

Digital marketing as a key approach to reduce COVID-19's commercial consequences. Case study; A group of Algerian companies

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Abstract:

COVID-19 is increasingly recognized as a serious, global public health subject with deep economic and social dimensions, it has become a central issue for so many research papers. The present study aims to investigate (COVID-19) pandemic's commercial effects on Algerian firms on one hand, and on customer's online media consumption during/after the lockdown and on their attitudes towards online shopping.

Based on prior literature, in addition to a sample sized 526 Algerian internet users, where the data were collected through a web-based questionnaire .as well as an interviews with 9 Algerian companies heads. Among the key findings; covid-19 had significant impacts on Algerian customer's pattern. Digital marketing as a modern avenue seems to play a critical role in reducing COVID-19's commercial consequences and to achieve the long-term success for Algerian companies.

Keywords: *Digital Marketing; Online Advertising ; COVID-19; E-commerce; Customer behavior.*

Jel Classification Codes ; *M310, M150, M370*

1. Introduction :

Crisis periods generally have a negative consequence on business, even for successful companies especially when it upend the markets playbook like the Great Recession of 1930 and 2008. Nevertheless, there could be a good business opportunities for some others. So is the case with the Covid-19 crisis(11th march 2020), which turned the world of marketing upside down; people were forced to stay at home, closing borders, commercial events reported ...etc. Thus, the challenge here for firms over the world was to find a way to survive through this unique crisis and after, or even to have an advantage from it.

Unlike the Great Recession, nowadays technologies and digital transformation of business had a deep effect on marketing industry; it provided a variety of tools and advantages that allow marketers to target specific consumers everywhere, even at home, under any circumstances.

many papers have been written about the health effects of Covid-19, and its social/economic effects (Ritter & Pedersenb, 2020; Cortez & Johnston, 2020) (Sheth, 2020), But a few papers deals with its Marketing aspect (He & Harris, 2020) (Wang, Hong, Li, & Gao, 2020) , The central object of this paper is to discuss the fact that Digital Marketing is an important tool in hands of firms in Algerian market to face COVID-19 commercial effects and consequences, through good listening to customers, and adapting their traditional marketing strategy to new digital environment they may have more chances to survive under this unique pandemic and beyond, or maybe to have marketing advantages.

In this article, we will be discussing the coronavirus pandemic impacts on Algerian customer lifestyle (surfing, purchasing habits and attitudes ...).Also, we will be asking this deep question, ***“How Algerian firms can benefit from Digital Marketing for facing Covid-19's commercial consequences?”*** Namely, we attempt to investigate how Algerian firms could improve and implement appropriate digital marketing forms as a response to the crisis of Covid-19 in particular. In order to answer these questions we are going to use;

- A web-survey was addressed to 526 Algerian customers to know the new pandemic effects on their shopping attitude and purchasing patterns.
- And discussions (interviews) with specialists on Digital Marketing; Active Digital Marketers, Managers, startups founders, in order to discuss the pandemic effects on their business and how firms could take advantage of these consequences.

The paper is organized as follows. In section (1) we start with an introduction and a brief description of digital marketing major components. In section (2), we represent the major findings of this study; the impact of covid-19 on both Algerian customers and firms. The last part draws out the main conclusions and Recommendations that more attention should be paid to by Algerian marketing managers.

2. Digital Marketing and E-commerce

E-marketing/Digital marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization ... Through use of electronic communications technology (Kirpekar, 2015).

(Dave Chaffey & PR Smith, 2017) have proposed a practical definition; ***Digital marketing*** is another term similar to ***E-marketing*** or ***Internet marketing*** includes getting closer to customers and understanding them better, adding value to products, widening distribution channels, boosting sales and managing after-sales service through running digital marketing campaigns, using digital media channels such as website ,search marketing, online advertising and affiliate marketing.

Simply we can disassemble the Digital marketing definition into manageable aims, ***Digital Marketing*** consists on using digital communication technologies and digital media channels, platforms (website, online ads, social Networks, emails ...) to identify/interact and satisfy customer needs and to achieve marketing objectives in addition to organization and stakeholders benefits. It allows marketer to faster achieve these objectives; increase sales and to boost brands, drive more customers to be informed/engaged with company's offers. The concept of Digital Marketing is associated to the rise of ***E-Commerce***.

