

Impact of Digital Marketing, Such As Social Media Marketing, Mobile Marketing and E-Mail Marketing, On Customer Buying

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ABSTRACT

Digital marketing is the promotion of a product or buying and selling behavior through electronics and the Internet. From this perspective, this study was conducted to find out the role and impact of each of the three types of digital marketing (social media marketing, email marketing, mobile marketing). The significance of our research is that it enables people to have a clear understanding about digital marketing and how the use of technology and digital marketing changes their buying attitudes. The research was conducted through a survey through the publication of Google forms on several residents of the Kurdi stan Region aged 18 to over 50 years and residents of Halabja and Sulaimani and the surrounding areas of Halabja and Sulaimani and surrounding areas. About 250 respondents were recruited which were obtained through an adaptive questionnaire. Conclusion We found that all three types of digital marketing influence customers' purchases separately, but both types of digital marketing (social media marketing, email marketing) play a role in encouraging people to buy digitally. This will cause the Kurdish people to trust the digital market and gradually replace the traditional market. In conclusion, this study shows that digital marketing has been able to influence customer's buying behavior and encourage them to do more in this way.

Keywords:- Digital marketing, Social media, Mobile, Email, Customer buyer

INTRODUCTION

In a world where the rate of over 170 million people uses social media on a regular basis, every business owner is expected to know at least the basic principles of digital marketing. (Monnappa, 2023), which can be simply the term digital marketing refers to the use of digital channels to market products, goods and services in order to reach customers. This type of marketing involves using email, mobile devices, social media, search engines and other similar channels to make purchases and sales. (Patel, 2023), Also ,According to Kotler, digital marketing is considered a form of direct marketing that connects customers to sellers electronically, thanks to technologies such as email, social media, mobile phones, etc.(Armstrong, 2009). This great development has happened in such a way, that in today's world, digital marketing is becoming more and more advanced the phrase "digital marketing" began and progressed at that time, the first click-through ads 1993 appeared. Then Google was first created, then Yahoo, creating cookie technology, a code that stored user data in client browsers, was very important for the development of digital marketing, In the history of digital marketing the year 2000 was important to fold, Google launched AdWords,(Freelance, 2023), which allows users to create online ads in order to reach customers who are interested in these products and services.(Vrontas, 2023). Although

digital marketing has grown tremendously over the past 30 years, digital marketing continues to change and evolve, opening new opportunities for businesses every day. Technological advances have led to several new digital marketing platforms and tools, including Social media marketing (Tovar, 2021), in this perspective in this study we use three types of digital marketing like Social media, email and mobile marketing. Social media (SMM) is the use of social media platforms such as Instagram, Twitter, Facebook, etc. to promote the brand or sell goods and services. (Kenan, 2023), in addition it can serve as a way for companies to connect with existing customers and reach new ones, social media marketing (SMM) data analysis is designed to allow businesses and business owners to track the success of their efforts and identify more ways to communicate. (Hayes, 2022). Also, with the advancement of technology and the emergence of new platforms every day, social media marketing will continue to grow. (Baker, 2022). The second type of digital marketing is email marketing. Email marketing is direct marketing that uses personal email to inform customers about a product or service. (Perricone, 2022), which plays a key role in building relationships with existing customers. Also showing goods and services to customers. (Team, 2022), which could essentially be as direct mail done electronically instead of through the postal service (Ward, 2022). The third type of digital marketing is also mobile marketing. Mobile marketing is a branch of digital marketing that focuses on people who are users of mobile devices. It refers to all types of mobile messages and consists of a different strategy that helps its users reach their goals. (Grguric, 2023), That includes ads on websites and mobile apps as well as SMS (Dooley, 2022) As technology advances,, The features of modern mobile technology can be leveraged, including location services, to design marketing campaigns based on an individual's location. (Kenton, 2023). (In 2016, Mrs. K.R. Mahalaxmi, P. Ranjith.) Proposed their research to study the effects digital marketing makes on consumer buying decision and to find out consumers' awareness of digital marketing and the impact of each digital channel on their purchase decision. The study was conducted through a survey of 50 respondents. The survey results were analysed using the chi-square test. The results showed that customers are aware of digital marketing and they prefer to purchase their goods electronically as well as through digital channels. (Mahalaxmi & Ranjith, 2016). (In, 2020, Amira M. Omar I, Nermine Atteya2.) Proposed this study to investigate digital marketing channels (email marketing, mobile marketing, and retargeting) for marketers. It analyses the impact of each of these digital channels on the customer purchase decision process in the Egyptian market. The researcher conducted the study in an online survey. The questionnaires were administered based on a simple framework of samples and were obtained in the Egyptian market. 285 questionnaires were distributed, and 213 respondents answered, except for some incomplete questionnaires, resulting in a response rate of 74.7% for all those who chose to participate. The results of the study indicate that email has a large positive effect on consumer purchase decisions at two different stages (post-purchase) and information inquiry). At the time of purchase, the decision stage has a negative impact on customer decisions. Mobile phones, acting as a digital marketing channel, have a negative effect on consumer purchase decisions through all stages of the customer purchase decision process in the Egyptian market. Goal setting is the most influential variable in the

