DIFFERENCE OF USING INTERNET BETWEEN KURDISTAN AND UNITED KINGDOM

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Abstract— This research study aims to investigate the impact of culture on mobile phone purchasing. In order to do so, two culturally diametric countries: Kurdistan region and United Kingdom have been selected for the purpose of case study and main focus of this research was set to examine the area of consumers' perception and using behavior of the mobile phone and their relation to the purchasing patterns of such product. In the first stage of the research, quantitative data has been collected through the survey, by using self- administered questionnaire. 'In the second stage of the research, data has been collected through semi-structured interviews by online in order to enhance and elaborate our understanding on the area study.

The findings show that culture can impact on the mobile phone purchasing on their perceptions and understandings of the mobile phones. As a result of this impact, a different purchasing pattern has emerged between consumers in Kurdish and consumers in the UK on mobile phones purchasing. These findings have implied that the international mobile manufacturers and operators in designing and marketing of their products in these two countries should apply different strategy on their consumer's behavior.

Index Terms— Mobile Marketing, Consumer Behavior, Culture Impact, Internet.

I. INTRODUCTION

This research is organized into four chapters. The first chapter introduces the research methodology by giving the background information on the research problem and importance, Research objective, Research model and Research population and Sample. The second chapter deals with the theatrical section on the research problem and concept with specific reference it applies to the culture on mobile purchasing. The third chapter presents the data collection and result of questions and findings on the practices and impact of the culture on the mobile phone purchasing and comparison between Kurdish and British consumers. The last chapter presents the conclusions drawn from the research analysis and findings.

II. RESEARCH METHODOLOGY

This chapter summarizes the background of the research by discussing research problem, its importance, hypothesis, objectives, method and sample.

A. Research Problems and Importance

1) Research Problem

Concerned with the impact of culture on mobile phone purchasing pattern and to understand what purchasing pattern the Kurdish and British consumer in purchasing a mobile phone the following questions which represent the problems of this research need to be answered:

1. What are the crucial relationships between culture and mobile phone purchasing, in other word, how culture impact on mobile phone purchasing in Kurdistan region and British?

2. How the consumer behavior from various cultures influence on mobile phone purchasing?

Finally, we can modify the problems of this research to be more accordance with research title as the following:

Consider the difference of culture, are there any difference between Kurdish and British consumer in mobile phone.

2) Research Importance

The importance of this research can be defined according to the following points:

1. This project considers providing a new insight and useful knowledge for mobile manufactures and operators from both countries.

2. This study provides different marketing approaches in an across cultural context by examining consumer behavior from both states.

3. The finding and results that the investigator achieves will identify the relationship between culture diversity and mobile purchasing.

B. Research Objectives:

This research has set the following objectives.

1. To examine whether cultures impact mobile phone purchasing.

2. To identify social meaning of the mobile phone within different societies.

3. To compare varies culture and their influence on mobile purchasing.

4. To investigate the relations between cultures and consumer behavior.

5. To evaluate consumer behavior from both countries (KRG and UK).

C. Research Hypothesis:

According to the research problem and objectives we can determine the basic hypothesis of this research as a following:

The impact of Different in culture between UK and Kurdish consumer lead to significant differences their purchases behavior toward mobile phone.

Thus, we will use scientific steps to test the above hypothesis which will describe in the following section.

D. Research Model

1. Design required the questioner.
2. Distribution the design questioner to selected UK consumer by using the internet.
3. Distribution the design questioner to selected Kurdish consumer by using the face to face interview.
4. Collect the data from the distribution questioner result.
5. Analysis gathering data and make find finding.
6. Accept or reject the research hypothesis according to final finding.

E. Research Sample:

In this research, we select the sample size at 400 respondents, 200 from Kurdistan region and 200 from UK respondents. The sampling unit is both male and female who have mobile phone. In this research will be emphasize on the educated and employees' people because they are group who use mobile phone and easy to find.

III. THEORETICAL SECTION

This chapter summarizes the most important section in this research, which included the Mobile Marketing, Consumer Behavior, Concept of Culture, purchasing and Social Mobile Phone.

A. Mobile Marketing

Mobile marketing is the trend of companies to use mobile devices rather than traditional advertising venues to reach their consumers. Mobile marketing use is on the rise and that trend can be traced to the increase in the use of mobile devices. Cell phones, smart phones, notebooks, and tablets as well as I-pods are all devices that are being used by increasingly large numbers of people. These devices are used by a large range of ages and socio-economic groups. Because of the diversity of individuals using mobile devices it makes sense that mobile marketing allows advertiser's access to a large group of potential consumers.

Mobile marketing can take many forms including email messages, text messages, banner ads on websites, and social media are just a few. Text messages are an effective method of mobile marketing especially if you are offering a short-term discount or coupon. It can be easy to just delete an email without paying too much attention but when the first thing a consumer sees is the word free or coupon they tend to read on. The current offer may or may not result in a sale but it does put the advertiser on the radar of the consumer. Text messages are not expensive for the company and as a consumer you can opt out of receiving the messages if they are not something you are interested in.

Many of the cell phones that are in use have the capability of receiving email as well as text messages. Email is another inexpensive choice for advertisers using mobile marketing. Email can be sent out to large mailing lists with very little effort involved. Most important in the use of email marketing is a hook that engages consumers. Email accounts are inundated with spam and as a result caution is required to ensure that your emails are being read. Even a small effort is time and money wasted if the emails are deleted without being read. An email is more likely to be opened and read if the subject line reaches the reader personally. There for the advertiser needs to take care with that initial line that the consumer will see. If interest is triggered at that point then they will probably read the mail. This can be the first step in getting a response from the consumer. The mobile marketing email is likely to contain a link to a website. If you can get the reader to click that link you have achieved some success.

B. Consumer Behavior

The term consumer behavior is defined as the behavior that consumer display in searching for, purchasing, using, evaluating, and disposing of products and service that they expect will satisfy their needs. Consumer behavior focused on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related times. That include what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase. The impact of such evaluations on future purchases, and how they dispose it.

To define consumer behavior: it is the study of consumers and the processes they use to choose use (consume), and dispose of products and services. A more in-depth definition will also include how that process impacts the world. Consumer behavior incorporates ideas from several sciences including psychology, biology, chemistry and economics.

All marketing decisions are based on assumptions and knowledge of consumer behavior, (Hawkins and Mothers Baugh, 2007). Researching consumer behavior is a complex process, but understanding consumer behavior is critical to marketers-they can use it to:

1. Provide value and customer satisfaction.
2. Effectively target customers.
3. Enhance the value of the company.
4. Improve products and services.
5. Create a competitive advantage
6. Understand how customers view their products versus their competitors' products.
7. Expand the knowledge base in the field of marketing.

