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**Option** : Digital Marketing

**Thesis title**

The impact of mobile marketing on the purchase behavior of Generation Z .

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## *Dedications*

### To **myself**

To the girl who carried doubt, dreams, and silence all at once — and kept going.

To the one who felt deeply, chose solitude over noise, and always stayed true.

You were always enough. You made it — not despite who you are, but *because* of it.

### To my **mother**,

For her endless love, quiet strength, and the peace she gave me without saying a word.

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To the other amazing souls who've been just as close to my heart, know that your presence meant the world to me too.

To my dear uncle **Raouf**, and my favorite russian blue **Caprice**,  
and to every cat I met during sleepy university mornings.

To every woman who ever doubted her worth, her path, or her voice—may this be a small reminder that you don't have to be loud to be powerful and that softness is not weakness.

## **Abstract**

Mobile marketing has become a key tool in digital strategies, especially when targeting Generation Z — a hyper-connected, fast-moving, and brand-critical audience. Born in the digital age, Gen Z interacts with content primarily through smartphones, reshaping their buying journey.

This thesis investigates the impact of mobile marketing on Gen Z's purchasing behavior through a quantitative study involving 140 Algerian youths aged 18 to 27. This group, highly active on mobile platforms, is a strategic target for brands, particularly in the telecom sector. The case of Ooredoo Algeria is used to ground the research in a real-world business context.

Findings indicate that personalization, message format, and the type of mobile channel significantly influence purchase decisions. Strategic recommendations are proposed to help brands enhance the performance of their mobile marketing campaigns with this audience.

## **Résumé**

Le marketing mobile est devenu un outil clé des stratégies digitales, notamment pour cibler la génération Z, un public hyperconnecté, dynamique et critique envers les marques. Née à l'ère du numérique, la génération Z interagit avec le contenu principalement via ses smartphones, transformant ainsi son parcours d'achat.

Cette thèse examine l'impact du marketing mobile sur le comportement d'achat de la génération Z à travers une étude quantitative menée auprès de 140 jeunes Algériens âgés de 18 à 27 ans. Ce groupe, très actif sur les plateformes mobiles, constitue une cible stratégique pour les marques, notamment dans le secteur des télécommunications. Le cas d'Ooredoo Algérie est utilisé pour ancrer la recherche dans un contexte commercial réel.

Les résultats indiquent que la personnalisation, le format des messages et le type de canal mobile influencent significativement les décisions d'achat. Des recommandations stratégiques sont proposées pour aider les marques à améliorer la performance de leurs campagnes de marketing mobile auprès de ce public.

## ملخص

وهو جمهوراً، Z أصبح التسويق عبر الهاتف المحمول أداة أساسية في الاستراتيجيات الرقمية، لا سيما عند استهداف جيل في العصر الرقمي، ويتفاعل مع المحتوى بشكل Z شديد الاتصال وسريع الحركة وناقذ للعلامات التجارية. ولد جيل أساسي عبر الهواتف الذكية، مما يُعيد تشكيل رحلة الشراء لديهم.

من خلال دراسة كمية شملت Z تبحث هذه الأطروحة في تأثير التسويق عبر الهاتف المحمول على سلوك الشراء لدى جيل 140 شاباً جزائرياً تتراوح أعمارهم بين 18 و27 عاماً. تُعدّ هذه الفئة، النشطة للغاية على منصات الهاتف المحمول، هدفاً الجزائر لتأسيس البحث في سياق Ooredoo استراتيجياً للعلامات التجارية، لا سيما في قطاع الاتصالات. وتُستخدم حالة أعمال واقعي.

تشير النتائج إلى أن التخصيص، وصيغة الرسالة، ونوع قناة الهاتف المحمول تؤثر بشكل كبير على قرارات الشراء. وتُفترح توصيات استراتيجية لمساعدة العلامات التجارية على تحسين أداء حملاتها التسويقية عبر الهاتف المحمول مع هذا الجمهور.



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## ***List of abbreviations***

## List of Abbreviations

<b>Gen Z</b>	.....	Generation Z
<b>SMS</b>	.....	Short Message Service
<b>ROI</b>	.....	Return on Investment
<b>SEO</b>	.....	Search Engine Optimization
<b>SEM</b>	.....	Search Engine Marketing
<b>UGC</b>	.....	User-Generated Content
<b>SPSS</b>	.....	Statistical Package for the Social Sciences
<b>AI</b>	.....	Artificial Intelligence
<b>KPI</b>	.....	Key Performance Indicator
<b>CRM</b>	.....	Customer Relationship Management
<b>CEM</b>	.....	Customer Experience Management
<b>MRT</b>	.....	Media Richness Theory
<b>B2C</b>	.....	Business-to-Consumer
<b>CTA</b>	.....	Call to Action
<b>A/B Testing</b>	.....	Split Testing (Version A vs. Version B)



# *Summary*

# Summary

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# ***General introduction***

### INTRODUCTION

With the invasion of smartphones and new technologies into our daily lives as consumers, a new era of marketing emerged called “mobile marketing”. Leading brands to adapt to new purchasing behaviors by developing targeted and personalized marketing techniques.

Generation Z, or “**Gen Z**,” born between 1997 and 2012, is one of the most prominent and connected consumer groups nowadays. Growing up between the traditional and digital ages, experiencing a unique transition. This shift has impacted their buying habits, with many turning to digital platforms for product research, brand engagement, and purchases; they represent a significant portion of the consumer population and influence the market trends.

I chose this topic because of the growing importance of mobile marketing in engaging young consumers and the lack of in-depth understanding of its effects on their purchasing behaviors. As a digital marketing student with an interest in new marketing trends, it seemed essential to explore the factors that motivate Generation Z’s purchases through mobile channels.

The main objective of this research is to understand how mobile marketing strategies influence the purchasing decisions of Generation Z. This study aims to explore various elements of mobile marketing, such as in-app advertisements, SMS marketing, push notifications, and geolocation, and analyze their impact on the purchasing behaviors of young consumers. To achieve this, a quantitative study will be conducted to gather precise data on the perceptions and purchasing behaviors of this generation.

The problematic statement for this research is, ***How does mobile marketing influence the purchasing behavior of Generation Z?*** In other words, it aims to examine which aspects of mobile marketing, among the many available techniques, are most likely to trigger a purchase action among young consumers from Generation Z.

- How does mobile marketing exposure affect the purchasing behavior of Generation Z consumers?
- What role does trust in mobile promotional messages play in influencing Generation Z’s loyalty to telecom brands like Ooredoo?

With this in mind, this research is based on several hypotheses:

1. **H1:** There is a positive relationship between trust in Ooredoo's mobile promotions and customer loyalty among Generation Z.
2. **H2:** Exposure to mobile advertisements through social media significantly increases the likelihood that Generation Z consumers will take action (such as making a purchase or recharging).
3. **H3:** The frequency of exposure to Ooredoo's promotional messages is positively associated with Generation Z's perception of these mobile ads.

This study follows a **descriptive and analytical** approach to explore how mobile marketing influences the purchasing behavior of Generation Z. A **quantitative research design** was employed, using a structured **questionnaire** to collect data from participants.

The questionnaire was designed to measure variables such as time spent on smartphones, exposure to mobile marketing messages, perception of advertisements, trust in promotions, and purchasing behavior related to Ooredoo's mobile marketing campaigns.

The sample was selected through a **non-probabilistic convenience sampling method**, targeting Generation Z individuals who are smartphone users and potential or current customers of Ooredoo. A total of 100 respondents participated in the survey.

Data collected were analyzed using **statistical tools in SPSS**, including correlation tests and logistic regression, to test the hypotheses and answer the research questions.



# *Chapter I*

The field of digital marketing has undergone profound changes during the past decades, revolutionizing how companies connect with customers. This chapter covers fundamental concepts and the history of electronic marketing with a particular emphasis on the increasing importance of mobile marketing as an element of integrated digital strategies. Additionally, it discusses the various digital marketing channels and methods being utilized presently, citing the reasons why mobile marketing has emerged as a vital tool for companies seeking to effectively reach consumers. A comprehension of these factors offers a sound theoretical foundation for evaluating the influence of mobile marketing on the buying behavior of Generation Z.

### **1.1 Definitions and key concepts**

#### **1.1.1 Customer-centric marketing (foundation)**

Customer-centric marketing is a strategy that prioritizes the needs as well as preferences of the consumer at each stage of their adventure. This approach focuses on gathering substantial understandings of consumer behavior. These understandings include their habits, needs, and digital consumption patterns. In the world of Gen Z, this is important because they happen to be the first generation that has grown up within a fully digital landscape, and they have expectations of a high level of personalization plus real-time interaction. For instance, they demand instant responses, authenticity within messaging, as well as mobile-first experiences relevant to their lives.

This is notably important throughout mobile marketing, given the consumer's attention is greatly fragmented, and brands must be somewhat proactive in delivering tailored, fast, and meaningful content. Marketers who grasp Gen Z's psychology can craft strategies matching their desire for ease and speed.

#### **Relevance to Gen Z**

As digital natives, Gen Z prizes experiences that feel bespoke and instant. They favor brands that communicate with them directly as well as authentically, often via mobile platforms. Mobile marketing, as a result, has to cater to the entirety of their demand for speed. Mobile marketing also has to ensure the content resonates with their lifestyle and values.

## **Key theory**

Customer Experience Management (CEM) is a strategic approach that involves managing the entire journey of the customer with a brand. Consumers now seek experiences rather than just products or services, and this was foundationally highlighted by Pine & Gilmore in 1998 through experience economics. This theory has been updated for the digital realm by Lemon & Verhoef in 2016, who underline that a consistent and personalized experience at all touchpoints goes a long way in building long-lasting customer relationships.<sup>1</sup>

### **1.1.2 Mobile marketing (core focus)**

Mobile marketing refers to all marketing activities done via mobile devices, which include smartphones and tablets. These include SMS campaigns, push notifications, mobile apps, mobile websites, and social media mobile marketing interactions. For the Generation Z cohort as digital natives growing up using the mobile medium, it is their primary way of communication, consumption, and commerce.

#### **Relevance to Gen Z**

For Gen Z, mobile is the major device for everything from shopping to communication; therefore, any marketing effort targeting this generation should prioritize mobile platforms. The technology familiarity of Gen Z means that they expect instant, seamless access to content and services at all times.

#### **Theoretical Anchor: Media Richness Theory, Daft & Lengel (1986)**

Introduced by Richard L. Daft and Robert H. Lengel in 1986, Media Richness Theory (MRT) suggests communication is effective when the medium used is “rich, meaning it can transmit multiple cues, allow for immediate feedback, use natural language, and convey emotion or intent. According to the theory, richer media are more suitable for complex and ambiguous tasks.

This helps explain why video or interactive content is considered rich media and thus more engaging and effective, particularly in mobile formats. Since Gen Z prefers dynamic and

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<sup>1</sup> Pine, B. J., & Gilmore, J. H. (1998). *Welcome to the Experience Economy*. *Harvard Business Review*, 76(4), 97–105.

interactive content, mobile formats offer a much more engaging experience, which may spill over into purchasing behavior.<sup>2</sup>

## **1.2 The evolution of digital marketing**

The digital marketing landscape has evolved along with value changes in the past 30 years or so. Starting with static websites and email campaigns before evolving into highly personalized, data-driven methods today, digital marketing has always evolved and diversified to fit the mold of an increasingly connected world. This chapter examines the major stages of digital marketing development and key milestones, with their implications.

### **1.2.1 The early stages of digital marketing (1990s)**

Digital marketing first emerged with the commercialization of the internet in the early 1990s. Companies began creating basic websites to provide information about their products and services, often referred to as "brochureware" sites. Email marketing also became a popular tool for reaching consumers directly. One of the first significant moments in digital marketing history was the appearance of the first clickable banner ad in 1994.<sup>3</sup> However, digital marketing at this stage was largely one-directional, with limited interaction between businesses and consumers.

#### **Key characteristics:**

- Static informational websites.
- Mass email marketing campaigns.
- Initial online advertising formats (banner ads).

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<sup>2</sup> Daft, R. L., & Lengel, R. H. (1986). *Organizational Information Requirements, Media Richness, and Structural Design*. *Management Science*, 32(5), 554–571. <https://doi.org/10.1287/mnsc.32.5.554>

<sup>3</sup> The first clickable banner ad appeared on October 27, 1994, on HotWired.com (the online version of *Wired* magazine). It was created by AT&T as part of an online advertising campaign. The ad was simple and curious—it read, "Have you ever clicked your mouse right here? You will."

## **1.2.2 The Rise of Search Engines and SEO (Late 1990s–Early 2000s)**

In the late 1990s, search engines like Yahoo! and Google transformed how users navigated the internet. Yahoo! began as "Jerry and David's Guide to the World Wide Web" in 1994 and evolved into a popular web directory and search engine by 1995.<sup>4</sup> Google was officially founded on September 4, 1998, by Larry Page and Sergey Brin, introducing a more efficient search algorithm that quickly gained popularity.<sup>5</sup> Recognizing the importance of online visibility, companies started developing search engine optimization (SEO) strategies to improve their rankings. In October 2000, Google launched AdWords, a self-service advertising platform that introduced the pay-per-click (PPC) model, revolutionizing digital advertising<sup>6</sup>. As businesses sought to attract more users, content marketing began to gain traction, focusing on creating valuable and relevant content to engage audiences.<sup>7</sup>

### **Key developments:**

- Launch of Google AdWords.
- Introduction of SEO practices.
- Growth in content-driven marketing strategies.

## **1.2.3 The Social Media Revolution (Mid-2000s)**

The launch of social media sites like Facebook in 2004, followed by YouTube in 2005 and Twitter in 2006, changed the game for digital marketing. With the rise of social media, brands found new ways to talk directly with their audiences, helping to create stronger bonds and loyalty toward their products. With the rise of social media, brands began to explore fresh tactics, including influencer marketing and viral campaigns, using content created by users to boost their brand messages.

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<sup>4</sup> Yahoo! was founded in January 1994 by Jerry Yang and David Filo as "Jerry and David's Guide to the World Wide Web." It was incorporated as Yahoo! Inc. on March 2, 1995. [Wikipedia+7WIRED+7Web Design Museum+7](#)

<sup>5</sup> Google Inc. was officially established on September 4, 1998, by Larry Page and Sergey Brin, marking the beginning of a new era in web search. [Codemotion](#)

<sup>6</sup> Google launched AdWords on October 23, 2000, introducing a self-service advertising platform that utilized a pay-per-click model. [Wikipedia + 2 Pure SEO + 2 WordStream](#)

<sup>7</sup> Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice* (7th ed., p. 278). Pearson Education Limited.

**Key changes:**

- Direct engagement between brands and consumers.
- Increased importance of user-generated content.
- Rise of influencer marketing and community building

### **1.2.4 The mobile marketing Era (2010s)**

The rise of smartphones changed the game, pushing companies to adopt strategies centered on mobile use. With the rise of smartphones, things like mobile apps, SMS campaigns, location-based services, and websites designed for mobile use turned into essential parts of digital marketing. In 2015, Google rolled out its "Mobilegeddon" update, which really highlighted how essential it was for websites to be mobile-friendly, impacting their search rankings.<sup>8</sup>

**Key highlights:**

- Growth of mobile apps and in-app advertising.
- Location-based marketing strategies.
- Importance of mobile-optimized websites.

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<sup>8</sup> Statista Research Department. (2023). Mobile search engine optimization: Impact of Google's mobile-friendly update. *Statista*. Retrieved from <https://www.statista.com> (accessed May 2025).

### **1.2.5 Data-Driven and Personalized Marketing (Mid-2010s to Present)**

Thanks to the rise of big data, AI, and machine learning, we've entered a new phase in marketing where everything feels super personalized. Now, marketers have the ability to precisely divide their audiences, foresee how customers will act, and provide customized content through various channels. These days, marketers widely use programmatic advertising and chatbots that run on AI to enhance how they connect with customers and make their campaigns more effective<sup>9</sup>

#### **Key aspects :**

- Adoption of predictive analytics.
- Increased use of programmatic and automated advertising.
- Personalization through customer journey mapping and AI tool

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<sup>9</sup> Chaffey, D. (2022). *Digital Marketing: Strategy, Implementation, and Practice* (8th ed.), pp. 86–90. Pearson Education Limited.

