

***Analyzing the Efficacy of Websites as a Promotional Tool for  
Algerian Industrial Institutions: A Click-and-Mortar  
Perspective***

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**Abstract:**

This research examined the websites of a selection of Algerian industrial companies, which utilize their websites for various communication purposes. Through content analysis methods, the study determined that these websites encompass components that enable them to be categorized as dynamic and adaptable. These range from basic websites offering an overview of the company, its products, and experience, to highly advanced sites featuring advertisements, live chat, product comparison capabilities, online shopping carts, digital payments, newsletters, and job application functionalities. The study also observed disparities in the utilization of promotional mix elements on these websites, contingent on the business environment and the specific challenges encountered by these companies in executing their promotional strategies

**Keywords:** Click & Mortar Companies, Pure & Players Companies, Website, Electronic Promotion.

**Jel Classification Codes :** M31, M15.

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## **1. Introduction**

Manufacturing companies play a crucial role in the production sector, contributing significantly to the national economy and meeting local and global market demands. Initially, industrial companies established websites primarily for e-commerce, enabling customers to purchase products online and engage in Electronic Data Interchange (EDI) to exchange invoices, orders, and confidential files among industrial entities. However, the scope has broadened to include a wide range of integrated marketing communications conducted through their websites, facilitating direct, interactive communication between the company and its suppliers, industrial buyers, and other diverse audiences.

In Algeria, internet users have reached 33.49 million, with a penetration rate of 72.9% (Digital Algeria, 2024). The cost of internet access is 0.48 \$ per megabyte, making Algeria the top-ranked among seven Arab countries. This presents an opportunity for Algerian companies to expand their online promotional strategies through their websites, thereby contributing to the industrial sector's share in the Gross Domestic Product (GDP). Statistics from the National Statistics Office (ONS, 2024) show that the industrial sector saw a significant increase of 5.6% in the first quarter of 2023 compared to the same period in the previous year, which experienced a decrease of 0.4%. Building on this, the following research question is posed: **How effective are websites as a promotional tool for Algerian industrial companies from a Click-and-Mortar perspective?**

The following sub-questions stem from this main question:

1. What are the defining features of websites belonging to industrial companies in Algeria?
2. Which elements of the promotional communication mix are being utilized on these websites?
3. Do the websites of click-and-mortar industrial companies in the virtual market mirror the same promotional strategies employed in the physical market?

4. Is there a disparity in the use of promotional communication mix elements among click-and-mortar industrial companies on their respective websites? What promotional communications are click-and-mortar industrial companies extensively employing through their websites?
5. companies extensively employing through their websites?

### **1.1. Study Hypotheses:**

To address these questions, the study puts forward the following hypotheses:

**H1:** Algerian click & mortar industrial companies' websites are designed to appear professional and engaging, thus attracting customers and facilitating online interaction.

**H2:** Click & mortar companies' websites incorporate innovative tools to improve their promotional strategies.

**H3:** Virtual market promotional strategies are more innovative and adaptable compared to those employed in the real market by click & mortar industrial companies.

**H 4:** The type of industry to which click & mortar industrial companies belong influences the degree to which elements of the promotional communication mix are used on their websites.

**H 5:** Click & mortar industrial companies prioritize promoting themselves as economic and social entities by showcasing their expertise and brand instead of simply advertising their products.

### **1.2. Research Sample:**

The research population was a sample of websites of Algerian industrial companies, selected from the Algerian Exporters' Directory available on the ALGEX website (ALGEX, 2024). These companies are engaged in manufacturing and export activities and were accessed through the national trade register portal SIDJILCOM (CNRC, 2024). A total of 130 websites were selected for analysis, all of which were readily accessible and equipped with HTTPS security features. The activities of these companies were categorized into various industrial sectors based on the activity code listed in the trade register, ranging

from code 101111 to 112001. The design characteristics of these websites were analyzed by examining 30 components present in the 130 websites, while the promotional strategies were evaluated by analyzing the content of 68 industrial activity codes belonging to 12 industrial sectors.

### **1.3. Methodology:**

To address the research problem, validate the hypotheses, and achieve the objectives, we adopted a descriptive approach to present the theoretical concepts related to industrial enterprises and the promotional techniques used on websites. The analytical method was employed through content analysis of the websites, which is a technique for the objective, systematic, and quantitative description of content. Both traditional and innovative content analysis techniques (Wigston, p. 152) , were utilized in our study, which took place from 11/04/2024 to 01/05/2024.

Our analysis was structured around two main categories:

- **Website Characteristics:** This encompassed four criteria in our study (interactivity, navigation, site policy, multimedia).
- **Promotional Communications via the Website:** This primarily included corporate advertising, product advertising, sales promotion, direct marketing, and public relations.

## **2. Conceptual Framework of the Study:**

### **2.1 Click and Mortar Industrial Enterprise**

refers to a traditional industrial operation that has integrated digital communication into its core manufacturing activities. These companies often engage in distribution through physical stores or mail-order services, blending traditional industrial operations with electronic and digital commerce. In contrast to a "pure player" company that lacks physical assets, a "Click & Mortar" enterprise maintains a physical presence (Catherine, 2008, p. 31).

### **2.2 Website**

a website, derived from the English words "web" and "site", denotes an internet location comprised of interconnected web pages with a

common theme, domain name, author, design, and specific colors (marketing dictionary). These pages are linked by hyperlinks and have unique addresses on the internet. A website consists of HTML documents accessible as individual web pages through a single URL on a web browser. These sites can host text, images, videos, files, and interactive web applications. Therefore, the website of an industrial enterprise signifies all the web pages comprising its official online presence. (Nicole, p. 09).

