

# Impact of E-Promotion on Consumer Buying Behavior: A Case Study of Algeria

Leila Hedid, Boudi Abdessamad  
University of Tahri Mohammed Bechar, B  char, Algeria

The aim of this study is to know the role of online promotion tools in conducting behavior of the Algerian consumer in the district of Bechar, by reviewing its concept, characteristics and types and measuring its impact on the consumer in studying the intention of buying through Tools of Internet. A sample of Algerian consumers was collected in the district of Bechar, the sample size was 90 individuals distributed to mobile company Ooredoo. The descriptive and analytical method was used to obtain statistical data by using a questionnaire and SPSS method for testing hypotheses of the study. The result was the statistical significance through the methods of promotion through Internet and the purchase of the Algerian consumer behavior in the district of Bechar towards the use of mobile services & offers to the operator Ooredoo.

*Keywords:* service promotion tools, consumer purchasing behavior, E. promotion, electronic advertising, Internet

JEL Classification codes: L81,M31

## Introduction

Communications have today become an important role in the lives of individuals and the tertiary institutions, as the basic means to interact with others in order to reach the objectives set out in advance. The most important factor leading to this is the so-called promotion through Internet in various tools, which is an effective tool to provide ideas, goods, and services and to influence the consumer decision (Hoffmeyer, 2005), especially in light of the rapid development of electronic commerce, which makes business organizations today in a big challenge in how to access and satisfy the needs of the consumer through the employment service promotion tools via Internet.

On this basis, the projection was an attempt to diagnose the relationship between the use of online promotion tools for Ooredoo and the intent of purchasing by the Algerian consumer in the city of Bechar on the various services and offers of mobile phones.

## Objectives of the Study

The purpose of this paper is to identify and evaluate the relationships among the E-Promotion dimensions and the consumer behavior in Algeria and to prepare a hierarchy of these factors to know their influences as its mentioned below. This study seeks to achieve the following objectives:

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Leila Hedid , Ph.D., student, Laboratory of Economic Studies and Local Development Sud Quest, University of Tahri Mohammed Bechar, Bechar, Algeria.

Boudi Abdessamad, Ph.D., professor, Laboratory of Economic Studies and Local Development Sud Quest, University of Tahri Mohammed Bechar, Bechar, Algeria.

- Knowledge of the relationship between each of tools of E-Promotion advantages and the contribution to the consumer buying behavior in Algeria.
- Whether Algerian consumers use tools of E-Promotion to satisfy their needs and desires.
- Know the extent of the awareness of the consumers to use methods of Internet promotion in Algeria.

### **Research Hypotheses of the Study**

The study is based on the following hypotheses:

- There is a significant relationship between website of company Ooredoo (design of website) and the consumer behavior in Algerian in the significance level (0.01).
- There is a significant relationship between email marketing and the consumer behavior in Algeria in the significance level (0.01).
- There is a significant relationship between creation of the electronic advertising and the consumer behavior in Algeria in the significance level (0.01).
- There is a significant impact of the virtual community (social media) on consumer behavior in Algeria in the significance level (0.01).

## **Theoretical and Conceptual Framework**

### **Background Related to Online Consumer Behavior**

We have so many theories online about the consumer behavior such as Expectation Confirmation Theory, Innovative Diffusion Theory, Technology Acceptance Model, Theory of Planned Behavior, Theory of Reasoned Action (Shaupp & Blanger, 2005). Consumer behavior responds differently to offline and online elements.

According to Shaupp and Blanger, based on their personality online, consumers have two characteristics (a) manifestation of offline consumer behavior and (b) unique behavioral mode. Virtual communities also play an important role in online consumer behavioral. Virtual communities are also known as “Venuses for consumptions”.

From the research, it is analyzed that with the passage of time online shopping of electronic goods increases day by day because retailers make new strategies and new design to facilitate online shopping and make ease to online consumer to do shopping at their home with hassles of physical appearance to huge malls and market in the busy life. Recently, the business environment has undergone a rapid innovation and inventions with internet.

### **Online Buying Behavior**

Online shopping consumer behavior is also called online buying behavior and Internet shopping/buying behavior. Online shopping behavior has direct relationship with these five elements such as e-stores, logistics support, product characteristics, websites’ technological characteristics, information characteristic and home page presentation. According to studies, these people who have wired lifestyles and who have time constrained, spend less time to buy things online (Stokes, 2013). Different authors define consumer behavior characteristics differently. Researches on online consumer behavior and characteristics have been done by so many market researchers and authors. The research on online consumer behavior is important because it helps to understand when and how online consumer prepares themselves for purchasing. Turban has defined a model on consumer behavior online. In this model, electronic environment consists of three variables such as independent variable

(which is also called personal characteristics and environment characteristics), intervening or moderating variables (it is under vendor's control), and the decision making process (effected by independent and intervening variables (Song & Zahedi, 2005).

