The ingredients of e-marketing in Algeria

Yalichani Wahiba * [1]

Yahiya Fares University of Medea, yalichani.wahiba@univ-medea.dz

Abstract

The study aims at identifying the fundamentals of e-marketing in Algeria and the reality of Algerian consumers' interaction with the idea of online shopping, and we have relied on obtaining statistical information on official Algerian state websites and relevant international digital statistics sites.

The study concluded that the great efforts exerted by the Algerian state linked the Algerian consumer to the world of electronic shopping, but they remain in the beginning due to the weak flow of the Internet and the few holders of credit cards, but the cash crisis helped the spread of the culture of shopping and e-payment.

Keywords:E-marketing, e-mail, Algeria, Internet

*   **Yalichani Wahiba**

1. INTRODUCTION

The field of communication and information technology is one of the most rapidly evolving fields, particularly with the connectivity of information processing methods, which has resulted in a communication system based on the interconnection of communication technology and information technology, which has contributed to the launch of an information and information revolution that has highlighted high communication capabilities and unprecedented speed in message delivery Anywhere in the world,

This technology has changed the lifestyle of individuals in all fields, including the trade that has resulted in e-commerce, as the spread of the digital revolution, the transfer of most investments to the digital sector, and the emergence of leading digital companies.

The success of social networks creates great opportunities for competing companies to reach their goals by marketing their products or services online. The term "electronic marketing", which relies on such means, has thus emerged from electronic commerce, especially the Internet, which is one of the most important changes that the technological revolution has brought to the world.

The Internet is open to business organizations to market their products in a variety of ways and in a variety of ways, as well as to enter global markets and gain access to the largest number of customers and recipients.

The problem of research:

From the above we have seen the following problems: What are the ingredients of e-marketing in Algeria?

The following sub-questions arise from this question:
–   What efforts are being made in Algeria to promote e-marketing?
–   Is there a consumer culture in Algeria?

Search hypotheses:
–   The Algerian Government is making efforts to keep abreast of recent technological developments and competitiveness.
–   The culture of e-marketing in Algeria spreads to consumers.

Importance of Study:

The importance of the study derives from the importance of e-marketing, whose advantage derives from the unique characteristics of the Internet from the speed of communication, the high efficiency in content transfer and diversification, the reduction of costs and the achievement of interaction, which serve both the market and the marketplace, ensuring that competition enters and communicates information to consumers wherever it occurs.

It makes it easier for consumers to get what they want and can get it without the minimum mobility.

The objectives of the study are to achieve the following objectives:
–   Find out about the readiness of Algeria's infrastructure to practice e-marketing.

– Know how Algerians interact with the web and know their characteristics to see how they are able to receive the marketing campaigns that target them.

Curriculum: The study was based on the analytical descriptive approach to describe the concept of electronic marketing, the reality of the infrastructure that allows electronic marketing and analysis of the data on Algerian reality in terms of Internet, mobile phone, electronic payment and e-commerce law.

2. Electronic marketing

The advent of the Internet and the rapid developments that I have known have given a new form of marketing in terms of the way it is being marketed and posted as the enterprise sites have become open windows on the world and are not limited to a particular category or market. In short, it has become a necessary means in an era of smartphones and computers, and it may be cheaper and easier to market to target the largest number of segments of society.

2.1 defining Electronic Marketing:

There are several definitions of e-marketing, with some seeing e-marketing as a function of the company that works to achieve coordination and integration with other functions such as production, finance, materials, procurement, and human resources. In the area of e-marketing, the traditional marketing mix is practiced, but in ways that fit the Internet.

– **E-marketing** is a generic type of marketing that is available through all electronic devices from TV, radio and mobile via text messaging, Internet and computer via the Internet, so online marketing is only a branch of e-marketing. Online e-marketing has certainly become a very powerful marketing tool that has surpassed marketing capabilities in other e-marketing tools and even traditional marketing methods. (Otaibi, 2016)

– **E-marketing is** a new method used in the Internet that offers three different types of transactions, one of Internet services itself, the second is electronic delivery of services of a digital nature, and the third is the use of the Internet as a channel for distributing products purchased over the network (Al Abadi, 2009, p 83)**.**

– **E-Marketing is** effective use and development with a clear and efficient digital vision of digital marketing materials (expertise, knowledge, individuals, rules, data, relationships, etc.) (Qandil S., 2012, p. 57)

– E-marketing is the best use of digital technologies including information and communication technologies to activate marketing productivity and operations of organizational functions, processes and activities geared to identifying the needs of the target market and providing goods and services to customers (Qandil S., 2012, p. 57)

In short, e-marketing can be: (Sound, 2017)

- More targeted marketing campaigns lead to more qualified website visits.
- More qualified visits lead to more sales
- More sales lead to more revenue that leads to growth.

