

The Impact of Digital Advertising and Social Media Intensity on Materialism: The Case of Algerian Young Consumers

أثر الإعلان الرقمي وكثافة استخدام وسائل التواصل الاجتماعي في النزعة

المادية: حالة المستهلكين الشباب بالجزائر

Tarek Belhadj¹

University Center of Mila (Algeria), t.belhadj@centre-univ-mila.dz

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Abstract:

The enormous presence of today consumers on social media gave the opportunity for marketers to promote material consumption culture through this digital space. Previous studies have suggested that materialism is associated with media exposure.

The present study examines the relations between digital advertising exposure in social networking sites, social media intensity and materialism. The study sample included 168 Algerian university students, who were completed a self-administered questionnaire. The data were subjected to Structural Equation Modelling (SEM) with AMOS software, in which path analysis was performed. Both direct and indirect effects between the independent and dependent variables were tested. The results show that digital advertising exposure and social media intensity have a positive effect on materialism. This effect was partially mediated by the consumption-oriented use of social media.

Keywords: Digital advertising; social media intensity; consumption-oriented use; materialism.

JEL Classification Codes: M30, M31, M37, M39

ملخص:

إن تشابك وسائل التواصل الاجتماعي الرقمية بشكل كبير ومتنام في حياة المستهلك المعاصر، شكل فرصة للشركات كي تستخدمها كمنصة لإطلاق جهود الإعلان والتسويق التي تسعى إلى تعزيز السلوك الاستهلاكي، في هذا الإطار ذهبت الكثير من الدراسات السابقة إلى أن نزعة الاستهلاك المادي

¹ **Corresponding author:** Tarek Belhadj, **e-mail:** t.belhadj@centre-univ-mila.dz.

ترتبط بالتعرض لوسائل الإعلام التقليدية، غير أن هناك القليل من البحث في علاقتها بالأشكال الجديدة لوسائل التواصل الاجتماعي الرقمية.

تهدف هذه الدراسة إلى فحص أثر التعرض للإعلانات الرقمية في مواقع التواصل الاجتماعي، وكثافة استخدام تلك المواقع، على التزعة المادية، تضمنت عينة الدراسة 168 طالبًا جامعيًا جزائريًا، وتم جمع البيانات من خلال استبيان طور لأهداف الدراسة، خضعت البيانات للنمذجة بالمعادلات البنائية، وإلى أسلوب تحليل المسار. حيث تم اختبار التأثيرات المباشرة وغير المباشرة بين المتغيرات المستقلة والتابعة، وقد أشارت النتائج إلى وجود تأثير إيجابي للتعرض للإعلانات الرقمية وكثافة استخدام مواقع التواصل الاجتماعي في التزعة المادية لدى العينة المدروسة كما ثبت أن الاستخدام الموجه بالاستهلاك لتلك المواقع يلعب دور وسيط جزئي في العلاقة التأثيرية بين المتغيرات السابقة.

كلمات مفتاحية: الإعلان الرقمي، كثافة الاستخدام، وسائل التواصل الاجتماعي، الاستخدام الموجه بالاستهلاك، التزعة المادية.

تصنيفات JEL : M30, M31, M37, M39

1. INTRODUCTION

We are now in the "digital age"; this age can be traced back to the seventies of the twentieth century when personal computers gave the ability to transfer data freely and quickly. Some recent statistics show that nearly 80% of young people own a smartphone that allows them to access the Internet (Hunt, 2017). The presence of digital communications has become an integral part of users' daily life. With the rapid spread of social networking sites such as Facebook, Twitter, Instagram and YouTube, the average time spent by young people on social media is growing exponentially (Ho, Shin, & Lwin, 2019). The enormous presence of these users on social media gave the opportunity for marketers to promote their products and services through this digital space (Dunlop, Freeman, & Jones, 2016). In fact, the primary purpose of marketing is to maximize sales and increase customer retention and keep them under consumption motives pressures. Other effects, such as fostering a consumerist society and promoting materialistic values are not priority when formulating marketing strategies in the digital space. Many scholars have called for a more modest life away from materialism. Yet, these calls are contradicted today by media and advertising messages which continue to besiege consumers with various messages that tell them: " if [they] want to be happy, [they] should buy the latest and greatest car, clothes, or gadgets." (Fellows, 2012, p. 1).