### **Determinants of Online Consumer Behavior**

There are so many involved factors that have influence on online consumer behavior while doing online shopping; in simple word, it is a complex mixture of so many factors such as society, culture, education, race, personality, environment, and resources availability. It involves many variables; some are controllable and some are uncontrollable such as environment and consumer personality are uncontrollable variable which always prevail in every online transaction but some are in our span of control such as medium of exchange, medium of goods information, products or services characteristics, merchant or inventory characteristics. There are other factors like building trust factor, confidence, appealing website, proper, and full information about goods and services; the result is that the purchasing decision would be encouraged more (Sultan & Henriches, 2000).

**Factors.** There are factors that motivate customers to buy products or services online. They divide them into two categories: external and internal.

The external factors are the ones beyond the control of the customers. They are divided into five sectors: demographics, socio-economics, technology and public policy, culture, sub-culture, reference group, and marketing.

Internal factors are personal traits or behaviors and include attitudes, learning, perception, motivation, self image, and semiotics.

The functional motives are related to consumer needs and can include things like time, convenience of shopping online, price, the environment of shopping place (i.e., couch buying), selection of products etc. (Dann & Dann, 2001).

The non-functional motives are related more to the culture or social values like the brand of the store or product for instance.

**Filtering elements.** Dinev and Hart (2005) recognize security, privacy, and trust as three hurdles online purchases. Customers use these three factors to filter their buying choices and decide on the final selection of stores they are willing to buy from. In other words, if your store does not pass your customers' security, privacy, and trustworthiness criteria, they will not buy from you, even if you are cheaper.

Compared to traditional brick and mortar shops, online shopping carries more risk during the purchase process. Customers recognize online as a high level risk purchase and have become aware of what might happen with their data online. They use that knowledge now to filter their purchase options by three factors:

**Security.** It is an unfortunate characteristic of the Internet that information there could be easily lost or stolen. The payment details or personal information could easily be retrieved from a database it is stored in by the shop for instance, as seen recently with few major security breaches.

Customers are getting more aware of the dangers of stolen data from the web; as a result they classify their purchasing alternatives against security criteria.

**Privacy.** Another type of risk online is having personal information handed over to or stolen by the third by party companies in order to send unsolicited emails and spam to customers. Even though the results of privacy breaches may not be as severe as losing your financial data, it can still cause a great deal of frustration

and diminish trust in stores (Dinev & Hart, 2005).

A lack of trust in a store's privacy policy is a serious obstacle for many customers. Similarly, many customers look for reassurance that their data will be protected and not handed over to any third parties for further use in marketing.

**Trust and trustworthiness.** Online trust is essential in building any relationship with customers. There seems to be however a diminishing trust in online merchants. This is especially true when it comes to smaller, niche stores. Customers focus on Amazon and other giants, shops with big brands behind them and do not apply the same level of trust to a smaller shop. So, if you run a store selling bike storage for instance, you should work hard to build a high level of trust among your customers to be picked up for the order.

**Filtered buying behavior.** The last element of the model covers what authors call the filtered buying behaviors, a set of expectations and motives revised by the filters we discussed above.

### **The Concept of Online Promotion**

E-marketing can be viewed as a new modern business practice and philosophy associated with buying and selling goods, services, information, and ideas via Internet and other electronic means. A review of relevant literature and published research revealed that the definitions of e-marketing vary according to each researcher point of view, background, and specialization. According to what said (Zhang, Prybutok, & Huang, 2006) about e-marketing it is defined as: 'the use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives' (Strauss & Frost, 2009, pp. 40-65).

(Chaffey, 2011 pp. 72-79) defines e-marketing as application of digital technologies—online channels (web, email, databases, plus wireless mobile, and digital TV) so as to contribute to marketing activities aimed at achieving profit acquisition and customers retention (within a multi-channel buying process and customer lifecycle) by improving customer knowledge (of their profiles, behavior value, and loyalty drivers). Moreover, further delivering integrated communications and online services match customers' individual needs (Mirzaei, Jaryani, Aghaei, & Salehi, pp. 20-55).

Digital marketing, electronic marketing, e-marketing, and Internet marketing are all similar terms which, simply put, refer to "marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles" (Chaffey & Smith, 2013, p. 580-593). According to Chaffey (2011, p. 593), digital media marketing involves "encouraging customer communications on company's own website or through its social presence".