## 1.2.6 The Current Landscape and Emerging Trends

These days, digital marketing is constantly changing, weaving in new technologies like augmented reality (AR), virtual reality (VR), voice search, and even blockchain. Platforms like TikTok are changing the game for content creators, pushing them to focus on being real and connecting with viewers quickly. Additionally, rules like the General Data Protection Regulation (GDPR) are changing the way marketers think about data privacy and building trust with consumers<sup>10</sup>.

### Emerging trends:

- Growth of conversational marketing (e.g., chatbots, voice assistants).
- Popularity of short-form video content.
- Emphasis on sustainable and purpose-driven marketing.
- Integration of immersive technologies (AR and VR).

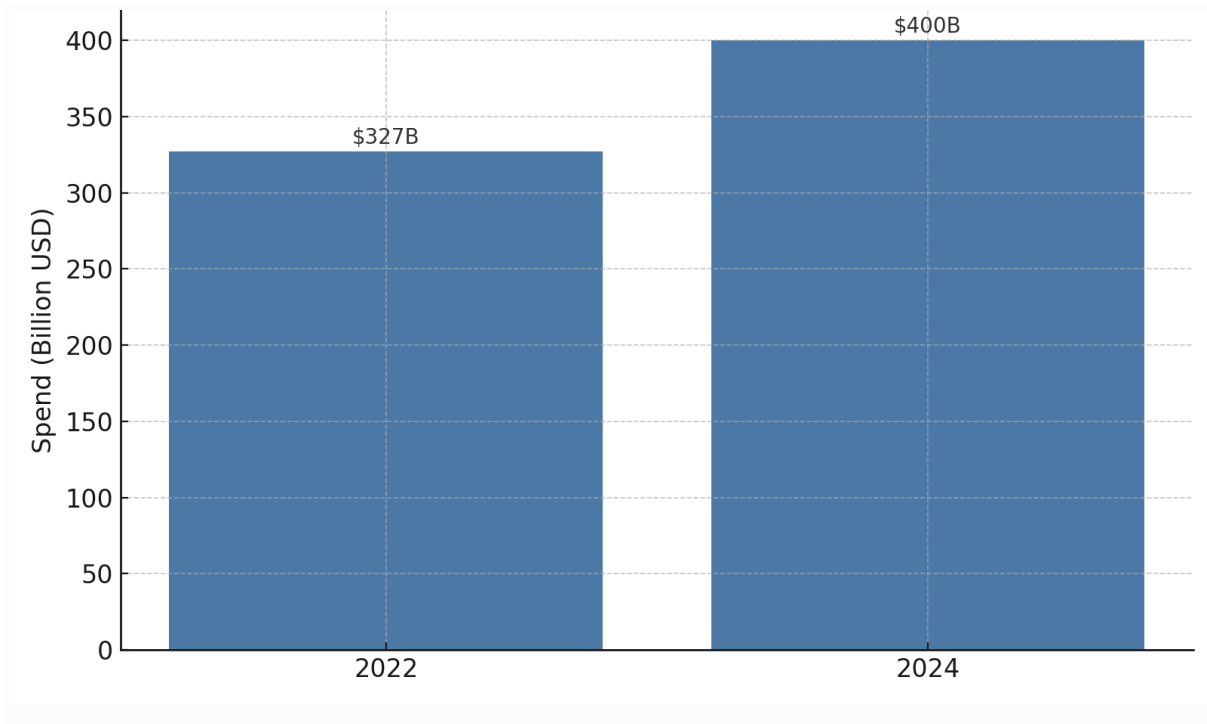
Digital marketing has undergone a remarkable transformation over the past two decades, gradually replacing traditional marketing strategies with more consumer-focused and data-driven digital approaches.

This shift has been accompanied by a steady increase in global digital advertising expenditures. As shown in **Figure 1**, global digital marketing spend rose from **\$327 billion in 2022** to an estimated **\$400 billion in 2024**, demonstrating the growing strategic importance of digital platforms in the business world.

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<sup>10</sup> Deloitte Insights. (2023). *The evolving landscape of digital marketing: Technologies and data privacy*. Retrieved from <https://www2.deloitte.com/us/en/insights/industry/technology/digital-marketing-trends.html>

Figure 1 : Global Digital Marketing Spending (2022–2024)



Source: Statista (2023)

This upward trend highlights how businesses are increasingly prioritizing digital tools to reach consumers in a connected and mobile-first environment.

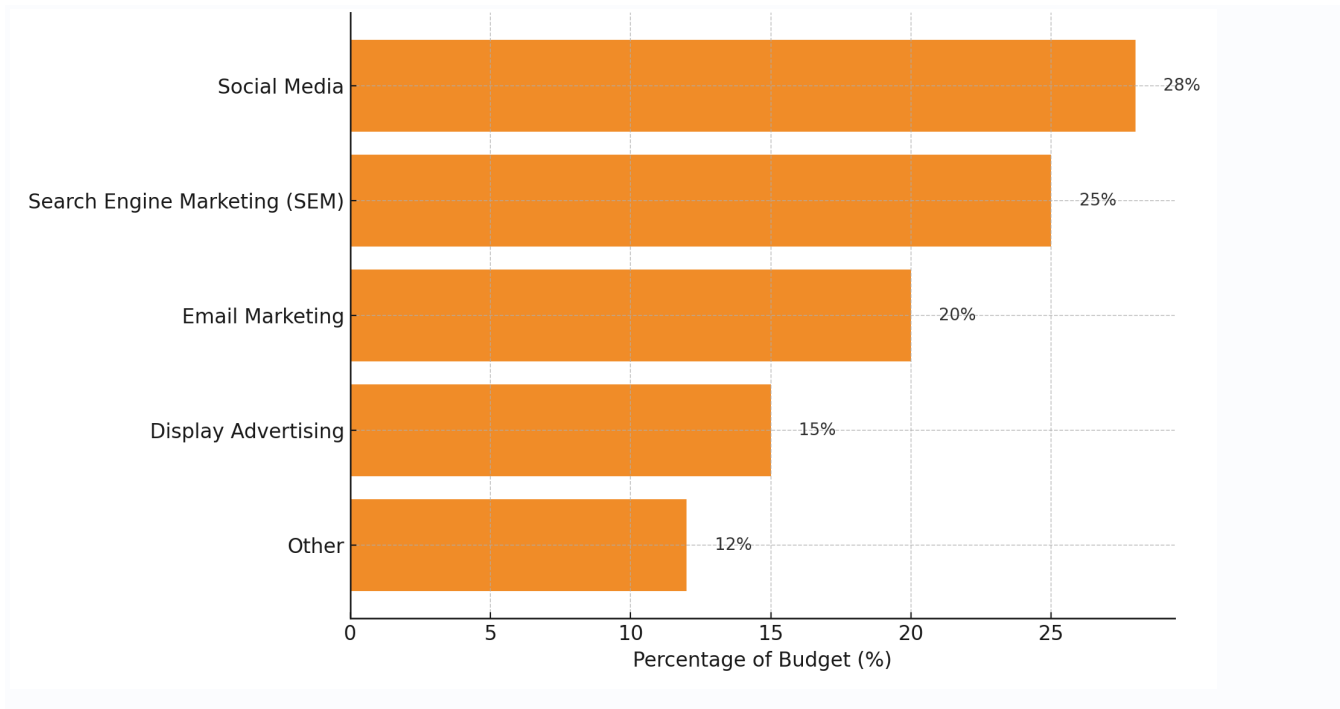
### 1.3 Digital Marketing Channels and Strategies

The digital marketing channels and strategies form the core of the brand's engagement with audiences in the world, which is becoming more digitalized by the day. If one understands these channels and the strategic approaches, optimization of reach along with personalization of customer experience to achieve specific marketing objectives becomes possible. Marketers have to traverse multiple platforms and disparate techniques as their ecosystems continue to enlarge for delivering consistent, impactful campaigns.

Today's digital marketing relies on various channels such as **social media**, **search engines**, **email**, and **display advertising**.

The way companies allocate their budgets shows the strategic importance of each channel. As shown in **Figure 2**, **social media** receives the largest share, followed by **search marketing** and **email**.

**Figure 2 : Digital Marketing Budget Distribution by Channel in 2024**



Source: Gartner, CMO Spend Survey (2024).

### 1.3.1 Digital marketing channels

#### 1.3.1.1 Search Engine Marketing (SEM)

SEM stands for marketing actions performed on search engines, comprising SEO and paid advertising, which is also known as PPC. While SEO is the process of optimizing web content to rank organically in search results, the latter bids on keywords to appear in the sponsored results. Apart from being a major source of targeted traffic, SEM also improves brand visibility <sup>11</sup>.

<sup>11</sup> Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice* (7th ed.), pp. 301–305. Pearson Education Limited.

### **1.3.1.2 Social media marketing**

Social media platforms such as Facebook, Instagram, LinkedIn, and TikTok have become essential channels for brand communication, community building, and advertising. Brands use organic posts and paid ads to engage users, increase brand awareness, and drive conversions. Social media marketing also enables businesses to leverage influencer collaborations and user-generated content <sup>12</sup>.

### **1.3.1.3 Content marketing**

Content marketing focuses on creating valuable, relevant, and consistent content to attract and retain a clearly defined audience. Blogs, e-books, infographics, videos, and podcasts are common formats. The objective is to build trust and authority, ultimately guiding customers through the buying journey <sup>13</sup>.

### **1.3.1.4 Mobile marketing**

With mobile devices becoming the primary mode of internet access, mobile marketing strategies such as SMS campaigns, mobile apps, and location-based marketing are increasingly important. Mobile-optimized websites and app-based services enhance user experience and foster customer loyalty <sup>14</sup>.

## **1.3.2 Digital marketing strategies**

### **1.3.2.1 Inbound marketing**

Inbound marketing is an approach that attracts potential customers by delivering valuable content and experiences. Inbound marketing differs from traditional advertising approaches in that it doesn't interrupt users' experiences with unsolicited messages but rather allows them to actively pursue the information. The focus of this method of marketing is to create a seamless experience where users can search for and engage with the brand without

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<sup>12</sup> Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003> (p. 60)

<sup>13</sup> Pulizzi, J. (2012). *The Rise of Storytelling as the New Marketing*. Publishing Research Quarterly, 28(2), 116–123. <https://doi.org/10.1007/s12109-012-9264-5> (p. 117)

<sup>14</sup> Statista Research Department. (2023). *Mobile marketing – Statistics & Facts*. Retrieved from <https://www.statista.com/topics/2477/mobile-marketing/>

interruption. For example, search engine optimization (SEO), content marketing, and social media marketing are strategies under the inbound marketing umbrella. These three approaches collectively attract users while providing value organically to potential customers. By providing ongoing value to potential customers through world-class content and experiences, the potential for revenue and long-term relationships occurs based on value and trust <sup>15</sup>.

### 1.3.2.2 Omnichannel Marketing

Omnichannel marketing is an approach that integrates various online and offline channels in order to create a consistent and cohesive customer experience. The goal of omnichannel is that the customer experience is continuous and consistent no matter the touchpoint. Touchpoints may include a brand's website, social media (e.g., Facebook or Instagram), mobile app, email, or even a storefront location. The objective is to create an environment for the customer to connect with the brand, regardless of how a customer chooses to interact with the brand or product, so that it feels connected. The more consistent the channels are, the more likely customers are to be satisfied, trust, and develop brand loyalty, ultimately leading to repeat interactions and engagements<sup>16</sup>.

### 1.3.2.3 Personalization and Customer-Centric Strategies

Personalized marketing describes the marketing process of matching content, product recommendations, and promotional offers to user behavior, preferences, and demographics. Personalized marketing continues to evolve as companies acquire, analyze, and utilize various tools (like data analytics, AI, and CRM) to develop the most targeted and relevant marketing campaigns. While traditional marketing segmentation remains important, personalized marketing surpasses segmentation by encouraging companies to deliver the right messages at the right time, using real-time insights and user-generated data to reach customers on a more

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<sup>15</sup> Halligan, B., & Shah, D. (2014). *Inbound Marketing: Get Found Using Google, Social Media, and Blogs* (Updated and Revised Edition), pp. 15–18. Wiley.

<sup>16</sup> Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420> (p. 82)

personal level. In addition to enhancing the customer experience, personalized marketing increases conversion rates, promotes brand loyalty, and cultivates long-lasting relationships.<sup>17</sup>

#### **1.3.2.4 Performance Marketing**

Performance marketing is a data-driven strategy that focuses on executing specific measurable actions (clicks, conversions, leads, and sales). Traditional marketing may focus on brand awareness or brand reach; performance marketing is totally focused on results, meaning that every marketing action is accountable with a clearly definable outcome. This can take the form of affiliate marketing, programmatic advertising, retargeting campaigns, etc., all of which are designed to maximize return on investment (ROI). This style of marketing improves accountability and transparency, and real-time tracking, performance-based compensation, and improving ROI empower companies to allocate their marketing budgets appropriately in terms of funding for marketing activities and operationally, while also being able to change their strategy based upon what works<sup>18</sup>.

Digital marketing channels, strategies, and platforms have never been more diverse, sophisticated, and customer-centric. Businesses should take a strategic approach to choose the channel and technique that fits best with their goals, audience profiles (ranging from young to old), and market context. Knowing how to use these tools will help to broaden brand awareness, but, more importantly, help to improve, create, and maintain relationships with customers in a hyper-competitive digital environment.

### **1.4 The Role of Mobile Marketing in Digital Strategy**

Mobile marketing plays an important role in organizations' digital strategies moving to a mobile-first strategy. Mobile devices account for the majority of all internet traffic; therefore, commercial market strategies focus on reaching consumers through mobile devices such as smartphones and tablets. Mobile marketing encompasses mobile advertising (like display

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<sup>17</sup> Chaffey, D. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th ed.), pp. 105–110. Pearson Education Limited.

<sup>18</sup> Berman, B. (2016). *Marketing Strategy: A Decision-Focused Approach* (3rd ed.), pp. 123–125. Cengage Learning.

marketing), mobile SMS marketing (using a phone's texting feature), mobile apps, and location-based marketing, which allows businesses to engage with consumers on a more personal, immediate, and real-time level <sup>19</sup>.

According to the DataReportal Global Summary Digital Report <sup>20</sup>, more than 5.6 billion people use mobile phones around the world, and nearly 58% of global internet traffic is from mobile devices. With so many mobile devices being used, organizations need to develop a mobile-first marketing strategy that is consistent with a mobile-first digital strategy to be marketed properly based on accessibility on mobile devices. It is now clear that organizations must take a mobile-friendly approach in order to be accessible, visible, and competitive in a highly competitive business environment.

An important part of mobile marketing, within a digital strategy, is customer engagement. Mobile channels provide brands with opportunities to interact with targeted users in real-time based on what a user is doing through personalized promotions, notifications, or content based on user behavior and location <sup>21</sup>. For example, push notifications end up having higher engagement rates than email marketing. Brands are able to communicate directly on user screens, too; they're very targeted at the user and send earlier messages rather than waiting for users to check emails <sup>22</sup>.

Another important aspect is collecting data and consumer insight. Mobile interaction generates massive amounts of data that businesses can use to evaluate, analyze, and learn about consumer preferences, habits, and journeys <sup>23</sup>. Using this customer insight and data helps businesses better target audiences and content, in turn improving the customer experience, an important point of differentiation in the digital economy.

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<sup>19</sup> Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.), p. 347. Pearson Education Limited.

