

**THE IMPACT OF DIGITAL MARKETING ON CONSUMER  
PURCHASE DECISION IN THE ALGERIAN TELECOM  
SECTOR**

**CASE STUDY: ATM MOBILIS**

أثر التسويق الرقمي على عملية اتخاذ القرار للمستهلكين الجزائريين في قطاع الاتصالات  
دراسة حالة ATM: موبيليس

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**Abstract**

The purpose of this study is to analyze the impact of digital marketing on Algerian consumer decision making process in the mobile telecommunication sector. This research is based on survey method, as the questionnaire was administered to a sample of 250 individual and the response rate was 88% or 220 respondents.

After statistical processing and testing hypotheses, the findings of the study revealed that digital marketing has an impact on consumer decision making process. As a result, businesses need to incorporate digital marketing strategies that reach out consumers in the right places at the right moments that most influence their decisions

**Keywords :** Digital marketing;  
Internet ;digital consumer behavior ;  
consumer purchase decision.

**ملخص**

تهدف هذه الدراسة إلى تحليل أثر التسويق الرقمي على عملية اتخاذ القرار للمستهلكين الجزائريين في قطاع الاتصالات. من أجل تحقيق أهداف هذه الدراسة استخدمنا دراسة قياسية، عن طريق الاستبانة كأداة لجمع البيانات و قد تم جمع 220 استمارة من أصل 250 أي بمعدل رد بلغ 88%.

بعد المعالجة الإحصائية و اختبار الفرضيات، كشفت نتائج الدراسة أن التسويق الرقمي له تأثير على عملية صنع القرار لدى المستهلكين، و نتيجة لذلك فإن المؤسسات تحتاج إلى دمج استراتيجيات التسويق الرقمي بتحديد المكان و الوقت المناسبين الذي يكون فيهما تأثير أكبر على قرارات المستهلكين.

**الكلمات المفتاحية:** التسويق الرقمي؛ الإنترنت؛ سلوك المستهلك الرقمي؛ قرار شراء المستهلك.

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## 1. INTRODUCTION

### Background

Our contemporary world is witnessing an unprecedented and accelerating growth in technological development, especially with regard to the Internet. The relationship between marketing and consumers has changed since the arrival of digital revolution, which has empowered consumers. In order for marketers to truly succeed online, they must adapt to these new buyer behaviors. It remains to be seen whether this form of marketing qualified as electronic, really has an impact on the Algerian consumer's purchase decision.

This remains verified and confirmed by numerous research studies carried out on other continents, which prompts us to question what is being done in Algeria.

### Problematic Study

For that, this paper seeks to treat this problem which is addressed in the following fundamental question:

### **How does digital marketing impact the purchase decision of the Algerian consumer?**

This fundamental problem is related to the following sub-questions:

- Does the operator ATM Mobilis have interactive platforms that help put in place products/ services in response to customer requirements?
- Is the pricing strategy applied online by ATM Mobilis more competitive than the one applied in physical stores?
- At ATM Mobilis, are there any alternatives for delivering products / services via digital channel?
- Does ATM Mobilis have a digital communication strategy to guarantee its competitiveness?
- What is the influence of Mobilis digital marketing strategy on the Algerian consumer purchase decision?

### Study Hypotheses

To address the problematic issue, we cite the following hypotheses as tentative answers to be tested later:

- **H1:** Social media can contribute to customer value co-creation.

- **H2:** In the absence of traditional intermediaries, Mobilis can benefit from this advantage to make its online prices very competitive.
- **H3:** The immaturity of electronic payment system in Algeria (e-payment) makes Mobilis unable to deliver its products / services online.
- **H4:** The development of ICT in Algeria, particularly in the mobile telephony sector, has given digital communication a prominent place in the company's marketing communication strategy.
- **H5:** The presence of Mobilis in the digital media "Internet" and the various developed tools of digital marketing has strongly influenced the consumer purchase decision-making process and allowed the company to develop a positive brand image.

