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Digital Shopping as a Modern Mechanism of the Digital Economy

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Abstract

Our world today is witnessing major transformations affecting both society and the economy. This is due to the qualitative leap in information and communication technology. Computers and electronic tools have made the world a small village despite geographical distance. This technological development has produced a digital revolution. It has brought radical changes to economic structures, displaced traditional systems, and established new foundations for the digital economy. Our world today is undergoing major transformations in both society and the economy, all of which can be attributed to the qualitative leap brought about by the information and communications sector. Computers and electronic devices have made the world a small village despite the vast distances between us. This technological development has sparked a digital revolution that has brought about the current changes in economic structures, done away with traditional systems, and established new benchmarks in the digital economy.

Keywords: Digital Shopping; Digital Economy; Electronic Marketing; E-Commerce; Digital Channels.

Introduction

In a rapidly changing world driven by technology, everyone must keep pace with it in order to advance and progress. Modern technologies have emerged and products, both goods and services, have developed rapidly, especially in the fields of communication and information. Computers and the Internet, in particular, have made the world a small village. This has facilitated communication and interaction among individuals. Technology has also played a major role in the rise of electronic shopping. It has provided shoppers with many new methods and tools that facilitate communication between customers with less effort. These tools remove many obstacles, limit opportunistic practices, add considerable dynamism to this type of shopping, and contribute effectively to the development of high-quality electronic commerce. To cover the different aspects of this topic, this research paper is divided into two main sections. The first section addresses the concept, importance, and objectives of digital shopping. The second section examines the pressures behind the adoption of electronic shopping and the main challenges it faces.

To present this information to the reader, it was necessary to use the descriptive method on the one hand and the analytical method on the other.

Section One: Electronic Shopping - Concept, Importance, and Objectives

First: Concept of Electronic Shopping

1. Definition of Electronic Shopping

It is said to represent a shift in marketing functions toward a new concept that is highly effective and closely linked to digital technology. This shift does not abandon traditional shopping. Rather, it develops it in order to create effective solutions to shopping problems by using advanced and modern means known as digital shopping.¹

¹Al-Zuhairi, Ahmed Khalaf Hussein Ali, The Impact of Electronic Marketing on the Marketing-Mix Elements of Insurance Services, Journal of Accounting and Financial Studies, Vol. 8, No. 22, First Quarter 2013, p. 154.

Some researchers view electronic shopping as the ability of marketing management to use all digital channels to communicate with customers personally. This makes it possible to identify their wishes and needs and to meet them quickly and at a low cost.

Kotler defined it as all the efforts made by an organization to inform buyers and communicate with them. It also includes promoting and selling products through digital channels.¹

Kian defined it as the use of digital and interactive technologies and marketing information technology by business organizations. Ollila, meanwhile, defined it as a strategy for pricing, promoting, and distributing the organization's products and for identifying customer needs and wishes through digital means.²³

2. Difference Between Digital and Traditional Shopping:

If we seek to identify the main differences between traditional and digital shopping, they can be summarized as follows:

In terms of tools, traditional marketing tools are limited to printed materials, radio media, postal services, and similar means. Digital shopping tools include everything digital, such as the Internet, social media, search engines, text messages, and other channels.

In terms of communication and interaction, communication in traditional shopping is not direct, whereas interaction in electronic shopping is direct.

✓ In terms of cost, traditional shopping is expensive and its advertising campaigns take more time. Electronic shopping costs less and its advertisements require less time.

✓ In terms of the duration of exposure, traditional shopping has a short duration that may not exceed one or two months. In electronic shopping, the duration is longer and may extend throughout the year.

✓ In traditional shopping, customer segments are limited. In electronic shopping, customer segments are larger.

✓ Entering international markets through traditional shopping is costly and demanding, whereas the cost of entering them through electronic shopping is low.

3. Importance of Electronic Shopping:

Digital shopping is highly important for the following reasons:

✓ It represents the future, especially in view of the current technological development in the world.

✓ The global market is moving toward the use of technological devices.

✓ All shopping information is now provided through digital channels.

✓ All prices and information related to product specifications are now provided electronically.⁴

✓ Electronic shopping is a means of transmitting information and delivering products through mobile phone networks. It is also a means of meeting customer wishes by reducing the costs of the services provided.⁵

✓ Digital shopping also has major promotional importance. It achieves competitive benefits and places considerable emphasis on reducing service costs. It has also removed borders, allowing customers to access all markets through electronic channels.⁶

4. Objectives of Digital Shopping:

These objectives can be summarized as follows:

✓ Electronic shopping aims to build bridges of trust between the business operator and the customer.

