



The Role of Marketing Vigilance in Enhancing the Brand of Mobilis in Algeria : (An Opinion Survey Study of a Sample of Mobilis Customers)

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Received : 10/02/2024

Accepted : 24/02/2024

Abstract

(This research aims to study the impact of marketing vigilance on the brand of the Mobilis company in the Algerian mobile communications market. To achieve the study objectives, we developed a questionnaire to gather the necessary data from some Mobilis customers. A total of 200 questionnaires were distributed. we received 140 valid responses for analysis. The study found a positive impact of marketing vigilance on the brand of Mobilis in the Algerian market. There were no significant differences in the evaluation of marketing vigilance and the brand of Mobilis in the Algerian market based on gender, age, occupation and income. However, differences were observed in the evaluation of marketing vigilance and the brand of Mobilis based on the educational level variable).

Keywords: Marketing Vigilance, Brand, Mobilis Company

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1. INTRODUCTION

The mobile communications industry in Algeria is witnessing rapid development and intense competition among three operators in this sector, with Mobilis standing out as one of the prominent and the influential players. Hence, continuous challenges in the telecommunications market indicate that success in this sector heavily depends on companies ability to build and manage strong customer relationships, enhance their awareness of the brand that represents the company's identity and image in the minds of customers. Therefore, companies strive to promote and build strong brands that are preferred by customers. Among the factors that can contribute to brand promotion is marketing vigilance, representing the efforts and strategies used by the company to attract customer attention and enhance their awareness of the brand.

.1.1 The Problem of the Study and Its Sub-Questions :

In light of the above, the main research question can be formulated as follows:
Does marketing vigilance affect the brand of Mobilis in the mobile communications market in Algeria?

Based on the preceding problem statement, the following sub-questions can be posed:

- Is there a positive or negative impact of marketing vigilance on the brand of Mobilis in the mobile communications market in Algeria?
- Are there differences in the evaluation of both marketing vigilance and the brand of Mobilis in the Algerian mobile communications market attributable to personal factors (gender, age, educational level, income) ?

1.2.Study hypotheses:

- There is a positive impact of marketing vigilance on the brand of Mobilis in the mobile communications market in Algeria .
- Differences exist in the evaluation of marketing vigilance, and the brand of Mobilis in the Algerian mobile communications market attributed to the gender variable.

- Differences exist in the evaluation of marketing vigilance, and the brand of Mobilis in the Algerian mobile communications market attributed to the age variable.
- Differences exist in the evaluation of marketing vigilance, and the brand of Mobilis in the Algerian mobile communications market attributed to the educational level variable.
- Differences exist in the evaluation of marketing vigilance, and the brand of Mobilis in the Algerian mobile communications market attributed to the income variable.

1.3. Study Objectives:

This study aims to assess the impact of marketing vigilance on the brand of Mobilis in the mobile communications market in Algeria. Additionally, it aims to examine the differences in the evaluation of marketing vigilance and the brand resulting from personal factors such as gender, age, educational level and income.

1.4. Previous Studies :

- Study (Asia Iman, The year 2022) titled "The Impact of Marketing Vigilance on Marketing Crises - An Exploratory Study of the Opinions of Employees in the Skikda Telecommunications Company". The researcher distributed 60 questionnaires to the sample population, and the study found a significant correlation and impact of marketing vigilance on the management of marketing crises in the organization.

Study (Sofiane & Moussa, Année 2022) titled "Marketing Vigilance and its Role in Enhancing Marketing Innovation - A Case Study of ORSIM Company." The two researchers distributed 50 questionnaires to the sample population, and the study revealed a significant and meaningful relationship between marketing vigilance and the enhancement of marketing innovation in the organization.

