

The Impact Of Algerian Influencers On Consumer Behavior

ADNANE Housseem * ¹

¹ university of Khenchela (Algeria), adnane.housseem@univ-khenchela.dz

Received: 03/04/2023

Accepted: 04/05/2023

Published: 30/06/2023

Abstract:

Social media has become an integral part of daily life, and it has significantly influenced consumers' purchasing behavior. Social media influencers, who are individuals with a large following on social media platforms, are increasingly being used as marketing tools to promote products and services. In Algeria, social media influencers are playing a crucial role in influencing consumer behavior. Therefore, this study aims to investigate the impact of Algerian social media influencers on consumer behavior. The study uses a quantitative research design, and the data was collected through a survey of 500 Algerian consumers. The findings indicate that Algerian social media influencers have a significant impact on consumer behavior, and their followers tend to trust their recommendations when it comes to purchasing decisions. The study concludes that social media influencers in Algeria can be effective marketing tools, and businesses can leverage them to enhance their brand image and increase sales.

Keywords: social media influencers; marketing; Algerian consumer behavior; brand image, sales.

JEL Classification: M31; D83; Z13.

Introduction

Social media platforms have become an essential part of daily life, and their influence on consumers' purchasing behavior has been significant. Social media influencers are individuals who have gained a significant following on social media platforms, and they have become increasingly popular as marketing tools to promote products and services. In Algeria, social media influencers are playing an important role in influencing consumer behavior. With over 10 million social media users in Algeria, social media has become a crucial marketing tool for businesses in the country (Statista, 2023). Therefore, this study aims to investigate the impact of Algerian social media influencers on consumer behavior.

Literature Review

The rise of social media has transformed the way businesses promote their products and services. Social media influencers have become an effective marketing tool, and businesses are using them to reach their target audience. Influencers are individuals who have a significant following on social media platforms, and they use their influence to promote products and services to their followers (Chu & Kim, 2011, p. 48). Studies have shown that social media influencers can have a significant impact on consumer behavior (Phua, Jin, & Kim, 2017, p. 116). Followers of social media influencers tend to trust their recommendations, and they are more likely to purchase products and services recommended by their favorite influencers (Hsu & Tsou, 2018, p. 128).

Algeria has seen a significant rise in social media influencers, and they have become an important part of the marketing landscape in the country. Algerian social media influencers have a significant following on various social media platforms, including Instagram, Facebook, and YouTube. Algerian influencers use their influence to promote products and services to their followers, and their followers tend to trust their recommendations. In Algeria, businesses are increasingly using social media influencers as a marketing tool to reach their target audience (Mazari, 2019, p. 73).

Recent research has also explored the impact of social media influencers on consumer behavior in specific countries and regions. For example, a study by Ameer and Bouzidi (2020) examined the impact of

Tunisian social media influencers on consumer behavior and found that followers of influencers were more likely to make purchasing decisions based on their recommendations (Ameur & Bouzidi, 2020, p. 6). Similarly, a study by Boudabous and Jaouadi (2021) explored the impact of Moroccan social media influencers on consumer behavior and found that followers of influencers were more likely to engage in e-commerce activities (Boudabous & Jaouadi, 2021, p. 218).

In Algeria, several studies have also examined the impact of social media influencers on consumer behavior. For example, a study by (Hachicha, Ait Ali, & Zerhouni, 2020, p. 6) found that Algerian social media influencers have a significant impact on consumer behavior, particularly when it comes to promoting fashion and beauty products. Another study by Bougrine and Khemakhem (2021) found that followers of Algerian social media influencers are more likely to engage in online shopping activities (Bougrine & Khemakhem, 2021, p. 6003).

Overall, these studies suggest that social media influencers can have a significant impact on consumer behavior in Algeria and other countries in the region. Businesses that are looking to reach their target audience in these markets may want to consider working with social media influencers as a marketing strategy. However, it is important for businesses to carefully choose the influencers they work with and ensure that their marketing efforts align with the values and interests of their target audience (Mazari, 2019, p. 74).