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on Internet, but also including mobile phones, display advertising, and any other digital medium (Eid & El-Gohary, 2015). In this point we can point out that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies.

Online promotion is a part of marketing on the Internet, including: Internet advertising, Internet branding, direct marketing via Internet ... It is true that internet promotion is very helpful and it is necessary to use the available tools and innovations to properly implement promotional services that will eventually result to business success (Lai & Vinh, 2013).

### Various Elements of E-Promotion

There are various elements by which E-Promotion is formed. All forms operate through electronic devices. The most important elements of Electronic Promotion are the following:

**Search engine optimization (SEO).** Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search, and industry-specific vertical search engines (Stokes, 2013).

**Online advertising.** Online advertising is a very important part of E-Promotion. It is also called Internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best match to consumer interests. Publishers make their products or services known on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

**Email marketing.** When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty to build customer trust, and to make brand awareness. Company can promote its products and services by using this element of E-Promotion easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text, and links on the products and services.

**Virtual communities.** Today, social media marketing is one of the most important E-Promotion channels. A computer-based tool allows people to create and exchange ideas, information, and pictures about the company's product or services. Social media is one of the biggest opportunities that companies across industries have to connect directly to consumers. Moreover, it turns out that social media users can be pretty receptive especially heavy users, who spend over three hours per day on social media. Social media marketing networks include Facebook, Blogger, Twitter, LinkedIn, and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines, and explore new opportunities.

### The Impact Relation between Internet and Advertising

Advertising is a form of promotion and promotion is one of the most important elements of marketing mix. The goal of advertising is to maintain a communication process with customers, in which customers get information about certain product, its characteristics, price, and terms of sale. That communication process is being achieved through mass media and the more success it has the more significant factor of consumption of individuals and communities.

Until Internet phenomenon and the expansion of information technologies, the potential of marketing communication through traditional promotion mix was limited. Evolution and growth of Internet made a significant quality difference in marketing communication, resulting in an increased use of term "on-line communication". Website stands out as the most popular form of Internet usage for promotional purposes. Companies from all around the world understood the necessity of creating their own web sites, in order to achieve

and maintain competitive advantage on the modern on-line market, by following latest trends and creating new strategies.

Modern on-line promotion mix has significantly improved communication with customers by using websites and at the same time improved traditional instruments of promotion mix, by applying sophisticated Internet technology (Dann & Dann, 2001). Web promotion, as an interactive, multimedia tool, enabled much faster and better two-way communication between users and market, as well as with entire surroundings, and promoters got a powerful instrument to achieve their promotional goals.

The most significant advantages of modern Internet promotion compared to traditional promotion shown on Figure 1 are:

- \* Quick access to information and their instant availability (information is non-stop available on the Internet, and access to information is very simple—with one click of a mouse, user gets access to any website and all its contents, anytime, 24 hours a day).
- \* Interactive communication (basic advantage of on-line promotion, compared to traditional promotion through classic media such as television, radio, press).
- \* Multimedia (users have images, sounds, text, video at their disposition, which gives them unlimited possibilities in terms of creativity).
- \* Limitless space (anyone, from any place in the world, can have access to global net, provided that basic technical conditions exist).
- \* Feedback (feedback is much faster and more reliable in on-line communications, than with traditional media).

