

**The Impact of Interactive Marketing on Purchase Decision-Making: A Field Study of a
Sample of Ooredoo Customers**

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Abstract:

This study aimed to determine the extent to which interactive marketing contributes to customer purchasing decision-making. A field study was conducted on a purposive sample of customers of Ooredoo Algeria, consisting of 130 valid responses for analysis.

Using the SPSS v.23 statistical package, the study found a statistically significant effect at the 5% significance level of interactive marketing on purchasing decision-making at Ooredoo, from the perspective of the Algerian customer.

Keywords: Interactive Marketing; Purchase Decision.

Jel Classification Codes: M31, D12.

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1. INTRODUCTION

The contemporary business world is undergoing profound transformations driven by rapid technological advancements and the intensification of competition among firms. These dynamics have positioned interactive marketing as one of the most essential modern tools for strengthening customer relationships and achieving sustainable competitive advantage. Direct interaction between a company and its customers through digital channels is no longer a complementary option; rather, it has become a strategic necessity that enables a deeper understanding of consumer expectations and purchasing behavior.

Purchase decision-making is considered one of the most sensitive stages of consumer behavior, as it is influenced by a set of communicative, psychological, and cognitive factors that interactive marketing can effectively shape. Every digital interaction—whether through social media platforms, online websites, or mobile applications—contributes to forming the consumer's perception of the company's brand and consequently influences the final purchase decision. Hence, the importance of developing interactive marketing strategies based on continuous communication, prompt responsiveness to customer needs, and the personalization of offers in accordance with individual preferences has become increasingly evident.

Within this dynamic and competitive context, modern organizations strive to adopt marketing approaches that emphasize the active participation of the customer in the marketing process, rather than treating them as passive recipients of promotional messages. Interactive marketing helps create a holistic customer experience founded on trust, transparency, and continuous engagement, thereby increasing the likelihood of positive purchase decisions.

1.1 The study Problem

Interactive marketing through social media platforms has witnessed rapid development, making it one of the most important tools used by companies to build relationships with customers and influence their purchasing behavior. In this context, Ooredoo Algeria seeks to employ various forms of digital interaction to strengthen its market presence and gain customer trust.

However, the extent to which these efforts are effective in stimulating Algerian consumers and influencing their purchasing decisions still requires in-depth analysis and investigation, the following research question can be posed:

To what extent does interactive marketing through social media contribute to influencing the purchasing decision of the Algerian customer?

1.2 Hypothesis

To achieve the research objectives, the following hypotheses were developed:

- Hypothesis 1: There is a statistically significant relationship at a significance level of 5% between the use of Interactive Marketing and the Purchase Decision-Making at Ooredoo Company from the Customer's Perspective.
- Hypothesis 2: There is a statistically significant effect at a significance level of 5% for Interactive Marketing on Purchase Decision-Making at Ooredoo Company from the Customer's Perspective.

1.3 Study Objectives

This study is designed to accomplish the following specific objectives:

- Determine the level of interactive marketing implementation within Ooredoo Algeria.
- Analyze the impact of interactive marketing elements (communication, Interaction, Two-Way Communication, Service Quality and Perceived Ease of Use) on consumers' purchasing decisions.
- Highlight the role of digital interaction in building long-term relationships between Ooredoo and its customers.
- Provide practical recommendations to improve interactive marketing strategies in a way that strengthens the purchasing decisions of Algerian consumers.

1.4 The importance of the study

The significance of this study lies in its attempt to highlight the pivotal role of interactive marketing in influencing the purchasing decision of the Algerian consumer, through an applied study on Ooredoo Algeria. Its importance also stems from its contribution to enriching the academic literature related to digital marketing and consumer behavior, in addition to its practical value, which assists the company under study in

developing its interactive marketing strategies and strengthening its relationship with customers, thereby enhancing their loyalty and increasing its competitiveness in the market.

1.5 Methodology

This study relied on descriptive and analytical methods. Through tracking and investigating the research material, analyzing it, and drawing conclusions, in addition to the content analysis method by studying some references and sources related to Interactive Marketing and reviewing some studies to understand the concept of the Purchase Decision.

2. BACKGROUND OF THE STUDY

2.1 Interactive Mmarketing

The contemporary business world is witnessing a profound transformation in marketing practices driven by rapid technological advancement and the growing use of digital media. Among these developments, interactive marketing has emerged as a key strategic approach that fosters direct, two-way communication between firms and customers. By encouraging customer participation and utilizing digital technologies to personalize interactions, interactive marketing enhances trust, loyalty, and competitive advantage in today's dynamic markets.

