

The impact of electronic promotion on consumer behavior: A study on a sample of customers of the Travel Agency Club Voyages Algérie

Madiha Boukamoum ¹ and Yacine Charrad ²

¹ PH.D student, Laboratory of Marketing and Economic Studies and Research, Setif 1 University, Algeria, Email: boukamoum.madiha@univ-setif.dz

² Researcher Professor, Laboratory of Marketing and Economic Studies and Research, Setif 1 University, Algeria, Email: yacine.charrad@univ-setif.dz

Abstract--- This study aimed to examine the impact of electronic promotion on consumer behavior from the perspective of a sample of customers of the travel agency Club Voyages Algérie. Specifically, the study sought to determine the effect of each element of electronic promotion on consumer behavior, as outlined in the study model. To achieve the study's objectives, a questionnaire was selected as the data collection tool and was distributed to a sample of 100 customers of the travel agency under study. Some questionnaires were excluded due to being invalid for statistical analysis. The valid responses ultimately allowed for the extraction of a set of findings and recommendations. After conducting statistical analysis, the study concluded that the travel agency under investigation does not implement, or does not give sufficient attention to, the application of electronic promotion and its components. However, its impact on the behavior of the agency's customers was found to be strong.

Keywords--- Electronic Promotion, Consumer Behavior, Travel Agency.

1. Introduction

With the emergence of electronic marketing, it has become easier for brands to reach a large number of customers in a very short time by utilizing a variety of digital channels. Through these channels, brands are able to establish their presence in the virtual world. The electronic marketing mix consists of several elements, the most important of which is electronic promotion, which serves as the foundation upon which the brand's promotional strategy is built. Electronic promotion is considered the weapon through

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which a brand defends itself, by mastering its tools and applying them in a well-structured manner. This enables the brand to achieve numerous objectives with minimal effort, time, and cost.

Through this study, we aim to investigate the impact of electronic promotion on consumer behavior towards the tourism agency under study, and to examine the extent to which each element of the electronic promotional mix influences the type of response issued by the consumer—responses that ultimately determine the fate of the brand.

1.1. Research Problematic:

The problem of this study is represented by the following question:

Is there a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic promotion (electronic advertising, electronic public relations, sales promotion, and electronic direct marketing) and the behavior of the customers of the travel agency Club Voyages Algérie, from the perspective of the study sample?

From this main research question, the following sub-questions emerge:

1.1.1. Is there a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic advertising and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample?

1.1.2. Is there a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic public relations and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample?

1.1.3. Is there a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic sales promotion and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample?

1.1.4. Is there a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic direct marketing and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample?

1.2. Research Hypotheses:

In order to obtain accurate and reliable answers and provide scientific and objective solutions to the research questions, we formulated the following main hypothesis and its related sub-hypotheses:

Main Hypothesis:

There is a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic promotion (electronic advertising, electronic public relations, electronic sales promotion, and electronic direct marketing) and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample.

Sub-Hypotheses:

1.2.1. There is a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic advertising and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample.

1.2.2. There is a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic public relations and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample.

1.2.3. There is a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic sales promotion and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample.

1.2.4. There is a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic direct marketing and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample.

1.3. Research Objectives:

The objectives of this study are:

- To examine the impact and effectiveness of the sub-dimensions of electronic promotion on consumer behavior.
- To assess the level of consumer engagement with the promotional activities of the travel agency under study, and the extent to which these activities directly influence their purchasing behavior toward the brand.
- To identify the relationship between each sub-dimension of electronic promotion and its corresponding aspect of consumer behavior.

1.4. Importance of the Study:

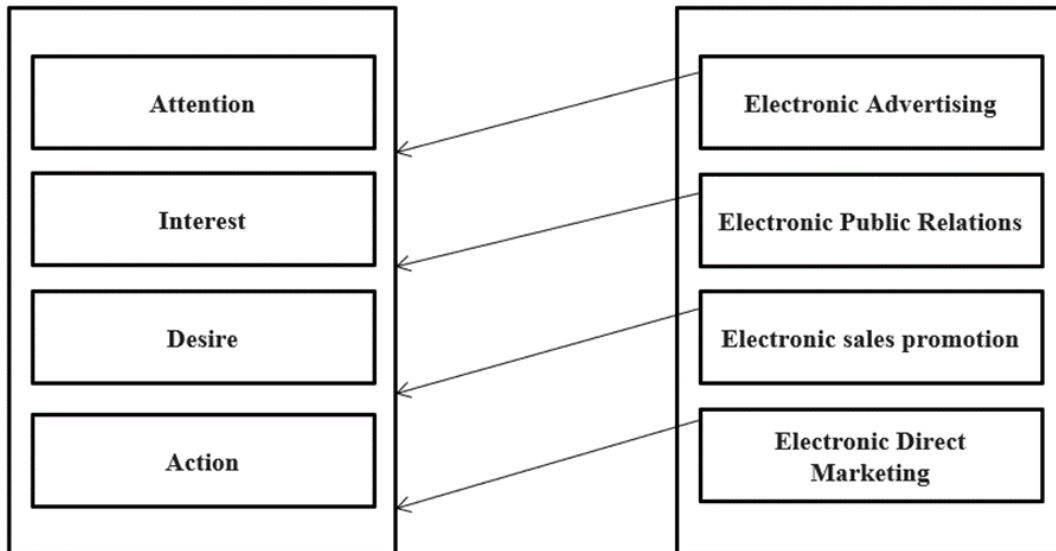
The importance of this study lies in the tremendous development in electronic promotion tools and techniques. Through this research, we aim to:

- Highlight the most important methods of electronic promotion, especially electronic advertising due to its strong impact on consumer decision-making, and analyze the content of promotional tools and techniques before and after the emergence of the Internet.
- Enable brands to understand the effectiveness of electronic promotion and its ability to influence, guide, and attract consumer behavior toward the brand.
- Guide brands to realize the true value of electronic promotion in achieving various goals with high efficiency and effectiveness.

1.5. Study Model:

To address the research problem and verify the impact of electronic promotion on consumer behavior from the perspective of Club Voyages Algérie's customers, we designed the following conceptual model:

Consumer behavior Electronic Promotion



Source: Developed by the researchers based on previous studies.

1.6. Previous Studies:

1.6.1. The Study of (*Mahajan P.T, Golahit S.B.*), the title of this study was ***“e-Promotion: A Revolution In Technical Education Evolution”***, The study aimed to highlight the importance of relying on electronic promotion for scientific and technical institutes to attract and retain high-quality and competent students. The study demonstrated that institutes have started to adopt the same branding strategies used by commercial brands to promote their offerings and attract as many students as possible in order to stand out among competing institutes.

The study showed that the institute’s website and social media platforms are among the most influential promotional tools affecting students’ choice of institute and contributing to their satisfaction at the same time. These findings were reached after distributing a questionnaire to both current students and graduates who had completed their studies and were affiliated with the institute under study.

1.6.2. The Study of (*Dipti Baghel*),, the title of this study was ***“Consumer Behavior In The Digital Age: Insights For Marketers”***, The study aimed to highlight the changes in consumer behavior in the digital age. It explored the theoretical aspects of consumer psychology and digital marketing, and also examined the most important theories that explain the extent to which consumers are influenced by technology in their decision-making process. The study adopted a literature review methodology to collect and analyze information and reached the following conclusions:

- There is a significant difference in consumer behavior patterns depending on the digital channel used.
- The results also revealed that factors such as personalization, influence, trust, and convenience have a substantial impact on consumers’ decisions in the digital environment.

Finally, the study emphasized that brands should diversify their use of digital channels in order to fully leverage technology. This would allow them to gain a comprehensive understanding of the diverse expectations of consumers across various digital platforms and work to effectively meet those expectations.

2. Theoretical framework

2.1. Electronic Promotion

2.1.1. Definition of Electronic Promotion:

What a brand needs today is to establish a strong electronic presence across all digital platforms in order to firmly embed its identity among all social media users, given their large numbers and the significant amount of time they spend on their phones to fulfill their needs and desires. This presents an opportunity that the brand must wisely take advantage of by promoting its products and services through the various available digital methods, which open wide horizons and contribute to building the brand's legacy.

Promotion is considered one of the most important marketing methods used to introduce the brand, its identity, personality, message, products, services, and everything related to it, in order to achieve a set of marketing objectives. The digitalization the world is currently witnessing forces brands to move in this direction through the electronic promotion of their products and services.

Below, we present a set of definitions related to electronic promotion:

- ❖ **"Electronic promotion** is an activity that utilizes the Internet and a set of modern communication tools to deliver the product to the consumer." (Bassel Anwar Asaad, 2024, p. 81)
- ❖ **Electronic promotion** is a marketing activity that relies on the use of various electronic media such as television, radio, the Internet, etc. The Internet is considered one of the most important and widely used media in electronic promotion today, as it enables brands to easily reach consumers by capturing their attention and creating a desire for the brand's products and services. (Abdul Haris DALIMUNTHE, 2019, p. 73)
- ❖ **Electronic promotion** is a marketing activity that relies on the use of various electronic media such as television, radio, the Internet, etc. The Internet is considered one of the most important and widely used media in electronic promotion today, as it enables brands to easily reach consumers by capturing their attention and creating a desire for the brand's products and services. (Shalan, 2021, p. 15)

Promotion is an important element in the marketing mix. Its objective is to publicize, introduce, and remind consumers of the organization's products and services. Its form varies depending on the means used. In the past, all available tools at the time were used, such as television, radio, video tapes, photos, and other methods. However, today, with the emergence of the internet and the development of digital technologies, promotional tools and methods have diversified to include social media platforms, search engines, email marketing, content marketing, and many other digital means.

Currently, electronic promotion includes a wide variety of tools and methods to accomplish its tasks. We cannot disregard traditional tools simply because they are old; rather, they remain essential and complementary to modern tools. For example, if a particular brand succeeds in building a strong online presence and generates the majority of its profits from the digital space without having any physical store, it may miss out on another opportunity to further increase its profits, sales, brand awareness, and customer base. Therefore, while the digital environment certainly offers great opportunities to brands within a short period of time, traditional methods are still necessary and complement digital efforts.

Indeed, there will always be a segment of the population that remains distant from everything technological and digital. In such cases, brands must take this group into consideration, just as they must not ignore the basic tools that electronic marketing started with.

