The effect of social media e-marketing "advantage and disadvantage "on consumer behavior : " Algerian e- consumer point of view "

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Abstract:
Using social media for marketing "SMM", companies were capable of reaching their targeted purchasers easily, efficiently and immediately. In addition, the field of social media advertising challenges various obstacles. This research paper discusses the benefits and drawbacks of using social media for marketing today. so This study's main objective was to ascertain how social media marketing affects the buying habits of customers." CPB "of Algerian customer. Through this study, we have discovered that Algerian consumers are open to the idea of shopping on social networking sites, and there is variation in the elements influencing the decision to buy. Aside from influencer recommendations, open discussions on social media can have a significant influence on purchasing decisions.
Keywords: "SMM",; customer purchasing attitude; advantages; disadvantages;
Jel Classification Codes: M31

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1. INTRODUCTION

Social media is a popular online activity. around four billion individuals globally is the number of social media users in 2022, and it is expected that this number will increase to almost six billion by 2027. Social networking is a popular digital activity worldwide, and it's no surprise that social networking is becoming more popular in all regions. As of last year, 59 percent of people worldwide used social media. This rate is expected to rise as less developed digital markets catch up to more developed areas in terms of infrastructure development and the accessibility of reasonably priced mobile devices.. as well as Social media has taken on the role of being a source of inspiration, entertainment, and news. With The majority of businesses are using social media to their advantage more than ever. It is currently among the most successful digital marketing platforms. As the number of people using social media keeps rising and Instagram and TikTok have a bigger and bigger impact on consumer purchasing decisions, marketers take full advantage of the power of attraction of these networks for promotion. By 2024, social media advertising spending is expected to surpass $300 billion, and it was about US$270 billion in 2023. Marketers in other countries are not letting social media slow down, even though the United States remains the largest social media advertising market in the world.t rain. **So how does the social media marketing affects the consumer behavior?**

- **Study Hypotheses** : In order to answer the question posed, we decided to adopt the hypothesis that said, that the consumer behavior is not affected by the benefits and drawbacks of e-marketing via social networks
- **Study Objectives:** This research paper intends to illuminate e-marketing process, its advantages and disadvantages, and the extent to which it influences consumer behavior.
- **Study Importance:** The importance of this research paper stems from the importance of the topic of shopping and marketing through social media platforms, as we know that Social media marketing is one of the types of e-marketing that is based on the principle of encouraging followers to visit the online store, which gained its importance from the facilities it provided to the consumer wherever he or she is.

2. THEORETICAL STRUCTURE:

2.1 social media marketing
➢ **The notion of e-marketing**

The term online marketing is used to describe The implementation of marketing principles and methods through electronic media, primarily the Internet. E-Marketing, online marketing, and Internet marketing are often referred to as synonyms. (Taherdoost, Jalaliyoon,2014,p337). E-marketing is the term used also to describe the process of promoting a brand. It leverages various technologies to connect industries to their customers. and consists of both direct and indirect response marketing. This definition indicates that electronic marketing encompasses all the activities of a company. performs online with the goal of attracting new customers, retaining existing ones, and enhancing its unique brand identity.

➢ **Factors contributing to the spread of e-marketing**

Successful e-marketing relies on effective strategic planning and the selection of appropriate marketing strategies.. Due to the fact that e-marketing strategies involve planning using communication technologies, this complementary relationship can help companies detect potential problems. and risks while giving them opportunities to succeed and an advantageous market position. So to prepare its promotional mix, the organization must takes care of the over crucial elements of the strategy and providing the the essential requirements to the success of these methods. Companies are often looking for innovative techniques to establish enduring bonds with their clients through taking advantage of e- marketing resources (shanko, 2023, p. 234). The current progress of electronic marketing is influenced by several factors. The architecture of the website, the comfort of purchase, efficiency, security, value, price reduction, the seizure of former customers and the nature of the items are part of it. Furthermore, this can be influenced by the quality of the goods produced., The contentment of online buyers, financial risks and the risks of non-transfer In certain areas, social behavior and national culture will determine the effectiveness of e-marketing. as we can say that the capabilities of the owners/managers, the lack of technological understanding of the owners, the The industry's rivalry, The industry and product or service categories influence the adoption eof electronic marketing. According to the study, other factors influence the approval of online marketing by Enterprises that are between 500 and 1000 employees ,low Internet use by customers and suppliers, A lack of literacy. level of customers and suppliers, the owners of SMEs, the financial, technical and resource requirements, security, the dimension of the company and the lack of qualified personnel to improve and endure electronic marketing.