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Based on the definition of materialism as a value that reflects "the importance a person places on possessions and their acquisition as a necessary or desirable form of conduct to reach desired end states, including happiness" (Richins & Dawson, 1992, p. 307), there has been a large amount of studies that have shown that consumers' exposure to marketing messages in traditional media is related to their level of materialism. However, there is a lack in studying this relationship in the new setting of digital media. The importance of this setting can be seen from the fact that young consumers today tend to spend more time on digital networks and rely increasingly on social media to access fashion news and follow up consumption trends. In the case of emerging countries, it is estimated that about 75% of Facebook users from the Arab countries are between the ages of 19 and 29 and they share the same cultural values and have similar behaviours toward digital media usage. The "Internet generation" in the Arab region tends to spend a large amount of its time and income on social media and digital technologies. So, it presents marketers with important growth opportunities to use social media to target young consumers (Kamal, Chu, & Pedram, 2013).

As Kalliny and Gentry (2007) noted that the influx of modern western media has changed the Arab culture. Moreover, the results of many studies indicate that materialism has become a growing issue of concern with regard to consumers in emerging markets (Chan, 2013; Ger & Russell , 1999). Some studies have demonstrated the effect of traditional media on the growth of materialism in Arab societies, such as the Algerian society (Belhadj, 2017). Likewise, this study suggests that, like advertising in traditional media, marketing messages in digital social media can shape the beliefs and values of young people with regard to consumption and material possession, meaning that exposure and frequent interaction with content and messages related to digital marketing and consumption through social networking sites may increase the material values of Algerian youth.

More specifically, the purpose of the present study is to investigate the possible effects of digital advertising exposure in social networking sites (SNSs), social media intensity and consumption-oriented use of SNSs on materialism

2. Literature review and hypotheses development:

2.1. Social media usage intensity:

According to an online analysis conducted by Insight Express (2004), the Internet is the most preferred medium among 40% of respondents, while

the next preferred medium was 39%, 8%, 4% and 2% respectively for television, newspapers, radio and magazines (Sabir, Naeem , & Amin , 2016). In fact, the existence of cheap smartphones made it easier for young people to engage in social media sites such as facebook, whatsapp, youtube, twitter, etc. These sites allow users to create public profiles, maintain social relationships, and communicate with other users who share the same interests. Users can communicate with each other using a variety of tools, such as chatting, sending private messages, leaving public comments on posts, linking to content from other sources, and sharing photos and videos (Ho, Shin, & Lwin, 2019).

Within this scenario, digital social networks is being more and more used by consumers to express their opinions on products and services and engage in consumption-oriented social networks use. Online social networking sites provide a platform for consumers to participate in variety of consumption oriented activities, from consuming marketing content, sharing knowledge and experiences about products and services, expressing views and opinions toward brands, participating in different discussions to contributing to other consumers' activities. Consumers, particularly young adults who are the heaviest users of social media, may search, produce, and respond to multiple types of information, including brand- and consumption-related messages (Kamal, Chu, & Pedram, 2013). This enables us to formulate our first hypothesis.

H1: Intensity of social media use has a direct positive effect on consumption-oriented use of social networking sites (SNSs).

Since social media space enables people to express their identities (social status, things they like or dislike, their beliefs and interests...). Social media users present themselves to others and determine the way they would like to be perceived to get more appreciation among their friends, colleagues and family (Sabir, Naeem , & Amin , 2016).

