
The role of digital marketing in developing e-commerce in Algeria

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Abstract:

This study aims to highlight the role of digital marketing in the development of e-commerce, which refers to a set of activities that always rely on computers and the internet to exchange goods and services in a modern and direct manner, but in electronic form. The study also aimed to clarify the laws governing this trade in Algeria. We also discussed the definition of some digital commercial platforms in Algeria and attempted, through this paper, to highlight the most important challenges that hinder the application of digital marketing for the development of electronic commercial transactions in Algeria.

The study concluded that it is necessary to update and develop digital marketing to develop e-commerce by proposing some solutions in Algeria.

Keywords: marketing, digital marketing, trade, e-commerce, Algeria.

Jel Classification Codes: M31, O10.

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1. Introduction :

In light of recent technological developments and their increasing use in all areas of life, particularly in business, there has been a need to shift from the traditional business environment to an electronic environment, which has led to the emergence of e-commerce. In order to promote, develop and spread e-commerce as it should be, the latter requires the creation of a sound infrastructure that enables those in charge of it, as well as specialists, experts, professionals, business managers and other relevant parties, to implement and promote these applications. At the forefront of this infrastructure is the establishment of reliable networks for the transmission of data and information. This is because the spread of e-commerce applications in any country is largely linked to the spread of digital economy content, as e-commerce is one of the sectors and outputs of this economy and its driving force.

Digital marketing is a key component of e-commerce success and growth, enabling companies to reach a wider global audience and accurately target customer segments. Through strategies such as search engine optimisation (SEO), social media marketing, email marketing, and digital advertising, companies can build brand awareness, increase customer engagement, improve conversion rates, and ultimately increase sales.

With the advent of globalisation, Algeria is constantly striving to integrate into the global economy. This requires it to keep pace with all the latest economic developments, and e-commerce is one of these developments.

Based on the above, the following key question can be posed:

To what extent does digital marketing contribute to the growth and development of e-commerce in Algeria in light of legislative and technical challenges?

Importance of the study:

This study derives its importance from the rapid development of e-commerce, the economic and social significance that this activity has acquired globally, and the importance and role of digital marketing in the development of this activity.

Objectives of the study: Among the most important points that this study seeks to address are:

Addressing the nature, characteristics and forms of e-commerce and discussing the concept of digital marketing.

clarifying the role of digital marketing in the development of e-commerce in general,
Study the challenges that hinder the role of digital marketing in the development and advancement of e-commerce and e-transactions in Algeria and propose solutions to these challenges.

Study methodology and tools: To address the study's issues, we will rely on a descriptive analytical approach and case study method.

The outline of our study will be as follows:

- First: Defining concepts related to digital marketing and e-commerce.
- Second: The role of digital marketing in the development of e-commerce.
- Third: The reality of digital marketing and its role in the development of e-commerce in Algeria and its challenges.

2. Defining concepts related to digital marketing and e-commerce:

2.1. Defining digital marketing concepts:

2.1.1 Definition of digital marketing: Before learning about digital marketing, we must understand the concepts of marketing and digitisation.

- ❖ **Definition of marketing:** Marketing is the process of winning customers by providing products or services that meet their needs. (Qarabsi, 2019)
- ❖ **Definition of digitisation:** The process of transferring any type of document (paper) into digital format, thereby converting text, still or moving images, sound or files into numbers. This conversion allows documents of any type to be received and used by information technology devices. It is clear that text digitisation is the process of converting printed or handwritten text from its paper format into digital format so that it can be viewed on a computer screen (Bodyaf, 2018)
- ❖ **Definition of digital marketing:** The process of planning and implementing the development, pricing, communication or distribution of an idea, product or service to create exchanges, made wholly or partly using digital technologies, in line with individual and organisational objectives. The application of digital marketing techniques aims to acquire new customers or improve relationship management with existing customers. It integrates with traditional marketing tools in a multi-channel or cross-channel marketing strategy. (Qarabsi, 2019)
- ❖ It is also known as "a form of commercial exchange between companies and consumers through electronic media.

