

Survey on the Impact of Digital Marketing on Algerian Consumer Purchase Decisions

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Abstract---This study examine the impact of digital marketing channels on consumer purchase decisions in aleria with a particular focus on social media platforms and digital advertisements, the research employs a mixed-methods approach, analysing primary survey data from algerian consumers across different demographic segments the finding reveal that while digital marketing has transformed consumer behavior in Algeria, its influence varies across different stages of the purchase decision process with the most significant impact observed during the information search and evaluation of alternatives phases interestingly the correlation between digital marketing exposure that other factors may moderate this relationship gender differences in purchasing contributes to the growing body of literature on digital marketing in emerging markets and provides practical implication for marketers targeting Algerian consumers in an increasingly digitalized marketplace.

Keywords---digital marketing, consumer behaviour, purachase decisions, social media, digital advertisements, Algeria.

Introduction

The digital revolution has fundamentally transformed the marketing landscape globally with digital marketing becoming an essential component of business strategies across industries in emerging markets like Algeria the adoption of digital marketing practices has been growing steadily albeit with unique characteristics shaped by local cultural technological factors understanding how digital

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marketing influences consumer purchase decisions in the Algerian context is crucial for both local and international businesses seeking effectively engage with Algerian consumers.

Digital marketing encompasses various channels including social media marketing content marketing search engine marketing email marketing and mobile marketing these channels have created new touch points between businesses and consumers reshaping how consumers gather information, evaluate alternatives and make purchase decisions... in Algeria where internet penetration had been increasing and smartphone adoption is widespread digital marketing presents both opportunities and challenges for businesses.

This study aims to investigate the impact of digital marketing on Algerian consumer purchase decisions by examining how different digital marketing channels influence various stages of the consumer decision making process by focusing specifically on the algerian market this research addresses a gap in the literature as most existing studies on digital marketing have concentrated on developed markets or larger emerging economies.

The research questions this study are:

How do digital marketing channels influence stages of the consumer purchase decision process in Algeria?;

What is the relationship between exposure to digital advertisements and social media marketing on consumer purchase behaviour in Algeria?;

Are there significant demographic differences in how Algerian consumers respond to digital marketing?.

The findings of this study will contribute to the theoretical of digital marketing's impact in emerging market and provide practical insights for marketers seeking to effectively engage Algerian consumers through digital channels.

Literature Review

Digital marketing and consumer behaviour

What is Digital Marketing? The first approaches to digital marketing defined it as a projection of conventional marketing, its tools and strategies, on Internet. However, the particularities of the digital world and its appropriation for marketing have fostered the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline. (Piñeiro-Otero & Xabier, 2016), Digital marketing encompasses all marketing efforts that use an electronic device or internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers. (Desai, 2019) digital marketing has revolutionized how businesses interact consumers creating new opportunities for engagement and influence throughout the consumer journey according to (petter & makens , 2006)

The traditional consumer decision making process consists of five stages: problem recognition information search evaluation of alternative purchase decision and post-purchase behaviour, digital marketing has the potential to influence each of these stages through various channels and touch points. what is a digital strategy?

This is perhaps best answered with a question. Can you sum up in one sentence what you will be trying to achieve over the coming years? If not, then you don't have a strategy. If you can articulate that but you don't know how to get from where you are to your end vision, then you don't have a strategy. If you have a vision and a path to get there then you have a strategy but if that is not based on research, bought into by your leadership team and with clear deliverables then your strategy will almost certainly not be a success. (Kingsnorth, 2016)

Digital marketing plan:

A digital marketing plan is a strategic document that takes the current situation of a particular organisation to set some midterm goals and to determine the strategy and means to accomplish them. This document also describes the responsibilities, the time frame and control tools for monitoring. (Piñeiro-Otero & Xabier, 2016)

There have been quite a few variations on the Ps of marketing, including the 4Ps and 7 Ps, but for this book we focus on the core 4 Ps of marketing—often referred to as the marketing mix. They are product, price, place and promotion (Kingsnorth, 2016).

