

The relationship between online marketing and consumer behavior: A Qualitative study of online marketing in Kurdistan

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Abstract— *The main aim of this study is to examine the relationship between online marketing and customer behavior in Kurdistan. Qualitative method employed to analyze the relationship between online marketing and customer behavior in Kurdistan. We were able to carry out 10 interviews with different people and in different places in Erbil city. The findings showed that there are many barriers in Kurdistan that keep customers away from online marketing, one of the most important barrier is currently there is not method of payment or there is no safe method of payment to allow us to purchase online, moreover most of businesses are too slow in delivery products or sometimes they are delivering wrong products, or may be broken products, especially when it comes to clothes, most of the time they are delivering different size or different color than the one ordered and High cost shipping could be one of the main reason customers usually ignore purchasing online, most of time the shipping price is almost the same with the product price, or when they add shipping price it will be higher than product in the market.*

Keywords— *Online marketing, customer behavior, Erbil, Kurdistan.*

I. INTRODUCTION

Online marketing is vital for any marketing action that is accompanied by using internet. According to Chong, et al. (2018) online marketing could be basically defined as attaining marketing goals by implementing numerical technologies. Customers purchasing is changing by internet usage, and has quickly developed into a worldwide phenomenon. Businesses are utilizing the Internet to distribute, connect and transfer information, to purchasers of the service or the product, to get response or certain reaction and also to measure consumer satisfaction level. Purchasers utilize the Internet not only to purchase service and products, none the less additionally to compare product

and service features and price. Several specialists are positive regarding the view of online marketing. It is the submission of Internet and associated digital technologies in combination with traditional marketing to attain marketing goals. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking. In order to win customers in the online market place, where all the competitors and their products are readily accessible, companies require a comprehensive understanding of their customers. Online marketing has faced challenges in pointing customers' expectations and needs and using the abilities of this situation to the supreme. Most customers when they are purchasing online service or products are behaving differently and additionally they have extra cultural and fancy requirements and demands. Online marketing has been counted as a modern statement of marketing and presented better chances for businesses. Online marketing actions carried out by digital marketing channels allow marketers to straight connect and interact with purchasers on daily bases, no matter the location of the purchasers, still online marketing facilitate the communication between purchaser and business. The online marketing and particularly online life advertising has radically changed the customer conduct and marketing technique. Web-based social networking is a way to impart with respect to specific products or administrations of a specific brand on its web based life page. Internet based life clients for the most part have a place with the youthful or young side as opposed to business and expert individuals. The web based life is one of the online marketing apparatus which draw in or catch an extensive variety of buyers. It's a way for customers to impart with respect to item or administrations on the web. Olson, et al. (2018) characterizes customer conduct that the basic leadership is the social comprehension towards the buy of the item. He more characterized customer as the

issue solver. Purchaser conduct requires the time and consideration of the item towards the items that influences them to buy based on their choice and goal towards buy. Other than this, the creator shared the three-level that affects the basic leadership of the purchaser. The level that impacts the conduct of the buyer is broad critical thinking, routinized conduct reaction, and constrained critical thinking.

Statement of the Problem

Effective and efficient of online marketing interactions affect purchasers' behavior regarding of buying regularly and common visits to online markets. This creates the problem of determining the influence of effective and efficient interaction via online marketing with purchasers, and purchasers' behavior in this regard. Today, since online marketing considered as a new marketing method in Kurdistan, therefore many businesses faces challenges in terms of customers' behavior towards online marketing.

Purpose

The main purpose of this study is to investigate the relationship between online marketing and customer behavior in Kurdistan.

Research objectives:

- To determine the main barriers that keep customers away from shopping online.
- To determine the crucial factors that influence customers' decision making in the final selection of the product.
- To determine factors that stimulate customers from purchasing products that they don't need.

Research Questions:

1. What are the main barriers which keep customers away from shopping online?
2. What are the crucial factors which influence customers' decision making in the final selection of the product?
3. What factors will stimulate customers from purchasing products that they don't need?