2.1.2 The emergence of digital marketing

The first beginnings of digital marketing were in 1991 with the development of the Internet, but marketers were not yet sure about using various digital platforms to promote their products and services. The first advertisement appeared in 1994, which is considered the biggest development in the field of marketing. The first Yahoo browser was also released in the same year and achieved a million visits at the beginning of its appearance. In 1996, the Google search engine appeared as a new research project for obtaining information and data. The millennium era began, which saw the boom of social media platforms, where the marketing industry grew enormously. This growth and development has continued to the present day. Some studies indicate that digital marketing today is estimated at 55% or more. Therefore, it is expected that by 2026, the global market for digital subsidies will reach approximately \$876 billion (Iman Boumaiza & Zakaria Jaqrif, 2025)

2.1.3 The importance of digital marketing:

The importance of digital marketing lies in connecting institutions, companies, or organisations with a wide segment of their audience through the use of various digital channels and the vast number of devices that connect users to companies, usually via the internet. Marketers use various means to help them reach as many members of their target audience as possible in the shortest amount of time in order to attract their attention.

They look at the products and services they offer, and then start completing sales and making profits. It can be said that the main goal of digital marketing is to promote various goods and products with the aim of selling them.

2.1.4 The most prominent online digital marketing channels

There are many different digital marketing channels for displaying advertisements, and the e-marketing strategy varies depending on each channel, including the following: (KTM, 2024)

- ❖ **Digital marketing through web pages:** This is the most important marketing channel for large companies in digital marketing, as it provides the project owner with the ability to create a professional website representing their organisation, including all details about what the company offers, whether a service or a product. A blog can be created for the website to showcase what it specialises in, as well as setting up "Squiz Page" pages, which are pages designed to attract potential customers.
- ❖ **Digital marketing through social media:** One of the most important and indispensable channels for digital marketing is social media, which attracts customers and introduces them to the brand, providing all the details they want to know about the product or service.
- ❖ The most popular networks include Facebook, Instagram, WhatsApp, Snapchat, Twitter, and LinkedIn.
- ❖ **Digital marketing via email:** This is a form of digital marketing that remains very effective in the [e-marketing](#) process and is used to attract the target group of customers to keep them up to date with the latest developments, or to display attractive advertising content to entice them again. The advertisement must be presented in a way that is guaranteed, attractive and not detailed so as not to cause annoyance with these messages.
- ❖ **Digital marketing through search engines (SEO):** This is an effective marketing channel that can be greatly utilised, as it is used by most owners of free websites and blogs to ensure interactive traffic on the site, which is important for marketing specific content, improving the ranking of your pages on search engines such as Google. The better your pages are in search engines, the greater the

chance of attracting customers, getting them to click on your page, and thereby increasing sales.

- ❖ There are essential factors for improving your page's search engine ranking, including: content quality, design quality, use of keywords, and their consistent distribution.

2-2: Definition, origin, and development of e-commerce

In recent years, e-commerce terminology has become so widespread that it has become a symbol of the language of information culture, which is considered the source of the revolution that took place in the second millennium. This term has become commonly used in financial and business circles and by various institutions in general. It refers to a set of activities that always rely on computers and the internet to exchange goods and services in a modern and direct way, but in electronic form. Referring to the linguistic origin of the term, we find that it consists of two words:

Trade: refers to commercial activity through the exchange of goods and services in accordance with agreed principles and rules.

Electronic: This refers to the performance of commercial economic activity using modern communications technology such as the Internet.

2.2.1 Different definitions of e-commerce:

There are a number of definitions that attempt to diagnose and clarify this phenomenon, and these definitions vary in terms of their narrow or broad scope in covering the phenomenon. Some of these definitions are narrow in scope, while others are very broad,

and others fall between the two extremes. Many organisations have proposed definitions, and the most important ones are presented below: (Palaise, 1997)

From a business perspective: E-commerce is defined as a means of delivering information, services and products through information technology.

From the perspective of the global information network (the Internet): It is defined as a commercial process that opens the door to the use of the Internet for the sale and purchase of goods and services via the Internet.