Study (Sulaiman Al-Sadiq & Awad, Année 2022) titled "The Relationship Between Marketing Vigilance and Achieving Marketing Excellence in the Healthcare Sector -

A Comparative Study Between Private Hospitals in Shagra Province, Saudi Arabia, and Duhok City in the Kurdistan Region of Iraq." The researchers distributed 193 questionnaires to the sample population, and the study found a significant positive correlation between marketing vigilance and marketing excellence.

- Study (Naima & Ibrahim, Année 2022) titled "The impact of television sponsorship on improving Brand image from consumer perspective according to the approach of identifying Brand Mental Associations - A case study of Condor company". The researchers distributed 337 questionnaires to the sample population, and the study revealed a positive causal relationship between television sponsorship and improving the brand image of the company.

Study (Nawal & Amina, Année 2023) titled "Marketing vigilance and its role in improving marketing performance - A case study of a sample of Economic Institutions in M'sila". The two researchers distributed 46 questionnaires to the sample population, and the study found a significant relationship between marketing vigilance and marketing performance.

in our study, what distinguishes from previous ones is that it attempts to uncover the impact of marketing vigilance on the brand of Mobilis in the mobile communications market in Algeria. Additionally, it explores the differences in the evaluation of both marketing vigilance and the brand of Mobilis in the Algerian market attributable to personal factors are gender, age, educational level and income. Furthermore, our study differs in terms of the time and place compared to previous studies, and it focuses on the combined effect of marketing vigilance on the brand, a factor not explicitly addressed in prior researches.

1.5. Study Limitations:

- Time Limitations: The study was conducted during the period from March 15, 2023, to May 18, 2023.

- **Spatial Limitations:** The study was confined to a sample of customers of Mobilis, a subsidiary of Algerian Telecommunications Company. This it was achieved through the distribution of a questionnaire prepared specifically for Mobilis customers.

1.6. Research Methodology:

The study adopted the analytical-descriptive methodology to deduce the contents of literature addressing key concepts and theoretical foundations related to the subject. Additionally, a case study approach was employed to apply the theoretical findings to the empirical study, examining the impact of marketing vigilance on the brand of Mobilis in the Algerian mobile communications market.

in order to elucidate certain intellectual aspects of the subject, a brief overview will be presented for concepts such as marketing vigilance and brand.

2. Theoretical Framework of the Study:

2.1. Marketing Vigilance:

Marketing vigilance is a crucial concept in the field of marketing, indicating an organization or brand's ability to identify and effectively respond to changes and opportunities in the marketing environment. Marketing awareness is an essential part of marketing strategy and strategic planning for any organization seeking success in the market.

2.1.1. Definition of Marketing Vigilance:

There is variation among scholars and researchers in providing a unified definition of marketing vigilance. Kotler and Berand view marketing vigilance as "a set of means that help managers continuously investigate and inquire into the developments and emergent changes in the organizational marketing environment. In this regard, the researchers emphasize that such vigilance should focus on and analyze all elements of the marketing environment directly such as suppliers, customers, competitors, as well as market trends "(Sulaiman Al-Sadiq & Awad, Année 2022)

Dumas believes that marketing vigilance should be a continuous and ethical process, enabling an organization to carefully monitor and analyze its marketing, business, and technological environment to anticipate developments. This is essential for identifying potential indicators that could result in opportunities or threats affecting the companies sustainability, guiding decision-makers to improve performance (Nawal & Amina, Année 2023)

Afnor in 1998 defines marketing vigilance as "a continuous and recurring activity aimed at monitoring the commercial, marketing, and technological environment to anticipate developments. " (Yamina, Année 2017)

2.1.2. Objectives of Marketing Vigilance:

Through the practice of marketing vigilance, the aim of the organizations to gather information related to their primary areas of interest. This includes understanding the expectations and targeting of the most profitable customers, serving them better, distinguishing themselves from competitors, and achieving various objectives. Some of the key objectives include : (Sofiane & Moussa, Année 2022)

- Anticipating changes in technological practices.
- Understanding consumer tastes and consumption trends.
- Guiding partnership and expansion strategies.