### **2.3 Electronic Promotion:**

Promotion refers to any marketing initiative designed to inform or persuade existing or potential customers about the advantages of a specific product or service, to prompt them to make a purchase or continue patronizing a product or service (Ibojo & Akinruwa, p. 454). Electronic promotion, as described by "Allag" is the use of modern communication technologies, primarily the internet, smartphones, and user-friendly applications, to distribute products to consumers and expand a company's sales to a larger audience. It complements other components of the promotional mix in the current market, working alongside personal selling, which relies on face-to-face communication methods. As an impersonal communication medium, the Internet does not align well with personal selling (Albachir, 2019, pp. 3-5) .

## **3. Website Design Characteristics:**

### **3.1. Interactivity:**

Customers have increasingly high expectations for quick and appropriate responses to their inquiries, questions, and complaints via phone or email. Therefore, the website design should be flexible, informative, and fast, with regular updates to keep visitors engaged and prevent them from leaving without taking action (Cookie, Encyclopedia, 2024).

### **3.2. Site Policies:**

The website should feature various policies to guide visitors on proper and legal site usage. These policies should cover legal

explanations, instructions, button descriptions, privacy policies, and cookie usage, among other things. (marketing dictionary, 2024)

### **3.3. Navigability:**

Easy and quick access to the website is essential. A website holds little value if it's difficult to access or if it's slow. To ensure smooth navigation, the website should include Google site maps, a search engine, a dropdown menu, internal and external links, and product comparison features (Cookie, Encyclopedia, 2024) .

### **3.4. Multimedia:**

Featuring multimedia elements such as images, videos, sounds, 3D art, and downloadable files effectively conveys the message. These elements allow visitors to engage with new products without leaving their computers, enabling them to fulfill their desires and needs. Therefore, institutions should utilize these modern technologies to create compelling and dynamic websites with regularly updated content, whether daily, weekly, or monthly, to keep the site useful and vibrant for visitors (marketing dictionary, 2024) .

## **4. Elements of the Electronic Promotional Mix on the Website:**

Utilizing traditional promotional mix components on the institution's website involves electronic advertising, direct electronic marketing, electronic sales promotion, and electronic public relations.

### **4.1 Electronic Advertising:**

Electronic advertising refers to any action or behavior that has a psychological impact on the consumer to persuade them of the benefits of a specific product or service, regardless of the medium used. It can be disseminated on the Internet or any other electronic medium (Kamil, 2014, p. 54). Advertising plays a crucial role in both real and virtual markets as it serves as a reminder to consumers about a particular brand and helps to maintain brand recognition, particularly for frequently purchased convenience goods through repeated and intensive advertising campaigns.

The persuasive role of advertising is to influence consumer behavior and attitudes towards a product or service, highlighting its uses and benefits to drive purchase or to sway preferences in favor of the brand.

The informational role involves providing consumers with details about products and services, especially new or complex ones, including information on usage and availability.

Visitors to the website have control over the electronic advertising message; they are the ultimate decision-makers on what they choose to view, as they can either accept or reject the message. This creates a two-way communication, unlike traditional advertising, which is directed at the audience without their consent. Additionally, the advertiser can withdraw the message at their discretion."

#### **4.2 Electronic Sales Promotion:**

Sales promotion involves offering short-term incentives to encourage the trial or purchase of a product or service. There are two types of sales promotion: monetary and non-monetary. Gamification, a method used to increase customer engagement, is often employed in loyalty programs and customer communities (Hermawan, Kotler, & Setiawan, 2018).

On websites, sales promotions can take various forms, such as discounts, coupons, free samples, loyalty programs, online appreciation messages, symbolic gifts for visitors to encourage site visits or responses to inquiries, providing personal information, or running contests among visitors with instant online prizes for winners. Additionally, offering recipes and product usage techniques can also serve as forms of promotion (Mustafa Mansour, 2011).

#### **4.3 Electronic Direct Marketing:**

Direct marketing is a form of direct communication with customers through non-personal means, such as the Internet, to elicit an immediate response. This method employs various direct communication channels, including live chat, email, WhatsApp messages, SMS, and phone calls, as well as innovative digital communication methods on the company's website (Kotler & Dubois, 2000, p. 658).

Direct marketing through a company's website falls under the scope of e-marketing, whereby products or services are promoted using the Internet. The primary objective is to prompt customers to actively

engage with the advertised offerings, often referred to as a "Call to Action." While this process may require time, it effectively achieves the desired marketing outcomes. Website direct marketing encompasses several stages, beginning with providing industrial buyers with comprehensive information about products and related services through the company's website or via the exchange of Electronic Data Interchange (EDI) among industrial entities.

Furthermore, intranets and extranets are leveraged for placing orders, negotiating prices and product specifications, conducting auctions, monitoring shipments, completing billing and payment processes, and involving customers in the product design process to expedite time-to-market and reduce production costs. It is noteworthy, however, that external networks are susceptible to security breaches (Vlosky, 1999, pp. 12-32), while internal networks may entail significant short-term expenses. In contrast, establishing a website incurs relatively low initial and ongoing costs, thereby motivating industrial companies to utilize the internet for implementing their marketing strategies via websites due to its cost-effectiveness.

The activation of electronic orders on a company's website necessitates prior efficiency and effectiveness in fulfilling non-internet-based orders, as electronic orders are an extension of offline transactions (Schoch, 1998, pp. 42-7). Companies possessing these capabilities and higher inventory turnover rates are better equipped and more inclined to utilize electronic ordering on their websites.