E-commerce is about selling and the ability of transacting online. It includes all transactions can be done using the Internet (selling, distributing, paying, retailing, banking, responding to customers). (Kirpekar, 2015) Identifies ***E-commerce*** as mainstream — enabling businesses to sell products and services to consumers on a global basis..... E-commerce is the platform upon which new methods to sell and to distribute innovative products and services electronically are tested.

Consequently, Digital Marketing is broader than e-commerce since it is not limited to transactions between an organization and its stakeholders. It should be noted, however, that Digital Marketing is an ***“Umbrella term”*** that includes a lot of concepts and marketing technologies; marketing done via e-mail and wireless media, Mobile, Social Platforms, Digital Customer Data and Electronic Customer Relationship Management (E-CRM) systems are also often grouped together under internet marketing.. Etc.

I.1. Advantages of Digital Marketing

Digital Marketing has become a new phenomenon that brings together interactivity, effectiveness, and accountability to accomplish marketing goals.

-Online channels allow a considerably stronger interaction between sender and recipient than many forms of traditional marketing (Immediate response and feedback from today's connected consumer).

-Targeting through digital channels can help firms to target consumers individually at lower cost.

-Digital channels support a precise measurement of advertising effectiveness (Klapdor, 2012).

-Firms are present 24/7, It gives the brands more time and space to tell its story.

-Digital marketing campaigns can easily access to wide international markets, even SMEs.

-Online transactions, payments and order placements are done easily. (Kirpekar, 2015).

I.2. Main elements of Digital Marketing:

Digital Marketing has its own approaches and tools such as Websites, E-mail, Apps (classic and mobile) and Social Networks, Social Media Marketing (SMM), Content Marketing, Videos, Blogging and Affiliate Marketing .etc., are all components of digital marketing. Many organizations use a combination of traditional and digital marketing channels. However, Digital Marketing is becoming more popular with marketers as it allows them to track their ROI (Return on Investment) more accurately compared to other traditional marketing channels. We have chosen the following channels:

A. Website:

In fact, the website is the most valuable piece of digital real-estate for any company. These web-sites express the company's products, offers, variants, features, and prices, and allow taking orders online. it is the guarantee of the online firm's presence. Also, it is the yardstick by which the company's entire online business will be measured, An effective website is an easily one to be found by people, a good marketers have many techniques to make that real, for example; **SEM** (Search Engine Marketing).

B. Search Engine Marketing (SEM):

It is a technique of Digital Marketing aimed to improve ranking and increase visibility for websites in search engine results. It includes organic (natural) listings or/and paid search listings of websites using PPC campaigns (Pay per click). For example; NIKE website comes first on SERP when we type the word "nike" on Google search engine. "Nike" is best positioned site so is more visible to web surfers which means more traffic and visitors number, better click through rate, more website engagement, e-reputation, more sales.

C. Email Marketing:

E-mail marketing as a digital marketing tool can simply defined as an e-mail sent to a customer list that usually contains a sales pitch and a 'call to action'. This could be as simple as pushing the customer to click on a link embedded in the e-mail, Or we can mention some examples of e-mail marketing campaigns:

- A hotel promoting a special summer discount;
- A university informing lecturers about a scientific seminar;
- a gadget store offering a money-off code to be used at its online checkout;

Marketing managers can also use e-mail as a mechanism to maintain consumer engagement, strengthen their brand and add credibility to business. In fact, even the huge development in marketing technologies, e-mail newsletters are still popular and considered as an incredibly cost-effective communications medium (Ryan and Jones 2009).

D. Social Media Marketing (SMM):

A form of internet marketing utilizing social networking sites as marketing tools, thereby gaining traffic, brand exposure, and interaction with customers through social media. (Dodson, 2016)

simply; Social media is a broader term for any web-based software permit (facilitate) to users to meet up online and share, communicate, exchange, discuss, and participate in any form of social interaction, including text, audio, images, video and other media (Ryan and Jones 2009), It also uniquely encourages customers to create buzz around a products. In other words, programs center on efforts to create content that attracts attention and encourages readers to share it with their social networks, this "word-of-mouth" marketing means generating results in earned media rather than paid media.

This explains why some Companies are totally counting on social media to interact with customers; Facebook, YouTube and Twitters ... etc., when some others base their entire business models around the burgeoning popularity of Social Media marketing.

