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# EXPLOITING MOROCCO'S GEOGRAPHICAL POTENTIAL WITH GEOMARKETING

# EXPLOITATION DU POTENTIEL GÉOGRAPHIQUE DU MAROC GRÂCE AU GÉOMARKETING

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## ABSTRACT

Geomarketing, as a strategic tool based on geospatial data analysis, plays an increasingly significant role in marketing decisions, enabling the optimization of commercial and location strategies. In the Moroccan context, this field finds fertile ground due to the country's macroeconomic stability, strategic geographical positioning, and ongoing development of modern infrastructure. This article focuses on three main axes to explore this topic. The first axis highlights Morocco's geographical advantages, including its proximity to European and African markets, political stability, and advanced infrastructure such as Tangier Med and free zones. The second axis examines the use of geomarketing in marketing strategies, emphasizing its application in operational marketing and market research to better understand and meet consumer expectations. Finally, the third axis analyzes the opportunities provided by technological advancements such as geospatial artificial intelligence and data mining while addressing major challenges related to data confidentiality, technological limitations, and security. This analysis aims to showcase the potential of geomarketing to strengthen Morocco's economic and territorial attractiveness while emphasizing the need for a controlled and ethical adoption of these tools.

***Key-words: Geomarketing; Morocco; Strategic Positioning; Marketing Strategies; Geospatial Data.***

## 1. INTRODUCTION

According to Gregori and Link (2006), geomarketing summarizes the application of GIS to marketing decisions. The proliferation of structured information on consumer behavior and the increase and reduction in the cost of information management technologies have been the main reasons for the growing use of this field, allowing us to deduce that this method is made possible by technological advances.

The evolution of geographic information systems has spread the technique of data spatialization, used in corporate strategy for a variety of purposes. These include estimating the potential demand for services or products from geographically localized populations. Roig-Tierno et al. (2013) cite Latour and Le Floc'h (2001): the term geomarketing is an integrated data system for processing software and statistical and graphical methods developed to produce relevant information in decision-making, using instruments that combine digital maps, graphs and tables. Furthermore & Chasco (2003) argues that geomarketing is a set of techniques for economic and social analysis approached from a geographical point of view, using maps and spatial tools. Baviera-Puig et al. (2013), cited by Roig-Tierno et al. (2013), state that geomarketing is the discipline that uses GIS as a decision-making analysis tool in marketing aimed at identifying consumer needs and desires for the benefit of a particular company. These definitions show that geomarketing is based on the analysis of geographic data and its application to corporate marketing strategies. This discipline, made possible by advances in geospatial technologies and information systems, has become an important lever in economic and commercial decision-making.

Thanks to its strategic geographical position at the crossroads of Europe, Africa and the Arab world, Morocco offers unique potential for the application of geomarketing. Indeed, its modern infrastructures, such as the TangierMed port, its free trade zones and the diversity of its consumer markets make it fertile ground for the integration of geospatial technologies into marketing strategies.

Against this backdrop, this article aims to explore the role of geomarketing in Morocco's economic development, examining how the country can leverage its strategic geographic positioning to strengthen its marketing and sales strategies. It focuses on three main areas: firstly, an analysis of Morocco's geographical assets and strategic infrastructures, which position the country as a key player on a regional and international scale; secondly, a review of the applications of geomarketing in marketing strategies, particularly in the optimization of commercial locations and the segmentation of local markets; and thirdly, a reflection on the opportunities offered by emerging technologies, as well as the challenges associated with the use of geospatial data in the Moroccan context. This article adopts a methodology based on an exploratory literature review, mobilizing academic works, institutional reports and comparative studies to analyze and contextualize geomarketing concepts and practices from a Moroccan perspective.

## 2. MOROCCO AND ITS GEOGRAPHICAL ADVANTAGES

Foreign investors are generally attracted by key economic factors such as market size, political and economic stability, openness of trade policies, quality of infrastructure and the institutional framework of host countries[1]. The absence of these elements can increase risk and discourage multinationals from investing.

However, Morocco is an attractive destination for foreign investment, as it meets all these criteria. It benefits from a strategic geographic position at the crossroads of Europe, Africa and the Middle East, offering easy access to international markets. This advantageous position is reinforced by lasting political and economic stability, which has enabled the country to fully exploit its investment potential, particularly in export-oriented sectors.