As we have mentioned above, many studies and research have proved that traditional mass media shape the beliefs, values, and behaviours of young people. For example, studies of advertising effects have shown that mass media promotes and develops material values for youth (Shrum, Burroughs, & Rindfleisch, 2005; Oprea, Buijzen, Van, & Valkenburg, 2014; Buijzen & Valkenburg, 2003). Likewise, intensive use of social media and reliance on its reference groups by leaving comments on and sharing their opinions in form of electronic word of mouth can lead to irrational choices and excessive consumption of luxury expensive products (Sabir, Naeem , & Amin , 2016). In previous studies, materialism was found to be a mediator

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in the positive relationship between intensity of social media use and conspicuous consumption (Thoumrungroje, 2014). This allows us to formulate our second hypothesis.

H2: Intensity of social media use has a direct positive effect on materialism.

2.2. Consumption-oriented use of SNSs:

Previous studies have demonstrated different uses of social media, including entertainment, political participation (Shirky, 2011; Tufekci & Wilson, 2012), engagement in civil society efforts (Kim, Hsu, & de Zuniga, 2013), commercial and academic services (Aldahdouh, Nokelainen, & Korhonen, 2020) and volunteer activities (Mano, 2014). In addition, it is possible that the content appearing on social media is saturated with elements of consumer culture (Ho, Shin, & Lwin, 2019). Therefore, social media can be used in meeting individuals' needs to communicate with peers about their consumption experiences and allow them to respond and interact with multiple types of information, including messages related to branding and consumption. Consumption-oriented use of SNSs refers to "individuals' use of SNSs to access marketing messages and communicate with peers with respect to goods, spending, and consumption activities" (Ho & Ito, 2019, p. 1365). These activities include posting photos of material possessions and commenting on peers' photos of consumption activities and sharing marketing messages with their peers.

Lehdonvirta (2010) notes that online spaces have increasingly become a place where trends about material possessions and consumption styles are shared between users, which lead to the dominance of what has been termed virtual consumption. Hence, the frequent exposure of consumption-related content on social networks leads users to overestimate the level of spending and consumption of their peers. In a particular position, young users in social media tend to actively create and share content, which may increase attention to the consumption symbols embedded in peers' photos and messages. This is consistent with results of previous studies showing that after seeing posted photos of others on social media, young users tend to hold a belief that they are more attractive and competent than themselves (Ho, Shin, & Lwin, 2019).

Thus, frequent exposure to content related to consumption can shape users' attitudes towards property and material wealth, especially among young people, who tend to be vulnerable to media influences especially when it allows personal communication with relatives and peers (Chia,

2010). Since social media users maintain a large and varied virtual network of relationships, their beliefs and attitudes can be easily changed by displaying and sharing content of common interest. This means that young people's attitudes towards spending, material possessions and consumption gradually conform to those of their peers (Ho, Shin, & Lwin, 2019). This can be easily seen in developed societies where young consumers have adopted a lifestyle more oriented towards materialism (Kilbourne , et al., 2009). However, recent studies argued that more people in developing countries are moving towards this Western materialistic culture (Ger & Russell , 1999; Cho, Jin, & Watchravesringkan, 2016; Podoshen, Li, & Zhang, 2011). Then, our third hypothesis is the following:

H3: Consumption-oriented use of SNSs has a direct positive effect on materialism.