Consumer Purchase Decision- CPD:

Customer decision of purchase is the process of determining the need, searching, gathering, and assessing information to appraise prospects and choosing one of them for acquisition. It is a process where individual (consumer) approaches directly to someone, who produces service/product and make purchase decision. (Ismail, Shiraz , & Abid, 2025);

In the view of Kotler (2000) consumer buying process has five steps. In the first place, the issue of product or service acquisition is recognized or the problem is identified. Second, the information on different alternative that can respond to need identified or that can address a problem known is looked for and retrieved. Comparison of different identified alternatives is the third step. In the fourth step, the alternative which is the best suitable is purchased after taking the final purchase decision. Evaluation of decision after purchase is the fifth step. (Kotler, 2000).

Repeat Purchase Decisions:

Consumers can be said to make repeat purchases if consumers make purchases a second time or have made repeated purchases. Certain characteristics such as cultural background, demographic features, and variations in social media use have an impact on the decision-making process to purchase a product. The purchasing decision process includes five stages, namely:

- 1) problem identification; 2) information search; 3) evaluation of options; 4) purchasing decisions; and 5) post-purchase behavior. (Thejaya & Tony , 2025)

Concept and Analysis of Consumer Purchase Decision

A consumer purchase decision refers to the process in which a consumer evaluates and makes a choice regarding a particular product or service. This process includes several stages, such as determining the purchase need, forming a purchase motivation, selecting and implementing a purchase plan, and more. Consumer purchase decisions present a continuous and dynamic process, and the factors influencing these decisions are not singular; they need to be analyzed from multiple perspectives. (Zhang & Mengying , 2025)

Methodology:

Research design:

This study employed a quantitative research approach to investigate the impact of digital marketing on Algerian consumer purchase decisions. A survey method was utilized to collect primary data from Algerian consumers regarding their exposure to digital marketing channels and their purchase behaviors.

Data Analysis

The data that was collected analysed by descriptive and inferential statistical technique, including means standard deviations minimums and maximums were calculated understand the central tendencies and dispersions of the measured variables.

A Correlation analysis was conducted to examine the relationships between digital advertisements social media and purchasing behaviour, additionally linear regression analysis was performed to assess the impact of digital marketing channels (digital t-test and social media) on purchasing behaviour, independent samples t-test were used to examine gender differences in purchasing behaviour, all statistical analyses were conducted using spss software, following standard procedures for data screening assumption testing and explanation of results

Results

Demographic factors

The demographic factors are presented in Table 1.

Table 1: demographic factors

			Frequency	Percent	Valid Percent
Valid	Gender	Male	17	53.1	53.1
		Female	15	46.9	46.9
	Age	From 18 to 30 years old	27	84.4	84.4
		From 31 to 40 years old	4	12.5	12.5
		From 41 to 50 years old	1	3.1	3.1
	Education	High school or below	3	9.4	9.4
		Bachelor's degree	10	31.3	31.3
		Master's/Doctorate	19	59.4	59.4
		Regularly	1	3.1	3.1
		Sometimes	19	59.4	59.4
		Rarely	11	34.4	34.4
		Always	1	3.1	3.1

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he predominance of respondents age 18-30 years (84.4%) and those with higher education (90.7% with bachelors degree or higher) suggest that sample represents a digital savvy segment of the Algerian population.

Descriptive Statistics

The descriptive statistics for the main constructs are presented in Table 2.

Table 2: descriptive statistics for main constructs

CONSTRUCT	N	MIN	MAX	MEAN	STD.DEVIATION	TENDENCY
Social media	32	1.50	5.00	4.09	0.787	agree
Digital advertisements		2.50	4.50	3.73	0.683	agree
Purchasing behaviour		1.00	5.00	3.40	0.777	agree

Source: prepared by research using SPSS

The results of 32 sample indicate that respondents reported relatively high levels of engagement with social media (mean =4.0937, SD=0.78738) with (min=2.50, max=5.00) and moderate to high levels of exposure to digital advertisements (mean =3.7344, SD=0.68373) with (min=1.50, max=4.50)

purchasing behaviour scores were moderate (mean =3.4063, SD=0.777) with (min=1.00, max=5.00). All of the samples response tendencies were favour of agreement.