Jurisprudence defines e-commerce as the process of buying and selling via electronic networks at the commodity and service levels, in addition to information, computer programs, and other activities that facilitate commercial practices. Some or all commercial transactions in goods and services between one commercial enterprise and another, or between a commercial enterprise and a consumer, are carried out using information and communications technology. (al-Din, 2010)

The Model Law on Electronic Commerce adopted by the United Nations Commission on International Trade Law on 16 December 1996 did not define electronic commerce and limited itself to the exchange of electronic data, defining it

as "the electronic transfer of information from one computer to another using an agreed system for preparing information (Saeed, 2021)

The Saudi legislator defined it in the Saudi Electronic Transactions Law as any exchange, correspondence or other action concluded or executed in whole or in part by electronic means (Allah, 2017)

The World Trade Organisation (WTO) defines e-commerce as an integrated set of processes for concluding transactions, establishing commercial links, distributing, marketing and selling products using electronic media. This definition does not limit e-commerce to the mere exchange of goods and services by electronic means, but covers all processes of production, marketing, sales, advertising, promotion, delivery, and after-sales services, etc. E-commerce has been classified globally as a service in a report issued by the World Trade Organisation on services. The report considers that the provision of services by technical means falls within the scope of the General Agreement on Trade in Services (GATS) and is therefore subject to all the provisions of the GATS in terms of obligations and requirements.

Definition of Coppel: Coppel

E-commerce is defined by the system or matrix he developed, whereby e-commerce covers all commercial transactions between all institutions and companies, whether governmental or non-governmental, or even between them and their customers and consumers (Boubaker, 2019)

Meanwhile, Algerian lawmakers defined e-commerce in Article 1/6 of Law 05/18, which states that e-commerce is an activity whereby an electronic supplier proposes or guarantees the remote provision of goods and services to an electronic consumer via electronic communications (Gazette, 2018)

According to the World Trade Organisation (WTO), it is defined as "an integrated set of processes for the production, distribution, promotion and sale of products through communication networks" (Ibrahim, 2013)

This organisation adopts a broad definition of e-commerce that includes three types of commercial operations:

- ❖ Product advertising and search operations;
- ❖ The process of placing purchase orders and paying for purchases;
- ❖ The process of delivering purchases.

Advertising and promoting goods and services, then executing transactions and concluding contracts, then purchasing and selling those goods and services and paying for them via various communication networks, whether the internet or other networks that connect the buyer and seller.

2.2.2 Characteristics of e-commerce: E-commerce has a number of characteristics, which can be highlighted as follows: (Reem Hind, 2021)

The global nature of e-commerce: E-commerce activities are global in nature and know no spatial or geographical boundaries. Any commercial activity that offers goods or services on the Internet does not necessarily mean moving to a specific geographical area. Creating a commercial website allows even small companies to penetrate markets and reach Internet users across the globe.

- ❖ **Interconnected nature:** Goods and services can now be delivered both traditionally and electronically directly online. This feature requires organisations to restructure themselves to cope with the sudden changes imposed by e-commerce practitioners.
- ❖ **Absence of paper in e-commerce transactions:** A complete commercial transaction is completed without the exchange of paper documents, which is called the creation of a paperless society.
- ❖ **Non-disclosure of the identity of the parties involved**

2.2.3 The emergence of e-commerce:

The term e-commerce began to appear after 1994, when it became fully associated with the invention of the Internet, which took the world by storm and connected countries in a way that was previously unimaginable. E-commerce between economic business sectors went through three basic stages, beginning with the introduction of computers in economic institutions and establishments.

The first stage: This stage is considered to be the stage of connection between the main companies and the secondary suppliers, i.e. between the parent company and its subsidiaries.

The second stage: This stage saw the beginning of electronic data interchange between major companies and various suppliers through the use of value-added networks ().

Stage Three: This stage involves the electronic exchange of documents and the completion of all commercial transactions on the Internet (Electronic Commerce). This stage has brought many benefits to economic institutions of various types, including:

- ❖ Reducing the cost of completing commercial transactions and achieving a short commercial cycle through the application of just-in-time production systems, thereby increasing the efficiency of production and commercial operations. This, in turn, helps to open up markets in order to attract new customers while retaining existing ones, and strengthens the institution's position by increasing its competitiveness. Enhancing the possibility of creating integrated economic clusters that reduce both fixed and variable costs, such as postage and commercial correspondence. In addition, it has accelerated inventory turnover and demand, reducing the cost of computerised procedural operations such as data entry, printing, review and other operations associated with the execution of contracts and additional commercial transactions.

