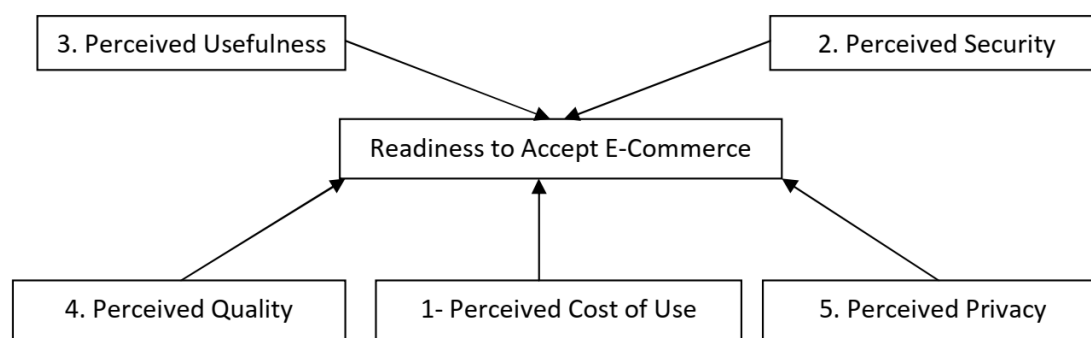


Figure (6,1): Model proposed of the Research

The questionnaire was pre-tested on 20 members of the College of Administration and Economics before the survey was distributed. Aside from assessing the comprehension of the responses, the evaluation was designed to eliminate any ambiguity in the questionnaire's questions. Furthermore, the study's findings were put to use in revising and fine-tuning the survey instrument. There were twenty-four questions in all, and they were split into five categories as follows:

- four Questions on perceived cost.





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- Perceived security, six questions are asked.
- Six question measure of perceived usefulness.
- Four questions on perceived quality.
- Four Questions on privacy perception. Each variable will be described in detail in the following sections:

Each variable will be described in detail in the following sections: relates to how much of a discount a consumer thinks they're getting when they purchase anything online compared to what they're really getting in terms of value.

Many studies have underlined the importance of perceived security to the popularity of E- marketing. A key concern for many online shoppers is whether or not they feel secure making a purchase after entering their credit card information.

Security has a strong correlation with consumer satisfaction and trust. When an online store provides a high degree of security, it may fulfil consumers' desires and affect their behaviour. It is described as how obvious and intelligible interaction with the system is, the simplicity of getting the system to accomplish what is necessary, the mental effort needed to interact with the system, and how easy it is to utilize the system.

For example, a customer's perception of quality is defined as the degree to which the website's goods and services meet or exceed their expectations. As far as customers are concerned, perceived privacy and their private information (age, gender, income, education, interests) will not be accessed and utilized by internet pirates or used by the seller for any other reason.

A hundred questionnaires were sent to a random sample of undergraduate students at the College of Administration and Economics, University of Baghdad, during the academic year 2021/2022 because of time and money restrictions. There were 79 completed surveys returned. Only 76 of the surveys were useable, resulting in a response rate of about 80%. Saunders et al. (1997) recommend a response rate of 30% to 50% for surveys. Data was examined via descriptive statistics.

Demographic information about respondents is provided in Table 4, including gender and age. Also included are their educational level and monthly income. The majority of responders (71%) are students, whereas 29% are working adults who are taking night classes.

The selected respondents come from a wide range of ethnic and geographic origins. As a result, the population of Baghdad may be assumed to be well represented by the sample. 70% of respondents are male, whereas only 30% of respondents are female. Sixty percent of respondents had a monthly salary of less than IQD 500000. These findings are attributed to students making up a large majority, 71% of those who participated in the study.

### The Results and Discussion of the Research

Table (6,1) presents some evidence that the developed framework described in Figure (1) is correct. According to the proportion of participants, 60%, the cost of accessing the internet is perceived to be rather expensive. This variable had a mean of 3.52, a standard deviation of 1.09, and a coefficient of variation of 0.31. In reality, the cost of a monthly subscription to a private web connection is \$40 to \$60. As a result, a sample of 71% students and an average annual salary of little over 500,000 ID .

*Table (6,1): Statistical Profiles of Individuals Who Participated in the Survey*

Measure	Item	Frequency	Percentage
Age	18- -30 years	57	91
	31	19	9
Gender	Male	45	73
	Female	31	27
Educational Level	High School	55	84
	Diploma	16	11
	Collage Graduate	9	5



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Monthly Income (IQD)	< 500000	40	62
	500000<1000000	22	16
	1000000<2000000	10	16
	2000000-	4	6
Current Job	Student	47	78
	Student & Employee	29	22

Therefore, with a sampling of 75% students and an estimated monthly salary of roughly \$400 (or IQD 500000), a membership cost of \$50/month represents nearly 10% of the participant's monthly income, which is quite expensive. As a result, the perceived cost of E- marketing may be a factor in determining whether or not a business is willing to engage in it.

In terms of perceived security, 70% of the respondents believe that security is a significant issue in deciding whether or not to embrace E- marketing . This variable had an average value of 3.8, a standard deviation of 1.12, and a coefficients of variation of 0.28. The findings show that the majority of respondents place a high value on the security of an E- marketing service. This indicates that respondents place a higher value on confidence in ecommerce's perceived level of security than they do on the actual cost.