Thus, we affirm that electronic promotion is a marketing activity that uses a wide range of electronic tools, including television, radio, fax, search engines, social media platforms, and other digital

technologies. These tools include both those that existed before the internet and those that appeared after its emergence, which reflects a deep and comprehensive understanding of electronic promotion by the brand.

2.1.2. Dimensions of Electronic Promotion: The dimensions of electronic promotion are:

- **Electronic Advertising:** Digital advertising is the space where customers and brands meet in the virtual environment, where the brand presents its own information. It can take the form of a paid commercial advertising campaign or a user experience aimed at encouraging consumers to take specific actions and form clear attitudes toward the brand. (Mingyi, 2024, p. 25)
- **Electronic Public Relations (E-PR):** Public relations is a promotional activity carried out by an organization in an effort to build relationships with its environment, aiming to introduce, promote, and remind the public of its brand and everything related to it through press conferences, media, events, and more. The same applies to electronic public relations, where the organization takes advantage of all means of communication and modern technologies, such as the Internet, to disseminate information and inform its audience about its services and current issues. The difference lies in the type of medium used, but the objective remains the same: to build a positive image of the organization, strengthen trust with its audience, and establish strong relationships with various groups such as customers, employees, the media, investors, and others. (Nabil, 2025, p. 402)
- **Electronic sales promotion:** is a marketing activity aimed at reinforcing awareness of the organization's products and services by using a set of short-term incentives designed to attract consumers and encourage them to make purchasing decisions, such as discounts, price reductions, contests held on social media platforms, and so on. (Audi Rizki Annisa, 2025, p. 255)
- **Electronic Direct Marketing:** It is a marketing technique that involves direct communication with customers without intermediaries, using a range of electronic tools such as email (Nova Riandi, 2024, p. 498). The forms of electronic direct marketing include (Team, 2025):
 - ❖ Telemarketing
 - ❖ Email Marketing
 - ❖ Text Marketing
 - ❖ Social Media Marketing
 - ❖ Electronic Brochures
 - ❖ Direct Response Marketing
 - ❖ Electronic Catalogs
 - ❖ Internet Marketing

2.2. Consumer Behavior

2.2.1. Definition of Consumer Behavior:

Consumer Behavior is defined as follows:

- ❖ **Consumer behavior** is the action or reaction exhibited by the consumer during the process of searching for products and services, purchasing and using them, as well as the way they are evaluated (Ling, 2021, p. 05).
- ❖ **Consumer behavior** is a set of mental, emotional, and physical activities carried out by individuals when selecting, purchasing, and using products and services in order to satisfy their needs and desires (Jane Priest, 2013, pp. 18-19).

Consumer behavior refers to the actions or behaviors undertaken by an individual starting from the initial stage of the buying decision process—gathering information after feeling a need—through to the final stage, which involves making the purchase decision, then using and evaluating the product or service.

It may also involve a set of actions triggered by a desire for something specific after being exposed to various stimuli, such as digital advertisements. These stimuli prompt the individual to engage in a

combination of mental, emotional, and physical activities simultaneously in order to fulfill their needs and desires.

2.2.2. Dimensions of Consumer Behavior :

There are many scientific models that allow us to measure consumer behavior, and in this study, we have chosen the **AIDA model** due to the strong coherence and alignment between electronic promotion and each stage of this model. For example, electronic advertising is one of the most important indicators for measuring the effectiveness of promotional activity, as it simultaneously fulfills every stage of the AIDA model. It acts as a stimulus that first captures attention, then generates interest, followed by arousing desire, and finally leads to the consumer's purchasing action. Below, we present the content and stages of this model, which are considered the key indicators for achieving the main objective of our study: **the impact of electronic promotion on consumer behavior**.

- **Attention:** Attracting attention is the first and most important stage that a brand strives to achieve in order to win over its customer, draw them in, and create a positive impression of its offering. At this stage, the consumer becomes familiar with the brand and what it offers in terms of products and services. Therefore, the brand focuses on ensuring that the advertisement content is attractive, of high quality, and honest at the same time, in order to genuinely capture the consumer's attention. (Metili, 2023, p. 195)
- **Interest:** After capturing the customer's attention through an advertisement, their interest increases as they seek to learn more about the brand and explore everything related to it. This is done by focusing on the stimulus or trigger represented in the advertisement, such as gathering more information and verifying the features and benefits of the brand's products. (Rajneesh Yadav, 2025, p. 01)
- **Desire:** Desire is considered the true ambition that arises within the consumer to acquire the brand's products. To achieve this ambition, the brand must align the features of its products with the content of the stimulus or trigger, such as the advertisement, so that the consumer engages with it. This happens when the stimulus dominates the consumer's perception, effectively motivating them to take a real stance toward the product. (GHIRVU, 2013, p. 95)
- **Action:** Action is the purchasing decision taken by the consumer toward the brand's products. It represents the final effort to influence the consumer and the most challenging step for the organization to reach in order to convince the consumer to actually make the purchase decision. (Hadiyati, 2016, p. 52)

3. Applied Framework

3.1. Research Methodology:

To achieve the objectives of this study, a descriptive research approach was adopted, as it is considered the most appropriate for the nature of the topic. This method focuses on collecting and analyzing data to explore the relationships between the study variables and to derive relevant findings and recommendations.