Correlation Analysis

Correlation analysis was administrated to examine the relationship between the main constructs. table 3

Table 3: correlation matrix

		Purchasing behaviour	Digital Advertisements	Social media
Purchasing behaviour	Pearson Correlation	1	-0.109-	-0.157-
	Sig. (2-tailed)	-	0.552	0.392
Digital Advertisements	Pearson Correlation	-0.109-	1	0.228
	Sig. (2-tailed)	0.552	-	0.210
Social Media	Pearson Correlation	-0.157-	0.228	1
	Sig. (2-tailed)	0.392	0.210	-

Source: prepared by research using spss

The correlation analysis showed weak negative correlations between purchasing purchasing behaviour and social media ($r=-0.157$, $p=0.392$) and between behaviour and digital advertisements ($r=-0.109$, $p=0.552$) these correlation were not statistically significant there was a weak positive correlation between digital advertisements and social media ($r=0.228$, $p=0.210$) but this was also not statistically significant.

Regression Analysis

Two separate regression analyses were conducted to examine the impact of digital advertisements and social media on purchasing behaviour.

Table 4: Regression analysis – digital advertisements and purchasing behaviour

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.109 ^a	0.012	-0.021	0.78520
a. Predictors: (Constant), Digital Advertisements				

Source: prepared by research using spss

The regression model with advertisements as the predictor variable explained only 1.2% of the variance in purchasing behaviour ($R^2=0.012$) the model was not statistically significant ($F(1,30)=0.361$, $P=0.552$).

Table 5: Regression coefficient-digital advertisements and purchasing behaviour

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.869	0.783		4.944	0.000
	Digital_Advertisements	-0.124-	0.206	-0.109-	-0.601-	0.552
a. Dependent Variable: Purchasing behavior						

Source: prepared by research using spss

The regression coefficient for digital advertisements was negative ($B=-0.124$) but not statistically significant ($p=0.552$).

Table 6: regression analysis- social media and purchasing behaviour

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.157 ^a	0.024	-0.008-	0.78017
a. Predictors: (Constant), Social Media				

Source: prepared by research using spss

The regression model with social media as the predictor variable explained only 2.4% of the variance in purchasing behaviour ($R^2=0.024$) the model was not statistically significant ($F(1,30)=0.753$, $p=0.392$).

Table 7: Regression coefficient-social media and purchasing behaviour

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.039	0.741		5.447	0.000
	SocialMedia	-0.154-	0.178	-0.157-	-0.868-	0.392
a. Dependent Variable: Purchasing behavior						

Source: prepared by research using spss

The regression coefficient for social media was negative ($B=-0.154$) but not statistically significant ($p=0.392$).

Gender differences in purchasing behaviour

An independent samples t-test was conducted to examine gender differences in purchasing behaviour. table 8

Table 8: gender in differences in purchasing behaviour

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchasing behavior	Male	17	3.29	0.884	0.214
	Female	15	3.53	0.639	0.165

Source: prepared by research using spss

The t-test results indicate that there was no statistically significant difference in purchasing behaviour between males ($M=3.29$, $SD=0.884$) and females ($M=3.53$, $SD=0.639$), $t(30)=-0.865$, $p=0.394$).

Discussion

Impact of digital marketing on purchase decisions

As result, this study reveal a complex relationship between digital marketing and consumer purchasing decisions in the Algerian context contrary to expectations based on previous research (Nabila, 2021) (Chahdi, Djamel , & Bilal , 2024), our analysis did not find statistically significant relationship between digital marketing channels (digital advertisements and social media) and purchasing behaviour.

First, the relationship between digital marketing exposure and purchasing behaviour may be moderated by other variables not captured in this study such as rust in digital platforms perceived usefulness of digital marketing information or prior brand experience

Second, the impact of digital marketing may vary across different stages of the consumer decision journey as suggested by (Nabila, 2021), who found that digital marketing has a more influential impact on the information research stage evaluation of alternatives and the purchase stage.