E. Mobile Marketing;

According to (Kaplan & Haenlein, 2012) *"We define Mobile marketing as any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device"*. When the MMA (Mobile Marketing Association, 2009) defines **Mobile Marketing**; *"A set of practices that enables organization to communicate with and engage with their audiences in an interactive and relevant manner through and with mobile devices or network"*.

In other words, mobile Marketing is an active digital marketing channel aimed at reaching a target audience on their smartphones, tablets, and other mobile devices, since they used to having their mobile devices with them constantly, this fact gives the mobile channel a huge advantages in the area of marketing. Companies now can reach everyone, anywhere, anytime.

F. Online ads

According to (PATRUTIU BALTES, 2016) the online advertising can be defined as a form of direct communication in which the organization submits, to a general or specific public, information on: its products and services, brands, important events for the organization or any information about the organization itself."

Having similar purposes with the traditional advertising, online advertising is displayed using electronic devices. and it can appear on 10 formats defined by **Interactive Advertising Bureau** (IAB, 2015); email, sponsorship, banner advertising, search, mobile advertising, social media advertising, lead generation, classifieds and auctions, rich media, digital video advertising.

The online advertising as an independent industry and important element of Digital Marketing, has known a huge evolution in term of characteristics, efficacy, it provides a lot of advantages, especially in targetability and measurability of results, refinement capabilities to achieve a variety of objectives. However the essence of this drama is to influence on people's

attitudes - motivate them to make action that we want them to make "to click or purchase". The most notable features of online ads strategies are high customer reach, customize and personalize message, localization, high feedback with low cost (Bauer, H, Barnes, S, Reichardt, T, & Neumann M, 2005).

3. Objectives of the study

1. To conceptualize Digital Marketing/components and its advantages.
2. To understand the effects of (COVID-19) pandemic on Algerian customer attitudes and his shopping behavior.
3. To find out more about the degree of use of digital marketing by companies in Algeria.
4. To provide valuable suggestions based on the research findings, for Algerian marketers to survive their business during and after this pandemic.

4. Methodology

We could not obtain official data regarding the impact of Covid-19 on browsing/online shopping behavior of Algerian user. So we decided to prepare a three-part questionnaire, designed by the authors and promoted via social media channels, where the first section "A" consists of questions containing demographic information about respondents. The second part "B" consists of 6 questions about their Media-consumption transformations during/after the pandemic, Section "C" requires the participants to answer questions about their perception, trust and attitudes related to online shopping. The questionnaire is based on the closed-category questions because they are simpler and quicker to answer (It only requires 3 minutes to answer).

N =26.35 million internet users in Algeria in January 2021 according to Datareportal.com, using *Steven K. Thompson's* equation, the ideal sample size will be 385 (with confidence level of 0.95 and margin of error=0.05), In our case we collected 526 answers through an online survey conducted between April and May 2021. Respondents were adults (over 18), Internet users and reporting that they were completely independent in making their own purchasing decisions. Next, the dataset were keyed into "IBM SPSS version 20".

In addition, we arranged interviews with nine business firms managers in July - august 2021. Where the interviewees were in the midst of the third wave of COVID-19's spread; total lockdown, the borders still closed. The interviews were conducted by phone calls. The concerned firms are from different sizes and active in different sectors; ICT, home-appliances, hotels, Banking, Insurance. The firms , and all information are anonymized to ensure confidentiality according to some respondent's request.

5. Findings:

In the early 1970s, *Peter Drucker* said; "There is only one valid definition of business purpose: To create a customer", which means customer is the soul of any business. So each firm has to well understand its customer's attitudes and behaviors to guarantee its existence, especially in this fast changing environment and under these exceptional circumstances.

Attitudes can simply defined as mental conditions that contribute on how people understand and interact with situations and circumstances (Chowdhury, 2006). According to (Lars) **Consumer attitudes are a composite of a consumer's (1)beliefs about,(2)feelings about(3)behavioral intentions is what the consumer plans to do with respect to the object. When the definition of**

customer behavior according to AMA, “the dynamic interaction of effect and cognition ,behavior, and environmental events by which human beings conduct the exchange aspects of their lives” for example; attitudes/behavior towards online advertising are customers tendency to react or (to behave) in a particular way (relatively depends on so many factors; message customization, credibility , interactivity and irritation...) to particular message, this reaction could be negative or positive.