The customer service and technical support aspect of direct marketing on the website involves assisting buyers with product-related issues, usage errors, and difficulties. It also includes providing resources such as brochures, technical product sheets, refund options, and facilitating product returns. Additionally, electronic communications like live chats and virtual communities for user experiences play a significant role in shaping customer evaluations and loyalty towards suppliers.

Many companies utilize their websites to provide comprehensive technical support to customers directly on the company's online page. For instance, HB-Technologies offers a dedicated support page, HB-

Technologies Support, where customers can access various services such as product information, hosting services, cybersecurity services, and news related to modern information and communication technologies. Visitors can also access a database, seek online solutions to technical issues, stay updated on the company's latest products, and download software updates.

#### **4.4 Electronic Public Relations:**

The company's website serves as a comprehensive platform for public relations at the organizational level, facilitating direct communication with various media outlets (C.Laudon & Traver, 2002, p. 426). This encompasses disseminating real-time reports, data, and information relevant to the organization's activities and events.

The internet, being a two-way interactive medium, enables precise and highly effective targeting of specific sectors. Organizations leverage this medium to cultivate their public image, addressing both internal (employees) and external audiences, thus contributing to enhancing the organization's reputation and standing, rather than solely focusing on product promotion (Albachir Allague, 2009, p. 3).

Given that most news agencies rely on the internet as a primary source of information, press releases, and reports are frequently distributed via email to the agencies where the organization is registered. Additionally, these can be accessible through the organization's website, enabling direct communication with the global audience. The organization can showcase its activities, present monthly or annual reports, provide updates on its operations and projects, as well as engage with customers and suppliers through e-conferencing, discussion groups, and focus groups (Albachir Allague, 2009, p. 3).

## 5. Analysis of the Characteristics of Industrial Companies' Websites:

**Table 1: Components of Website Characteristics**

	Yes	Yes%	No	(No)%	Total	(Total)%
<b>web site/interactive-customized</b>						
email/contact us	120	92.30	10	7.7	130	100
surveys	83	63.8	47	36.2	130	100
subscriptions	52	40	78	60	130	100
comments	82	63	48	37	130	100
password request	46	35.4	84	64.6	130	100
continuous site update	76	58.5	54	41.5	130	100
offline contact methods	91	70	39	30	130	100
newsletter	42	32.3	88	67.7	130	100
<b>site policies</b>						
button explanation	40	30.8	90	69.2	130	100
faqs	28	21.5	210	78.5	130	100
legal	40	30.8	90	69.2	130	100
privacy policy	49	37.7	81	62.3	130	100
cookie requests	45	34.7	85	65.4	130	100
shopping cart	2	1.5	128	98.5	130	100
online shopping	2	1.5	128	98.5	130	100
stock prices and company shares	2	0.8	812	99.2	130	100
<b>Navigability</b>						
site map	99	77	31	23	130	100
dropdown menu	80	61.5	50	38.5	130	100
links to other sites	45	34.6	85	65.4	130	100
search engine	65	50	65	50	130	100
screen customization	76	58.5	54	41.5	130	100
industrial market segmentation	99	76	31	24	130	100
product comparison	5	3.8	125	96.2	130	100
<b>Multimedia</b>						
text	130	100	00	00	130	100
image	130	100	00	00	130	100
audio	65	50	65	50	130	100
videos	65	50	65	50	130	100
surveys and games	14	10.8	116	98.2	130	100
graphics and charts	12	9.2	118	90.8	130	100
cooking recipes	5	3.8	125	96.2	130	100

**Source:** Prepared by the researchers based on the content analysis of industrial companies' websites.

### **1.1. Website/Interactive-Customization:**

The findings indicate that a significant proportion of the surveyed industrial companies 56.91% demonstrate a substantial degree of interactivity on their websites. Notably, a high percentage of 92.30% of these companies offer email communication as a direct channel for engaging with the company's management, conveying concerns, providing feedback, and administering customer surveys. Moreover, 63% of the companies utilize this communication channel to elicit customer feedback on their products, customer experiences, and overall website functionality. This feedback serves as a valuable resource in informing product development, engaging customers in the design of new products based on their preferences and needs, and tailoring existing products to meet the specific requirements of different market segments. Notably, testimonials from previous customers who have had positive experiences with the product are perceived as more credible and influential than the company's messaging, particularly among new visitors or customers.

In addition, 58.5% of the surveyed companies regularly update their websites, showcasing the flexibility, dynamism, and vitality essential for a responsive online presence. Furthermore, 70% of these companies have integrated their websites with offline communication tools, such as social media platforms, to ensure continued customer service outside of regular working hours. This integration serves to compensate for certain interactive features that may be lacking on their websites, such as live chat functionality.

Despite these positive aspects, the surveyed websites still exhibit shortcomings in terms of collecting customer information. For example, only 40% of the companies offer a subscription feature for their newsletters. Moreover, a mere 32.3% of the companies integrate their websites with a newsletter, which could serve as an effective tool for attracting more visitors, fostering interaction and engagement, and soliciting feedback or sharing content. Additionally, a mere 35.4% of the websites provide the option for visitors to create personal accounts by setting passwords. This limitation curtails the ability of customers

to stay informed about the company's latest product launches and promotional offers, potentially undermining customer loyalty

### **1.2. Site Policies:**

The data presented in the table reveals that Algerian industrial companies do not accord significant importance to site policies, which are essential for visitors as they provide navigational guidelines for exploring the website and seeking pertinent information. Merely 19.9% of these companies have such policies in place. A considerable number of these companies do not furnish legal explanations about the utilization of website pages or offer detailed instructions on the functions of buttons during searches. This tendency can be attributed to the straightforward and unelaborate nature of these sites, as they eschew offering diverse button designs or explanatory options.