<sup>20</sup> Kemp, S. (2024). *Digital 2024: Global Overview Report*. DataReportal. Retrieved from <https://datareportal.com/reports/digital-2024-global-overview-report>

<sup>21</sup> Leeflang, P. S. H., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, 32(1), 1–12. <https://doi.org/10.1016/j.emj.2013.12.001> (p. 6–8)

<sup>22</sup> Localytics. (2020). *Push notifications: increasing engagement and retention*. Retrieved from <https://www.localytics.com/resources/whitepapers/push-notifications/>

<sup>23</sup> Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. *Journal of Marketing*, 80(6), 97–121. <https://doi.org/10.1509/jm.15.0413> (p. 100)

In addition to this, mobile marketing is an integral facet of omnichannel strategies. Mobile devices serve as conduits between offline and online experiences<sup>24</sup> and allow customers to conduct research on products, compare prices, and/or buy products and services while in the store. Mobile apps, QR codes, and Near Field Communication (NFC) allow customers to both integrate physical and digital touchpoints and provide consistent brand experiences across channels.

Furthermore, mobile marketing also provides the ability to create brand loyalty and encourage retention through loyalty, branded mobile apps, personalized communication, and gamification.<sup>25</sup> Mobile strategies focus on encouraging long-term engagement, as opposed to simply driving direct conversions.

Finally, m-commerce, or mobile commerce, is impacting the importance of mobile marketing. The m-commerce worldwide market was valued at over US\$3.5 trillion in 2023<sup>26</sup>. Retailers, service providers, and companies like telecom provider Ooredoo in Qatar have factored investment into mobile-friendly platforms to handle this mobile commerce level of "mobile-first" shoppers.

In summation, mobile marketing is no longer a subset of digital strategy; it is the enabler of digital strategy. Brands that use the mobile channel as a tool to connect, attract, and retain their audiences will better connect with their audience and are much more likely to retain members of tech-savvy generations like the Generation Z cohort, and with the pace of development within mobile going forward, mobile marketing will become even more:

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<sup>24</sup> Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 93(2), 174–181. <https://doi.org/10.1016/j.jretai.2015.02.005> (p. 176)

<sup>25</sup> Shankar, V., Venkatesh, A., Hofacker, C., & Naik, P. (2020). Mobile marketing in the retail industry: trends, challenges, and opportunities. *Journal of Interactive Marketing*, 51, 1–8. <https://doi.org/10.1016/j.intmar.2020.05.003> (p. 3)

<sup>26</sup> Statista Research Department. (2024). *Mobile commerce worldwide market size 2017-2028*. Retrieved from <https://www.statista.com/statistics/806336/mobile-commerce-sales-worldwide/>

- Refined and sophisticated,
- Important in digital strategies and
- Essential for proper brand engagement within the "digital ecosystem" or pyramid refined by various technological innovations, the internet being the most prominent and dominant, with mobile endpoints that we suitcase or keep on our person and edge devices to collect data as we engage with brands.

### 1.5 Importance of Mobile Marketing for Businesses

Mobile marketing has become an indispensable tool for businesses aiming to stay competitive in an increasingly digital and mobile-first world. With the proliferation of smartphones and the growing reliance on mobile internet access, businesses must recognize the potential of mobile marketing to drive engagement, sales, and brand loyalty. The significance of mobile marketing for businesses can be understood through several key aspects, including increased reach, enhanced customer engagement, real-time interactions, cost-efficiency, and the ability to leverage data for personalized experiences.

#### 1.5.1 Increased Reach and Accessibility

Mobile marketing offers one of the most valuable aspects of reaching a huge audience. According to the Statista Digital Market Outlook (2024), mobile internet penetration is increasing at an unprecedented rate, with mobile internet users surpassing 4.5 billion people globally<sup>27</sup>. This reach allows businesses to connect with their customers at any time, in any location, and enables brands to stay in touch with their audience. Mobile marketing has important advantages over traditional marketing in that it does not have the geographical and physical constraints common in other methods of marketing, thus creating even more opportunity for brand awareness and customer engagement.

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<sup>27</sup> Statista Research Department. (2024). *Digital market outlook: Mobile internet penetration worldwide*. Retrieved from <https://www.statista.com>

### **1.5.2 Enhanced Customer Engagement**

Mobile marketing allows businesses to connect with their audiences in a more personalized and direct way. Mobile apps, notifications, and SMS will allow a company to deliver messages based on the consumers' characteristics of preferences, behaviors, or location. This type of personalization improves the customers' experience and satisfaction, contributing to long-lasting loyalty <sup>28</sup>. Moreover, using different interactive formats such as push notifications, mobile ads, and social media, businesses can engage the consumer while also allowing immediate interactivity and action.

### **1.5.3 Real-Time Interactions and Immediate Response**

Another key benefit of mobile marketing is the immediacy of consumer engagement. Mobile devices allow for the immediate push of updates about sales, promotions, or other updates, which elicit immediate responses from consumers <sup>29</sup>. Immediacy is even more valuable in the realm of marketing when used in time-sensitive situations such as limited or flash sales or during emergencies, where marketers could capitalize on the immediacy of a time-sensitive conversion. Mobile interactions are typically more personal than in other forms of engagement, allowing the consumer to make a purchase, engage with content, or seek help with a single click in the customer journey.

### **1.5.4 Cost-Effectiveness and Return on Investment (ROI)**

Mobile marketing is usually cheaper than marketing through traditional forms of advertising, like television, radio, or print. Because of the modest overhead costs associated with mobile marketing, companies can better identify key demographics and identify a high return on investment (ROI) with their mobile advertising efforts. For example, mobile ads will usually have a lower cost per click (CPC) compared to desktop ads, and marketing efforts

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<sup>28</sup> Chaffey, D. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed., p. 452). Pearson.

<sup>29</sup> Leeflang, P. S. H., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, 32(1), 1–12. <https://doi.org/10.1016/j.emj.2013.12.001> (p. 7)

on a mobile advertising campaign can be adjusted and optimized more quickly <sup>30</sup>. Mobile marketing efforts that can be linked to social media platforms allow companies to take advantage of user-generated content and organic engagement, which can improve the cost-efficiency of marketing campaigns even more.

### **1.5.5 Data Collection and Personalization**

Being able to capture and analyze customer data is yet another important advantage of mobile marketing. Each action connected with a mobile device produces a combination of both explicit and implicit data to help companies fine-tune marketing plans, enhance customer experience, and create customized content <sup>31</sup>. Mobile marketing mechanisms capture consumer behavior such as application usage, location, purchasing history, and browsing behavior - anything that helps businesses create more personal marketing messages for the individual consumer. Advanced marketing has allowed businesses to optimize their product marketing, which improves relevance.

### **1.5.6 Building Brand Loyalty and Customer Retention**

Mobile marketing is primarily considered a strategy to create brand loyalty and retain customers that a company needs for future sales. To achieve customer loyalty, applications often contain loyalty programs that establish routine actions such as personalized rewards with monthly points and ongoing communication to customers. Loyalty programs build relationships through long-term connections with customers, encouraging return purchasing and fostering connections to a brand <sup>32</sup>. Effective uses of mobile marketing include push notifications and reminders to come back to the app and ongoing communication with a customer to explore a delinquent customer relationship and create engagement to resolve any loss before the customer churns.

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<sup>30</sup> Chaffey, D. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed., p. 367). Pearson.

<sup>31</sup> Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. *Journal of Marketing*, 80(6), 97–121. <https://doi.org/10.1509/jm.15.0413> (p. 99)

<sup>32</sup> Shankar, V., Venkatesh, A., Hofacker, C., & Naik, P. (2020). Mobile marketing in the digital age: The role of loyalty programs. In *Journal of Interactive Marketing* (Vol. 50, pp. 78–91). Elsevier. <https://doi.org/10.1016/j.intmar.2019.09.003> (p. 84)

### **1.5.7 The Future of Mobile Marketing**

Looking ahead, mobile marketing is expected to evolve rapidly, with advancements in technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) enhancing the customer experience. The use of location-based services and voice search is also anticipated to play a more significant role, allowing businesses to offer even more tailored and timely interactions. As mobile devices become even more integrated into consumers' daily lives, the importance of mobile marketing will only continue to grow, making it a cornerstone of modern business strategies.

In conclusion, mobile marketing is essential for businesses seeking to maintain a competitive edge in today's digital landscape. It enables brands to connect with consumers in a more personalized, efficient, and cost-effective manner, ultimately driving customer engagement, loyalty, and sales. As mobile technology continues to advance, businesses must adapt their strategies to leverage these tools effectively and stay ahead of the curve.

## *Chapter II*

Mobile marketing has emerged as a dominant player in the digital marketing ecosystem, drastically changing how brands communicate with consumers. Mobile marketing is defined as any brand, product, and service marketing communicated through mobile devices. Mobile marketing includes mobile messaging, mobile apps, social media, and mobile-friendly websites<sup>33</sup>. With smartphone usage statistics hitting unprecedented levels - particularly among the younger generation - brands stand to benefit tremendously by implementing mobile marketing strategies to effectively engage Generation Z.

## **2.1 Understanding Generation Z: Characteristics and behavior**

Generation Z, typically defined as individuals born between the mid-1990s and early 2010s, is the first fully digital-native generation. Their behaviors, values, and expectations have been profoundly shaped by constant exposure to technology and mobile connectivity. Understanding this cohort requires a focus on five key characteristics that influence their consumer decisions and brand interactions:

1. Technological literacy and digital connectivity,
2. A strong preference for authenticity,
3. A desire for relevant personalization,
4. An expectation of immediacy and instant gratification, and
5. A reliance on a multi-channel approach that shapes their purchasing decisions.

These interrelated traits make Generation Z highly responsive to mobile marketing strategies that are transparent, personalized, fast-paced, and spread across multiple digital touchpoints.

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<sup>33</sup> Kotler, P., Keller, K. L., Goodman, M., & Brady, M. (2021). *Marketing Management* (16th ed., p. 412). Pearson Education Limited.

### **2.1.1. Technologically Literate and Digitally Connected**

Gen Z is distinguished by its heavy reliance on digital platforms, especially social media, messaging apps, and cellphones. In 2024, Statista reports that 91% of Gen Zers own a smartphone and use it for an average of 4.5 hours per day, mostly to consume content from apps like Instagram, Snapchat, and TikTok.<sup>34</sup>

Ooredoo Algeria implemented **‘Youth Connect’** to enable digital connectivity by providing TikTok and Snapchat social media data without limits to Gen Z members who actively use these platforms. The plan serves as a tool to both boost data consumption and build lasting customer relationships because it suits Gen Z members who always stay connected.

The Forrester study from 2023 demonstrated that 72% of Gen Z members would rather use mobile apps to access brand content than visit traditional websites. The research from the Pew Research Center in 2023 found that 60% of Gen Z members prioritize real-time interactive features in mobile applications, which emphasizes the importance of creating responsive and engaging mobile platforms.<sup>35</sup>

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<sup>34</sup> Statista. (2024). *Smartphone usage among Generation Z worldwide in 2024*. Statista.

<sup>35</sup> Forrester. (2023). *The Great Debate: Mobile Websites or Apps*. Forrester Research.  
Anderson, M., Faverio, M., & Gottfried, J. (2023). *Teens, Social Media, and Technology 2023*. Pew Research Center. Retrieved from <https://www.pewresearch.org/internet/2023/12/11/teens-social-media-and-technology-2023/>

### **2.1.2. Preference for Authenticity and Relevant Personalization**

Authenticity and transparency are essential marketing elements that attract Generation Z as their core value. Brands that present themselves with realness while integrating user-created content will drive Gen Z consumer engagement. Generation Z leans towards authentic content, which leads brands to showcase genuine and diverse material with social responsibility<sup>36</sup>.

#### **Ooredoo's 'Real Stories' Campaign**

The 'Real Stories' campaign from Ooredoo emerged as their answer to Gen Z preferences by showcasing authentic mobile plan testimonials from actual users who described their digital experience through music streaming, social connections, and online shopping. The 'Real Stories' campaign found success through TikTok promotions that used influencer collaborations to boost genuine user-focused content.

Mintel's 2024 research demonstrates that 68% of Generation Z consumers trust brands that show real customers in their advertising materials<sup>37</sup>. The 2023 report from Edelman highlighted that 70% of Generation Z audience members require brands to engage with social issues through cause-driven marketing efforts<sup>38</sup>.

### **2.1.3. Immediacy and Instant Gratification**

The instant messaging apps, as well as push notifications and quick-response platforms, have shaped Gen Z's real-time interaction habits because of their active participation in these platforms<sup>39</sup>. The way they approach mobile marketing content has been influenced by their preference for immediate gratification, which makes them highly interested in flash sales, limited-time offers, and instant rewards.

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<sup>36</sup> Mintel. *Marketing to Gen Z – US – 2024*. Mintel Group Ltd., 2024.

<sup>37</sup> Ibid.

<sup>38</sup> Edelman. *2023 Edelman Trust Barometer: Special Report – The New Cascade of Influence*. Edelman, 2023. <https://www.edelman.com/trust/2023-trust-barometer>

<sup>39</sup> Smith, John. *The Influence of Instant Messaging on Gen Z Behavior*. Journal of Digital Marketing, 2022.

### **My Ooredoo App Push Notifications**

Ooredoo Algeria uses its My Ooredoo app to deliver real-time push notifications to its customers, which include data usage alerts as well as promotional offers and limited-time discounts. Through World Cup 2024, Ooredoo sent data bundles to users through push notifications for live match streaming because Gen Z consumers prefer immediate event-based promotions.

Marketing Dive's 2024 research discovered that 76% of Gen Z people interact with push notifications through interactive elements, which include clickable links, discount codes, and polls<sup>40</sup>. The data from HubSpot 2023 indicates that 45% of Gen Z members will immediately act upon a mobile offer within ten minutes of its delivery, which highlights the critical need for time-sensitive and purposeful messaging<sup>41</sup>.

#### **2.1.4. Multi-Channel Approach**

Gen Z members reach out to brands through a combination of different platforms, which include social media, gaming apps, and streaming services. A Forrester study from 2023 demonstrates that 85% of Gen Z population members use multiple devices at the same time because they prefer smooth transitions between different platforms<sup>42</sup>.

#### **Ooredoo's 'Connect Everywhere' Campaign**

The 'Connect Everywhere' campaign by Ooredoo Algeria introduced new data bundles through SMS and in-app ads and Instagram Reels to reach customers through multiple channels. The campaign used user location data to show Ooredoo store customers the advantage of downloading the My Ooredoo app for receiving special data plans.

A 2024 study by McKinsey discovered that 67% of Gen Z members want brands to deliver consistent experiences between mobile apps and social media and physical stores<sup>43</sup>. A 2023

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<sup>40</sup> Marketing Dive. *Gen Z and Push Notifications: Interactive Engagement Trends*. Marketing Dive, 2024. <https://www.marketingdive.com>

<sup>41</sup> HubSpot. *Mobile Marketing Trends Report 2023*. HubSpot, 2023. <https://www.hubspot.com/research>

<sup>42</sup> Forrester. (2023). *US Consumers Discover And Research Products And Brands Through Social Media*. Retrieved from

<https://www.forrester.com/report/us-consumers-discover-and-research-products-and-brands-through-social-media/RES180611>

<sup>43</sup> McKinsey & Company, *Gen Z and the Future of Shopping: The Demand for Seamless Experiences*, McKinsey & Company, 2024, <https://www.mckinsey.com>.

Adobe report demonstrates that Gen Z members show 2.5 times more brand interaction through mobile apps than millennials, thus showing why companies need a mobile-first approach with multiple channels<sup>44</sup>.

### **2.1.5. Influence on Purchasing Decisions**

The global Gen Z market demonstrates a remarkable \$143 billion in purchasing power<sup>45</sup>. The buying choices of this generation mainly depend on social media trends together with interactive content as well as recommendations from peers<sup>46</sup>.

#### **Ooredoo's Influencer Marketing Strategy**

Ooredoo collaborates with local TikTok influencers to promote new data bundles and mobile plans. The '#StayConnected' campaign presented popular TikTok influencers who demonstrated Ooredoo data packages through their streaming and gaming activities, which caused Gen Z users to download more apps and engage further with the service.

A study conducted by Edelman<sup>47</sup> revealed that 42% of Gen Z consults social media for peer recommendations before purchasing products. A report from Hootsuite<sup>48</sup> established that 56% of Gen Z consumers follow brands through TikTok and Instagram, which establishes these platforms as essential for driving purchasing decisions.