### **Objectives of the study**

The purpose of this research is to achieve scientific results by identifying and evaluating the influence of digital marketing on the consumer purchase decision in Algeria. This study seeks also to understand the place of digital marketing within ATM Mobilis by identifying its Marketing-Mix.

### **Research Methodology**

To carry out our study, three research approaches have been used:

- Documentary research: has allowed us to familiarize with the research topic, via a literature review, by collecting secondary data.
- Descriptive research: has been chosen for the current case study. Hence, it describes precisely and in general the different aspects of the theme.
- Exploratory research: by conducting a primary quantitative research based on the questionnaire to measure the influence of digital marketing with its variables on the purchase decision of ATM Mobilis customers and highlighting the main motivations and barriers related to online shopping, but also to discern the image conveyed by Mobilis to its customers, through the use of digital tools in general and social media in particular.

### **Structure of the study**

In order to address the problematic scientifically and test the validity of hypothesis, the study has been divided into three main parts: the first

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section includes the theoretical aspect of the research, the second section represents the practical aspect and the third section contains the conclusion and recommendations.

## **2. THEORETICAL BACKGROUND**

### **2.1. From traditional to digital consumer behavior**

Social media have changed the way consumers and advertisers behave. Business practitioners and marketers are still trying to understand online consumer experiences that help instill brand loyalty.

#### **2.1.1. The concept of digital consumer behavior**

Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviors.

A digital consumer may be defined as someone using mobile devices (smartphones, tablets, laptops, etc.), and in a broad sense, as e-consumer, looking for purchasing products on the Internet, aware of themselves and of their needs, and keen on simplifying the decisions they need to make (Scheinbaum, 2017).

Digital consumer behavior, in terms of marketing research, essentially boils down to anything that a person does online. What devices they use, the sites they visit, the ads they engage with, when they leave and how, and so on (Perceptive Team, 2018).

#### **2.1.2. Offline and Online consumer purchase decision making process**

The process of making decision is very similar whether the consumer is offline or online. But one some major differences are shopping environment and marketing communication.

#### **A. Traditional consumer purchase journey:**

The purchase (customer or marketing) funnel is a marketing model which describes the theoretical customer path from the moment of first contact (awareness) with the product or service to the ultimate goal of making a purchase. Based on Figure1, the stages of consumer's purchase decision process may be described as follows:

**Figure.1.** Traditional purchase funnel

**Source:** From “How the Marketing Funnel Works From Top to Bottom”, by Skyword Staff, 2020(<https://www.skyword.com/contentstandard/how-the-marketing-funnel-works-from-top-to-bottom/>). Copyright 2021 by Skyword.

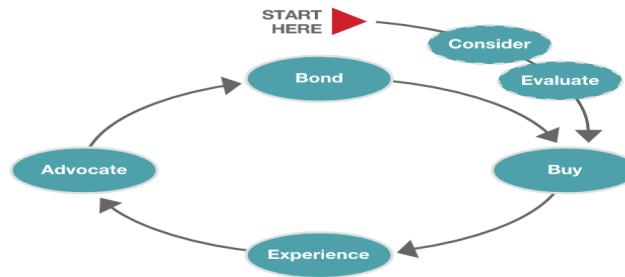
- **Stage 1- Awareness:** At this stage the consumers realize that there is a gap between their current state and their desired state (Fauser et al., 2011).
- **Stage 2- Familiarity:** Familiarity is tied to information search, the stage where consumers learn more about the company, its products, and any helpful information and research it provides (Pride & Ferrell, 2010).
- **Stage 3- Consideration:** A successful information search results in consumers developing a short list of brands which they view as possible alternatives to purchase. This group of brands is referred to as the “consideration set” (Pride & Ferrell, 2010).
- **Stage 4- Purchase:** In the purchase stage, the consumers make the decision of which brands to purchase (Pride & Ferrell, 2010). All internal and external variables come together to produce a decision.
- **Stage 5 – Loyalty and post purchase behavior:** After the purchase, customers compare products with their expectations. There can be two outcomes: Either satisfied or dissatisfied (Pride & Ferrell, 2010).