In the light of this context, it is important to investigate the extent of Covid-19's impact on Algerian **consumers' attitudes towards online shopping, as a preliminary phase to study their online purchasing behavior during/after the pandemic.**

In this article we do not aim to provide a model of online shopping behavior as much as we attempt to highlight the effects of covid-19's pandemic on Internet usage behavior for Algerian consumers and their online shopping attitudes. Accordingly we focus on the shift in set carefully chosen variables;

- Internet usage behavior: Surfing hours, Internet usage period, and preferred website and platforms before and during the pandemic).

-Online shopping attitudes: acceptance of the internet as a shopping channel, consumer perceived risk, changes in consumer spending pattern before and during the pandemic)

Our findings indicate that COVID-19 pandemic has a deep impact on online consumer behaviors, attitudes towards surfing and/or online shopping.

Table (1) : Demographic data of the samble;

Variables	n=526	n=526
-	n	%
<u>Age</u>	-	-
19-29 years old	218	41.4
30-39 years old	182	34.6
40-49 years old	90	17.11
Older than 50	36	6.8
<u>Gender</u>	-	-
Female	314	59.7
Male	212	40.3
<u>City</u>	-	-
Eastern	179	-
Western	864	-
Northern	227	-
southern	26	-
<u>Working(Financial Independence to make the purchasing decision)</u>	-	-
Yes	434	-
No	92	-

The source : made by author.

- Descriptive results of participants' estimation of changes in their online media consumption; 47.3 % of respondents said that their internet consumption time has increased by half (50%) comparing to what was before the quarantine period. 16% said that their daily media consumption time is doubled.
- When we asked respondents about the devices they are using to browse the internet and to receive emails; 96% replied with Mobile (smartphone).
- The majority of respondents 88.8% confirmed the fact that they use Facebook in the first place to be informed about the latest updates on the COVID-19 global health pandemic. Furthermore, 52.47% are using Face-book to follow brands and to have information about products, prices,(47.1% among them said that they following more than 10 brand on Face-book)
- We asked them about their online shopping habits, 62.93% said that they did never purchased through internet before this pandemic , Among all surveyed consumers, 27.19% have bought from e-commerce platforms for the first time in live due to the impact of the pandemic, This percentage (27 % is significant) should encourage companies to invest in e-commerce platforms.
- 61.6% said that their spending-habits changed and they became more rational, their priorities have become on the most basic needs (Food, hygiene, cleaning and staples products)
- 75,47% confirmed that if online sales service's conditions would be improved (in terms of Reliability and confidence, speed of delivery, ...) they will be ready to buy more online in the future?

5.1) The bigger Picture :

Here we can say that COVID-19 crisis and confinement process imposed by Algerian government pushed customers to rethink on online purchasing and e-payment as a solution, especially when number of electronic transactions increased to 1.528.034 operation for the first 6 months of 2020 (only 202 480 operation for the entire previous year 2019), see **Tables (2)&(3)**. Online sales increased 91% compared to the same period in 2019.

Below is the breakdown by business sector of internet payment transactions in Algeria provided by **www.Giemonetique.dz**

Table (2): Breakdown by business sector of internet payment transactions in Algeria for the first half of 2020.

	telecom	Transportation	Insurance	Electricity / Water bills	Administrative department	Services provided	Sales of goods	Total number
Jan-20	102 047	2831	1230	2260	48	3472	9	112 167
Feb-20	63 441	3 111	1262	2875	51	4645	0	105 385
Mar-20	170 041	1813	737	5487	274	8545	0	186897
Apr-20	314 385	60	247	2609	42	6597	5	323 945
Mai-20	406 677	178	58	4101	49	9 871	23	420 957
Jui-20	335 424	585	63	13 591	90	28 914	16	378 683
TOTAL	1 422 015	8 578	3597	28 663	554	62 314	53	1 528 034
%	93,06	0.56	0.24	1.88	0.04	4.08	0.003	Total number of TRX

Source ; <https://www.giemonetique.dz/qui-sommes-nous/activite-paiement-sur-internet/>

It is apparent from the **table(1)** that Algerian consumer pays his phone bills through Internet, which represents 93%, and in lowest degree for paying bills for other services, However, to buy goods, he prefers to pay on delivery, for several reasons- probably the lack of confidence in electronic platforms (this phenomenon needs further study).

Table (3): Breakdown by business sector of internet payment transactions in Algeria for the last 3 years 2019/20/21.