We can say that there is no real difference between traditional marketing and e-marketing in general principles and frameworks. However, the teams are the result of modern

electronic marketing tools and tools, toped by the Internet and related technologies, and marketing in general, whether traditional or electronic, aims at offering products and services that satisfy consumer desires and needs, with a focus on building long-term relationships. In addition to practicing different marketing functions and using marketing mix, the difference is therefore only in marketing tools, and today we can say that e-marketing is online marketing to outperform it on other electronic media.

2.2 E-Marketing Principles:

E-marketing is based on the use of digital networks and interactive tools to achieve marketing objectives and is based on two basic principles (Ahmed, 2009):

- **Automation**:

Also called (marketing automation). They are software and technology platforms designed for marketing departments and organizations to access on multiple Internet channels, such as e-mail, social media, websites, and so on, and automate frequent tasks.

- **Interactive:**

Interactive marketing refers to the emerging trend in marketing, which leads to the "ability to address the individual in a way that takes into account their unique answer, and interactive marketing is not synonymous with online marketing, although interactive marketing is facilitated by Internet technology. The ability to remember what the customer is saying when there is a capability to collect customer information online, and we can also connect with our customers more easily using Internet speed. Amazon (amazon.com) is the best example of interactive marketing, as customers record their preferences and show selected books that are not only compatible with their preferences, but with their recent purchases.

2.3 Electronic marketing characteristics:

Electronic marketing has the most important characteristics: (Amin, 2019):

The broad service:

allows the company to gain great reputation and attract new customers, as they are a quick and effective way to introduce the organization and promote its products or services, and the use of the Internet also helps to ensure the proper and effective retention of site members, as well as that sites can be handled at any time.

Global **e-marketing:** Until recently, the typical technologies used to access international markets were participating in trade fairs, seminars, e-mails, telephone marketing or advertising, but today organizations can be in the global marketplace, through platforms and social media. A multilingual site, blog posts and content that is appreciated by Internet users. The media used in electronic marketing do not know the geographical boundaries.

– **the speed with which concepts change**: E-marketing is characterized by rapidly changing concepts, activities and rules governing it, as e-commerce is linked to the rapidly changing and evolving means and techniques of electronic communication and information technologies.

(See also: The Internet, the Internet, the Internet, the Internet, the Internet, the Internet, the Internet, the Internet, the Internet, the Internet, the Internet, the Internet, the Internet, the Internet, the infrastructure of large multinational companies, and the Internet.) This is due to the use of the same method of executing sales and purchases and providing various types of services electronically; In addition, music, liras, videos, computer programs, and more are distributed.

– **Accessibility:** The ability to communicate the greatest amount of information about the company's products to customers, and thus to obtain them, and compare them with the products of competitors

– **Digital method:** The expression of a particular product or product as digital pieces of information, i.e. the use of the Internet to deliver the product without having to go into its physical details, is sufficient to provide its own digital information and results.

The absence of paper documents: In electronic marketing, transactions are executed electronically without the need to use paper, especially those products that accept numbering, from the negotiation process until delivery of the goods until the price is received. This raised the issue of proof of contracts and the validity of digital signatures. This called on international organizations to develop a legal framework on electronic commerce, signature and payment of value electronically.

3. The ingredients of e-marketing in Algeria

E-marketing is a new Internet-based method that provides three different types of transactions, the first is the provision of the same Internet services, the explanation of how this network can be accessed for businessmen and clients, and the second is electronic delivery of services, which means delivery of service product transactions to customers in digital form. The third is to use the Internet as a channel for service distribution where products are purchased through the company (Attiyah, 2017).