II. LITERATURE REVIEW

Online marketing

In view of Mackey, et al. (2018), we can state that "Marketing is the administration procedure in charge of distinguishing, envisioning and fulfilling client necessities gainfully". They characterize online marketing as marketing of merchandise and enterprises done through electronic device. In their examination, they discovered that E-marketing is the eventual fate of globalization and online marketing industry (Bhowmik & Bag, 2017). Study

demonstrated that online informal exchange has incredibly affecting on shopper buy conduct and choice. "Online marketing is any methods you use to advertise your business on the web." It is the significant plat-shape on which the purchasers and merchants convey through electronic media (Padon, et al. 2017). It has bit by bit expanded shopper's basic leadership control by looking definitely into the advancements, item relevance and variety of various administrations and items. Online marketing is otherwise called online marketing and online marketing publicizing. Associations contact clients to convey special messages by utilizing online marketing. The utilization of different online structures, for example, publicizing pennants, pop-ups, online daily papers, magazines and interpersonal organizations empower associations to acquaint their items with online clients over the globe. Internet business produces a considerable measure of advantages to the merchant (Haq, 2017). According to Salamah, (2017), online marketing can be defined as the marketing gives appropriate brand esteem and brand mindfulness for a specific brand". Without a doubt, the Internet decreases costs from multiple points of view. Intuitive site diminish individual offering costs, online marketing based shopping center supplant retail outlets, diverse business materials as indexes can be changed into an electronic shape killing printing costs (Kaur & Singh, 2017). "Since clients bargain straightforwardly with dealers, e-marketing frequently brings about lower costs and enhanced efficiencies for channel and coordination capacities, for example, arrange preparing, stock taking care of, conveyance, and exchange advancement" (Mata & Quesada, 2014). Online marketing intends to demonstrate flag from the organization on the site page from another organization. What began with common standards turned out to be more grown these days? Close to standards likewise layer-promotions, interstitials and recordings are utilized to stand out enough to be noticed on outside sites. Execution marketing comprises of measures whose question is to get a quantifiable response of costumers, e.g.: tap on a standard; buy an item or enrollment on a site. The primary objective is an abnormal state of cooperation with clients, to impact their blueprints (Halaj, et al. 2018). Internet searcher marketing is a piece of online marketing and incorporates all measures to procure clients on premise of online marketing based looking devices. In light of Google's approach to introduce indexed lists, online marketing turned out to be more perplexing (Quilumba, et al. 2015).

Customer behavior

Indeed, even the online marketing has been quickly grown, particularly in customer merchandise industry; however there still has a major distinction amongst customary and online shopper (Han, et al. 2016). Today, it is the most difficult undertaking for the associations to know their clients, when purchasers are acquainted with new innovations their conduct changes. An extraordinary measure of studies has analyzed online buyer conduct. An ongoing examination bolsters that it is exceptionally hard to comprehend the online purchaser conduct as every day organizations and the advertising place is being changed has likewise inspected if the passionate reactions to a site may influence clients to visit the site once more (Jerath, et al. 2015). Customer behavior of an individual assumes a transcendent part in the purchaser conduct by and large and among the adolescent specifically. Customer behavior marketing is a procedure of building up connections between items offered in the market and focused on customer behavior gatherings. Purchasing behavior conduct, thought processes and goal alongside the disposition of the online purchasers is inside the hypothetical develops of the Theory of Reasoned Action. The Theory of Reasoned Action (Kim, 2015), looks at the connection amongst states of mind and future expectation to take an interest in these purchasing practices. The practices include: when they tap on standard promotions, reaction to email notices, manner by which item data is looked utilizing web indexes and inside the webpage, utilization of comparison motors, consideration and time to client survey and response toward them, item bushel, online help administrations, utilization of email benefit, criticism shape, checkout. Understanding the components of virtual shopping and the conduct of the online shopper is a need issue for professionals contending in the quick extending virtual commercial center. This theme is likewise progressively drawing the consideration of scientists. Characteristic of this is the way that in excess of 94 applicable scholarly papers were distributed in alone. Understanding the obtaining conduct is fundamental when endeavoring to accomplish proficient choices with respect to the marketing blend (Echchakoui, 2016). According to Kaur& Singh, (2017),stated this had turned into a central component in numerous marketing programs inside the scholarly world and that it has establishes particularly in the sociologies, for example, brain science, human science and financial aspects. Purchasers' shopping propensities have changed over the previous decade. The utilization of advanced innovation to research, peruse and buy has gone from fragment particular or sporadic to standard. The relationship showcasing writing proposes that shopper

attributes, e g., sociological introduction, assumes a critical part in a customers' affinity to participate in the Internet exchanges (Padon, et al. 2017). The retailing writing likewise proposes that buyer qualities are imperative markers of the likelihood of settling on buy choices on the Internet. Customer behavior as per Quilumba, et al. (2015), is the procedure in which people and gatherings are influenced when they assess, get, utilize or discard merchandise, administrations or thoughts. Buyer and customer are imperative to the undertaking for the way that in numerous events it happens that buyer is additionally the purchaser, yet it is realized that buy is frequently directed by the people who does not mean to devour the result of advantage of the administration.