	Telecom	Transportation	Insurance	electricity /water bills e-	Administrative department	Services provided	Sales of goods	Total number of TRX	the amount
2019	41552	6292	8342	38806	2432	5056	0	202480	503870361,61 DZD
2020	4210284	11350	4845	85676	68395	213175	235	4593960	5423727074,80 DZD
2021	6993135	72164	8372	120841	155640	457726	13468	7821346	11 176 475 535,68 DZD

Source ; <https://www.giemonetique.dz/qui-sommes-nous/activite-paiement-sur-internet/>

As of the 28rd of January 2022 (The day on which this article was written), even after the introduction of mass vaccinations, and a shift to more normal life, there are still some clear effects of the covid-19's pandemic in this new normal life of Algerian citizen and on local market ...

-The significant rise in the prices of different kinds of goods during the last three years, this pushed consumers to resort to the internet to search for the best offers and best prices.

-We can confirm that Algerian consumer's demand for electronic payment as shown in **Table (2)**; where the total number of remittances jumped from 202480 transactions in 2019 (before the crisis) to 7821346 in 2021.

-As well as the emergence of a group of local companies specialized in orders-package delivery between different cities, especially when their number was very limited before the pandemic.

5.2) COVID-19 impact on Algerian firms

In this part of the article we will review the most significant answers obtained from companies' managers who were interviewed.

Qs1: what is the impact of COVID-19 on your firms' business?

With regard to the impact of COVID-19 impact on firms' business, the interviewees highlighted three points;

- the sales massively decreased (insufficient demand), Especially for cases (*gamma, omega 'epsilon' 'zeta' 'iota' 'eta'*); Because COVID-19 touched customers' pockets (Purchasing power) at the first place.

(Respondent *Zeta*) "The lockdown and social distancing policy and suspending all travels by government brought a free-fall in demand; we see demand going down to 20 or 30 percent or maybe less in other branches"

- cost pressures such as rent, wages and taxes;
- a sharp increase in the prices of raw materials (due to travel restrictions) and difficulty in finding alternative suppliers (cases 3,6,9)

For firms '*alpha*' and '*beta*' managers said they are working as normal with insignificant decrease in demand because they are responding to basics needs.

Qs2: which digital channels you are using to communicate with audience ? /what is the most effective channel?

The answers to this question are represented in the table below, all of respondents confirmed the efficiency of social media as a tool to communicate with customers during this pandemic; especially "Facebook" with 22 140 000 Facebook users in Algeria in February 2020 (<https://napoleoncat.com/stats/facebook-users-in-algeria/2020/02>).

Small companies (*'iota' 'eta'*) says that Facebook channel is the only and the effective channel for them to sell their goods and services.

Where "*gamma*" said that; under this circumstances, "*where marketing rules are changed, we were as marketer totally lost... the only tool we found useful to communicate with audience was digital channels*".

Table (4);

Case number	1	2	3	4	5	6	7	8	9
Code name	<i>“alpha”</i>	<i>“beta”</i>	<i>“gamma”</i>	<i>“delta”</i>	<i>“omega”</i>	<i>“epsilon”</i>	<i>“zeta”</i>	<i>“iota”</i>	<i>“eta”</i>
Domain	B to C	B to C	B to C	B to C	B to C	B to C	B to C	B to C	B to C
Field	mobile operator	Network Operator	Home- Appliances	Banking	Banking	Medical	hotel industry	-	-
Respondent(s) level	Chief Operating Officer	Marketing manager	Digital marketing chief	Senior Manager	Senior Manager	CEO	back-office manager	branch manager	Regional manager
Digital channels	-Website -Social media -S.E.O -Email -Online store - Display Advertising -Online Public Relations (PR)	Website Social media S.E.O -Online store -Email	-Website -social media -online public relations	- Website -SM	-Website -SM	-Website -social media	- website -social media	-Social Media “FB”	-Social Media “FB”

Source; made by author

QS3: What procedures have you taken to face the consequences of this pandemic? especially in terms of marketing strategies

according to respondents, the COVID-19 conditions prompted their companies to adopt a **“wait and see”** attitude; except social distancing policy adoption in their stores, most respondents said that their companies had to reduce spent as a logical choice(Budget cuts) to face cost pressures such as rent, wages and taxes; and wait until things return to normal.

Consequently, COVID-19 pandemic forced managers (marketers) to work with smaller or none ad-budgets for the first 6 months of the pandemic.