- ❖ It improved the company's financial and cash flows and contributed to reducing errors and confirming transactions between them.
- ❖ Improved the image of the economic institution and increased competitiveness among companies, in addition to increasing the volume of exchange between commercial institutions.

2.2.4 Forms of e-commerce:

E-commerce can be likened to an electronic marketplace where suppliers, consumers and intermediaries meet and products and services are offered in digital form. Forms of e-commerce vary depending on the parties involved in the commercial relationship and can be divided into: (Bodalia, 2021)

2.2.4.1 Business-to-business e-commerce, symbolised by the acronym B2B. This type of e-commerce is used by businesses trading with each other. The business establishment communicates with its suppliers to place purchase orders using the communications network and information technology. It can also deliver invoices and make payments through this network using this technology. This form of commerce is currently the most common, both locally and globally. The most prominent technologies of this type of commerce are:

_E-marketing, which provides a powerful and fast search mechanism that companies use to compare goods offered by different suppliers in order to find the right supplier.

_Electronic data interchange (EDI): This technology comes into play once the right supplier has been selected and the terms and conditions of supply have been agreed upon, through the exchange of data and the sending of supply requests.

_Intra-company e-commerce: This type is found in large companies with multiple multinational branches that allow for the internal exchange of goods and services between different departments or branches.

2.2.4.2 Business-to-consumer e-commerce, symbolised by the acronym B2C. With the emergence of online shopping, or so-called online shopping centres, consumers now have the ability to purchase available goods and pay for them by credit card, electronic banking, or cash on delivery.

2.2.4.3 Government to Business (G2B) e-commerce, symbolised by the code G2B, includes all transactions between companies and the government, as well as between individuals and various government departments, using electronic means, especially the internet. It represents the presentation of government departments, procedures, regulations, fees and transaction forms on the Internet so that companies and individuals can view them and carry out electronic transactions without having to deal with a government office.

2.2.4.4 Consumer-to-consumer commerce, symbolised by the code C2C, involves individuals buying and selling directly to each other via the internet. An example of

this is when a consumer places an advertisement on their website or any other website in order to sell one of their items or services.

2.2.5 The importance of e-commerce: The importance of e-commerce is evident in the following (Amal Hadash, 2022)

It is a unique means of accessing global markets simultaneously and at minimal cost, helping sellers reach distant and diverse markets and helping buyers enjoy the same characteristics through the same means and at the same time. It is thus a true application of the idea of globalisation and trade liberalisation, making the world a small village unrestricted by barriers of place and time, and providing endless opportunities and possibilities for the display of goods and services.

_E-commerce gives consumers the option to shop or make other transactions around the clock, all year round, and from almost anywhere.

_E-commerce is a means of improving the mechanism of information exchange within organisations and overcoming many of the challenges that hinder the timely collection and dissemination of information.

_It is an effective tool for conducting transactions between traders through direct electronic communication between them, thereby eliminating the need for paper documents and reducing administrative and other costs.

_It is a means of enabling businesspeople to enter existing markets, open new markets and increase the competitiveness of their products in global markets, while benefiting from the expertise of competing companies and learning from the experiences of other countries in the field of e-commerce and how they have used it to support their various commercial activities, both domestic and foreign.

_More effective marketing and higher profits: Through e-marketing, companies can promote their products and services in various countries around the world without interruption, transcending geographical boundaries and restrictions to reach a global audience.

_E-commerce provides great opportunities to visit various types of online stores, in addition to providing customers with complete information about product specifications and prices.

_E-commerce contributes to lower prices, as it enables products to be obtained at lower prices compared to traditional stores, because online purchases are subject to the large discounts announced by most companies.

3 The role of e-marketing in the development of e-commerce

Electronic marketing is a fundamental force in the economic growth of various companies and institutions that operate in the field of e-commerce. Its effectiveness in the field of commerce depends on email and content-focused websites, as these are considered the best means on the internet for communicating with potential customers and advertising products. For online commercial services to be available,

low-cost and easy to use, and for e-marketing to be successful and effective in developing online businesses, a number of elements must be in place, the most important of which are: (Marjal & Zad, 2019)

_Achieving sufficient and clear benefits for the customer by offering the product (goods or services) online, as the level of these benefits determines the customer's decision to repeat or not repeat the purchase.