Morocco also boasts a domestic market of 35 million consumers and significant natural resources, including phosphates and other mineral resources that are still under-exploited. The country also offers an inexpensive,

[1] Karray, Z. et S. Toumi (2007), « Investissement direct étranger et attractivité : appréciation et enjeux pour la Tunisie », *Revue d'Economie Régionale et Urbaine*, 3 : 479-501.

skilled workforce capable of meeting the needs of a rapidly evolving economy. In addition, Morocco boasts a well-developed infrastructure and an improved security climate, while maintaining strict control over its external public debt. These strengths are a direct result of the reforms and initiatives implemented to attract investment.

### 2.1. MACROECONOMIC STABILITY: A BUSINESS-FRIENDLY ENVIRONMENT.

Since 1998, Morocco has been striving to consolidate its macroeconomic balances, a central pillar of its economic policy. This stability has enabled the Moroccan economy to return to positive macroeconomic indicators, fostering sustainable growth and a business-friendly environment.

- Political stability

Morocco also stands out for its political stability. Despite the security challenges facing the region, notably terrorist activity in 2013, Morocco has kept the situation under control by strengthening its security capabilities and ensuring increased surveillance of its borders[2]. Enhanced security has enabled Morocco to maintain its status as a stable and safe country, attracting investors seeking security for their projects.

Morocco has also gained international recognition by sitting on the United Nations Human Rights Council, the Committee against Torture and other international bodies, testifying to its growing role on the world stage. The hosting of international events such as the World Forum on Human Rights in 2014 confirms this stability, reinforcing the confidence of foreign investors[3].

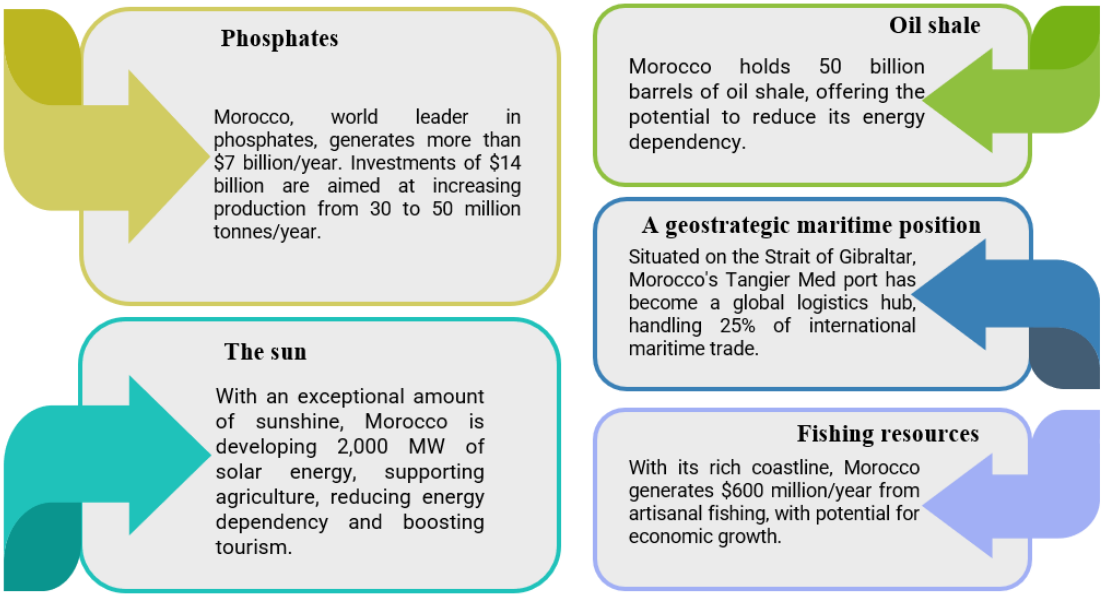
- Geographical proximity to potential markets

Morocco enjoys a unique geographical position at the crossroads of Europe, Africa and the Arab countries, giving it a considerable advantage in attracting foreign investment, particularly export-oriented investment. Located at the north-western tip of the African continent, Morocco is separated from Europe by less than 15 kilometers via the Strait of Gibraltar. The country is bordered to the north by the Mediterranean Sea and to the west by the Atlantic Ocean, giving it access to some 3,500 kilometers of coastline divided between its Atlantic and Mediterranean façades[4]. With a surface area of 710,850 km², Morocco not only enjoys strategic proximity to key markets, but is also open to international shipping lanes. This geographical location is a major asset for the country, facilitating trade with major international markets and attracting investment in export-oriented sectors.