3.2. Study Sample:

Given the difficulty in clearly identifying and fully enumerating the study population, the comprehensive census approach was deemed unfeasible. Instead, a purposive non-probability sampling method was employed. An online questionnaire was distributed to followers of the tourism agency's social media pages under study. After filtering the responses, **100** valid questionnaires were retained, representing actual customers and followers. Responses from individuals outside the target audience were excluded from the analysis. The questionnaire served as the main instrument for data collection and was structured into three key sections. The first section covered demographic and descriptive data about the participants, the second focused on the independent variable (electronic promotion), while the third addressed the dependent variable (consumer behavior).

3.3. Statistical Methods Used:

Data collected from the respondents were analyzed using a set of appropriate statistical tools, including:

- Cronbach's Alpha coefficient to assess the reliability and internal consistency of the research instrument.
- Descriptive statistical measures to present and analyze the characteristics of the sample.
- Multiple linear regression analysis to test the research hypotheses and explore the relationships between the independent and dependent variables.

3.4. Reliability Analysis:

To evaluate the consistency and reliability of the instrument used to measure the study variables, Cronbach's Alpha was applied, as illustrated in Tables 01 and 02.

Table 01

Variables	Alpha Cronbach	Number of sentences
Electronic Advertising	0,984	5
Electronic Public Relations (E-PR)	0,983	5
Electronic sales promotion	0,979	5
Electronic Direct Marketing	0,988	5
All Dimensions	0,994	20

Source: Compiled by the researchers based on SPSS.V25 results.

Table 1 indicates that all Cronbach's alpha values for each dimension of the independent variable, which is electronic promotion, are high. The overall Cronbach's alpha for the independent variable was estimated at 0.994, which is an excellent value. This demonstrates that the study instrument has a high level of reliability and is appropriate for analyzing and interpreting the study results.

Table 02

Variables	Alpha Cronbach	Number of sentences
Attention	0,987	5
Interest	0,989	5
Desire	0,844	5
Action	0,994	5
All Dimensions	0,985	20

Source: Compiled by the researchers based on SPSS.V25 results.

Table 2 shows that all Cronbach's alpha values for each dimension of the dependent variable, which is consumer behavior, are high. The overall Cronbach's alpha for the dependent variable was estimated at **0.985**, which is an excellent value. This indicates that the study instrument has a high level of reliability and is suitable for analyzing and interpreting the study results.

3.5. Descriptive analysis of the sample data: we observe from the table 03:

Table 03

Variables	Les categories de variables	Frequency	Percentage
Gender	Male	60	60,0
	Female	39	39,0
Age	18-25	27	27,0
	26-35	40	40,0

Variables	Les categories de variables	Frequency	Percentage
The educational qualification	36-45	20	20,0
	SUP45	13	13,0
	Intermediate or less	21	21,0
	Secondary education	28	28,0
	University level	29	29,0
	postgraduate studies	22	22,0
Are you consumer	Yes	100	100,0
Are you following the travel agency on any online platform?	Yes	100	100,0

Source: Compiled by the researchers based on SPSS.V25 results.

- Gender:

The data reveal that the number of males exceeds the number of females in the sample, indicating an imbalance in gender distribution. This disparity can be attributed to the fact that the electronic questionnaire reached a larger number of males compared to females, which was reflected in the participation rates.

- Age:

The results of the age distribution show that the age group between 26 and 35 years was the most represented in the sample, followed by the 18 to 25 age group, then the 36 to 45 group, and finally those over 45 years. This disparity may be explained by the fact that younger individuals tend to be more active and engaged on social media platforms, increasing the likelihood of their participation in the survey.

- Educational Qualification:

The data indicate that the majority of the respondents hold university degrees, followed by those with secondary education, then intermediate education, and finally those with postgraduate studies. This can be explained by the availability of higher education institutions in the country and the individuals' interest in advancing their academic level.

- Consumers of the Travel Agency's Services:

The sample included **100** participants, all of whom are clients of the travel agency under study. They were deliberately selected to ensure that the data collected were based solely on the actual experiences of the agency's customers, excluding individuals outside the agency's clientele.

- Followers of the Agency's Social Media Pages:

The findings show that all respondents follow the travel agency's content on social media platforms, reflecting their engagement and interest in the agency's activities and services in the digital environment.

3.6. Analysis of the results of the means and standard deviations of the study variables :

- Analysis of the Electronic Promotion axis : we observe from the table 04:

Table 04

Number	Sentence	Mean	Standard Deviation	Approval rating
1	The electronic advertisement of Club Voyages Algérie attracts attention to the advertised product.	2,04	0,840	low
2	The electronic advertisement of Club Voyages Algérie helps us remember its products and increases our interest in them.	2,08	0,907	low