Consumer behavior as defined by Engel, Blackwell and Minard (1978) is those activities Directly involved in obtaining, consuming, and disposing of products and services including the decision processes that precede and follows these actions." Therefore, consumer behavior is to study the patterns

on how, what, when and why people buy the product as they do. Thus, it is about to make an attempt to understand consumers' buying decision making processes. It usually 'starts 'with 'searching 'to 'understand 'the 'individual 'buying 'behavior, 'and 'then extending it to the groups. (people who have a similar buying pattern can normally result in forming 'a 'group) 'These 'patterns 'are 'very 'complex, 'affected 'by 'many 'factors 'such 'as Consumers' 'perceptions, 'attitudes 'and 'understandings 'of 'a 'given 'product 'based 'on 'their Educational background, societal roles, 'financial situation and what is 'more importantly, social 'and 'cultural 'environment. 'Here, 'culture 'comes 'in 'to 'play 'an 'important 'role 'as 'a powerful influencer on the consumer consumption due to the fact that no-one in the human society can be isolated from the environment they live in. Thus, there is a need to study how the culture influences the consumer behavior and that is the purpose of this project.

C. Concept of Culture

1) Culture and Its Components

Culture can have a profound effect on consumer behavior and impact how a product is purchased, in this sense, culture is defined as the distinct way people' experiences, customs and beliefs define how they behave.

There are generally three components of a culture:

1. A belief is a proposition that reflects a person's particular knowledge and assessment of something.

2. Value is general statement that guide behavior and influence beliefs.

3. Custom are modes of behavior that constitute culturally approved ways of behaving in specific situation.

2) Culture as an Influence on Consumer Behavior

Culture is considered an external factor influencing consumer behavior. Since different culture have difference value. They will have different buying habit. Values and customs of the targeted culture.

3) Hofstede's Cultural Dimensions

There are numerous definitions of culture but for the purpose of this paper, culture is identified as the "collective mental programming" of people in an environment (Hofstede, 1980). Hall (1976) stated that culture is not genetically inherited, and cannot exist on its own, but is always shared by members of a society and is identified as a societal level construct. However, it certainly has implication for individual behavior (Hofstede, 2001). Hofstede (1997) has also stated that culture influences an individual's behavior through the manifestations of values, heroes, rituals and symbols. Hence, an individual's behavior is a result of that individual's cultural value system for a particular context which are changed and developed over time (Luna and Gupta, 2001).

1. Power/Distance (PD) – This refers to the degree of inequality that exists – and is accepted – among people with and without power.

2. Individualism (IDV) – This refers to the strength of the ties people have to others within the community. A high IDV score indicates a loose connection with people.

3. Masculinity (MAS) – This refers to how much a society sticks with, and values, traditional male and female roles.

4. Uncertainty/Avoidance Index (UAI) – This relates to the degree of anxiety society members feel when in uncertain or unknown situations. High UAI-scoring nations try to avoid ambiguous situations whenever possible.

5. Long Term Orientation (LTO) – This refers to how much society values long-standing – as opposed to short term – traditions and values. This is the fifth dimension that Hofstede added in the 1990s after finding that Asian countries with a strong link to Confucian philosophy acted differently from western cultures.

D. Purchasing

The activity of acquiring goods or services to accomplish the goals of an organization. The major objectives of purchasing are to (1) maintain the quality and value of a company's products, (2) minimize cash tied-up in inventory, (3) maintain the flow of inputs to maintain the flow of outputs, and (4) strengthen the organization's competitive position. Purchasing may also involve (a) development and review of the product specifications, (b) receipt and processing of requisitions, (c) advertising for bids, (d) bid evaluation, (e) award of supply contracts, (f) inspection of good received, and (g) their appropriate storage and release

E. Social Mobile Phone

Mobility has contributed tremendously to the high rate of mobile phone usage in this generation. Mobile phone device has become one of the most common communications tools being used by both young and old. Everyone seems to own a mobile phone now. It may even be "weird" to meet a person who does not own a mobile phone device. In every document now, a person has to fill, there is a column instructing one to fill in their mobile phone number.

Personally, it is been over a decade since I began using a mobile phone. During that time, I was in the University studying for my first degree in Africa. It was not only a fantasy to own one piece of mobile phone at the time; the device was very convenient as it kept one in touch with close relatives and friends. Using a mobile phone became more convenient because I was several miles away from home. This meant that with the help of the device, I didn't have to wait so long before communicating with my parents and friends back home. Owning a mobile phone then was not only a luxury, but a great necessity. In Africa, there were other incidences where people who didn't own a mobile phone may have to walk to a nearby house or to their friends with mobile phone, while they wait for their relatives elsewhere to call them through it. The device was a great necessity.

But the times are changing. Not long ago, I escorted a relative to a take a plane at Schiphol airport in the Netherlands. On our way to Schiphol, we passed through The Hague Holland spoor to pick a speed train to avoid delay as it was a very busy Monday morning. As expected, the train station was heavily crowded with people who were in a hurry to work,

school or perhaps travelling. After waiting for some few minutes, the train finally arrived. As we both went on board the train, we were joined with other passengers. While on the train, I realized the train was almost full, but I managed to secure one vacant seat for this relative while I stood close to the stairs at the entrance of train. When the train took off, there were several people also standing close by because there was no vacant seat to sit on. In spite of the fact that there were so many people on board the train at the section where I stood, I noticed it was still very quiet, you could only hear the sound of the moving train and not the voices of the people within. As the train moved along, I found something rather interesting. Most of those who stood close by me had their mobile phones in their hands as they fidgeted with it. Some were listening to music, others were browsing the internet, text chatting, playing a game, whatsoever. I observed that almost three fourth of those standing close by were doing something with their phones. They gave a 100 percent of their attention to their mobile phone device and ignored the people standing by them. Again, a greater percentage of these people fidgeting with their phones were men, with no rings on their fingers, although some wore marriage rings. I found this attitude strange but perhaps repulsive. I asked myself one simple question, why are these passengers not interested in the people around them? Why are they not observing what is happening around them? Why are these people so busy with their phones? Is the phone more important than the people around them? If a terrorist was on board the train, would they notice as they seem so engrossed with their phones? I wondered. Gone were the days, when people were so much interested in knowing what is happening around them. When people deeply cared to know what others are doing, where they are going, or if they are alright? People cared about one another deeply, irrespective of their class, race or culture.

IV. DATA COLLECTION AND ANALYSIS

A. Data Collection

In this research, 400 respondents, 200 from Kurdistan region and 200 from United Kingdom respondents. The sampling unit is both male and female who have mobile phone. 400 participate answer the all of the questions according following tables and figures:

Section A:

Which include (8) questions related to Nationality, Sex, Age, No of Children, Education, Level, Occupation and Monthly Income, group of questions can be reflected in the following tables and figures.