#### **B. The accelerated loyalty journey:**

One of the biggest problems of the previous framework is that it is too slow. Nowadays, customers are bombarded with thousands of pieces of information every single day over the internet, and their attention span has deteriorated rapidly. What this means to marketers is that a customer’s evaluation cycle is significantly crunched from a stage of multiple days or

hours to a matter of minutes or seconds. This simple fact led McKinsey to update their customer decision journey to an updated model, illustrated in Figure 3.

**Figure.3.** The accelerated loyalty journey



**Source:** From “McKinsey Quarterly: The consumer decision journey”, by Court et.,all, 2009 (<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey>).  
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### 2.1.3. Factors influencing online purchase decision making process

There are so many involved factors that have influence on online consumer behavior while doing online shopping, in a simple word; it is a complex mixture of so many factors that could encourage more the the purchasing decision (Sultan et al., 2000).

#### A. Factors that motivate consumer to purchase online:

The first elements to identify are factors that motivate customers to buy products or services online. They can be summarized into four categories as follows:

- **Convenience:** Online shopping is available for customers around the clock comparing to traditional store as it is open 24 hours a day 7 days a week. Customers want to simplify the beginning-to-end processes that they undergo to get the product or service they need (TNS Experts, 2019).
- **Online reviews:** Before customers make buying decisions; they often read reviews to hear about the experience of people like them (Wang et al., 2005).

- **Influencers and bloggers:** Nowadays, some customers have more confidence in what is said by a blogger than what is said directly by the brand. Influencers become credible, attractive, and accessible to the audience and can easily influence the opinion of their followers (TNS Experts, 2019).
- **Cost and time efficiency:** Online shopping customers are often offered a better deal; they can get the same product anywhere and anytime (Prasad & Aryasri, 2009).

### **B. Factors that impede consumers from online shopping**

Several reasons impede consumers from online shopping (summarized as below), so that business should be aware of such major problems which lead to dissatisfaction in online shopping.

- **Insecured payment:** Financial risk is always the number one concern of individuals who are shopping online. It is defined as the perception that a certain amount of money could be lost while purchasing online (Wiebke, 2017, para.2).
- **Intangibility of online product:** Some people think the product information provided in website is not enough to make a decision. Online shoppers will be disappointed if the product information does not meet their expectations (Liu & Guo, 2008).
- **Non-delivery:** Although this isn't a common occurrence while shopping online not receiving their products after purchasing them online is a common fear shoppers share (Kacen et al., 2013).
- **Return Policy:** Without a proper return policy, a customer's shopping behavior is severely stunted because they are forced to put too much faith into the e-commerce business, which is hard to achieve due to deception and falsely described products (Wiebke, 2017, para.6).

## **3. METHODS AND MATERIALS**

The methodology of the research is clarified in the following points:

### **3.1. Purpose of the research**

The purpose of this research is to achieve scientific results by identifying and measuring the influence of digital marketing with its variables on the purchase decision of ATM Mobilis customers and highlighting the main motivations and barriers related to online shopping,

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but also to discern the image conveyed by Mobilis to its customers, through the use of digital tools in general and social media in particular.

### **3.2. Research approach**

This study adopted the quantitative approach in collecting the data; specifically, through the use of the questionnaire in which hypotheses take the form of expectations about likely causal links between the constituent variables stated in the hypotheses, thus leading to the rejection or acceptance of the theoretical proposition.

### **3.3. Identification of study variables**

The research is causal study, studying the impact of digital marketing on consumer purchase decision in the Algerian telecom sector precisely in Mobilis the Algerian leader operator. The independent variable in this study is the tools of digital marketing (ITC, Digital marketing Mix, web site, email marketing, electronic advertising and social media) either the dependent variable is consumer purchase decision.

### **3.4. Population**

The unit of analysis (the major entity under investigation) in this study is Mobilis online consumers who can be found both on the internet and in Mobilis commercial agencies. Due to the large size of the population, only one province has been chosen for the study which is Algiers.