- Availability of natural resources

Morocco is also rich in natural resources, reinforcing its potential as an investment destination. Contrary to some perceptions, the country has significant natural resources, some of which are already being exploited on a large scale, while others still offer considerable potential for development[5]. Major natural resources include:

[2] Office des changes, royaume du Maroc, « guide de l'investisseur étranger en matière de change », 2005, p.34.
[3] Bakhti Jamal, « l'investissement direct étranger au Maroc : évolution et effets sur la croissance économique », les cahiers du plan, N°24, mai-juin 2009, p.33.
[4] Guide de l'investissement au Maroc, Nations Unies, 2010, p.04.
[5] Labry, Andre, « les ressources naturelles au Maroc », la porte éditions, 2001, p.56.




Source: Personal elaboration, adapted from Ministry of Energy, Mines, Water and the Environment.

## 2.2. INFRASTRUCTURE DEVELOPMENT

Over the past few decades, Morocco has launched several major infrastructure projects with the aim of meeting international standards. Economic growth and sustainable emergence require a high standard of infrastructure, a prerequisite for attracting foreign direct investment (FDI). Development economists often point out that the quality of infrastructure plays a crucial role in the investment decisions of international companies. Aware of this reality, Morocco has maintained its efforts to modernize and extend its infrastructure, in various sectors such as telecommunications, economic zones (free zones, technoparks), road and rail networks, as well as airports and ports.

The road network plays a predominant role in the country's transport infrastructure, handling 90% of passenger traffic and 75% of freight traffic (excluding phosphates, which are mainly transported by rail). The Moroccan network is considered the most efficient in the Maghreb region and one of the best on the African continent. According to decree no. 2-83-620 of February 1, 1990, the road network is divided into four categories: freeways, national roads, regional roads and provincial roads.

At present, this network totals 57,334 km, of which 41,102 km are classified as national, regional or provincial roads, representing 71.6% of the total length of the network. The network also includes 770 km of expressways. The breakdown of the paved road network is as follows[6]:

- ✓ Freeways in service: 1,511 km.
- ✓ National roads: 9,813 km.
- ✓ Regional roads: 9,221 km.
- ✓ Provincial roads: 22,068 km.

[6] Ministère de l'Equipement, du Transport et de la Logistique.

The evolution of this network is remarkable, particularly in terms of paved roads. Just after independence, Morocco had only 10,348 km[7] of paved roads, illustrating the scale of progress made in terms of infrastructure development.

This vast infrastructure program testifies to Morocco's commitment to modernizing its networks to meet the demands of sustainable development, and to increasing its attractiveness to international investors, particularly as part of geomarketing strategies aimed at maximizing the efficiency of transport and communications networks.

- Airport infrastructure

Since the accession to the throne of His Majesty King Mohammed VI, the Moroccan aviation sector has undergone major transformations, marked by the Open Sky agreement with the European Union in 2006, which liberalized air transport[8] and strengthened Morocco-European links. Ambitious airport modernization projects, steered by ONDA[9], include the extension of several airports (Casablanca, Marrakech, Tangiers, etc.) and capacity increases, such as in Casablanca (4 million passengers/year) and Tetouan (300,000 passengers/year) by 2040[10]. These initiatives aim to make Morocco a regional air hub, supporting economic development and tourist appeal, while at the same time meeting deadlines and quality standards.

- Rail infrastructure

Since the enthronement of His Majesty King Mohammed VI, the development of rail infrastructure in Morocco has undergone a remarkable boom. One of the main achievements was the signing of a first contract-program 2005-2009 between the State and the Office national des chemins de fer (ONCF), which enabled the modernization and extension of the rail network. This program saw the development of over forty stations, the commissioning of new links such as Taourirt-Nador and Tanger Ville-Port Tanger Med, and the completion of the doubling of the track between Meknès and Fès. The project to modernize the Tangier-Rabat line was also a major success. This momentum led to the launch of Morocco's first high-speed train (TGV) in 2010, reinforcing the country's position in modern rail transport.