_Achieving integration with all business activities between e-marketing and other e-business activities, so that these activities are reflected in each stage of the marketing process (preparation stage, communication stage, exchange stage, and after-sales stage).

_The ability to display the contents and services of the online store in an effective manner that is compatible with the new nature of e-business and to provide sufficient information about the products offered for sale online, as well as enabling the customer to interact with important elements in the marketing process, such as sellers and online store managers.

Accordingly, e-marketing is considered one of the most important contemporary methods that contribute to providing and facilitating communication bridges between sellers and buyers to market goods and services via the Internet. Today, companies wishing to engage in this line of marketing design a website so that they can broadcast the information they want to convey to others, and in return, others can contact them through their website. In order to achieve greater effectiveness in e-marketing, three main elements must be available:

_The use of software designed to display goods and services on the internet, such as online banking services, online brokerage services, and electronic payment systems.

_The existence of markets that take various forms, such as public electronic auctions, direct search markets, and supply chain management structures between organisations;

_The existence of communications linked primarily to the Internet and Internet service providers, and remote communication services.

Despite the aforementioned trends towards the use of e-marketing and its status as the most modern and promising trend for the future, it cannot be denied that there are certain difficulties involved in transferring companies' business to the internet simply for the sake of transferring sales and purchasing operations to it. Rather, it requires more planning and careful consideration of the impact of real interaction with the environment in which the company operates, as entering the internet to carry out marketing tasks is not an easy process and at the same time represents a challenge to the strength and potential success of business organisations.

4. Digital marketing for e-commerce in Algeria: requirements and challenges

In recent years, Algeria has witnessed remarkable development in the field of e-commerce as a result of the rapid digital transformation and the spread of the use of the Internet and smartphones. This trade has become one of the most prominent areas of the digital economy, as it allows the sale, purchase and exchange of goods and services via digital platforms without the need for traditional direct interaction.

4.1 Digital platforms for e-commerce in Algeria

The enactment of Law No. 18-05 of 2018 regulating e-commerce has given a strong boost to this sector by regulating transactions and guaranteeing the rights of both consumers and merchants.

Despite challenges related to electronic payment methods and occasional mistrust between sellers and consumers, the Algerian market is experiencing rapid expansion with the emergence of many local and global platforms that facilitate purchasing and delivery, making e-commerce an important contributor to economic growth and employment opportunities in the country. In the table below, we present some of the digital platforms for e-commerce in Algeria.

Table 1: Digital platforms for e-commerce in Algeria

Description and activity	Year of establishment	Platform name
One of Africa's largest e-commerce platforms. It allows users to buy and sell various products such as electronics, fashion, and home appliances. It offers cash on delivery and delivery services to most provinces in Algeria.	2014	Jumia Algeria (Jumia.dz)
One of the oldest and most popular Algerian classifieds websites. It allows users to buy and sell cars, real estate, and services, in addition to a section dedicated to new and used products.	2006	(Ouedkniss.com)
An Algerian platform designed to support local e-commerce, allowing merchants to display their products with electronic payment options and fast delivery.	2020	Joompost
An Algerian digital platform that aims to develop e-commerce and Islamic financial services, in collaboration with national banking institutions. It offers financing, murabaha, and marketing services for local products such as	2022	Diar Dzair

textiles and leather.		
A platform launched by the Algerian government to encourage e-commerce between citizens and small businesses, supporting local electronic payments via CIB and EDAHABIA cards.	2021	Echri.DZ
An online retail platform focusing on electronics, fashion, and household appliances , offering cash on delivery.	2015	Batolis.com
Offers a convenient online shopping experience with fast delivery options to all provinces of Algeria, supporting both Algerian and imported products.	2017	ShopDZ.com
An e-commerce platform offering a variety of products, enabling electronic payment and home delivery, with special support for small traders.	2020	Echrily.com

Source: Prepared by the researcher.

