

The Impact of Digital Marketing Tools on Word-of-Mouth Communication in the Algerian Service Sector

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Abstract:

This study aims to analyze the role of digital marketing across its three dimensions (Website Marketing, Social Media Marketing, and Mobile Marketing) in enhancing Word of Mouth (WOM) communications among customers of the Algerian telecommunications company "Mobilis," in order to identify the role of a holistic approach to digital marketing dimensions combined in enhancing WOM within the telecommunications sector in emerging markets. The study relied on the distribution of a questionnaire to a sample of Mobilis customers, and 446 valid responses were obtained for analysis. Data were analyzed using SPSS (Version 26). The results showed a statistically significant impact of digital marketing across its three dimensions combined on Word of Mouth communications; the significant impact of each dimension individually (Website Marketing, Mobile Marketing, and Social Media Marketing) on enhancing WOM was also confirmed. This study provides empirical evidence on the simultaneous effect of three digital dimensions on WOM within a single integrated model in the Algerian telecommunications sector, as it presents a theoretical and practical framework that guides researchers and practitioners toward investment priorities in digital channels.

Keywords: Digital Marketing; Mobile Marketing; Social Media Marketing; Website Marketing; Word-of-Mouth.

1.Introduction

The contemporary business environment is witnessing a radical transformation in marketing practices, as traditional marketing tools are no longer sufficient on their own to build sustainable relationships with customers in light of the rapid expansion of internet and smartphone usage. Digital marketing has become a core strategy relied upon by organizations worldwide to build strong relationships with their customers and deliver marketing messages more effectively (Al-Dmour et al., 2023). Digital marketing is defined as a mix of digital activities that create digital value, either from the perspective of the customer or the brand, which enhances the customers' ability to connect with

markets and includes creating engaging, shareable digital content among customer communities and markets to build a long-term and committed digital relationship with all actors in the digital market (Kucuk, 2023) a definition that continues to expand with each new wave of technology (Driessen et al., 2025).

This digital transformation has produced new challenges related to negative opinions and comments that may harm the brand's reputation, which has prompted marketers and researchers alike to understand this transformation and work on enhancing the customer's positive electronic word-of-mouth (Steinhoff et al., 2019). Word-of-Mouth (WOM) communications, whether in their verbal or electronic form, are considered among the most powerful tools of influence in purchasing decisions, given that they are a non-commercial communication source that enjoys higher credibility than official marketing communications (Ismagilova et al., 2017).

Despite the growing research momentum regarding the relationship between digital marketing and loyalty outcomes and word-of-mouth, the majority of previous studies have either been limited to a single dimension of digital marketing, often social media (Ashley & Tuten, 2015; Dessart et al., 2015; Tsai & Men, 2013; De Vries et al., 2012), or were conducted in Western or Asian contexts and environments (Cheung et al., 2020; Coelho et al., 2019; Leckie et al., 2016), or focused on specific sectors such as tourism, hospitality, and luxury fashion (So et al., 2016; Bilro et al., 2019; Kim & Ko, 2012), excluding the telecommunications sector in the Algerian context specifically. The few studies that have addressed the telecommunications sector, such as the study by Ebrahim (2020), remain confined to other geographical contexts (Egypt) and to a single dimension (social media) without testing the simultaneous impact of three digital dimensions together (website, social media, mobile) within a single integrated model. This represents a fundamental research gap that this study seeks to address, in line with modern methodological calls to adopt integrated and precise contextual approaches to understand the effectiveness of digital marketing tools (Islam & Rahman, 2016; Carlson et al., 2018; Voorveld, 2019; Appel et al., 2020).

This study centers on exploring the vital role played by digital marketing in shaping and enhancing word-of-mouth communications among customers of the "Mobilis" brand. To achieve a deeper understanding of this relationship, the study seeks to ground the concepts related to digital marketing and its tools, with a precise distinction between traditional and electronic patterns of word-of-mouth communications as a natural response to the contemporary technological revolution. The scientific value of this research lies in its attempt to keep pace with the rapid transformations in marketing activities and to highlight the importance of digitization in directing consumer behavior, leading to filling the knowledge gap related to measuring the simultaneous impact of digital marketing dimensions on word-of-mouth within the Algerian telecommunications sector environment, thereby providing an applied dimension that serves modern marketing strategies. This study derives its importance from its contribution to enriching knowledge in a context that still lacks sufficient empirical studies compared to the Western and Asian contexts that have dominated previous literature (Yadav & Rahman, 2018), and it also provides a practical reference framework that guides marketing decision-makers in telecommunications institutions toward investment priorities in digital channels.