- Telecommunications infrastructure

Another pillar of Morocco's modernization strategy has been the development of its telecommunications infrastructure. The country now has a largely liberalized telecommunications sector, with three global operators covering fixed-line, mobile, Internet and data services. The telecommunications infrastructure is supported by a 7,500-kilometer fiber optic network, guaranteeing secure bandwidth and autonomous link management. This enables Morocco to ensure optimum quality of service and meet growing connectivity needs within a competitive framework that complies with international standards.

- Free Zones and port logistics

The Tanger-Méditerranée (Tanger Med) port, operational since 2007, is a prime example of the development of logistics infrastructures in Morocco. Initially designed for a capacity of 3 million containers, this has been increased to 8 million by 2023, making the port a strategic hub for global maritime trade. More than 20% of the world's maritime container traffic passes through this modern hub, which boasts infrastructure capable of accommodating the latest generation of vessels. This development has played a crucial role in the

[7] Ministère de l'Equipement, du Transport et de la Logistique.
[8] Signed in 2006, the Open Sky agreement provided for total liberalization of transport between the European Union and Morocco, granting 5th freedom of the air. The first of its kind that the EU has negotiated with a non-European country after the United States of America.
[9] The Office National Des Aéroports is a public industrial and commercial establishment created in January 1990 by the transformation of the Office des Aéroports de Casablanca, the first autonomous airport management company in Morocco.
[10] Office National des Aéroports. *Plan de Transformation: ENVOL 2025*. https://www.onda.ma/Jed%C3%A9couvre-ONDA/L'institution/Envol-2025 (seen on 03/10/2024).

establishment of major companies, such as the Renault factory, attracted by the logistical advantages offered by the port.

In addition to Tanger Med, Morocco has two operational free zones located in Tangier: The Tangier Free Port Zone and the Tangier Free Export Zone. The first, established in 1961, offers a preferential tax regime with tax exemptions for operations carried out within the zone. The second, created by law no. 19-94, covers an area of 345 hectares and is designed to be an attractive environment for foreign investors, benefiting from an advantageous tax regime and low-cost skilled labor. These zones are ideal platforms for attracting foreign capital, offering investors a protected environment and free-trade opportunities in strategic sectors.

- Availability and qualification of human resources

Morocco has a vast pool of human resources, a real asset for attracting investment and supporting economic development. To meet the changing needs of businesses, an ambitious vocational training program has been launched, with initial, on-the-job and continuing training supervised by the Ministry of Employment and Vocational Training. This program is supported by a new generation of Specialized Institutes.

Moroccan human resources are distinguished by their high level of training, their cultural openness, their mastery of foreign languages and new technologies, as well as their entrepreneurial spirit and adaptability. With competitive wage costs, they make Morocco a preferred destination for international investors. This strategy aims to position the country as an attractive platform for global companies, while meeting the needs of the local market.

## 3. USING GEOMARKETING IN MARKETING STRATEGIES

Geomarketing can be applied in several ways. Knowing the potential of a region leads companies to invest in different applications. According to Barbato (2016), this includes choosing a new commercial outlet by studying the best geographical regions, and setting up a new establishment by identifying the effect that a new store can have on others already existing in a given area. It also enables companies to activate direct marketing, identify potential business areas by segmenting customers, and identify natural barriers such as mountains, rivers, erosion-prone areas and bridges. It also enables the integration of a relational marketing system, improving the company's performance in satisfying customer needs.

The market is nothing more than the sum of different segments. The more you know about the market and its customers, the easier it is to offer products and services tailored to distinct segments. New product launches can result from market segmentation. For example, there are different types of washing powder packaging for different audiences, such as singles, couples without children and families. There are also segmentations according to the specific needs of audiences: washing powder that washes whiter, that removes stubborn dirt, that makes clothes softer (SEBRAE, 2005).

Cliquet (2013) argues that geographic information covers different areas of marketing, depending on the objective of the manager or decision-maker. The use of software in this aspect tends to simplify the complexity of understanding consumer behavior, point of sale, management. For this work then, the availability of the database, although increasing every year, can be succinct, containing only socio-demographic and address data. When data for a geomarketing analysis is not available, you have to go out into the field to acquire it.

According to the author, the analysis of a geomarketing job will then depend on the quality of the data collected, i.e. the interaction between software and human work are very much connected not only in the interpretation of results, but also at the start of a project. In addition, the author argues that analyses need to focus more on the integration of geography and information, concepts and methods according to marketing. The introduction of space in this sense covers at least three major areas of the field. These are: consumer behavior, point of sale and marketing management.