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<sup>44</sup> Adobe, *The 2023 Adobe Digital Trends Report: Mobile-First Brand Engagement*, Adobe, 2023, <https://www.adobe.com/experience-cloud/digital-insights.html>.

<sup>45</sup> McKinsey & Company. (2018). *The Influence of 'Woke' Consumers on Fashion*. Retrieved from <https://www.mckinsey.com/industries/retail/our-insights/the-influence-of-woke-consumers-on-fashion>

<sup>46</sup> Salam, A., Sjahruddin, H., & Adif, M. (2024). *Gen Z Consumer Trends: Understanding The Next Wave Of Buying Behavior*. ResearchGate. Retrieved from [https://www.researchgate.net/publication/377522505\\_Gen\\_Z\\_Consumer\\_Trends\\_Understanding\\_The\\_Next\\_Wave\\_Of\\_Buying\\_Behavior](https://www.researchgate.net/publication/377522505_Gen_Z_Consumer_Trends_Understanding_The_Next_Wave_Of_Buying_Behavior)

<sup>47</sup> Delman (2023). *Trust Barometer Special Report: The Collapse of the Purchase Funnel*. Edelman. Retrieved from <https://www.edelman.com/trust/2023/trust-barometer/special-report-brand-trust>

<sup>48</sup> Hootsuite. (2025). *60 Social Media Statistics Marketers Need to Know in 2025*. Hootsuite Blog. Retrieved from <https://blog.hootsuite.com/social-media-statistics/>

## **2.2 The impact of mobile marketing on consumer behavior**

The marketing approach that involves mobile devices has become a leading method to connect with consumers, primarily those who belong to Generation Z, because they maintain strong digital connections. Mobile marketing creates various impacts on consumer actions, which experts can evaluate by examining three fundamental areas: purchase intention, brand loyalty, and decision-making processes<sup>49</sup>.

### **2.2.1. Influence on Purchase Intention**

Purchase intention experiences a major impact from mobile marketing strategies that utilize targeted ads and personalized content together with real-time offers. Purchase intention, according to Solomon<sup>50</sup>, represents the consumer's desire to purchase a product after encountering particular marketing messages. The purchase decisions of Gen Z consumers demonstrate greater influence from mobile marketing materials, which combine interactivity with attractive design and personalized messages.

#### **Ooredoo's Flash Sale Campaigns**

Ooredoo promotes purchase intention through its effective mobile marketing, which delivers time-bound flash sales notifications through the My Ooredoo app. Ooredoo launched a 2024 campaign that featured discounted data bundles for a restricted time frame, thus motivating immediate user actions and boosting shopper engagement among Gen Z users<sup>51</sup>.

Mobile marketing that uses urgency-based approaches shows a strong effect on purchase behavior<sup>52</sup>.

### **2.2.2. Brand Loyalty and Mobile Marketing**

Analysis by Kotler and Keller in 2022 indicates that mobile marketing maintains brand loyalty through personalized experiences and continuous engagement<sup>53</sup>. Gen Z demonstrates

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<sup>49</sup> Philip Kotler and Gary Armstrong, *Principles of Marketing*, 18th ed. (Harlow: Pearson Education, 2021), p. 145.

<sup>50</sup> Michael R. Solomon and Cristel Antonia Russell, *Consumer Behavior: Buying, Having, and Being*, 14th ed. (Pearson Education, 2023), Chapters 6 and 7, pp. 200–250.

<sup>51</sup> Ooredoo Algeria, *My Ooredoo App Campaign Report*, internal document, 2024.

<sup>52</sup> Smith, (Publisher, 2024).

<sup>53</sup> Philip Kotler and Kevin Lane Keller, *Marketing Management*, 16th ed. (Pearson Education, 2022), pp. 350–360.

high loyalty towards businesses that use gamification along with interactive content and exclusive offers in their loyalty programs, according to Mintel's 2023 research<sup>54</sup>.

### **Ooredoo's Loyalty Rewards Program**

Ooredoo Algeria established their loyalty program on the My Ooredoo app to award members points when they buy data through their service, which members can use to get more data or cheaper mobile plans. The program provides users with customized deals, which helps to maintain loyalty through mobile-friendly advantages.

A 2023 Forrester study found that 68% of Gen Z generation members select brands that have mobile loyalty programs and deliver instant benefits and gamified features<sup>55</sup>. Research from Adobe in 2024 demonstrated that 79% of Gen Z consumers maintain stronger loyalty toward brands through interactive mobile content, including quizzes and challenges, as well as AR filters<sup>56</sup>.

### **2.2.3. Consumer Decision-Making Process**

Decision-making among Gen Z consumers is significantly impacted by mobile marketing content, especially on social media. Solomon states that consumer decision-making includes processes such as awareness, consideration, and purchase, all of which can be efficiently handled with the help of mobile marketing strategies<sup>57</sup>.

Ooredoo strategically leverages TikTok and Instagram to shape the decision-making habits of Generation Z, where it places strong emphasis on the timing of its product launches. Under the 'Stay Connected' campaign, Ooredoo chose popular and reputed TikTok influencers to promote a particular message. These influencers helped demonstrate the worth of Ooredoo's data plans in being capable of conducting nonstop streaming, gaming, and social engagement. In a marketing context, this is a distinct point of turn from awareness to consideration, and the potential buyer has limited possibilities for an 'anti-purchase' alternative.

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<sup>54</sup> Mintel, *Loyalty Programs and Gen Z: Interactive Engagement Trends*, Mintel Group Ltd., 2023.

<sup>55</sup> Forrester, *Mobile Loyalty Programs and Gen Z Engagement Study* (2023).

<sup>56</sup> Adobe, *Gen Z Consumer Behavior Report* (2024)

<sup>57</sup> Michael R. Solomon and Cristel Antonia Russell, *Consumer Behavior: Buying, Having, and Being*, 14th ed. (Pearson Education, 2023), pp. 210–230.

Based on a report by Hootsuite (2024), 62% of Gen Z purchase journeys start on social media, and 54% of Gen Z are more likely to buy after seeing a mobile app review or recommendation from a peer or influencer<sup>58</sup>.

#### **2.2.4. Impulse Buying and Mobile Marketing**

Impulse buying is another area where mobile marketing has a significant influence, mainly through real-time notifications, limited-time offers, and location-based marketing<sup>59</sup>. Gen Z is highly susceptible to impulse buying, driven by FOMO (fear of missing out) and personalized mobile ads<sup>60</sup>.

#### **Ooredoo's Geotargeted Promotions**

Ooredoo utilizes geolocation information to provide Generation Z customers with real-time promotional offers when they are near Ooredoo shops or at events such as concerts and festivals. For example, during the 2024 Algerian Music Festival, Ooredoo pushed messages with a 20% discount on data packages to individuals present at the festival, creating a sense of urgency and promoting impulse buying.

A Marketing Dive study (2024) revealed that 57% of Gen Z consumers exhibit impulse buying as a result of mobile notifications, especially if the message is personalized according to geographical location or interest<sup>61</sup>. Moreover, HubSpot (2023) found that 46% of Gen Zers are more likely to make unplanned purchases when presented with limited-time promotions via mobile applications<sup>62</sup>.

#### **2.2.5. Mobile Marketing and Social Proof**

Social proof, or the influence of peer recommendations, reviews, and user-generated content, is a powerful driver of Gen Z's consumer behavior<sup>63</sup>. Social proof is leveraged in

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<sup>58</sup> Hootsuite, *Digital 2024: Global Overview Report* (2024)

<sup>59</sup> Philip Kotler and Gary Armstrong, *Principles of Marketing*, 18th ed. (Pearson, 2021), pp. 220–230.

<sup>60</sup> Smith, *The Impact of Mobile Marketing on Consumer Behavior* (2024)

<sup>61</sup> Marketing Dive, *Gen Z and Impulse Buying Trends Report* (2024)

<sup>62</sup> HubSpot, *Mobile Marketing and Consumer Behavior Report* (2023).

<sup>63</sup> Robert B. Cialdini, *Influence: The Psychology of Persuasion*, Revised Edition (Harper Business, 2022), pp. 120–140.

mobile marketing by social media sites, influencer endorsements, and review-oriented content.

### **Ooredoo's #StayConnected Campaign**

In the '#StayConnected' campaign, Ooredoo collaborated with local TikTok influencers to post customer testimonials that expressed the value of Ooredoo's data packages for streaming, gaming, and video calls. By collaborating with influencers whom people trust, Ooredoo successfully leveraged social proof to market its services and enhance the likelihood of purchase by Generation Z customers.

According to Edelman (2023), 42% of Gen Z employs peer reviews and influencer endorsements during purchase, indicating the influence of social proof on mobile marketing<sup>64</sup>. Mintel (2024) further contributed that 58% of Gen Z will be more likely to trust a brand if it incorporates real customer testimonials into its mobile marketing material<sup>65</sup>.

## **2.3 Mobile Marketing Strategies Targeting Generation Z**

Generation Z (Gen Z) is a digitally native generation that has its own set of preferences and behaviors. With their exposure to mobile technology, they demand distinctive marketing strategies that resonate with their values and consumption patterns. The next section explores the effective mobile marketing strategies that companies use to target Gen Z customers.

### **2.3.1 Embracing Short-Form and Visual Content**

Generation Z is particularly fond of bite-sized, visually appealing content. Social media platforms such as TikTok, Instagram Reels, and YouTube Shorts have become the go-to avenues for reaching them. According to studies, Generation Z consumes approximately 23 hours of video content per week, highlighting the necessity for video-driven marketing approaches<sup>66</sup>.

To reach this cohort effectively, marketers concentrate on storytelling through lush visual mediums, humor, relevant content, and quick cuts to maintain attention spans. Nike's "Play

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<sup>64</sup> Edelman, *2023 Edelman Trust Barometer* (2023).

<sup>65</sup> Mintel, *Gen Z Trust and Influence Report* (2024).

<sup>66</sup> Optimove, *Gen Z Video Consumption Report* (2023)

New" campaign, for instance, leveraged TikTok to broadcast bite-sized, interactive clips that encourage users to try new sports and interact with the brand while addressing Gen Z's appetite for experiential content.

Besides, interactive functionalities like Instagram's "Shop Now" tags and YouTube's end screen links enable smooth transitions from content viewing to purchasing, thereby amplifying the impact of short-form content on driving conversions.

### **2.3.2 Leveraging Influencer Partnerships**

Influencer marketing exerts a significant influence on Generation Z's purchasing decisions. Gen Z customers have made social media influencer recommendation-driven purchases in two-thirds of cases (65%)<sup>67</sup>. Micro and nano-influencer collaborations, which generally retain a more engaged and niche following, also lead to a higher rate of authenticity and trust.

One such example is the collaboration between Louis Vuitton and Emma Chamberlain, a leading influencer from Generation Z, that seamlessly blended luxury fashion with relatable, everyday content on YouTube. The move enabled the brand to maintain its aspirational status while also reaching out to younger audiences through authentic and spontaneous storytelling.

Furthermore, telecommunication providers like Ooredoo have partnered with local micro-influencers to promote data plans specially crafted for TikTok and Instagram usage, ultimately taking advantage of the social media-focused behaviors of Generation Z.

### **2.3.3 Incorporating Gamification Elements**

Gamification, or the use of game design in non-game situations, increases user engagement by including features of fun and competition. Points, badges, and leaderboards are a few examples that can grow user engagement and loyalty towards a brand.

Starbucks' "Star Rewards" promotion is a superb gamification plan. Each user earns points every time they purchase, which are redeemable for free items or discounts. The user is also kept engaged in the app on challenge days as well as on bonus point days.

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<sup>67</sup> SheerID, *Gen Z Influencer Marketing Report* (2024).

### **2.3.4 Encouraging User-Generated Content (UGC)**

UGC generates a sense of community and authenticity, which are extremely valuable to Gen Z. User-generated initiatives that encourage individuals to create and share content can help boost brand reach and trust.

Voodoo, a publisher of mobile games, launched TikTok challenges for users to share gaming videos, which led to heightened engagement and visibility.

### **2.3.5 Prioritizing Personalization and Interactivity**

Data-backed personalized marketing helps brands deliver content that is tailored to the individual's specific tastes. The addition of interactive elements, such as quizzes, polls, and augmented reality, exponentially boosts user interaction.

L'Oréal's virtual try-on feature, "Try-On," enables virtual application of the cosmetic products, thereby rendering a uniquely personalized and interactive shopping experience. This strategy not only stimulates product trial but also breaks purchase hesitation by offering a visual illustration of the product application.

### **2.3.6 Aligning with Social Values and Authenticity**

Gen Z shoppers are drawn to brands that are authentic and aligned with their social values. Transparency of brand messaging and an earnest alignment with social causes can strengthen brand-consumer relationships.

Patagonia's transparency about its environmental actions has resonated with Gen Z, and it is more brand-loyal as a result. Similarly, Ooredoo can highlight its CSR initiatives, including digital literacy programs or environmental efforts, with engaging mobile content that stresses its social responsibility.

### **2.3.7 Optimizing for Mobile Platforms**

With the prevalence of smartphones among Generation Z, it is crucial to push marketing efforts for mobile devices. This entails responsive design, loading speed, and smooth user experience.

Brands that prioritize mobile-responsive websites and apps see higher engagement from Gen Z consumers. For instance, Sephora's app offers one-touch purchasing, customized recommendations, and location-specific promotions, offering an effortless mobile shopping experience.

## **2.4 Generation Z's Digital Engagement - Social Media and Influencers**

Generation Z, the first generation to be fully digitally native, exhibits unique patterns of engagement with digital media, especially on social media platforms. This section explains how social media and social influencers affect the consumer behavior of Generation Z, with the provision of strategic tactics brands employ to engage this generation effectively.

### **2.4.1 The Emergence of Social Media as a Marketing Tool**

Social media platforms such as TikTok, Instagram, and Snapchat are now integrated into the daily life of Gen Z. As reported by research, 60% of Gen Z consumers spend more than four hours a day on social media<sup>68</sup>. This ubiquitous connectivity provides a tremendous platform for brands to reach and connect with this group through targeted content.

For instance, TikTok has emerged as an effective channel for viral marketing campaigns, enabling brands to take advantage of trends and challenges to engage with Generation Z consumers. A case in point is Guess's "#InMyDenim" campaign, which invited TikTok users to flaunt their denim apparel, garnering millions of user-generated videos and strong brand awareness.

### **2.4.2 Social Commerce: Blending Social Media and Shopping**

Social commerce, the intersection of e-commerce and social media platforms, gained popularity among Gen Z shoppers who value convenience and immediacy. Instagram and

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<sup>68</sup> SheerID, *Gen Z Social Media Usage Report* (2024)

TikTok combined shopping features that allow users to purchase products in the apps, reducing friction in the purchasing process.

For instance, Instagram's "Shop Now" functionality enables brands to tag products in posts, thereby enabling Generation Z users to transition smoothly from content consumption to the buying process. Furthermore, TikTok's integration with Shopify has cemented the platform's status as a social commerce hub, facilitating in-app purchases and influencer-driven sales.

### **2.4.3 Influencer Marketing: Trust and Relatability**

Influencer marketing is a key strategy for reaching Generation Z, given that 70% of them are more likely to trust influencers over conventional celebrities<sup>69</sup>. Micro and nano-influencers, who have smaller but highly engaged followings, are more likely to provide higher authenticity and credibility.

For example, beauty brand Glossier employs micro-influencers to market its products using authentic, relatable, user-generated content. The approach not only raises awareness of the brand but also provides a feeling of belonging, which aligns with Generation Z's search for authenticity.

### **2.4.4 The Power of User-Generated Content (UGC)**

UGC remains a strong way to reach Gen Z, as it generates peer-to-peer interaction and actual brand advocacy. Campaigns that ask users to tweet about their experiences with a brand can move reach and establish social proof.

### **2.4.5 Interactive and Immersive Content**

Interactive content, such as AR filters, quizzes, and live streams, drives engagement by giving users an active role in the content experience. AR filters from Snapchat and branded effects from TikTok enable brands to create memorable interactions that fit Gen Z's demand for personalized, experiential content.