Table 1: The Distribution of Respondents According to Gender

Q2 Cultures	Sex	
	Male	Female
Kurdish People	120	80
UK People	110	90

According to table (1) (%60) of the respondents are Kurdish "male", (%40) are "female" and (%55) of the respondents are British" male", (%45) are "female".
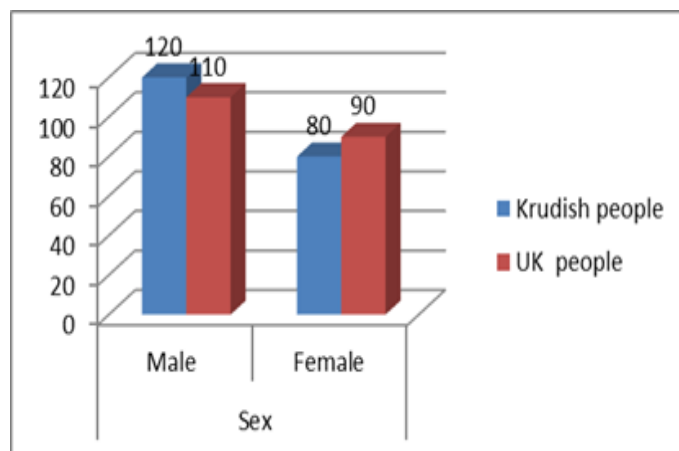

Figure 1: The Distribution of Respondents According to Gender

Table 2: The Distribution of Respondents According to Age Group

Q3 Cultures	Your Age		
	16-25	26-49	50-65
Kurdish People	80	120	0
UK People	90	90	20

According to table (2) there are three different age groups between "16 to 65" years, which (%40) of the Kurdish respondents are aged between "16-25", (%60) are aged between "26 – 49", none of the Kurdish respondents are between "50 – 65".

(%45) of the British respondents are aged between "16-25", (%45) are aged between "26-49", and (%10) of the British respondents are between "50-65".
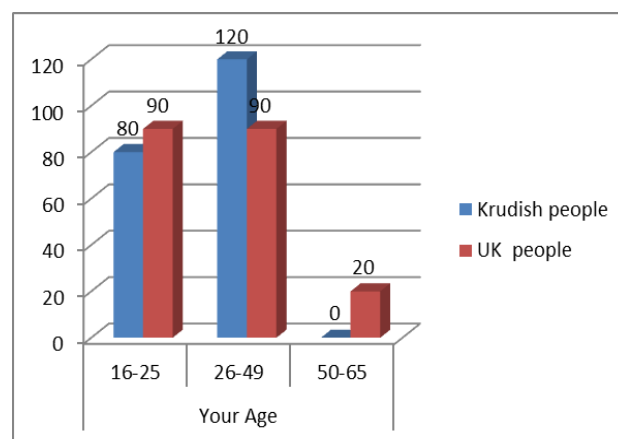

Figure 2: The Distribution of Respondents According to Age Group

Table 3: The Distribution of Respondents According to Marital Status of   Respondents

Q4 Cultures	Your Marital Status	
	Single	Married
Kurdish People	130	70
UK People	140	60

According to table (3) (%65) of the respondents are Kurdish "single", (%35) are Kurdish "married" and (%70) of the respondents are British "single", (%30) are British "married"
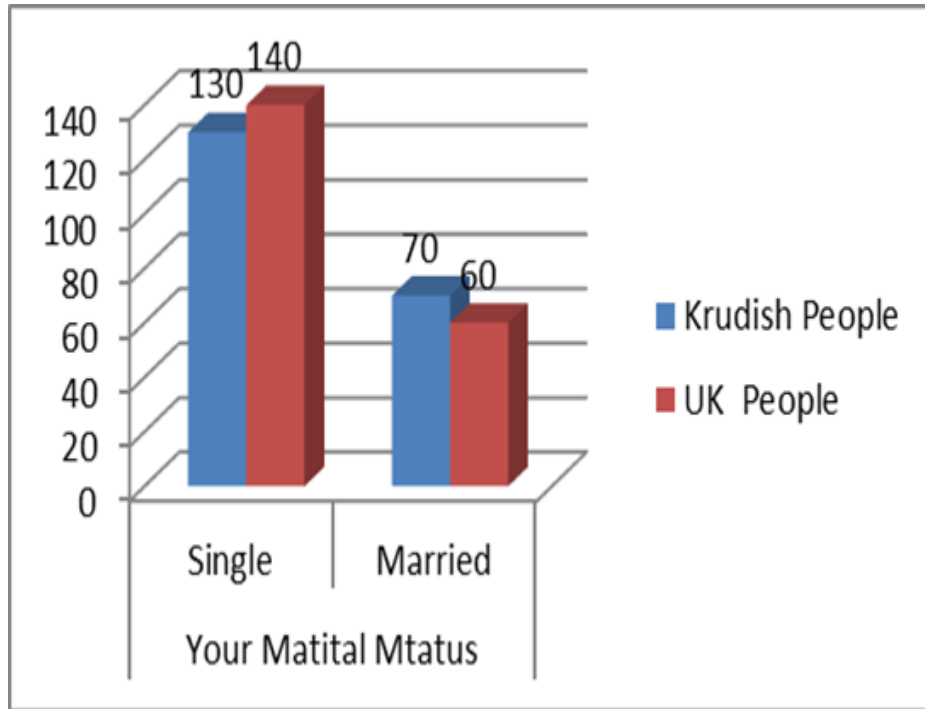

Figure 3: The Distribution of Respondents According to Marital Status of   Respondent

Q5 Cultures	No. of Children			
	Non	One	Two	More than two
Kurdish People	150	50	0	0
UK People	130	40	20	10

Table 4: The Distribution of Respondents According to No. of Children's

According to table (4) (%75) of the respondents are Kurdish people don't have children, (%25) are Kurdish had "one child" and (%65) of the respondents are British don't have children, (%20) are British had" one child", (%10) of them had "two children" and (%5) of the respondents had "more than two children".
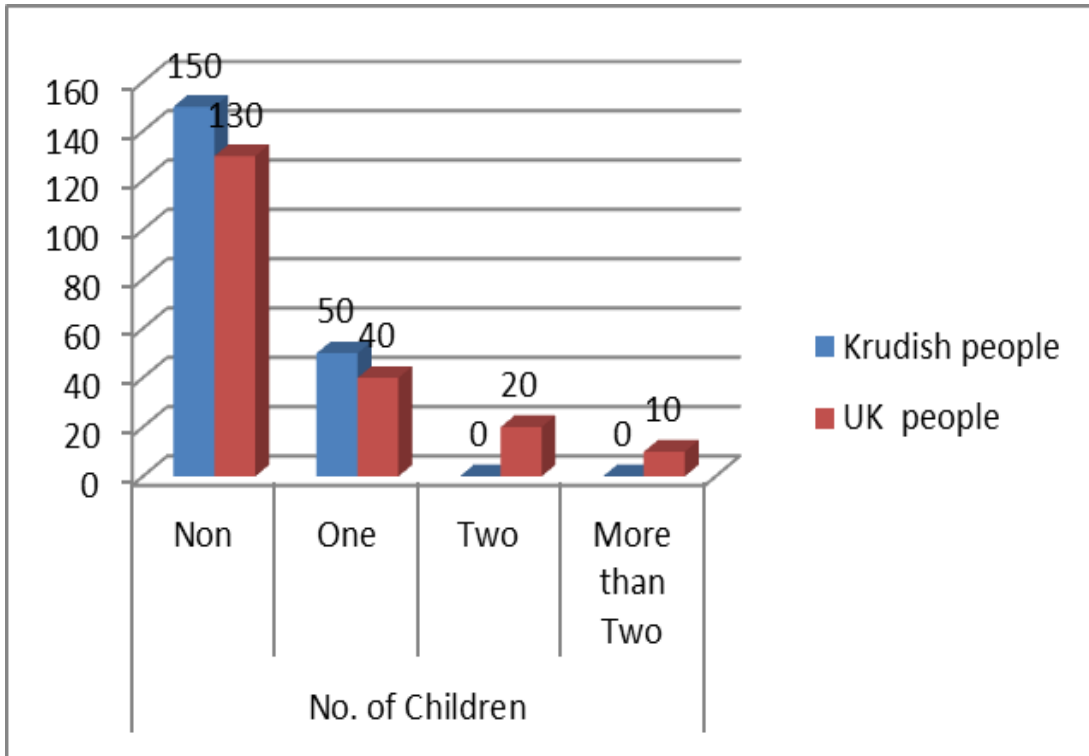
Figure 4: The Distribution of Respondents According to No. of Children's