2. Literature Review

2.1. Digital Marketing: Concept and Tools

Digital marketing has become a core strategy for companies worldwide to build strong relationships

with customers and deliver their messages effectively (Al-Dmour et al., 2023), representing a comprehensive framework that redefines how value is created and communicated to consumers across multiple digital channels (Kannan & Li, 2017). Computer-Mediated Environments have contributed to reshaping the nature of the marketing exchange between the organization and the customer, necessitating new theoretical frameworks that transcend traditional marketing models (Yadav & Pavlou, 2014). Digital marketing is defined as the tactical actions, tools, and practices used in implementing marketing strategies to reach and influence a specific audience via digital channels (Driessen et al., 2025), a definition that intersects with the approach of Kucuk (2023), who links it to creating mutual digital value between the customer and the brand and building a long-term, committed digital relationship with all actors in the digital market. This concept embodies the practical transition from traditional marketing practices supported by digital channels (Chaffey & Ellis-Chadwick, 2019) to a comprehensive marketing system where the technological dimension intertwines with the human dimension in value creation, which is recently known as the Marketing 5.0 concept (Kotler, Kartajaya, & Setiawan, 2021).

Word-of-Mouth (WOM) communications also rely on the exchange of customer opinions and experiences, whether in their physical surroundings or in the digital space, making them of great importance to both the customer and the brand. WOM, in its oral and electronic forms, is considered one of the most powerful determinants of purchasing decisions due to its high credibility compared to official marketing communications issued by the organization itself (Hennig-Thurau et al., 2004), as empirical studies have shown that electronic reviews and ratings have a measurable impact on sales volume (Chevalier & Mayzlin, 2006).

Oral WOM is defined as oral communication from one individual to another, i.e., between two people, one of whom is the receiver and the other is the sender, whom the receiver perceives as non-commercial (Ismagilova et al., 2017). Electronic Word-of-Mouth (eWOM), on the other hand, is presented as reviews, recommendations, or opinions available online (Park, 2020). A group of researchers points out that oral communication between two people occurs without commercial motive, unlike eWOM, where online influencers can be paid (Cheung & Thadani, 2012). Verma and Yadav (2021) provided a comprehensive modern review of eWOM literature, emphasizing its increasing importance in the social media environment. The difference between oral and electronic WOM can be summarized in four elements: spoken nature (oral vs. written); quality of interaction (direct vs. indirect); personal knowledge vs. anonymity; and wide dissemination vs. narrow reach. Studies have confirmed that the consumer-brand relationship (Fournier, 1998) views the dissemination of WOM as a behavioral expression of the depth of the emotional connection the consumer builds with the brand, which is linked to the concept of loyalty as a consistent behavior of preferred repurchase despite situational influences (Oliver, 1999). Furthermore, the concept of customer-based brand equity (Keller, 1993) assumes that a customer's repeated exposure to various digital marketing tools shapes their brand knowledge, which in turn is reflected in behavioral outcomes such as WOM. This aligns with the ultimate goal of any digital marketing investment: creating sustainable value for the customer throughout their full life cycle (Kumar & Reinartz, 2016) and restructuring their experience across various touchpoints (Lemon & Verhoef, 2016). Based on the positive simultaneous impact of digital marketing tools on loyalty outcomes and WOM confirmed by studies such as Al-Dmour et al. (2023), Yadav and Rahman (2018), and Ebrahim (2020), the first hypothesis of the study is formulated as follows:

Main Hypothesis (H1). There is a statistically significant impact of digital marketing (across its three dimensions combined) on Word-of-Mouth communications among Mobilis brand customers at a significance level of ($\alpha \leq 0.05$).