### **3.5. Sampling process**

As for the sampling method, the convenience sampling was chosen, because it is inexpensive and is the best way to gain data effectively and quickly. For the purpose of this research study, two hundred twenty (250) participants were requested to complete the questionnaire.

### **3.6. Data collection**

Use of a questionnaire survey instrument was deemed the most appropriate method of data collection for this study. Requesting uniform data from respondents, this methodology facilitates comparative statistical analysis.

#### **3.6.1. Development of the questionnaire instrument**

The study tool is a two-part questionnaire designed by the author, the first part consists of five 5 items containing descriptive information of respondent's profile, and the second part consists of nineteen 19 items which were used for the analysis of hypotheses.



The type of question varies between dichotomous yes or no questions, multichotomic questions with unified answer and multichotomous questions with multiple choices. In order to get customer's feedback on how much they agree or disagree with the influence of digital marketing on their purchase decisions making, the questionnaire has used the five-point for both Likert and Importance scale, one (01) point for "Strongly disagree" and "Not important", two (02) points for "Disagree", three (03) points for "Neutral", four (04) points for "Agree", and five (5) points for "Strongly agree" and "Very important".

### **3.6.2. Piloting and Testing the Questionnaire Instrument:**

After the development of the questionnaire, a preliminary version of the questionnaire or a Pilot test was conducted in order to assess the questionnaire's comprehension and eliminate potential problems. The preliminary questionnaire was administered to a group of 22 online consumers of Mobilis. As the result of the pilot test, several questions were reworded.

### **3.6.3. Questionnaire administration:**

As for how the data were collected, the paper questionnaire was administered to two hundred fifty (250) customers as well as electronic questionnaire by putting the link on the Internet and sending it via e-mail and social networking site: Facebook has been received forty (40) answers, respondents to face to face survey were one hundred eighty (180) and finally of the two hundred fifty (250) questionnaire received, thirty (30) questionnaires were not included in the analysis due to the lack of completeness and the presence of certain shortcomings in the answers. At the end of editing, two hundred twenty (220) questionnaires were successfully processed for the analysis with an achieved response rate of 88%. On the whole; data collection lasted four (4) weeks from January 6, 2021 to February 4 of the same year.

### **3.7. Data reliability**

Once the responses were collected, the data reliability was tested with Cronbach's alpha coefficient using the SPSS24.0 software (Statistical Package for Social Sciences). In this study the Cronbach's  $\alpha$  is equal to 0.804 (80.4%) indicating a high reliability which allows confirming the reliability of the measurement scales and thus the validity of the questionnaire.

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#### 4. DATA ANALYSIS AND DISCUSSION:

This statistical tool has the benefit of wide availability and usage, and of increasingly good coverage of statistical techniques.

##### 4.1. Data analysis

In order to derive the results of the research different statistical test, tables, descriptive and deductive statistics methods (Univariate, bivariate and multivariate analysis) were conducted in order to answer the research questions.

##### 4.1.1. Characteristics of the study sample

Several questions were asked in order to know the characteristics of the study sample. The results are described in table 1.

It is seen from the Table 1, the highest percentage (59%) of respondents are men. The percentage of women estimated at (40.9%). This characteristic does not affect the results of the survey.

According to the results obtained, almost half of the population's sample (49.09%) belong to the average age group of 18-25, followed by the category 26-35 years composite at (27.27%) which represents  $\frac{1}{4}$  of the study sample, whereas more than 50 years represent only (16.36%) of the respondents.

Based on the results obtained, almost all of the survey respondents (90.90%) have a higher education, while both of the uneducated and middle school level individuals represent only (0.45%) of our sample.

The results showed that students represent almost half of our sample (44.09%), followed by employees (22.72%), executives (18.63%) and professionals (9.54%). Retired and unemployed people represent only a minority of the studied sample.

