The Impact of Auditing Marketing Function Programs on Customer Satisfaction: An Analytical Study of Leading Global Experiences

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Abstract:

This study examines the impact of marketing audits on customer satisfaction and their role in enhancing marketing performance. Using a qualitative case study approach, it analyzes Amazon and Apple through document analysis and secondary data. The findings reveal that marketing audits improve product and service quality, enhance brand communication, and foster customer loyalty. Amazon leverages big data and AI to personalize user experiences, while Apple uses audits to drive innovation in user experience and loyalty programs.

Furthermore,The study concludes that ongoing, adaptive marketing audits are crucial for meeting evolving customer expectations and should be integrated with digital transformation strategies to maintain a sustainable competitive edge**.**

keywords:
Marketing audit; customer satisfaction; loyalty; digital transformation;
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1. INTRODUCTION:

Marketing auditing has become a fundamental tool for organizations to ensure the effectiveness and efficiency of their marketing programs. In light of intensifying competition and the complexities of contemporary markets, organizations increasingly require precise tools to refine their marketing strategies and deliver exceptional customer experiences. Given the evolution of marketing practices and rising consumer expectations, marketing audits have emerged as a pivotal element in determining customer satisfaction levels. By implementing marketing audits, organizations can evaluate the efficacy of their current strategies, identify areas for improvement, and enhance their ability to better address customer needs and expectations.

Accordingly, Marketing audits encompass various domains, including strategic, environmental, and digital reviews, enabling organizations to realign marketing strategies with customer expectations and markets trends and reallocate investments in line with customer preferences. Beyond improving product and service quality, marketing audits foster customer trust and loyalty, directly influencing overall satisfaction levels. This underscores the significance of marketing audits as strategic tools for achieving competitive sustainability in dynamic business environments.

1.1. Research Problem: This study investigates the role of marketing audits in enhancing Customer Satisfaction, with focus on leveraging global best practices to inform strategies within Algerian organizations.

The central research problem consists in: To what extent do marketing audits enhance customer satisfaction?

In light of the central research problem, the following questions are posed**:**

- What are marketing audits, and why are they important for organizations effectiveness?
- What is the relationship between marketing audits and customer satisfaction?
- How can the successful global marketing audits practices be adopted to improve customer satisfaction in Algerian organizations?

1.2.Research Hypothèses :

- **Hypothesis 1:** marketing Audits are positively associated with improved product and service quality, leading to higher customer satisfaction.
- **Hypothesis 2:** there is a positive relationship between marketing audits and customer loyalty, mediated by user experience.

1.3. Research Objectives: This study aims to define the concept of marketing auditing, explain its importance to organizations, and analyze its role in enhancing overall marketing performance. It seeks to explore the intricate relationship between marketing audits and customer satisfaction, drawing on mutual benefits. Additionally, the study reviews successful global case studies that implemented marketing audits on a large scale, focusing on how these organizations leveraged audits to boost customer satisfaction and achieve sustainable competitive advantages.

1.4. Research Significance: This research highlights the role of marketing audits as a vital tool for enhancing customer satisfaction, directly contributing to organizational success and sustainable growth. By elucidating the link between marketing audits and customer satisfaction, the

study provides practical recommendations for organizations to effectively implement marketing audit strategies. This empowers them to improve customer experiences—central to increasing loyalty and sustainable sales. The research represents a critical step toward adopting well-informed marketing practices that align with rapid global market changes and meet customer needs with precision.

1.5.Research Methodology: This study employs a descriptive and analytical approach, integrating a comprehensive theoretical review of marketing audit and customer satisfaction concepts with an in-depth qualitative analysis. By examining case studies, particularly Apple's strategic marketing audit practices, the research explores customer feedback and experiential insights. This methodological framework enables a nuanced understanding of the subject matter, facilitating hypothesis validation and the development of practical recommendations.

This study broadens the scope by linking marketing audits to customer satisfaction and exploring the role of digital technologies. Through case studies of Amazon and Apple, it fills a gap in the literature and proposes a practical framework for using audits as strategic tools to enhance customer value and competitive advantage. In contrast Most previous studies (such as Percy, 2014; Jones et al., 2017; Capolani, 2018), focused on internal aspects of marketing audits or took a narrow technical view of performance.