Table 5: The Distribution of Respondents According to Education Level

Q6 Cultures	Highest Level of Education			
	Highest school	University	Master	Ph.D.
Kurdish People	10	160	30	0
UK People	20	100	60	20

According to table (5) (%5) of the respondents are Kurdish had "Highest school", (%80) are Kurdish had "university", (%15) of respondents are Kurdish had "master" degree.
(%10) Of the respondents are British had" highest school", (%50) are British had "university", (%30) of respondents are British had" master" degree and (%10) of the British had" Ph.D.".
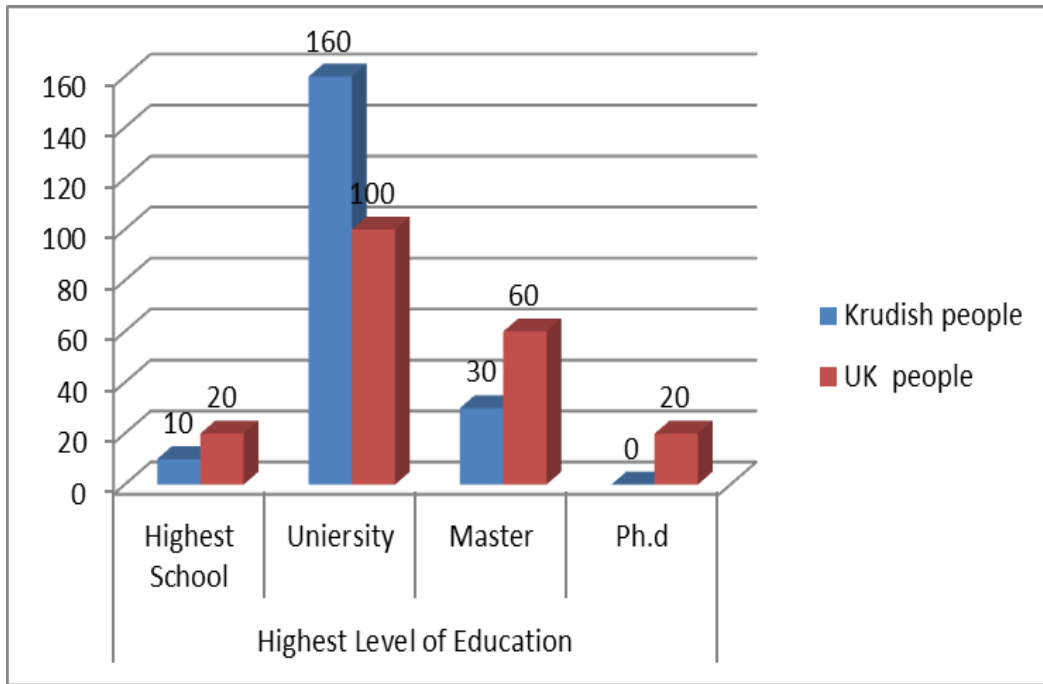
Figure 5: The Distribution of Respondents According to Education Level

Table 6: The Distribution of Respondents According to Occupation

Q7 Cultures	Occupation			
	Student	Working	Unemployed	Retired
Kurdish People	30	160	10	0
UK People	70	130	0	0

According to table (6) (%15) of the respondents are Kurdish "students", (%80) are Kurdish "working", (%5) of respondents are Kurdish "unemployed".

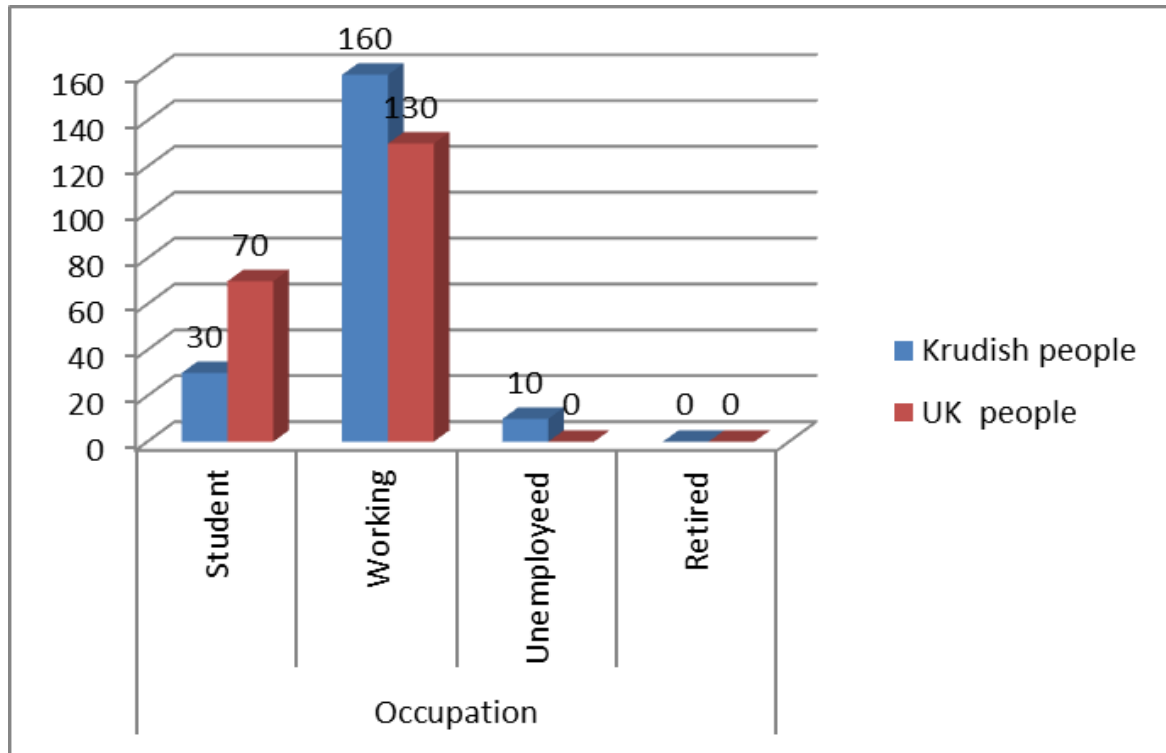(%35) Of the respondents' British "students", (%65) are British "working".

Figure 6: The Distribution of Respondents According to Occupation

Table 7: The Distribution of Respondents According to Monthly Income

Q8	Monthly Income			
Cultures	Less than 500$	500-1000	1001-2000	above 2000$
Kurdish People	60	90	40	0
UK People	10	20	90	80

According to table (7) (%30) of the respondents are Kurdish these incomes is "less than 500$", (%45) are Kurdish these incomes is (500-1000), (%20) of respondents are Kurdish these incomes is (1001-2000). (%5) Of the Kurdish respondents did not answer the Question because "unemployment".