✓ Attract a larger audience.

✓ Improve the quality of the services provided.

✓ Develop new methods for attracting customers.

✓ Use communication tools and electronic media to promote goods.

✓ Reduce marketing costs and open new marketing opportunities.

✓ Expand brands through the Internet.

✓ Build strong and direct relationships with customers.

✓ Remove the boundaries separating global markets.

✓ Help consumers identify the prices of products available in markets.

5. Characteristics of Digital Shopping:

Digital shopping has several characteristics, the most important of which are the following:

¹ kotler phiip & armstrong. gary "principles of marketing 15th ed person .2014 "

² Kian,Chong Woon," The design and development of an e-marketing 2011

³ Ollila , Timo," www visibility in marketing", Master's Thesis, University of Oulu, Department of Information Processing Science, November 27, 2012

⁴ Grewal ET LEVY Grewal, Dhruv& Levy, Michael," Marketing", 4th ed. McGraw-Hill. 2014

⁵Talib, Alaa Farhan, Marketing Management - A Contemporary Intellectual Perspective, Dar Al-Ayyam for Publishing and Distribution, Amman, 2008.

⁶Al-Taie and Al-Abadi: Al-Taie, Yousif Hajim Sultan, and Al-Abadi, Hashim Fawzi Dabbas, Electronic Marketing, 1st ed., 2008.

- ✓ Interaction and communication: communication between the organization and the customer is easy. This makes it easier for the customer to inform the organization of all wishes and needs.
- ✓ The ability to provide an adequate database through the digital system. The organization can identify customer wishes and purchase histories, which helps it organize marketing offers.
- ✓ The ease of providing information to the customer. Information is available to the customer, which makes it possible to compare prices and products.¹
- ✓ The customer is able to control and manage the information.
- ✓ The possibility of communicating with more than one customer at the same time.

6. Main Methods of Digital Shopping:

For business organizations to obtain new customers and identify their wishes, they must improve their marketing channels. It is therefore necessary to use digital shopping tools and techniques, which can be summarized as follows:

A. Mobile phone: shopping through smartphones or computers has emerged in several forms, such as advertisements, text messages, and in-application advertisements.²

B. Email: digital shopping through email has major benefits. It is a promotional means based on sending electronic messages to one person or several people.

C. Websites: these sites make it possible to reach a large number of users. This virtual space also allows a large number of shopping messages to be placed on these sites.

D. Search engines: these sites are considered among the best shopping sites on the World Wide Web. These engines provide appropriate techniques that help deliver important services to users.

Section Two: Factors Driving Electronic Shopping Adoption - Types and Challenges

First: Pressures Behind the Adoption of Electronic Shopping

These can be identified as follows:

1. **The market:** this is one of the pressure factors included in the market variable. It is reflected in the globalization of the current markets in which business organizations operate and in the intensity of competition. This has contributed considerably to increasing the power of consumers.³
2. **Society:** this includes the organization's social responsibility toward the work environment, as well as government procedures that create new outlets for the organization. This makes electronic shopping a suitable alternative.
3. **Technology:** this refers to the current electronic boom, including innovations and the continuous growth of electronic commerce operations. All of this encourages organizations to adopt electronic shopping activities.

Second: Challenges and Dimensions of Electronic Shopping

1. Challenges of Digital Shopping

Digital shopping undoubtedly offers enormous and diverse opportunities. At the same time, however, it faces difficulties and challenges. The most important are the following:⁴

- ✓ Digital promotion is independent and fragmented.
- ✓ There is considerable difficulty in coordinating business operations.
- ✓ There are no unified operational standards across digital channels.
- ✓ There is an inability to use digital assets more than once.
- ✓ There is a lack of synergy between products and markets related to digital shopping.⁵
- ✓ There is an inability to make use of customer insights.
- ✓ There is difficulty in evaluation, especially in digital shopping.
- ✓ Organizational challenges.
- ✓ A considerable increase in the establishment of websites.
- ✓ Challenges imposed by language and culture.
- ✓ There is unstable trust in electronic payment methods.
- ✓ Some developing countries lack infrastructure, computers are not sufficiently available, and Internet networks are weak.
- ✓ Security and privacy challenges.⁶

¹ Saadi, Khansa, Electronic Marketing and Activating Customer Orientation Through the Mix: An Applied Study of Algeria Post, Benyoucef Benkhedda University, 2006

² Mkto, Nasdaq, "an introduction to mobile marketing the past present and future", marketo, scorch,p03 2015

Mahmoud Ahmed Ayad Salah, The Digital Economy, Dar Al-Ilm wa Al-Iman for Publishing, Algeria, 2020, p. 17.³

⁴Shatiba, Zainab, The Role of Electronic Marketing in Supporting Competitive Advantage in the Economic Enterprise: A Study of the Mobile Phone Market in Algeria, Master's thesis, Kasdi Merbah University, Ouargla, Faculty of Economics, Commerce and Management Sciences, Department of Management Sciences, 2009, p. 96.