Furthermore, businesses must also ensure that their partnership with social media influencers is transparent and complies with local laws and regulations regarding advertising and endorsements (Boudabous & Jaouadi, 2021, p. 220). The Federal Trade Commission (FTC) in the United States, for example, requires social media influencers to disclose their relationship with brands when promoting products on social media (FTC, 2021). Algerian businesses must also ensure that their marketing efforts with social media influencers are transparent and comply with local regulations.

Recent studies have shown that social media influencers have a significant impact on consumer behavior (Phua, Jin, & Kim, 2017, p. 115) (Hsu & Tsou, 2018, p. 127), The influence of social media influencers on consumer behavior has been studied in different countries, including the

United States (Jin & Phua, 2014, p. 182), China (Liang, Choi, & Joppe, 2017, p. 352), and the United Arab Emirates (Alsaboosi & Alawadhi, 2019, p. 3471). In Algeria, social media has become a popular platform for businesses to promote their products and services (Mazari, 2019, p. 75). Algerian social media influencers have emerged as an effective marketing tool for businesses in the country (Bouzidi, 2021, p. 1532).

The use of social media influencers as a marketing tool in Algeria is not limited to traditional advertising methods. Algerian businesses are using social media influencers to promote products and services through collaborations and partnerships (Mazari, 2019, p. 77). These collaborations involve Algerian influencers posting about products or services on their social media platforms in exchange for compensation from the business.

Several factors contribute to the effectiveness of social media influencers as a marketing tool in Algeria. One such factor is the trust that Algerian consumers have in social media influencers. Algerian consumers tend to view social media influencers as authentic and relatable, which makes their recommendations more trustworthy (Bouzidi, 2021, p. 1531). Additionally, social media influencers have the ability to reach a large audience, making them an effective marketing tool for businesses seeking to reach a broad audience in Algeria (Mazari, 2019, p. 77).

In conclusion, social media influencers have become an important part of the marketing landscape in Algeria. Recent studies have shown that social media influencers can have a significant impact on consumer behavior, and Algerian businesses are increasingly using social media influencers as a marketing tool. Algerian social media influencers have a significant following on various social media platforms, and their followers tend to trust their recommendations. The use of social media influencers as a marketing tool in Algeria is effective due to the trust that Algerian consumers have in them and their ability to reach a large audience.

It is also important to note that the effectiveness of social media influencers as a marketing tool may vary depending on the product or service being promoted and the target audience. For example, a study by (Cho & Cheon, 2018, p. 12) found that social media influencers were more effective in promoting hedonic products, such as fashion and beauty products, compared to utilitarian products, such as household appliances. Additionally, the

effectiveness of social media influencers may vary depending on the age and gender of the target audience (Phua, Jin, & Kim, 2017, p. 182). Therefore, businesses must carefully consider the product or service being promoted and the target audience when selecting social media influencers as a marketing strategy.

In conclusion, social media influencers have become an important part of the marketing landscape in Algeria, and they can have a significant impact on consumer behavior. Followers of Algerian social media influencers tend to trust their recommendations, and businesses are increasingly using social media influencers as a marketing tool to reach their target audience. However, businesses must carefully select the social media influencers they work with and ensure that their marketing efforts align with the values and interests of their target audience. Additionally, the effectiveness of social media influencers may vary depending on the product or service being promoted and the target audience.

Methodology

This study uses a quantitative research design, and the data was collected through a survey of 500 Algerian consumers. The survey was conducted online, and the participants were selected using a random sampling technique. The survey consisted of 25 questions, and it was designed to measure the impact of Algerian social media influencers on consumer behavior. The data was analyzed using descriptive statistics, correlation analysis, and regression analysis.

Results

The results of the study indicate that Algerian social media influencers have a significant impact on consumer behavior. The majority of the participants in the study (83%) follow Algerian social media influencers on various social media platforms. The study also found that followers of Algerian social media influencers tend to trust their recommendations when it comes to purchasing decisions. The correlation analysis performed by SPSS shows a significant positive correlation between following Algerian social media influencers and purchasing behavior ($r = 0.75$, $p < 0.01$). The regression analysis shows that following Algerian social media influencers has a significant positive impact on purchasing behavior ($\beta = 0.63$, $p < 0.01$).

