

The Effect of e-marketing on the purchasing decision of mobile phone customers (analytical study on a sample of mobile phone customers in Mousel)

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أثر التسويق الالكتروني على القرار الشرائي لعملاء الهواتف المحمولة (دراسة تحليلية على عينة من عملاء الهواتف المحمولة في الموصل)

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Abstract:

Study objective: The study aimed to achieve the following: Identifying the reality of electronic marketing of mobile phones in Mosul. Demonstrating the impact of e-marketing on the purchasing decision of mobile phone customers in Iraq. Recognizing the purchasing decision components of mobile phones customers.

Methodology and design: The descriptive analytical approach was used in the study, and a questionnaire was designed and distributed to the study sample. Moreover, Data was entered into the spss and smartpls programs for the analysis and testing of hypotheses.

The study reached the following results:

Study Results: There is an intangible and positive impact of e-marketing on the purchasing decision of mobile phone customers. This indicates to the great impact of e-marketing, as one of the most important types of modern marketing via websites and multiple platforms reaching to social influencers and their great propaganda in order to affect the user's decision-making.

Study Recommendation: Increasing interest in the electronic market and Iraqi electronic stores and working to provide the necessary facilities for them and revitalize their work because of their positive impact on the consumer and the partial remote job opportunities they provide for many under the current circumstances. Increasing interest in e-marketing by all Iraqi companies because of its great importance in today's world and its direct and positive impact on the purchasing decision of the Iraqi consumer.

Keywords: e-marketing, purchasing decision, mobile phone customers.

Introduction:

E-marketing is one of the general branches of marketing, and it is also called (digital marketing), or (network marketing). It is a strategy that is used to organize the methods of modern communication technology by transforming the virtual market into a tangible reality. E-marketing is an important part of the modern comprehensive marketing strategy, as it is considered an important type of marketing method that seeks to achieve its goals via the Internet. It is also described as the process of applying the general principles of marketing science through the use of electronic media, especially the Internet. On the other hand, in the purchasing decision-making process, the typical purchasing decision is made. The buyer knows the products and the brand, where information is collected, a comparison between prices and offers is made and a cost-benefit analysis, which ultimately leads him to real purchase. Many studies have proven the effect of e-marketing in making customers' purchasing decision of many products, including mobile phone products. The Iraqi consumer, like other consumers, is affected by e-marketing.

The importance of e-marketing is increasing around the world, with the increase in the number of users of the Internet and modern technologies, as scientific studies and studies related to different companies have proven that there is a significant impact of e-marketing in increasing sales in general and during the pandemic period in particular, and e-marketing has also attracted many people to work remotely. . Here lies the importance of the study through its focus on e-marketing for mobiles in Iraq represented by its dimensions 4P and studying its impact on the purchasing decision of mobile phone customers, which is one of the most changing and demanded markets as a result of the large number of annual products, releases and models.

Study Methodology:

First: Study Problem:

Today, most companies focus on e-marketing of their products, and as a result of the customers' great interest in websites and social networking sites, these sites have a clear impact on customers' choice of products and influence their preference decisions of products. Nowadays, mobile phones are among the most popular products in the field of electronic marketing worldwide, whose characteristics and features are being focused on in order their makers to affect on the customers' purchasing decision. According to what mentioned above, the main problem of the study can be formulated by the following question: What is the impact of mobile e-marketing on the purchasing decision of the Iraqi consumer in Mosul? It revolves around a set of the following sub-questions:

- What is the degree of impact of the electronic product for mobile phones on the purchasing decision of the Iraqi consumer in Mosul?
- What is the degree of impact of the electronic pricing of mobile phones on the purchasing decision of the Iraqi consumer in Mosul?
- What is the degree of impact of the electronic distribution of mobile phones on the purchasing decision of the Iraqi consumer in Mosul?
- What is the degree of impact of the electronic promotion of mobile phones on the purchasing decision of the Iraqi consumer in Mosul?

Second: Study Objectives:

The objectives of the study can be defined as follows:

- Study The concept and Impact factors of electronic marketing of mobile phones in Mosul.

- Study the relationship between e-marketing and the purchasing decision of mobile phone customers in Mosul.
- Identifying the components of the mobile customers' purchasing decision.
- Reaching a set of results and recommendations that could contribute to improving the reality of e-marketing and increase its impact on the purchasing decision of mobile phone customers in Iraq.