Respondents with a monthly income less than DA 25000 represent (45.45%) of our sample, if this information is crossed with the question about respondents' job status, it appears almost half of the respondents are students, followed by those who have an income more than DA 60000, while individuals whose income varies between DA 25000 and 40,000 and those between DA 40000 and 60000 represent (15.0%) and (15.45%) in the sample.

**Table 1.** Socio-demographics characteristics

<b>Personal Variables</b>	<b>Description</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
<b>Gender</b>	Men	130	59.0%
	Women	90	40.9%
<b>Age (years)</b>	18-25	108	49.09%
	26-35	61	27.27%
	36-50	36	16.36%
	50+	15	6.8%
<b>Academic level</b>	No education	1	0.45%
	Middle school and below	1	0.45%
	Secondary	18	8.1%
	Graduate studies	200	90.9%
<b>Employment status</b>	Student	97	44.0%
	Executive	41	18.6%
	Employee	50	22.7%
	Liberal profession	21	9.5%
	Retired	6	2.7%
	No occupation	5	2.2%
<b>Monthly income</b>	< DA 25000	100	45.45%
	DA 25000-40000	33	15.0%
	DA 41000-60000DA	34	15.45%
	> DA 60000DA	53	24.0%
<b>TOTAL</b>		<b>220</b>	<b>100%</b>

**Source:** Prepared by the author on the basis of SPSS 24.0 outputs.

#### **4.1.2. Online information search sources during the purchasing decision-making process**

Before the purchase consumers actively collect and utilize information. The Table 2 shows the results of consumers' uses of the Internet as an information source.

**Table 2.** Internet as a search tool for customers

Information sources	Frequency (N)	Percentage (%)
Research engines	76	34.54
The official website of Mobilis	53	24.09
Price comparison websites	10	4.54
E-mail marketing sent by Mobilis	2	0.90
Text messaging	18	8.18
Online advertising	16	7.27
Online word of mouth	09	4.09
Official social media page of the brand	36	16.36
<b>Total</b>	220	100

**Source:** Prepared by the author on the basis of questionnaire data.

The Table 2 demonstrates information sources that users consult before deciding to purchase. At the top of the most frequent sources of information is search engines with (34.54%), followed by the official website of Mobilis and official social media page of the brand which are accessed by (24.09%) and (16.36%) of visitors. On the other hand, the most unpopular source of information is E-mail marketing sent by Mobilis which is consulted rarely by a significant percentage of (0.90%).

#### 4.1.3. The Internet and the consumer buying behavior

During the buying process, online consumers tend to use Internet. The results are shown in Table 3.

**Table 3.** Stages of Online buying process

Stages of buying process	Frequency (N)	Percentage (%)
Need recognition of product/ service	48	21.8
Information search of products/ services	82	37.2
Evaluation of alternatives of products/ services	45	20.4
Purchase decision	22	10.0
Purchase	13	5.9
Post-Purchase evaluation	10	4.5
<b>Total</b>	220	100

**Source:** Prepared by the author on the basis of questionnaire data.

Based on the results of this table, the large proportion of the sample (37.2%) uses Internet for information search of products and services, whereas (21.8%) of the respondents use Internet when they recognize they have an unmet need, followed by evaluation of alternatives (20.4%). The uses of Internet during the purchase stage and post purchase remain lower among the respondents since the two stages accumulate a percentage of 10.4%.

#### 4.1.4. Online marketing tools for boosting Mobilis brand's digital presence

When analyzing the results obtained for this question, we extracted the weighted mean and standard deviation for each criterion using statistical methods, based on the Likert scale and using SPSS24.0 (see Table 4).