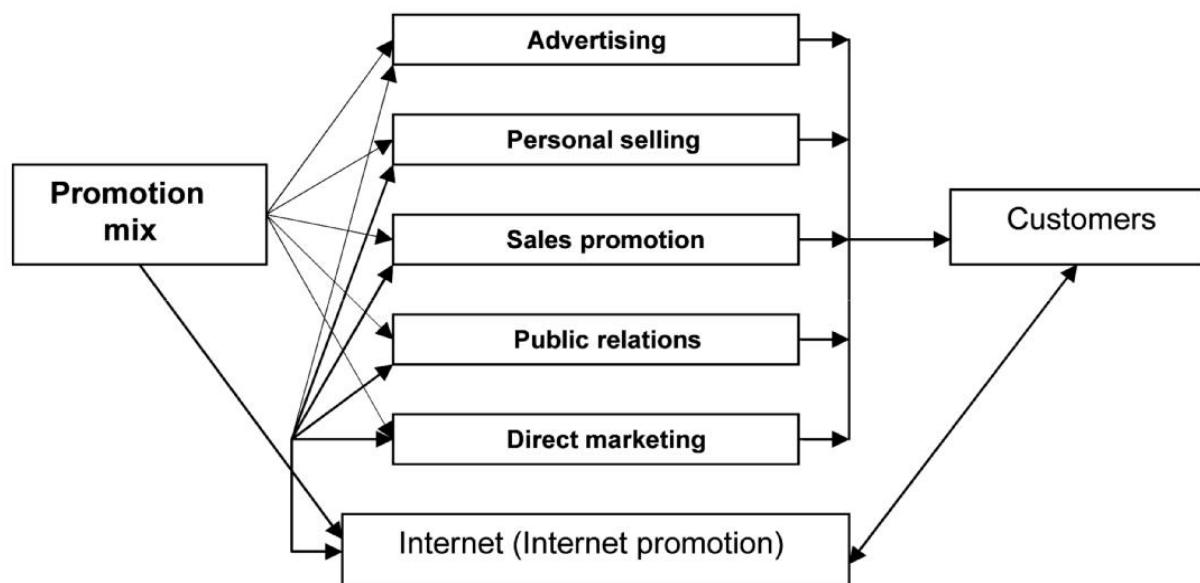


Figure 1. Online promotion mix. The source: Salai, S., & Jovičić, D., *Tržišno komuniciranje*, Mondo Graf, 2010, p. 10.

Promotion on Internet has certain deficiencies and its use is followed by many risks. For example, attacks and invasion of sites, email spamming, credit and debit cards frauds, and sometimes, large amount of information on website can cause indifference and disinterest of users. Realistic expectations for the future, in accordance with further development of information technologies, predict elimination of these deficiencies.

Most significant services offered by Internet for achieving promotion on web are email and websites. Email, as a form of communication carried out on Internet, has significant potential for value creation and modern communication in modern-day conditions, and users prefer to use it because of its speed, relevance and email is similar to traditional direct mail with individual customer, but with much higher percentage of response and lower costs, which makes it very popular for frequent communication—percentage of response via email is 80%, compared to 2% response with direct mail (Hsieh, Lin, & Chiu, 2002). Email can be used to send different content to a large number of recipients at the same time (images, text, links), instantly and without any costs and make direct contact with customers and potential customers.

Even powerful Internet promotional services for companies are websites—because of the multimedia aspect they have, they are considered as to be very sophisticated and efficient means of communication (Hsieh, Lin, & Chiu, 2002). It should be emphasized that only the most creative websites, with most interesting content for different audience, have the power to attract a large number of visitors, and make them interested enough to visit that site again.

Thus, through its own website, company learns about customer demands and responds to them, including them into the process of value creation total income of Google in 2005 which was 6.14 billion USD, and 98% of income was executed through GSP auctions—mechanism which charges usage of key words through search service. For this reason, it is necessary for employees working on creation and design of concept and site content, to have a high level of creativity and imagination, as well as technical capacity for optimal realization of these tasks.

Technical literature dealing with websites creation states that a well designed website should fulfill these demands.

- \* Context (schedule and design),
- \* Content (text, images, sound, and recordings shown on site),
- \* Community (communication between users enabled by site),
- \* Adjustment (site capability to adjust to different users and enable personalization by users),
- \* Communication (communication enabled by website toward users and vice versa),
- \* Connectivity (to which extent is site connected with other sites),
- \* Trade (site's ability to enable trade).

### **Impact of Electronic Promotion on Consumer Behavior**

The use of the Internet has led to the creation of many marketing opportunities and increases the effectiveness and efficiency of the marketing strategy that is reflected through the use of techniques, methods, and practice of E-Promotion to satisfy the needs of consumer in Algeria.

**Consumer behavior through the website.** The presentation of the various contents of the store email address should be different from the methods used in the field of traditional business because the store was built on a website (Song & Zahedi, 2005. pp. 1219-1235), and the contents of the e-shop should include three aspects:

- Provide necessary and adequate information about the products offered for sale through Internet and must provide this information through the ports of a fast and clear and accurate.
- Enable client contact and interaction with vendors and the director of the e-shop reference groups and clients, veterans, and other.

- Achieve the exchange process more effectively, such as the buying and selling; this requires the provision of all meet the needs and desires of the client and provides supplementary services relating to tying or service (such as modernization and management services).

**Consumer behavior through email marketing.** The email marketing application is the most commonly used Internet at the international level; there are an estimated 31 billion introduction to an email account, and the letters sent through estimated at 107 trillion a year, and about 75%. From the email accounts of consumers, it may be email messages accessories. Attachments include pictures and graphics, movies and sounds, and other (Chaffey, Op.cit, 2011, pp.72-79).