2.2. Social Media Marketing

Brands use many social media platforms for marketing, such as Facebook, Snapchat, Twitter, and others, and the choice of platforms depends on the target customer group and the type of marketing strategy applied (Dwivedi et al., 2021). Social media marketing is defined as the process that uses social media techniques and channels to create, communicate, and deliver marketing offers that enhance the value of stakeholders in the organization (Ebrahim, 2020). This latter study, which was in the context of the telecommunications sector, clarified that social media marketing directly affects brand loyalty and indirectly affects brand equity through trust, as confirmed by the study of Yadav and Rahman (2018). On the level of young age groups specifically, the study of Duffett (2017) showed that social media marketing communications have a statistically significant impact on young consumers' attitudes toward the brand, including their willingness to post word-of-mouth about it. Likewise, the study of Godey et al. (2016) showed that social media marketing efforts positively affect brand equity and consumer behavior, and the study of Erdoğan and Cicek (2012) showed that this dimension directly affects brand loyalty, while Kim and Ko (2012), in a pioneering study on luxury brands, found that social media marketing activities enhance customer equity, and Schivinski and Dabrowski (2016) confirmed that user-generated content and organization-generated content both shape consumer attitudes toward the brand through different mechanisms. Based on the results of Godey et al. (2016), Kim and Ko (2012), and Schivinski and Dabrowski (2016) which confirmed the pivotal role of this dimension in shaping consumer attitudes and loyalty, we propose the following hypothesis:

Second Hypothesis (H2). There is a statistically significant impact of social media marketing on Word-of-Mouth communications among Mobilis brand customers at the significance level of ($\alpha \leq 0.05$).

2.3. Website Marketing

Websites and web communities are an essential and important stage for most brands; they are the first step to performing marketing in the internet context, as they are primarily designed to attract customers and bring them closer to direct purchase, and they also offer organizations the possibility of creating an organizational social loyalty program (Kotler & Armstrong, 2018). The website serves as the hub where all other digital marketing channels intersect, being the reference point that the customer returns to for verifying the credibility of information circulated via social channels (Verhoef et al., 2015). Other studies have explicitly linked digital marketing and electronic word-of-mouth, as Cheung and Thadani (2012) showed that the consumption of electronic word-of-mouth mediates the relationship between exposure to digital content and purchasing decision. From this, we propose:

Third Hypothesis (H3). There is a statistically significant impact of website marketing on Word-of-Mouth communications among Mobilis brand customers at the significance level of ($\alpha \leq 0.05$).

2.4. Mobile Marketing

Many researchers agree that mobile marketing is the use of the mobile phone as a means to transmit commercial content to customers (Dwivedi et al., 2021). Researchers Kotler & Keller consider mobile marketing an important factor and a form of interactive marketing where marketers use text messages, software applications, and advertisements to communicate with customers via their smartphones or tablets, which offers a set of characteristics we mention: first, it is often personally linked to one user; second, it is always on and in use because it is carried everywhere; third, it makes

the consumption process immediate because it is considered a distribution channel with a payment system; fourth, it is considered interactive because it enables geographical tracking and capturing photos and video (Kotler & Keller, 2016). Regarding Short Message Service (SMS) specifically, the study of Shareef et al. (2017) showed that the design of the advertising message content and its suitability for consumer needs is the most important determinant of the effectiveness of this channel, while the study of Watson et al. (2013) showed that consumers' acceptance of mobile marketing is enhanced through permission marketing, building trust, and giving the user a sense of control. From a methodological standpoint and on the level of mobile marketing, the study of Alalwan (2018) showed that the characteristics of vividness and interactivity in digital advertisements statistically significantly predict purchase intention, from which the following hypothesis can be put forward: **Fourth Hypothesis (H4)**, There is a statistically significant impact of mobile marketing on Word-of-Mouth communications among Mobilis brand customers at the significance level of ($\alpha \leq 0.05$).

3. Methodology

To test the hypotheses formulated above, this study adopted a descriptive-analytical approach for the theoretical literature review and a deductive approach for the empirical part, based on the use of an electronic questionnaire.

3.1. Study Population and Sample

To determine the impact of digital marketing on activating Word-of-Mouth communications, an electronic questionnaire was distributed to a random sample of Mobilis brand customers. A sample size calculator was used to determine the sample size; the statistically required minimum was 385 customers (Qualtrics, 2023), at a 95% confidence level and a 5% margin of error. After distributing the questionnaire, 446 valid responses were obtained for analysis, a size that exceeds the minimum required sample by approximately 16%, which enhances the sample's representativeness and the statistical power of the study's results.

3.2. Research Instrument and Variable Measurement

The study utilized an electronic questionnaire consisting of 20 items distributed across four axes (five items per axis): Website Marketing, Social Media Marketing, Mobile Marketing, and Word-of-Mouth communications, using a five-point Likert scale (from 1 = Strongly Disagree to 5 = Strongly Agree). The questionnaire outputs were analyzed using the Statistical Package for the Social Sciences (SPSS), Version 26.