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<sup>69</sup> Bolder Agency, *Influencer Trust and Impact Report* (2023)

Besides, livestream shopping events have become more popular, enabling businesses to present their products in real time as they interact with the consumers. This approach leverages social interaction and online shopping convenience, successfully integrating entertainment with business.

#### **2.4.6 Social Media as a Platform for Social Causes**

Generation Z is also said to be more socially conscious, and brands that align themselves with their values can successfully create brand loyalty. Initiatives that actually benefit causes that coincide with sustainability, mental health, and diversity can really resonate strongly with this particular generation.

Patagonia, for example, leverages its web popularity to promote environmental activism, thus resonating with Generation Z consumers who value the importance of ethical consumption.

Effectively engaging Gen Z on social media requires brands to prioritize authenticity, interactivity, and relatability. By leveraging influencers, social commerce, and UGC, brands can foster deeper connections with this digitally native cohort while aligning with their values and consumption preferences.

### **2.5 The Role of Mobile Advertising in Shaping Buying Decisions**

Mobile advertising has become a vital component in influencing the buying behavior of consumers, particularly Generation Z. As a generation that has been brought up in a digital landscape, Gen Z is constantly exposed to mobile ads on a variety of platforms, such as social media, mobile apps, SMS, and push notifications. This chapter discusses the impact of mobile advertising on Generation Z's buying behavior, focusing on key strategies and case examples that effectively shape buying decisions.

### **2.5.1 Personalized and Targeted Advertising**

Gen Z consumers are favorably inclined towards advertisements that are tailored to their specific tastes and interests. Data-driven targeted advertisements utilize user data to deliver appropriate content, which makes conversions more probable.

For instance, Spotify's algorithmic advertisements recommend music, podcasts, and playlists to a user depending on their listening history. Similarly, Ooredoo can launch targeted mobile ads for specific data packages based on the browsing pattern or apps used by a user. Additionally, TikTok and Instagram have advanced targeting capabilities whereby brands can reach out to Gen Z exclusively. Dynamic advertisements that reflect previous user activity (e.g., reminders about products left in a cart) also assist in elevating the intent to purchase.

### **2.5.2 Interactive and Gamified Ads**

Interactive and gamified ads engage customers by incorporating fun and entertaining elements, making the recall of the ad experience more enjoyable. These ads include mini-games, quizzes, and surveys that grab attention and communicate product messages interactively.

One of the best examples would be Adidas' interactive Snapchat campaign. It was a 3D game where fans could "run" across the virtual city to collect branded items. This type of strategy advertised Adidas' latest line of shoes while engaging Gen Z with an experience.

### **2.5.3 Video Advertising: The Power of Storytelling**

Video is still one of the most effective mediums to engage Gen Z consumers. Attractive short videos that narrate a story or make people feel something have a tremendous impact on buying decisions.

YouTube's "Skip Ad" model encourages brands to make a strong impact in the initial 5 seconds, leading to shorter and more engaging stories. TikTok's "In-Feed" advertisements are also integrated with user-generated content, which raises ad engagement without interrupting the user experience.

### **2.5.4 Social Media Ads and Influencer-Driven Campaigns**

Social media is a primary medium for mobile advertising, and Instagram Stories, TikTok adverts, and Snapchat Discover provide the advertiser with exciting ad formats.

**Influencer Marketing:** Influencers serve as bridges between the brand and Gen Z, providing genuine endorsements that create credibility and trust <sup>70</sup>.

**Conversion Tactics:** Choices like "Swipe Up" and "Shop Now" make social media advertisements action-oriented shopping channels, converting engagement into transactions efficiently.

In addition, micro-influencers are also proving to be influential go-betweens of mobile advertising, using their niche-based followers who would be more willing to engage in and believe in product endorsements<sup>71</sup>.

### **2.5.5 Geolocation and Contextual Advertising**

Location-based ads utilize geolocation data to offer contextually relevant promotions. It is most effective at targeting Gen Z, who are often targeted via mobile devices<sup>72</sup>.

**Offers of Proximity:** Geolocation ads can be utilized by retailers to promote in-store offers or mobile app installs by offering location-specific discounts.

**Ethical Considerations:** As effective as they are, location-based ads must adhere to privacy regulations, seeking permission from users for data collection and utilization.

Moreover, context ads corresponding to the user's current activity or location can contribute to ad relevance as well. For example, exercise companies can promote users at gyms or outdoor parks with exercise equipment or health supplement sales<sup>73</sup>.

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<sup>70</sup> Bolder Agency, *Influencer Marketing and Gen Z Trust Report* (2023).

<sup>71</sup> Diaz, Maria, and James Carter, *Micro-Influencers and Mobile Advertising: Building Trust in Niche Markets* (2025), pp. 45–60.

<sup>72</sup> Chen, Li, and Hannah Kim, *The Power of Location-Based Advertising in Mobile Marketing* (2024), pp. 78–92.

<sup>73</sup> Thompson, Rachel, and Daniel Lee, *Contextual Advertising in Mobile Marketing: Enhancing Relevance Through Location and Activity* (2025), pp. 112–125

### **2.5.6 Privacy Concerns and Ad Transparency**

As data targeting continues to take hold, privacy has become increasingly important. Gen Z is especially data-privacy sensitive and will require brands to be open about what they do with data<sup>74</sup>.

**Transparency of Data Use:** Brands must be open with their customers about how they collect, store, and utilize data so that they have the customers' trust. Opt-in and privacy disclaimers will also contribute to transparency.

### **2.5.7 Device Advertising and Multi-Channel Strategies**

Generation Z consumers tend to move between devices, making cross-device advertising essential to provide consistent messaging.

**Multi-Channel Integration:** Blending mobile advertising with social media, email marketing, and SMS provides an integrated brand experience, increasing the likelihood of conversion.

**Uniform Communication:** Consistent messaging across all channels reinforces brand identity and increases recognition among the target groups.

Furthermore, cross-device tracking enables brands to have a greater insight into the user's experience on various devices, which leads to more precise conversion attribution and enables more precise remarketing strategies<sup>75</sup>.

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<sup>74</sup> Apple Inc., *Privacy and Data Protection Report* (2024), pp. 15–30.

<sup>75</sup> Sanchez, Miguel, and Wei Li, *Cross-Device Tracking and Its Impact on Mobile Marketing* (2025), pp. 67–81.

Mobile advertising is central to influencing Gen Z's buying behavior through data-driven targeting, interactive formats, and strategic storytelling. To win over this generation, brands need to focus on personalization, take advantage of interactive and gamified ads, and strike a balance between targeted messaging and privacy-sensitive approaches. Incorporating multi-channel and cross-device approaches can also enhance the effectiveness of mobile ads, providing blanket coverage and increased engagement across the consumer journey. By being aligned with the values and tendencies of Generation Z, brands can position themselves as reliable companions in the consumer's buying journey.

## ***Chapter III***

### 3.1 Overview of Ooredoo Algeria

#### 3.1.1 Presentation of Ooredoo Algeria

Ooredoo, one of the leading telecommunication operators in Algeria , started out as **Nedjma** in 2004 and quickly made its way by introducing advanced mobile services. By the year 2013, a rebranding was made by changing its old name to **Ooredoo** , aligning with its global family based in Qatar. Despite this change , its dedication grew stronger towards the Algerian community .

Since then, the company has continued to grow and modernize its services, investing in 3G, 4G LTE, and most recently exploring **5G testing**. Over time, it has positioned itself not only as a telecom provider but also as a **digital lifestyle brand**, adapting to the changing habits of Algerian consumers.

Ooredoo Algeria offers a wide range of services, including :

- **Mobile voice and data plans** (prepaid and postpaid)
- **4G LTE internet services**
- **Business and enterprise solutions** (Ooredoo Business)
- **Digital services** like music, games, educational content, and cloud storage
- **Mobile money and payment services** (under development)

Its services target both individuals and businesses, with special attention to youth and tech-savvy users.

While the internal structure is not fully public, the company is led by a **general director**, supported by departments such as marketing, finance, HR, technology/network, and customer relations. As part of an international group, Ooredoo Algeria follows a corporate structure that blends **local responsiveness** with global standards.

Ooredoo Algeria has shown strong performance in recent years<sup>76</sup>. In **2024**, the company recorded:

- **Revenue:** 104.6 billion DZD (+**13.8%** vs 2023)
- **EBITDA:** 44.2 billion DZD (+**19.2%** growth)
- **Customer base:** 14.7 million subscribers (+**10%**)
- **Investments:** 16.7 billion DZD, mainly in network expansion and digital infrastructure

Ooredoo has always positioned itself as a **youthful, modern, and socially engaged brand**<sup>77</sup>. Its marketing is heavily based on:

- **Social media engagement :** Ooredoo Algeria enhanced its customer experience in 2024 by focusing on customer-centricity and innovation, including enhancements to social media engagement.
- **Influencer partnerships :** The company collaborated with influencers like Khoubai to showcase key products and improve connectivity across Algeria.
- **Mobile campaigns and SMS promotions**
- **Sponsorships** (sports events, music festivals, education initiatives)

The brand tone is dynamic, tech-savvy, and community-oriented. They often launch exclusive offers during Ramadan or back-to-school seasons to stay connected with user habits

### 3.1.2 Ooredoo Algeria values

Ooredoo Algeria adopts three core values that guide its actions and corporate culture:

**Caring:** Represents the support, trust, respect for others, and social responsibility that the company embodies.

**Connecting:** Reflects Ooredoo's commitment to working collaboratively and fully integrating into the Algerian community.

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<sup>76</sup> Ooredoo Group, *FY 2024 Financial Results*, [https://www.ooredoo.com/en/media/news\\_view/ooredoo-group-fy-2024](https://www.ooredoo.com/en/media/news_view/ooredoo-group-fy-2024) (accessed May 30, 2025).

<sup>77</sup> Ooredoo Group, *Annual Report 2024*, [https://www.ooredoo.com/wp-content/uploads/2025/03/Ooredoo\\_Annual-Report\\_2024\\_English.pdf](https://www.ooredoo.com/wp-content/uploads/2025/03/Ooredoo_Annual-Report_2024_English.pdf) (accessed May 30, 2025).

**Challenging:** Symbolizes the constant quest for progress, innovation, and continuous improvement.

### **3.1.3 Ooredoo Algeria Objectives**

Ooredoo Algeria's strategic objectives include

- **Strengthening connectivity:** Ensuring extensive and high-quality network coverage, including in sparsely populated areas.
- **Accelerating digital transformation:** Offering innovative solutions to support the digitalization of Algerian society.
- **Promoting social inclusion:** Supporting initiatives such as women's empowerment and skills development. Local.
- **Improving the customer experience:** providing services tailored to customers' evolving needs, with a focus on quality and innovation.

### **3.1.4 Ooredoo Algeria products and services**

Ooredoo Algeria offers a diverse range of products and services:

**Mobile telephony:** Prepaid and postpaid offers tailored to the needs of individuals and businesses.

**Mobile Internet:** Various data plans for smooth and fast browsing.

**Sahla Box:** a 4G solution dedicated to businesses and individuals, offering high-speed connectivity with rich and diverse content.

**Mobile Financial Services:** Money transfer and mobile payment solutions, facilitating transactions for users.

**Self-care services :**

The **My Ooredoo** mobile app (available on Android and iOS) offers features such as usage monitoring, offer activation, credit recharge and transfer, multi-line management, promotional push notifications, and direct customer support. It focuses on a fast, simple, mobile-first experience designed to meet Generation Z's expectations. Marketing within the app includes exclusive offers, personalized notifications, and potential gamification features.

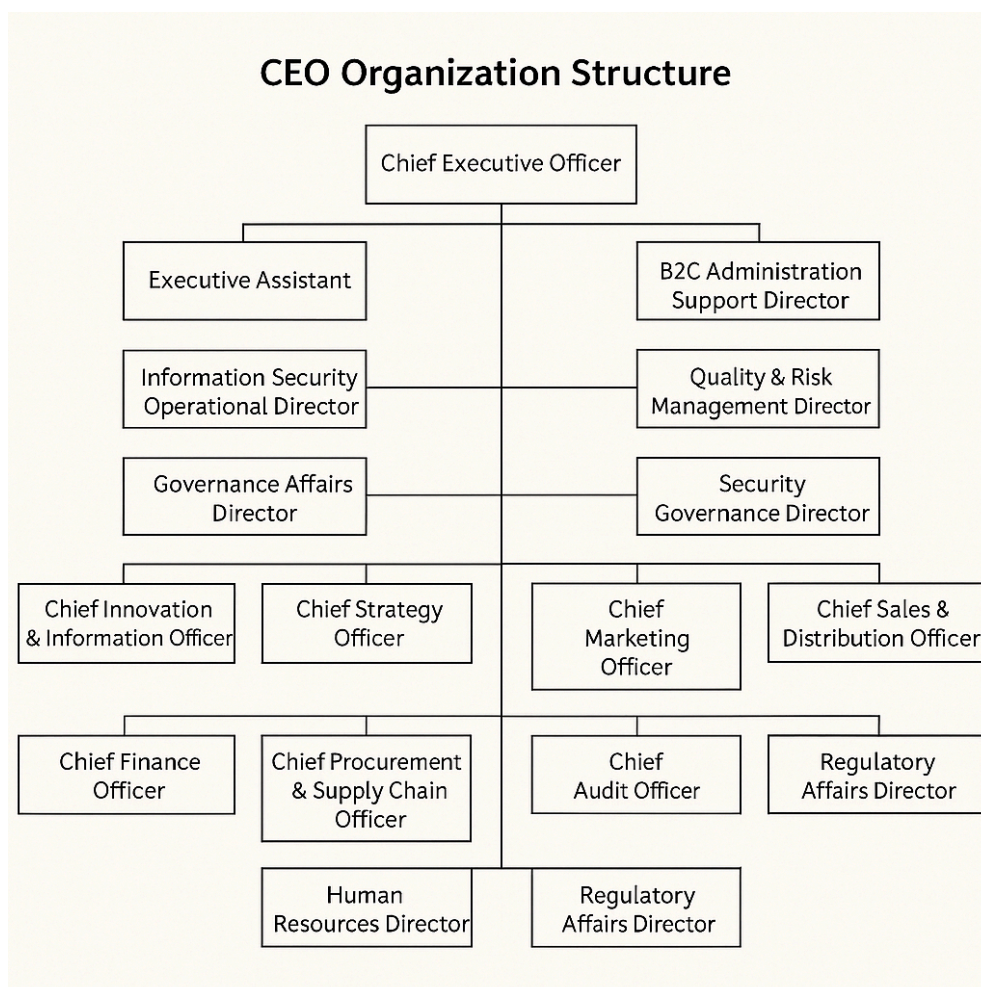
The Ooredoo website provides zero-rated access (no data charges) for Ooredoo SIM users, allowing offer activation, online recharge, access to promotions, and live support. This ensures continuous service availability and supports budget-conscious users.

Strategic Importance:

67% of mobile users prefer self-service platforms, especially Gen Z, who value speed and autonomy<sup>78</sup>. For telecom operators, self-care reduces call center load and operational costs while enabling personalized marketing through user data. For example, Orange reduced churn by 12% after improving its self-care app<sup>79</sup>.

**3.1.5 Ooredoo organigram**

**Figure 3 : CEO Organization Structure**



Source : Intern documentation of ooredoo’s agency

<sup>78</sup> GSMA Intelligence, *The Mobile Economy 2023*, <https://www.gsma.com/mobileeconomy/> (accessed May 30, 2025).

<sup>79</sup> <sup>2</sup> Orange Group, *Annual Report 2023*, <https://www.orange.com/en/finance/annual-reports> (accessed May 30, 2025).

### 3.2. Ooredoo Algeria's Marketing Strategies and Digital Transformation

Ooredoo Algeria has undertaken a comprehensive digital transformation to enhance customer experience and drive innovation. In 2020, the company partnered with Splio to implement the Individuation® platform, an AI-powered tool designed to deliver highly personalized customer interactions. This strategic move has significantly increased revenues from customer marketing and improved overall customer satisfaction and retention<sup>80</sup>.