**Consumer behavior through electronic advertising.** Digital advertising and promotion works on reducing the costs of business operations and lower administrative costs and shipping costs advertising costs, lower prices and quick access to the product, and that has a high effectiveness and profits most companies on Internet in the adoption of the declaration which gives them an opportunity to display their products and services in the world without interruption, which provides an opportunity for profits in addition to access to more customers, access to specific audience in a crowded environment, a number of competitors, the possibility of targeting a specific group of consumers in a precise manner, the opening of a dialog with groups of consumers, and delivery of information electronically at low cost.

**Consumer behavior through participation in web communities.** The findings showed that in E-Metex Marketing Foundation Conference 2009, 42% of the marketing companies in the world plan to increase marketing spending via social networks; this study pointed out that the agreement of the world junk on social networks will grow at a rate of 10% annually to reach 3.5 billion US dollars in 2013 with a growth of 9.6% for the expected expenditure in the previous year; the study has indicated that the main objective of companies from marketing to social networks is to support the commercial name (Branding) by 29%, increase their sites on the Internet, and publicize it by 26%, and to meet the wishes of the new generation by 18% direct sales by 11%. The benefits of the organization's use of social networks are in the following:

- Access to new clients and the definition of the organization's location on the mesh networking and increase the e.wom marketing between the visitors of website,
- Building and improving the organization's reputation with customers, increasing sales and publicity for the product and trade name,
- Analyzing the knowledge and behavior of customers and the opportunity to identify their wishes for analysis and try to meet them, according to their wishes.

### **The Growth of Using the Internet in Algeria**

Algeria's DZ: Internet Users: Individuals: % of population data was reported at 59.580% in Dec. 2018. This records an increase from the previous number of 47.691% for Dec. 2017. Algeria's DZ: Internet Users: Individuals: % of population data is updated yearly, averaging 6.610% from Dec. 1990 to 2018, with 26 observations. The data reached an all-time high of 59.580% in 2018 and a record low of 0.000% in 1990. Algeria's DZ: Internet Users: Individuals: % of population data remains active status in CEIC and is reported by World Bank. The data are categorized under Global Database's Algeria—Table DZ. World Bank: Telecommunication. Internet users are individuals who have used the Internet (from any location) in the last three months. The Internet can be used via a computer, mobile phone, personal digital assistant, games machine, digital TV etc.; International Telecommunication Union, World Telecommunication/ICT Development Report



and database; weighted average. Please cite the International Telecommunication Union for third-party use of these data. This can be explained in the following table (Table 1).

Table 1

*Algerian Internet Usage and Population Growth*

Year	Users	Population	Percentage %
2000	50,000	31,795,500	0.2
2005	1,920,000	33,033,546	5.8
2007	2,460,000	33,506,567	7.3
2008	3,500,000	33,769,669	10.4
2009	4,100,000	34,178,188	12.0
2010	4,700,000	34,586,184	13.6
2012	5,230,000	37,367,226	14.0
2013	6,404,000	38,813,722	16.5
2014	6,669,927	38,813,722	17.2
2015	11,000,000	39,542,166	27.8
2016	15,000,000	40,263,711	37.3
2017	18,580,000	41,063,753	45.2

The source: [www.internetworldstats.com/af/dz.htm](http://www.internetworldstats.com/af/dz.htm), 15/10/2019.

The significant increase in the use of Internet technology in Algerian society between 2000 and 2017 can also be explained by the curve explained (Figure 2).