4. Study Results

4.1. Instrument Reliability and Validity

Table (01) illustrates that the lowest Cronbach's Alpha coefficient was recorded for the Mobile Marketing dimension, slightly exceeding 0.6 at 0.617, which is considered an acceptable value. The overall Cronbach's Alpha value for the entire study was 0.91, indicating excellent reliability. Regarding internal consistency, Pearson correlation coefficient values for all questionnaire axes ranged between 0.764 and 0.885, all of which are statistically significant at the 0.01 level.

Table No. (01): Cronbach's Alpha Coefficient and Internal Validity Coefficient for the Study Dimensions

Dimension	Social media marketing	Website marketing	Mobile marketing	Word-of-mouth communications	Total
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Cronbach's Alpha coefficient	0.792	0.879	0.617	0.947	0.910
Pearson internal validity coefficient	0.838**	0.842**	0.764**	0.885**	Significant at the 0.01 level**
Number of items	05	05	05	05	20

Source: Prepared by the researchers based on SPSS output.

4.2. Analysis of the questionnaire results regarding digital marketing and word-of-mouth communications

In this part, we will present the analysis of the study's questionnaire results in both its independent and dependent aspects, in terms of the highest and lowest respondent answers and levels of agreement and rejection, based on the arithmetic mean, standard deviation, and determining the direction.

Table No. (02): Descriptive analysis results of the study dimensions

No.	Statement	Mean	Std. Deviation	Level
01	Mobilis's website is easy to use.	3.3475	0.8600	Medium
02	Mobilis's website makes it easier for me to obtain the services I want.	3.520	0.8634	High
03	The design of Mobilis's website is attractive.	3.1233	0.8820	Medium
04	Mobilis's website contains clear and understandable information.	3.3812	0.8730	Medium
05	The information published on Mobilis's website is useful to me.	3.3767	0.8852	Medium
	Result for the website marketing statements	3.3164	0.7164	Medium
01	I continuously receive SMS text messages from Mobilis.	3.8632	1.034	High
02	I can obtain my account details using the mobile phone applications provided by Mobilis.	3.5919	1.011	High
03	Mobilis sends messages to introduce its new services.	4.1031	0.757	High
04	When contacting Mobilis, there is responsiveness and answers to all my concerns.	3.3610	0.965	Medium
05	I find using Mobilis's mobile phone applications easy and simple.	3.4731	0.920	High
	Result for the mobile marketing statements	3.6785	0.59273	High
01	I benefit from the comments about Mobilis made by social media users.	3.3161	0.9533	Medium

02	I stay informed about the offers and promotional campaigns carried out by Mobilis on social media.	3.1278	1.0339	Medium
03	Mobilis's page on social media provides me with information about the institution and its services.	3.4731	0.9206	High
04	Mobilis uses social media networks (Facebook, Instagram, YouTube...) with high efficiency.	3.1637	0.9634	Medium
05	I participate in discussions about Mobilis's offers on social media.	2.5471	1.0238	Medium
	Result for the social media marketing statements	3.1256	0.7236	Medium
01	I speak positively about Mobilis and its services.	3.3677	0.9849	Medium
02	I encourage my friends and relatives to deal with Mobilis.	3.3565	1.0645	Medium
03	I have a good impression of Mobilis and its services.	3.4170	1.0171	High
04	I express to others my good experience and continuous use of Mobilis's services.	3.2534	1.0730	Medium
05	I recommend dealing with Mobilis and its services to anyone who asks me for advice.	3.3117	1.07440	Medium
	Result for the word-of-mouth communications statements	3.3413	0.9478	Medium

Source: Prepared by the researchers based on SPSS output. Table No. (02) shows that the general trend of the items for the Website Marketing dimension is moderate, with an arithmetic mean of 3.3164 and a standard deviation of 0.7164. The general trend for the Mobile Marketing dimension items is high, with an arithmetic mean of 3.6785 and a standard deviation of 0.59273. Additionally, the general trend for the Social Media Marketing dimension items is moderate, reaching an arithmetic mean of 3.1256 and a standard deviation of 0.7236. The items for the Word-of-Mouth communications dimension were moderate, with an overall arithmetic mean of 3.3413 and a standard deviation of 0.9478. Upon evaluating the use of digital marketing in activating Word-of-Mouth communications, it is considered acceptable among Mobilis brand customers.