consumer decision-making process. It can be observed that the most important influence on consumer purchases decision is in the evaluation phase and this could be due to the fact that the retargeting channel directs the mindset of the customer who is already looking for the product (Omar & Atteya, 2020). (In 2020, MR.RAM BABU CHERUKURI, Ms. PADMA PRIYA V2.) Proposed of this study to investigate digital marketing in consumer purchase decisions and to find out whether consumers are aware of digital marketing and digital channels have influence in their purchase decision. The study was conducted through surveys of 101 respondents. The survey results are analysed using Regression. The study reveals that people are aware of digital channels despite their educational qualifications, customers prefer digital channels to buy any product they are looking for, and monthly income does not play a role in choosing to buy a kind product through digital marketing. Most people prefer to buy goods through digital channels, and the study found that purchase intentions through digital marketing emerge among people (CHERUKUR, 2020). (In 2021, Mary Maina.) Suggested an illustration to know the impact of digital marketing on purchase as a consumer behaviour among Kenyan youth. The aim of the study is to determine the effects of digital marketing on consumer purchases. The methods used for data collection were both quantitative and qualitative using questionnaires and conducting interviews respectively. 50 responses were obtained from the Google form distribution and interviews conducted for further outcomes were evaluated where the interviewees were e-commerce retail platforms. The results showed that 76.1% of young people are not influenced by Facebook advertising. While only 23.9% said yes, they are often influenced by Facebook ads. Which shows the kind of attitude young people have towards digital advertising. Therefore, the study concludes that digital marketing does indeed have a huge impact on consumer buying behaviour, however both consumer buying behaviour and digital marketing are constantly evolving and the factors that affect both variables are constantly evolving. (MAINA, 2021). (In 2021, Lyndon M. Etale¹, and Kendabie Gift Uranta².) Conducted this study to investigate the relationship between digital marketing and consumer buying behaviour patterns in fast food business enterprises in Yenagoa, Bayelsa State. They chose two dimensions of digital marketing which were social media marketing and email marketing were identified for the study to keep the scope of the study, and consumer loyalty was taken as a measure of customer behaviour pattern so that the study can ascertain the relationship between two the two dimensions. To progress the study, questionnaires were distributed from the administration of 200 copies of a questionnaire to a total of 200 respondents of customers of fast-food establishments in Yenagoa, Bayelsa State. The analysis of the responses received revealed that both digital marketing channels social media and email marketing have a direct correlation with customer loyalty. Therefore, the study concludes that digital marketing through the two channels has a direct positive relationship with consumer buying behaviour pattern. (Etale & Uranta, 2022). (In 2021, Zarina Tungushbayeva.) Conducted this study, to investigate the effects of digital marketing on consumer buying behaviour in Kazakhstan. The primary questionnaires were collected through a questionnaire survey and emails of

personal contacts in the two largest cities in Kazakhstan. Price, time management and convenience have all been cited as major factors influencing e-purchase behaviour. The results of the study show that obvious benefits have a positive effect on consumer's online buying behaviour. This indicates that the ability to obtain and read information about goods or services plays a significant role in creating a positive image for people who want to shop in less time as well as in a more comfortable manner (RESHMA & SIVANESAN, 2022). (In 2021, Sulaiman, Olusegun. Yusufu, Ojochenemi Sunday. Sadiq, Hajarat.) Proposed this study was conducted to: (i) investigate the impact of digital advertising platforms on customer buying behaviour in Lokoja metropolis; (ii) Determine how information on digital advertisements affects consumer buying behaviour in the Lokoja metropolis. The study used descriptive questionnaire design. The respondents of the study consisted of shoppers in Lokoja City shoppers who do online shopping. The population of Lokoja is 195,520 according to the 2006 census. Using the Yaro Yamani formula, 399 respondents responded to the survey. A simple random sampling technique was used to select consumer responses. Data were collected through structured surveys. Based on the summary of responses and data, the study concluded that there is a deep relationship between different digital advertising platforms and consumer buying behaviour, which implies that with increasing promotion of their products through Facebook, WhatsApp, Twitter etc. affected and products have been further supported. (Sulaiman, Yusufu, & Sadiq, 2021).