Additionally, certain sites lack a dedicated section for addressing frequently asked questions (FAQs) posed by previous customers, which could furnish prompt answers and save time for prospective clients when making decisions. Furthermore, these companies do not feature areas for user comments or privacy policies, likely owing to the absence of personal data collection from visitors. Information could otherwise be collected via personal account logins or cookie acceptance, temporarily or permanently stored on the user's device.

This data provides companies with the opportunity to segment their customers based on preferences (E-CRM) and tailor promotional campaigns according to their characteristics and desires at appropriate times or occasions. Nonetheless, such targeted advertisements may be perceived as intrusive, and industrial companies must dedicate themselves to ensuring the privacy of users when interacting with their websites.

### **1.3. Navigability:**

In terms of navigability, the websites of industrial companies exhibit a navigation-friendly structure, with 51% of them incorporating this feature. Roughly 77% offer their Google Maps location, often in conjunction with the manufacturer's address and contact information, thereby cultivating trust among visitors regarding

the company's physical existence. Moreover, 61.5% present dropdown menus, presenting categories and subcategories in an organized manner, facilitating precise and productive searches for users.

Nevertheless, 65.4% do not include internal or external links, either to the company's branches or to pertinent international organizations and institutions that have produced reports about the company. Moreover, many sites lack links to external parties involved in the design of the website itself. Despite this, search engines are available on these websites to aid visitors in swiftly locating desired information and preventing them from leaving the site without interaction.

A fraction of the sites support three languages (French, English, and Arabic) with occasional support for Turkish. However, there is a noticeable absence of night mode, which could alleviate user fatigue during extended browsing sessions on the site. Only 3.8% of companies offer a product comparison feature, typically utilized by prominent industrial companies, such as Renault, enabling customers to compare various car models alongside their prices and specifications.

This study delves into these crucial features in the context of overall marketing and business strategies within the Algerian industrial sector

#### **1.4. Multimedia:**

The websites included in the sample make extensive use of multimedia, with all of them employing text and images to showcase their products in the form of digital cards, brochures, and animated catalogs. Additionally, half of these websites provide user experiences through videos and recorded clips, although this is less common due to the higher costs associated with video production compared to text and images. The use of audio is primarily tied to videos and is otherwise absent from these websites. Furthermore, these sites incorporate graphics, charts, and percentages to present and display the company's financial data and annual production reports. A small percentage, not exceeding 10%, offer surveys, games for visitors, and images or recipes related to cooking and dishes.

**6. Analysis of the Use of Promotional Mix Elements on Websites:**

An analysis of the use of promotional mix elements on industrial companies' websites is provided in Table 2

**Table 2: Promotional Mix Elements Used on Industrial Companies' Websites**

Promotional Mix Elements	yes	%yes	no	%no	total	%total
<b>Company advertising</b>						
Company Logo	130	100	00	00	130	100
About Us	127	97.7	3	2.3	130	100
careers	88	67.7	42	32.3	130	100
Notifications and Statements	83	63.8	47	36.2	130	100
<b>Product Advertising</b>						
Our Products and Services	130	100	0	0	130	100
Product Prices	6	4.6	124	95.4	130	100
Interstitial Ads	8	6	122	94	130	100
Button Ads	6	4.7	124	95.3	130	100
Online Ordering	16	12.3	114	87.7	130	100
<b>Sales Promotion</b>						
Free Products and Services	10	7.7	120	92.3	130	100
Loyalty /A-S S /	24	18.5	106	81.5	130	100
Recipes/Instructions						
Discounts	7	5.4	123	94.6	130	100
Games and Contests	10	7.7	120	92.3	130	100
Coupons	3	23	127	77	130	100
Partial Refund	1	0.8	129	99.2	130	100
Product Returns	15	11.5	115	88.5	130	100
Customer Service	29	22.3	101	77.7	130	100
Tenders and Auctions	14	10.8	116	89.2	130	100
Frequently Asked Questions (FAQs)	10	7.7	120	92.3	130	100
<b>Direct Marketing</b>						
Brochures/Catalogs/Techl Cards	69	53	61	47	130	100
Live Chat	13	10	117	90	130	100
Virtual Communities	8	6.2	122	93.8	130	100
to Obtain a Personal Account	43	33.1	87	66.9	130	100
Fill Personal Account Information	49	37.7	81	62.3	130	100
News Groups	00	00	130	100	130	100
Order Tracking Dashboard	18	13.9	122	86.1	130	100
Request for Price List	34	26.2	96	73.8	130	100
Electronic Payment	12	9.23	118	90.8	130	100

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Online Distributor	5	3.8	125	96.2	130	100
<b>Public Relations</b>						
Info Related / Organization	130	100	00	0	130	100
Info unrelated/ Organization	33	25.4	97	74.6	130	100
Info / Organization Managers	26	20	104	80	130	100
Financial Data	21	16.2	109	83.8	130	100
Stock Prices and Capital	10	0.8	120	99.2	130	100
Press Releases	39	3	91	70	130	100
Annual Reports	37	28.5	93	71.5	130	100
Social Responsibility Issues	55	42.3	75	57.7	130	100
International Exhibitions/ Events	54	41.5	76	58.5	130	100
Designated Media Space	45	34.6	85	65.4	130	100
Employment Offers CV	39	30	91	70	130	100

**Source:** Prepared by the researchers based on the content analysis of industrial companies' websites.

By auditing, tabulating, and classifying the frequency of occurrences used as elements to represent the promotional mix employed on the websites in the research sample, we obtained the percentages for each element, distributed in the table above. The analysis of these percentages led to the strategies applied to their websites, addressing the following elements as follows:

**1.1. Company advertising:**

Based on the results of the table above, the strategies applied to their websites were analyzed the following information is of significance regarding the online presence and marketing strategies of industrial companies in Algeria. According to the data, 82.3% of the surveyed companies incorporate advertising as a means to promote their business as economic entities. Notably, these companies commonly feature their logos on their websites, emphasizing the importance of branding. The majority of companies, both national and foreign, display the logos of their parent country's brand, thus contributing to the establishment of a distinct identity and fostering trust among visitors. Additionally, 97.7% of these companies offer an "About Us" section, providing comprehensive insight into the company, its branches, location, vision, and mission. Furthermore, 67.7% emphasize their experience by sharing their founding date and years of expertise. It is important to note that a smaller number of

newly established companies do not offer this feature on their websites. Moreover, 68.3% utilize slogans and taglines as part of their branding in conjunction with their logos.