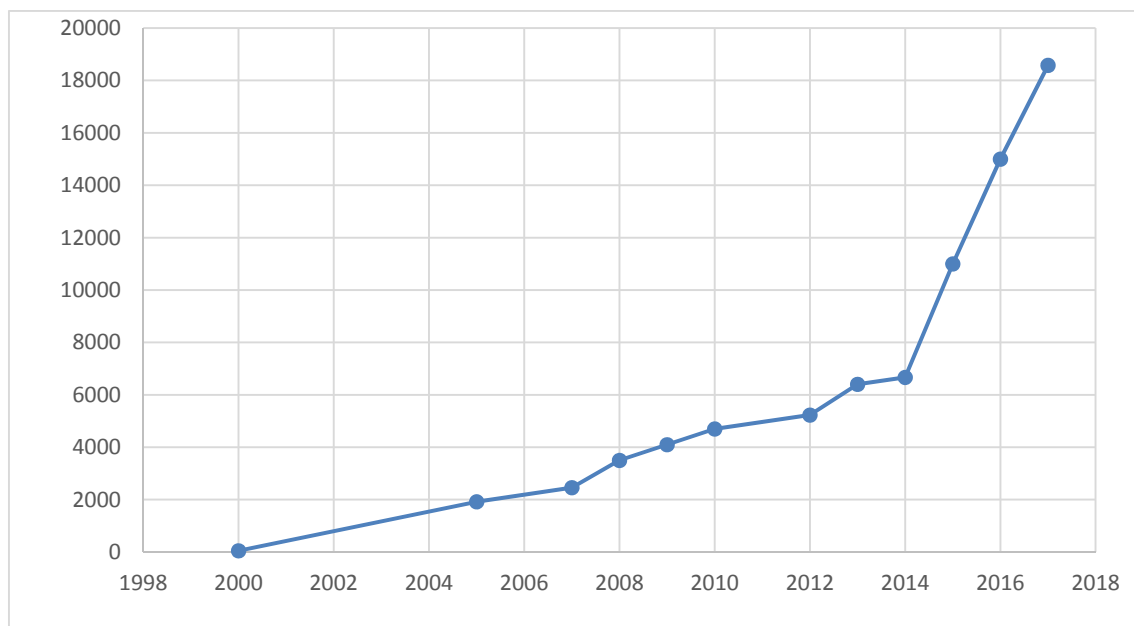


Figure 2. Internet users in Algerian growth. The source: [www.internetworldstats.com/af/dz.htm](http://www.internetworldstats.com/af/dz.htm), 15/10/2019.

We also note by analyzing the number of users of social networking sites. There were 19,930,000 Facebook users in Algeria in June 2019, which accounted for 46.1% of its entire population.

The majority of them were men—63.5%. People aged 25 to 34 were the largest user group (7,600,000). The highest difference between men and women occurs within people aged 25 to 34, where men lead by 2,400,000.

But the messenger users were 10,342,000. Messenger users in Algeria in June 2019 accounted for 23.9% of its entire population.

The majority of them were men—66%. People aged 25 to 34 were the largest user group (4,100,000). The highest difference between men and women occurs within people aged 25 to 34, where men lead by 1,500,000.

## Methods and Materials

### Data Collection Method

The study tool is a two-part questionnaire designed by the researcher; the first part consists of five questions containing demographic information of personnel and the second part consists of 22 questions which used for analysis of hypotheses. In this study, the questionnaire is based on the closed-category questions because it is simpler and quicker for respondents to answer. Besides, the answer for question is also easier to code and to analyze. Next, to be more standardized, the questionnaire has used the five-point Likert scale, one point for “Strongly disagree”, two points for “Disagree”, three points for “Undecided”, four points for “Agree”, and five points for “Strongly agree”.

### Research Model

The independent variable in this study is the tools of E-Promotion (website, email marketing, electronic advertising, social media, or the virtual community); either the dependent variable is consumer buying behavior.

Our theoretical model is presented in Figure 3.

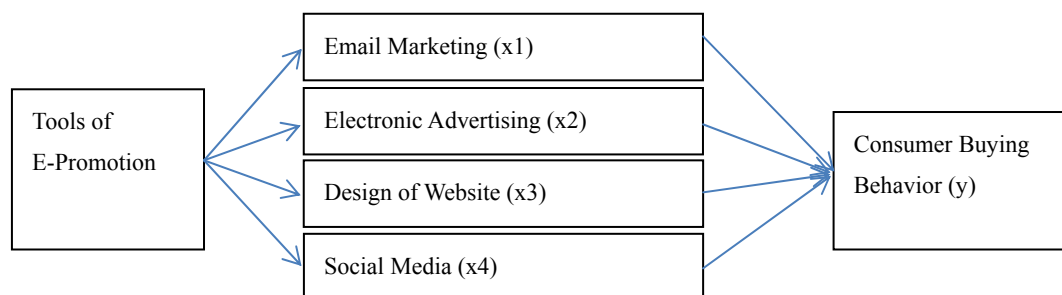


Figure 3. The conceptual framework of the research. The source: Authors.

### The Study Population and Methodology

The sample of the study was the distribution of 100 people from Bechar City in Algeria; reliance has been placed on the 90 a questionnaire and exclusion (10), the lack of completeness, and the presence of certain shortcomings in the answers.

### Data Analysis Methods

- Descriptive statistical techniques to describe the characteristics of the study sample using percentages and frequencies.
- “Five-Point-Likert Scale”.
- To speed up the data analysis, fast calculation of statistical significance, and assist in establishing relationship among variables, SPSS (Statistical Package for Social Science) software is used in this research.
- Simple linear regression, and multiple regression, and correlation coefficient and interpretation.