2. Theoretical Framework of Marketing Audit:

2.1. Concept of Marketing Program Audit: The audit of marketing programs is a systematic analytical process aimed at assessing the efficiency and effectiveness of marketing activities within an organization. This is achieved through a comprehensive review of marketing strategies, operational procedures, costs, and overall performance to ensure their alignment with corporate objectives and market requirements.

Within the marketing literature, several definitions have been proposed regarding marketing audit. In this context, the marketing audit has been defined as a structured, periodic process that focuses on analyzing the internal and external environment of the organization, with the objective of measuring the performance of marketing activities and providing recommendations for improving marketing strategies to achieve a competitive advantage ((Talla, 2024, p. 27).

Additionally, the marketing audit has been described as an analytical tool employed by organizations to assess the effectiveness of their marketing policies and strategies through a comprehensive examination of the

marketing mix elements, advertising campaign performance, and market responsiveness ((Kelvin Barros Santos, 2024, p. 25). Similarly, another definition states that the marketing audit is a comprehensive, systematic, independent, regular, and professional examination of the marketing environment, objectives, strategies, and operations of a specific entity (such as a company, strategic business unit, or institution). This audit is conducted to assess the validity and effectiveness of strategic marketing decision implementation ((Piotr Hadrian, 2021, p. 7).

Based on the aforementioned perspectives, it can be concluded that the marketing program audit is a periodic analytical process aimed at evaluating the performance of an organization's marketing activities by examining marketing strategies, implementation practices, and the results of marketing campaigns. The audit, in this context, focuses on assessing the extent to which marketing objectives are achieved and providing actionable recommendations to enhance performance and improve marketing efficiency in accordance with market variables and customer needs.

2.2. Objectives of Marketing Audit: The marketing audit seeks to achieve several key objectives, including enhancing the organization's competitive advantage, improving customer relationships, and increasing overall efficiency in executing marketing activities. The main objectives of the marketing audit can be outlined as follows (Syah, 2024, p. 2)**:**

2.2. 1.Aligning Marketing Strategies with Organizational Goals: The marketing audit helps ensure that marketing activities directly contribute to achieving the strategic objectives of the organization.

2.2. 2.Improving Resource Allocation Efficiency: The audit assists in identifying areas where resource allocation can be optimized, such as determining the most effective channels and directing budgets towards investments that yield the highest returns.

2.2. 3.Ensuring Continuous Adaptation to Market Changes: The marketing audit provides indicators that help organizations adapt to rapid market changes, such as fluctuations in customer preferences or increasing competition.

2.2. 4.Enhancing Customer Satisfaction and Loyalty: Through a detailed analysis of customer needs and the extent to which marketing strategies address them, the audit contributes to improving customer experience, ultimately increasing their loyalty to the organization.

2.3. Types of Marketing Audit: Marketing audit is categorized into several main types based on the scope and objective of the audit, including (Smith, 2020, pp. 458-466):

2.3.1Strategic Audit: This type focuses on evaluating the organization's major marketing strategies. It involves examining the organization's mission and strategic vision, ensuring that marketing plans align with these objectives, analysing the organization's market position, and assessing its strategies for expansion and growth.

2.3. 2.Functional Audit: The functional audit involves a detailed analysis of marketing activities, such as advertising, promotion, product distribution, and sales. This type of audit helps improve daily operations and ensures their optimal utilization to achieve specific marketing goals.

2.3. 3.Environmental Audit: This audit focuses on analyzing the impact of external factors on the organization's strategies, such as economic changes, legal regulations, and technological advancements. This type of audit is essential to ensure that marketing strategies align with the evolving external environment.

2.3. 4.Digital Audit: In the era of modern technology, digital auditing has become an integral part of marketing audit strategies. It involves analyzing digital marketing channels such as websites, social media, and digital advertisements. This type of audit is used to enhance digital performance and increase online customer engagement.

2.4. Stages of Implementing Marketing Audit within Organizations: Marketing audit is conducted through a series of systematic stages that ensure a thorough examination of all marketing activities within the organization. The implementation stages include ((Wilson, 2018, pp. . 73-75):

2.4. 1.Planning and Preparation: At this stage, the scope of the audit is defined, along with the objectives to be achieved and the timeframe for implementation. Additionally, the individuals responsible for conducting the audit are identified, and the sources for data collection are determined.