There are other goals, including the following :(Asia Iman K. , Année 2022)

- Searching for new partners and customers.
- Precisely defining the market target, including targeted customers.
- Preventing crises by utilizing anticipatory marketing information.
- Detecting marketing opportunities and effectively utilizing them.

Additionally, there are other objectives, such as : (Nouraldin, Année 2020)

- Continuous monitoring of the internal and external environment of the organization.
- Early detection of warning signs or indicators of significant changes.
- Enhancing the work of monitors.
- Organizing and analyzing the marketing environment, searching for signals that may form opportunities or threats.
- Using specialized tools to guide administrative decisions for business performance improvement.
- Aiding in anticipating changes and reducing uncertainty in decision-making.
- Investigating information and business fields.
- Identifying, collecting, and verifying relevant limited information.
- Choosing priority monitoring areas and suitable tools.
- Disseminating security-related information and identifying strong and weak signals.

2.2.The concept of the brand :

"The concept of a brand is specifically considered among the effective elements in marketing strategy, as it is closely linked to the product strategy. It significantly contributes to enhancing the value of the product. Based on this, the brand can be viewed from four essential perspectives. From a commercial perspective, it is a symbol, logo, drawing, or a combination of these elements aimed at defining and distinguishing the product from competing products. Economically, it serves as a distinctive sign to achieve monopolistic profits. Marketing-wise, it indicates product differentiation and expresses future sales existing in the subconscious of thousands of people. Legally, it is a sign to distinguish the product from competing products, providing legal protection in the case of imitation "() Hakim و Atiya ,Année 2015)

2.2.1. Definition of the Brand :

The definitions of a brand vary among different researchers, each viewing it from their own perspective. We summarize the most important contributions as follows :

(Hajar, 2023). (Hajar, Année 2023)

Philip Kotler defines it as "a name, term, symbol, logo, design, or a combination of these, aimed at identifying a product, service, seller, or a group of sellers and distinguishing these goods and services from those of competitors " (Mohamed & Sami, 2018). (Mohammed & Sami, Année 2018)

This definition suggests that a brand is an essential factor based on the concepts of identification and differentiation. There is no value in a brand that does not distinguish the products of the organization from those of its competitors.

David A. Aamer defines a brand as having a mental value for both the organization and the consumer. It identifies the consumer with the source and authenticity of the organization's product, while also protecting the organization from the danger of imitation.

Researcher Georges LEWI defined the brand as a mental reference point based on tangible and intangible values.

The General Assembly of Marketing defined the brand as: "Any name, term, mark, design, symbol, or combination of these aimed at defining products or services offered by various companies to distinguish these products and services from others that are similar". (Khadija & Karima, Année 2022).

From all the above, we can conclude that the brand is the mental reference for consumers and represents the value of the enterprise at the same time. Through the former, consumers can distinguish products, and through the latter, the enterprise can maintain its market share and protect itself from the risk of imitation.

2.2.2.The Importance of the Brand

The brand contributes to protecting a product from imitation by another producer, especially if it is registered with its distinctive mark and characteristics. It also assists the consumer in recognizing the product and returning to it when needed, especially if it does not meet the usual specifications, needs repair, or requires replacement parts. Moreover, the brand creates reassurance for the consumer when purchasing a product distinguished by the brand, as they have prior knowledge of its specifications. The brand adds value for the consumer by helping them find products that align with their values and social standing" (Ilham & Zahia, Année 2021)

2.2.3.Components of the Brand :

The components of the brand consist of a blend of tangible and intangible elements, as illustrated below : (Fateh & Horia, Année 2017)

- **Tangible Elements in the Brand :** These are fundamental components in the consumer's assessment of available alternatives in the market, and they consist of five elements :
- **Product Quality :** This refers to the specifications that must be present in the product during the production process. It is evaluated based on characteristics such as safety and environmental friendliness.
- **Competitive Advantage :** The key to competitive advantage lies in creativity within the brand, making consumers more inclined towards it.
- **Price Components :** Price is among the fundamental components of the brand. High-priced brands are often associated with high quality, and vice versa for lower-priced brands.
- **Distribution :** The distribution location is crucial as it reflects the values of the brand. A brand present in upscale areas signifies the sophistication of the brand.