4.3. Testing the Validity of the Main Hypothesis

The main hypothesis is based on: "The existence of a statistically significant impact of digital marketing on Word-of-Mouth communications among Mobilis brand customers at a significance level of ($\alpha \leq 0.05$)."

We perform a normality test using the Skewness and Kurtosis coefficients. For a distribution to be normal, the Skewness coefficient must be equal to or near 0 (whether positive or negative), and the Kurtosis coefficient must be equal to or near the value of 3.

Table No. (03): Kurtosis Coefficient, Skewness Coefficient, (VIF), and Tolerance Coefficient.

Study dimensions	Skewness	Kurtosis	VIF	Tolerance
Mobile marketing	(-0.515)	0.827	1.398	0.715
Social media marketing	(-0.078)	0.027	1.552	0.644
Website marketing	(-0.609)	0.562	1.585	0.631

Source: Prepared by the researchers based on SPSS output.

Table No. (03) indicates a strong linear relationship among the dimensions of the independent variable and the absence of multicollinearity (overlap) between them. This is because the Variance Inflation Factor (VIF) values for the dimensions were 1.398, 1.552, and 1.585, respectively. Furthermore, the Tolerance coefficient values were 0.715, 0.644, and 0.631, respectively, which are greater than the 0.10 limit. Consequently, hypothesis testing can proceed.

4.4. Results of Hypotheses Testing

The main hypothesis (H1) states: "The existence of a statistically significant impact of digital marketing (Mobile Marketing, Social Media Marketing, and Website Marketing) on Word-of-Mouth communications among Mobilis brand customers at a significance level of ($\alpha \leq 0.05$)."

Table No. (04): Regression Significance Test for the Impact of Digital Marketing on Word-of-Mouth Communications.

Model	Sum of Squares	Mean Square	df	Sig.	Std. Error of the Estimate	F	R ²	R
Regression	135.336	45.112	3	0.000	0.7734	75.401	0.339	0.582
Residual	264.445	0.598	442	—	—	—	—	—
Total	399.781	—	445	—	—	—	—	—

Source: Prepared by the researchers based on SPSS output.

Table No. (04) illustrates the existence of a significant relationship between digital marketing and Word-of-Mouth communications for the "Mobilis" brand, where the coefficient of determination value was ($R^2 = 0.339$). This indicates the ability of the independent variable to explain 33.9% of the variance occurring in the dependent variable, while the remainder is attributed to other factors. Meanwhile, the correlation coefficient was ($R = 0.582$), indicating a correlational relationship between the independent variables and the dependent variable. The regression significance reached an F-value of 75.401, and the multiple regression is significant and statistically indicative at 0.000, with the Sig. being less than 0.05.

Table No. (05): Multiple Regression Analysis for the Impact of Digital Marketing on Word-of-Mouth Communications.

Digital marketing tools	Unstandardized coefficient (a)	Std. Error	Standardized coefficient (Beta)	T value	Sig.
Constant (a_0)	(-0.045)	0.243	—	(-0.185)	0.819
Mobile marketing (X_1)	0.362	0.073	0.226	4.948	0.000
Social media marketing (X_2)	0.196	0.063	0.150	3.112	0.002
Website marketing (X_3)	0.434	0.064	0.328	6.743	0.000

Source: Prepared by the researchers based on SPSS output.

Table No. (05) shows the significance of the independent variables through the t-test results, indicating a significant relationship between the sub-independent variable (Mobile Marketing) and the dependent variable. When the T-value reached 4.948, it was at a significance level of 0.000,

which is less than 0.05, and the (a) value was estimated at 0.362. Furthermore, there is a significant relationship between the sub-independent variable (Social Media Marketing) and the dependent variable; when the T-value reached 3.112, it was at a significance level of 0.002, which is less than 0.05, and the (a) value was estimated at 0.196, indicating a positive relationship between the two variables. There is also a significant relationship between the sub-independent variable (Website Marketing) and the dependent variable (Word-of-Mouth); when the T-value reached 6.743, it was at a significance level of 0.000, which is less than 0.05, and the (a) value was estimated at 0.434, representing a positive relationship. Based on the aforementioned results, we accept the main hypothesis, which states that there is a statistically significant impact of digital marketing (Mobile Marketing, Social Media Marketing, and Website Marketing) on Word-of-Mouth for the "Mobilis" brand at a significance level of ($\alpha \leq 0.05$). Consequently, the regression equation in the model becomes:

$$Y = (-0.045) + 0.362x_1 + 0.196x_2 + 0.434x_3$$

The second Hypothesis states that there is a statistically significant impact of social media marketing on Word-of-Mouth communications among customers of the "Mobilis" brand at a significance level of ($\alpha \leq 0.05$).