According to (Mohammad Mousa Eldahamsheh, 2021, p. 3), the Factors Affecting Digital Marketing Success are:

Table 1. Selected factors affecting digital marketing forms

Factors	Year	Reference
Logistics,productcustomization,andtransactioncomplexity	2000	Kiang,Raghuand Shang
Perceive dintegrity of Internet shopping	2001	LeeandTurban
Updatewebcontent,decisionaids,FAQ,privacy,financialaspects	2002	RanganathanandGrandon
Quality of information and user interface, and security	2003	ParkandKim
Gender and use intentions	2004	Zaveri
Perceivedusefulness,attitudes,andpastadoptionbehavior	2005	Yang
Marketing strategy, website, internal, external,and globalfactors.	2006	Eid,Truemanand Ahmed
Perceivedorientationandperceivedencouragement	2010	KwonandWen
Trialability,self-efficacy,compatibility,relativeadvantageandrisk	2011	Khraimetal.
Customerprivacyandsecurityandgovernmentlegislations	2012	NasriandCharfeddine
Electronicmarketingtoolsusedforpre-salesandafter-salesactivities	2013	EidandEl-Gohary
Digitalmarketingskills(managerialandtechnicalskills)	2014	Royleand Laing
Productinformationfinancialrisk,productrisk,deliveryrisk	2015	Khan,LiangandShahzad
Performanceexpectancy,intrinsicmotivation,andgender	2016	Fardetal.
Useintention,perceivedbehavioralcontrols,andattitudes	2017	DahiyaandGayatri
Customerattitudestowardtechnologyandword-of-mouth	2018	JahanmirandCavadas
Internalfactorsandexternalfactors;organizationalsupport	2019	Shrestha;Sanitlou
Relativeadvantagesofdigitalmarketing	2020	NuseiraandAljumahb
Perceivedeaseofuseandusefulness,intentiontouse,andWOM	2021	Hasanetal.

**Source:** Mousa Eldahamsheh, Sheikh Mubarak Al Nahyan Hanan and others, 2021,p3

> **Defining Social Media Marketing :**

E-marketing via social media is one of the most important types of e-marketing, To put it simply, it involves using social networks to promote a company and its products, This marketing can be described as a series of online marketing activities that complement traditional advertising strategies on the internet. And email and online advertising campaigns are examples of these

types of campaigns. Users should encourage their personal contacts to share messages. This has given rise to a new word in social media marketing: The exponential diffusion of mass communication and mass marketing leads to an increase in confidence. (-Ameer Arsath, 2018,, p. 153). and according to statista site, From January 2023, Facebook was the most frequently social media platform used by marketers around the world. based on a global investigation., 89% of participants use social media to promote their business, while 80% do so via Instagram as it is shown in the next figure.