III. METHODOLOGY

Qualitative method employed to analyze the relationship between online marketing and customer behavior in Kurdistan. Eight questions were prepared by the researcher to examine the relationship between online marketing and customer behavior. We were able to carry out 10 interviews with different people and in different places in Erbil city. However, the challenge was of choosing the right person as interviewee, since most of people did not purchase any products online. The researcher was able to carry out 10 interviews by asking them eight different questions regarding the online shopping.

IV. ANALYSIS AND RESULTS

We have carried out 10 interviews with random online purchasers. The researcher created eight different questions concerning the relationship between online marketing and customer behavior. According to the interview questions and answers, the following results have been found:

First question: according to the first interview questions which stated the main barriers that keep customers away from online marketing, the following results have been found;

As for first interviewee stated and claimed concerning the main barriers that keep customers away from online marketing as follow:

“ In my personal point of view, I believe there are many barriers in Kurdistan that keep us away from online marketing, one of the most important barrier is currently there is not method of payment or there is no safe method of payment to allow us to purchase online”.

As for second interviewee stated and claimed concerning the main barriers that keep customers away from online marketing as follow:

"I think that the main barrier of not purchasing online is method of payment, most of us don't have bank account or a credit card, this could be the essential barrier to not let me purchase any products or service online, however this is not only barrier, there is another barrier as well which is lack of trust, we don't trust most of businesses here in Kurdistan when it comes to online marketing"

As for third interviewee stated and claimed concerning the main barriers that keep customers away from online marketing as follow:

"based on my personal experience on online shopping, most of businesses are too slow in delivery products or sometimes they are delivering wrong products, or may be broken products, especially when it comes to clothes, most of the time they are delivering different size or different color than the one ordered"

As for fourth interviewee stated and claimed concerning the main barriers that keep customers away from online marketing as follow:

"High cost shipping could be one of the main reason I usually ignore purchasing online, most of time the shipping price is almost the same with the product price, or when they add shipping price it will be higher than product in the market"

As for fifth interviewee stated and claimed concerning the main barriers that keep customers away from online marketing as follow:

"The essential barrier in purchasing online, is refund policy, most of the businesses do not have any refund, even when you receive broken products or wrong product still you have to keep it, beside this barrier, I think there is another important barrier to be considered, which is bank account, or method of payment, we are facing huge challenges in paying for certain product online"

As for seventh interviewee stated and claimed concerning the main barriers that keep customers away from online marketing as follow:

"lack of warrantee on the product keeps us away from online marketing, almost none of the online shopping provide warrantee with their products"

As for eighth interviewee stated and claimed concerning the main barriers that keep customers away from online marketing as follow:

"In my opinion, the major barrier in online marketing, is method of payment, without having a credit card or bank account, you will not be able to purchase any products online"

As for ninth interviewee stated and claimed concerning the main barriers that keep customers away from online marketing as follow:

"I believe the main barrier in online marketing, is being unable to create PayPal account, since almost all businesses are required to do payment through PayPal account, although some businesses are allowing to purchase their products via credit card or bank account, but in this case safety and security issue will be the main barrier to purchase in online marketing"

As for tenth interviewee stated and claimed concerning the main barriers that keep customers away from online marketing as follow:

"I believe most of people don't purchase any products from online marketing due to lack of trust of the product and company, moreover method of payment will considered another barrier while purchasing online product"

Second question: according to the second interview questions which stated that what are the crucial factors which influence customers decision making in the final selection of the product, the following results have been found;

As for first interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

"I believe that the crucial factors which influence customers decision making in the final selection of the product is when I find the best price for my product"

As for second interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

"I think that the crucial factors which influence customers decision making in the final selection of the product is when the product is not available in the marketplace"

As for third interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

"In my personal view the crucial factors which influence customers decision making in the final selection of the product is when I find review on that product which I am willing to purchase"

As for fourth interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

"according to my opinion, I think the crucial factors which influence customers decision making in the final selection of the product is when I find good quality of the product that I am willing to purchase"

As for fifth interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

" I think the crucial factors which influence customers decision making in the final selection of the product is when I find positive comments and positive review about the product that I am willing to purchase".

As for sixth interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

" I believe that the crucial factors which influence customers decision making in the final selection of the product is when I find Price comparison available for the product that I am willing to purchase".