### **1.1. Product Advertising:**

From the table, it appears that concerning product advertising, only 25.5% of industrial companies in Algeria use this method to promote their products and services through their websites. These companies commonly present their manufacturing activities and various products in a dedicated "Products and Services" section, often in the form of digital catalogs, brochures, and technical product sheets in PDF format, containing detailed specifications, dimensions, and, occasionally, prices. It is noteworthy that modern advertising tools such as banner ads and button ads are utilized by only 5% to 13% of companies. The absence of these advertisements can be attributed to companies' preference for placing their links on popular, well-known websites that attract large numbers of visitors, typically by paying the hosting website for placing links, videos, and classified ads on their pages.

In terms of product pricing, a mere 4.6% of the surveyed companies display prices on their websites. This practice is common among industrial companies producing cars, heavy machinery, and equipment, which are characterized by a limited production line and often require exclusive selective distribution due to their nature and high value. Similarly, 95% of the companies do not adopt online ordering, employing a hybrid approach known as "Click & Mortar," which combines traditional and modern promotional methods through the Internet. These companies provide detailed information about their products on their websites through digital brochures and technical product sheets to enable customers to compare prices, sizes, and specifications. Orders are then fulfilled from their physical inventory.

### **1.1. Sales Promotion:**

The findings revealed that the majority of Algerian industrial companies do not employ sales promotion strategies on their websites, with 88.46% of them lacking essential sales promotion indicators.

This deficiency encompasses the absence of coupon offerings, as well as other indicators such as product returns, partial refunds, games, contests, free products or services, and loyalty programs (after-sales services and usage instructions). However, it was noted that 22.3% of the surveyed companies prioritized customer service, as evidenced by the provision of offline communication channels for inquiries and a comprehensive Frequently Asked Questions (FAQs) section. This focus on customer service was found to enhance brand trust and facilitate purchasing decisions. Furthermore, a smaller proportion of companies (10.8%) explored online auctions as a novel sales promotion channel, providing detailed product descriptions, images, or catalogs on their websites.

### **1.1. Direct Marketing:**

Direct marketing techniques are not widely used, as indicated by a survey showing that 80.79% of companies do not implement them on their websites. Among the companies that do use direct marketing, the most common method is electronic brochures and catalogs, which are employed by 53% of the companies. These digital brochures serve as a tool to attract visitors to the company's website, containing direct links that guide users to specific pages. Live chat services are utilized by only 13% of companies, mainly due to the high costs of maintaining a skilled team capable of handling live communications in multiple languages, which is crucial for interacting with a global audience. Many companies opt to use social media icons as a communication tool instead of live chat, despite live chat being a more direct and responsive method that can influence immediate purchasing decisions.

Around 34% of the companies offer the ability to create personal accounts and request passwords, allowing customers to request price lists, track online orders, and make electronic payments through a dashboard. However, there is a lack of the ability to form "virtual communities" among past and potential customers who share a common interest in a particular product or service. These communities could exchange experiences, provide advice, and encouragement, and

even organize events and competitions. Word-of-mouth recommendations from satisfied, experienced customers are often more credible than a company's marketing message (peppers & dorf, 3<sup>eme</sup> tirage.2004, p. 12).

Moreover, there is no presence of "newsgroups" that facilitate the exchange of opinions, comments, and expectations about current news, nor are there spaces for sharing complex and restricted articles. The Internet can reduce the costs associated with these activities by gathering participants in a virtual chat room for an hour-long discussion, allowing anonymity to preserve privacy (Cooper, 2001, pp. 35-36).

### **1.2. Public Relations:**

In the realm of public relations, the industrial companies under scrutiny have been observed to employ electronic public relations to a moderate degree, with 32.12% directly engaging their target audience through their websites. Such engagement is typically facilitated via social media platforms or events, while all companies (100%) disseminate institutional information to the public. However, a mere 25.4% furnish information unrelated to their operations, such as updates concerning other companies within the same industry, corporate social responsibility (CSR) endeavors, and recent product advancements. Notably, these companies often abstain from divulging critical information about their management, financial data, and capital, as they adhere to a policy of secrecy and nondisclosure. A notable 16% to 28% of the companies share their annual production reports, although a negligible 0.8% disclose their stock prices on their websites. This lack of transparency can be attributed to the fact that the majority of these companies are new and do not engage in financial market listings or stock and bond subscriptions. Furthermore, these firms are typically small and medium-sized enterprises (SMEs). It is noteworthy that an overwhelming 97% of these companies do not issue press releases, indicating the underdeveloped nature of their public relations departments. The majority of communication responsibilities, both internal and external, are managed by a single

communications officer. As for corporate social responsibility (CSR) efforts and participation in international exhibitions and events, approximately 40% of the surveyed companies communicate these activities to their audience through their web pages. Only 34% of the companies provide a dedicated space for press releases, and 30% offer a platform for job seekers to submit their CVs. These measures are designed to appeal to a diverse audience with varied interests, thereby nurturing stronger relationships with the external public.