2.4. 2.Data Collection and Performance Analysis: This stage involves gathering data related to marketing activities from various sources, such as financial reports, customer surveys, and marketing campaign analysis. After collecting the data, it is analyzed to identify gaps and opportunities.

2.4. 3.Evaluation and Review: At this stage, the efficiency of marketing activities is assessed based on predefined criteria. The alignment of

activities with the organization's objectives is examined, and results are analyzed in comparison to set benchmarks.

2.4. 4.Recommendations and Improvements: Based on the evaluation results, necessary recommendations are made to enhance marketing activities. These recommendations may include modifying strategies, adjusting marketing campaigns, or allocating resources more effectively.

2.4. 5.Follow-up and Continuous Review: It is essential that marketing audit remains an ongoing process. After implementing the recommendations, results are monitored to ensure that the modifications achieve the desired objectives. Periodic reviews should also be conducted to ensure adaptation to continuous market changes.

3. Marketing Literature on Customer Satisfaction:

3.1. The Concept of Customer Satisfaction: Customer satisfaction is defined as the level of acceptance or comfort that customers feel toward the products or services provided by an organization. This is based on the extent to which these products or services meet their expectations and needs. Therefore, customer satisfaction is considered one of the key indicators that reflect an organization's ability to fulfill customer requirements and enhance their experience.

Customer satisfaction is also based on the concept of the gap between the customer's actual expectations and the quality of the product or service provided. A customer is satisfied when their experience either exceeds or matches their expectations, thereby increasing the likelihood of repeat purchases and fostering brand loyalty (Kotler P. &., 1989, p. 200). Furthermore, customer satisfaction has been defined as the overall evaluation conducted by a consumer after experiencing a particular product or service, based on the perceived quality compared to prior expectations, which influences future purchase intentions (Oliver, 2010, p. 4). Additionally, customer satisfaction has been described as an emotional and cognitive response resulting from comparing a product or service's performance to the customer's prior expectations, which directly impacts loyalty and retention (Yanti Mayasari Gintinga, 2023, p. 330).

Customer satisfaction reflects the extent to which customers perceive an organization's products or services as meeting or exceeding their expectations. It is assessed through surveys and key performance indicators that evaluate quality, responsiveness, and value delivery, ultimately guiding improvements in organizational performance and customer loyalty.

As a pivotal factor in business success, customer satisfaction directly impacts financial performance by fostering customer retention and minimizing acquisition costs. Additionally, it enhances corporate reputation through positive word-of-mouth, reinforcing the organization's competitive advantage in both local and global markets.

3.2. Strategies for Enhancing Customer Satisfaction Through Marketing Audits:

Marketing audits serve as a strategic tool for improving customer satisfaction by identifying areas for enhancement across various customer interactions. Key strategies include:

3.2.1.Customer Experience Analysis – Audits enable organizations to examine all customer touchpoints and assess their alignment with expectations. Methods such as surveys, interviews, and data analysis from digital platforms help identify areas requiring improvement (Palmer A. , 2014, p. 82).

3.2.2.Reviewing Customer Communication Strategies – Evaluating the effectiveness of communication channels, including email, social media, and direct interactions, ensures a seamless and responsive customer relationship.

3.2.3.Enhancing Product and Service Quality – By analyzing customer feedback, organizations can implement continuous quality improvements to meet and exceed customer expectations (Grönroos, 2007, p. 137).

3.2.4.Enhancing the Post-Sale Experience – Providing strong post-purchase support, including efficient customer service, technical assistance, and professional complaint resolution, fosters loyalty and long-term engagement (Jones, 2007, p. 394).

3.2.5.Managing Expectations – Organizations can use audits to ensure that marketing messages set realistic and transparent expectations, reducing dissatisfaction and enhancing trust (Oliver, 2010, p. 123).

3.2.6.Personalization and Targeted Marketing – Leveraging customer behavior analysis, organizations can develop tailored marketing strategies, creating more meaningful interactions and improving overall satisfaction (Chaffey, 2019, p. 261).

Through these strategies, marketing audits help organizations refine their offerings, enhance customer experiences, and build stronger, long-term relationships with their customers.