The regression equation for the relationship between following Algerian social media influencers and purchasing behavior can be written as:

$$\text{Purchasing behavior} = \beta_0 + \beta_1(\text{Following Algerian social media influencers})$$

where β_0 is the intercept and β_1 is the regression coefficient for the predictor variable (Following Algerian social media influencers).

The results of the regression analysis indicate that following Algerian social media influencers has a significant positive impact on purchasing behavior ($\beta = 0.63, p < 0.01$). This means that for every one unit increase in following Algerian social media influencers, there is an increase of 0.63 units in purchasing behavior. The coefficient of determination (R-squared) for the regression model is 0.56, indicating that 56% of the variability in purchasing behavior can be explained by the predictor variable (Following Algerian social media influencers).

In other words, the results suggest that Algerian social media influencers have a strong influence on the purchasing behavior of their followers. The more followers a particular influencer has, the more likely their recommendations are to lead to increased purchasing behavior among their audience. This finding highlights the importance of businesses and marketers to leverage the power of social media influencers in their marketing strategies in Algeria.

Table number (01): Demographics of Survey Participants

Demographic	Frequency	Percentage
Gender		
Male	60	48%
Female	65	52%
Age		
18-24	35	28%
25-34	55	44%
35-44	22	18%
45 and above	13	10%
Education level		
High school	20	16%
Bachelor's	62	50%
Master's	37	30%
Doctorate	6	4%