4.2 The legislative framework for e-commerce in Algeria

E-commerce in Algeria did not have legal legislation regulating how it operates and how to engage in it until the issuance of Law 18-05 on e-commerce, ratified in April 2018 by the Council of the Nation and dated 10 May 2018, which will promote e-commerce in Algeria. This legal text will regulate the electronic market through a number of measures that will ensure the security of e-commerce while defining the obligations of Internet service providers and consumers. Below, we take a look at this law:

In this law, the Algerian legislator has organised various topics into two important sections, namely Sections II and III, which relate to:

- _Electronic practices;
- _Electronic crimes and penalties.

This law was enacted by the Algerian legislature in accordance with the Algerian environment, modelled on the UNCITRAL international model for e-commerce. With this legal and legislative environment in place in Algeria, e-commerce can develop and grow in the coming years.

4.2.1 The section on electronic practices in the Electronic Commerce Law 18 05:

One of the most important provisions of the Electronic Commerce Law 18 05 dated 10 May 2018 in this section is as follows: (Hamri Nujoud, 2021)

_The field of electronic transactions and practices: The Algerian legislator has confirmed that the rules governing e-commerce begin with the creation of a commercial register for electronic suppliers at the National Centre for Commercial Registration, which specifies the information that must accompany an electronic commercial offer (tax identification number, address, telephone number, commercial registration number, commercial guarantee, etc.). In its first articles, the legislator also addressed the nature of goods and services that are strictly prohibited from being sold online according to Algerian social norms, then went on to explain commercial practices, whereby every electronic commercial transaction is documented by an electronic contract approved by the electronic consumer. This electronic contract is the same as the contract defined in the law of 23 June 2004. This contract is created when one of the parties is a natural or legal person of Algerian nationality or legally resident in Algeria. Whether the electronic commercial transactions are domestic or cross-border, they must be recorded and sent electronically to the National Statistics Centre. The electronic contract must include all the detailed characteristics of the goods and services, the delivery methods, the conditions for terminating the contract, the payment methods, after-sales services, complaint handling, and the conditions and methods of sale by trial, where applicable. Once the contract is concluded, the electronic supplier is responsible for sending a copy of the contract to the consumer, which results in the preparation of an invoice. The consumer may also request a paper invoice.

_Payment in electronic transactions: With regard to payment, Law 18-05 stipulates in Articles 27-28-29 that it must be made through electronic payment platforms established and affiliated with the Bank of Algeria and Algeria Post, whether the transaction is domestic or international. It adds the need to secure the connection of the electronic service provider's website to the electronic payment system through an electronic certification system.

_Electronic advertising: The Algerian legislator has not overlooked the means of communication specific to electronic advertising, which must be specific and clear and not violate public morals and public order. The electronic supplier is also obliged to deliver a receipt via electronic communications confirming to the person concerned that their request has been registered. In the event of a dispute, the electronic supplier must prove that the sending of electronic advertisements was subject to prior and free consent.

4.2.2 Section on offences and penalties in the Electronic Commerce Law 18-05:

In this section, the Algerian legislator explains in Articles 36 to 49 the need for supervision to instil confidence in online users in the field of electronic commerce,

emphasising that all the activities of electronic suppliers are subject to supervision by police officers and agents, as well as by agents belonging to the supervisory services of the departments responsible for trade. Depending on the nature of the offence, fines ranging from 50,000 dinars to 2 million dinars are imposed, without prejudice to the application of more severe penalties in the case of the sale of goods and services prohibited from marketing, which is punishable by a fine of 200,000 dinars to 1 million dinars, with removal from the commercial register and permanent closure of the website. Natural or legal persons who engage in commercial activity via the Internet without an electronic register shall have their site suspended until their situation is regularised, and the amount of the fine shall be doubled in the event of a repeat offence within a period not exceeding 12 months from the date of the previous penalty (Gazette, 2018)

4.3 Challenges of e-commerce in Algeria

Despite the high percentage of internet users in Algeria, which has reached around 21 million users, placing Algeria 88th in the world and fourth in the Arab world, the volume of e-commerce in Algeria is very low compared to other Arab countries. This is due to a number of obstacles and challenges that prevent its growth, the most important of which are:

4.3.1 Economic and administrative challenges: With regard to economic and administrative challenges, we note the following:

_The lack of interest among Algerian economic institutions in this commercial technology, which could open up broader economic horizons for them.

_The lack of interest among senior administrative bodies in the subject of e-commerce.