2.1.1. Interactive Mmarketing Definition

The concept of interactive marketing has been defined in various ways by scholars and practitioners. Some define it as "the set of skills required by business owners to effectively manage communication with customers" (El-Mashad, 2016, p. 19), while others view it as "a reciprocal activity between the service provider and the customer within the framework of the service process" (Lin & Wang, 2011, p. 7078), Another definition emphasizes that "interactive marketing represents a marketing approach based on electronic systems, the Internet, and customer databases, aiming to achieve customer satisfaction with the organization's services and ensure their long-term retention" (Ali Khalil & Mohamed, 2019, p. 803).

From the above, interactive marketing can be defined as a set of communication and marketing activities adopted by a company to foster direct and reciprocal interactions with customers through digital channels, enabling real-time exchange of information and feedback. Such interactions aim to better understand customer needs and preferences, deliver personalized offers and services, and ultimately build long-term relationships founded on trust and loyalty.

2.1.2. The Importance of Interactive Marketing

The importance of interactive marketing lies in a company's focus on building strong relationships with customers and providing personalized and customized services.

Consumers tend to develop a sense of belonging and loyalty toward the brand, a factor that helps strengthen trust, enhance loyalty, and increase the likelihood of success in the market (Virvilaitė & Belousova, 2005, p. 70). The concept of interactive marketing involves the interaction between consumers and organizations and highlights the importance of establishing mutually beneficial relationships with customers. Moreover, interactive marketing emphasizes the development of various forms of interaction and cooperation to better understand potential consumers and engage in dialogue with them, focusing on the interactive nature of the company–customer relationship (Virvilaitė & Belousova, 2005, p. 70).

Interactive marketing also seeks to enhance communication channels with customers—for instance, through discussions with customer groups and the effective use of information to identify their needs and preferences. It contributes to customer retention by utilizing social media networks, mobile marketing, promotional advertising, and email marketing. Through such mechanisms, interactive marketing enables consumers to access a wide variety of multifunctional products that align with their interests and preferences (Mishra, 2017, p. 1688). Furthermore, it supports sales continuity beyond specific time constraints by facilitating access to new customers and maintaining ongoing relationships, especially in dynamic and uncertain environments. It also enhances the organization’s ability to reach a larger customer base, reduces marketing costs, and assists in designing tailored product mixes for different customer segments (Hamdoun & Yaqoub, 2021, p. 363).

2.1.3. Interactive Marketing Tools

Interactive marketing has introduced several modern approaches in the marketing field, often referred to as contemporary tactics or tools. The most significant among them can be summarized as follows (Jabr & Al-Amiri, 2024, pp. 102, 103):

- a. Email Marketing:** Enables personalized communication, information sharing, and product promotion.
- b. Mobile Marketing:** Enhances communication and accessibility through mobile technologies.
- c. Social Media Marketing:** Facilitates two-way interaction and real-time feedback between firms and customers.
- d. Video Marketing:** Uses visual content to demonstrate products and influence purchasing decisions. (Ibrahim & Ismail, 2024, p. 4)

2.1.4. Dimensions of Interactive Marketing

The dimensions of Interactive Marketing can be summarized as follows (Ibrahim & Ismail, 2024, pp. 295, 296):

- a. Commitment:** represents the willingness of both the organization and customers to maintain an ongoing reciprocal relationship, reflecting the degree of seriousness in preserving it in the future.

- b. Interaction:** Refers to the mutual participation and effective communication between both parties, which increases according to the importance of the product and the ease of communication channels.
- c. Two-Way Communication:** Denotes the reciprocal exchange of ideas and information between the organization and its customers, thereby enhancing mutual understanding and strengthening the interactive relationship.
- d. Service Quality:** Indicates the extent to which the actual performance of the service meets customer expectations, encompassing technical, functional, and promotional aspects.
- e. Perceived Ease of Use:** Represents the degree to which an individual believes that using a particular system will be free of effort.

2.2 Purchase Decision

Purchase decision-making is considered a fundamental component of consumer behavior, representing the critical stage at which an individual or organization determines the selection of a product or service to satisfy specific needs and desires. This decision results from a complex interaction of cognitive, psychological, and social factors, including need recognition, information search, evaluation of alternatives, and the final decision, culminating in post-purchase behavior.