3. 1 Internet development in Algeria:

Online marketing is a powerful means of modern marketing and has become popular with companies of all kinds and sizes, even companies that are still at the start of their business, and this is matched by the fact that a wide range of people are involved in electronic shopping because they have many incentives for shoppers. Yet there are many risks, such as fraud, fraud, hard to preview, personal data theft, and more.

The continuing development of telecommunications networks in Algeria since the turn of the century has led to an expansion of the number of users of the World WAP network in Algeria, and achieved new progress in 2018 in the area of information and communication technologies by occupying 83 international levels, up from 8 levels compared to the 2016 report. According to a report issued by the World Economic Forum, at the regional level, Algeria ranked Maghreb, fourth Africa and ninth at the Arab level. Algeria is also Africa's leader in broadband mobile phone access, and this rating has taken into account five criteria: Mobile phone subscribers, mobile and fixed internet, high-flow internet via fiber optic and internet users. The World Economic Forum, established in 1971 and known for its annual meeting with the savos, is a non-profit organization based in Geneva, Switzerland. (Elkhabar, 2018)

3.1. 2 Internet streaming speed:

Algeria ranked 31 continents, 175 globally, in the speed of Internet loading between Joan 2017 and May 2018, according to the broadband speed association. Algeria, by the same report, has fallen by 6 continental rankings and 14 global ranking. (Beautiful, 2019). In Juan 2020, Algeria ranked 132nd worldwide and last among the Maghreb and pre-Maghreb countries, Africa in the speed of Internet flow, while the speed of fixed Internet flow ranked 172nd out of 174 world.

On January 2021, the Internet download rate was 13.23 Mbps over mobile phones, up 67.9 percent year-on-year, and 5.29 MB over fixed Internet, up 34.9 percent year-on-year (Kemp, 2021).

Despite the Algerian state's best efforts, it remains modest compared to the accelerating development of this field, the terrible development of developed countries, Arab and African countries, and even neighboring countries, and to solve forms, courageous decisions must be made to improve and intensify local, national, and international networks.

3.2 the number of Internet users:

The world is now aware of the high potential for communication and the unprecedented speed with which messages can be delivered anywhere in the world, as the digital revolution has spread. The success of social networks creates great opportunities for competing companies to reach their goals by marketing their products or services online in various forms, entering global markets, and reaching the largest number of customers and recipients. The world's population has recognized the unique characteristics of the Internet, so the number of users has been growing steadily over the years, and the same is happening in Algeria, as shown in the following table:

Table 1. The number of Internet users in Algeria has evolved from 2000 to 2021

Year	Number of users	Populatio	Percent
2000	50,000	31,795,500	0.2 %
2005	1, 920,000	33,033,546	5.8%
2007	2, 460,000	33,506,567	7.3%
2008	3, 500,000	33,769,669	10.4%
2009	4, 100,000	34,178,188	12.0 %
2010	4, 700,000	34,586,184	13.6 %
2012	5,230,000	37,367,226	14.0 %
2013	6,404,264	38,813,722	16.5 %
2014	6,669,927	38,813,722	17.2%
2015	11,000,000	39,542,166	27.8%
2016	15,000,000	40,263,711	37.3%
2017	18,580,000	41,063,753	45.2 %
2018	21.000.000	41.660.000	50%
2019	24,480,000	42.340.000	58%
2020	22,710,000	43.450.000	52%
2021	26.350.000	44.230.000	59.6%

Development of the postal and telecommunications sector in Algeria: 1999-2018, 19/07/2019,4, https://www.mpttn.gov.dz/ar/content/evolutionsecteurar

Digital 2019 Algeria (January 2019) V01 Dataareportal2019,2020.2021 *

As noted in the previous table, the number of users of the Internet continues to rise from 0.2% in 2000 to 26.35 million, 59.6% of the total population in January 2021, and social media sites are more engaging for Algerians, with the number of active social media users reaching 25.00 million, 56.5% of the total population. Of these, 21 million are mobile phone calls (Kemp, 2021), and they are allocated through social media platforms as follows:

Table 02. Use of social media platforms in Algeria

Social media platforms	Number of users	Ratio of males	Percentage of females
Facebook	23.000000	62%	38%
Instgram	6,800,000	55.9%	44.1%
Twitter	625,000	90.5 %	9.5%

Snap Chats	5,000,000	40.7%	57.1%
Lincoln	2.500,000	68.6%	31.4 %

Source:Simon Kemp, **Digital 2021 Algeria**, We are Social, Hoot Suite, (January 2021) Vow'.PDF digital_report_2019.pdf

Social media attracts 25 million Internet users by 56.5%, with the overwhelming majority (23 million) of subscribers as reflected in the statistics, representing 71.8% of the population over 13 years of age.