2.3. Digital advertising & its effects:

Social media networks not only serve as communication platforms for users to share content but also as channels for companies to promote products and brands (Beukeboom, Kerkhof, & de Vries, 2015). So, users of these networks are exposed to countless marketing messages and may search for marketing information intentionally by contacting companies' sites (Ho, Shin, & Lwin, 2019). Digital media websites allow marketers to provide users with content that combines vision, sound and action, just like television, but also includes consumer interaction and feedback (Kamal, Chu, & Pedram, 2013). The exposure to, learn about, sharing of, and interact with advertising content has made social media a dominant digital communication channel that provides an ideal environment and context for digital advertising. Therefore, marketers are increasingly shifting their digital marketing strategies to reach networked consumers (Hudson, Huang, Roth, & Madden, 2016). Those consumers are heavily targeted by advertising messages through social networks that suggest to them that their happiness, pleasure, excitement and endless wish list can only be achieved through accumulating material possessions (Sabir, Naeem , & Amin , 2016). Therefore, we suggest that digital advertising in social media can shape consumer' values regarding consumption and acquisition. That is, frequent exposure to advertising content and messages about products and services may increase young consumer's materialism.

It is important to note that most studies on media and social values were based on cultivation theory (Gerbner, Gross, Morgan, Signorielli, & Shanahan, 2002). This theory is based on the premise that media presents a fake world and is completely different from the real world, and that this

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distortion affects viewers' beliefs (Shrum, Burroughs, & Rindfleisch, 2005). The cultivation theory suggests that heavy viewers may cultivate unrealistic beliefs about material and consumption issues. They may overestimate the material well-being of their peers, neighbours, families and even the average person in society. This overestimation of wealth level may occur as a reflection of exposure to advertising messages that focuses on status and prestige goods (Sirgy, et al., 1998). By the end, heavy viewers will differ in their perception of social reality from light viewers. Since heavy-watchers use television as a dominant source for shaping their beliefs, they would have world view that is more consistent with the world of advertisements and media (television) (Shrum & Bischak, 2001). Many studies support the hypothesis of cultivation theory. For example, Shrum, Burroughs, & Rindfleisch (2005) found that the amount of viewing to be positively related to perceptions of the prevalence of high-status products and services. Thus, heavy viewing appears to cultivate perceptions of an affluent society and promote material values. Oprea, Buijzen, Van, & Valkenburg (2014) found that advertising exposure to be positively related to level of materialism. Sirgy, et al., (2012) indicate that when these advertisements focus on luxury goods and entertainment services, the result is the development of the belief that most people live a luxurious lifestyle, and that the way to success in life is through the accumulation of material goods and personal wealth.

Although these studies have gained an advanced understanding of the effects of cultivation effect, very few of them tried to examine the effects of new forms of digital social media. To understand the effects of digital media, it is necessary to know the differences between the use of traditional media (such as watching TV) and the use of social media. Compared to television viewers, social media users are more effective, as they can not only create and disseminate content to their peers and other users, but also respond to content and interact directly with the providers of this content. Thus, the new media allow bilateral communication about content between senders and recipients (Ho, Shin, & Lwin, 2019).

Moreover, since young people are becoming ever more dependent on social media to search for news, politics issues, commercial and academic services, entertainment, market information, advertising messages, and social support, these networked media have a huge impact on young users' beliefs and values. So, repeated exposure to advertisements for long and regular periods cultivates the belief that reality is very similar to the reality portrayed on social media. Based on the discussions above, we propose the

following hypotheses:

H4: digital advertising exposure in social media has a direct positive effect on consumption-oriented social networks use.

H5: digital advertising exposure in social media has a direct positive effect on materialism.

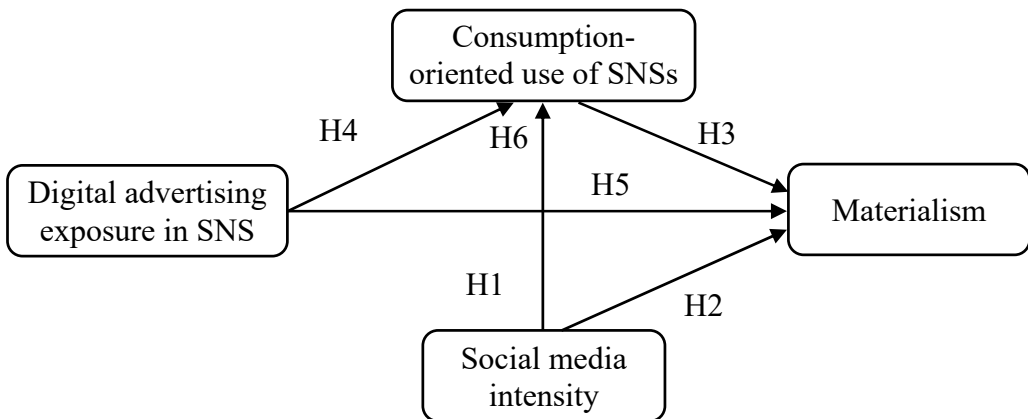
H6: digital advertising exposure and social media intensity have an indirect effect on materialism mediated by consumption-oriented use of social networking sites.