Third: Importance of the study:

The importance of the study can be scientifically determined, as it is one of the few studies that focused on the relationship between The e-marketing on the purchasing decision of mobile phone customers in Mosul. It is one of the rare studies that dealt with the two variables in Iraqi. The practical importance of the study also lies in its focus on Iraqi mobile phone customers, , and illustrating the way of measuring the components of The Impact e-marketing on the purchasing decision of mobile phone customers

Fourth: Study Methodology:

The descriptive analytical approach was used in the study, which is one of the appropriate approaches to give a clear image of the study's problem. In addition, it helps in understanding the study by clarifying and explaining the relationship between its variables.

Fifth: Study Tool:

The study tool was designed in the form of three parts. The first part included the sample members' relative demographic information. The second part included the dimensions of the 4P e-marketing variable, namely (electronic product, electronic pricing, electronic distribution, electronic promotion). The third part included dimensions of the purchasing decision variables, which are (feeling a need, searching for information, evaluating knowledge, making a purchasing decision, post-purchase evaluation). However, the questionnaire paragraphs were designed basing on the fivefold Likert model.

Sixth: Statistical Methods:

The suitable analysis method is based mainly on the type of data to be analyzed. The statistical package (SPSS) and structural equations modeling based on molecular small squares were used. Furthermore, the ready-made software (SmartPLS) was adopted in collected data analysis

in order to achieve the objectives of the study and test hypotheses. The following test methods were used:

- Validity and reliability test of the study tool.
- t-test and analyzing mono- variance.
- Path analysis to find the level of influence and test hypotheses.

Seventh: Study Limits:

Spatial limits of the study were represented by mobile phone customers in Mosul. While the time limits were represented in 2022, the questionnaire designing year and distributing it to the study sample. The limits of the study were defined in the variables of electronic marketing and the purchasing decision of mobile phone customers.

Eighth: Study community and sample:

The study community is represented by the **mobile phone customers in Mosul**. The helpful sample was relied upon in collecting the data. A questionnaire was distributed to 115, and data was entered into the SPSS and SMATPLS programmes for analysis and hypotheses testing.

Ninth: The difference of the current study from previous studies:

Many previous studies concerned with the subject of e-marketing have indicated (Abd Alhafeez, 2013) (Kaur,etal, 2015) (Mahalaxmi etal, 2016) (Lodhi, 2017) (Patel, 2020) On the role and importance of e-marketing represented in its four dimensions (product, pricing, distribution, promotion) in today's world and its impact on the consumer directly and in his purchase decision and adoption of goods or services provided in many companies, including mobile companies around the world, and studied the impact of e-marketing on taking The purchasing decision and its stages in many goods and products, and there is no doubt that most studies have emphasized the importance of e-marketing and its various effects on the market and the consumer in many sectors, hence the importance of the current study. Studying the impact of e-marketing on the purchasing decision of customers interested in buying mobile phones in Mosul, Iraq.

Theoretical side:

First: the concept and importance of e-marketing

Internet marketing is the process of purchasing goods and services from a company via the Internet. It becomes active and broad due to the presence of the world wide network, as companies sought to sell their products to people who spend their time online. Shoppers can visit stores and supermarkets online from their houses and in front of their computers.

Internet marketing has many advantages, the most important one is the low cost comparing with its high cost in the past. Traditional means were used for product advertising, but now it can be marketed via the network at lower cost. In addition, Internet marketing is universal. That is, its borders go beyond the state, as the media used in e-marketing is not limited in geographical boundaries. In the previous time, companies were dealing with local customers only, and if they tried to reach international customers, they were incurring huge expenses with an unsecured return. Now, the company can market its products to everyone via the Internet with no additional costs. (Standing, 2004)

E-marketing is defined as: E-marketing is the process of creating and maintaining relationships between customers through electronic activities directly in order to facilitate the exchange of ideas, products and services that achieve the goals of both parties. (Abd Alhafeez, 2013)

E-marketing is defined as directing the various elements of marketing strategies and activities towards computers and the network, such as the Internet. (Kaur,etal, 2015)

Second: The importance of e-marketing:

The importance of e-marketing is summarized in several points, including:

(Tehrani, 2008) (Gangeshwer, 2013)

- Companies' reliance on the Internet in marketing their products and services allows them to display these products permanently in various parts of the world, and this would lead to more customers with greater profits.
- Reducing costs and companies' expenses. The process of maintaining and preparing online commerce sites is more economical than building markets or maintaining offices.
- Effective communication with partners and customers, as e-marketing provides an effective way to exchange information with partners.