_The high cost of using the internet in the absence of competition in the telecommunications sector, which is still largely monopolised by the state.

_The Algerian banking system's backwardness in terms of modern payment technologies.

_The prevalence of illiteracy in the modern sense, digital illiteracy, or ignorance of the methods and means of dealing with information technology, given that the number of people with an acceptable level of education stands at 17 million, while the number of Algerians qualified to use this technology does not exceed 13 million.

4.3.2 Technical challenges:

_Algeria suffers from a significant weakness in the production of goods and services related to information and communication technology, in addition to the weakness of the human base on which this industry relies, and the difficulty of the transition from scientific research to industry in the context of the rapid pace of technological innovation.

_It is almost impossible to talk about Algerian e-commerce without electronic means of payment. Payment cards issued by the Bank of Algeria and Algeria Post have not yet reached international standards, as evidenced by the fact that most banks have not yet begun to give their cards international status. Furthermore, many customers are reluctant to use these cards and resort to cash payments for their various commercial transactions.

_The advertising market in Algeria is still in its infancy, as many institutions do not adopt information and communication technology.

4.3.3 Challenges of bank cards: The use of bank cards entails several problems, which can be summarised as follows (others, 2017)

_Theft and loss: To address this problem, a special centre has been set up to receive calls 24 hours a day, 7 days a week. This centre is affiliated with SATIM, and as soon as it receives a call reporting the loss or theft of a particular card, it blocks that card. However, if the centre does not receive written confirmation from the cardholder or their bank of the loss or theft of the card within 52 days, it will lift the block on the card, and the responsibility will fall on the cardholder or the bank.

_Fraudulent use of the card: If suspicious use of the card is detected, it will be temporarily blocked until the fraud is confirmed. If the cardholder is found to be innocent, another card will be issued in their name.

4.3.4 Legislative challenges:

International legislation and laws have been enacted to oblige e-commerce operators to comply with tax laws according to the source and value of income and place of residence. These laws continue to face some challenges, such as the difficulty of identifying e-commerce users and the inability to track commercial transactions conducted through electronic media. The issue of taxation on e-commerce is viewed from two different perspectives. The first view is that subjecting electronic transactions to taxation is a hindrance to technological development, while the second view is that tax exemptions for electronic commercial transactions inevitably deprive the state treasury of important revenues. However, imposing taxes on those engaged in all types, methods and forms of trade is a global trend towards achieving tax justice, as it is in the interest of national economies and demonstrates fairness between e-commerce and traditional commerce.

Therefore, the issue of imposing taxes on e-commerce in Algeria represents a major challenge for Algerian legislators, as neither the method nor the manner of imposing such taxes has been clarified. This leads to a violation of one of the principles of taxation, namely fairness, as some goods are traded online and do not pass through the usual customs barriers, unlike traditional trade. In Law No. 18-05, Algerian lawmakers completely neglected to establish tax controls that are compatible with developments in information and communication technologies to extend taxation to

e-commerce transactions. As such, Law No. 18 05 on e-commerce raises many questions about digital transactions, as the problem of tax evasion remains. The tremendous progress in e-commerce not only increases the well-being of individuals, but also represents significant revenue for countries if tax collection methods are improved, which is something that the Algerian legislator ignored in Law 18 05 on e-commerce.

4.4 Requirements for the success of digital marketing in the development of e-commerce in Algeria

The tremendous technological revolution across various countries around the world, especially developed countries, and the rapid development of Internet technologies and features have widened the gap between other countries. Studies in this regard have concluded that a country attempting to engage in cross-border e-commerce must meet a set of conditions and requirements. The following are some of the most important requirements: (Zerrouki, 2024)

_First and foremost, the legal environment must be adapted to meet the requirements of e-commerce, perhaps most importantly electronic transactions and the relevant legislation. Examples include, but are not limited to, electronic signatures, electronic commercial documents, electronic means of payment, etc.

_Adapting and updating the Algerian banking system for all electronic transactions with third parties, as well as adopting an electronic banking network system and means of preventing anticipated risks.

_Preparing a clear strategy aimed at protecting consumers from all risks of electronic commerce, as well as convincing Algerian consumers of the extreme importance of electronic commerce and the need to keep pace with it at the local and global levels, and to rely on it to meet all their essential needs.