- **Creativity :** The degree of creativity is the brand's ability to introduce innovative products and rejuvenate the market with a new perspective for consumers through the brand :
- ✓ **Intangible Values of the Brand :** These are particularly important for a brand and touch on several factors, including image and fame .(El-Wardi & Shouki, Année 2022)
- ✓ .The organization invests more effort in defining these elements compared to tangible ones because they relate to personality patterns and lifestyle, represented by :
- ✓ **Inherent Traits :** These are the identity traits of the brand, distinguishing it from competitors. These traits manifest in the brand name, visual signals, auditory signals, tactile signals, taste signals, and olfactory signals.
- ✓ **Narrative Traits :** Leading organizations often associate their brand with a story or legend. This narrative addresses some of the customers' aspirations and reflects a part of the brand's mental image.
- ✓ **Relational (Social) Traits :** Relational traits refer to the interaction between the brand and consumers (actual behaviors in the field). According to Lewi, these traits are a means of dialogue that creates social bonds and relationships.

2.2.4. Types of Brands : There are various types of brands, including:(Saad, Année 2022)

- **Group Brand:** Also known as a family brand, where different products produced by the organization carry the same brand name, such as "Sony." This helps achieve good sales for new products within the same family.
- **Individual Brand:** Each product has its own unique name. The main goal is that the organization does not want to link its name to market acceptance.

- **National Brand:** The sale of the product under a brand and then released by a wholesaler or retailer.

Other types of brands include : (Amira & Iman, Année 2019)

- **Trademark Brands:** Often associated with the merchant who uses them to distinguish products for resale. Consumers use these marks for recognition, loyalty, and confidence in the product's origin.
- **Industrial Mark:** Placed by the manufacturer to distinguish products he manufactures from similar products. It indicates the production source or origin.
- **Service Mark:** Indicates a service or services not associated with goods or merchandise, such as banks, insurance companies, and cleaning companies.
- **Collective Mark:** Any moral person or trade union targeting public interest or encouraging the development of their trade or industry.

The brand for products includes four basic types as follows : (Waheba, Année 2022)

- **Product Mark (Marque-Produit):** Represents a single product belonging to the old production transmission route for the brand. It aligns with the following equation: Brand = Product = Promise to meet specific characteristics.
- **Range Mark (Marque-Gamme):** Symbolizes a range of homogeneous products belonging to the same production category with similar promises and characteristics.
- **Umbrella Mark (Marque-Ombrelle):** Covers a range of different types and categories of products, either homogeneous or heterogeneous, with each product having its specifications and profits.
- **Guaranteed Mark (Marque-Cautiion):** Qualifies for a guaranteed mark that cares for many products with close or different specifications to marks carrying

sub-names or dual names (Prenom). For example, Danone and Yoplait are guaranteed marks, as well as the brands "Nestle," "Candia," and "Danette," different brands but falling under one subname.

2.2.5. Key Characteristics of a Good Brand :

Several characteristics define a good brand, among the most important are the following : (Fateh & Horia, Année 2016)

- **Simplicity:** Conveys a single, easily memorable idea.
- **High Value:** The brand builds itself through word of mouth.
- **Focus:** Brands adopting a focused strategy are more effective than those following a widespread approach.
- **Distinctiveness:** The brand must be different in one way or another.
- **Control:** A dominant brand has a significant advantage.
- **Cost Reduction:** Sub-brands should avoid unnecessary costs.
- **Quality:** Maintains a high level of quality.
- **Consistency:** Its perceived image remains stable and satisfactory over time (Building a strong brand requires time).
- **Communication Tool:** Establishes a clear message for the brand.