Fig.1. the most popular social media networks utilized in marketing field(2023)
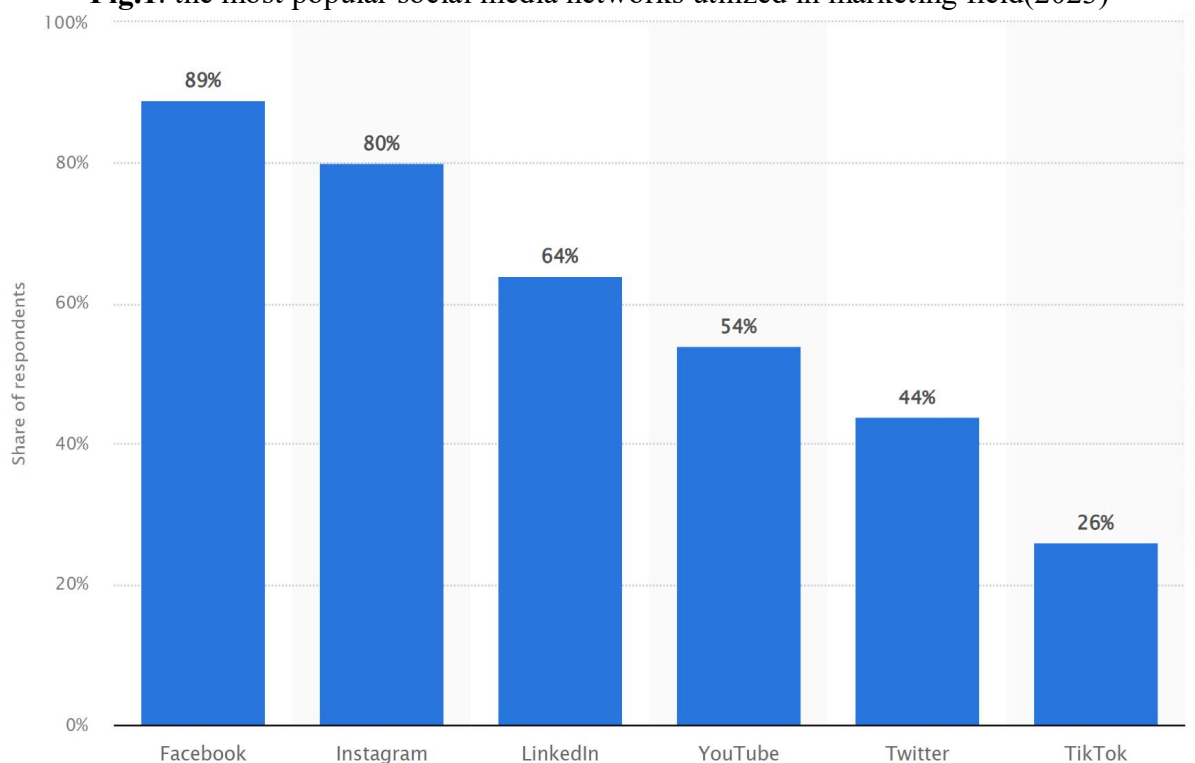
Source : (statista, 2024) social-media-platforms-used-by-marketers-worldwide

and among the most important of these sites are (statista, 2024):

1. Facebook: Created in a Harvard dormitory in 2004 by Mark Zuckerberg to facilitate student interaction with one another, so it became the pioneer of the "new school" social medic platforms. This platform's evolution Throughout time , it has evolved from a straightforward method of student participation to the most widely used platform worldwide.. The use of Facebook has many advantages, which has led marketers to seize this network and consider it as a marketing opportunity that includes millions of potential customers, and to think about directing their marketing programs and advertising campaigns to these networks, especially since it allows them to follow customers, better understand their thoughts and feelings, to deal effectively with complaints and improve public participation, especially since more than two-thirds of the network's clients consult their accounts on a daily basis. And Through likes, comments, or post sharing, Facebook users have the ability to post information on their news. to encourage engagement with others.