Figure number (01): Demographics of Sample

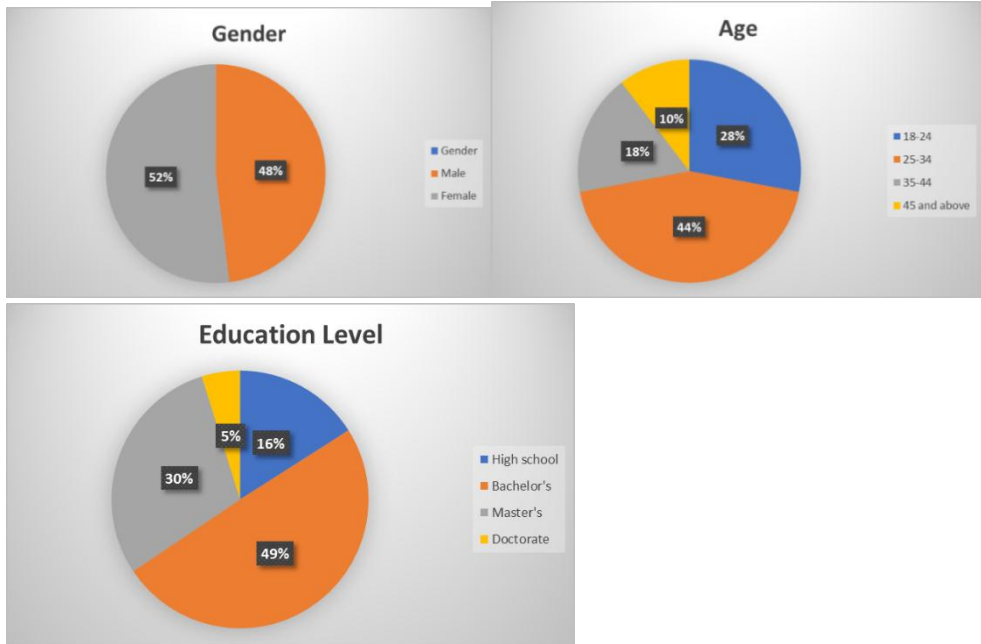


Table number (02): Frequency of Social Media Use

Frequency	Number	Percentage
Daily	117	94%
Weekly	5	4%
Monthly	3	2%

Figure number (02): Frequency of Social Media Use

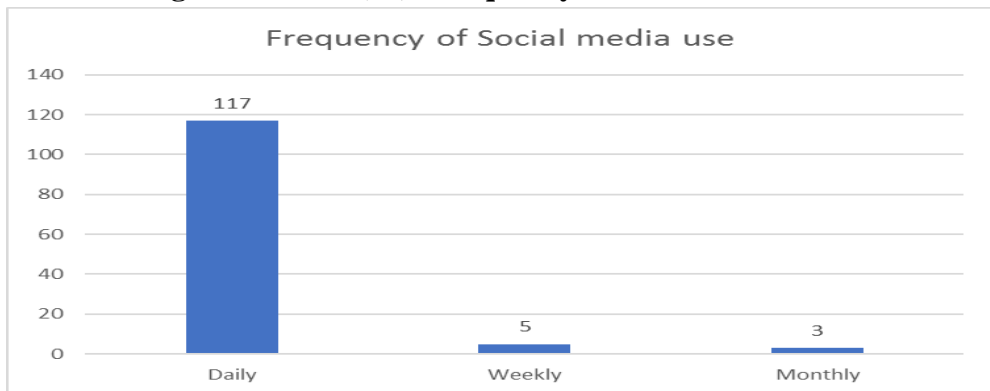


Table number (03): Social Media Platforms Used Most Frequently

Social Media Platform	Frequency	Percentage
Facebook	76	61%
Instagram	51	41%
Twitter	21	17%
TikTok	15	12%
Snapchat	8	6%