- Provides the company with an opportunity to support and activate the management of customer relations.
- The e-marketing function works to achieve coordination and integration with the rest of the organization's functions, such as production, purchasing, warehousing, development, and others.
- E-marketing achieves greater profits in investment than traditional marketing, and helps increase sales revenue at much lower cost.
- The biggest benefit of this marketing is the quick visible results of marketing campaigns that help in directing real customers.
- Easy monitoring of network capabilities helps make e-marketing a more effective and efficient tool that used in the current business works.

Third: Elements of E-Marketing:

The elements of the e-marketing mix are several and various, and the most important elements of 4P can be identified as follows:

- **Electronic product:** It refers to all things, either material or immaterial, that the consumer seeks to obtain in order to satisfy a need or meet a certain desire. Its examples are: clothes, phones..etc. It is worth mentioning that the age of technology has allowed users to control the characteristics of products such as color, external shape, design, and brand. (Mahalaxmi et al, 2016)
- **Electronic pricing:** It is the process of pricing goods and services via the Internet. Electronic pricing is different from traditional one by being more changeable and adaptable than traditional pricing. E-marketing has contributed to giving consumers the opportunity to easily know the wanted products' prices, and offers them options to choose among products because of the large number of suppliers and interactive marketing agents via the Internet.(Jenyo et al, 2015)
- **Electronic distribution:** The traditional distribution process differs from the electronic distribution process. The changeability of selling ways leads to noticeable changes of the ways of receiving and delivery. Ways of sending products appeared after the sales process, for example. On the other hand, the places of traditional goods distribution decreased in many countries.(Lodhi,2017)
- **Electronic promotion:** Electronic promotion complements the role of traditional promotion, but there is a brief difference in the used

tools and the followed strategies in product promotion, such as websites. The strength of electronic promotion is presented in its ability to aim the target section of consumers more quickly and accurately. (Patel, 2020)

Fourth: the concept of purchasing decision.

The consumer is the basis of the marketing process and the main title of marketing studies. The consumer makes many purchasing decisions a day to satisfy his desires and find appropriate solutions to his problems and address them. The purchasing decision-making process passes through many stages and steps. These stages before making a purchasing decision are complex that are difficult to study due to the different nature of consumers and their behavior. The purchasing decision is a contribution process of many physical, mental and emotional activities that individuals perform when they need to select and buy products that meet their desires and satisfy their needs. (Kumar,2017)

The purchasing decision-making process is defined as: "the study of the consumer's purchasing behavior affected by many factors, including the buying habit, personal characteristics, the influence of family and friends, in addition to the behavior of the seller." (Rani, 2014)

Fifth: purchasing decision:

There are several stages of the purchasing decision process: (Mehrizi, 2013) (Mohan, 2016)

- Sense of need: in which the consumer feels that he/she has a desire that must be satisfied, as the marketing man must make marketing efforts to predict the consumer's needs and develop the appropriate marketing mix.
- Searching for information: in which the consumer collects information about quality, prices and alternatives available in the market from several sources in order to make the purchasing decision.
- Information evaluation: consumers sets the necessary criteria which they depend on to build his purchasing decision. Here, the individual perception plays an important role in the evaluation process.

- Purchase decision: After determining the most appropriate alternatives by consumers to satisfy their needs, the process of making a purchase decision of the best alternative comes, which is affected by various personal, social and cultural factors.
- Evaluation after purchase: It is the process by which the consumer evaluates his decision, either it is correct or not.

Sixth: Factors affecting the purchasing decision of mobile phones.

The factors affecting the purchasing decision in general for the consumer can be summarized into four factors:

1. The consumer's nature: Consumers' purchasing decisions, the stages they go through and the time period of completing each stage vary according to the consumer's social characteristics, their social class, their learning ability, his beliefs, and his previous experience in marketing and purchasing.
2. The nature of the commodity and its characteristics: The purchasing decision is directly affected by the characteristics of the commodity, such as quality, price, services, and its various benefits. Therefore, producers are always trying to add new features to their products that encourage consumers to buy them because they suit their desires.
3. The nature and characteristics of sellers and producers: When the producer succeeds in gaining his product a good reputation in the online market, this will increase the consumer's confidence and loyalty in his products.
4. The nature and characteristics of the purchasing position: The factors surrounding the purchasing position sometimes have an impact on the purchasing decision-making process. These factors include the purchasing time and the financial and social conditions of the purchasing place. (Court,2009)

Seventh: The impact of e-marketing on the purchasing decision.

E-marketing works to provide the ground for individuals and organizations to promote their products and find new ways to interact with customers, build relationships and create new behavior that can affect the purchasing intentions of consumers, since it is a new and useful way to provide information.