The study of purchase decision-making holds significant importance in the modern marketing context, as it enables organizations to understand consumer behavior mechanisms, identify the factors influencing their choices, and design effective marketing strategies that meet customer expectations and enhance brand loyalty. Interactive marketing plays an increasingly vital role in this process by facilitating direct communication with customers and providing a personalized experience that systematically guides and supports informed purchasing decisions.

2.2.1. Purchase Decision Definition

The purchase decision is defined as “the processes undertaken by an individual or a group of individuals in selecting, purchasing, using, and disposing of a product (service, idea, or even experience) with the aim of satisfying their needs and desires” (El-Sayed & Abbas, 2003, p. 125). It can also be defined as “the buying behavior of final consumers—whether individuals, organizations, or families—who acquire goods and services for final consumption” (Kotler, 2002, p. 160). Moreover, it represents “a set of processes that cannot always be directly observed, but are expressed at the moment the purchase decision is made. Therefore, the procedures preceding the individual’s overt and final behavior are often numerous, interactive, and intertwined, and may extend over a long period of time, while

the observable behavior itself is relatively short-lived and soon disappears” (Al-Sumaidaie & Al-Allaq, 2010, p. 521).

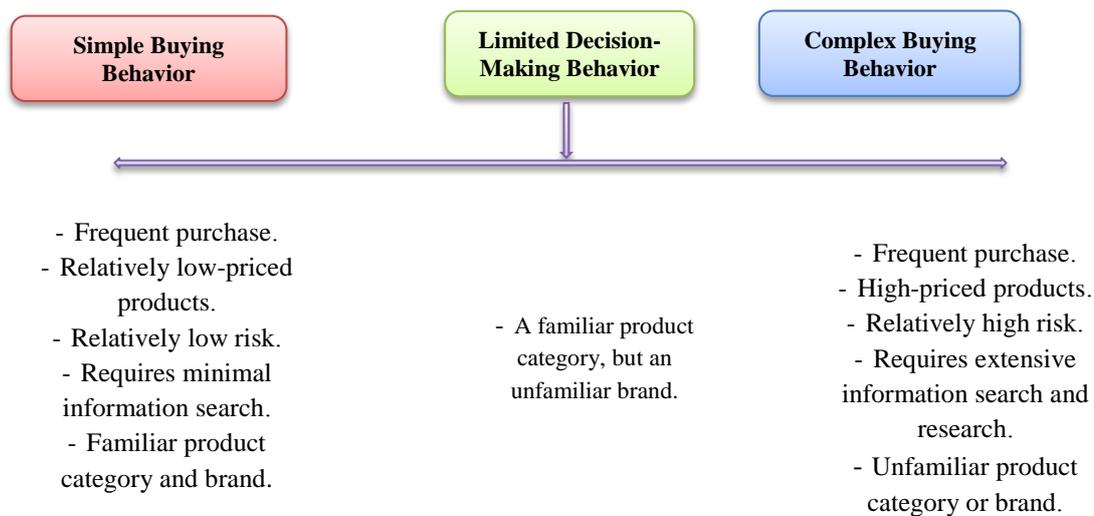
From the above, we can define the purchase decision as the process through which an individual or organization evaluates, selects, acquires, uses, and disposes of goods, services, ideas, or experiences to satisfy specific needs and desires.

It reflects the observable and measurable behavior or intention of the consumer, resulting from the interaction of various cognitive, emotional, and environmental factors that influence the choice and the final act of purchase.

2.2.2. Types of Purchase Decisions

Consumer behavior varies significantly depending on the type of product. The more complex the purchase decision, the more participants are involved, making consumer behavior increasingly intricate and characterized by greater caution and careful consideration. Within this context, three types of purchasing behavior can be distinguished, corresponding to three types of purchase decisions, as illustrated in the following figure:

Fig.1. Consumer Buying Behavior



Source: (Mc Carthy & perreault, 1994)

2.2.3. Stages of the Purchase Decision-Making Process

The stages of the purchase decision-making process are as follows (Al-Qaragholy & Husein, 2024, p. 1028):

- a. Pre-purchase stage (Need recognition):** This stage occurs when the consumer becomes aware of a problem or a need that requires satisfaction.
- b. Information search and comparison of alternatives:** The consumer actively seeks information about products or services that can fulfill the identified need.
- c. Evaluation of alternatives:** At this stage, the consumer assesses and compares the available options based on specific criteria before making a final choice.