According to Cardoso (2011), retailer localization also encompasses geomarketing practices. For example, identifying the geographic zones within a territory that corresponds to the areas where stores have the greatest number of sales. It also influences logistics decisions by identifying roads, rivers for boats, nearby ports and even mapping combinations of distribution means.

The possibilities offered by geomarketing have led to relationship marketing. A few years ago, geomarketing was limited to mapping the various types of information derived, for the most part, from multidimensional analyses. However, one of the structural foundations for the development of the technique is an understanding of the market. This manifests itself through segmentations based on behavioral analysis. This segmented market reflects the increasing fragmentation of the population, hence the need for strategic differentiation.

According to Cardoso (2011), in the last century, social segmentation was attributed to the social pyramid. Until 1980, the mass society was identified and, subsequently, the post-industrial society where micro-markets appear, and the consumer is no longer passive and seeks individualized consumption. At this point, entrepreneurship in relation to localization is born. This type of consumer is highly mobile by area and can vary his or her behavior constantly. As mentioned above, any information on the consumer, such as age, profession, etc., will need to be cross-referenced with information on consumption habits and leisure time.

More concretely, geomarketing proves essential in a variety of externally-oriented functions, from product marketing to sector structuring and sales management. Latour and Le Floc'h (2001) identify two main uses: as an operational tool for action and continuous field observation, and in marketing research for predictive applications of information.

### 3.1. IN OPERATIONAL MARKETING

Latour and Le Floc'h (2001) present several current examples of the use of geomarketing, which are not exhaustive:

- Direct management of catchment areas: Delimitation and management of areas where potential customers live or work.
- Definition of areas of competition between different sites: Identification of areas where commercial or service activities compete.
- Partitioning of activity zones: Separation and classification of zones according to commercial or economic criteria.
- Measurement of sales team performance: Evaluation and comparison of results obtained by different sales teams.
- Location research: Selection of strategic locations for new sales facilities.
- Network optimization: Improving the configuration of distribution or service networks to maximize efficiency.
- Evaluation of potential sales and their probabilities: Estimation of potential revenues and analysis of probabilities associated with different zones.
- Map distribution of survey samples: Management of the geographical distribution of samples for market surveys.
- Survey design: Design of optimized survey strategies using geographic data.

Latour and Le Floc'h emphasize that each user can design and apply customized applications to meet their specific needs, exploiting the potential of geomarketing to enhance marketing initiatives.

### 3.2. IN MARKETING RESEARCH

- Market research and analysis: This includes the representation and processing of data from media studies, barometers, evaluations of awareness, image, satisfaction, usage and attitudes, as well as opinion polls and surveys, econometric studies, socio-typical studies, spatial behavior analyses, and test market simulations, as described by Latour and Le Floc'h (2001).

- Socio-economic and marketing databases: creation of cartographic databases, including creation and consultation of reference systems, study projection, random and quota sampling, polling, weighting and statistical adjustment, and market testing.

- Operational distribution studies: File processing and mapping surveys, including catchment area mapping, consumer location measurements, product category traffic studies, customer file analysis, competition studies, mass mailing performance analysis and advertising impact studies.

- Strategic distribution studies: Analysis of the impact of location on the economy and marketing, measurement of potential, calculation of competitive penetration, location diagnostics, location research, analysis of offer coverage rates, forecasting of total sales or by product segment, optimization of assortments and prices, according to Latour and Le Floc'h.

- Sales management studies: Partitioning and sectoring of territories for sales infrastructure studies, sales optimization research by sector/time/person, sector partitioning studies (potential, wealth), and creation of sales management dashboards.

- Decision-making and strategic marketing studies: spatial statistical modeling for local, regional and national potential forecasts, evaluation of location zones, modeling of economic and consumer space typologies, modeling of competitive zones, measurement of supply by commercial networks, micro- and macro-economic measurements, and sales observation and forecasting models in complex sectors.

## 4. OPPORTUNITIES AND CHALLENGES FOR GEOMARKETING IN MOROCCO

### 4.1. OPPORTUNITIES FOR GEOMARKETING IN THE MOROCCAN CONTEXT

Geomarketing, which is expanding rapidly in Morocco, faces challenges similar to those observed internationally, notably its integration as an effective decision-making tool in marketing information systems. According to Latour and Le Floc'h (2001), one of the major challenges is to establish geomarketing as a strategic discipline at the service of companies. At present, few Moroccan organizations have effective customer relationship management (CRM), which goes beyond the simple adoption of software.