Furthermore, Ooredoo has collaborated with Tech Mahindra and Google Cloud to modernize its IT infrastructure using the Apigee platform. This initiative aims to optimize operational performance and deliver added value to customers, reinforcing Ooredoo's digital ecosystem<sup>81</sup>.

### 3.3. Ooredoo's Mobile Marketing Campaigns Targeting Generation Z

To effectively target Generation Z, Ooredoo launched "YOOZ," a fully digital offering that enables users to customize services through a dedicated mobile application. The YOOZ app includes a digital avatar named "Roogy," which provides interactive and engaging experiences tailored to the digital habits of Gen Z<sup>82</sup>.

Additionally, Ooredoo sponsored the first Digital Creator Awards in Algeria, an initiative aimed at promoting digital content creation among young Algerians. This campaign is part of a broader strategy to strengthen brand engagement and foster creativity within the target demographic<sup>83</sup>.

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<sup>80</sup> Splio. (n.d.). Ooredoo: A Digital Transformation Success Story. Retrieved from <https://splio.com/ooredoo-splio-individuation-marketing>

<sup>81</sup> Ooredoo DZ. (2024). Ooredoo Promotes Digital Transformation and Enhances Customer Experience Through a New Partnership with Tech Mahindra and Google Cloud. Retrieved from <https://www.ooredoo.dz/fr/w/tout-sur-ooredoo/presse/communiqués-de-presse/ooredoo-promeut-la-transformation-digitale-et-améliore-l'expérience-client-a-travers-un-nouveau-partenariat-avec-tech-mahindra-et-google-cloud>

<sup>82</sup> Mobile Magazine. (2024). Ooredoo Algeria: The Mobile Operator's Journey to Success. Retrieved from <https://mobile-magazine.com/company-reports/ooredoo-algeria-the-mobile-operators-journey-to-success>

<sup>83</sup> Ooredoo DZ. (2024). Digital Creator Awards: Empowering Algeria's Digital Content Creators. Retrieved from <https://www.ooredoo.dz/fr/web/guest/w/tout-sur-ooredoo/presse/communiqués-de-presse/s-inscrivant-dans-sa-politique-de-developpement-du-contenu-digital-en-algerie>

### **3.4. Customer Perception and Brand Engagement**

Ooredoo's implementation of the Individuation® platform has significantly enhanced service personalization, resulting in higher customer satisfaction and loyalty . Moreover, the company has incorporated AI-powered chatbots to improve customer service responsiveness, particularly targeting the tech-savvy Generation Z<sup>84</sup>.

These efforts have positioned Ooredoo as a customer-centric and innovative brand, appealing to the younger generation through digital interaction and personalized service offerings.

### **3.5 Quantitative Study: Ooredoo Algeria**

This section presents the survey, research approach, and methodology adopted to study the impact of mobile marketing on the purchasing behavior of Generation Z, with a focus on Ooredoo Algeria.

#### **3.5.1 Objective of the survey**

The primary objective of this survey is to examine how mobile marketing influences the purchasing behavior of Generation Z.

Specifically, the survey aims to identify the mobile marketing tools most commonly encountered by this generation, evaluate their level of engagement with these strategies, and assess how such interactions impact their buying decisions.

This quantitative study is conducted within the context of Ooredoo Algeria in order to provide insights into the effectiveness of the company's mobile marketing practices when targeting Generation Z consumers.

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<sup>84</sup> Cash Platform. (2024). The Future of Telecom: Ooredoo Algeria's Strategic Integration of AI and Emerging Technologies. Retrieved from <https://www.cash-platform.com/the-future-of-telecom-ooredoo-algerias-strategic-integration-of-ai-and-emerging-technologies>

### 3.5.2 Methodology: Quantitative Approach

To test the hypotheses of my research, I chose to adopt a quantitative approach in order to achieve the intended objectives.

This approach highlights the use of quantitative methods, such as questionnaires, measurement scales, and statistical analyses, to study and understand various phenomena.

The quantitative approach aims to collect numerical data and to process it rigorously in order to test the hypotheses and draw objective and evidence-based conclusions.

### 3.5.3 Data Collection Methods

To collect the data, I designed a questionnaire using **Google Forms**.

The survey was distributed through various social media platforms, including **Facebook**, **Instagram**, and several **Messenger** groups, in order to reach a diverse sample of Generation Z respondents.

### 3.5.4 Structure of the Survey

The questionnaire was designed to collect data in a clear and structured manner, enabling the quantitative analysis of how mobile marketing influences the purchasing behavior of Generation Z in the context of Ooredoo Algeria. The survey consisted of five main sections, combining closed-ended, multiple-choice, and Likert scale questions.

#### 1. Screening & Usage Habits

- **Objective:** Identify eligible respondents (aged 18–27) and gather basic behavioral data on smartphone usage.
- **Question type:** Single-choice.
- **Example:** "How many hours per day do you spend on your smartphone?" (4 answer ranges).

#### 2. Mobile Usage & Exposure to Marketing

- **Objective:** Determine the respondents' relationship with Ooredoo and their exposure to mobile marketing content.

- **Question types:**
  - Multiple-choice (with up to 3 selections)—for mobile apps used
  - Single-choice branching—for identifying current Ooredoo users
  - Multiple-choice—for marketing channels received (e.g., SMS, push notifications, emails, social media)

### 3. Perception & Interaction with Mobile Marketing

- **Objective:** Measure awareness, engagement, and emotional responses to mobile marketing campaigns.
- **Scales & formats used:**
  - **5-point Likert scales, such as**
    - *"How often do you notice Ooredoo promotions on your phone?"  
(1 = Never, 5 = Very frequently)*
    - *"How do you feel about receiving Ooredoo's mobile advertisements?"  
(1 = Very annoying, 5 = Very useful)*
    - *"To what extent do you trust Ooredoo's mobile promotions?"  
(1 = Not at all trustworthy, 5 = Very trustworthy)*
    - *"How do you perceive Ooredoo's innovation compared to other operators?"  
(1 = Not innovative at all, 5 = Very innovative)*
- Single-choice and multiple-choice questions were used to measure actions taken (e.g., clicking ads, recharging) and motivations (e.g., promotions, influencer presence, design).

#### **4. Preferences & Attitudes**

- **Objective:** Explore how participants prefer to receive marketing content and how it influences loyalty.
- **Question types:**
  - Multiple-choice – preferred channels (SMS, push, social ads, etc.)
  - Likert scale – for assessing overall sentiment toward mobile ads on social media (1 = Negative, 3 = Positive)
  - Single-choice – whether marketing influences loyalty to Ooredoo

#### **5. Demographic Information**

- **Objective:** Segment the data based on age, gender, and location.
- **Question types:**
  - Single-choice – for age group and gender
  - Dropdown list – for city of residence, covering all Algerian provinces

### **3.5.5 Presentation and Interpretation of Results**

This chapter presents the findings of the quantitative survey conducted among Generation Z respondents in the context of Ooredoo Algeria. The data collected through the online questionnaire is analyzed to assess how mobile marketing strategies influence consumer behavior, perception, and engagement.

The results are organized thematically according to the structure of the survey:

1. Smartphone usage patterns
2. Exposure to mobile marketing by Ooredoo

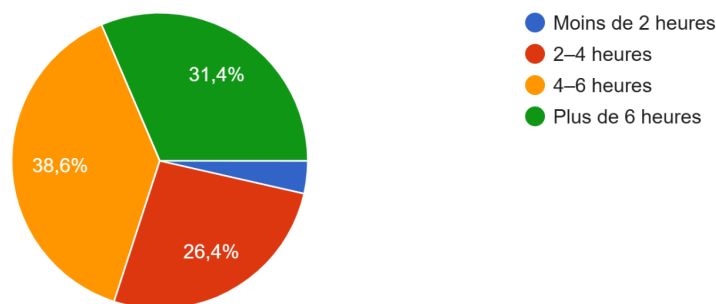
3. Perceptions and attitudes toward mobile marketing
4. Impact of marketing on purchasing decisions
5. Loyalty and trust in Ooredoo's mobile campaigns
6. Preferred communication channels and motivators
7. Demographic segmentation

Each subsection includes descriptive statistics (such as frequencies and percentages), along with visual representations (e.g., charts or graphs) to highlight key insights. The interpretation of results focuses on identifying trends, correlations, and consumer responses relevant to mobile marketing effectiveness.

This analysis will serve as the basis for testing the research hypotheses and drawing conclusions in the following chapter.

**Figure 4 : Daily Time Spent on Smartphones by Respondents**

Combien d'heures par jour passez-vous sur votre smartphone ?  
140 réponses



**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

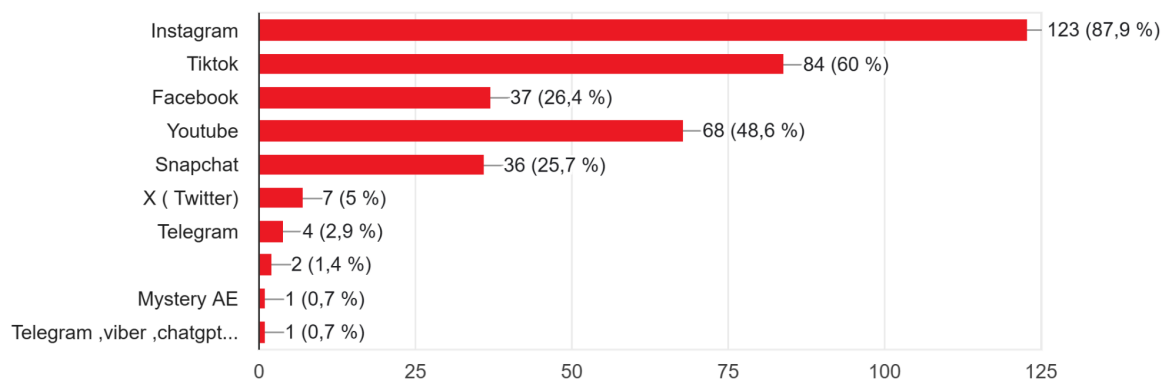
The results show that **70%** of respondents spend **more than 4 hours per day** on their smartphones (38.6% for 4–6h and 31.4% for more than 6h), while only **3.6%** use it for

less than 2 hours. This confirms the central role of smartphones in Generation Z's daily life and highlights mobile marketing as a highly relevant strategy for engaging this audience.

**Figure 5 : Most Frequently Used Mobile Applications by Respondents**

Quelles applications mobiles utilisez-vous le plus ? (Choisissez jusqu'à 3)

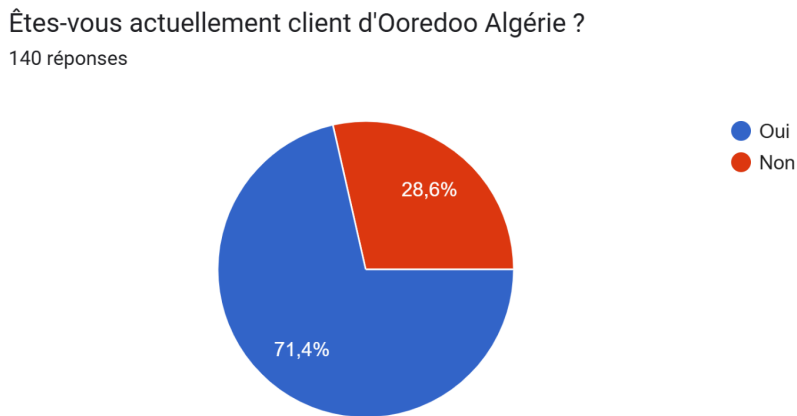
140 réponses



**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

The results indicate that **Instagram is the most used mobile application**, with **87.9%** of respondents selecting it. This confirms Instagram's dominant role among Generation Z and highlights its potential as a key channel for mobile marketing campaigns targeting this demographic

**Figure 6 : Respondents' Status as Ooredoo Algeria Customers**

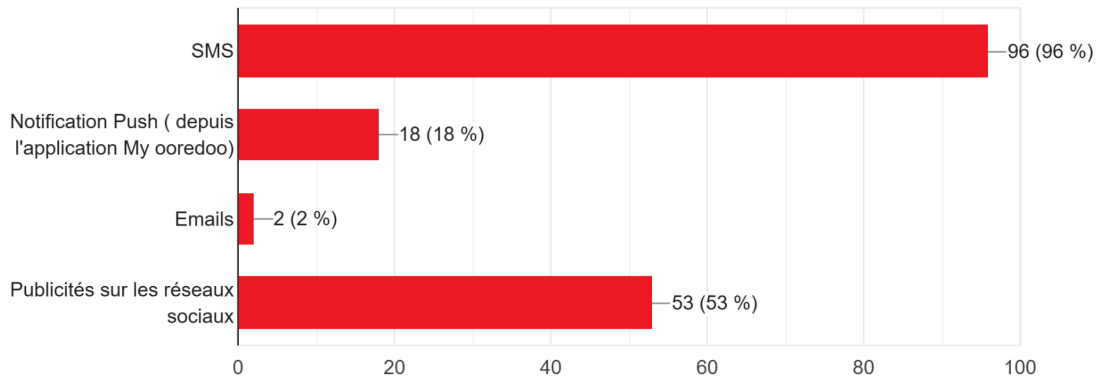


**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

Out of 140 respondents, 100 participants (71.4%) identified as current Ooredoo customers, while 40 (28.6%) were not. This majority confirms the relevance of analyzing Ooredoo's mobile marketing impact within this sample, as most respondents have direct experience with the brand's communication efforts.

**Figure 7: Channels Through Which Respondents Have Received Promotional Messages from Ooredoo**

Avez-vous déjà reçu des messages promotionnels de la part d'Ooredoo via :  
100 réponses

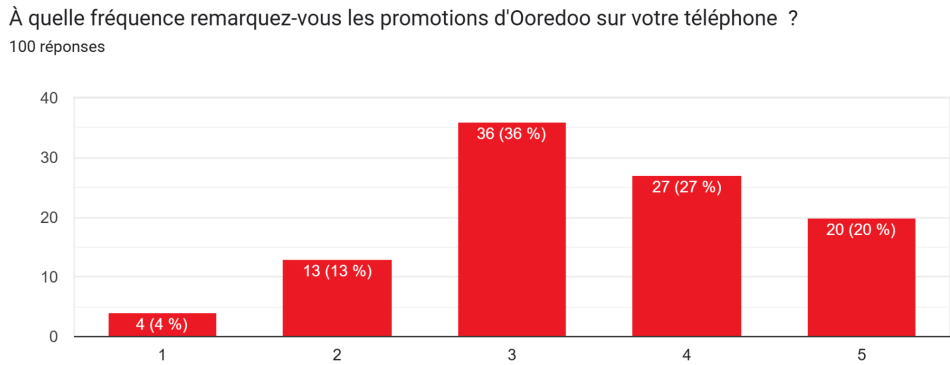


**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

The majority of respondents (96%) reported receiving promotional messages via **SMS**, followed by **social media ads** (53%). In contrast, only 18% mentioned push notifications through the “My Ooredoo” app, and just 2% received emails.

This indicates that **SMS remains Ooredoo’s dominant communication channel**, but there's potential to **diversify** and strengthen other channels like app notifications and email marketing to improve user reach and engagement.

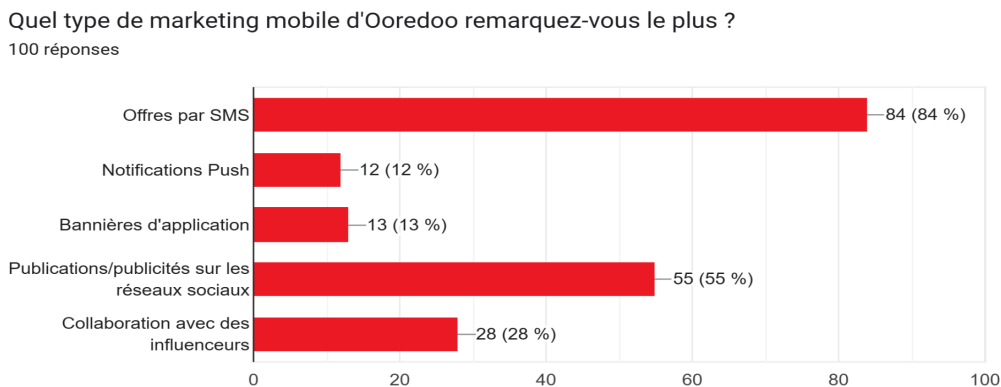
**Figure 8: Frequency at which respondents notice Ooredoo's mobile promotions**



**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

Most respondents frequently notice Ooredoo's mobile promotions, indicating good visibility. However, with 17% rarely or never seeing them, there's an opportunity to optimize targeting strategies.