This translation is meticulously tailored to ensure academic precision and coherence, suitable for publication in a scholarly journal within the field of business and marketing. Let me know if you require further adjustments or elaboration.

**7. Analysis of the Variability in the Use of Promotional Mix Elements by Industrial Companies:**

**Table3: Analysis of Variance (ANOVA)**

	N	Direct Markg	Company adverg	Product Adverg	Public Relat	Sales Promo
Machinery and Equipment	8	0,3594	0,7813	0,3958	0,4091	0,0750
Machinery and Electronic	18	0,2222	0,8889	0,2870	0,4646	0,1000
Wood and Wood Products	4	0,1875	0,6875	0,2083	0,1364	0,0000
Food and Beverage	24	0,0521	0,9375	0,2222	0,2424	0,0208
Chemical manufacturing	15	0,2917	0,8667	0,2667	0,4727	0,0867
Metals and Steel	7	0,3750	0,7857	0,3095	0,3506	0,0857
Metal and Non-Metallic	17	0,4779	0,8529	0,3137	0,4332	0,0765
Textile manufacturing	4	0,1875	0,6875	0,2083	0,3636	0,0750
Paper and Office Supplies	3	0,1250	0,6667	0,1667	0,1212	0,0000
Plastics manufacturing	11	0,1932	0,6818	0,2727	0,2314	0,0182
Energy and Mining	6	0,2917	0,7500	0,2500	0,5909	0,0333
Agricultural and Dates	13	0,0481	0,7885	0,2051	0,2378	0,0308
<b>Total</b>	<b>130</b>	<b>0,2279</b>	<b>0,8269</b>	<b>0,2654</b>	<b>0,3531</b>	<b>0,0554</b>
<b>F</b>		<b>5,553</b>	<b>2,065</b>	<b>1,946</b>	<b>2,840</b>	<b>1,597</b>
<b>Anova Significance</b>		<b>0,000</b>	<b>0,028</b>	<b>0,040</b>	<b>0,002</b>	<b>0,108</b>

**Source:** Prepared by the researchers using SPSS software.

In order to highlight the analysis of the quantitative use of promotional mix elements according to industries, it is clear from the table above that the percentage of usage of promotional mix elements varies and is distributed according to the type of industries and business sectors as follows:

### **7.1. Analysis of the Usage of Promotional Mix Elements by Industry:**

The table above presents the distribution of promotional mix elements across different industries.

- **In the Machinery and Equipment Manufacturing** sector, there is considerable utilization of all promotional types
- In the sector of **Machinery and Electronic Equipment Manufacturing**, there exists a notable emphasis on company advertising and public relations
- In the **wood and wood products industry**, there is a relatively lower usage of all types of promotion compared to other industries.
- In the field of **Food and Beverage**, there is a significant emphasis on company advertising, with comparatively lower levels of other promotional activities
- In the **chemical manufacturing industry**, a balanced approach to promotional strategies is adopted, with a specific emphasis on company advertising and public relations

#### **1.1. Analysis of the Variation in the Usage of Promotional Mix Elements by Industry:**

##### **1.1.1. Company advertising**

At a significance level of  $p = 0.028$  and  $F = 2.065$  ( $p < 0.05$ ), there are statistically significant differences in the use of **company advertising** between different industries. This indicates a considerable variation in the reliance on company advertising across these sectors.

The utilization of company advertising has emerged as the prevailing promotional tool across various industries, boasting an average usage rate of 82.69%. This statistic underscores the discernible variance in the impact of company advertising across different industries.

### **1.1.1. Public relations**

At a significance level of  $p = 0.002$  and  $F = 2.840$  ( $p < 0.05$ ), statistically significant variances in the utilization of public relations across various industries were observed. This suggests that there is a discernible variance in the adoption of this component, ranking second only to company advertising. With an average implementation rate of 35.31% across industries, it is apparent that public relations exert a more prominent influence in certain sectors when compared to others.

#### **1.1.1. Product Advertising**

At a significance level of  $p = 0.040$  and  $F = 1.946$ , with ( $p < 0.05$ ), it was found that there are statistically significant variances in the utilization of product advertising across various industries. This indicates a noteworthy diversity in the application of this promotional tool. Furthermore, it was observed that product advertising is used in conjunction with corporate advertising and public relations at a relatively balanced rate, with an overall utilization frequency of 26.54%. These results reflect a diverse impact of product advertising across industries

#### **1.1.1. Direct Marketing**

At a significance level of  $p = 0.000$  and  $F = 5.553$  ( $p < 0.05$ ), statistically significant differences in the use of direct marketing across various industries have been observed. This suggests that specific industries utilize direct marketing to different degrees. Although the overall usage stands at a relatively balanced 22.79%, its effectiveness appears to vary significantly across different industry types.

#### **1.1.2. Sales Promotion**

At a significance level of  $p = 0.108$  and  $F = 1.597$  ( $p > 0.05$ ), there are no statistically significant differences in the use of sales promotion across different industries. This suggests that this type of promotion is utilized at relatively similar rates across industries, with a rate of 5.54%, making it the least used. Therefore, its impact is neither strong nor consistent among industries.

## **8. Characteristics of the Websites of Industrial Companies and the Promotional Mix Strategies Employed:**

### **8.1. Characteristics of Industrial Companies' Websites:**

The element of "website interactivity" is widely used on the websites of Algerian industrial companies. Email is the primary method of communication with the company's management, used to request price lists, address concerns, and provide feedback. This facilitates product development, improves distribution, and involves customers in designing new products or adapting existing ones to meet market demands. Continuous website updates enhance flexibility and dynamism, while linking them to social media platforms ensures customer service outside working hours, compensating for the absence of some interactive tools, such as live chat.