Table No. (06): Simple Regression Model for the Impact of Social Media Marketing on Word-of-Mouth.

Std. Error of the Estimate	Adjusted R ²	R ²	R	Model Sig.	F value
0.8540	0.188	0.190	0.436	0.000	104.150
Variable	Regression coefficient	Std. Error	Standardized regression coefficient	t computed	Sig. level
Constant	1.557	0.179	/	8.675	-
Social media marketing	0.571	0.056	0.436	10.205	0.000

Source: Prepared by the researchers based on SPSS output.

Table No. (06) shows that the F-value is 104.150 at a significance level of 0.000, and it is significant at the Sig level of 0.005. The coefficient of determination (R²) reached 0.190, which shows that the contribution of the sub-independent variable, Social Media Marketing, explains 19% of the dependent variable, while the rest is attributed to other factors. The t-value was 10.205, which is statistically significant at the 0.05 level, with Sig. = 0.000. The regression coefficient for the independent variable reached 0.571, indicating a positive relationship between the two variables; meaning that whenever the sub-independent variable, Social Media Marketing, increases by one unit, the dependent variable increases by 0.571. Accordingly, we accept the second hypothesis H2.

The Third Hypothesis states that there is a statistically significant impact of Website Marketing on Word-of-Mouth communications among customers of the "Mobilis" brand at a significance level of ($\alpha \leq 0.05$).

Table No. (07): Simple Regression Model for the Impact of Website Marketing on Word-of-Mouth Communications.

Std. Error of the Estimate	Adjusted R ²	R ²	R	Model Sig.	F value
0.810	0.268	0.270	0.520	0.000	162.270
Variable	Regression coefficient	Std. Error	Standardized regression coefficient	t computed	Sig. level
Constant	1.061	0.182	/	5.830	0.000*
Website marketing	0.688	0.054	0.520	12.817	0.000

Source: Prepared by the researchers based on SPSS output.

Table No. (07) shows that the F-value is estimated at 162.270 at a significance level of 0.000, which is significant at the Sig level of 0.005, indicating the fitness of the regression line for the relationship between the independent variable and the dependent variable. The coefficient of determination (R²) reached 0.270, and the t-value reached 12.817, which is statistically significant at 0.05 with a significance level of 0.000. The regression coefficient for the independent variable was 0.688, indicating a positive relationship between the two variables; meaning that for every one-unit increase in the sub-independent variable (Website Marketing), the dependent variable increases by 0.688. Accordingly, we accept hypothesis H3.

The Fourth Hypothesis states that there is a statistically significant impact of mobile marketing on Word-of-Mouth communications among customers of the "Mobilis" brand at a significance level of ($\alpha \leq 0.05$).

Table No. (08): Simple Regression Model for the Impact of Mobile Marketing on Word-of-Mouth.

Std. Error of the Estimate	Adjusted R ²	R ²	R	Model Sig.	F value
0.8460	0.203	0.205	0.453	0.000	114.451
Variable	Regression coefficient	Std. Error	Standardized regression coefficient	t computed	Sig. level
Constant	0.678	0.252	/	2.690	-
Mobile marketing	0.724	0.068	0.453	10.698	0.000

Source: Prepared by the researchers based on SPSS output.

Table No. (08) shows that the F-value is estimated at 114.451 at a significance level of 0.000, which is significant at the Sig level of 0.005. The coefficient of determination (R²) reached 0.205, which shows that the sub-independent variable, Mobile Marketing, explains 20.5% of the variance in the dependent variable, while the rest is attributed to other factors. The t-value reached 10.698, which is statistically significant at the 0.05 level with a significance level of 0.000. The regression coefficient for the independent variable reached 0.724, indicating a positive relationship between the two variables; meaning that for every one-unit increase in the sub-independent variable (Mobile Marketing), the dependent variable increases by 0.724. Accordingly, we accept the fourth hypothesis H4.