⁵ Raghunandan, H& Nagtode, Parimal, " Integrated Digital Marketing- The Key To Understanding Your Customer", Tata Consultancy Services Limited, 2014

⁶Al-Zoubi, Ali Falah, Marketing Management - An Applied Strategic Perspective, Dar Al-Yazouri Scientific

✓ High costs of the transition to digital shopping.

2. Dimensions of Digital Shopping:

The dimensions of digital shopping can be presented through the following elements:

A. Retention: this is one of the basic dimensions on which digital shopping depends. It consists of the organization's strong effort to retain customers and encourage them to repeat purchases on these sites.

The organization seeks to create positive relationships with customers and retain them. It also seeks to install security systems to protect customer privacy, ensure rapid loading of information from websites, and track purchase orders.¹

B. Learning: media provide many marketing opportunities and make it possible to build very good relationships with customers. Through them, customer demographics can be tracked and identified. They also make it possible to identify customer wishes and preferences. One of the most important ways to build brands through the Internet is to understand customer wishes and preferences in order to improve the organization's websites.²

C. Customer engagement: the organization works to involve customers in the marketing process and to identify their wishes as much as possible. It does this by building channels of communication with them in order to create interaction that contributes to

the marketing process. The organization achieves this by providing a large range of interactive media.

D. Communication: without communication, the process cannot succeed. Communication is essential to the success of electronic shopping.

It is the transfer of information from one person to another. Interaction and communication with customers therefore represent significant value for them. The ability to launch a product and quickly identify reactions is one of the most important marketing opportunities that adds value for customers. The Internet is therefore one of the most important digital tools for successful communication.³⁴

E. Attraction: this is the process of drawing customers to online sites. Attraction is achieved by introducing the organization's brand and placing the brand name on a website on the Internet.⁵

Third: Types of Electronic Shopping⁶

Electronic shopping has countless fields and takes different forms and types, including the following:

1. Electronic shopping between business units, or business-to-business: this is commerce conducted between business institutions or companies through communication networks for the purpose of submitting purchase orders.
2. Electronic shopping between business units or companies and individuals: this is a commercial exchange between companies and individuals and includes the sale of products and services.
3. Electronic shopping between business units and local government administration: this covers all transactions, such as paying taxes and transactions between companies and local government bodies. The government establishes procedures, regulations, fees, and transaction forms on the Internet so that companies can consult them electronically and complete the transaction electronically.

Conclusion

Technological development has become part of our lives, and we must therefore adapt to it. Electronic shopping is a product of the technological revolution taking place in the contemporary world. This type of shopping has become an urgent necessity in the present era. It facilitates the shopping process and attracts customers from all parts of the world with great speed and precision. Electronic shopping has become an important source of effective market dynamism. It is therefore necessary to rely on it in the context of the globalization spreading throughout the world. As in every study, we have drawn several recommendations, including the following:

Recommendations:

- ✓ Strengthen infrastructure with more advanced means.
- ✓ Provide adequate and effective Internet speed.
- ✓ Give greater attention to advertising and interactive banners on other websites in order to reach the largest possible number of customers.

Publishing, Amman, Jordan, 2009, pp. 383-386.

¹Teo, Thompson, S.H. & Tan, Jek, Swan, "Senior executives' perceptions of business-to-consumer (B2C) online marketing strategies: the case of Singapore", *Internet Research: Electronic Networking Applications and Policy*, Volume 12, Number 3, 2002, pp. 258-275.

² Carpenter, "e Brands: Building an Internet Business at Breakneck Speed", Harvard Business School Press, Boston, 2000 p40

³Fred . C & Lunenburg, "Communication: The Process, Barriers, And Improving Effectiveness", schooling, Vol 1, number 1, 2010

⁴ Carpenter, "e Brands: Building an Internet Business at Breakneck Speed", Harvard Business School Press, Boston, 2000 p42

⁵ Pride ,William,M& Ferrell, O . C, "Marketing", South-Western, USA, 2014

⁶Mahmoud Ahmed Ayad Salah, The Digital Economy, previously cited.

- ✓ Increase the presence of company brand reminders in search engines in order to make it easier for customers to find the company name.
 - ✓ Increase the free additional services provided to customers and improve their quality.
- Give careful attention to communication with customers

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