However, these websites lack methods for collecting customer information, such as subscriptions to company newsletters and bulletins, limiting opportunities for interaction and engagement. This impacts customer loyalty, as they do not stay informed about the company's latest news and promotional offers.

Regarding the feature of "navigability," companies integrate their locations on Google Maps, along with contact details and links, to build trust and make it easier to locate the company. Drop-down menus are provided to facilitate precise navigation, but there is a lack of internal and external links leading to other branches or affiliated companies. Additionally, search engines are available to help users find the required information. Many websites also offer an Arabic language option, which is essential given the need for companies to penetrate international markets and communicate with foreign audiences in their native languages. Otherwise, the site becomes ineffective and a financial burden, particularly for markets like the Middle East that do not use French. The feature of product comparison is only available at major companies, such as Renault, where comparisons between different car models, their prices, and specifications are provided.

Regarding "multimedia" features, digital cards, brochures, and animated catalogs are used to present products using text and images. Videos are also used to showcase user experiences, although this method is less common due to its higher cost compared to using text and images. Most companies have videos on social media platforms, especially YouTube, highlighting their participation in international events and addressing corporate social responsibility issues. However, these videos are not linked to the company's website, possibly due to a lack of awareness among management of the benefits these videos offer in enhancing the site's dynamism by providing engaging and coherent information, attracting visitors' attention, and increasing conversion rates. Additionally, there is limited use of graphics, charts, and percentages to present financial data, annual production reports, surveys, games for visitors, and cooking recipes.

As for "site policies," they are somewhat present, particularly regarding legal aspects and privacy policies. This is due to the regulated nature of industries such as pharmaceuticals, medical supplies, pharmacy-related chemicals, and military industries, which are governed by the state. The inclusion of site policies, legal instructions, and explanations is directly linked to the size and functions of the industrial company.

### **8.2. Promotional Mix Strategies Used on Websites:**

The promotional mix strategies employed by industrial companies on their websites were examined as part of this research. It was found that these companies primarily rely on "self-advertising" approaches to promote themselves as economic entities. This is achieved through the provision of information to consumers, primarily through advertising headers that incorporate elements of brand identity, such as slogans. For example, Naftal Group utilizes the slogan "une relation de confiance" (a relationship of trust), while other companies emphasize their locations and years of experience, as seen in Cevital Group's claim of "Expertise since 1998." Moreover, the logos of brands are prominently displayed, serving as a means of brand recognition for companies like Hamoud Boualem Beverages.

The use of "product and service package advertising" was found to be relatively low, with the primary objective being the introduction of the company's products and manufacturing activities. Information provided includes product benefits, features, quality, production lines, usage instructions, pricing, and distribution channels. This information is typically conveyed through electronic brochures and technical product sheets, which are available for download as PDF files for users to view product specifications and sizes.

The implementation of "sales promotion" was observed to be limited, mainly comprising loyalty programs and after-sales services. Some companies, particularly those in the pasta, couscous, biscuit, and confectionery industries, provide cooking recipes that incorporate their products as key ingredients. However, more interactive sales promotion techniques, such as auctions, tenders, product returns, contests, free programs, coupons, and refund guarantees for defective or mismatched products, were found to be nearly absent.

In terms of "direct marketing," the use of electronic brochures and technical product sheets was noted, facilitating two-way communication between suppliers and buyers by requesting personal information, email addresses, and pricing lists. However, advanced features like the formation of virtual communities, live chats, and the inclusion of newsgroups were found to be almost absent.

The imperative of digital transformation remains a pressing concern on a global scale. Developed nations have made significant strides in this domain while developing countries grapple with the pervasive challenge of the digital divide, which shows concerning signs of widening. Failure to address this issue may lead to the marginalization of technologically disadvantaged nations from the global economy.

"Public relations" emerged as the second most widely-used element after advertising. The researched companies focused on publishing shareholder and investor news in the actual market to explore investment and partnership opportunities. They also shared their activities, financial statements, and annual production reports. Furthermore, many companies dedicated space to the press,

participation in international events, and their corporate social responsibility initiatives. Employment opportunities were also featured, targeting job seekers. By addressing multiple audience groups, these companies catered not only to suppliers or buyers but also to those with varied interests.

### **8.3. The Use of Promotional Elements by Industrial Sectors:**

Industries such as Metals, Steel, Energy, and Non-Metallic Products employ a comprehensive array of promotional strategies, with a particular emphasis on direct marketing due to their involvement in high-value transactions often tied to governmental and business-to-business sectors. Sales representatives and specialized agents play a crucial role in managing these transactions, utilizing a hybrid approach that blends traditional and modern promotional techniques. Websites serve as a vital platform for providing detailed product information, including electronic brochures and technical specifications, enabling buyers to compare prices, sizes, and technical features. However, given the limitations of the IT infrastructure and the complex nature of industrial orders, direct communication between buyers and suppliers remains essential to ensure precision. Challenges related to negotiating prices and payment terms in electronic systems also persist, including issues such as electronic signatures, consumer protection laws, and the risk of data breaches for high-value transactions.

In the Machinery and Equipment Manufacturing sector, a wide range of promotional elements are utilized at a relatively high level, owing to the competitive nature of the industry and the need for continuous marketing of high-value goods such as manufacturing equipment and vehicles. Selective and exclusive distribution is often facilitated by authorized agents in specific geographic areas.