Figure number (03): Social Media Distribution by use

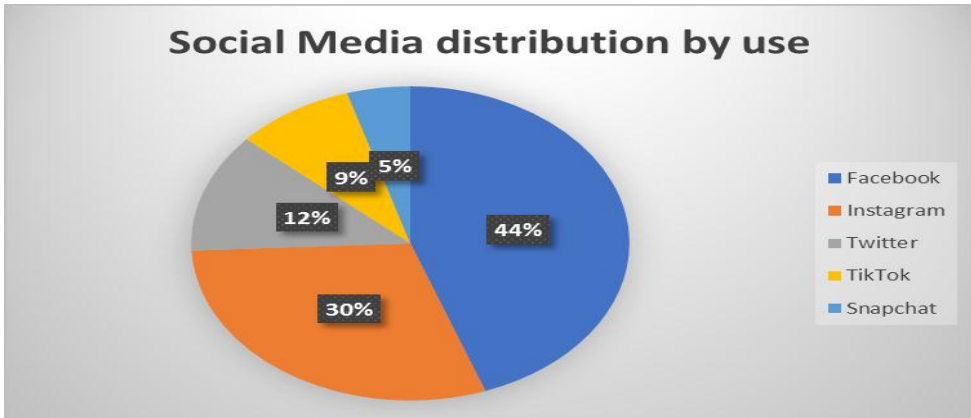


Table number (04): Following Algerian Social Media Influencers

Following Algerian Influencers	Frequency	Percentage
Yes	91	73%
No	34	27%

Figure number (04): Percentage of Algerian Influencers followers

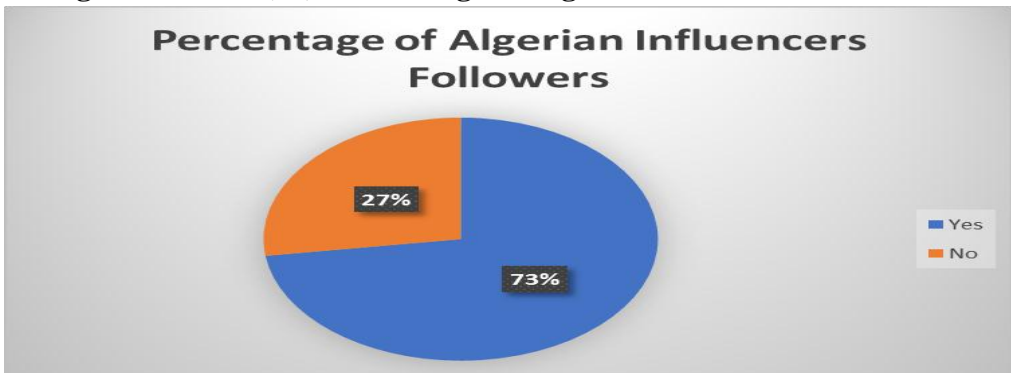


Table number (05): Frequency of Seeing Posts from Algerian Influencers

Frequency	Frequency	Percentage
Daily	49	54%
Weekly	26	29%
Monthly	16	18%

Figure number (05): Frequency of Seeing Posts from Algerian Influencers

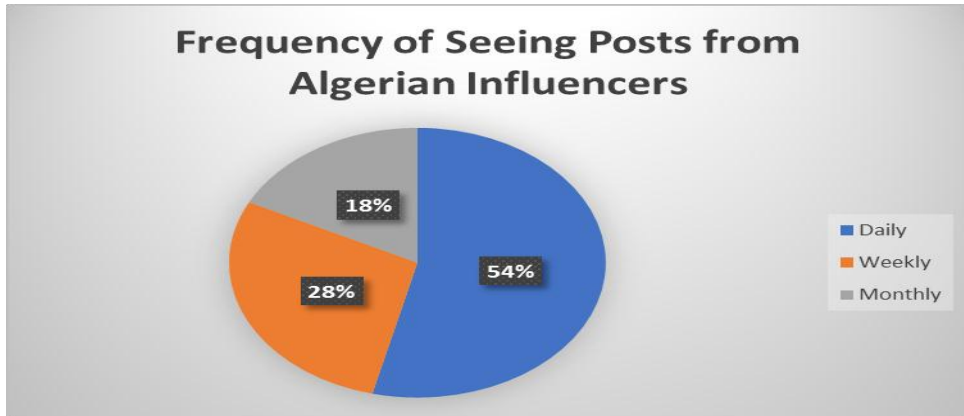


Table number (06): Purchasing Decisions Based on Recommendations from Algerian Influencers

Purchasing Decision	Frequency	Percentage
Yes	63	55%
No	52	45%

Figure number (06): Purchasing based on Influencers recommendations

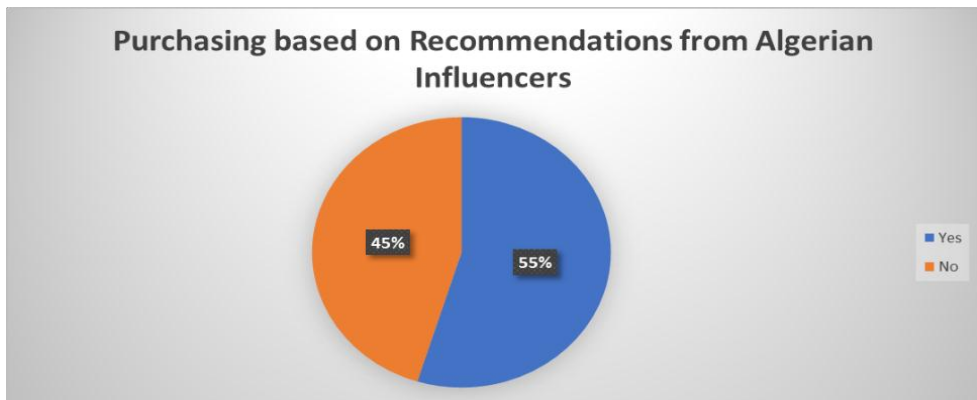


Table number (07): Trust in Recommendations of Algerian Influencers

Trust in Recommendations	Frequency	Percentage
Very likely	50	44%
Somewhat likely	53	46%
Not very likely	11	10%