This is due to the speed and ease of communication and the timely reporting of information, even traditional media have found themselves somehow affiliated with social media networks, as it is difficult to obtain news from official bodies, direct transmission of events and the possibility of interaction. The analysis of statistics for social media subscribers thus represents reality and reflects the real picture of subscribers, as social media Facebook holds the overwhelming majority of Algerians 92% of subscribers, so we can learn about demographics online through Facebook subscribers.

Table 03. Distribution of users of social media platforms in Algeria by age

Age groups	Ratio of males	Percentage of females
13-17	4%	3%
18-24	16%	11%
25-34	19%	13%
35-44	9%	7%
45-54	5%	5%
55-64	3%	%3
65+	2%	2%

Source:Simon Kemp, **Digital 2019 Algeria**, We are Social, Hoot Suite, (January 2019) v01'.PDF digital_report_2019.pdf

The results of the previous table show that there are more males than females in the Internet, and the larger age group is those between 25 and 34, which makes sense because Algerian society is young in nature.

3. 2 **Mobile:**

Mobile devices have become powerful multimedia devices, enabling communication, Internet surfing, e-mail verification, image capture, GPS navigation, social media publishing, and shopping, which have contributed to more than 5 billion mobile devices around the world and will reach 2025-6 billion subscribers. The prevalence rate will rise to 77 per cent of the population, compared to 66 per cent currently, 42 per cent 10 years ago[1] (a profound shift in the smartphone market after sales decline 5 per cent, 2019).

These numbers show the importance of mobile marketing, so marketing strategies need to be mobile-compatible.building a smartphone app is also an important step if the experience is designed specifically for specific actions, and in other cases you don't need to create an app for your smartphone instead, Focus on creating a mobile-compatible website that delivers a seamless desktop-mobile experience.

The time has been accompanied by a decline in fixed-phone use in the international arena, owing to the growing interest of the population in the advantages of mobile phones. In Algeria, mobile phones were introduced in 1994 (radio analogue telephones), but the number of network subscribers was 18,000 at the end of 2000. Since then, mobile phone services in our country have developed significantly, with a mobile network population coverage rate of over 98% this year. The number of mobile phone subscribers has also risen from 47.04 million in 2016, to more than 49.87 million subscribers in 2017 (MPTTN, the development of Algeria's postal and telecommunications sector: 1999-2018, 2019).

The mobile market opened in Algeria with the first license for the national operator MobileCom (Algerie Mobile) It was the first branch of the Algerian Communications Society to have recognized its independence as a business since 2003, the second license on 31/07/2001, for the Algerian Orascom Telecom, and the third license on 23 December 2003 for Algerian Watania Telecom, On 21 November 2013, under the business science of Ooredoo, it should be noted here that all of these licenses were granted to exploit the GSM standard, so the mobile market in Algeria can be said to share three institutions or signs: Mobilis, Djezzy and Ooredoo (or a former star). In order to meet with Algeria, other developed countries in the telecommunications sector have granted licenses to clients to exploit and market 3G-generation UMTS-which is rapidly acting in a manner of firmness and providing services to the public on the Algerian soil (February 2015),

In 2018, the number of fixed-line subscribers fell by 138.670 compared to 2017, which is explain by the trend of subscribers to mobile phones (especially 4G DT known as an expansion of coverage ratio. We also note an increase in our FTTX subscriptions a year after they were submitted (from 714 in 2017 to 11369 in 2018).