Meanwhile, the Machinery and Electronic Equipment Manufacturing industry places significant emphasis on company advertising and public relations, aligning with the ongoing revolution in IT and communications. Notably, there is a focus on advertising updates and accompanying software for electronic devices and smart panels.

Companies within this sector also prioritize building strong public relations through participation in national and international events, regular media reports, and employment opportunities. Although sales promotion is limited, these companies often offer technical support, free services, after-sales support, and occasional engagement through games and contests.

In the realm of Food and Beverage, the primary emphasis is on company and product advertising, with relatively low use of other promotional elements. This trend is a reflection of the highly competitive nature of the industry, which revolves around frequently consumed goods that fulfill similar needs. Owing to the perishability and widespread availability of these products, direct electronic marketing is typically not required. Instead, the role of advertising is crucial for brand recall, persuasion, and customer loyalty.

Within the Chemical Manufacturing sector, there is a balanced approach across various promotional elements, with a particular focus on company advertising and public relations. This emphasis is likely driven by the intense competition in the pharmaceutical and laboratory equipment markets, which are dominated by large companies such as Saidal and the Institut Pasteur.

In comparison, the industries encompassing Textile, Plastics, Paper, and Wood Manufacturing exhibit relatively low usage of all promotional elements as compared to other sectors. This trend may be attributed to the nature of these businesses, where extensive marketing efforts may not be deemed necessary, and competition within the industry is relatively weaker.

## **9. Research Results:**

- The findings of this study indicate that websites serve as a vital promotional tool for Algerian industrial companies, particularly from a Click-and-Mortar perspective by integrating online marketing strategies with traditional marketing approaches, these companies can reach a wider audience while maintaining a strong presence in the physical market.

- Emphasizing flexibility, professionalism, and visual appeal demonstrates that Algerian industrial enterprises understand the importance of positioning themselves as credible and trustworthy entities in the digital landscape. This is increasingly crucial as internet usage rises and online transactions become essential.
- The incorporation of innovative tools illustrates how companies are leveraging modern technologies to enhance their promotional strategies. By utilizing advanced digital tools, businesses can improve their ability to engage with customers and address their needs, ultimately strengthening their overall market presence.
- The results supporting the hypothesis that virtual market strategies are more innovative suggest that companies recognize the potential of digital platforms for delivering personalized and effective marketing. However, this also presents the challenge of harmonizing and integrating online strategies with traditional marketing to ensure consistency and synergy across communication channels.
- The variation in promotional strategies across different industries highlights the importance of understanding the specific needs and characteristics of each sector. Companies must tailor their communication efforts to reflect the unique attributes of their industry to effectively reach their target audience.
- Focusing on brand promotion and expertise underscores the significance of brand identity within the industrial sector. Companies are shifting away from solely traditional product advertising to emphasize their broader contributions to society and the economy, thereby strengthening customer loyalty and deepening relationships with stakeholders.

## **10. Conclusion:**

The findings suggest that websites serve as an effective promotional tool for industrial companies. They offer significant opportunities to enhance marketing performance, expand into new markets, and strengthen digital presence in today's business environment. Effective multi-party communication through personal

and non-personal channels, including email, live chat, social media, websites, blogs, forums, and digital advertisements, is key to enhancing user experience and promotional content. This, in turn, can fortify a company's competitive advantage in local and international markets.

The study emphasizes the importance of high-quality website design that complies with global standards, facilitating interactivity and navigation. This not only increases brand awareness but also enhances interaction and conversion rates, thereby transforming website visitors into active buyers or suppliers.

Furthermore, the research reveals that Algerian industries utilize various promotional strategies to differing extents. Corporate advertising emerges as the most frequently used strategy, while sales promotion is the least employed across all industrial sectors. The statistical significance of the differences in promotional types indicates that their impact varies by industry. This analysis can provide insight into distinct marketing patterns and their effects on specific industries, informing future marketing strategies for each sector. Overall, these findings underscore the significance of integrating website development into the digital marketing strategies of industrial companies.

### **11. Research Recommendations:**

- Algerian industrial companies are encouraged to enhance both the aesthetic and functional aspects of their online platforms to create professional and engaging websites. This includes improving site navigation, optimizing visual design, ensuring compatibility with mobile devices, and providing user-friendly interfaces for seamless interactions with customers and partners. Such enhancements are essential for maintaining a robust online presence.
- Moreover, these companies should refine their promotional strategies by integrating interactive features and innovative tools such as AI-powered chatbots, augmented reality (AR), and virtual reality (VR). These technologies can deliver exceptional user

experiences, particularly in sectors like machinery, vehicles, and construction, by presenting products in modern and compelling ways. This approach has the potential to attract website visitors, increase customer engagement, and improve conversion rates.

- Transferring innovative and adaptable virtual market strategies to the physical market entails that Algerian companies embrace these innovations in their offline operations as well. For example, they can customize physical marketing campaigns and strengthen relationships with customers, suppliers, and other partners by leveraging big data generated from online interactions.
- The findings indicate a significant correlation between industry type and the utilization of promotional mix elements. Therefore, Algerian companies should tailor their promotional strategies to align with the specific characteristics of their sectors. For instance, firms in the heavy machinery sector should emphasize technical expertise and product specifications, whereas those in the consumer goods sector should focus more on brand marketing to attract customers. Adapting communication strategies can enhance the effectiveness of their digital presence in accordance with sectoral needs.
- Finally, click-and-mortar industrial companies should prioritize promoting their brand identity, values, and expertise, rather than solely advertising their products. Highlighting the company's contributions to the economy and societal issues—such as corporate social responsibility (CSR) initiatives—can significantly enhance their reputation and foster deeper relationships with customers

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