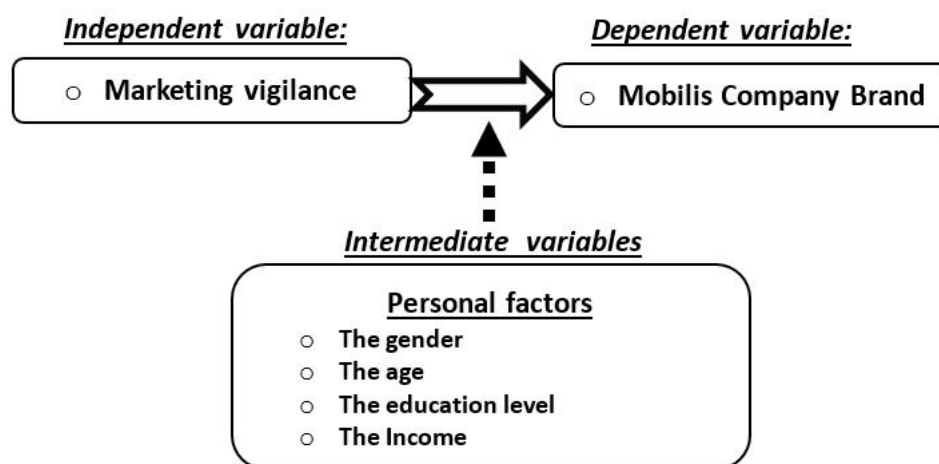
These characteristics collectively contribute to the establishment and sustainability of a strong and effective brand.

3. Framework for Study Application:

3.1. The Study Model:

The following figure illustrates the proposed study model

Figure 01: Proposed Study Model



Source: Compiled by the researcher

3.2. The Road:

Related to the methodological procedures of the field study, as follows:

3.3. Study Methodology:

The descriptive methodology was adopted, involving the use of a field approach in data collection through surveys and statistical analysis using the Statistical Package for the Social Sciences (SPSS 20) to test the hypotheses of the study.

3.4. Study Population:

The study population consists of customers of the Mobilis institution, a subsidiary of the Algerian Telecommunications Corporation.

3.5. Study Sample:

The study sample was limited to a group of Mobilis institution customers, selected non-randomly. A questionnaire was prepared and distributed to a group of customers, with 144 usable responses collected.

3.6. Data Collection Tool :

The researcher used a questionnaire designed to collect data and examine the impact of marketing vigilance on the brand of Mobilis in the Algerian mobile communications market from the perspective of its customers. The questionnaire included three axes: the first axis evaluated the extent of the use of marketing vigilance in Mobilis, the second axis assessed the brand of Mobilis, and the third axis related to personal factors.

3.7. Statistical Methods Used :

Appropriate statistical methods for this type of study were employed, including frequencies, percentages, and statistical tests such as the Cronbach's alpha, Pearson correlation coefficient, One-sample T-test, and One-way ANOVA. Three levels were defined for the first and second axes by dividing the five domains into three levels: low level (1 - less than 2.67), medium level (2.67 - less than 3.4), and high level (3.4-5).

3.8. Measurement of Questionnaire Reliability and Validity:

Reliability Measurement: Using the Cronbach's alpha scale to measure the stability level of the elements comprising the marketing vigilance axis, with an average result of 71.7%. As for the brand axis, its average result was 68.8%. Both are considered acceptable as they are higher than 60%, an acceptable threshold in such studies.

4. Results and Discussion:

We will delve into discussing and attempting to interpret the results, ultimately leading to testing the study hypotheses.

4.1. Understanding Some Personal Data Characteristics of the Sample:

- **Distribution of the Sample According to Gender:**

Table 01 shows that the percentage of males is estimated at 64%, while the percentage of females is 36%, which is lower than the male percentage. This is attributed to the intentionally selected sample.