**Table 4.** Summary table of the question: Do you think that Mobilis brand's digital presence on online marketing tools (website, social media, mobile application, etc) will enable it to:

Criteria	N	Mean	Std. Deviation
help consumers in their purchasing decision-making process	220	4.24	0.807
reinforce its brand image and brand awareness	220	4.04	0,579
limit the abuses of online advertising	220	3.43	0.587
stay competitive in the market	220	3.92	0.625
listen to customers and respond to their changing needs	220	3.96	0.951
Increase convenience and save customers time	220	4.32	0.617
develop a flexible and interactive communication with customers	220	3.96	0.504
increase market share thanks to better network coverage	220	3.98	0.759
<b>Total</b>	220	<b>3.49</b>	<b>0.606</b>

**Source:** Prepared by the author on the basis of SPSS outcomes.

According to the Likert scale, each mean represents a signification and corresponds to an interval level:

- The answers  $\subset$  [1.1.79] represent the category "Strongly disagree";
- The answers  $\subset$  [1.8, 2.59] represent the category "Rather disagree";
- The answers  $\subset$  [2.6,3.39] represent the "Neutral" category;
- The answers  $\subset$  [3.4, 4.19] represent the category "Rather agree";
- The answers  $\subset$  [4.2.5.0] represent the category "Strongly agree".

According to the results obtained, the mean response from Mobilis customers is 3.49, which is considered to be high. This mean also falls in the "Rather agree" category. The dispersion is 0.606, which represents a small dispersion of the responses.

Respondents rather agree that digital tools used by Mobilis enable it to reinforce its brand image and brand awareness, which also allow it to stay competitive in the market and limit the abuses of online advertising. Further, the sample tends to rather agree that the presence of Mobilis on online marketing tools allows it to listen to its customers and respond to their changing needs due to flexible and interactive communication which enables it to increase its market share thanks to a better network coverage.

#### 4.1.5. Motivation factors of online buying behavior

The exploratory factor analysis was conducted by the author using 09 variables. The Principal Component Analysis (PCA) was performed where the extraction of the 09 variables was carried out with the maximum possible extent. The rotation of Principal Component Analysis indicated 03 components as shown in Table 6 with a cumulative variance of 56.559%.

The result of the exploratory factor analysis revealed three variables of consumer motivations for online shopping:

**Component 1:** The first factor to be considered is "**speed and reliability**" with a total variance of 32.877%. From Table 6, it is seen that: fast delivery has the most significance with a value of (0.718), just followed by the quality of offered goods/services with a value of (0.717). Other factors that are significant include: time saving (0.630) and payment security (0.593). The least significant one is attractive prices (0.578).

**Component 2:** The second factor to consider in this case is "**familiarity with online shopping**" consisting of two variables with a total

variance of 12.151%. Firstly, Online reviews with a value of (0.803). On the other hand, Offline payment acceptance is in the second place of importance with a value of (0.4791).

**Component 3:** The third and last factor to be taken into consideration is “**Brand awareness**” with a total variance of 11.531%. Firstly, referrals from a friend or third party has the most significance in this case with a value of (0.782). On the other hand, Mobilis convenient website is in the second place of importance with a value of (0.775).

**Table 6.** Component Matrix

Items	Component		
	1	2	3
fast delivery	0.718		
quality of offered goods/services	0.717		
time saving	0.630	0.412	
payment security	0.593		
attractive prices	0.578	0.409	
Online reviews		0.803	
Offline payment acceptance		0.479	
referrals from a friend or third party		0.357	0.782
convenient website			0.775
<b>Extraction Method:</b> Principal Component Analysis.			

#### 4.1.6. Factors impeding online decision making process

The exploratory factor analysis was conducted by the author using 09 variables. The rotation of Principal Component Analysis indicated 02 components as shown in Table 7 with a cumulative variance of 54.227%.

The result of the exploratory factor analysis revealed two variables of consumer barriers to online shopping:

**Component 1:** The first factor taken into consideration is “**trust and commitment**” with a total variance of 38.418%. From Table 7, it is seen that: lack of e-payment instruments has the most significance with a value of (0.787), just followed by the lack of familiarity with online shopping with a value of (0.786). Other factors that are significant include: insecure online payment (0.716) and lack of online delivery possibility (0,690). The least significant one is absence of online support (0.505).