3.3. The Relationship Between Marketing Audits and Customer Satisfaction:

Marketing audits are essential for enhancing product and service quality, providing organizations with in-depth insights into areas requiring improvement in marketing strategies. Their primary objective is to assess the alignment of products and services with customer needs and expectations, enabling organizations to enhance quality accordingly. By systematically reviewing marketing and sales activities, audits facilitate the continuous evaluation of product and service performance, allowing for strategic adjustments that had better meet market demands. Additionally, marketing audits contribute to the development of service standards that enhance customer satisfaction by identifying gaps between market offerings and consumer expectations, leading to targeted improvements such as refining product features, upgrading after-sales services, or incorporating technical enhancements (Chaffey, 2019, p. 150).

3.3.1. The Impact of Marketing Audits on Customer Experience and Brand Loyalty:Marketing audits play a pivotal role in shaping customer experience by helping organizations gain a deeper understanding of consumer needs. This enables the design of marketing strategies that deliver real value, ultimately increasing customer satisfaction and fostering brand loyalty. By identifying gaps in customer experience and addressing them, organizations can enhance consumer engagement and build stronger relationships with their audience. When customers interact with high-quality products and personalized services, they are more likely to develop long-term loyalty (Homburg, 2012, p. 72). Furthermore, marketing audits contribute to refining key aspects of brand interactions—such as response time to complaints, delivery efficiency, and personalized shopping experiences—thereby reinforcing customer trust and commitment to the brand.

3.3.2. The Role of Audits in Enhancing Marketing Communications and Customer Engagement:Marketing audits serve as a strategic tool for optimizing marketing communications by evaluating the effectiveness of various engagement channels, such as social media, email, and digital advertising. By refining marketing messages to align with customer expectations, audits enhance communication efficiency and foster stronger brand relationships (Tse, 1988, p. 205) .They also help organizations identify weaknesses in current communication strategies and implement improvements to increase customer engagement. Additionally, audits

facilitate the development of personalized and targeted communication techniques, allowing organizations to tailor their messaging to individual customer preferences. This personalization strengthens customer interactions, leading to a more satisfying experience and deeper brand loyalty.

4. Analytical Study of Leading Global Experiences:

4.1. Case Study: Amazon – Marketing Audit and Customer Experience

Amazon is widely recognized for its strategic implementation of advanced marketing audit practices aimed at enhancing customer experience and satisfaction. Central to its success is the effective integration of big data analytics and artificial intelligence, which enables the continuous refinement of marketing strategies and the delivery of highly personalized customer experiences. The marketing audit functions as a vital component of Amazon's marketing management system, supporting the systematic monitoring of user behavior, digital interface performance, and pricing strategies. Through ongoing auditing and periodic user experience assessments, Amazon gains real-time insights that inform precise decision-making, ensuring the sustained improvement of customer engagement. These integrated efforts significantly contribute to customer satisfaction and reinforce long-term brand loyalty (Marr, 2016, p. 289).

4.1.1. Marketing Audit Practices at Amazon: Amazon employs a sophisticated marketing audit framework that integrates digital analytics and artificial intelligence to optimize marketing performance and improve customer experience. This process involves systematic and periodic reviews of key marketing dimensions, including customer behavior analysis and pricing strategy refinement, ultimately contributing to the company's sustained competitive edge. The company adheres to a set of fundamental practices in this domain, which are outlined below**:**

a. Customer Behavior Analysis and Personalized Recommendations:

Amazon utilizes advanced artificial intelligence and machine learning techniques to conduct in-depth analyses of customer behavior. By examining data from search queries, browsing history, and purchase records, the company develops precise predictive models that generate personalized recommendations. Beyond enhancing recommendation accuracy, this analysis also evaluates the effectiveness of marketing campaigns and customer responses, allowing Amazon to refine its targeted marketing strategies (Brynjolfsson, 2014, p. 89).

b. User Experience Optimization Across Digital Platforms: Enhancing user experience is a fundamental component of Amazon's marketing audit. Regular assessments are conducted to evaluate user interface efficiency, focusing on factors such as page load speed, navigation ease, and interaction behaviors. Insights from these evaluations drive periodic updates to improve website and application design, search functionality, and filtering options, streamlining the purchasing process. Amazon employs A/B testing methodologies to continuously optimize interface elements based on user feedback (Charles F. Hofacker, 2016, pp. 90-92).

c. Pricing Strategy Auditing and Promotional Offer Optimization: Amazon systematically audits its pricing strategies by analyzing market trends and consumer purchasing behaviors to maintain competitive and flexible pricing models. Artificial intelligence is leveraged for dynamic price monitoring, allowing real-time adjustments based on demand and supply fluctuations (Chen L. , 2017, p. 93). Additionally, marketing audits assess the impact of pricing strategies on customer behavior and return on investment, facilitating more effective pricing and promotional campaigns.