Table 01 : Distribution of the Sample According to Gender

Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Male	73	64.0	64.0	64.0
Female	41	36.0	36.0	100.0
Total	114	100.0	100.0	

Source: Compiled by the researcher based on the results of SPSS20

▪ **Distribution of the Sample According to Age :**

From Table 02, the highest percentage was for individuals in the age groups (53-42 years) and (over 53 years), both at 27.2%. The second-highest was for individuals aged between (30-41 years) at 26.3%. The sample includes individuals under 18 years old at 10.5% and those aged between (29-18 years) at 8.8%. This indicates that middle-aged and young individuals are the most interested in the Algerian telecommunications market.

Table 02 : Distribution of the Sample According to Age

Age Range	Frequency	Percent	Valid Percent	Cumulative Percent
18-29 years	10	8.8	8.8	8.8
30-41 years	30	26.3	26.3	35.1
42-53 years	31	27.2	27.2	62.3
Over 53 years	31	27.2	27.2	89.5
5.00	12	10.5	10.5	100.0
Total	114	100.0	100.0	

Source: Compiled by the researcher based on the results of SPSS20

Distribution of the Sample According to Educational Level :

According to Table 03, the highest percentage was for individuals with a university education at 54.4%, followed by those with secondary education at 18.4%.

Individuals with postgraduate education accounted for 13.2%, while those with average education level were at 10.5%, and those with primary education were at 3.5%. This suggests that individuals with a university education are the most informed about the Algerian telecommunications market.

Table 03 : Distribution of the Sample According to Educational Level

Education Level	Frequency	Percent	Valid Percent	Cumulative Percent
Elementary	4	3.5	3.5	3.5
Intermediate	12	10.5	10.5	14.0
Secondary	21	18.4	18.4	32.5
University	62	54.4	54.4	86.8
Graduate	15	13.2	13.2	100.0
Total	114	100.0	100.0	

Source: Compiled by the researcher based on the results of SPSS20

▪ **Distribution of the Sample According to Income :**

Observing Table 01, the highest percentage was for individuals in the income category "41,000 DZD - 60,000 DZD" at 34.2%. The second-highest was for those with an income of "18,000 DZD - 40,000 DZD" at 29.8%. Individuals with an income less than 18,000 DZD accounted for 22.8%, and those with an income over 60,000 DZD were at 13.2%.

Table 04 : Distribution of the Sample According to Income .

Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 18,000 DZD	26	22.8	22.8	22.8
18,000-40,000 DZD	34	29.8	29.8	52.6
41,000-60,000 DZD	39	34.2	34.2	86.8
More than 60,000 DZD	15	13.2	13.2	100.0
Total	114	100.0	100.0	

Source: Compiled by the researcher based on the results of SPSS20

▪ **Analysis of Marketing Vigilance and Brand Axis :**

Evaluation of the Marketing Vigilance Axis :

From Table 05, the top-ranking statement was "Advertisements and marketing content for the brand are regularly present in the media," with an average weighted score of 4.13. This is higher than the neutral point of Q3 and falls into a high positive level. The second-highest statement was "Mobilis implements promotional campaigns for its services," with an average weighted score of 4, also in a high positive level. The third-ranking statement was "The company uses multiple marketing channels to communicate with the public," with an average weighted score of 3.88, also in a high positive level. The overall average weight for the marketing vigilance axis was 3.9, indicating that Mobilis customers have positive attitudes towards various marketing activities conducted by the institution in the Algerian telecommunications market.

Table 05 : Marketing Orientation

Statistics	Q1	Q2	Q3	Q4	Q5	Total
N	Valid	114	114	114	114	114
	Missing	0	0	0	0	0
Mean	3.88	4.13	4.00	3.86	3.68	3.9088

Source: Compiled by the researcher based on the results of SPSS20

▪ **Evaluation of the Brand Axis :**

From Table 06, the top-ranking statement was "I can easily remember the brand logo," with an average weighted score of 4.2, falling into a high positive level. The second-ranking statement was "I am aware of the presence of the brand in the market," with an average weighted score of 3.94, also in a high positive level. The third-ranking statement was "I know the details of the products or services offered by the brand," with an average weighted score of 3.89, also in a high positive level. The overall average weight for the brand axis was 3.92, indicating that Mobilis customers have a positive awareness of the institution's brand in the Algerian telecommunications market.