In the Moroccan context, where direct marketing is becoming increasingly important, managing large volumes of data, such as postal address databases, represents a challenge. The creation of high-performance information systems, although costly, is essential to meet the needs of a booming market. Furthermore, the Internet offers Morocco a unique opportunity to strengthen the use of geomarketing, by making geographic analysis more accessible and filling existing gaps in this field.

Geomarketing is particularly relevant to Moroccan direct marketing campaigns. As Latour and Le Floc'h (2001) explain, geomarketing enables companies to target their customers on an individual basis through a variety of channels (mail, e-mail, telephone, etc.). A widespread practice in Morocco, such as unaddressed mailing, also relies on these techniques to reach consumers in their geographical environment.

In addition, geomarketing's ability to manipulate large quantities of data, such as massive address geocoding, is crucial in the Moroccan context, where geographic data is under-utilized. This ability, classified by Latour and Le Floc'h (2001) as a KDD (knowledge discovery in data) or data mining tool, offers promising prospects

for Moroccan companies wishing to optimize their commercial strategies and fully exploit the potential of geospatial data.

- Geomarketing and data mining

According to Latour and Le Floc'h (2001), customer and prospect databases play a fundamental role in geomarketing analysis. They stress the importance of direct access to the main marketing databases to guarantee the completeness, homogeneity and consistency of analyses. However, few companies in Morocco have organized data warehouses, due to the high costs and complex investments required to structure and integrate these systems. Setting up a structured data warehouse requires substantial budgets, as well as an overhaul of existing organizational processes.

Latour and Le Floc'h classify the tools used in marketing and business analysis into six broad categories, which find relevant applications in the Moroccan context:

1) Data mining: Extraction and analysis of complex data using techniques such as case-based reasoning, visualization, fuzzy prediction and neural networks for predictive models. These techniques can help Moroccan companies optimize their strategies by exploiting local data.

2) Decision analysis: Using tree-based approaches to evaluate various strategic solutions, an asset for Moroccan companies in a fast-changing economic environment.

3) Statistics: Tools for modeling, optimization and risk analysis, essential for anticipating Moroccan market trends.

4) Process modeling: Development of step-by-step models, useful for formalizing processes specific to sectors such as agri-food or real estate in Morocco.

5) Information filtering: Identification of specific hits, relevant for targeted web searches in the growing Moroccan context of e-commerce and market analysis.

6) GIS (Geographic Information Systems): Crucial for geomarketing, these tools need to be combined with other technologies for interactive, coordinated analysis. In Morocco, GIS is particularly useful for point-of-sale location studies, catchment area analysis and logistics network optimization.

- Geospatial artificial intelligence

Geospatial artificial intelligence (GeoAI), at the intersection of artificial intelligence and geospatial sciences, is developing rapidly in response to the democratization and explosion of geospatial data. As Barramou (2021) points out, this evolution requires advanced tools to manage the growing complexity of data and extract useful knowledge for decision-making.

Spatial Decision Support Systems (SDSS) integrate geographic data, problem-solving models and user interfaces to support geospatial decision-making. According to Thill & Dragicevic (2017), these systems are essential in contexts where business decisions rely heavily on spatial analyses, with over 80% of geo-referenced data influencing business decisions (Hahmann et al., 2011; Choudhury, 2013).

Although the integration of AI into GIS for location analysis is still limited, it is making progress. Thill & Dragicevic (2017) mention examples such as Irfan et al. (2017), who integrated AI-based multi-criteria analysis techniques into an SDSS to improve site selection and evaluation. This approach, particularly relevant to growing sectors in Morocco, could transform the way local companies identify and exploit business opportunities.

In short, the combination of AI and GIS opens up new prospects for Moroccan geomarketing. As asserted by Gao (2021) and Vopham (2018), this synergy enables more accurate and predictive analyses, essential for strategic decisions in various sectors, thus strengthening the country's business intelligence and economic competitiveness.

## 4.2. CHALLENGES FOR GEOMARKETING IN MOROCCO

- Technological limitations

Geomarketing faces a variety of challenges and opportunities both globally and in Morocco, influenced by technological developments and the specificity of local markets.