Marketing through various activities is concerned with achieving satisfaction in the needs and desires of the consumer, and developing its products to gain the consumer's satisfaction. So that, the success of the institution is not only limited to discovering what the consumer needs, but also working doubly to determine the reasons of finding that need or other motives for making purchase decision. (Bettman, 1998)

Since the organization provides information about its products, either textual or via videos, this would make the consumer look for the benefit that can be obtained when using the product or service. The organization seeks to develop the suitable content for the consumers' expectations and focuses on the language that fits in with them. E-marketing helps the consumer to determine the best option by providing information on available alternatives. The choice is most often based on the product quality, price, and the results of using the product or service. Customer's satisfaction or dissatisfaction can be seen by the organization through their comments on publications. (Moon, 2004)

The nature of online purchasing makes the electronic purchase process different from the traditional one. The Internet affects all stages of the consumers' purchasing process, and this environment may have a deep impact on the consumer's decision-making process to adapt with this new place.

It is clear that the consumer's online purchasing behavior does not necessarily follow the traditional consumer's purchasing behavior. Also, online consumers are different from each other. They are more powerful, demanding and advantageous in the marketing process, as they take control of the situation and get the desirable information more actively than waiting for it from marketers. (Xia, 2002)

Analytical framework of the study:

First: The validity and reliability of the study tool:

The questionnaire was designed in order to measure the study variables and dimensions and the impact between the independent and dependent variables. However, to confirm the validity of the questionnaire, the questionnaire was judged by a number of specialists. So, some questions were merged and others were deleted before distributing the questionnaire to the study sample. Moreover, the Alpha Cronbach test

was conducted in order to know the degree of internal consistency and stability between the questions. The test result was as follows:

Table (1) Measuring the internal consistency and stability of the questionnaire questions

Reliability Statistics

Cronbach's Alpha	N of Items
.912	44

Source: prepared by the researcher depending on SPSS program

This means that if the questionnaire, with its different indicators, is distributed to another sample including university who are not the study sample at different times, there is a 91% probability of obtaining the results that have been reached.

The fivefold Likert scale was adopted in answering the questions directed to the study sample as follows:

Strongly agree	agree	Neutral	Disagree	Strongly disagree
5	4	3	2	1

The arithmetic mean of the Likert scale is $1+2+3+4+5=15/5=3$, which is the value by which the arithmetic mean is compared for each question.

The criteria for judging average responses according to Likert scale:

Category length = (highest response score – lowest response score)/number of response categories

Category length = $(5-1) / 5 = 0.8$

Accordingly, the closed tab was used, and the following fields were identified:

Table(2) fivefold Likert Scale of answers

field	Degree of agreement	Relative importance
1.8-1	Very weak	36-20
2.60-1.81	Weak	52-36.1
3.40-2.61	moderate	68-52.1
4.20-3.41	Strong	84-68.1
5-4.21	Very strong	84.1-100

Source: assembling by the researcher depending on (Asaad, 2016)

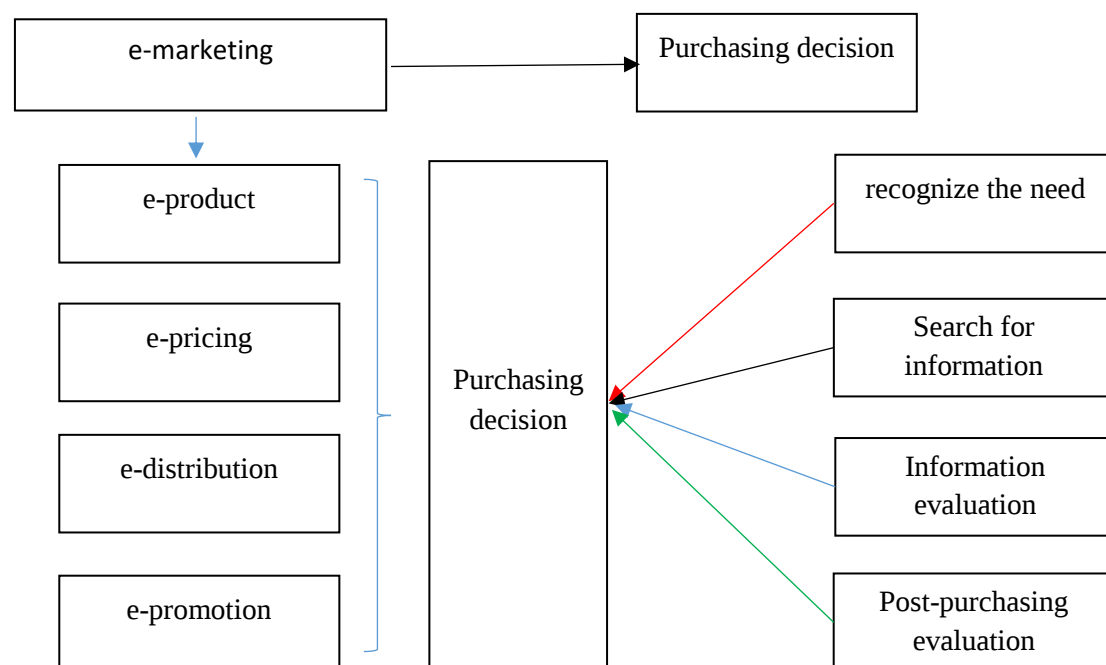
If the arithmetic mean value of the question or expression lies within the range (1-1.8), it corresponds to the "very weak" answer. While if it is within the range (1.81-2.60), it corresponds to the "weak" answer. If it is