Fig.2. Total number in millions of active Facebook users globally (as of the fourth quarter of 2023)
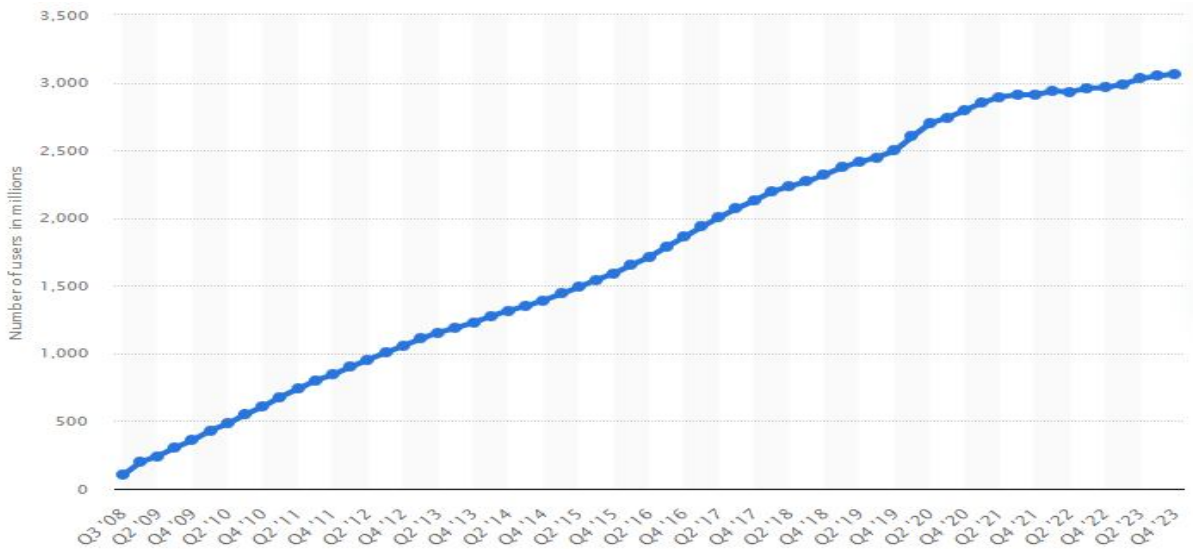
source: statista. number-of-monthly-active-facebook-users-worldwide/

As of the previous year's quarter two, Facebook has approximately 3 billion users each month users worldwide. It took the site just over 13 years to reach the milestone of 2 billion active users in the second quarter of 2017.. In comparison, it took 11.2 years for Instagram, owned by Meta, and little over 14 years for YouTube, owned by Google, to accomplish this feat. With more then 300 million users, India led the world in Facebook users as of January 2022, with roughly 179 million users in the US. Brazil and Indonesia are two of the platform's most popular countries.

2. YouTube: YouTube is one of the first social sites to use, because it allows the user to watch various video files, whether movies or programs so Users of this website can access billions of videos on topics including culture, entertainment, education, and lifestyle. There is definitely something deserving. beside the possibility to open a private channel for the user, as well as to download videos that correspond to the needs of the user and the rewards to be obtained from his use of YouTube. and One of the advantages of YouTube is that it is free, easy to use, it can download its files, it allows the user to search for videos inside... etc, In 2023, In the previous fiscal period, YouTube's global advertising sales were 29.2 billion dollars, but they increased by over 8% to approximately 31.51 billion dollars. Even if the owned online video network does not bring in as much money as Google's core business, Search, it still brings in a sizable sum for parent company Alphabet.

3. Twitter: Twitter, in turn, is one of the most important social networking platforms, and the most used in the virtual environment, as Twitter appeared as a research development project led

by the American company OBVIOUS in 2006 in San Francisco, to be officially launched for users the same year, and the spread of its online service began in 2007, Twitter is commonly known as a microblogging network due to its limited message exchange format, which consists of brief tweets.. and the name Twitter symbolizes Twitter, so it took the symbol of the bird, and as part of a larger redesign, Twitter unveiled its new logo in 2023, replacing the blue bird on its website with an X. In April 2023, advertisers have the potential to reach 372.9 million people on Twitter, which ranks 15th among the world's most active social media platforms In 2023, there will be over 95 million users of X/Twitter in the US, out of an expected 415 million users worldwide. The platform's user base was composed primarily of men (63 percent), suggesting that men were preferred by users over women. Additionally The entire worldwide revenue of social network X/Twitter increased to almost five billion US dollars in the most recent fiscal period disclosed, from 3.72 billion US dollars in the prior year. The microblogging platform has had the biggest annual revenue gain in recent memory.