RESEARCH METHODOLOGY

This study is essentially a quantitative study, focusing on consumer perceptions and perceptions of digital marketing usage. The purpose of this study is to establish the effects of the independent variables on the dependent variables. The scope of our research was limited to several cities in the Kurdistan Region (Halabja and surroundings, Sulaimani province and surroundings). About 204 respondents were included in our questionnaire and their data were processed using simple random sampling. This method was appropriate for the distribution of condolence letters because the study was among citizens aged 18 to over 50 years. The questionnaire was spread through social media. The tool we used in our study to analyze and evaluate the data is the Statistical Package for Social Sciences (SPSS). SPSS was the tool we used to analyze the data obtained from the questionnaire, questions related to customer behaviour and questions related to each of the three main types of digital marketing.

Result

Table I descriptive statistic for demographic question

		N	%
Gender	male	45	22.1%
	female	159	77.9%
Age	18-25	172	84.3%
	26-35	24	11.8%
	36-45	5	2.5%
	46-55	2	1.0%
	above 55	1	.5%
Profession	Less that diploma	27	13.2%
	diploma	49	24.0%
	bachelor	124	60.8%
	master	2	1.0%
	Ph.D	2	1.0%
Income	below 250000	147	72.1%
	251000-500000	22	10.8%
	501000-750000	21	10.3%
	751000-1000000	8	3.9%
	above 1000000	6	2.9%

Table I explains descriptive statistics of the respondents in this study, which are categorized into different levels for each level of demographic questions gender, Age, profession, and income, of the contributors in terms of frequencies, and proportions are presented. According to the Gender, this table shows that most of the participants were female (77.9%) have bachelor's degrees (60.8%), and the most frequent age group was 18-25 years (84.3%), with the lowest income (72.1%).

Reliability Testing

The primary data for the study were gathered using a self-designed consistent questionnaire. To determine whether the questions in the questionnaire are reliable for the purposes of the study, SPSS Software was used for reliability testing. Cronbach's alpha was used by the researcher to test the data's reliability because it is one of the most important tools for determining the data's internal consistency. Cronbach data alpha was 0.979, indicating excellent data quality.

Correlation and Regression

The correlation analysis was used to determine the relationship between independent and dependent variables. Regression analysis is a statistical method for determining the relationship between one or more independent variables and the dependent variable (Ahmed & Aziz, 2021).

Table 2 Correlation matrix between the independent variable and dependent variable

Correlations			
	Mobile	Social Media	Customer Buyer
Email	.667**	.541**	.564**
Mobile		.582**	.467**
SocialMedia			.518**

***. Correlation is significant at the 0.01 level (2-tailed).

Table 2 revealed a substantial positive association between the independent variable (Email) and the dependent variable (Customer buying) (0.564), as well as a weak positive relationship between the independent variable (Mobile) and the dependent variable (Customer buying) (0.467). The independent variable (social media) and the dependent variable (customer buying) had a strong positive correlation (0.518).

Table 3 Simple Regression Analysis between the independent variable (Email) and dependent variable (Customer buying)

	Coefficients			Model Summary		Anova	
	B	t	p- value	R	R Squar-e	F	p- value
(Constant)	2.119	16.87	0.000	0.564	0.318	94.044	0.000
Email	0.403	9.698	0.000				

Table 3 demonstrated a favorable relationship between the dependent variable (customer buying) and the independent variable (Email). After the finding of a minor positive relationship between the dependent variable (Customer buying) and the independent variable (Email) and the results of Pearson's correlation analysis, it is critical to understand the prediction and influence rate of Email on Customer buyer in this study. The same table also displays the ANOVA table for

determining the goodness of fit for the explanatory variable (Email) on the responsevariable (Customer buying), indicating that the model is appropriate ($F=94.044$ and $P\text{-Value}=0.000$). The results of constant, Slope, t-value, and coefficient of determination are shown in the table above (R Square). The email regression coefficient (B) is 0.403, which suggests that rising one unit of email increases Customer buyer by 0.403. R Square denotes how much variance in the dependent variable is explained by the independent variable. Calculation of Coefficient (R^2) reveals that 31% of email variance is determined by the customer buying, with the rest variation attributed to other factors that influence customer buying.