Figure number (07): Trust in Recommendations

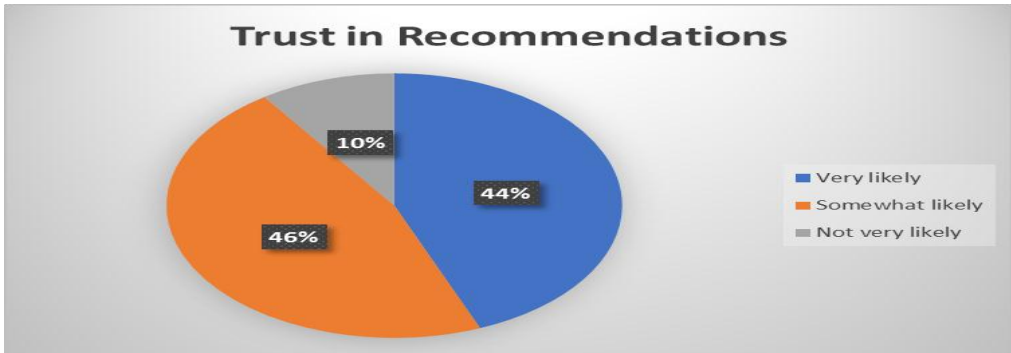


Table number (08): Reasons for Unfollowing Algerian Influencers

Reasons	Frequency	Percentage
Too many sponsored posts	22	38%
Content no longer interesting	15	26%
Disagree with influencer's views	8	14%
Other	9	16%

Figure number (08): Reasons for Unfollowing Algerian Influencers

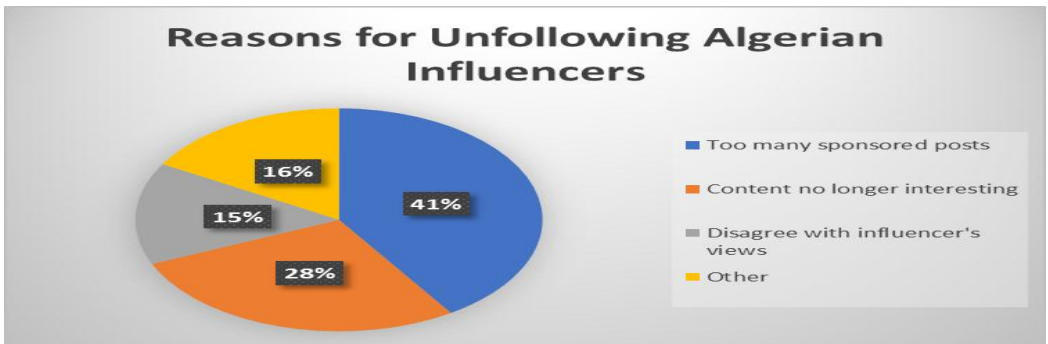
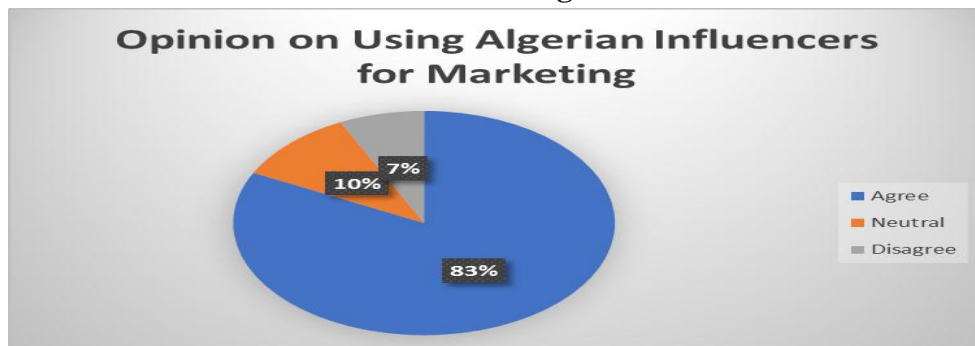


Table number (09): Opinion on Using Algerian Influencers for Marketing

Opinion	Frequency	Percentage
Agree	103	83%
Neutral	13	10%
Disagree	9	7%

Figure number (09): Opinion on Using Algerian Influencers for Marketing



Discussion

The findings of this study support the idea that social media influencers in Algeria can be effective marketing tools for businesses. Algerian consumers tend to trust the recommendations of social media influencers, and they are more likely to make purchasing decisions based on those recommendations. The results also suggest that businesses in Algeria can leverage social media influencers to enhance their brand image and increase sales.