3. Methodology

3.1. Research Design and Proposed Model:

Based on the literature review and hypotheses development presented in the second part of this article, we develop a proposed model that reveals the direct and mediated relationships between the study variables. We hypothesise that digital advertising and social media intensity are independent variables and are expected to have a positive effect on both consumption-oriented use in SNSs and materialism as dependent variables, at the same time consumption-oriented use having positive effect on materialism, is expected to mediate the relationship between dependent and independent variables.

Fig.1. Proposed Model



Source: Developed from Literature Review

3.2. Sample and data collection:

In order to investigate the relationships between our variables, data collection was administered through convenience sampling method to graduate students at Abdelhafidh boussouf University center of Mila in Algeria. A total of 179 participants completed the self-administered questionnaire with 168 useable for the purpose of this study. The age range of subjects being 18-34 years with an average of 22 years.

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There are two main reasons for our focus on young consumers. First, social interaction occupies a central position in the lives of these consumers. Young graduates tend to use interactional social media platforms more intensively (Gray, 2018). Second, young SNSs users are more likely to pay frequent attention to the consumption-related content in these sites (Ho, Shin, & Lwin, 2019). Therefore, it is important to investigate how Algerian young people interact with this consumption-related digital content on SNSs and what are the effects of such content.

3.3. Survey instruments:

As indicated previously, the key variables measured in this study were digital advertising, social media intensity, consumption-oriented use of SNSs and materialism. These variables were measured by means of a self-administered questionnaire, and we have adapted existing scales from the literature.

- ***Digital advertising exposure in SNSs:***

This study suggests that this variable reflects non personal communication and interaction with marketers such as viewing and responding to advertisements and messages from different brands. Three items measuring digital advertising exposure in SNSs were derived from a study by Ho, Shin, & Lwin, (2019). A sample item for these items was “Pay attention to ads and visit websites linked to those ads.” Respondents rated the frequency of their involvement in this digital communication on a response scale ranging from 1 = *never* to 5 = *always*.

- ***Social media intensity:***

Several emerging measurement scale have been developed to assess how involved or engaged people are in social media sites. Past research suggests it is easier and more accurate for respondents to provide an estimation of media usage in terms of the average time spent (hours or minutes) per day, per week, or frequency of use (La Ferle, Steven , & Wei-Na, 2000; Hou, 2017). Accordingly, social Media intensity was measured by asking participants to provide the average daily time spent on social media usage (“How much time did you spend on social media per day?”). It was measured by a 5-point scale that ranged from *less than 1 hour* (1) through *More than 4 hours* (5).

- ***Consumption-oriented use of SNSs:***

Consumption-oriented use of SNSs reflects personal communication with peers regarding consumption topics such as buying products and services, shopping, and consumption. Consumption-oriented use of SNSs

was assessed using six items adopted from Ho, Shin, & Lwin, (2019). This variable includes items on posting, commenting on and reading posts about consumption issues. Each item was measured on a 5-point scale ranging from 1 = *never* to 5 = *always*.