within the range (3.40-2.61) it corresponds to the " moderate " answer. If it is within the range (3.41-4.20) it corresponds to the "strong" answer. Finally, if it is within the range (4.21-5) it corresponds to the "very strong" answer.

Second: The model and hypotheses of the study:

The study model shown in Figure (1) was designed depending on the study variables, literatures and the relative reference, including the impact of e-marketing on the purchasing decision of mobile phone customers in Mosul. The following figure illustrates the study model:

The study model was designed in accordance with the title of the approved research and the variables (independent, dependent) and their dimensions, which were arbitrated in the department by specialists, and accordingly a model was designed that represents the two variables and their dimensions, and expresses the problem of the study and the hypotheses that were set to prove it, even if hypotheses or problems are set different, the design of the questionnaire would differ accordingly.



Fig(1): Research Models

According to the study model, the following hypotheses can be developed:

H1: There is statistically significant impact between e-marketing and the purchasing decision of mobile phone customers in Mosul.

H2: There is statistically significant impact between electronic product and the purchasing decision of mobile phone customers in Mosul.

H3: There is statistically significant impact between electronic pricing and the purchasing decision of mobile phone customers in Mosul.

H4: There is statistically significant impact between electronic distribution and the purchasing decision of mobile phone customers in Mosul.

H5: There is statistically significant impact between electronic promotion and the purchasing decision of mobile phone customers in Mosul.

Thirds: Analyzing the demographic characteristics of the study population:

Table (3) Features and demographic characteristics of the study sample

Gender							
Female				Male			
%		Number		%		Number	
31.30		36		68.70		79	
Age							
51-75				26-50		18-25	
%		Number		%	Number	%	Number
27.8		32		66.1	76	6.1	7
Study level							
Postgraduate		University		High school		Middle school	
%	Number	%	Number	%	Number	%	Number
6.1	7	55.7	64	21.7	25	16.5	19

Source: Prepared by the researcher based on SPSS results.

Table (1) includes the demographic analysis of the study sample as follows:

- Regarding gender, the number of males was greater than the number of females, because of the males' response in filling in the questionnaire about females, as many females refused to participate this.

- Regarding age, the questionnaire was distributed in a manner that takes into account the distribution of the age groups of mobile phone customers. The largest percentage of customers who are interested in buying mobile phones is the group that falls between 26-50 years, while a percentage of 27.8 is distributed on the age group 51-75, and 6.1% is distributed among the younger age groups.
- According to the academic level, all educational categories were applied for distribution. More emphasis was on the university graduates' opinions with 55.7% of the study sample. While 21.7% were distributed to the holders of high school certificates, and 16.5% to the holders of middle school certificates; and a rate of 6.1 for postgraduate students.

Fourth: Analyzing the results and testing the hypotheses:

Results analysis and discussion:

For testing the validity of the hypotheses and analyzing the data of the study, the Smart PLS program is used for modeling structural equations by small squares, which is a methodology based on algorithm to estimate the specific model. It uses two models (an internal model and an external one) simultaneously during assessment. (Aisha, Atiq, Siti, and Al-Ajal, 2016)

The suitability of the study model according to the pls smart program can be proved by following three main steps:

1. The quality and conformity of the measurement model should be assured.
2. The quality of the structural model should also be assured.
3. Testing the intangibility of the structural paths of the study model.

To measure the quality and conformity of the measurement model, this is done by using the following indicators: Cronbach's alpha coefficient, composite reliability, the average variance explained (AVE), and the validity of the differentiation (Atallah and Ben Habib, 2021).