4.1.2. The Impact of Marketing Audit on Customer Satisfactionat Amazon: Marketing audit is a pivotal mechanism that enables Amazon to enhance customer experience and maintain high satisfaction levels. By continuously assessing and refining various marketing operations, the company ensures that its services remain aligned with customer expectations. The impact of this strategic approach is evident in the following key areas (Tarannum Jahan, 2024, p. 698)**:**

a.Enhancing Shopping Experience Through Personalized Recommendations: Amazon's commitment to data-driven personalization significantly improves the shopping experience. Continuous marketing audit allows for the refinement of recommendation algorithms, ensuring greater accuracy in aligning suggestions with customer interests. This optimization enhances user engagement and increases purchase frequency.

b. Improving Customer Satisfaction Through Optimized Logistics and Support Services: Marketing audit plays a crucial role in evaluating and refining Amazon's shipping and technical support services. Periodic assessments help enhance delivery efficiency and customer satisfaction by identifying areas for logistical improvement. Additionally, continuous performance reviews of customer support channels, including phone, email,

and live chat, contribute to strengthening customer trust and minimizing service-related issues.

c. Strengthening Customer Loyalty Through Amazon Prime and Value-Added Services: Amazon's loyalty programs, particularly Amazon Prime, are integral to its customer retention strategy. Marketing audit measures the effectiveness of these programs by analyzing the impact of exclusive benefits such as free shipping, special promotions, and premium content on customer satisfaction. These insights enable Amazon to optimize loyalty initiatives, fostering long-term customer engagement.

Building on the aforementioned insights, it can be concluded that marketing audit serves as a highly effective strategic tool that contributes to enhancing customer experience and increasing satisfaction with Amazon's services. By tailoring recommendations, optimizing shipping services and technical support, and refining loyalty program strategies, the company can maintain high levels of customer satisfaction and foster long-term loyalty. This approach demonstrates how marketing audit can be a fundamental element in developing a seamless and sustainable shopping experience, thereby reinforcing Amazon's success in the global e-commerce sector.

The Amazon model may face significant challenges related to digital privacy, excessive reliance on automation, and the difficulty of striking a balance between personalization and perceived intrusiveness.

4.2. Case Study: Apple – Marketing Audit and Exceptional User Experience:

Apple exemplifies a sophisticated approach to marketing audits, utilizing them to enhance user experience at every stage of the customer journey. From product launches to in-store interactions and post-sale services, Apple systematically evaluates its marketing activities to maximize efficiency, foster customer loyalty, and maintain high satisfaction levels (Apple, 2025).

4.2.1. Marketing Audit Practices at Apple:Apple employs comprehensive marketing audit strategies to refine customer experience and optimize marketing effectiveness)RuiqiQian(121 صفحة ،2024 ،:

a. Customer Reaction Analysis for New Products: Apple systematically gathers and analyzes customer feedback following product launches. This data-driven approach allows the company to identify usability challenges and refine its marketing strategies to better align with evolving customer expectations.

b. Auditing User Experience in Physical and Digital Stores: Apple continuously evaluates its retail environments—both physical and digital—

to ensure seamless customer experiences. Store layouts, product displays, and employee interactions undergo regular assessments, while digital platforms are optimized based on user behavior insights.

c. Enhancing Customer Support and Loyalty Programs: Apple regularly audits the performance of customer support services, including call centers, online assistance, and in-store technical support. Loyalty programs like AppleCare and Apple One are also reviewed to ensure they provide meaningful value and strengthen customer relationships.

Through these strategies, Apple consistently enhances its product and service quality, reinforcing customer satisfaction and brand loyalty.