(%5) Of the respondents are British these incomes are (less than 500$), (%10) are British these incomes are (500-1000), (%45) of respondents are British these incomes are "1001-2000", (%40) of the British respondents had "above 2000$".
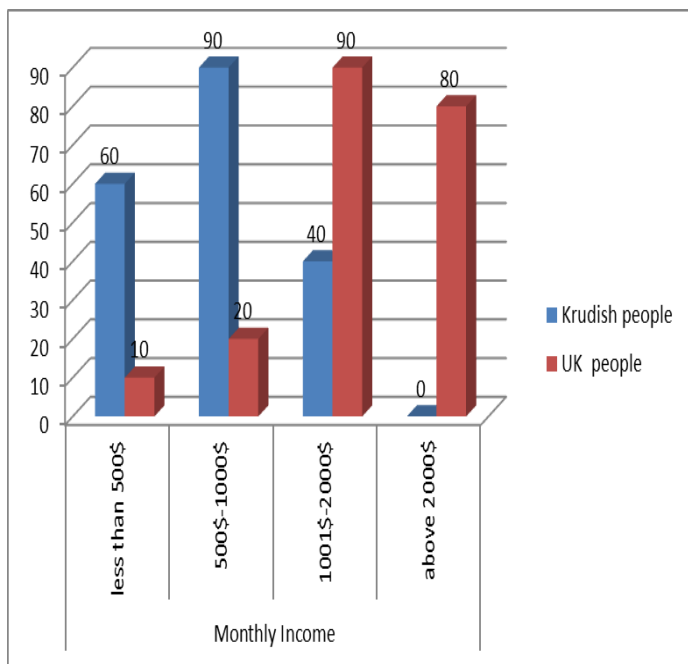
Figure 7: The Distribution of Respondents According to Monthly Income

Section B:

Which include (2) questions related to type of current phone and how long have you had your current phone; group of questions can be reflected in the following tables and figures.

Table 8: The Distribution of Respondents According to Type of Current phone

Q9 Cultures	What is your Current Phone?	
	Smart Phone	Cellphone
Kurdish People	130	70
UK People	160	40

According to table (8) (%65) of the respondents are Kurdish used a "smart phone", (%35) of the respondents are Kurdish are used a "cell phone".

And (%80) of the respondents are British used a "smart phone", (%20) of the respondents are British are used a "cell phone".
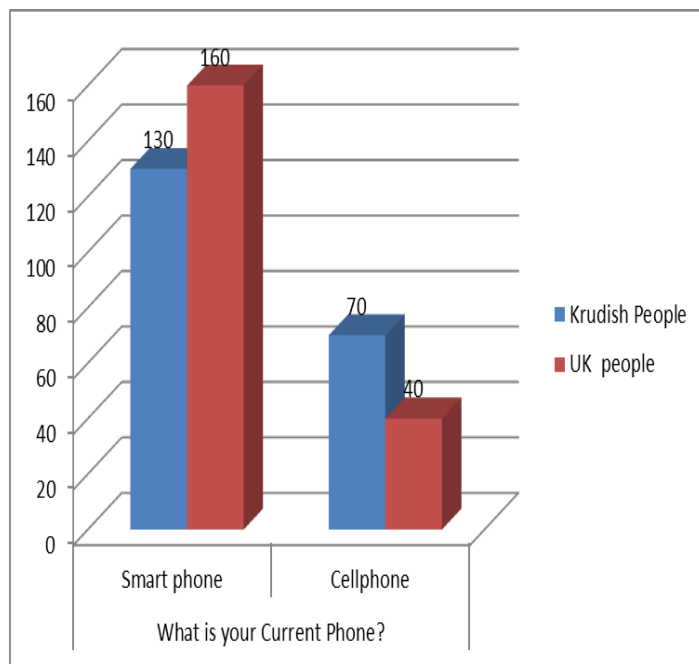

Figure 8: The Distribution of Respondents According to Type of Current phone

Table 9: The Distribution of Respondents According to how long the respondents use your current phone

Q10 Cultures	How long have you had your current phone?		
	less than one year	1-2 years	2years above
Kurdish People	20	60	120
UK People	40	80	80

According to table (9) (%10) of the respondents are Kurdish used a current phone "less than one year", (%30) of the respondents are Kurdish used a current phone between "one to two years", (%60) of the respondents are Kurdish used a current phone "2 years above".

And (%20) of the respondents are British used a current phone" less than one year", (%40) of the respondents are British used a current phone between "one to two years", (%40) of the respondents are British used a current phone "2 years above".
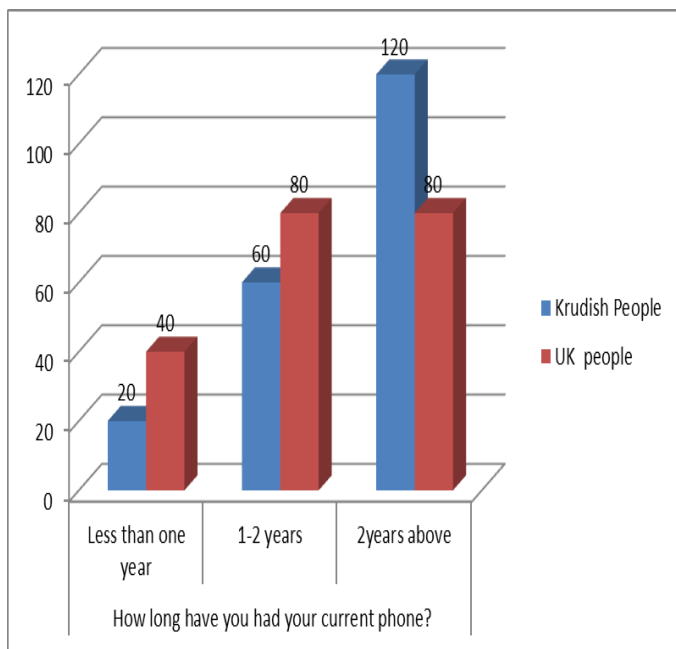
Figure 9: The Distribution of Respondents According to how long the respondents use your current phone

Section C:

Which include (3) questions related to personal communication device, phone as a fashion item and care your phone; group of questions can be reflected in the following tables and figures.

Table10: The Distribution of Respondents According to the Phone only as a Personal Communication Device

Q11.	I see my phone only as a personal communication device for making or receiving phone calls and to send or receive text message.				
Cultures	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
Kurdish People	30	50	0	80	40
UK People	80	70	10	30	10

According to table (10) "whether phone is personal communication device" (%15) Kurdish people respond "Strong disagree" another (%25) people "disagree and (%20) of them respond "strong agree". However most of them (%40) were agree with the statement.