Table No. (4): Measuring the degree of reliability and validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
sense of need	0.954	0.956	0.967	0.878

E-Marketing	1.000	1.000	1.000	1.000
Electronic Distribution	0.968	0.969	0.977	0.913
Electronic Pricing	0.972	0.972	0.978	0.900
Electronic Product	0.952	0.959	0.962	0.808
Electronic Promotion	0.972	0.972	0.978	0.900
Evaluation of information	0.912	0.914	0.935	0.744
Purchasing Decision	1.000	1.000	1.000	1.000
Searching for information	0.963	0.966	0.972	0.873

Sources: prepared by researcher by using SMARTPLS program

The previous table shows that the value of Cronbach's alpha coefficient for all study variables exceeds 0.6, and the value of cognitive reliability of all study variables exceeded a value of 0.7, and the AVE values for all study variables exceed the required minimum of 0.5. Therefore, all indicators of model quality and conformity have been achieved for the study dimensions.

Table No. (5): Measuring the validity of differentiation for the study variables:

	sense of need	E-Marketing	Electronic Distribution	Electronic Pricing	Electronic Product	Electronic Promotion	Evaluation of information	Purchasing Decision	Searching for information
sense of need	0.937								
E-Marketing	0.977	1.000							
Electronic Distribution	0.968	0.983	0.955						
Electronic Pricing	0.962	0.991	0.962	0.948					
Electronic Product	0.918	0.955	0.922	0.937	0.899				
Electronic Promotion	0.976	0.987	0.968	0.979	0.907	0.949			
Evaluation of information	0.693	0.700	0.688	0.686	0.649	0.718	0.862		
Purchasing Decision	0.837	0.818	0.818	0.800	0.761	0.823	0.740	1.000	
Searching for information	0.972	0.977	0.959	0.970	0.916	0.976	0.711	0.828	0.934

Sources: prepared by researcher by using SMARTPLS program

The previous table shows that all the study variables are distinct from each other and there is no intersection between them. This indicates that

each variable expresses itself and has no relationship with others. That is, the square root of AVE for any latent variable is greater than its correlation value with the remaining variables.

Table(6)The saturation of items on latent variables

	sense of need	E-Marketing	Electronic Distribution	E-Pricing	Electronic Product	E-Promotion	Evaluation of information	Purchasing Decision	Searching for information
EM		1.000							
PD								1.000	
ei1							0.693		
ei2							0.886		
ei3							0.911		
ei4							0.935		
ei5							0.865		
epd1					0.902				
epd2					0.910				
epd3					0.810				
epd4					0.918				
epd5					0.947				
epd6					0.900				
epo1						0.962			
epo2						0.911			
epo3						0.972			
epo4						0.933			
epo5						0.964			
epp1			0.925						
epp2			0.930						
epp3			0.985						
epp4			0.979						
epr1				0.952					
epr2				0.941					
epr3				0.942					

epr4				0.955					
epr5				0.952					
si1									0.945
si2									0.953
si3									0.948
si4									0.849
si5									0.972
sn1	0.939								
sn2	0.976								
sn3	0.904								
sn4	0.930								