- **Materialism:**

In order to measure this construct the well-established MVS (Material Values Scale) developed by Richins & Dawson (1992) was used. This instrument originally consists of 18 items representing three subscales: success, centrality, and happiness. A shortened nine-item revalidated version suggested by Richins (2004) was used. Respondents rated nine statements on a 5-point scale (1 = *strongly disagree* to 5 = *strongly agree*).

4. Analysis and Results:

To reach the study purpose, we have used combinations of descriptive (the mean, standard deviation, kurtosis and skewness) and inferential statistics with the Statistical Package for Social Sciences (SPSS) version 20. Structural equation Modelling (SEM) technique was performed to test the model proposed using Analysis of Moment Structures (AMOS) software version 26. To test the study hypotheses, path analysis was then conducted using the maximum likelihood (ML) estimation method.

4.1. Descriptive Statistics and Normality Assessment:

The descriptive analysis of digital advertising exposure in SNSs is shown in Table 1. The mean score is slightly more than 3 indicating a moderate level of advertising exposure. The mean score of social media intensity is around 3. Specifically, the results showed that Algerian respondents spent more than two hours on social media per day on average. This result is consistent with Kamal, Chu, & Pedram (2013), who found respondents in United Arab Emirates spent one to three hours on social media per day on average and it is consistent with the global average reported by Global Web Index (2020) which is 2 hours and 22.

Although current study results indicate relatively low consumption-oriented use of SNSs ($M= 2.10$, $SD= 0.65$), which is comparable to the study of Ho, Shin, & Lwin, (2019) ($M= 2.00$, $SD= 0.42$), however, the descriptive analysis in (Table 1) shows that respondents exhibited moderately high level of materialism than many previous studies. The average score for attitude toward materialism was more than 3 ($M = 3.51$), which indicates that respondents were more inclined to agree that material possessions can lead to success, happiness and life satisfaction. Comparing these results to previous studies in the same context indicates that materialistic trend is increasing more and more in Algerian society. In

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examining the degree of materialism among Algerian students, Belhadj & Merdaoui (2017) and Belhadj (2017) obtained a mean score of 2,68 and 3,00 respectively.

Table 1. Descriptive Statistics

	N	Mean	Std. Deviation
Digital advertising exposure in SNS	168	3,17	1,37
Social media intensity	168	3,01	0,99
consumption-oriented use of SNS	168	2,10	0,65
materialism	168	3,51	0,70

4.2. Assessment of Normality and Reliability test:

To assess the distribution of scores, skewness and kurtosis were performed. The values for skewness and kurtosis between -2 and +2 are considered acceptable in order to prove normal univariate distribution (George & Mallery, 2010). The Table 2 shows that data were normally distributed as the values are in the recommended range.

Table 2. Normality and Reliability tests

	Skewness		Kurtosis		Cronbach's Alpha
	Stati.	Std. Error	Stati.	Std. Error	
Digital advertising exposure in SNS	0,011	0,18	-1,26	0,37	0,71
Social media intensity	-0,06	0,18	-0,42	0,37	/
Consumption-oriented use of SNS	0,54	0,18	0,14	0,37	0,70
Materialism	-0,18	0,18	-0,87	0,37	0,73

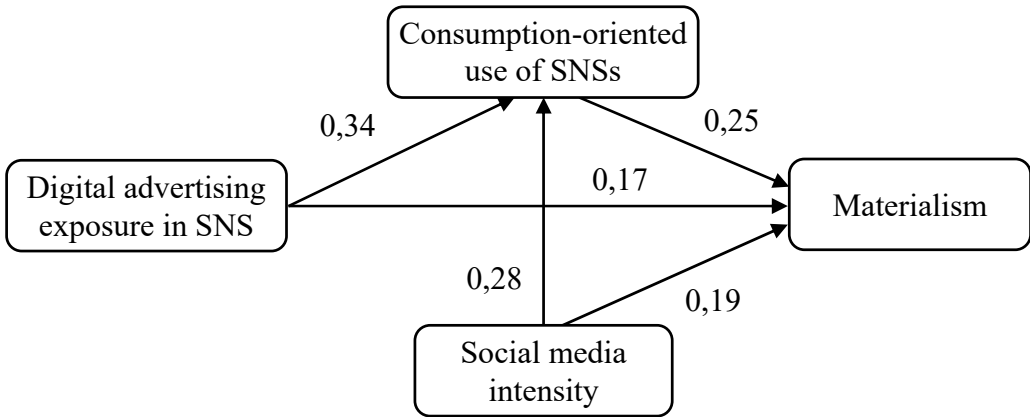
Reliability tests were conducted on the independent variables (digital advertising exposure and consumption-oriented use of SNS) and the dependent variable (materialism). The results are shown in Table 2.