As for seventh interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

" I think that the crucial factors which influence customers decision making in the final selection of the product is when I find cheaper than the marketplace, but of course cheaper including shipping".

As for eighth interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

" I believe that the crucial factors which influence customers decision making in the final selection of the product is when I find reasonable price of the product that I am willing to purchase also the product is not available in the market".

As for ninth interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

" I think that the crucial factors which influence customers decision making in the final selection of the product is when I find a good quality of the product with reasonable price including delivery cost".

As for tenth interviewee stated and claimed concerning the crucial factors which influence customers' decision making in the final selection of the product as follow:

" I believe that the crucial factors which influence customers decision making in the final selection of the product is when I find a product doesn't exist in the market".

Third question: according to the second interview questions which stated that How do you find the specific electronics product fitting to you own needs, the following results have been found;

As for first interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

" I find the specific electronics product that fit my needs and I am looking for to purchase, by recommending from online stores".

As for second interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

" I find the specific electronics product that fit my needs and I am looking for to purchase, by searching for popular online marketing for example eBay".

As for third interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

" I find the specific electronics product that fit my needs and I am looking for to purchase, by using social media as tool for finding product to purchase".

As for fourth interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

" I find the specific electronics product that fit my needs and I am looking for to purchase, by comparing the price with the real market, if I find it cheaper price then I will purchase it from online stores".

As for fifth interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

" I find the specific electronics product that fit my needs and I am looking for to purchase, by visiting online shopping for example Kurd shop".

As for sixth interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

" I find the specific electronics product that fit my needs and I am looking for to purchase, by searching for a good quality of product".

As for seventh interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

" I find the specific electronics product that fit my needs and I am looking for to purchase, by comparing the price, usually if the price is less than price of the market, at that time I will proceed to buy the product online".

As for eighth interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

" I find the specific electronics product that fit my needs and I am looking for to purchase, by reviewing online"

stores comments and feedback, if I find positive feedback and comments regarding the online store in this case I would purchase my product from that online store”.

As for ninth interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

“ I find the specific electronics product that fit my needs and I am looking for to purchase, by comparing the online price with the price available in the market”.

As for tenth interviewee stated and claimed concerning the How do you find the specific electronics product fitting to you own needs as follow:

“ I find the specific electronics product that fit my needs and I am looking for to purchase, by searching in Kurd shop as the main and trusty online store in Kurdistan”.

Fourth question: according to the second interview questions which stated that How do you find the specific electronics product fitting to you own needs, the following results have been found;

As for first interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from Facebook friends”.

As for second interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from online advertisement”.

As for third interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from family.

As for fourth interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from friends.

As for fifth interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from friends.

As for sixth interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from friends”.

As for seventh interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from social media”.

As for eighth interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from friends”.

As for ninth interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from social media”.

As for tenth interviewee stated and claimed concerning the getting the thought of purchasing certain electronics product through an online store as follow:

“ I got the idea of purchasing electronics product in the online stores from online advertisement”.

Fifth question: according to the second interview questions which stated that what types of products that customers are buying online, the following results have been found;

As for first interviewee stated and claimed concerning the type of product that customers are buying online as follow:

“ I purchase clothes from online stores”.

As for second interviewee stated and claimed concerning the type of product that customers are buying online as follow:

“ I purchase cosmetics from online stores”.

As for third interviewee stated and claimed concerning the type of product that customers are buying online as follow:

“ I purchase clothes from online stores”.

As for fourth interviewee stated and claimed concerning the type of product that customers are buying online as follow:

“ I purchase watches from online stores”.

As for fifth interviewee stated and claimed concerning the type of product that customers are buying online as follow:

“ I purchase electronic products from online stores”.

As for sixth interviewee stated and claimed concerning the type of product that customers are buying online as follow:

“ I purchase electronic products from online stores”.

As for seventh interviewee stated and claimed concerning the type of product that customers are buying online as follow:

“ I purchase electronic products from online stores”.

As for eighth interviewee stated and claimed concerning the type of product that customers are buying online as follow:

"I purchase clothes from online stores".

As for ninth interviewee stated and claimed concerning the type of product that customers are buying online as follow:

"I purchase electronic products from online stores".

As for tenth interviewee stated and claimed concerning the type of product that customers are buying online as follow:

"I purchase watches from online stores".