- d. **Purchase decision:** After completing the previous stages, the consumer decides whether or not to proceed with the purchase.
- e. **Pre-purchase stage (Need recognition):** This stage occurs when the consumer becomes aware of a problem or a need that requires satisfaction.

3. METHODS AND MATERIALS

3.1 The Empirical Methodology

3.1.1 Study Population and Sample:

The research population includes the customers of Ooredoo Company in Algeria. A purposive sample consisting of 130 individuals was selected to ensure the presence of specific characteristics within the sample; Actual customers of Ooredoo who directly interact with the company's marketing channels or digital services were chosen. The data were collected during the period from July 15, 2025, to September 13, 2025.

3.1.2 Study Tool:

Based on the study's objectives, variables, and proposed model, a special questionnaire was designed as a tool to collect primary data from the sample, consisting of two sections:

- **The first section:** Contains statements related to the dimensions of the Interactive Marketing, consisting of 15 statements.
- **The second section:** Pertains to Purchase Decision and includes 7 statements.

3.1.3 Statistical Methods:

- **Cronbach's Alpha:** Cronbach's Alpha was used to test the reliability of the study instrument.
- **Descriptive Statistics:** including statistical measures and standard deviations, were utilized to characterize the study sample data .
- **Simple Linear Regression:** was utilized to test the main and sub-hypotheses by evaluating the effect of the independent variable on the dependent variable.
- **Multiple Linear Regression:** was employed to test the sub-hypotheses by determining the effect of each dimension of the independent variable on the dependent variable.

3.1.4 Validity and Reliability of the Study Tool:

Table 1. Internal Consistency Reliability Coefficients for the Study Variables Using Cronbach's Alpha

Study Variables	Cronbach's Alpha
Commitment	0,695
Interaction	0,729
Two-Way Communication	0,660
Service Quality	0,841
Perceived Ease of Use	0,734
Total for Interactive Marketing Variable	0,920
Purchase Decision	0,756

Source: Prepared by the researchers based on SPSS

Table No. (1) indicates that the reliability coefficients for the dimensions of the study variables range from (0.66) to (0.92).

Therefore, all coefficients are above the acceptable minimum of 60%, indicating the validity and reliability of the study questionnaire, which confirms its accuracy and suitability for analyzing results and addressing the study's questions and testing its hypotheses.

3.1.5 Descriptive Analysis of the Study Sample Responses

Table 2. Arithmetic Means and Standard Deviations for the Study Variables

Study Variables	Arithmetic Mean	Standard Deviation	Trend
Commitment	3,8385	0,77452	Agree
Interaction	3,4846	0,87958	Agree
Two-Way Communication	3,8564	0,75047	Agree
Service Quality	3,7744	0,97002	Agree
Perceived Ease of Use	3,4615	0,89345	Agree
Total for Interactive Marketing Variable	3,6831	0,72381	Agree
Purchase Decision	3,6220	0,63561	Agree

Source: Prepared by the researchers based on SPSS

The results from Table No. (2) it is evident that the attitudes and opinions of the respondents indicate overall agreement regarding the dimensions of the independent variable. The arithmetic means of the measures related to interactive marketing tools—the main independent variable—were all relatively high. Specifically, the mean values for the sub-dimensions according to the study model were (3.8564, 3.8385, 3.7744, 3.4846, and 3.4615) corresponding respectively to two-way communication, commitment, service quality, interaction, and perceived ease of use.

Moreover, the standard deviations for these variables were not large (0.75047, 0.774520, 0.97002, 0.87958, and 0.89345) indicating a convergence in respondents' answers regarding the dimensions of interactive marketing.

Similarly, the results show a high level of agreement among respondents concerning the statements related to the dependent variable, purchase decision-making, with responses generally falling within the “Agree” range. This is supported by the overall weighted mean of (3.6220) for this dimension, while the standard deviation was (0.63561), which is less than one. This low value indicates homogeneity in the respondents' answers and the absence of significant dispersion, reflecting a consistent perception among respondents regarding this dimension.