4.3. Structural Equation Modelling and Path Analysis:

Structural Equation Modelling is a statistical technique which is run on AMOS software to analyse the causal effect relationship among variables of the study. Figure 2 represents path analysis in which digital advertising exposure in SNSs and social media intensity were considered independent variables, materialism was considered as dependent and consumption-oriented use of SNSs was expected to be a mediator variable.

The path analysis was tested using maximum likelihood estimation. This allows for the simultaneous analysis of direct and indirect effect paths, while also testing the overall fit of the collected data to the proposed model.

Fig. 2: path analysis



Model fit indices in the study have been calculated including Goodness of fit index value 0.997, chi-square / degree of freedom 1.091, normed fit index 0.986, root mean square residual 0.037 and root mean square error of approximation 0.023. All the values are in the acceptable range of these indices, indicating good model fit.

Table 3. Test of the overall goodness-of-fit.

Indices of Overall Fit		
Method	Recommended values	Obtained values
(CMIN/df)Chi-squared; degree of freedom	< 3	1,091
(RMSEA) Root mean squared error of approximation	<0.08	,023
Root Mean Square Residual (RMR)	< 0.10	,037
Adjusted goodness of fit index (AGFI)	>0.9	,968
Goodness of Fit Index (GFI)	>0.9	,997
Comparative Fit Index (CFI)	>0.9	,999
Normed Fit Index (NFI)	>0.9	,986
Tucker-Lewis index (TLI)	>0.9	,992

The table 4 shows the summary of path analysis performed using SEM. It represents estimates (β) and hypotheses significance (p-value).

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Table 4. Path Coefficients

Causal Path		Estimate β	S.E.	C.R.	p-value	
Digital advertising exposure in SNS	→	Consumption-oriented use of SNS	0,338	0,045	4,855	0,00*
Social media intensity	→	Consumption-oriented use of SNS	0,278	0,033	3,988	0,00*
Digital advertising exposure in SNS	→	Materialism	0,174	0,052	2,342	0,01**
Consumption-oriented use of SNSs	→	Materialism	0,253	0,084	3,262	0,00*
Social media intensity	→	Materialism	0,194	0,037	2,655	0,00*

* Significant at the 0,01 level ; ** significant at the 0,05 level.

Results indicates that all paths are significant at the 0,01 level except the path from digital advertising exposure in SNSs to materialism which is significant at the 0,05 level. Social media intensity has significant relation with consumption-oriented use of SNSs ($\beta =0.278$, p-value< 0.01); and social media intensity also has direct positive effect on materialism ($\beta =0.194$, p value <0.01). Thus, H1 and H2 were accepted.

The mediator variable consumption-oriented use of SNSs proved to have a direct positive effect on materialism ($\beta=0.253$, p-value < 0.01), accepting H3. As expected digital advertising exposure in SNSs has direct positive effect on materialism ($\beta =0.17$, p-value<0.05); and digital advertising exposure in SNSs also has significant relation with consumption-oriented use of SNSs ($\beta =0.338$, p-value <0.01). So, H4 and H5 were accepted.