Number	Sentence	Mean	Standard Deviation	Approval rating
3	The repetition of Club Voyages Algérie electronic advertisements on multiple websites affects customer behavior.	2,11	0,886	low
4	Viewing the electronic advertisement of Club Voyages Algérie increases my desire to purchase its products.	2,14	0,910	low
5	I am often driven by the electronic advertisement of Club Voyages Algérie to purchase the advertised product.	2,04	0,875	low
6	The image created by public relations through the use of information technology attracts attention to the products of Club Voyages Algérie.	2,06	0,941	low
7	Public relations in electronic promotion focus more on the information and services of Club Voyages Algérie.	2,08	0,837	low
8	The public relations tool practiced by Club Voyages Algérie affects consumers and motivates them to deal with it.	2,09	0,854	low
9	Public relations at Club Voyages Algérie influence consumers by changing their behavioral tendencies toward its products.	2,11	0,815	low
10	Electronic public relations influence the purchasing decision of the consumer toward the services of Club Voyages Algérie.	2,02	0,899	low
11	Discounts on Club Voyages Algérie services via electronic platforms affect customers' interest in these services and make it greater.	1,96	0,909	Very low
12	My interest as a customer in the services of Club Voyages Algérie is increased by the promotional gifts offered by the brand through electronic platforms.	2,04	0,942	low
13	Cash or in-kind gifts provided by Club Voyages Algérie motivate customers to acquire its services.	2,03	0,915	low
14	The offers provided by Club Voyages Algérie make the electronic promotion of the service faster.	2,15	0,936	low
15	The travel agency Club Voyages Algérie seeks to activate electronic sales by focusing on electronic promotion.	2,11	0,909	low
16	Club Voyages Algérie's use of direct electronic marketing for its services attracts my attention.	2,04	0,942	low
17	Club Voyages Algérie's use of the latest technological methods in direct online promotion increases my interest in obtaining its services.	2,11	0,931	low
18	Direct electronic marketing techniques contribute to creating a real desire to acquire Club Voyages Algérie services.	2,13	0,884	low
19	Direct electronic marketing affects my conviction in the services of Club Voyages Algérie.	2,12	0,902	low
20	Direct electronic marketing techniques help in making the purchase decision for the services of	2,08	0,895	low

Number	Sentence	Mean	Standard Deviation	Approval rating
	Club Voyages Algérie.			
ElectronicPromotion Axis		2.07	0.896	low

Source : Compiled by the researchers based on SPSS.V25 results.

From **Table 04**, we observe that the arithmetic means for the electronic promotion axis did not exceed the hypothetical mean, which is represented by the five-point Likert scale at the value of **3**. This indicates that the travel agency **Club Voyages Algérie** does not place significant priority on applying the dimensions of electronic promotion to market its services from the perspective of the targeted sample, and its commitment to these dimensions is very limited. This explains why all statements related to the dimensions of electronic promotion scored below the hypothetical mean, and no dimension recorded a value above it.

As for the standard deviations of the sample's responses, they were all equal to or greater than **0.8**, which is the reference value on the Likert scale. The lower the standard deviation compared to this value, the more positive the results and the greater the level of agreement among the sample members. However, the results of our study suggest a natural variation and difference in the respondents' opinions, without any extreme polarization.

- Analysis of the Consumer Behavior axis : we observe from the table 05:

Table 05

Number	Sentence	Mean	Standard Deviation	Approval rating
1	The electronic advertisement for the services of Club Voyages Algérie increases customers' attention.	2,02	0,953	low
2	The effective public relations of Club Voyages Algérie affect customers' attention.	2,11	0,942	low
3	Sales promotion of Club Voyages Algérie has an impact on customers' attention.	2,11	0,898	low
4	The direct electronic marketing carried out by Club Voyages Algérie affects customers' attention.	2,16	0,873	low
5	The distinctive electronic advertisement of Club Voyages Algérie significantly attracts customers' attention.	2,10	0,870	low
6	The electronic advertisement for the services of Club Voyages Algérie increases customers' interest.	2,10	0,882	low
7	The effective public relations of Club Voyages Algérie influence their customers' interest.	2,13	0,906	low
8	Sales promotion at Club Voyages Algérie affects customers' interest.	2,11	0,827	low
9	The direct electronic marketing practiced by Club Voyages Algérie affects customer interest.	2,15	0,869	low
10	The distinctive electronic advertisement of Club Voyages Algérie strongly attracts customer	2,09	0,866	low

Number	Sentence	Mean	Standard Deviation	Approval rating
	interest.			
11	The electronic advertisement of Club Voyages Algérie increases customers' desire to purchase.	2,16	0,929	low
12	The effective public relations of Club Voyages Algérie influence customer desire.	2,19	0,971	low
13	Sales promotion at Club Voyages Algérie affects customer desire.	2,15	0,978	low
14	The direct electronic marketing practiced by Club Voyages Algérie influences customers' desire to purchase.	2,16	0,992	low
15	The distinctive electronic advertisement of Club Voyages Algérie strongly attracts the customers' desire to purchase.	2,38	2,201	low
16	The electronic advertisement of Club Voyages Algérie increases demand for it.	2,14	0,943	low
17	The effective public relations of Club Voyages Algérie affect customers' purchasing decisions.	2,20	0,974	low
18	Sales promotion at Club Voyages Algérie has an impact on purchasing its services.	2,17	0,954	low
19	The agency's electronic marketing contributes to increasing the sales rate of Club Voyages Algérie services.	2,15	1,009	low
20	The distinctive electronic advertisement of the agency greatly grabs customer attention and increases the purchase rate of Club Voyages Algérie services.	2,16	0,961	low
Consumer Behavior Axis		2.14	0.989	low

Source: Compiled by the researchers based on SPSS.V25 results.