4. LinkedIn: It is intended for companies and experts, LinkedIn is widespread. between people searching for a job and seeking to Construct their communication networks to contact employers, and it is a job marketing site, Employers can offer a job on LinkedIn and reach the greatest number of researchers by engaging with potential clients by responding to their inquiries, taking part in their discussions, and other means. In 2022, LinkedIn generated $5.91 trillion in ad revenue. This amount is expected to continue to grow to US$10.35 trillion by 2027. The business platform is estimated to account for about 0.9% of global advertising revenue. LinkedIn is widely recognized as an essential social media tool for marketing reasons. In 2023, global marketers ranked LinkedIn as the third largest social media platform for marketing. Despite falling behind Facebook and Instagram, the site was ahead of YouTube and X (formerly Twitter). In addition, 48% of marketers specializing in commercial marketing (B2B) claimed that LinkedIn was considered the most important social network. Altogether, 64% of global online marketers used the professional network in 2023. LinkedIn is becoming into a professional development website where users can pursue online forming based on their interests.. Marketing on LinkedIn can be done in two ways:

a) The purpose of organic marketing is to connect people with you through your organic activities, such as content, posts, and other forms of social media.

b) Through paid advertisements, paid marketing involves connecting with business leads or people.

5. Instagram: Instagram was created in 2010. This mobile application enables users to Share their content with their followers through their photos and videos. Instagram's initial offerings were photo Copyright and exchange, but thus it tagged the capabilities of exchanging videos and sending photos straight to another user member, this network enables people to take a photo or a video wherever they are at any time and exchange it with their subscribers both domestically and globally, users can also take a 15-second video and 13 artistic filters are available for Instagram has a visual strategy, which sets it apart from other social networking platforms. Everything on Instagram is focused on photography. This kind of online marketing works well for product

promotion., because it is said that an image is worth a thousand words. Furthermore, Instagram can be useful to customer to reduce brand design costs. Instagram offers editing and filtering capabilities for each photograph captured for a product. (Sook Huey Lim, 2014, p. 3). In 2020, Instagram is spending $390 million on promotion, exceeding half of its 2019 marketing budget. Facebook Inc., Instagram's parent company, recorded a total of $11.6 trillion in marketing and sales in 2020, representing three percent of Facebook's marketing spending this year.

➢ **Social media Impact on Marketing:** The advent and widespread adoption of social media has had a profound influence on marketing. Social media has evolved into much more than just a network for social interactions. On the contrary, it is altering the way firms operate.Social media is being used by marketers more and more to sway consumer decisions. The following graphic illustrates some concrete examples of how social media has affected marketing. (Sheth, 2018, p. 3).

Fig.3. Marketing effects of social media
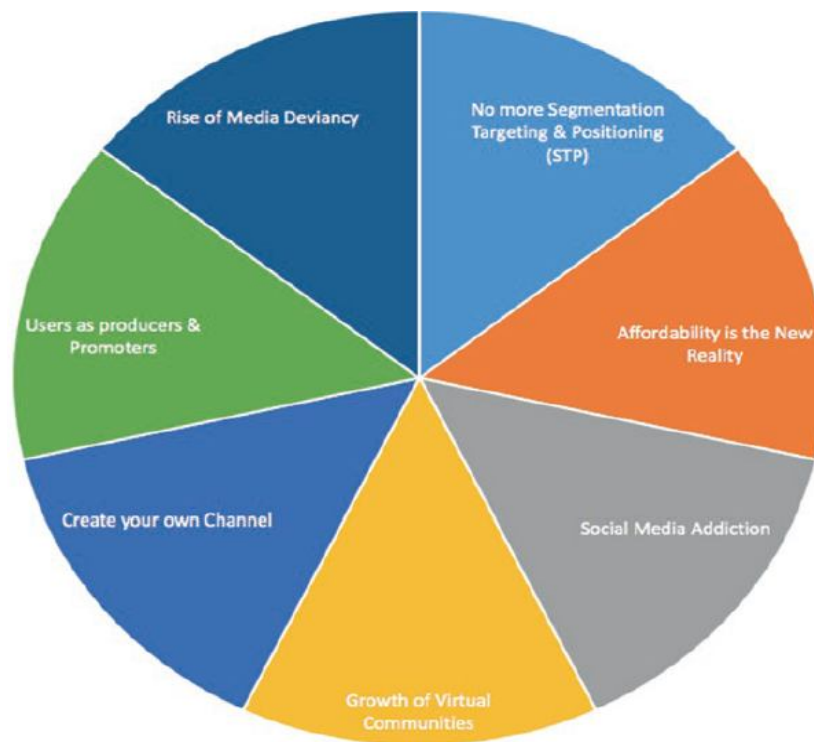
Source: Jagdish N. Sheth, 2018, page 9