Sixth question: according to the second interview questions which stated that when the customers are not purchasing online even if they have willingness and they wanted the product from online, the following results have been found;

As for first interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if the bad manner seller".

As for second interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if I see negative and bad comments from other people online regarding that product or that online store".

As for third interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if the store does not have return or refund policy".

As for fourth interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if the bad manner seller".

As for fifth interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if I see negative and bad comments from other people online regarding that product or that online store".

As for sixth interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if the store does not have return or refund policy".

As for seventh interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if the bad manner seller".

As for eighth interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if I see negative and bad comments from other people online regarding that product or that online store".

As for ninth interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if the store does not have return or refund policy".

As for tenth interviewee stated and claimed concerning when the customer is not purchasing online even if they have willingness and they wanted the product from online as follow:

"I would give up from online shopping even if I like the product and I have willingness to purchase in case if the bad manner seller".

Seventh question: according to the second interview questions which stated that What factors will stimulate customers to purchase products that they don't need, the following results have been found;

As for first interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing sales promotion on that product".

As for second interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing bidding on that product".

As for third interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing holiday discount in limited time".

As for fourth interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing discount on that product and is cheaper comparing with the market".

As for fifth interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing sales promotion on that product".

As for sixth interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing bidding on that product".

As for seventh interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing holiday discount in limited time".

As for eighth interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing discount on that product and is cheaper comparing with the market".

As for ninth interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing sales promotion on that product".

As for tenth interviewee stated and claimed concerning factors will stimulate customers to purchase products that they don't need, as follow:

"I would purchase some products from online even if don't need that product in case of the online store is providing bidding on that product".

Eight questions: according to the second interview questions which stated that which factors will block customers to purchase online, the following results have been found;

As for first interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

"one of the main element that block me as customer to buy online is personal information easily to be disclosed".

As for second interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

"one of the main element that block me as customer to buy online is I am afraid of buying the fake product".

As for third interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

"one of the main element that block me as customer to buy online is delivery is too slow".

As for fourth interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

"one of the main element that block me as customer to buy online is the online store does not have refund or return policy".

As for fifth interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

"one of the main element that block me as customer to buy online is personal information easily to be disclosed".

As for sixth interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

"one of the main element that block me as customer to buy online is I am afraid of buying the fake product".

As for seventh interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

"one of the main element that block me as customer to buy online is delivery is too slow".

As for eighth interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

"one of the main element that block me as customer to buy online is the online store does not have refund or return policy".

As for ninth interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

"one of the main element that block me as customer to buy online is personal information easily to be disclosed".

As for tenth interviewee stated and claimed concerning factors will block customers to purchase online, as follow:

“one of the main element that block me as customer to buy online is I am afraid of buying the fake product”.

V. CONCLUSION

The main aim of this study is to examine the relationship between online marketing and customer behavior in Kurdistan. The researcher carried out ten interviews with different interviewee, to measure the relationship between online marketing and customer behavior. Three main research questions were addressed for the purpose of measuring this relationship, the results showed the followings: concerning first research questions which stated that “what are the main barriers which keep customers away from shopping online?” The findings showed for the first research question that customers believe there are many barriers in Kurdistan that keep customers away from online marketing, one of the most important barrier is currently there is not method of payment or there is no safe method of payment to allow us to purchase online, moreover most of businesses are too slow in delivery products or sometimes they are delivering wrong products, or may be broken products, especially when it comes to clothes, most of the time they are delivering different size or different color than the one ordered and High cost shipping could be one of the main reason customers usually ignore purchasing online, most of time the shipping price is almost the same with the product price, or when they add shipping price it will be higher than product in the market.

Concerning the second research questions which stated that “What are the crucial factors which influence customers’ decision making in the final selection of the product?”, the findings showed that The crucial factors which influence customers decision making in the final selection of the product is when customers find the best price for their product, when the product is not available in the marketplace, when customers find review on that product which they are willing to purchase, when the customers find good quality of the product that they are willing to purchase, when the customers find positive comments and positive review about the product that they are willing to purchase and when the customers find Price comparison available for the product that they are willing to purchase.

Concerning the second research questions which stated that “What factors will stimulate customers from purchasing products that they don't need?”, the findings showed that there are many factors that influence customers to purchase online, for example, when the online store is providing sales

promotion on that product, when the online store is providing bidding on that product, when the online store is providing holiday discount in limited time, and when the online store is providing discount on that product and is cheaper comparing with the market.

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