From **Table 05**, we observe that the arithmetic means for the consumer behavior axis did not exceed the hypothetical mean, which is represented by the five-point Likert scale at the value of **3**. This indicates that the travel agency **Club Voyages Algérie** does not give high priority to applying the dimensions of consumer behavior in order to understand the behavioral journey of its customers and serve them in the way they prefer, from the perspective of the targeted sample. Its commitment to these dimensions is very limited, which explains why all the statements related to consumer behavior dimensions scored below the hypothetical mean, and no dimension recorded a value above it.

As for the standard deviations of the sample's responses, they were all equal to or greater than **0.8**, which is the benchmark value on the Likert scale. The lower the standard deviation compared to this value, the more positive the results and the higher the level of agreement among the sample members. However, the results of our study suggest significant variation and disagreement in the respondents' opinions regarding the agency's application of consumer behavior dimensions, as we recorded two statements with standard deviations exceeding the value of **1** — one belonging to the "**Desire**" dimension and another to the "**Purchase**" dimension.

3.7.Hypothesis testing results : After testing the hypotheses, we obtained the results presented in the following table:

Table 06

Hypotheses	F	R	R ²	T	Sig	Results
The main hypothesis	772,206	0,942	0,887	27,789	<0.05	accepted
The first sub-hypothesis	305,001	0,870	0,757	17,464	<0.05	accepted
The second sub-hypothesis	305,305	0,870	0,757	17,473	<0.05	accepted
The third sub-hypothesis	772,206	0,942	0,887	27,789	<0.05	accepted
The fourth sub-hypothesis	2758,954	0,983	0,966	52,526	<0.05	accepted

Source : Compiled by the researchers based on SPSS.V25 results.

3.7.1. Testing the main hypothesis : we observe from the table 06 that :

- **There is a statistically significant effect of Electronic Promotion on Consumer Behavior.**
 - It is evident from the table 06 that the correlation coefficient (**R =0,942**) is high, indicating a strong relationship between Electronic Promotion and consumer behavior. This is further confirmed by the coefficient of determination, with a value of **R² = 88.7%**, meaning that **88.7%** of the variance in consumer behavior is actually explained by Electronic Promotion. In other words, the variation in consumer behavior is caused by Electronic Promotion at a rate of **88.7%**.
 - The results of the **ANOVA** analysis show that the multiple linear regression model related to the main hypothesis is statistically significant. This is confirmed by the F-value (**F =772,206**) and the T-value (**T =27,789**), both of which are statistically significant at the **0.05** significance level. Therefore, this hypothesis is **accepted**.

3.7.2. Testing the sub-hypotheses: we observe from the table 06 that :

The first sub-hypothesis:

- **There is a statistically significant effect of Electronic Advertising on Consumer Behavior.**
 - It is evident from the table 06 that the correlation coefficient (**R = 0.870**) is high, indicating a strong relationship between electronic advertising and consumer behavior. This is further confirmed by the coefficient of determination, with a value of **R² = 75.7%**, meaning that **75.7%** of the variance in consumer behavior is actually explained by electronic advertising. In other words, the variation in consumer behavior is caused by electronic advertising at a rate of **75.7%**.
 - The results of the **ANOVA** analysis show that the multiple linear regression model related to the first sub-hypothesis is statistically significant. This is confirmed by the F-value (**F = 305.001**) and the T-value (**T = 17.464**), both of which are statistically significant at the **0.05** significance level. Therefore, this hypothesis is **accepted**.

The second sub-hypothesis:

- **There is a statistically significant effect of Electronic Public Relations (E-PR) on Consumer Behavior.**
 - It is evident from the table 06 that the correlation coefficient (**R = 0.870**) is high, indicating a strong relationship between Electronic Public Relations (E-PR) and consumer behavior. This is further confirmed by the coefficient of determination, with a value of **R² = 75.7%**, meaning that **75.7%** of the variance in consumer behavior is actually explained by Electronic Public Relations

(E-PR). In other words, the variation in consumer behavior is caused by Electronic Public Relations (E-PR) at a rate of **75.7%**.

- The results of the **ANOVA** analysis show that the multiple linear regression model related to the second sub-hypothesis is statistically significant. This is confirmed by the F-value (**F =305,305**) and the T-value (**T =17,473**), both of which are statistically significant at the **0.05** significance level. Therefore, this hypothesis is **accepted**.

The third sub-hypothesis:

- **There is a statistically significant effect of Electronic sales promotion on Consumer Behavior.**
 - It is evident from the table 06 that the correlation coefficient (**R =0,942**) is high, indicating a strong relationship between Electronic sales promotion and consumer behavior. This is further confirmed by the coefficient of determination, with a value of **R² = 88.7%**, meaning that **88.7%** of the variance in consumer behavior is actually explained by Electronic sales promotion. In other words, the variation in consumer behavior is caused by Electronic sales promotion at a rate of **88.7%**.
 - The results of the **ANOVA** analysis show that the multiple linear regression model related to the third sub-hypothesis is statistically significant. This is confirmed by the F-value (**F =772,206**) and the T-value (**T =27,789**), both of which are statistically significant at the **0.05** significance level. Therefore, this hypothesis is **accepted**.