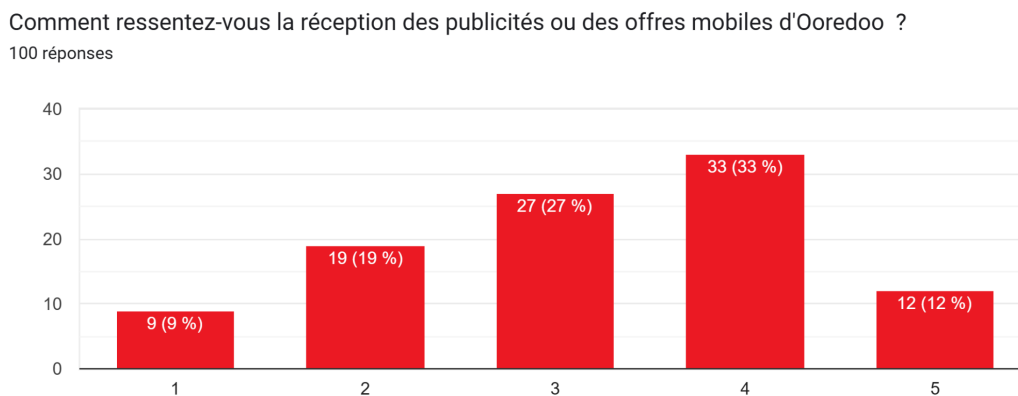
Figure 9 : Most noticed types of mobile marketing from Ooredoo



Source : Output generated by the author using IBM SPSS Statistics, Version 26

SMS remains the most noticed mobile marketing channel (84%), followed by social media. Despite the popularity of influencers, their impact appears limited, suggesting a need for more engaging or authentic partnerships.

Figure 10 : Respondents' perception of receiving Ooredoo's mobile ads

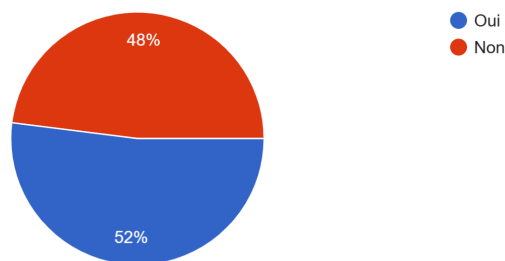


Source : Output generated by the author using IBM SPSS Statistics, Version 26

60% of participants respond positively to mobile ads from Ooredoo, showing general acceptance. However, with 21% expressing negative sentiment, more personalized and non-intrusive formats could improve perception.

**Figure 11 : Click-through behavior on Ooredoo's mobile advertisements**

Avez-vous déjà cliqué sur une publicité ou une offre d'Ooredoo que vous avez reçue sur votre téléphone ?  
100 réponses

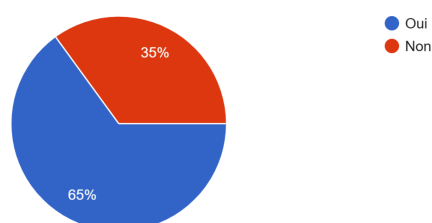


**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

More than half of the respondents (52%) have clicked on a mobile ad or offer from Ooredoo, indicating a relatively strong engagement rate. This suggests that Ooredoo's mobile advertising has the potential to effectively drive interaction, particularly when the content is relevant and appealing. Maintaining and improving ad quality could further increase this engagement.

**Figure 12 : Actions taken after receiving mobile offers from Ooredoo**

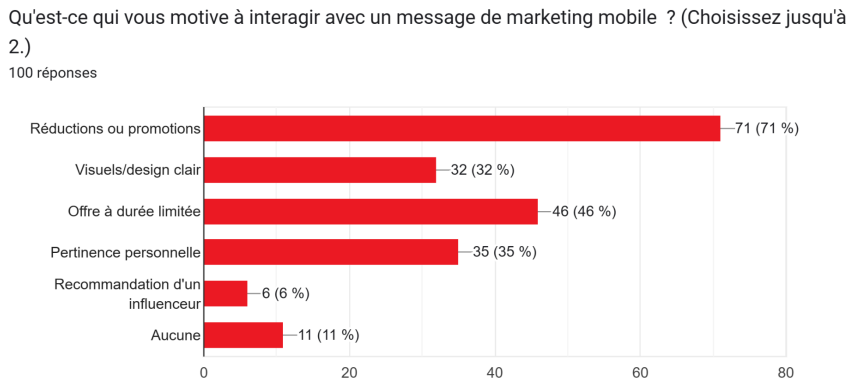
Avez-vous déjà pris une action après avoir reçu une offre mobile d'Ooredoo (ex : rechargé, acheté un forfait) ?  
100 réponses



**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

The conversion rate is relatively low, with only one-third acting on mobile offers. This implies that improving the offer's relevance or urgency could lead to better results.

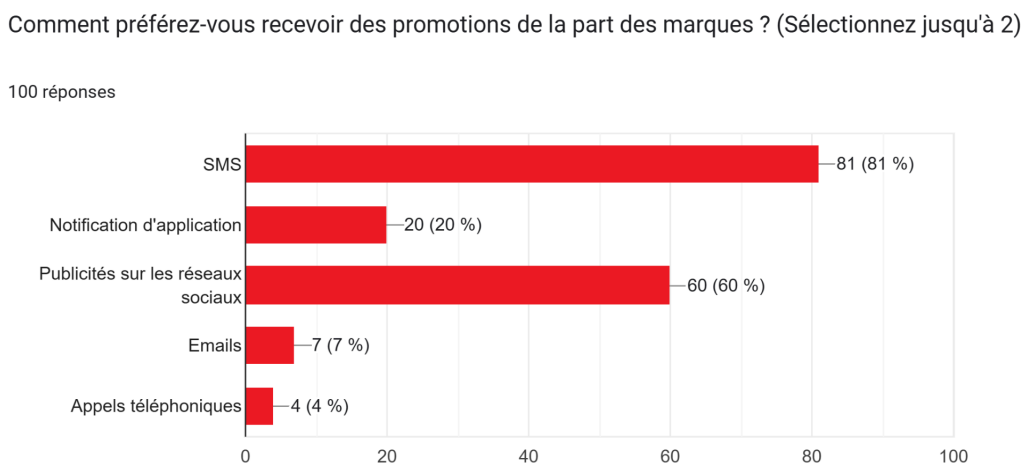
**Figure 13 : Motivations for engaging with mobile marketing messages**



**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

Discounts and urgency are the main drivers of engagement. Surprisingly, influencers have little influence (6%), highlighting the need to focus on value-driven content rather than popularity alone.

**Figure 14 : Preferred channels for receiving mobile promotions**



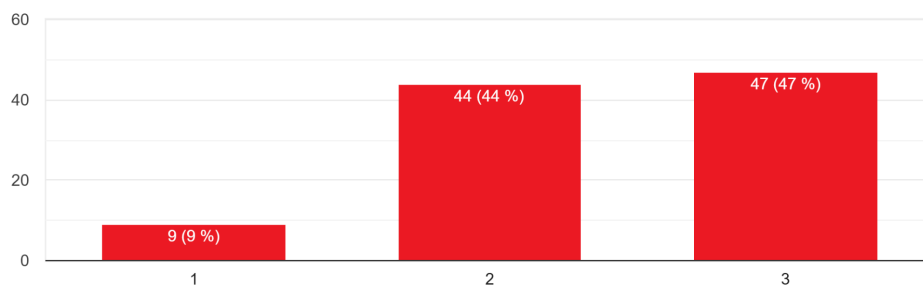
**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

SMS is clearly the most preferred promotional channel, followed by social media. Marketers should prioritize these for Gen Z, while phasing out less effective methods like email and phone calls.

**Figure 15 : Perception of ads on social media platforms (Instagram, TikTok, etc.)**

Comment ressentez-vous les publicités que vous voyez sur les réseaux sociaux (Instagram, TikTok, etc.) ?

100 réponses



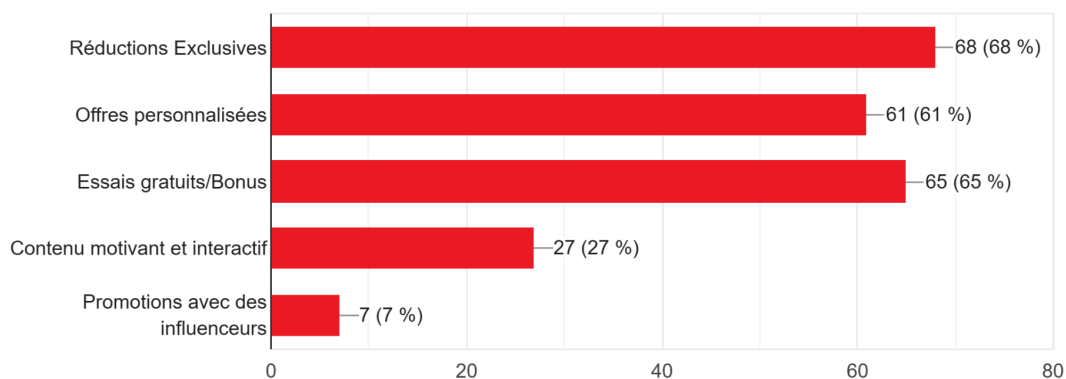
**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

Most respondents react positively or neutrally to social media ads, suggesting that these platforms are acceptable environments for brand communication—especially with creative or interactive formats.

**Figure 16 : Types of promotions most likely to encourage engagement**

Quel type de promotions vous inciterait à plus vous engager avec les messages marketing d'Ooredoo ? (Sélectionnez jusqu'à 3)

100 réponses



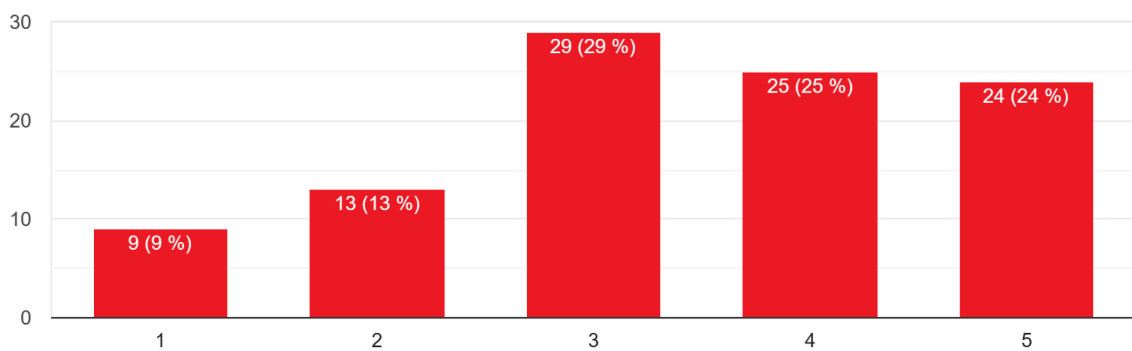
**Source** : Output generated by the author using IBM SPSS Statistics, Version 26

Exclusive, personalized, and bonus-related offers are the top-performing promotion types. Gen Z prefers value-driven content over entertainment-based influencer messages.

**Figure 17 : Trust in Ooredoo's mobile promotional messages**

Dans quelle mesure faites-vous confiance aux promotions mobiles d'Ooredoo ?

100 réponses

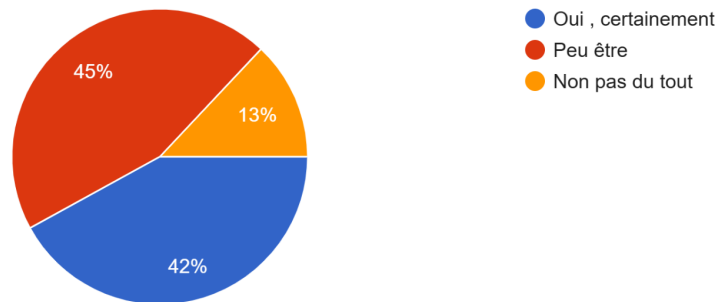


**Source** : Output generated by the author using IBM SPSS Statistics, Version 26

Only 29% highly trust the promotions, while 46% show skepticism. To build more trust, Ooredoo could include customer reviews, guarantees, or transparent terms in their offers.

**Figure 18 : Increased customer loyalty due to Ooredoo's mobile marketing**

Ressentez-vous plus de fidélité envers Ooredoo à cause de ses tactiques de marketing mobile ?  
100 réponses



**Source :** Output generated by the author using IBM SPSS Statistics, Version 26

87% of respondents express actual or potential increased loyalty due to mobile marketing. This indicates that a well-designed mobile strategy can positively impact customer retention and brand affinity.

### Hypothesis Testing

This section presents the results of hypothesis testing based on the data collected from the survey. The objective is to evaluate the validity of the research hypotheses and determine whether there is a statistically significant relationship between mobile marketing variables and Generation Z's purchasing behavior.

The statistical analysis of the questionnaire data was carried out using **IBM SPSS Statistics version 26**. This software was used to code, organize, and analyze the collected responses in order to test the research hypotheses and identify significant relationships between variables. SPSS 26 enabled the generation of descriptive statistics, as well as the application of non-parametric tests suited to the nature of the data, particularly those measured on Likert scales. The choice of SPSS 26 ensured a rigorous and reliable treatment of the data in line with academic standards for quantitative research.

**H1** : There is a positive relationship between trust in Ooredoo’s mobile promotions and customer loyalty among Generation Z.

**Table 1** : Spearman Correlation Between Trust in Promotions and Loyalty Toward Ooredoo

**Corrélations non paramétriques**

			Confiance_pr omo	impact_fidelit e_num
Rho de Spearman	Confiance_promo	Coefficient de corrélation	1.000	.203*
		Sig. (bilatéral)	.	.043
		N	100	100
	impact_fidelite_num	Coefficient de corrélation	.203*	1.000
		Sig. (bilatéral)	.043	.
		N	100	100

\*. La corrélation est significative au niveau 0.05 (bilatéral).

**Source** : Output generated by the author using IBM SPSS Statistics, Version 26

The analysis revealed a weak but statistically significant positive correlation (Spearman’s  $r = 0.203$ ,  $p = 0.043$ ) between trust in Ooredoo’s promotional offers and customer loyalty among Generation Z respondents. This suggests that when young consumers perceive the promotions as trustworthy, their loyalty to the brand tends to increase slightly.

Although the strength of the correlation is modest, it indicates that trust is an important factor in influencing loyalty behaviors. For telecom companies like Ooredoo, this highlights the value of building credible and reliable mobile marketing campaigns to strengthen the bond with Generation Z consumers, who are known for being critical and selective in their brand choices.

**H2** : The frequency of exposure to Ooredoo’s promotional messages is positively associated with Generation Z’s perception of these mobile ads.

**Table 2** : Spearman Correlation Between Frequency of Received Promotions and Respondents’ Perception of Advertising

### Corrélations non paramétriques

Corrélations			Ressenti_pu b	Freq_promos
Rho de Spearman	Ressenti_pub	Coefficient de corrélation	1.000	.629**
		Sig. (bilatéral)	.	.000
		N	100	100
	Freq_promos	Coefficient de corrélation	.629**	1.000
		Sig. (bilatéral)	.000	.
		N	100	100

\*\* . La corrélation est significative au niveau 0.01 (bilatéral).

**Source** : Output generated by the author using IBM SPSS Statistics, Version 26

A Spearman correlation test revealed a strong and statistically significant positive relationship between the **frequency of noticing Ooredoo’s promotional messages** and the **perception of these ads** among Generation Z respondents ( $r = 0.629, p < 0.01$ ). This suggests that increased exposure to mobile marketing promotions correlates with stronger feelings or attitudes towards the advertisements, which may impact engagement and response behaviors.