"Whether phone is personal communication device" (%40) British people respond "Strong disagree" another (%35) people "disagree and (%15) of participates were "agree" with the statement. Also "neither disagree nor agree" and "strong agree" had (%10) responds.
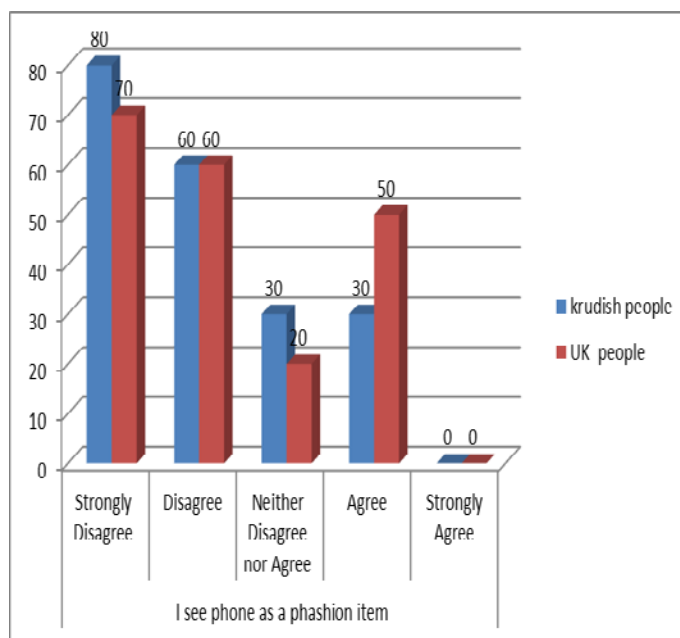

Figure10: The Distribution of Respondents According to the Phone only as a Personal Communication Device

Table11: The Distribution of Respondents According to Phone as a Fashion Item

Q12 Cultures	I see phone as a Fashion Item				
	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
Kurdish People	80	60	30	30	0
UK People	70	60	20	50	0

According to table (11) "whether phone as fashion item, (%40) Kurdish people respond "Strong disagree" another (%30) people "disagree and (%15) of them respond "neither Disagree nor Agree". The (%15) are "agree" with this statement.

"The phone as fashion item" (%35) British people respond "Strong disagree" another (%30) people "disagree" and. And (%25) of participates were "agree" with the statement. Also (%10) "neither disagree nor agree" with this statement.
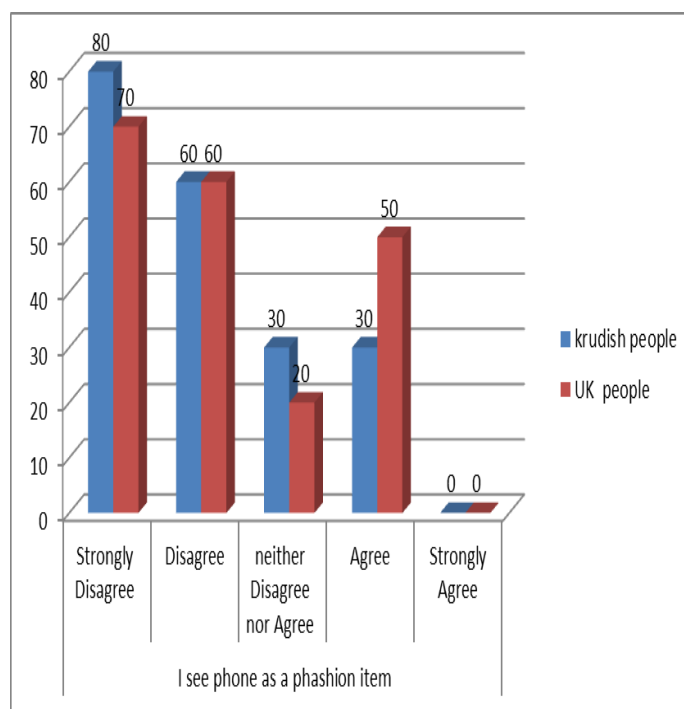

Figure11: The Distribution of Respondents According to Phone as a Fashion Item

Table12: The Distribution of Respondents According to Care your Phone

Q13 Cultures	Do you care about how other people see what phone you are using when you go out?				
	I care	I don't care, its personal thing anyway	No idea		
Kurdish People	40	140	20		
UK People	60	120	20		

According to table (12) are your phone when you go out, (%20) Kurdish people respond "I care" another (%70) people "I don't care and (%10) of them respond "No idea".

And (%30) British people respond "I care" another (%60) people "I don't care and (%10) of them respond "No idea" about this statement.
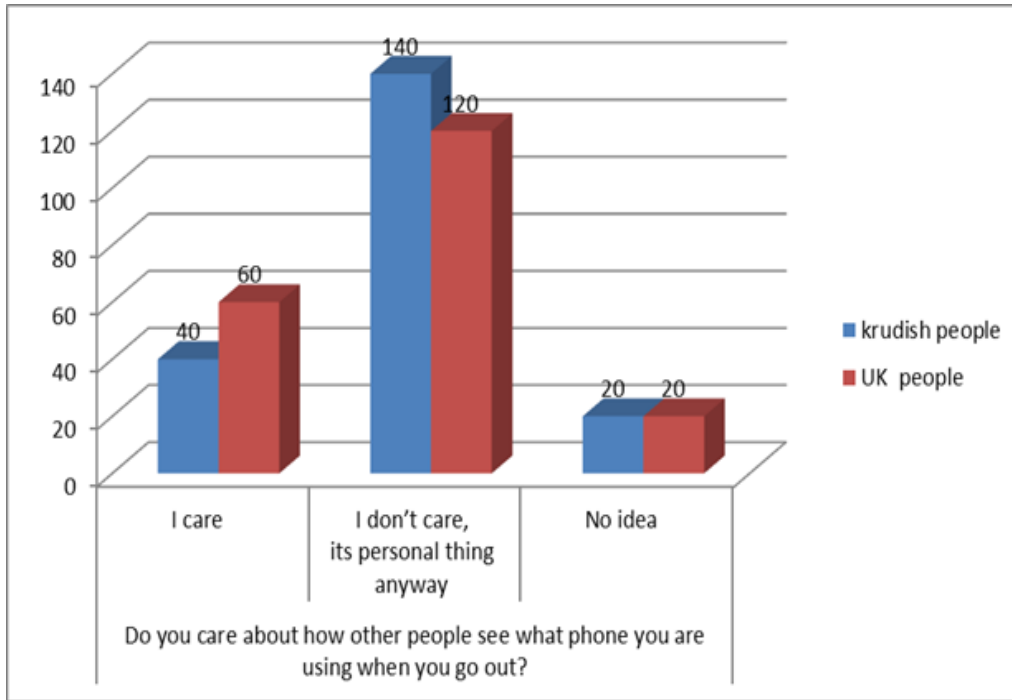
Figure12: The Distribution of Respondents According to Care your Phone

Section D:
Which include (3) questions related to how do use your phone, buy a new phone to explore and adopt the functions and
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culture impact on the mobile phone; group of questions can be reflected in the following tables and figures.