The fourth sub-hypothesis:

- **There is a statistically significant effect of Electronic Direct Marketing on Consumer Behavior.**
 - It is evident from the table 06 that the correlation coefficient (**R =0,983**) is high, indicating a strong relationship between Electronic Direct Marketing and consumer behavior. This is further confirmed by the coefficient of determination, with a value of **R² = 96.6%**, meaning that **96.6%** of the variance in consumer behavior is actually explained by Electronic sales promotion. In other words, the variation in consumer behavior is caused by Electronic Direct Marketing at a rate of **96.6%**.
 - The results of the **ANOVA** analysis show that the multiple linear regression model related to the fourth sub-hypothesis is statistically significant. This is confirmed by the F-value (**F =2758,954**) and the T-value (**T =52,526**), both of which are statistically significant at the **0.05** significance level. Therefore, this hypothesis is **accepted**.

3.7.3. Discussion of the Study Results:

Although the arithmetic means of the questionnaire items were lower than the hypothetical average of **3**, this indicates that the respondents' level of agreement was weak regarding the implementation of electronic promotion dimensions—namely electronic advertising, electronic public relations, electronic sales promotion, and electronic direct marketing—by the tourism agency under study in influencing consumer behavior.

Similarly, the standard deviations were greater than **0.8**, which reflects a high level of disagreement among the sample members concerning the agency's application of electronic promotion. In this case, the sample was split into two opposing groups: one strongly agreed, while the other completely disagreed.

However, the coefficients of determination (**R²**) for each of the study's hypotheses told a different story. They confirmed the strength of the explanatory model and a strong correlation between each dimension of electronic promotion and consumer behavior. This is illustrated in the following hypotheses:

First Sub-Hypothesis: There is a statistically significant effect relationship at the significance level ($\alpha = 0.05$) between electronic advertising and the behavior of Club Voyages Algérie's customers, from the perspective of the study sample.

The hypothesis was accepted, and it was confirmed that electronic advertising has a real effect on consumer behavior. This does not necessarily contradict the respondents' opinions and the hypothesis testing results, because the effect observed here is negative rather than positive. For example, the agency's failure to adopt electronic advertising as part of its promotional strategy would result in a lack of consumer attention—especially since most consumers today are digital and certainly active on social media. As a result, consumers would ignore the advertising content, would not develop a desire to purchase the agency's services, and ultimately would not proceed with a purchase.

Hence, many opportunities may have been lost by the agency due to its lack of focus on electronic advertising. The impact, in this case, is both strong and negative.

This is the intended meaning behind the strong correlation between electronic advertising and consumer behavior. The coefficient of determination in this hypothesis confirmed that electronic advertising negatively affects consumer behavior by **75.7 %**, the same applies to the other hypotheses, as follows:

Second Sub-Hypothesis: There was a strong correlation between electronic public relations and consumer behavior, with a coefficient of determination (R^2) of **75.7%**, indicating that this dimension explains **75.7%** of the variance in consumer behavior.

The third sub-hypothesis: There was a strong correlation between Electronic sales promotion and consumer behavior, with a coefficient of determination (R^2) of **88.7%**, indicating that this dimension explains **88.7%** of the variance in consumer behavior.

The fourth sub-hypothesis: There was a strong correlation between Electronic Direct Marketing and consumer behavior, with a coefficient of determination (R^2) of **96.6%**, indicating that this dimension explains **96.6%** of the variance in consumer behavior.

the main hypothesis : There was a strong correlation between Electronic Promotion and consumer behavior, with a coefficient of determination (R^2) of **88.7%**, indicating that this dimension explains **88.7%** of the variance in consumer behavior.

Again, the effect exists but in a negative direction because the tourism agency under study does not adopt these dimensions within its digital promotional strategy, or it does not give them sufficient attention from the respondents' point of view. This could be attributed to several possible reasons, including:

- The agency may lack marketing professionals.
- The agency may not realize the critical importance of electronic promotion and its dimensions in achieving various strategic objectives, including a strong influence on consumer behavior.
- A shortage of skilled human resources capable of implementing these dimensions.
- Weak technical and technological infrastructure (e.g., CRM systems, laptops, virtual and augmented reality headsets – VR/AR).
- A lack of digital awareness, with the agency perceiving marketing as merely a cost rather than a strategic investment.
- The absence of a well-defined digital promotional strategy.

3.7.4. Comparison of Previous Studies' Findings with the Current Study:

- The findings of (*Mahajan P.T, Golahit S.B.*) 's study indicated that the institution under investigation placed significant importance on electronic promotion, focusing particularly on the official website and social media platforms. This attention had a considerable impact on attracting the target audience and increasing their satisfaction.
- (*Dipti Baghel*) ' s study revealed that consumer behavior is strongly influenced and varies in the digital era depending on the digital channel used, which is part of the electronic promotional program.

In contrast, the results of our study confirm that the tourism agency under investigation either does not adopt the dimensions of electronic promotion or pays little attention to them in influencing consumer behavior, according to the respondents' perspective. The findings further confirmed that electronic promotion has a strong yet negative impact on consumer behavior due to its absence or poor implementation by the agency.