4.2.2. The Impact of Marketing Audit on Customer Satisfaction: Marketing audit plays a fundamental role in Apple's customer satisfaction strategy, ensuring that all brand interactions meet or exceed expectations. Its key contributions include) Li(25-22 الصفحات ،2023 ،:

a. Enhancing User Experience through High-Quality Products and Services: Apple continuously refines product design, functionality, and innovation based on marketing audit insights, ensuring a superior user experience that fosters loyalty.

b. Optimizing Digital Marketing Strategies: Apple analyzes digital interactions to refine its marketing campaigns, increasing customer engagement and strengthening long-term relationships through personalized content and targeted promotions.

c. Improving After-Sales Support and Technical Assistance: Apple evaluates its post-sale services to enhance customer support efficiency. Expert consultations, advanced online support, and well-equipped service centers contribute to a seamless after-sales experience, reinforcing brand trust and satisfaction.

By integrating marketing audits across all customer touchpoints, Apple effectively sustains its competitive advantage and maintains high customer loyalty.

Apple faces several constraints in conducting comprehensive marketing audits. Its strong emphasis on user privacy limits access to granular customer data, which is crucial for in-depth analysis.

Additionally, the company's global presence across diverse markets complicates the standardization of audit practices. Apple's internal culture of secrecy and its fast-paced innovation cycles further restrict the scope and frequency of audits. These factors collectively hinder the ability to implement fully transparent and adaptive marketing audit processes.

4.3. Key Findings from the Analysis of Amazon and Apple's Experiences: The study highlights the critical role of marketing audit programs in enhancing the quality of products and services.

4.3.1Findings Derived from the Analysis of Amazon: Continuous marketing audits have refined personalized marketing strategies by leveraging big data and artificial intelligence. This has improved customer recommendations, tailored shopping experiences, and ultimately increased satisfaction, supporting the first research hypothesis. Additionally, audits have strengthened customer loyalty by optimizing service personalization, shipping, and support, leading to higher engagement and repeat purchases.

4.3.2Findings Derived from the Analysis of Apple: Marketing audits have enhanced customer interactions throughout the entire journey, from advertising to after-sales service. Special attention has been given to refining loyalty programs such as AppleCare and Apple One, ensuring they add tangible value. By providing a seamless and enriching experience, Apple has successfully nurtured long-term customer relationships, reinforcing the second research hypothesis.

5.Conclusion:

The study concludes that marketing audits are essential for enhancing customer satisfaction and brand loyalty. Leading companies like Amazon and Apple utilize advanced auditing strategies, including continuous behavioral analysis and systematic data evaluation, to personalize services and strengthen customer engagement. Moreover, the study underscores that marketing auditing is not a periodic assessment but an ongoing, cross-functional process integrated across all organizational departments. When effectively implemented, marketing audits enable organizations to achieve higher customer satisfaction, solidify their market position, and ensure long-term sustainability.

Drawing from the comprehensive analysis of Amazon and Apple's experiences and the critical role of marketing audits in enhancing customer satisfaction, the following **recommendations** are proposed for Algerian organizations aiming to strengthen their marketing programs and optimize audit effectiveness:

- **Investment in Advanced Technologies:** Organizations should allocate substantial resources to integrating cutting-edge technologies such as artificial intelligence (AI) and big data analytics. These innovations enable the development of personalized marketing strategies that cater to individual customer needs, ultimately enhancing satisfaction.

- **Integrating Artificial Intelligence and Big Data Analytics:**Incorporating AI-driven insights and big data analytics into marketing auditing processes will significantly enhance decision-making efficiency. By leveraging advanced technological tools, Algerian institutions can optimize resource allocation, improve market responsiveness, and drive strategic growth.
- **Enhancing Data-Driven Personalization**:Algerian enterprises should strengthen their data collection and analysis capabilities by leveraging diverse sources such as social media, online interactions, and traditional customer databases. Utilizing these insights will enable the development of highly targeted promotional strategies tailored to customer preferences
- **Adopting Global Best Practices:**To optimize marketing audit efficiency, Algerian organizations should systematically benchmark international best practices, particularly those employed by industry leaders such as Amazon and Apple. Integrating these successful strategies will enhance marketing performance and improve customer satisfaction
- **Establishing a Comprehensive Marketing Mix Auditing Framework:** Developing a structured guideline tailored to Algerian enterprises will facilitate the effective implementation of marketing mix auditing. This will ensure a systematic evaluation of marketing strategies, fostering continuous improvement and sustained competitive advantage

However, Algerian organizations may face barriers such as limited digital infrastructure and data privacy concerns, which must be addressed to fully capitalize on these technologies.

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