Table13: The Distribution of Respondents According to how do Use your Phone

Q14 Cultures	I use my phone to					
		Daily	Every 2 or 3 Days	Weekly	Monthly	Never
Kurdish People	Send/receive Text messages	150	30	0	20	0
	Use internet service	90	0	30	20	60
	Take pictures/making video	70	20	50	30	30
	Listen to the music/Radio	60	20	30	40	50
	Play Games	60	40	10	20	70
UK People	Send/receive Text messages	110	50	40	0	0
	Use internet service	160	10	0	0	30
	Take pictures/making video	20	80	60	0	40
	Listen to the music/Radio	80	2	40	20	40
	Play Games	30	40	40	30	60

According to table (13) (%75) of the respondents are Kurdish "Send/receive Text messages Daily", (%15) respondents are Kurdish "Send/receive Text messages every 2 or 3 Days", (%10) respondents are Kurdish "Send/receive Text messages Monthly". (%45) of the respondents are Kurdish "daily Use internet service", (%15) respondents are Kurdish "weekly Use internet service", (%10) respondents are Kurdish "Monthly

Use internet service" and(%30) respondents are Kurdish "Never Use internet service".(%35) of the respondents are Kurdish "daily Take pictures/making video", (%10) respondents are Kurdish "every 2 or 3 days Take pictures/making video",(%25) respondents are Kurdish "Monthly Take pictures/making video", (%15) respondent are Kurdish "Monthly Take pictures/making video" and (%15)

respondents are Kurdish "Never Take pictures/making video". (%30) of the respondents are Kurdish "daily Listen to the music/Radio", (%10) respondents are Kurdish (every 2 or 3 days Listen to the music/Radio), (%15) respondents are Kurdish "Monthly Listen to the music/Radio", (%20) respondents are Kurdish" Monthly Listen to the music/Radio" and (%25) respondents are Kurdish "Never Listen to the music/Radio".(%30) of the respondents are Kurdish "daily Play Games", (%20) respondents are Kurdish "every 2 or 3 days Play Games", (%5) respondent are Kurdish "Monthly Play Games", (%10) respondents are Kurdish" Monthly Play Games" and (%35) respondents are Kurdish "Never Play Games".

(%55) Of the respondents are British "Send/receive Text messages Daily", (%25) respondents are British "Send/receive Text messages every 2 or 3 Days", (%20) respondents are British "Send/receive Text messages Weekly". (%80) of the respondents are British" daily Use internet service", (%5) respondent are British "every 2- or 3-Days Use internet

service", and (%15) respondents are British "Never Use internet service". (%10) of the respondents are British "daily Take pictures/making video", (%40) respondents are British "every 2 or 3 days Take pictures/making video", (%30) respondents are British "Monthly Take pictures/making video" and (%20) respondents are British "Never Take pictures/making video". (%40) of the respondents are British "daily Listen to the music/Radio", (%10) respondents are British "every 2 or 3 days Listen to the music/Radio", (%20) respondents are British "Monthly Listen to the music/Radio", (%10) respondents are British "Monthly Listen to the music/Radio" and (%20) respondents are British "Never Listen to the music/Radio". (%15) of the respondents are British "daily Play Games", (%20) respondents are British "every 2 or 3 days Play Games", (%20) respondents are British "Monthly Play Games", (%15) respondents are British "Monthly Play Games" and (%30) respondents are British "Never Play Games".
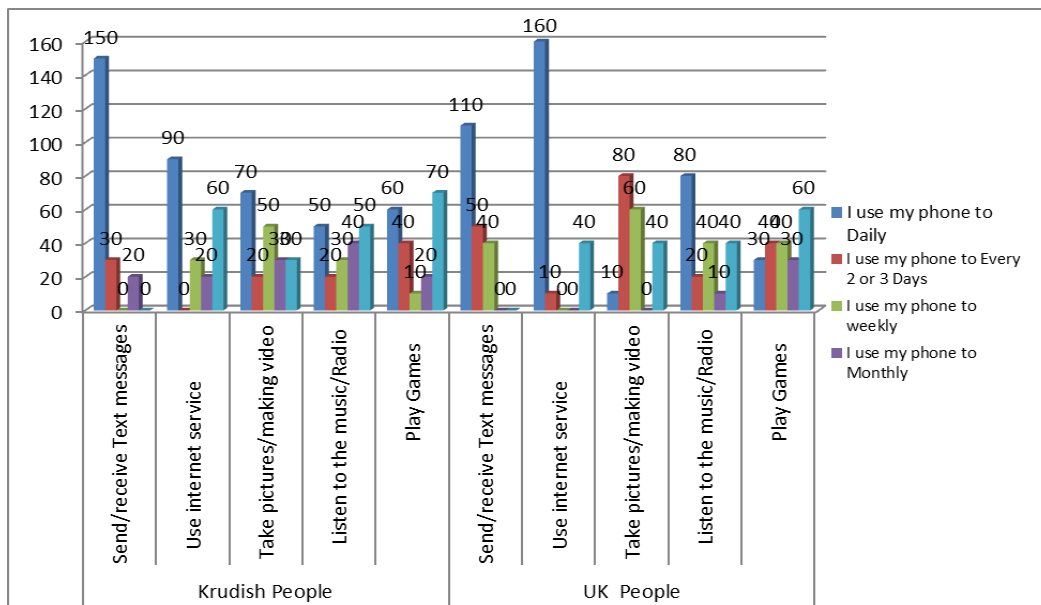

Figure13: The Distribution of Respondents According to how do Use your Phone

Table14. The Distribution of Respondents According to buy a new phone to explore and adopt the functions

Q15 Cultures	After you bought a new phone, how likely are you to explore and adopt the functions in your phone that you are not familiar with?				
	Very unlikely	Unlikely	neither unlikely nor likely	Likely	Very Likely
Kurdish People	10	10	40	100	40
UK People	70	20	0	70	40

According to table (14) "bought a new phone how likely are you to explore and adopt the functions", (%5) Kurdish people respond "Very unlikely" (%5) Kurdish people respond "unlikely" another (%20) people "neither unlikely nor likely" and (%50) of them respond "Likely". The (%20) are "Very likely" with this statement.