It can be concluded that the previous studies were aware of the importance of electronic promotion and actively sought to implement it. They clearly experienced its positive impact across various areas and were even able to identify the most effective electronic promotional tools that helped them achieve the greatest number of their intended objectives. The fundamental difference between the previous studies and the current one lies in the reasons that led the institutions studied in the earlier research to prioritize the implementation of electronic promotion. The key reason was their full awareness of its critical importance and their consistent efforts to apply it each time in a well-structured and effective manner. This is the essential distinction between those studies and our current research.

4. Conclusion

At the end of this research, we answer the main research question: Does the electronic promotion of the tourism agency under study, *Club Voyages Algérie*, influence consumer behavior? The answer is yes—it has a strong impact on consumer behavior from the perspective of the study sample. However, the impact was negative, meaning that the agency's lack of interest in electronic promotion leads to equally negative consequences. This reinforces the importance of electronic promotion and the benefits of integrating its dimensions into the agency's promotional strategy in order to generate a favorable behavioral response from consumers.

Below, we present some practical recommendations for the tourism agency:

- ❖ The study revealed that the correlation coefficient between electronic advertising and consumer attention exceeded **70%**. This clearly indicates that if the agency wants to capture consumer attention, it must utilize electronic advertising, as it influences attention by more than **70%**. Accordingly, we propose the following suggestions:
 - Pay greater attention to electronic advertising and the quality of its content.
 - Focus on the internal design of advertisements and the ideas they convey.
 - Use technological innovations to enhance creativity in advertising, such as **augmented reality (AR)**, **virtual reality (VR)**, **artificial intelligence (AI)**, and others.
 - Make use of paid advertisements to reach the largest possible number of consumers and gain accurate insights into their perceptions—for example: **Google Ads**, **Meta Ads**, **TikTok Ads**, **Snap Ads**, etc.
 - Increase the frequency of electronic advertisements across all digital platforms where the agency's target consumers are likely to be active.
 - Leverage the analytical tools available on social media platforms—such as **Google Analytics**, **Facebook Insights**, and **Instagram Insights**—to better understand consumers,

and take into account all their impressions and reactions to improve future advertising campaigns and generate a positive behavioral response from them.

- ❖ It was found that the correlation coefficient between electronic public relations and consumer interest exceeded **87%**. This clearly indicates that if the agency under study wants to increase consumer interest, it must actively engage in electronic public relations, as it influences consumer interest by **87%**. Accordingly, we present the following recommendations to the tourism agency:

- Managing social media platforms to build strong relationships with the community surrounding the tourism agency and to enhance trust. This also includes publishing diverse content that shows the agency's concern for social and humanitarian issues, which contributes to creating a positive image of the agency among social media users—for example, by showcasing charitable initiatives.
- Using live broadcasts on all digital platforms to launch awareness campaigns about social issues or during sensitive periods, in order to support national efforts in addressing specific societal problems through education and awareness.
- Managing the online reputation of the tourism agency, which involves monitoring and protecting its image, and responding immediately to any attacks that may harm the agency especially negative spoken content that can spread rapidly across social media platforms.
- Publishing digital newsletters that include updates on the agency's activities, such as articles, announcements of events organized by the agency, new services, or new business partnerships.
- Organizing virtual events, such as conferences related to the tourism sector and its development, while interacting directly with the audience to benefit from their ideas in shaping future offers of the agency.

All these practices help increase the interest of consumers and social media users toward the agency's offers. The more the consumer perceives the agency's involvement in social issues, its engagement with its audience, and the creative presentation of its services through digital events and public interaction, the more their interest in the agency's offers will grow.

- ❖ It was found that the correlation coefficient between online sales promotion and consumer desire reached **70%**. This means that if the agency under study wants consumers to desire its offers, it must implement sales promotion activities to achieve its objectives foremost among them, increasing its sales since such activities influence the increase in consumers' willingness to purchase by **70%**. Accordingly, we present the following recommendations to the agency:

- Leverage influencers as a means to stimulate consumers' purchase desire, a practice known as influencer marketing.
- Offer discounts during religious and national occasions to boost consumers' interest in purchasing.
- Provide gifts to consumers by encouraging them to interact with the tourism agency's posts on social media platforms.
- Offer free deals or additional benefits for bookings related to travel and hotel accommodation.
- Send electronic offers via email containing the tourism agency's services to strengthen consumer desire.

- ❖ It has been found that the correlation coefficient between electronic direct marketing and purchasing reached **94%**, which is a very high percentage. This means exactly that if the agency under study wants consumers to purchase its offers, it must engage in direct marketing, as it

influences consumers' willingness to purchase by **94%**. Therefore, we offer the agency the following recommendations:

- Use email marketing, such as sending a message containing the agency's tourism offers.
- Market through WhatsApp, Messenger, or Instagram.
- Use short text messages (**SMS**) to remind customers and inform them about offers and their validity period.
- Display tourism offer catalogs on social media platforms or send them as direct messages.

Since the correlation between electronic direct marketing and purchasing is very strong at **94%**, this indicates that the agency's consumers prefer these direct practices between them and the agency to inform them of offers or remind them about them—especially since the offer presented is a service, and due to its intangible nature, it requires direct verbal support to reduce the level of perceived risk for the consumer, ultimately leading to the purchase.

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