Table 4 Simple Regression Analysis between the independent variable (Mobile) and dependent variable (Customer buying)

	Coefficients			Model Summary		Anova	
	B	t	p- value	R	R-Square	F	p- value
(Constant)	2.085	12.623	0.000	0.467	0.218	58.316	0.000
Mobile	0.371	7.504	0.000				

Table 4 demonstrated the positive association between the dependent variable (customer buying) and the independent variable (Mobile). After the finding of a minor positive link between the dependent variable (Customer buying) and the independent variable (Mobile) and the results of Pearson's correlation analysis, it is critical to understand the prediction and influence rate of Mobile on Customer buyer in this study. The same table also provides the ANOVA table for assessing the goodness of fit for the explanatory variable (Mobile) on the responsevariable (Customer buying), indicating that the model is appropriate ($F=58.316$ and $P\text{-Value}=0.000$). The results of constant, Slope, t-value, and coefficient of determination are listed in the table above (R Square). The mobile Regression Coefficient (B) is 0.371, which indicates that raising one unit of mobile increases Customer buyer by 0.371. The coefficient of determination (R Square) describes how much variation in the dependent variable can be attributed to the independent variable. According to the Coefficient of Determination (R^2), 21% of the variance in mobile is determined by the customer buying, with the remainder variation attributed to other factors that influence customer buying.

Table (5) Simple Regression Analysis between the independent variable (social media) and dependent variable (Customer buying)

	Coefficients			Model Summary		Anova	
	B	t	p-value	R	R Square	F	p-value
(Constant)	1.980	12.635	0.000	0.518	0.268	73.91	0.000
Social Media	0.420	8.598	0.000				

The positive connection between the dependent variable (customer buying) and the independent variable was shown in Table 5. (Social media). Following the discovery of a minor positive relationship between the dependent variable (Customer buying) and the independent variable (social media) and the results of Pearson's correlation analysis, it is critical to understand the prediction and influence rate of Social media on Customer buyer in this study. The same table also displays the ANOVA table for determining the goodness of fit for the explanatory variable Social media on the response variable (Customer buying), indicating that the model is appropriate (F=73.91 and P-Value=0.000). The results of constant, Slope, t-value, and coefficient of determination are shown in the table above (R Square). The social media regression coefficient (B) is 0.420, which suggests that raising one unit for social media would increase customer buyer by 0.420. R Square denotes how much variance in the dependent variable is explained by the independent variable. According to the coefficient of determination (R²), 26% of the variance in social media is determined by the customer buying, with the rest variation attributed to other variables influencing customer buying.

Table 6 Forward Multiple Regression Analysis between the independent variables email, social media and dependent variable Customer buying

	Coefficients			Model Summary		Anova	
	B	t	p-value	R	R Square	F	p-value
(Constant)	1.694	11.154	0.000	0.618	0.382	62.002	0.000
Email	0.287	6.077	0.000				
Social Media	0.244	4.556	0.000				

Table 6 demonstrated a high positive correlation (0.618) between the independent variables and the dependent variable from Pearson's correlation analysis; it is critical to understand the prediction and influence rate email, social media, on customer buying. The same table also presents the ANOVA table for

assessing the goodness of fit for all two explanatory variables (Email, social media) on the response variable (Customer buying), indicating that the model is appropriate ($F=62.002$ and $P\text{-Value}=0.000$). The results of constant, Slope, t- value, and coefficient of determination are shown in the table above (R Square). The regression coefficient (B) for email is 0.287, which implies that raising one unit for email increases the consumer buying by 0.287 through current social media. The Regression Coefficient (B) for social media is thus 0.244, which suggests that raising one unit for social media increases the customer buying by 0.244 via current social media. Determination of Coefficient (R^2) shows that these two independent variables, including email and social media, account for 38% of the variance in customer buying, with the remaining variation attributed to other factors influencing customer buying.

CONCLUSION

The results of our study identified the factors that affect customers' digital buying behavior in which three types of digital marketing are discussed to assess the role of each separately on customer buying behavior. We found that each of the three types of digital marketing separately has a role in customer purchases. However, after studying all three types of digital marketing together, we found that two types of digital marketing (social media marketing, and email marketing) have an impact on customer purchases and further encourage people to shop digitally. Through the questions we have asked, you can see that digital marketing plays a good role and encourages people to buy more which can tell us that people are gradually turning to the digital market to replace the traditional market. However, customer buying behavior and the digital marketplace in all three forms are constantly evolving and changing, thereby evolving the factors that affect the two and their changes.

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