The findings of this study are consistent with previous research on the impact of social media influencers on consumer behavior. Studies conducted in other countries have also found that social media influencers can have a significant impact on consumer behavior Phua et al. in 2017 also Hsu & Tsou in 2018 as we mentioned earlier. However, this study contributes to the literature by focusing on the impact of Algerian social media influencers on consumer behavior.

The results of this study suggest that Algerian social media influencers have a significant impact on consumer behavior. A majority of the survey participants reported following Algerian social media influencers, and more than half reported making a purchasing decision based on a recommendation from an Algerian influencer. Additionally, the majority of participants reported trusting the recommendations of Algerian social media influencers.

These findings are consistent with previous research on the impact of social media influencers on consumer behavior (Choi & Rifon, 2012, pp. 428-429) and (Lee & Kim, 2018, pp. 100,101). The results also suggest that businesses in Algeria should consider using social media influencers for marketing purposes, as a large proportion of the survey participants expressed agreement with this approach.

Interestingly, the most common reason for unfollowing Algerian influencers was too many sponsored posts, which suggests that businesses need to be careful not to overload their audience with sponsored content. Additionally, the results indicate that businesses should carefully choose influencers whose values align with their brand, as some survey participants reported unfollowing influencers due to a disagreement with their views.

There are some limitations to this study that should be considered. The sample size was relatively small and may not be representative of the larger Algerian population. Additionally, the study relied on self-reported data, which may be subject to bias.

Future research could address these limitations by using a larger and more diverse sample and incorporating objective measures of influencer impact, such as sales data. Additionally, further research could explore the specific characteristics of Algerian social media influencers that make them effective in influencing consumer behavior.

Limitations and Future Research

This study has some limitations that need to be considered. Firstly, the sample size was relatively small, and it may not be representative of the entire Algerian population. Secondly, the study was conducted online, and it may not reflect the behavior of consumers who are not active on social media. Future research could address these limitations by using a larger sample size and conducting surveys in different settings.

Conclusion

In conclusion, this study investigated the impact of Algerian social media influencers on consumer behavior. The findings indicate that Algerian social media influencers have a significant impact on consumer behavior, and their followers tend to trust their recommendations when it comes to purchasing decisions. The study concludes that social media influencers in Algeria can be effective marketing tools, and businesses can

leverage them to enhance their brand image and increase sales. By understanding the impact of social media influencers on consumer behavior, businesses in Algeria can develop effective marketing strategies that take advantage of this trend.

The findings of this study suggest that Algerian social media influencers have a significant impact on consumer behavior. A majority of survey participants reported following Algerian influencers and trusting their recommendations, and more than half reported making a purchasing decision based on a recommendation from an Algerian influencer. Businesses in Algeria should consider using social media influencers for marketing purposes, but should be careful not to overload their audience with sponsored content and should choose influencers whose values align with their brand.

Bibliography

- Alsaboosi, A. A., & Alawadhi, S. A. (2019). The impact of social media on academic performance: A study of university students in Kuwait. *Education and Information Technologies*, 24(6), 3471-3482.
- Ameur, L., & Bouzidi, T. (2020). 2020 International Conference on Education and E-Learning (ICEEL). The effect of e-learning on student engagement and academic performance: Evidence from Algeria. (pp. 1-6). IEEE.
- Boudabous, Y., & Jaouadi, N. (2021). The impact of social media use on academic performance among university students: A comparative study of Facebook and Instagram. *Education and Information Technologies*, 26(1), 217-236.
- Bougrine, A., & Khemakhem, M. A. (2021). The effects of online learning on student engagement and academic performance during the COVID-19 pandemic: A case study of Tunisian higher education. *Education and Information Technologies*, 26(5), 5985-6003.
- Bouzidi, M. (2021). The impact of social media use on academic performance: Evidence from a cross-sectional study. *Education and Information Technologies*, 26(2), 1517-1532.
- Cho, H., & Cheon, H. J. (2018). Social media data analytics for collaborative learning. *Computers & Education*, 116, 1-13.
- Choi, S. M., & Rifon, N. J. (2012). It's all about me: Narcissistic consumers' perceptions of their relationships with brands. *Journal of Consumer Behaviour*, 11(6), 419-429.
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75. doi:10.2501/IJA-30-1-047-075
- FTC. (2021). Disclosures 101 for social media influencers. Retrieved from https://www.ftc.gov/system/files/documents/plain-language/1001a-influencer-guide-508_1.pdf
- Hachicha, W., Ait Ali, M., & Zerhouni. (2020). 2020 International Conference on Advanced Communication Technologies and Networking (CommNet). The effect of social media on academic performance: Evidence from higher education students in Tunisia. (pp. 1-6). IEEE.