Table 04 .The development of Algeria's postal and telecommunications sector in Algeria in 1999-2018

		2013	**2014**	**2015**	**2016**	**2017**	**2018**
3G	9	308019	8509053	16684697	24227985	21592863	19239448

				146346	986767	206214
4G	-	-	-	34	1	52
	30801 9	85090 53	166846 97	256926 19	314605 34	398609 00

https://www.mpttn.gov.dz/ar/content/evolutionsecteurar

Competitive offers for the three operators contributed to the reduction of Internet prices and the increase in the number of subscribers, especially users who connect to the mobile phone, the number of those connected to the mobile phone has increased as shown in the following table:

Table 04 . Percentage of mobile phone callers in Algeria in 1999-2021

Years	2017	2018	2019	2020	2021
Percentage of mobile phone callers	34%	41%	53%	51.4%	53%

Source:Simon Kemp, **Digital Algeria**, We are Social, Hoot Suite,.PDF digital_reports_2019-2021.pdf

97.9% of Internet users in Algeria connected via mobile phone, which contributes to the promotion of e-marketing in Algeria, which should be emphasized when creating mobile-compatible content, and is also a catalyst for electronic marketing so that the target audience can be reached accurately, in time and at maximum speed. Receive notifications at the very moment you have made the promotional message.

3.3 Electronic payment in Algeria:

We are imposing technological development on a new kind of transaction, as many people and companies are offering their products on the Internet to bring many visitors to their products, and many people are already buying their needs from the Internet and, in doing so, need credit cards that enable them to shop freely.

As part of its modernization of its banking system, Algeria established a company in 1995 that named the Monetary Company for Automated Interbank Relations (SATIM), the latest to develop transactions and electronic payment methods in the banking system. The company is organized by 16 banks, 8 of which are public and 8 private, in addition to Algerian Post Algerie (Automated Cash and Auto-Interbank Relations, 2019), the result (MPTTN, the development of the postal and telecommunications sector in Algeria: 1999-2018, 2019):

- 7,492 508 draw cards (magnetic card);
- More than 5 million payment cards (gold card), with continuous production to cover all mail customers in 2019;

- 1,376 securities windows, providing multiple services, allowing these automated windows to conduct 33 8,508 transactions per year, or 386 billion Algerian dinars in electronic cash transactions;

The automated window sheave is being strengthened by the acquisition of 1,000 new programd extension equipment during the year 2019;

In partnership with Enie, Mail Algérie has also launched the marketing of 50,000 e-payment terminals being manufactured in Algeria (MPTTN, the development of the postal and telecommunications sector in Algeria: 1999-2018, 2019).

Banks in Algeria, private or public, are competing to offer international credit cards that enable them to receive and pay money freely anywhere in the world and to buy online in any local or external electronic store like Visa Card and MasterCard, which banks offer Algerian Public and Private as Local Development Bank **BDL**, Algerian National Bank, BNA. And the Peace Bank.

Despite the efforts exerted by different financial institutions to spread the culture of payment remotely, only 3.2% of Algerians have a credit card 4.6% that they buy online or pay bills online, because Algerians still fear the information system, and most of the automated distributors are stopped. The long period of automatic payment, caused by weak Internet flows, weak coverage, and persistent interruptions, also makes citizens prefer to be illiquid.

The problem of e-payment is the biggest obstacle to the growth of e-commerce in Algeria, and deep economic and financial reforms affecting the entire banking system are needed, which will be reflected on the electronic commerce market in an even more spontaneous manner.

In 2018, Algeria was dissolved in the United Nations Electronic Commerce Index. Ranked 17 Africa and 111 globally, down significantly from the 2017 report, ranking 97 worldwide. (MaghrebVoices, 2018).

But, with the Corona pandemic, Algeria has seen a revival in e-commerce. According to the annual report of the United Nations Conference on Trade and Development, "Algeria has made significant progress, with a total of 29 ranked internationally, with Algeria moving from 109th to 80th in the world. This was ranked fourth in Africa, Invalid Source specified.

The report is based on its classification on a set of indicators, namely, the percentage of Internet usage and security, financial integration, and the reliability of postal services in the order of the Universal Postal Union (UPU).

This result is due to the preventive measures that limited citizens' movements, forcing merchants to market their products electronically, the situation continued in front of vendors even after the quarantine was raised, and the Algerians were forced during the quarantine period to pay the communications bills, electricity and water. Gas electronically as electronic transactions conducted in 2020 exceeded the proceeds of electronic transactions that took place during the last three years, in addition to dealing with companies selling their products through the Internet".