4.4. Mediating Effects and Total Effects:

As confirmed above, all causal paths of the model in Figure 2 were statistically significant. However, further tests of mediating effects and total effects were needed in order to explore the effects on materialism exerted by digital advertising exposure, social media intensity and consumption-oriented use of SNSs. Bootstrapping SEM in AMOS was used to calculate the significance p values.

Results based on standardized estimates of indirect effects and total effects by maximum likelihood are shown in Table 5. It is clear that all indirect and total effects are significant at the 0.01 level. Table 5 reports five total-effect tests and two mediating-effect tests. Consumption-oriented use of SNSs proved to has a mediating role on both paths, the path between

digital advertising exposure in SNSs and materialism and the path between social media intensity and materialism. The results indicate that consumption-oriented use of SNSs has a partial mediating role on the two paths. Thus, these results supported our last hypothesis H6.

Table 5. Mediating Effects and Total Effects

Causal Path		Stand. Indirect Effect		Stand. Total Effect	
		Estimate	P-value	Estimate	P-value
Digital advertising exposure in SNS	→ Materialism	0,085	0,006*	0,260	0,004*
Social media intensity	→ Materialism	0,070	0,006*	0,264	0,004*
Digital advertising exposure in SNS	→ Consumption-oriented use of SNSs	-	-	0,338	0,004*
Social media intensity	→ Consumption-oriented use of SNSs	-	-	0,278	0,004*
Consumption-oriented use of SNSs	→ Materialism	-	-	0,253	0,006*

* Significant at the 0,01 level .

4.5. Summary of Results

The purpose of this study was to examine the effect of digital advertising exposure in SNSs and Social media intensity on materialism among Algerian students. Summarised results in Table 6 show that all of the hypotheses appear to be supported. Both direct and indirect effects between the independent and dependent variables were tested and confirmed.

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Table 6. Summary of Hypotheses test

Research hypotheses		
<i>H1</i>	Social media Intensity has a direct positive effect on consumption-oriented use of social networking sites.	<i>supported</i>
<i>H2</i>	Social media Intensity has a direct positive effect on materialism	<i>supported</i>
<i>H3</i>	Consumption-oriented use of SNSs has a direct positive effect on materialism.	<i>supported</i>
<i>H4</i>	Digital advertising exposure in social media has a direct positive effect on consumption-oriented social networks use.	<i>supported</i>
<i>H5</i>	Digital advertising exposure in social media has a direct positive effect on materialism.	<i>supported</i>
<i>H6</i>	Digital ads exposure and social media intensity have indirect effects on materialism mediated by consumption-oriented use of SNSs	<i>supported</i>

5. CONCLUSION:

Social media, such as social networking sites (e.g. Facebook, Twitter, and YouTube), have gradually undermined the power of traditional media. Several studies provide evidence indicating that traditional media, through advertising and commercial programs, play a significant role in promoting people’s degree of materialism. However, little research has focused on the effects of the new form of social media. Therefore, this study examines whether the amount of social media usage and digital advertising exposure in SNSs can be significant predictors of materialism among Algerian young people. In Addition, this study focuses on Algerian young people's orientations to use SNSs as a means of communication to disseminate and share their consumption experiences with others and the possible implications of this use on their material values.

The results show that the average time spent by Algerian users on social media is similar to that of the other users across the globe. However, Algerian young users tend to have a high level of materialism. In addition, our findings indicates that social media intensity and the amount of digital advertising exposure increase the level of young people’s materialism, where consumption-oriented use of social media plays a partial mediating role between the independent and dependent variables. On another note, there are some limitations to the current study. Firstly, since the sample was limited to graduate students and selected by convenience sampling method, it prevents the generalisability of the findings to the whole Algerian people. Therefore, further studies across different demographic groups are needed

to evaluate the extent to which our findings can be generalized. Secondly, there are other factors affecting Algerian consumers' level of materialism that can be addressed by expanding the proposed research model.

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