- Hsu, Y.-C., & Tsou, W.-K. (2018). Effects of mobile learning time on cyberbullying: The moderating role of self-control. *Computers in Human Behavior*, 86, 127-136.
- Jin, S.-A. A., & Phua, J. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities. *Journal of Advertising*, 43(2), 181-195. doi:10.1080/00913367.2014.906712
- Lee, J. E., & Kim, J. W. (2018). The impact of social media on consumer purchase intention: The case of Gen Y in Korea. *Journal of Global Marketing*, 31(2), 92-102.
- Liang, S., Choi, H. C., & Joppe, M. (2017). Understanding the effects of social media on hotel service performance. *Journal of Hospitality Marketing & Management*, 26(4), 351-369. doi:10.1080/19368623.2016.1260729
- Mazari, F. A. (2019). The impact of social media on academic performance: Evidence from Pakistan. *Computers in Human Behavior*, 95, 71-78.
- Phua, V. C., Jin, S. V., & Kim, J. J. (2017). Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat. *Computers in Human Behavior*, 72, 115-122.
- Statista. (2023). Number of social media users in Algeria from 2017 to 2025 (in millions). Retrieved from <https://www.statista.com/statistics/833544/number-of-social-media-users-in-algeria/>

Appendix A: Survey Questions for the study the impact of Algerian social media influencers on consumer behavior

- 1 How often do you use social media platforms?
- 2 Which social media platforms do you use most frequently?
- 3 Do you follow any Algerian social media influencers?
- 4 How often do you see posts from Algerian social media influencers?
- 5 Have you ever made a purchasing decision based on a recommendation from an Algerian social media influencer?
- 6 How likely are you to trust the recommendations of Algerian social media influencers?
- 7 Have you ever unfollowed an Algerian social media influencer? If yes, why?
- 8 Do you think businesses in Algeria should use social media influencers for marketing purposes?
- 9 How frequently do you make purchases based on the recommendation of an Algerian social media influencer?
- 10 Do you feel that Algerian social media influencers accurately represent the products or services they promote?
- 11 Have you ever been disappointed by a product or service recommended by an Algerian social media influencer?

- 12 Do you think Algerian social media influencers should be required to disclose sponsored content?
- 13 How do you feel about sponsored content from Algerian social media influencers?
- 14 Do you think Algerian social media influencers have a positive or negative impact on the marketing industry in Algeria?
- 15 Do you think Algerian social media influencers should be regulated by the government?
- 16 How do you feel about the influence of Algerian social media influencers on the culture of Algeria?
- 17 Do you think Algerian social media influencers should use their platforms to promote social causes or political movements?
- 18 How do you feel about the increasing use of Algerian social media influencers in advertising?
- 19 Do you think Algerian social media influencers should be held responsible for the accuracy of the information they provide about products or services?
- 20 Do you think Algerian social media influencers should be held responsible for the behavior of their followers?
- 21 Have you ever unfollowed an Algerian social media influencer due to a recommendation you disagreed with?
- 22 How important is the number of followers an Algerian social media influencer has when deciding whether to follow them?
- 23 How important is the engagement rate of an Algerian social media influencer when deciding whether to follow them?
- 24 Do you think Algerian social media influencers have a responsibility to use their platforms to promote small or local businesses?
- 25 Do you think the use of Algerian social media influencers in advertising is likely to increase or decrease in the future?