Respondent *‘Alpha’* *“Our company provided e-payment to our subscribers from home through CIB/EDAHABIA card ,and we took care of the availability of our products in all stores and agreed resellers, Also we made a COVID-19's green line (Queries-cell) available to our customers to be informed about preventive measures”.*

“... We had no worries for our own future, because we had a key-product that could perfectly help people go through it and continue their lives ,and to work, we are providing internet”, “we launched resources, including webinars and , for directors in other virus-hit cities who were shifting to remote work” Respondent *‘Alpha’*

(Respondent 'Eta') "We redoubled our efforts in terms of Facebook campaigns (as a critical platform to advertise our offers and to receipt demand orders, also we have boosted delivery channels of products to cover 44 different cities of the country".

QS4: COVID-19 is a global disaster, but also an opportunity for companies to strengthen their brand image (E-branding) through donations for the fight against the corona virus ?? do you agree or not?

we have seen some Algerian companies shifting focus to help their community, whether it be by providing raw materials, money or manufacturing PPEs (Personal protective equipment), The answers of this question were positive for respondent only for big size firms ('alpha' 'beta' 'gamma'), respondents confirmed that their firms provided;

- cash donations paid to accounts dedicated to the fight against COVID-19;
- medical consumables (surgical masks, pairs of surgical gloves and bottles of Hydroalcoholic gel) provided to **CRA** (Algerian Red Crescent Society)

"100,000 surgical masks, 50,000 pairs of surgical gloves and 1,000 bottles of alcohol-based aqueous gel were given to CRA by our firm as an initial initiative " Respondent 'Alpha'

6. Conclusion and Recommendations:

COVID-19 - due to current circumstances becomes the most panicking recession, it has affected the whole world, not just healthy side. It has shaken our lifestyles, attitudes and patterns, as well as marketing rules and stands (customer behavior). Can we only trust in the old doctrine of product, price, place and promotion to survive? Probably not

Many companies have responded by trying to freeze all activity through cutting budgets. These budget-cuts touched all parts of company from human resource management to marketing function, consequently this triggered new decrease on brands perception. A recent article published by Nielsen.com proves that short-term cuts to advertising budgets could have long-term consequences; a big negative impact especially on branding and long-term-sales, which needs another decade of efforts and a lot of money to get it back..

Covid-19 has created a chance for Algerian companies to refocus on their goals, to re-answer some existential questions, kind of; what is the best channel to broadcast our content? What to deliver to our audience? Our market study processes, real-time analytics, measurement tools, are making sense??

Perhaps, the most important point is to stay connected with consumers during and after this pandemic using **Social media/Mobile social media**. Facebook -in the first place- is still an excellent platform to preserve momentum for Algerian companies.

If there is a lessons to be learned, is that While everyone sees the covid crisis as a disaster, the same crisis can present an opportunity for other companies to achieve advantages/returns as long as they play their cards right. Also; Embracing real digital marketing strategy represents the path to pandemic recovery and long-term success. According to (Negoit, Purcarea, Popescu, Niculescu, &

Coman, 2018) **Digital Marketing** requires a well-executed strategy involving planning, testing, execution, maintenance and evaluation.

If Digital Marketing was the art/science of putting the customer at the heart of all online marketing activities, where customer can participate in creating and suggesting improvements through interactivity and the fast arrival feedback, then Digital Marketing adoption won't be enough as a key to survival. In Algeria, there were times to doubt and complain Digital-Marketing effectiveness, but this isn't one of them. Now is time to focus on understanding the facts and thinking out of the box, anticipating through scientific approach. Algerian Companies have to adopt real digital marketing/E-commerce strategies and to market this adoption, to change customer's attitudes and to convince them to embrace it too.

Moreover, improving understanding of surfing and online shopping attitudes and behavior is likely to improve marketing ability by practitioners to overcome more perceived risks experienced by potential buyers.

For small companies this is a perfect time to benefit on a less cost opportunity to reach large audiences, to increase their brand's market-share, even with only Facebook channel and email newsletters, there is a soft-drink company that has made a buzz with its new product sales during this pandemic through influencers on Facebook only.

To sum up, developing **E-commerce** and **E-payment** processes, delivery, and **Supply Chain Management** should be a central piece to any marketing strategy in Algerian market.

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**Digital marketing as a key approach to reduce
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