About 77% of those who took the survey said perceived usefulness is critical when dealing with E- marketing . This variable had a mean of 4.09, a standard error of 1.03, and a correlation coefficient of 0.24. To put it another way, the simplicity of E- marketing may lead to acceptance and satisfaction intents that impact customer satisfaction behaviours toward an E- marketing site.

Seventy four percent of those surveyed agreed that the quality of products and services offered by the website met or exceeded their expectations. According to this measure, the mean was 3.87, with a standard error of 1.12, and a correlation value of 0.27. Customer satisfaction and trust in E- marketing is based on the quality of the products and services available online, as well as the user experience. This also implies that the quality of the E- marketing user interface is of high importance.

Trust in an E- marketing service is more significant than the quality of the information contained on the vendor's website, according to the results of a survey of online shoppers. In terms of perceived privacy, 83% of respondents feel that privacy is a critical element in deciding whether or not to do business through E- marketing.

The average score was 4.13, with a stdev of 1.05 and a COV of 0.26, which is below average. The respondents seem to place privacy at the top of their list of priorities. Security in Baghdad is uncertain, and people are still wary of giving out personal details to E- marketing businesses, which contributes to this sentiment.

Customers are concerned that their private information will be stolen and misused in this situation. It is now possible to score each of the conceptual model's variables based on the responses of the survey participants: "perceived privacy, perceived usefulness, perceived security, and perceived quality, ".

Lawrence (2010), and Pare (2002) all indicated that some hurdles must be overcome before large-scale E- marketing dispersion may occur in a developing country. In order to begin, a regulatory framework must be established. It's critical that E- marketing solutions acquire the trust of customers and other market participants.

Technical security (preventing fraud, data leakage, and other types of assaults) may be achieved not only via the deployment of appropriate technology but also through strategic efforts aimed at changing user attitudes on the dependability of ICT in commercial transactions.

The creation of legal and regulatory frameworks may serve as a necessary precondition for fostering such trust. E-payments, on the other hand, may save both time and money for customers who are comfortable completing transactions over the internet.

If a country can migrate from an entirely paper-based with an all electronic payment system, some macroeconomic models estimate that yearly savings of about 1 percent of GDP may be generated. However, given the sensitive nature of money and payment-related concerns, the prospective advantages are practically impossible to achieve.



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The lack of confidence in online transactions, coupled with the uncertainty around their security, causes issues in developing nations like Iraq, where technology penetration is low.

These are significant roadblocks to the widespread use of electronic payments. In underdeveloped nations like Iraq, establishing a foundation of trust is essential before engaging in electronic commerce. The endeavor to promote E- marketing in underdeveloped nations would be futile if there was no trust or confidence.

To utilize the Internet for electronic obligations, buyers and sellers must have confidence that orders and payments will be handled with minimum danger of dishonesty or misuse of any information that is supplied. Lastly, there is the issue of technology. Iraq, like many emerging nations, has significant infrastructure challenges.

Iraq had a 2.6% internet penetration rate at the conclusion of 2011. E- marketing adoption process in Iraq is likely to be hindered by all these. Access to computers, connection, and Internet gateways, as well as bandwidth limits, inadequate telecommunications infrastructure, and unstable electrical supply, are among the most important infrastructural issues.

Poor telephone connections and inconsistent power supply in undeveloped nations like Iraq make the internet connection unreliable. There is a shortage of network infrastructure in Iraq, notably among consumers and entrepreneurs, which makes ecommerce unfeasible at this time.

The socio-cultural backdrop of Iraq is the last, although not the least, hurdle. Iraq's socio-cultural framework does not encourage E- marketing due to a lack of trust in technology as well as an online culture, as is the case mostly in developing countries.

E- marketing adoption and growth in Iraq are hampered by the country's unique socio-cultural characteristics, which make it difficult to use the internet for business. Confidence in institutions, commerce as a social venue, restrictions on human interaction, and language/content are some of the most serious cultural obstacles, to name just a few of the most problematic.

### Conclusion

Many studies have been conducted on E- marketing, but there is a lack of empirical study in Arab countries including Iraq in particular. Iraq, as a developing nation, lacks the formal research necessary to understand how consumers perceive and are prepared to cope with E- marketing. Researchers were successful in completing their tasks, for the most part.

This study is a first step in determining how Iraqi consumers see E- marketing in the country's unique cultural setting. The study's contribution may be summed up as a confirmation that respondents prioritize perceived privacy as well as perceived utility above all other considerations.

Additionally, we've shown that the adoption of E- marketing in Iraq has been slowed by a number of roadblocks, including epayment, government regulation, telecommunications, faith in technology, and a variety of social and cultural contexts.

It seems that E- marketing is a viable option for Iraq, regardless of the present infrastructural and socio-cultural issues, based on the perspectives of the survey participants. For Iraq to benefit from E- marketing, some concerns must be handled, and the Iraqi government must show that it has the political will to remove the impediments that prevent broad adoption of electronic commerce in Iraq.

There are nevertheless numerous practical consequences for companies or suppliers planning to do E- marketing in Iraq, despite the small sample size and geographical restrictions. Vendors may use the findings of this study to better understand how Iraqi customers see E- marketing and what obstacles stand in the way of it flourishing in the country. It is possible that the findings from this study may allow online sellers in Iraq to better understand the needs of their clients and so begin or improve their E- marketing services in Iraq.



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