5. Discussion of Results

The overall result of this study, represented by the acceptance of the main hypothesis H1 ($R^2 = 0.339$ ($R^2 = 0.339$), is consistent with numerous previous literatures that confirmed the positive relationship between digital marketing tools and loyalty outcomes and Word-of-Mouth, such as the study of Godey et al. (2016) which proved the impact of digital marketing efforts on consumer behavior, and the study of Ebrahim (2020) which concluded, in the closely related context of the telecommunications sector, that Word-of-Mouth is considered one of the core dimensions of social media marketing activities. The result of accepting H1 also aligns with the findings of Yadav and Rahman (2018).

On the level of the other hypotheses, hypothesis H3 (Website Marketing) ranked first in terms of impact (Beta = 0.328). This result can be explained in light of what was indicated by Verhoef et al. (2015), that the website remains the central reference point that customers return to for verifying information credibility, consistent with the role of trust as a foundation for long-term marketing relationships (Morgan & Hunt, 1994; Chaudhuri & Holbrook, 2001). Hypothesis H4 (Mobile Marketing) ranked second (Beta = 0.226), which harmonizes with Shareef et al. (2017) and Watson et al. (2013). This is clearly evident in the Algerian context, where SMS messages from Mobilis are considered a direct and familiar communication channel for a wide segment of customers.

In contrast, hypothesis H2 (Social Media Marketing) ranked last in terms of impact strength (Beta = 0.150). This result may seem contrary to part of the literature (Kim & Ko, 2012; Schivinski & Dabrowski, 2016); however, it is consistent with the results of the descriptive analysis (Table 2), which showed that the level of use for this dimension was only "moderate" among the studied sample (Arithmetic Mean = 3.1256), especially in the item "participating in dialogues about the organization's offers," which recorded the lowest arithmetic mean (2.5471). This can be explained in light of Islam and Rahman (2016), who link the effectiveness of customer engagement to the level of actual interactivity of the published content, which may be relatively limited in the case of Mobilis. This also aligns with the observation of Ashley and Tuten (2015) regarding the importance of creative content strategies.

These results contribute to enriching the theoretical literature by confirming that the relative impact of digital marketing dimensions on Word-of-Mouth is not constant across contexts and sectors, but rather varies according to the sector's characteristics and the customers' actual usage pattern for each channel. This conclusion intersects with the call of Carlson et al. (2018), Voorveld (2019), and Appel et al. (2020) for the necessity of adopting precise contextual approaches when studying the effectiveness of digital marketing tools, rather than absolute sectoral or geographical generalization.

Conclusion

This study aimed to highlight the role of digital marketing in enhancing Word-of-Mouth communications among customers of the Mobilis brand. Its results confirmed the acceptance of the main hypothesis and all three sub-hypotheses, reflecting the holistic and integrated impact of the three digital marketing dimensions on Word-of-Mouth. Theoretically, this study contributes to identifying the simultaneous impact of three digital dimensions (Website, Social Media, Mobile) on Word-of-Mouth within a single integrated model, which most previous studies—often limited to a single dimension—did not address (Ashley & Tuten, 2015; Dessart et al., 2015; Tsai & Men, 2013). The study also provides additional empirical evidence supporting the validity of Commitment-Trust Theory (Morgan & Hunt, 1994) and Brand Relationship Theory (Fournier, 1998) in explaining Word-of-Mouth dissemination behavior within the context of emerging markets (the Algerian

telecommunications sector), a context that has remained relatively absent from the dominant literature (Yadav & Rahman, 2018).

Furthermore, the results of this study provide marketing managers at Mobilis, and in the telecommunications sector in general, with a clear priority map for allocating investment among the three digital channels. The results indicate the necessity of enhancing investment in website development as the channel with the highest credibility among customers, while not neglecting mobile phone channels that enjoy high usage levels, and reconsidering the content strategy on social media platforms to enhance their actual interactivity, which translates into stronger Word-of-Mouth.

Study Limitations

The most prominent limitations of this study lie in its restriction to a sample of customers from a single organization (Mobilis) within the Algerian telecommunications sector, which may limit the possibility of generalizing the results to other sectors or organizations. The study also adopted a cross-sectional design, which does not allow for monitoring changes in Word-of-Mouth communications over time, in addition to its reliance on self-perceived variables by respondents without direct behavioral measurement. This study offers insights for future research based on conducting a comparison between the three Algerian telecommunications companies to test the generalizability of the results. This study also suggests adopting longitudinal research designs to monitor the evolution of Word-of-Mouth over time and expanding the sample scope to include other service sectors.

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