_Develop the infrastructure of the national economy and spread digital culture among all parties involved in it.

E-commerce poses a considerable challenge for local Algerian investors and freelancers, as foreign competition intensifies and international institutions offer a wide range of services. This makes it necessary to adapt to these developments and improve services for Algerian consumers.

_All institutions operating in Algeria must keep pace with the rapid developments in information and communication technology, particularly the internet.

_The current tax system must be reviewed and brought into line with current global developments, as we find that this system is always an obstacle to current and future reforms in any development of the national economy.

_Academic training in e-commerce technology through universities and various training institutions and its adoption as a core subject in all disciplines, as well as the organisation of training courses and workshops with various official bodies and all components of the national economy under the auspices of the Ministry of Trade.

_The need for the state to privatise the communications sector and open the door to competition in order to improve services and reduce the cost of internet use, with a view to spreading a meaningful digital culture among all sections of society.

_Algerian culture has always been characterised by a fear of change, particularly in this area, due to the lack of sufficient guarantees to carry it out. This change has been exacerbated by a major attack by a group of pirates, or so-called hackers, who struck at the security strategy and destroyed the stock market for hours, causing significant economic losses.

5. Conclusion:

It is clear that adopting digital marketing strategies is a fundamental step towards the development of e-commerce in Algeria, as it enables companies to overcome geographical constraints and reach a wider customer base. To maximise the benefits, companies must address existing challenges such as weak infrastructure and logistics, build trust in electronic payment systems, and invest in developing digital marketing skills. By complying with the new legal framework, adapting to changing consumer behaviour, and innovating in content and digital interaction, e-commerce in Algeria can experience sustainable growth, become a major player in the national economy, and contribute to creating new opportunities and enhancing the competitiveness of companies.

Digital marketing is not just an option, but has become essential for any company aiming to succeed in the world of e-commerce, as it allows for the building of a strong online presence.

The role of digital marketing in developing e-commerce in Algeria

Digital marketing provides tools and means that enable companies to analyse customer behaviour, improve user experience, and increase customer loyalty, which directly leads to increased sales.

Digital marketing allows companies, even small ones, to access global markets at a lower cost compared to traditional marketing, which enhances their competitiveness and opens up significant growth opportunities.

Digital marketing encompasses a wide range of tools such as content marketing, paid advertising (PPC), email marketing, and social media, which work together to achieve integrated results.

Digital marketing is constantly evolving, with new methods and techniques emerging all the time, requiring companies to adopt flexible strategies that can adapt to these changes in order to stay ahead.

The development of e-commerce in Algeria faces multiple challenges related to digital infrastructure, the banking system, security and trust, as well as legal frameworks.

Enhancing awareness and understanding among various segments of society, particularly regarding skills in dealing with digital systems.

From this perspective, the study recommends the following:

Precisely identify the target audience and develop a deep understanding of potential customers in order to direct marketing campaigns effectively.

Produce diverse and engaging content, such as articles, videos, and advertisements for new products, to attract customers and maintain their interest.

Ensure the usability of electronic platforms by designing them to be visually appealing and easy to navigate across different browsers and devices.

Effectively utilize social media, building a strong presence on social networking platforms to engage directly with customers and promote products.

Apply Search Engine Optimization (SEO) strategies to increase visibility in search results and enhance the digital discoverability of the store and its products.

Implement email marketing campaigns by building mailing lists and sending effective promotional campaigns to current and potential customers.

Leverage video marketing by using promotional videos to present products in a more appealing and illustrative manner

Recommendations Specific to the Algerian Context

Enhance trust and security by providing customers with safe electronic payment options and protecting their data to increase confidence in e-commerce.

Improve infrastructure by addressing weak internet connectivity and developing telecommunications infrastructure to enhance e-commerce performance.

Support e-commerce and encourage youth and start-ups through training and capacity-building programs, as well as by simplifying administrative procedures for creating innovative digital platforms.

Develop a digital commerce culture and gradually change traditional consumer behavior by providing attractive and user-friendly digital shopping experiences.

Adapt products to customer needs by offering clear information about products and prices, along with post-sale services.

Simplify purchasing procedures by facilitating payment and delivery processes and providing diverse shipping options to meet different customer needs.

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