**Component 2:** The second factor to be considered in this case is “support/product credibility” with a total variance of 15.809%. The most significant element for this factor is misleading advertising with the value of (0.798). Other significant elements associated with this factor include: absence of interaction with a salesperson (0.798), and intangibility of online product (0.691). The least significant element here is ergonomics website not very clear with a value of (0.540).

**Table 7.** Component Matrix

Items	Component	
	1	2
lack of e-payment instruments	0.787	
lack of familiarity with online shopping	0.786	
insecure online payment	0.716	
lack of online delivery possibility	0.690	
absence of online support	0.505	0.467
misleading advertising		0.798
absence of interaction with a salesperson		0.737
intangibility of online product		0.691
ergonomics website not very clear		0.540
<b>Extraction Method:</b> Principal Component Analysis.		

#### 4.2. Results and discussion

After presenting the main results of our study, the results analyses and discussion can be formulated through the following points:

- From the study, it is observed that almost half of Mobilis customers using the Internet are quite young [18-35 years] and educated (students 44.0%) from total sample.
- The analysis revealed that, there are more and more Algerian consumers who search information online during their purchase decision-making process. This information search is mainly carried out through the following communication channels: search engines, the brand's official website and social media.
- The research revealed that the large proportion of consumers use internet for information search of products and services during their online buying process. In contrast, respondents prefer



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traditional payment methods (cash payment) and the choice of delivery alternatives was mainly dominated by delivery at the operator's physical store.

- The results indicated that the main motivation factors for online shopping are: fast delivery, time savings and payment security are placed at the top of the list of reasons for online decision-making process. Whereas, the main barriers to online shopping according to the results of Principal Component Analysis are: "trust and commitment" and "support/product credibility".

At the end of this study, the five initial hypotheses can be all verified as follows:

- The first hypothesis that social media can contribute to customer value co-creation has been confirmed. All the information resulting from the interaction between Mobilis and its customers are used in order to better satisfy them.
- Mobilis has not developed a specific online pricing strategy, despite the fact that the latter provides a cost reduction linked to the absence of traditional intermediaries. Hence, the second hypothesis has been invalidated.
- The third hypothesis has been partially validated, on one hand Mobilis has integrated online payment via the CIB card and / or Edahabia, but on the other hand, it remains operational only for the service of electronic recharging (E-Rseli), without online delivery strategy of other products and services.
- The development of ICT in Algeria, especially in the mobile telephony sector, has given digital communication a prominent place in the marketing communication strategy of Mobilis. Such an assumption has been confirmed.
- The fifth and the last hypothesis, has been confirmed. Mobilis customers rather agree that digital communication has only strengthened their interaction with the company. They feel valued thanks to a better active listening which allowed the company to develop a positive brand image.

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## 5. CONCLUSION

The outcome of this study is very valuable for local firms offering online shopping as well as for online consumers. The results of the survey have led to better understand the behavior of Algerian consumer in an omnichannel context, at which stage of the buyer decision process has been affected by digital technology (Internet)? What is the contribution of digital marketing tools to the consumer purchase decision? Further, this research results follow the results of recent studies which stipulate that consumers today before purchasing they find all of the information needed about a product/ service online, but they make the final purchase in-store. This phenomenon is called ROPO (Research Online/ Purchase Offline).

Based on the analysis of questionnaire results, Mobilis as well as all Algerian companies in the ICT industry in order to improve the impact of digital marketing on influencing consumer decision making process should:

- Encourage customers to visit the company's website by offering solutions that combine on/off-line modes, for example: offer printable coupons online with discounts when buying in-store.
- Focus on network coverage (4G) by offering customers free connection in public spaces.
- Create an advertising campaign for e-payment by demonstrating its benefits (free SMS, free Internet offer, etc) and thus reducing distribution costs.
- Strengthen Mobilis' digital presence through means other than social media by developing more personalized tools: e-mailing, newsletters, mobile applications, etc.

For further research, given the struggle with the pandemic situation that kills not only people but also businesses, it is critical to continue exploring how consumers behavior is influenced, including the online purchase.

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