According to Q15 "bought a new phone how likely are you to explore and adopt the functions", (%35) British people respond "Very unlikely" (%10) British people respond "unlikely" and (%35) of them respond "Likely". The (%20) are "Very likely".
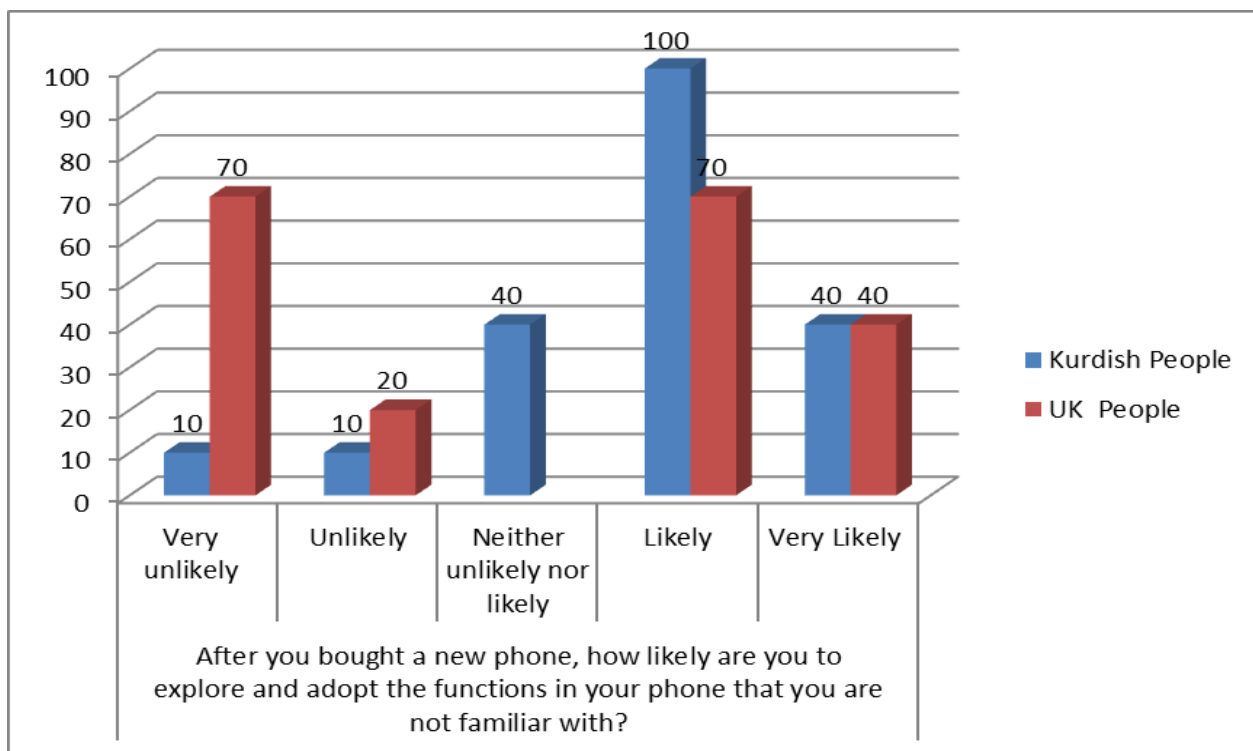
Figure14: The Distribution of Respondents According to buy a new phone to explore and adopt the functions
Table15. The Distribution of Respondents According to Culture Impact on the Mobile Phone

Q16 / Cultures	Is there a culture impact on the mobile phone?	
	yes	No
Kurdish People	140(70%)	60(30%)
UK People	120(60%)	80(40%)

According to table (15) (%70) of the respondents are Kurdish culture impact on the mobile phone purchasing, (%30) of the respondents are Kurdish are culture doesn't impact on the mobile phone purchasing.

And (%60) of the respondents are British culture impact on the mobile phone purchasing, (%40) of the respondents are British are culture doesn't impact on the mobile phone purchasing.

Figure15: The Distribution of Respondents According to Culture Impact on the Mobile Phone

B. Analysis and Finding

The result form this research examined that the relations between different culture and mobile purchasing are dynamic. This means, it will directly affect the level of mobile purchasing. As it emerges from the results, there are the highest levels of responses that agree with statement "how different cultures may cause mobile purchasing".

As the result illustrated different cultures have an important influence on mobile purchasing. This study finds that, easy access to the Internet can directly impact on the level of mobile purchasing, because consumers from developed countries part from text and voice chat, they can use mobile for other purposes. Which means mobile industry can perform a high level of sales in the UK rather than in countries with less technology growth like Kurdistan.

The results showed that, different age groups have diverse purposes to use mobile. This study has found that, people from age group between (16-49) in Kurdistan care of having the mobile (handset) and they use mobile as a fashion device, but not only for conversation. However, in the UK consumers see mobiles as a dynamic device on their daily-life, but not stylish. This research has found from the above analyzing that the most people in Kurdistan were agreed (less income) is a significant factor on mobile purchasing.

V. CONCLUSION

The main conclusions in this research are:

1. Nowadays, mobile phones rapidly become one of the most general information access devices. They have an extensive and continuing effect on how people communicate among themselves and how people conduct their day-to-day lives. Moreover, in terms of business theory culture and consumer attitude become a fundamental tool to understand consumer's behavior. Also, culture and consumer behavior from different countries have vital impact on mobile purchasing. Therefore, mobile industries tend to analyses and understand different cultures from countries, before creating new business.

2. Importantly, this study examined the similarities and the differences in the usage of mobile phones across two very different countries. There were marked similarities with the usage of phones to communicate with others and there were Similarities in the perception of mobile phone usage in public settings. Many Participants felt the need for applied or guide lines for mobile phone usage in Public settings. Overall these results suggest that the similar patterns were result.

3. Moreover, from decades ago mobile phones had being used as a basic voice-based communication device. Through to the literature evaluation this study reviewed different features of culture and consumer's behavior, which concluded that mobile phone could be used based on culture and business environmental factors within different society.

4. Additionally, the differences which were observed all used advance features in the phones or were a result of the phones being used in different environments. Thus, the use of text messaging and the opinion regarding driving and mobile phone use were found to be different. The outcome of this study witnessed that new generation, part from mobile for conversation purpose; they use additional features in the phones from different cultural environment (technology or the purpose of the mobile from different culture).This exploratory research may be useful as a preliminary background for others to extend and study further. Suggested future research could be scale the Study to a larger more representative sampling across the two countries. This Serve as a basis for similar comparative studies between the mobile phone purchasing.

5. Since the presumption of some question from some other people in the ground of academic education has been undertaken and also majority of questionnaire were from both countries and some interviewee question have been undertaken, researcher could make a comparison between theory aspect and
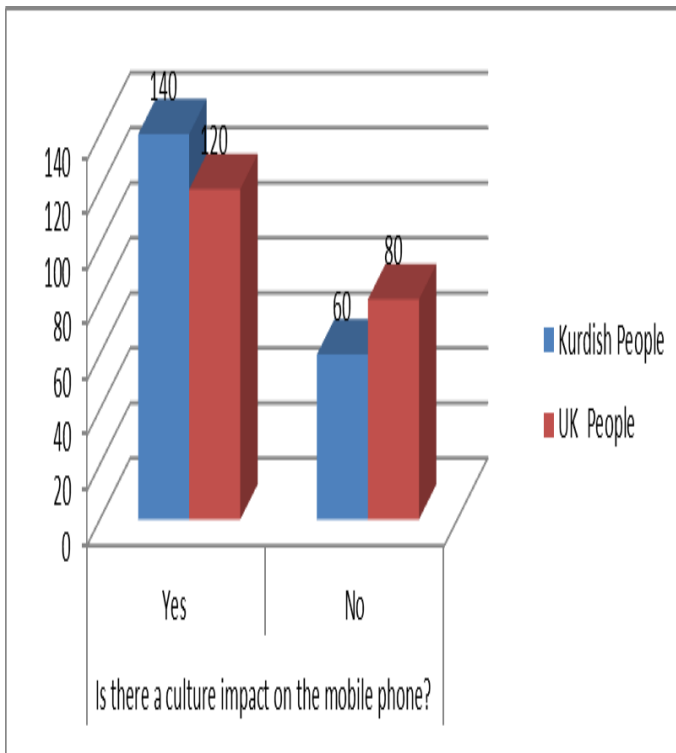
practical aspect of different cultures and mobile purchasing.

6. At the end, there is a dynamic relation between cultures and mobile purchasing and lack of technology influence on consumer behavior. Also, mobile industry will not be able to achieve consumer sympathetic and satisfaction with less of culture understanding.

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