Sources: prepared by researcher by using SMARTPLS program

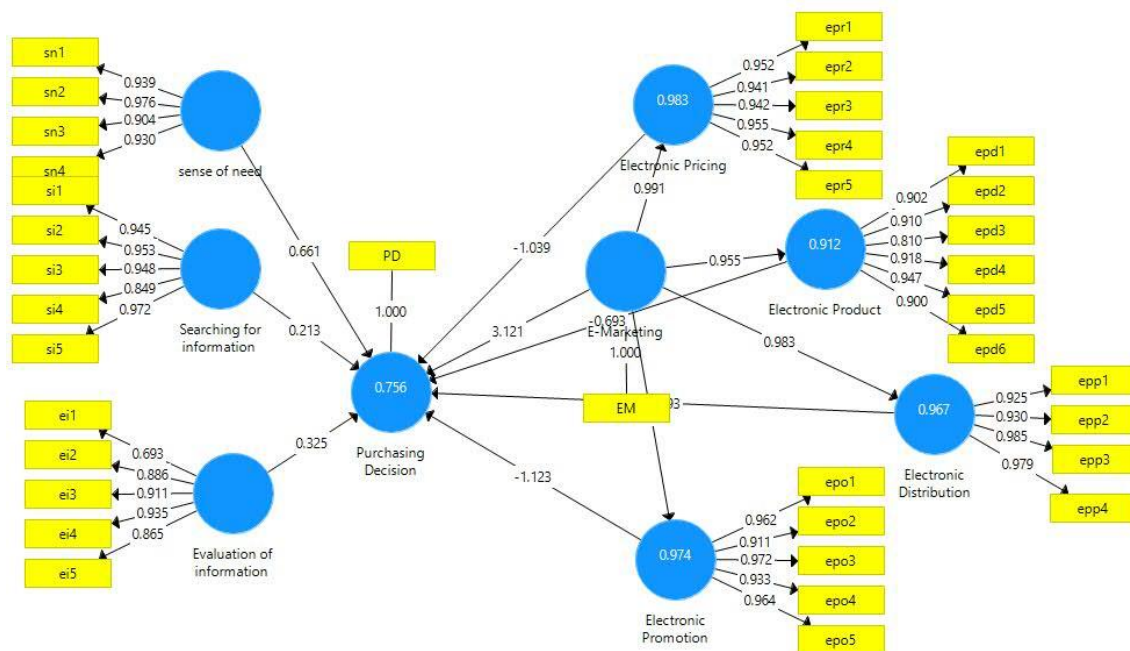
The previous table shows that most study items have a high level of saturation on the latent variables, and the correlation of these items with the latent variables exceeds the required limit of 0.70. The saturation values indicate to a high correlation for most study items that exceeds 0.90. While the amount of saturation of the item (ei1) is less than 0.70, which is (0.693). Therefore, it is necessary to delete it because of its effect on the rest of the study items.

Table(7) structural model quality assessment

	R Square	R Square Adjusted	Q ² (=1-SSE/SSO)
Electronic Distribution	0.967	0.967	0.876
Electronic Pricing	0.983	0.982	0.878
Electronic Product	0.912	0.911	0.724
Electronic Promotion	0.974	0.974	0.871
Purchasing Decision	0.756	0.738	0.713

Sources: prepared by researcher by using SMARTPLS program

Table No. (4) shows that R^2 value of the study dimensions is very high, exceeding the value of 0.70, which indicates that the study's model is strong and able to predict the impact degree of each of the independent study variables on the dependent variable. However, the Q^2 value is intangible and accepted because it is greater than 0, and this refers to the prediction ability of the latent variables.



Fig(2): Research Models By SMARTPLS

Sources: prepared by researcher by using SMARTPLS program

The figure shows the presence of the latent variables that form the study and the questions that were asked by the questionnaire.

Fifth: Hypothesis testing:

Basing on the study model, the following hypotheses will be tested:
Depending on the previous form of the study model, the model hypothesis can be analyzed and tested as follows:

Table No. (8): Results of the study hypotheses test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Marketing -> Purchasing Decision	3.121	1.883	4.911	0.636	0.525
Electronic Product -> Purchasing Decision	-0.693	-0.474	0.939	0.739	0.460
Electronic Pricing -> Purchasing Decision	-1.039	-0.685	1.521	0.683	0.495
Electronic Distribution> Purchasing Decision	-0.593	-0.266	1.257	0.472	0.637
Electronic Promotion -> Purchasing Decision	-1.123	-0.766	1.367	0.822	0.411

Sources: prepared by researcher by using SMARTPLS program

The previous hypothesis testing table and also the previous figure show

the acceptance or rejection of the hypotheses as follows:

H1: There is statistically significant impact between e-marketing and the purchasing decision of mobile phone customers in Mosul.

The validity of the first hypothesis was confirmed, as (effect factor = 3.121, mean = 1.833, standard error = 4.911, $T = 0.636$, and the P value = 0.535, where the P value is > 0.05) that leads to the acceptance of the zero hypothesis, which means that there is an intangible and positive effect of e-marketing on the purchasing decision of mobile phone customers.

H2: There is statistically significant impact between electronic product and the purchasing decision of mobile phone customers in Mosul.

The validity of the second hypothesis was confirmed, as (influence factor = -0.693, mean = -0.474, standard error = 0.939, $T = 0.739$, and the P value = 460 0, where P value is > 0.05) and the relationship between electronic product and purchasing decision-making is contrary that leads to the acceptance of the zero hypothesis, which means there is an intangible and positive effect of the electronic product on the purchasing decision.

H3: There is statistically significant impact between electronic pricing and the purchasing decision of mobile phone customers in Mosul.

The validity of the third hypothesis was confirmed, as (influence factor = -1.039, average = 685 -0., standard error = 0.528, $T = 0.683$, and the P value = 495 0, where P value is > 0.05). The relationship between electronic pricing and purchasing decision-making is contrary that leads to the acceptance of the zero hypothesis, which means there is an intangible and positive effect of electronic pricing on the purchasing decision.