So, The weak negative correlations observed between digital marketing channels and purchasing behaviour although not statistically significant suggest that Algerian consumer may exhibit some skepticism toward digital marketing messages this aligns with finding from other emerging markets where consumers may be cautious about digital marketing due to concerns about privacy security or authenticity of information (Fattah, Abdelfattah, & Khaled, 2021)

Demographic Factors

analysis of gender differences in purchasing behaviour revealed no statistically significant variations between males and females this finding contrasts with some previous research suggesting gender differences in digital marketing response (Galasso, et al., 2020), However it aligns with the growing body of literature indicating that traditional gender differences in consumer behaviour may be diminishing in the digital age.

The sample's demographic composition with a high proportion of young educated respondent may have influenced these results as noted by (Kent & Maureen, 2016) age and education level can moderate how consumers interact with digital marketing.

Theoretical And Practical Implications

From a theoretical perspective, this study contributes understanding of digital marketing impacts in emerging markets by highlighting the complexity of consumer responses to digital marketing in Algerian, the findings suggest that existing models of digital marketing influence developed in western context may need adaptation to account for unique cultural economic technology factors in emerging markets like Algeria.

From a practical standpoint the results suggest that marketing targeting Algerian consumer should not assume a direct relationship between digital marketing exposure and purchasing behaviour, instead they should focus on understanding how digital marketing influences specific stage of consumer journey and tailor their strategies according as suggested (Nabila, 2021): "business need to incorporate digital marketing strategies that reach out consumer in the right place at the right moment that most influence their decision"

The lack significant gender differences in purchasing behaviour suggest that gender based segmentation may be less relevant for digital marketing strategies targeting Algerian consumer instead marketers might benefit from segmentation approaches based on digital behaviour patterns engagement levels or specific needs and preferences.

Conclusion

Summary of findings:

This study explored the impact of digital marketing on Algerian consumers purchasing decisions with a particular focus on digital advertisements and social media as primary channels the analysis of survey data collected from 32 Algerian consumers revealed several important findings:

- Respondents reported relatively high levels of engagement with social media and moderate to high levels of exposure to digital advertisements
- The relationship between digital marketing channels (such as advertisements and social media) and purchasing behaviour was found to be statistically insignificant indicating the presence of a complex interplay of various factors that shape consumer decision making.
- Gender differences in purchasing behaviour were not statistically significant indicating that gender may not be a primary determinant of how Algerian consumer respond to digital marketing.
- These findings contribute to the expanding body of literature on digital marketing in emerging markets and offer valuable insights specific to the Algerian context.

Limitations and future research direction

This study has several limitation that should be acknowledged.

- First, the relatively small sample size ($n=32$) limits the statistical power and generalizability of the findings.
- Second, the cross section design of the study captures consumer perception and behaviour at a single point in time limiting our understanding of how digital marketing influences evolves over time longitudinal studies would provide valuable insights into the dynamic nature of digital marketing impact
- Third, the study relied on self-report measures of digital marketing exposure and purchasing behaviour which may be subject to recall bias or social desirability bias.

Future research could incorporate objective measure of digital marketing exposure and actual purchase data to strengthen the validity of findings, Several purchase directions for future research emerge from this study:

- Investigating the impact of digital marketing across different product categories and industries in Algeria to identify sector-specific patterns
- Exploring the moderating role of consumer characters in the relationship between digital marketing and purchasing decisions.
- Examine how different types of digital content influence various stages of the consumer decision journey in the Algerian context, Conducting comparative studies across different north African or middle eastern effectiveness.

Practical recommendations:

Based on the finding of this study several recommendation can be offered to businesses and marketing targeting for Algerian consumer

Adopt customer journey perspective:

Rather than focusing solely on direct conversion marketers should map the entire customer journey and identify the most influential digital touchpoints for Algerian consumer.

Build trust credibility:

Given the potential scepticism toward digital marketing messages business should prioritize building trust through transparent communications authentic content and positive user experience

Leverage social media engagement:

The high level of social media engagement reported by respondents suggest that social media platform offer valuable opportunities for customer interaction and relationship building

Integrate online and offline experiences:

Recognizing that digital marketing is just one aspect of the consumer experience business should ensure seamless integrations between online and offline touchpoints.

By implementing these recommendations businesses can enhance the effectiveness of their digital marketing strategies in the Algerian market and better meet evolving needs and expectation of algerian consumer in the digital age.

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