On a global level, geomarketing is facing the challenges of modernization and integration into corporate strategies. The ability to transcend administrative boundaries with a unifying geographic model is crucial to the internationalization of markets. However, challenges include managing massive volumes of data and integrating management and decision-support systems, often slowed by technological distractions such as Y2K and the rise of the web, as mentioned by Latour and Le Floc'h (2001).

In Morocco, these challenges are exacerbated by rapid urbanization and the need for modern urban governance, as highlighted by a World Bank report (2020). Effective management of urbanization requires integrated data management and infrastructure planning systems to improve governance and decision-making processes. The Moroccan market presents specific obstacles to the adoption of geomarketing strategies, such as the integration of geographic data on consumption and competition. The need to develop the digital and data infrastructure is crucial to fully exploit geomarketing, which can significantly contribute to targeted marketing efforts and the efficient allocation of commercial resources in different regions.

These perspectives underline the growing importance of geography in business decision-making and the effectiveness of resource management across traditional boundaries, making geomarketing an increasingly reliable and essential decision-making tool for companies wishing to expand into the global and specifically Moroccan market.

- Confidentiality

In general, marketing is the overall process of assigning value to products or services for customers. In today's environment, consumers are more fragmented than ever, and marketers are looking for alternative and innovative ways to capture their attention and make a connection. With smartphones, the possibilities for Location-Based Marketing (LBM) are multiplying, making it easier to deliver these services. This is becoming crucial for marketers to develop innovative applications and offer a better customer experience.

However, the rise of location-based marketing raises major privacy issues. The Moroccan legal framework, governed by Law 09-08, provides a framework for the collection and processing of personal data, based on principles such as consent, specific purpose and proportionality[11]. This framework is part of an international dynamic in which other texts, such as the General Data Protection Regulation (GDPR) within the European Union, have also structured data protection around individual rights, obligations for players and control mechanisms.

A cross-reading of these frameworks highlights convergences on fundamental objectives, while revealing specific approaches to implementation, territorial scope, or even supervisory arrangements (Rouini & El Aidouni, 2023). These differences underline the need for each country to take account of its technological, economic and legal environment when adapting its protection systems.

In the Moroccan context, the integration of geomarketing thus calls for particular attention to be paid to the use of location data, to reconcile marketing innovation and respect for privacy, while promoting data governance in line with constantly evolving standards.

[11] https://www.cndp.ma/loi-09-08/ seen on 12/04/2025.

- Security

According to Jaradat et al (2015), one of the potential threats to consumers is identity theft or anonymous use of their location data. Criminals can illegally access these profiles and acquire sensitive information such as name, addresses or interests.

Solutions such as “address mapping” or the use of applications such as Autosquare on Android help to improve information security. For example, Foursquare has implemented a cheat code to detect false locations using GPS data.

Location-based content is a great way to create a personalized connection with consumers. By tailoring content to individual preferences and needs, companies can offer personalized experiences. For example, some airlines tailor their content for passengers according to their journey, offering entertainment or specific information about the destination.

## 5. SYNTHESIS AND CONCLUSION

Thanks to its macroeconomic stability, strategic geographic positioning and modern infrastructure, Morocco stands out as an attractive platform for investment and economic initiatives. Its proximity to Europe, its varied natural resources and the qualifications of its human resources are major assets that reinforce its attractiveness. In addition, advances in transport, telecommunications and logistics infrastructures, such as TangerMed and the free trade zones, provide fertile ground for the integration of advanced technologies such as geomarketing.

As a strategic tool, geomarketing plays a key role in optimizing marketing decisions in Morocco. Its use in marketing operations and market research helps to better understand and anticipate consumer needs, while improving business performance. However, its adoption is not limited to operational aspects; it also opens up promising prospects thanks to the integration of geospatial artificial intelligence and advanced data mining techniques.

Despite these opportunities, several challenges remain. Technological limitations, data confidentiality issues and security concerns are major obstacles to the widespread and effective implementation of geomarketing. These challenges call for increased technological and regulatory efforts to ensure the ethical and secure use of geospatial data.

In short, geomarketing represents a key discipline for maximizing Morocco's competitive advantages in an increasingly globalized and digitalized economic environment. To take full advantage of this approach, it is essential to further develop digital infrastructures, promote a culture of technological innovation, and put in place appropriate legal frameworks. Geomarketing could thus become a strategic lever not only for Moroccan companies, but also for the country's overall territorial development.

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