## Results and Discussion

### Data Analysis

Table 2

*Data of Selected Sample*

Variables	Levels	The number	Percentage %
Gender	F	34	37.8
	M	56	62.2
Age	Less than 25 years	20	22.2
	26 to less than 40 years	60	66.7
	More than 40 years	10	11.1
Qualifications	Less than secondary	8	7.20
	Secondary	20	18.0
	Have a bachelor degree	38	34.2
	Graduate studies	24	21.6
Monthly income	Less than 18,000.00	33	52.1
	From 18,000.00 to 30,000.00	13	20.5
	From 30,000.00 to 50,000.00	14	21.9
	More than 50,000.00 years	30	50.5

The source: Preparation of the researchers based on the results of the statistical program SPSS.

### Reliability Test

Table 3

*Reliability Statistics for Dependent and Independent Variables*

The number of variables (28 variables)	Cronbach's alpha
Dependent and Independent Variables/(x) Tools of E-Promotion/(y) Consumer Buying Behavior	88.5%
Rate of all variables	88.5%

The source: Preparation of the researchers based on the results of the statistical program SPSS.

The alpha coefficient is greater than the minimum acceptable and is 60% to overall reliability coefficient 88.5%, indicating a high reliability.

### Test Hypotheses

- Test the first hypothesis (the hypothesis of Proof H1): There is a significant impact of email marketing and consumer buying behavior in Algerian than the significance level alpha (0.01).

Table 4

*Result of One Way ANOVA Between Email Marketing and Consumer Buying Behavior*

Model	Mean	F	R <sup>2</sup>	Pearson correlation	Sig.
Regression	3.55	18.522	0.174	0.417**	0.000 <sup>a</sup>

Note. \*\* Correlation is significant at the 0.01 level. The source: Preparation of the researcher based on the results of the statistical program SPSS.

The first hypothesis: There is a relationship of significance between email marketing and consumer buying behavior in Algerian, based on the base test the hypothesis, which states refused H0 where sig. = 0.000 and is less than the significance level (0.01).

This can be explained that there is considerable interest in the use of electronic mail for mobile users in the city of Bechar Algeria, where it is used only for registration in the sites, social networks, or sending messages, although email is important in the process of promoting various offers and services.

- Test the secondary hypothesis (the hypothesis of Proof H1): There is a significant impact of e-advertising and consumer buying behavior in Algeria than the significance level (0.01).

A test result and the second hypothesis, which state: There is a significant impact of email marketing and consumer buying behavior in Algerian about mobile services of company Ooredoo.

Table 5

*Result of One Way ANOVA Between E-Advertising and Consumer Buying Behavior*

Model	Mean	F	R <sup>2</sup>	Pearson correlation	Sig.
Regression	3.56	15.752	0.152	0.390**	0.000 <sup>a</sup>

Note. \*\* Correlation is significant at the 0.01 level. The source: Preparation of the researchers based on the results of the statistical program SPSS.

The second hypothesis: There is an impact of e-advertising and consumer buying behavior in Algerian (based on the hypothesis testing and which provides for the rejection H0 where sig. = 0.000, and is less than the significance level alpha "0.01").

This can be explained that there is a correlation between the declaration and the behavior of the Algerian consumer electronic through interaction with electronic advertisements either through websites or through the mobile phone.

- Test the third hypothesis (the hypothesis of Proof H1): There is a significant relationship between the design of the website and consumer buying behavior in Algerian.

Table 6

*Result of One Way ANOVA Between the Design of the Website and Consumer Buying Behavior*

Model	Mean	F	R <sup>2</sup>	Pearson correlation	Sig.
Regression	3.86	37.60	0.299	0.547**	0.000 <sup>a</sup>

Note. \*\* Correlation is significant at the 0.01 level. The source: Preparation of the researchers based on the results of the statistical program SPSS.

Based on the Table 6, there is a relationship between the design of the website and consumer buying behavior in Algerian and based on the hypothesis testing and which provides for the refused H0 where sig. value is 0.000 and it is less than the significance level alpha (0.01).

This can be explained that there is a correlation between the design of the website and the behavior of the Algerian consumer purchase, where there is great interest to visit the website of institutions which reflect the good design and attractive to him, and therefore the ease of sailing and searching information in a flexible way.

- Test the fourth hypothesis (the hypothesis of Proof H1): There is a significant relationship between the social media and consumer buying behavior in Algerian less than the significance level alpha (0.01).