4. RESULTS AND DISCUSSION

4.1 Testing the first hypothesis of the study:

Table 3. The correlation between the use of Interactive Marketing and the Purchase Decision-Making at Ooredoo Company from the Customer's Perspective

Interactive Marketing		
Decision-Making	R	T
	0.895	23.544

Source: Prepared by the researchers based on SPSS outputs

From table number (3) and the results of the one-sample t-test yielded a statistically significant t-value of 23.544 (sig < 0.05), establishing the model's significance and confirming a positive relationship between Interactive Marketing utilization and the Purchase Decision-Making at Ooredoo Company from the Customer's Perspective.

Furthermore, a strong positive correlation was observed between these variables, as evidenced by a Pearson correlation coefficient of 0.895 (sig < 0.05).

Based on this, we accept the first hypothesis "There is a statistically significant relationship at a significance level of 5% between the use of Interactive Marketing and the Purchase Decision-Making at Ooredoo Company from the Customer's Perspective".

4.2 Testing the second hypothesis of the study:

Table 4. Simple Linear Regression Analysis of The Impact of Interactive Marketing on Purchase Decision-Making at Ooredoo Company from the Customer's Perspective

Model	Sum of Squares	Degrees of Freedom	Mean Square	F	Sig
Regression	41,709	1	41,709	512,928	0.000
Residual	10,408	128	0,081		
Total	52,117	129	-		
A= 0,729		B= 0,895	R=0,895	R ² = 0,800	

Source: Prepared by the researchers based on SPSS outputs

In light of this hypothesis, a functional relationship was formulated between the actual value of the Purchase Decision variable (Y) and the Interactive Marketing explanatory variable (X), with the regression equation as follows: $Y = \alpha + \beta x$. Here are the values for the regression equation: Purchase Decision = 0. 729+ 0. 895(Interactive Marketing).

From the preceding table, it is observed that the study variables are significantly correlated. The correlation coefficient between Interactive Marketing and the Purchase Decision is (0.895), and the coefficient of determination (0.800) indicates that approximately 80% of the variation in the Purchase Decision is attributed to the variation in Interactive Marketing.

It is evident that there is a significant impact of Interactive Marketing on the Purchase Decision. This significance is affirmed by the significant F-value (F = 512,928) at a statistical significance level (sig = 0.000). Consequently, the regression is significant, and the study model is statistically acceptable.

Based on this, we accept the main hypothesis stating that **"There is a statistically significant effect at a significance level of 5% for Interactive Marketing on Purchase Decision-Making at Ooredoo Company from the Customer's Perspective"** .

5. CONCLUSION

In light of the rapid digital transformation and the intensifying competition within the Algerian telecommunications market, interactive marketing has emerged as an effective strategic tool that enables companies to strengthen their relationships with customers and enhance their ability to influence purchasing behavior. Based on the findings of this field study conducted on a sample of Ooredoo customers, it can be concluded that direct interaction, two-way communication, service quality, and perceived ease of use are key determinants that build customer trust and reinforce purchasing decisions. Accordingly, the study reached the following results and suggestions:

5.1. Results:

The study concluded the following results:

- The analysis confirmed the main hypothesis, revealing that interactive marketing significantly influences customers' purchase decisions at Ooredoo.
- The study confirmed a strong positive relationship between the level of interactive marketing implementation at Ooredoo and customers' purchasing decision-making.
- Service quality and perceived ease of use were identified as the most influential dimensions in motivating customers to make positive purchasing decisions.
- The analysis revealed that two-way communication enhances mutual trust and increases customers' perception of the company's transparency and responsiveness.
- The findings indicated that organizational commitment toward customers strengthens their loyalty and fosters long-term relationships.
- The study showed that effective digital interaction between Ooredoo and its customers improves customer satisfaction, which directly influences purchase intention and repeat behavior.

5.2. Suggestions:

The following suggestions can be derived:

- Enhance digital interactive communication channels (mobile applications, online platforms, live chat) to enable real-time engagement and improve customer experience.
- Improve the quality of digital services and simplify user interfaces to ensure a seamless and efficient user experience.
- Train employees in effective communication and positive interaction skills to ensure quick and professional responses to customer inquiries.
- Utilize Big Data analytics to better understand customer behavior and preferences, enabling the personalization of offers and services.
- Focus on building long-term relationships based on trust and transparency through continuous communication and customer involvement in service development.

- Strengthen digital loyalty strategies through reward programs and personalized interactive content that encourages continued engagement with the company.

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6. Appendices

The questionnaire used in the study is available at the following link:
<https://docs.google.com/forms/d/1gmuKcrnuxH8LJYiDome8s36VPfxD7RrQWzId3zS8m34/preview>