Table 06 : Brand

Statistics	Q6	Q7	Q8	Q9	Q10	Total
N	Valid	114	114	114	114	114
	Missing	0	0	0	0	0
Mean	3.94	4.08	3.89	3.83	3.88	3.9228

Source: Compiled by the researcher based on the results of SPSS20

5.Hypothesis Testing :

5.1.Testing the First Hypothesis :

There is a positive impact of marketing vigilance on the brand of Mobilis institution in the Algerian market.

H₀ : There is no positive impact of marketing vigilance on the brand of Mobilis institution in the Algerian market.

H₁ : There is a positive impact of marketing vigilance on the brand of Mobilis institution in the Algerian market.

From Table 07, the significance level is 0.000, which is less than 0.05, indicating statistical significance. Therefore, we reject the null hypothesis and accept the alternative hypothesis that there is a positive impact of marketing vigilance on the brand of Mobilis institution in the Algerian market. The correlation coefficient is 52.5%, and the determination coefficient is 27.6%, meaning that 27.6% of the variation in brand awareness of Mobilis is attributed to marketing vigilance, while the rest is attributed to other factors. The regression equation can be written as: $Y = 1.856 + 0.529X$, where Y represents brand awareness and X represents marketing vigilance.

Table 07: Simple Regression Calculation

Statement	Correlation Coefficient (R)	Determination Coefficient (R ²)	Alpha (α)	Beta (β)	F-Value	T-Value	Significance Level (Sig)
Marketing Orientation Brand	0.276	0.525	1.856	0.529	42.712	6.535	0.000

Source: Compiled by the researcher based on the results of SPSS20

5.2. Testing the Second Hypothesis :

There are differences in the evaluation of marketing vigilance and the brand attributed to the gender variable.

H₀ : There are no differences in the evaluation of marketing vigilance and the brand attributed to the gender variable.

H₁ : There are differences in the evaluation of marketing vigilance and the brand attributed to the gender variable.

Results from Table 08 show no statistically significant differences between the average scores of males (M = 3.8890, SD = 0.479170) and females (M = 3.9634, SD = 0.496360). Using the independent samples T-test, the obtained t-value is -0.7770 with 112 degrees of freedom, and the significance value (Sig) is 0.5260, which is greater than 0.05. Therefore, we accept the null hypothesis and reject the alternative hypothesis, concluding that there are no differences in the evaluation of marketing vigilance and the brand for Mobilis institution in the Algerian market attributed to the gender variable.

Table 08 : Gender-Based Differences Calculation

Variables	Gender	Number of Individuals	Mean	Standard Deviation	t-Value	Degrees of Freedom	Sig Value
Marketing Orientation + Brand	Male	73	3.8890	0.47917	-0.777	112	0.526
	Female	41	3.9634	0.49636			

Source: Compiled by the researcher based on the results of SPSS20

5.3. Testing the Third Hypothesis :

There are differences in the evaluation of marketing vigilance and the brand attributed to the age variable.

H₀ : There are no differences in the evaluation of marketing vigilance and the brand attributed to the age variable.

H₁ : There are differences in the evaluation of marketing vigilance and the brand attributed to the age variable.

Through the results in Table 09, the one-way ANOVA test shows no statistically significant differences in the evaluation of marketing vigilance and the brand attributed to the age variable ($F = 0.830$, $Sig = 0.987$). Hence, we accept the null hypothesis, concluding that there are no differences in the evaluation of marketing vigilance and the brand for Mobilis institution in the Algerian market attributed to the age variable.