The liquidity crisis has also contributed to the activation of online payments, especially with the applications launched by Algerian mail.

3. 4 Electronic Commerce Act:

The greatest obstacle to the practice of e-commerce and e-marketing in Algeria, was the absence of a law regulating electronic transactions and guaranteeing consumer rights until the law on e-commerce established the general rules on e-commerce of goods and services was passed in the last issue of the Official Gazette (No. 28) Under the Act, electronic commerce means activity whereby an electronic supplier proposes or guarantees the provision of remote goods and services to an electronic consumer through electronic communications.

This law enables the regulation of economic interaction and the possibility of monitoring what is going on in the field of electronic communication, and the promulgation of this law aims at adapting Algerian legal legislation to international norms and standards, especially with the accelerating spread of electronic communication and payment for the conduct of trade in most countries.

The most important provision of the Act is: (E-Commerce Act No. 18/05 2018)

The law stipulates that registration in the commercial register and the identification of a web site are prerequisites for the practice of electronic commerce.

- The order of the product or service goes through three steps: Providing the contractual terms to the electronic consumer, verifying the details of the order issued by the customer, and confirming the order that leads to the formation of the contract.
- The law provides that the consumer is obliged to pay the price agreed upon in the electronic contract once this document is formed.
- According to the text "Electronic commercial transactions shall be paid remotely or upon delivery of the product by payment permitted under applicable legislation.
- The electronic payment is made through dedicated payment platforms, which are created and operated exclusively by banks authorized by Bank of Algeria or Algeria Mail and connected to any kind of e-payment station via a network of the public communications operator."
- "The electronic service provider's website connection to the electronic payment system must be secured through the electronic certificate system.
- The law provides fines ranging between 50,000 and 2 million dinars, as well as the cancellation of the commercial register and the closure of the site, as well as the full and strict application of the sanctions provided for in the applicable legislation.
- The law provides that prohibited transactions are for games of chance, paint, lottery, alcohol, tobacco, pharmaceutical products, products that violate intellectual, industrial or commercial property rights, or a service prohibited under applicable legislation, as well as any service subject to the establishment of a bond. It also prohibits any electronic treatment of sensitive materials, equipment and products specified by applicable regulations as well as any other product or service that may affect the interests of national defense, public order and public safety.

4. **CONCLUSION**

the study concluded the following results:

- There is a tremendous dynamic in the development of e-marketing through infrastructure configuration.

– The beginning of competition enables consumers to choose on the basis of quality and price.

– The efforts made have not been able to reduce the considerable delay that Algeria knows, even from neighboring countries or some of the countries of the continent.

– Most projects in the Algerian market are still emerging, and as is well known, the start-up risks are high.

– The laws approved by the Algerian legislature are not suitable for encouraging Algerian investment in this field.

– Weak Internet flows in Algeria in general and southern states in particular are one of the major hintering blocks of e-marketing.

- Despite the efforts exerted by different financial institutions to spread the culture of telematics, only 3.2% of Algerians have a credit card, 4.6F% are bought online or pay bills online, because Algerians are still concerned about the information system, and most of the automated distributors are also stopped. Moreover, the long period of automatic payment due to weak Internet flow, poor coverage, and persistent interruptions makes citizens prefer to deal with liquidity, customers prefer to pay upon delivery for lack of trust, and not to guarantee "return" if they agree with the required specifications.

- Algeria has sought to modernize its systems and means of payment in order to keep pace with technological developments, but it has not achieved the desired results due to the absence of banking culture, lack of confidence in electronic transactions, on the one hand, and the lack of clarity of the legislative and legal environment with regard to electronic means of payment and e-commerce operations on the other. (Folded, 2019)

- E-shopping is a culture that visitors can gain by training and establishing trust between seller and buyer, and can be forced by circumstances, for example, lack of liquidity encourages citizens to pay electronically, and quarantine has led to a significant increase in online transactions and online purchases in Algeria, accompanied by the first quarter of 2020. 441531 transactions made via CIB and Edahabia cards; That is, half of the number of online payment transactions made in 2019 (873,679) through the same cards. (Schahrazed, 2020)

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