H4: There is statistically significant impact between electronic distribution and the purchasing decision of mobile phone customers in Mosul.

The validity of the fourth hypothesis was confirmed, as (effect factor = -0.593, mean = 266 -0., standard error = 1.257, $T = 0.472$, and the P-value = 637 0, where P-value > 0.05). The relationship between the electronic distribution and purchasing decision-making is contrary that leads to the acceptance of the zero hypothesis, which means there is a positive and intangible effect of electronic distribution on the purchasing decision.

H5: There is statistically significant impact between electronic promotion and the purchasing decision of mobile phone customers in Mosul.

The validity of the fifth hypothesis was confirmed, as (effect factor = -1.123

, average = -0.266, standard error = 1.367, T = 0.827, while the value of P = 411 0. (P-value > 0.05). The relationship between electronic promotion and purchasing decision-making is contrary that leads to the acceptance of the zero hypothesis, which means there is an intangible and positive effect of electronic promotion on the purchasing decision.

Conclusion and Results:

E-marketing plays an important and influential role in today's world, most large, small and medium companies have relied on e-marketing in marketing and increasing sales of their products, due to the large number of users of modern technologies in the world, and one of the most electronically promoted goods is mobile devices around the world, with each new release arises Huge promotional campaigns cross the world, and the study has proven the importance and impact of mobile e-marketing in its four dimensions on influencing the purchasing decision of the Iraqi consumer in the city of Mosul, where each dimension of e-marketing directly affected consumers.

1. In the purchasing decision-making process, multiple factors are interfered, especially with regard to mobile phones. A set of variables may appear to customers that may interfere with the decision-making process.
2. The set of services provided by e-marketing is considered to have an impact on the purchasing decision, especially with regard to searching for phones that is correspondent to a set of determinants, the most important of which is the electronic collection of information.
3. There is an intangible and positive effect of e-marketing on the purchasing decision of mobile phone customers. This indicates to the size of the impact that e-marketing has as one of the most important types of modern marketing through websites and multiple platforms reaching to social influencers and the big propaganda they provide to affect the user's decision-making.
4. There is a positive and intangible effect of the electronic product on the purchasing decision. It means that despite the various components

of the purchasing decision-making and their attractive offers , which affects the purchasing decision-making for a particular type of mobile phones, the electronic product, or more correctly the brand, is still imposing itself strongly on the buyer's decision. It means that the more the product type is changeable through its advertising power, the more positive and direct the impact will be on the purchase decision.

5. There is an intangible and positive effect of electronic pricing on the purchasing decision, as most buyers rely on electronic pricing that becomes a source of confidence because they know that companies marketing mobile phones depend on credibility in most parts of the purchasing decision-making process; the most important of which is pricing and the major related problems in case of manipulation and violation.
6. There is a positive and intangible effect of electronic distribution on the purchasing decision in order to popularize the idea of electronic distribution in the various areas of purchasing operations, including what is related to mobile phones and buyers' preferences for obtaining distribution services, and the credibility of companies that adopt this service.
7. There is a positive and intangible effect of electronic promotion on the purchasing decision, since the electronic promotion is the nerve of the purchasing decision-making process interconnected with the intensity and successive pumping of the propaganda that is related to a particular type of mobile phones.

Recommendations:

- Increasing interest in e-marketing by all Iraqi companies because of its great importance in today's world and its direct and positive impact on the purchasing decision of the Iraqi consumer.
- Benefiting from the experiences of international companies that achieved great sales during the previous years by relying on e-marketing in general and during the period of disasters and the pandemic in particular.
- Benefiting from those with experience and expertise in the field of electronic marketing, and working to attract Iraqi companies to specialists in the field of electronic marketing from professionals and owners of creativity.

- Benefiting from the experience of the Iraqi mobile phone sales companies and their impact on the purchasing decision of the Iraqi consumer in the adoption and adoption by other Iraqi companies.
- Increasing interest in the electronic market and Iraqi electronic stores and working to provide the necessary facilities for them and revitalize their work because of their positive impact on the consumer and the partial remote job opportunities they provide for many under the current circumstances.
- Providing the necessary financial support for electronic promotional campaigns by business organizations, which will contribute to increasing sales and achieving profits.
- Focusing on electronic pricing policies and strategies by mobile phone companies in Iraq, due to the presence of many annual mobile products and models in the Iraqi market, and here you must deal with each product and rely on a pricing strategy that depends on supply, demand and modernity in the version.

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