Table 09: Age Variable Differences Calculation

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.081	4	0.020	0.083	0.987
Within Groups	26.451	109	0.243		
Total	26.532	113			

Source: Compiled by the researcher based on the results of SPSS20

5.4. Testing the Fourth Hypothesis :

There are differences in the evaluation of marketing vigilance and the brand attributed to the educational level variable.

H₀ : There are no differences in the evaluation of marketing vigilance and the brand attributed to the educational level variable.

H₁ : There are differences in the evaluation of marketing vigilance and the brand attributed to the educational level variable.

The results from Table 10, using one-way ANOVA, indicate statistically significant differences in the evaluation of marketing vigilance and the brand attributed to the educational level variable ($F = 2.689$, $Sig = 0.035$). Therefore, we reject the null hypothesis and accept the alternative hypothesis, concluding that there are differences in the evaluation of marketing vigilance and the brand for Mobilis institution in the Algerian market attributed to the educational level variable.

Table 10 : Educational Level Variable Differences Calculation

Educational Level	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.383	4	0.596	2.689	0.035

Within Groups	24.148	109	0.222
Total	26.532	113	

Source: Compiled by the researcher based on the results of SPSS20

5.5. Testing the Fifth Hypothesis :

There are differences in the evaluation of marketing vigilance and the brand attributed to the income variable.

H₀ : There are no differences in the evaluation of marketing vigilance and the brand attributed to the income variable.

H₁ : There are differences in the evaluation of marketing vigilance and the brand attributed to the income variable.

The results from Table 11, using one-way ANOVA, indicate no statistically significant differences in the evaluation of marketing vigilance and the brand attributed to the income variable ($F = 0.940$, $Sig = 0.424$). Hence, we accept the null hypothesis, concluding that there are no differences in the evaluation of marketing vigilance and the brand for Mobilis institution in the Algerian market attributed to the income variable.

Table 11 : Income Variable Differences Calculation

Income	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,663	3	,221	,940	,424
Within Groups	25,869	110	,235		
Total	,663	113			

Source: Compiled by the researcher based on the results of SPSS20

6. CONCLUSION

Through the aforementioned analyses to understand the impact of marketing vigilance on the brand of Mobilis, a subsidiary of Algeria's Telecommunications Company, from

the customers' perspective, we have derived several conclusions summarized as follows :

- There is a positive impact of marketing vigilance on the brand of Mobilis in the Algerian market.
- There are no differences in the evaluation of marketing vigilance and the brand for Mobilis in the Algerian market attributed to the gender variable.
- There are no differences in the evaluation of marketing vigilance and the brand for Mobilis in the Algerian market attributed to the age variable.
- There are differences in the evaluation of marketing vigilance and the brand for Mobilis in the Algerian market attributed to the educational level variable.
- There are no differences in the evaluation of marketing vigilance and the brand for Mobilis in the Algerian market attributed to the income variable.

Recommendations :

Based on this survey study conducted on a sample of Mobilis customers, a subsidiary of Algeria's Telecommunications Company, we suggest several points that could help Mobilis enhance and support its brand among its audience through various marketing activities. These recommendations include :

- Mobilis should utilize multiple marketing channels to communicate with the audience.
- Mobilis should use special offers and discounts to attract the attention of current and potential customers.
- Mobilis should present innovative and unique content in its advertisements.
- Conduct promotional campaigns to familiarize the audience with the details of the products or services offered by the Mobilis brand.
- Support the emotional aspect of the audience's attitudes toward the Mobilis brand.

- Emphasize marketing vigilance within the organization by establishing an integrated system within the management.
- Provide regular training for marketing department personnel and all participants in the marketing process, keeping them informed about updates and scientific research in the field of marketing.
- Algeria's Telecommunications Company should adopt the concept of modern marketing to keep up with developments in information and communication technology and changes in consumer tastes and preferences, focusing more on marketing communications.

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