**H3** : Exposure to mobile advertisements through social media significantly increases the likelihood that Generation Z consumers will take action (such as making a purchase or recharging).

**Table 3** : Logistic Regression Between Mobile Ad Channels and the Likelihood of Action by Generation Z Consumers

		Variables de l'équation					
		B	E.S	Wald	ddl	Sig.	Exp(B)
Pas 1 <sup>a</sup>	Canaux_reception			4.436	4	.350	
	Canaux_reception(1)	20.992	40192.969	.000	1	1.000	1307765349
	Canaux_reception(2)	-21.414	23205.422	.000	1	.999	.000
	Canaux_reception(3)	.636	.475	1.794	1	.180	1.889
	Canaux_reception(4)	1.398	.712	3.860	1	.049	4.048
	Constante	.211	.326	.419	1	.517	1.235

a. Introduction des variables au pas 1 : Canaux\_reception.

**Source** : Output generated by the author using IBM SPSS Statistics, Version 26

- Among the four types of mobile marketing channels tested, **only social media exposure (Canaux\_reception(4)) had a statistically significant effect** on whether respondents took action after viewing an Ooredoo ad.
- The **p-value for social media is 0.049**, which is **significant at the 5% level**.
- The **odds ratio Exp(B) = 4.048**, meaning that **Generation Z consumers exposed to mobile ads on social media are approximately 4 times more likely to take action** (such as recharging or purchasing) compared to those not exposed via this channel.

Other channels (e.g., SMS or push notifications) were not statistically significant, and some may have suffered from sparse or unbalanced responses (as seen in the extreme B values for (1) and (2)). (See appendix 2.)

### 3.6 Synthesis of Findings

This study revealed several significant trends regarding the impact of mobile marketing on Generation Z's purchasing behavior. The findings show that young consumers spend over 4 hours daily on their smartphones, confirming the mobile phone as a central and strategic communication tool. Instagram emerged as the most-used application (87.9%), underscoring its potential as a key channel for targeting this demographic.

With 71.4% of respondents being current Ooredoo customers, the choice of Ooredoo as a case study was validated, as most participants had direct experience with its mobile campaigns. SMS remains the most widely used communication channel (96%), followed by social media (53%), while app notifications and emails are still underutilized, indicating room for channel diversification and better multi-platform integration.

In terms of attitudes, 60% of respondents reacted positively to Ooredoo's mobile ads, although 21% expressed negative sentiment. Engagement was relatively strong, with over half having clicked on a mobile ad or offer, though only one-third followed through with an actual purchase or recharge. The main motivators for action were discounts and urgency, while influencers had a surprisingly weak impact (only 6%), suggesting that value-driven content resonates more than popularity-based messaging.

Hypothesis testing confirmed three key relationships:

- A weak but statistically significant **positive correlation between trust in promotions and customer loyalty** (H1).
- A **strong positive correlation** between **frequency of exposure** and **positive perception** of mobile ads (H2).
- A **significant effect of social media exposure** on likelihood to take action, with exposed respondents being **four times more likely** to

respond (H3).

Although only 29% of participants highly trusted the mobile offers, 87% expressed actual or potential loyalty to Ooredoo, demonstrating the strategic role of mobile marketing in building long-term customer relationships—especially among a generation that values relevance and authenticity.

### **3.7 Suggestions**

In light of the findings of this research, several recommendations can be proposed to help Ooredoo improve the effectiveness of its mobile marketing strategy aimed at Generation Z consumers:

#### **1. Enhance the Use of the “My Ooredoo” Mobile Application**

Given the underutilization of push notifications and in-app features, Ooredoo is encouraged to:

- Develop **personalized push notifications** based on user behavior and preferences.
- Integrate **exclusive in-app promotions**, rewards, and flash offers to drive engagement and retention.

#### **2. Reinforce Presence on Instagram and Explore New Platforms**

Considering Instagram's dominance among the target population:

- Focus on **Instagram Stories and Reels**, using interactive content formats (polls, quizzes, etc.).
- Explore **TikTok** as an emerging platform to reach younger segments through short, creative, and trend-based content.

### 3. Reconsider Influencer Marketing Strategies

As the results indicate a weak impact of influencers:

- Collaborate with **micro-influencers** who share common values with the target audience and appear more trustworthy.
- Prioritize **informative or experiential content** (such as product demonstrations or user testimonials) over purely promotional messaging.

### 4. Increase Transparency and Relevance in Promotional Offers

Trust in Ooredoo's mobile promotions was relatively low, which suggests a need to:

- Clearly present **conditions, benefits, and deadlines** for all offers.
- Implement **dynamic and personalized content** tailored to individual user profiles and usage patterns.

### 5. Strengthen Incentives to Boost Conversion Rates

Although engagement is relatively high, the conversion rate remains moderate. To improve this:

- Introduce **limited-time offers, gamified elements** (e.g., scratch cards, challenges), or **bonus-based incentives**.
- Use **A/B testing** to identify which formats or messages generate the highest response rates.

### 6. Establish a Mobile-Based Loyalty Program

Given the high rate of potential loyalty, Ooredoo should :

- Launch a **mobile loyalty scheme** integrated into the "My Ooredoo" app, rewarding frequent recharges, app usage, and campaign participation.

- Offer **exclusive benefits or early access to promotions** for loyal users.

## **7. Leverage Consumer Data for Better Targeting and Performance Analysis**

To optimize future mobile marketing strategies:

- Utilize **data analytics tools** to segment audiences and monitor campaign performance in real time.
- Collect **user feedback** on mobile campaigns to improve content relevance and strategic alignment

## ***General conclusion***

This research aimed to examine the impact of mobile marketing on the purchasing behavior of Generation Z, with a particular focus on Ooredoo Algeria's mobile communication strategies. The objective was to determine how mobile marketing tools influence awareness, engagement, and loyalty within this digitally native and highly connected generation.

The theoretical framework of the study positioned mobile marketing as a strategic component of digital marketing, characterized by its immediacy, interactivity, and personalization. Various concepts and models relating to consumer behavior, digital media influence, and generational marketing were explored to understand how Generation Z interacts with mobile content. These theoretical foundations provided a basis for analyzing the effectiveness of mobile campaigns within the telecom sector.

The findings of the empirical study, based on data collected from 140 respondents, revealed several key insights:

- Over 70% of participants spend more than four hours daily on their smartphones, confirming the mobile phone as an essential platform for marketing outreach.
- Instagram is the most frequently used application (87.9%), highlighting its relevance as a core channel for reaching Generation Z.
- Ooredoo primarily relies on SMS for promotional communication (96%), followed by social media (53%), while push notifications and email remain underused.
- 60% of respondents react positively to Ooredoo's mobile advertisements, although only one-third take action after seeing an ad, indicating moderate conversion performance.
- Discount-based and urgency-driven promotions are the most effective, while influencer content has limited impact on consumer engagement.
- While only 29% of respondents highly trust Ooredoo's promotional messages, 87% express actual or potential loyalty to the brand, revealing the potential of mobile

marketing to foster long-term relationships.

Regarding the research hypotheses:

- **H1** was **confirmed**: a weak but statistically significant correlation exists between trust in Ooredoo's promotions and customer loyalty.
- **H2** was **confirmed**: there is a strong positive correlation between frequency of exposure and positive perception of ads.
- **H3** was also **validated**: exposure to mobile ads via social media significantly increases the likelihood of taking action (e.g., purchasing or recharging), with an odds ratio of 4.048.

These results are valuable on multiple levels. For the student-researcher, this project strengthened academic and analytical skills, particularly in survey design, data interpretation, and the use of SPSS software. For Ooredoo, the results offer actionable insights regarding the performance of mobile communication tools, audience preferences, and areas for optimization—such as channel diversification and building consumer trust. From a scientific standpoint, this study contributes empirical data to the relatively underexplored area of mobile marketing's impact on Generation Z in the Algerian telecom market.

Nonetheless, the research encountered several objective limitations. The sample was limited in size and scope, with an overrepresentation of current Ooredoo users, which may introduce bias. Furthermore, the study relied exclusively on quantitative data, limiting the depth of insights that might be obtained through qualitative methods such as interviews or focus groups.

Future research could explore comparative studies between different telecom operators, incorporate longitudinal approaches to track behavioral changes over time, or investigate new mobile strategies such as gamification, AI-driven personalization, or immersive formats like augmented reality. In addition, further investigation into trust-building mechanisms in mobile campaigns would be beneficial for both academia and industry.

## *General conclusion*

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In conclusion, mobile marketing stands as a powerful lever for engaging and retaining Generation Z. However, its success depends on brands' ability to align with this generation's expectations: relevance, authenticity, and transparency. In a competitive and fast-evolving digital landscape, only adaptive and user-centric mobile strategies will yield sustainable impact.

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## Appendices

## Appendix 1 : Survey

### Survey: The Impact of Mobile Marketing on Generation Z's Buying Behavior


#### Introduction:

My name is Myriam, and I am a master's student in Digital Marketing at HEC Algiers. As part of my final thesis, I am conducting a study on the **impact of mobile marketing on Generation Z's buying behavior**.

This questionnaire is intended mainly for young people aged **18 to 27**. Its objective is to analyze their purchasing habits via mobile devices, their exposure to mobile marketing campaigns, and the factors that influence their purchase decisions.

 **Estimated time:** About 5 minutes

 **Confidentiality:** All responses are **completely anonymous** and used **exclusively for academic purposes**.

 Your participation is valuable and will greatly contribute to the success of this research. Thank you for your time and cooperation!

---

#### Questionnaire

1. **How many hours per day do you spend on your smartphone?**

- Less than 2 hours
- 2–4 hours
- 4–6 hours
- More than 6 hours

2. **Which mobile applications do you use the most? (Select up to 3)**

- Instagram
- TikTok
- Facebook
- YouTube
- Snapchat
- X (Twitter)

Other: \_\_\_\_\_

**3. Are you currently an Ooredoo Algeria customer?**

- Yes (→ continue to question 4)
- No (→ end of survey)

**4. Have you ever received promotional messages from Ooredoo via:**

- SMS
- Push Notifications (from My Ooredoo app)
- Emails
- Social media ads

**5. How often do you notice Ooredoo promotions on your phone?**

- 1 – Never
- 2 – Rarely
- 3 – Sometimes
- 4 – Often
- 5 – Very frequently

**6. What type of Ooredoo mobile marketing do you notice the most?**

- SMS offers
- Push notifications
- In-app banners
- Social media posts/ads
- Influencer collaborations

**7. How do you feel about receiving Ooredoo mobile ads or offers?**

- 1 – Very annoying
- 2 – Annoying
- 3 – Neutral
- 4 – Useful
- 5 – Very useful

8. **Have you ever clicked on an Ooredoo ad or offer received on your phone?**
- Yes
  - No
9. **Have you ever taken action after receiving a mobile offer from Ooredoo (e.g., recharged, purchased a package)?**
- Yes
  - No
10. **What motivates you to engage with a mobile marketing message? (Select up to 2)**
- Discounts or promotions
  - Clear visuals/design
  - Limited-time offer
  - Personal relevance
  - Influencer recommendation
  - None
11. **How do you prefer to receive promotions from brands? (Select up to 2)**
- SMS
  - App notifications
  - Social media ads
  - Emails
  - Phone calls
12. **How do you feel about ads you see on social media (Instagram, TikTok, etc.)?**
- 1 – Negative
  - 2 – Neutral
  - 3 – Positive
13. **Have you ever participated in a contest, game, or mobile challenge by Ooredoo?**
- Yes

- No

**14. What type of promotions would make you more engaged with Ooredoo's marketing messages? (Select up to 3)**

- Exclusive discounts
- Personalized offers
- Free trials/bonuses
- Motivating and interactive content
- Influencer promotions

**15. To what extent do you trust Ooredoo's mobile promotions?**

- 1 – Not at all trustworthy
- 2 – Slightly untrustworthy
- 3 – Neutral
- 4 – Fairly trustworthy
- 5 – Very trustworthy

**16. Do you feel more loyal to Ooredoo because of its mobile marketing strategies?**

- Yes, definitely
- Maybe
- Not at all

**17. If a competitor offered a better deal than Ooredoo, how would you react?**

- I would stay loyal to Ooredoo
- I would switch provider
- I don't know

**18. Compared to other telecom operators in Algeria (such as Djezzy or Mobilis), how innovative do you find Ooredoo?**

- 1 – Not at all innovative
- 2 – Slightly innovative
- 3 – About the same
- 4 – Innovative

- 5 – Very innovative

**19. Do you have any suggestions for Ooredoo to improve its mobile marketing campaigns?**



---

**20. Age:**

- 18–22 years
- 23–27 years
- Over 27 years

**21. Gender:**

- Female
- Male

**22. City of residence:**

(Drop-down list of all Algerian provinces/wilayas)

## Appendix 2 :

<b>Codages des variables catégorielles</b>						
		Fréquence	Codage de paramètre			
			(1)	(2)	(3)	(4)
Canaux_reception	Emails	1	1.000	.000	.000	.000
	Publicit	3	.000	1.000	.000	.000
	SMS	40	.000	.000	1.000	.000
	SMS, Not	18	.000	.000	.000	1.000
	SMS, Pub	38	.000	.000	.000	.000

## Bloc 0 : Bloc de début

**Table de classification<sup>a,b</sup>**

Observé		Prévisions		Pourcentage correct
		Action_achat Non	Action_achat Oui	
Pas 0	Action_achat Non	0	35	.0
	Action_achat Oui	0	65	100.0
Pourcentage global				65.0

a. La constante est incluse dans le modèle.

b. La valeur de coupe est .500

## Bloc 0 : Bloc de début

**Table de classification<sup>a,b</sup>**

Observé		Prévisions		Pourcentage correct	
		Action_achat Non	Oui		
Pas 0	Action_achat	Non	0	35	.0
		Oui	0	65	100.0
Pourcentage global					65.0

a. La constante est incluse dans le modèle.  
b. La valeur de coupe est .500

### Variables de l'équation

		B	E.S	Wald	ddl	Sig.	Exp(B)
Pas 0	Constante	.619	.210	8.718	1	.003	1.857

### Variables absentes de l'équation

		Score	ddl	Sig.	
Pas 0	Variables	Canaux_reception	10.792	4	.029
		Canaux_reception(1)	.544	1	.461
		Canaux_reception(2)	5.744	1	.017
		Canaux_reception(3)	.733	1	.392
		Canaux_reception(4)	3.243	1	.072
Statistiques générales		10.792	4	.029	

## Bloc 1 : Méthode = Introduction

### Tests composites des coefficients du modèle

		Khi-carré	ddl	Sig.
Pas 1	Pas	12.143	4	.016
	Bloc	12.143	4	.016
	Modèle	12.143	4	.016

### Récapitulatif des modèles

Pas	Log de vraisemblance -2	R-deux de Cox et Snell	R-deux de Nagelkerke
1	117.347 <sup>a</sup>	.114	.157

a. L'estimation s'est arrêtée à l'itération numéro 20, car le nombre d'itérations maximum a été atteint. La solution finale est introuvable.

### Table de classification<sup>a</sup>

Observé		Prévisions		Pourcentage correct
		Action_achat Non	Oui	
Pas 1	Action_achat Non	3	32	8.6
	Oui	0	65	100.0
Pourcentage global				68.0

a. La valeur de coupe est .500

### Variables de l'équation

		B	E.S	Wald	ddl	Sig.	Exp(B)
Pas 1 <sup>a</sup>	Canaux_reception			4.436	4	.350	
	Canaux_reception(1)	20.992	40192.969	.000	1	1.000	1307765349
	Canaux_reception(2)	-21.414	23205.422	.000	1	.999	.000
	Canaux_reception(3)	.636	.475	1.794	1	.180	1.889
	Canaux_reception(4)	1.398	.712	3.860	1	.049	4.048
	Constante	.211	.326	.419	1	.517	1.235

a. Introduction des variables au pas 1 : Canaux\_reception.

Source: Output generated by the author using IBM SPSS Statistics, Version 26

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