Table 7

*Result of One Way ANOVA Between the Social Networking Sites and Consumer Buying Behavior*

Model	Mean	F	R <sup>2</sup>	Pearson correlation	Sig.
Regression	3.79	19.358	0.180	0.425**	0.000

Note. \*\* Correlation is significant at the 0.01 level. Source: Preparation of the researchers based on the results of the statistical program SPSS.

Based on the Table 7, there is a relationship between the social networking sites and consumer buying behavior in Algerian and based on the hypothesis testing and which provides for the refused  $H_0$  where sig. value is 0.000, and it is more than the significance level alpha (0.01).

This can be explained that there is a correlation between the social networking sites and the behavior of the Algerian consumer purchase, where there is great interest to visit the social media of company Ooredoo. This shows the Algerian consumer awareness of the importance of the search for information and consumer feedback and suggestions through the spoken word of web (WoW) to purchase.

- Test the fourth hypothesis (the hypothesis of Proof H1): There is a significant relationship between the indexes and search engines on the consumer buying behavior in Algerian less than the significance level alpha (0.01).

Table 8

*Result of One Way ANOVA Between the Indexes and Search Engines on the Consumer Buying Behavior*

Model	Mean	F	R <sup>2</sup>	Pearson correlation	Sig.
Regression	3.95	56.22	0.390	0.624**	0.000

Note. \*\* Correlation is significant at the 0.01 level. Source: Preparation of the researchers based on the results of the statistical program SPSS.

Based on the Table 8, there is a relationship between the indexes and search engines on the consumer buying behavior in Algerian and based on the hypothesis testing and which provides for the refused  $H_0$  where sig. value is 0.000 and it is more than the significance level alpha (0.01).

This can be explained that there is a correlation between the indexes and search engines on the behavior of the Algerian consumer purchase, where there is great interest to visit the social media of companies. This shows the Algerian consumer awareness of the importance of the search for information and consumer feedback and suggestions through the spoken word of web (WoW) to purchase.

This shows the case of access to consumer information and links to websites of institutions through the introduction only keywords or phrases in Google.com or yahoo.com, goto.com for examples.

Table 9

*Result of ANOVA Between the Tools of E-Promotion and Consumer Buying Behavior*

Model	Mean	F	R <sup>2</sup>	Pearson correlation	Sig.
Regression	3.74	88.071	0.500	0.707**	0.000 <sup>a</sup>

Note. \*\* Correlation is significant at the 0.01 level. The Source: Preparation of the researchers based on the results of the statistical program SPSS.

Based on the Table 9, there is a relationship between the styles of E-Promotion and Algerian consumer behavior in Algerian and based on the hypothesis testing and which provides for the refused  $H_0$  where sig. value is 0.000, and it is less than the significance level alpha (0.01).

Highlight the order of importance of the impact of E-Promotion techniques toward Algerian consumer behavior to replace the active study in Bechar City incorporated in the following table:

Table 10

*Ranking of Impact Between the Tools of E-Promotion on Consumer Buying Behavior*

Ranking	Tool	The mean	Tool	Value of R <sup>2</sup>
1	The indexes and search engines	3.95	The indexes and SEO	0.390
2	Design of website	3.86	Design of website	0.299
3	Social media	3.79	Social media	0.180
4	E-advertising	3.56	E-advertising	0.152
5	Email electronic	3.55	Email electronic	0.174

The Source: Preparation of the researchers based on the results of the statistical program SPSS.

The table shows that the indexes and search engines is the most important with value ( $R = 0.390$ ) of all tools of E-Promotion through the study and then followed by design of website, and then third social media followed by e-advertising and email electronic comes in the latter with value ( $R = 0.174$ ), and the rest is due to other variables.

This indicates that the Algeria consumers in Bechar City are aware of the importance of the use of tools of E-Promotion to satisfy their needs and wishes.

### Conclusion

From the findings, relative advantage found to have a positive effect of the tools of E-Promotion on Algerian consumer behavior.

The proportion of the sample is 62.2% males and 37.8% females.

The percentage of 22.2% of the study sample, aged 25 years and less and 66.7% aged between 26-40 and 11 more than 40 year any that most of the respondents are young.

The largest percentage of the sample is between university level and post the gradient, i.e., the largest proportion is of high level in the university.

The arithmetic average to propagate through the indexes and search engines is the most influence from the other tools in my average 3.955, followed by the design of the website at an average expense of 3.86 and explained to the intensity of use of search engines to the members of the sample. Then comes the promotion through social networking sites my account an estimated average of 3.79 followed by e-mail and electronic publicity arrangement 3.56 and 3.55, respectively.

The Algeria consumers in Algeria Bechar City are aware of the importance of the use of tools of E-Promotion to satisfy their needs and wishes.

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