➢ **The effects of social media on business:** Large-scale content creation and consumption have led to a competitive online ecosystem where many content kinds are vying for the user community's limited attention.. Initially, social media became popular because so many people interacted with it. Businesses have swiftly understood the potential for attention that social media sites may provide, as well as the attention that these sites have started to get online. Therefore, online traffic has turned into financial value. Social media marketing has become a highly regarded online marketing brand

- Companies have utilized the numerous social media marketing opportunities available to them.. One of their strategies is to use ads similar to Google's to structure their business model. In the early 2000s, when Google started to dominate online search, they quickly identified a distinct model for monetizing search through online advertising. Due to the fact that people typically

spend a lot of time on the Internet, this method is cost-effective. The quantity of active Internet users has increased due to the advent of social media networks.. Additionally, the businesses have set up their own social media profiles so that users may follow their feeds and use them as a channel for consumer and business connection. This might provide businesses with the chance to see what their rivals are doing and how they engage with clients..

➢ **Social media today:** Given that social media is now widely used in the twenty-first century, it is essential to use it and make use of the marketing prospects it offers. Social media marketing is an effective marketing strategy to connect with the intended client and reach a wider public. There have been twice as many small businesses utilizing social media since 2008.. This is due to the fact that their leaders are looking to increase visibility and awareness, locate and draw in new clientss and strengthen or change the way their companies are perceived. According to a poll done in December 2009 by the Small Business Success Index (SBSI) among 500 small firms, the proportion of small businesses utilizing social media has increased by double.

- 75% of small firms have a social networking site company page.
- 61% find and attract new clients using social media.
- 57% have used websites like LinkedIn to expand their networks.
- 45% predicted social media would be profitable in 12 months.

➢ **Social media advantages and disadvantages:**

1. **Social media e-marketing benefits:**

Digital marketing gives businesses the ability to continuously promote their goods throughout the globe, increasing their chances of success and maintaining the vitality and continuity of their client relationships. thanks to a service available 24 hours on 24. There are also those who think that Digital marketing presents a wealth of opportunities for businesses or brands., in particular: In addition to the efficiency of online advertising, digital marketing also provides instant access to customers. There are five main advantages to being successful in the social media marketing space, which will enable us to recognize its advantages more fully. (Rubathee Nadaraja, 2013, p. 5):

- **Cost matter:** The main benefit of social media marketing is cost-related. The financial barriers to social media marketing are comparatively low when compared to other marketing techniques. the majority of social media sites ,offer free registration, profile creation, and content posting. Even for businesses, there are many free social media platforms accessible, yet traditional marketing campaigns can cost millions of dollars. Even with a little budget, companies may run highly successful social media marketing campaigns.. The organization's benefit of reaching it's target market at an affordable price or without cash investment is considerable, and the public who wants to get product's information joins the social media platfrom or follows the organization voluntarily.

- **social interaction:** The way that new media have developed and given rise to new kinds of social interaction is one of their most amazing phenomena. Over 25% of people's internet time is spent on communication-related activities.(for example, email, instant messaging and social networks), which is the same as the overall amount of time spent on the internet for fun and amusement, Social networking platforms have become so widespread that they

have become the most favored websites. Not only have new communication technologies clearly changed the frequency with which individuals interact online, but they have also widened the circle of Persons with whom they interact and led to new ways of affecting how people behave. Research on consumer attitude has found that people place greater emphasis on advice and information shared online, spending more time on websites that offer third-party reviews. Additional studies indicate that even if the information is only derived from "virtual" sources, it may still directly influence consumers' decisions to buy.. In fact, many of the benefits mentioned for the use of new technologies (reputation enhancement, anticipation of reciprocity) are directly related to its aspects of social interaction.

- Interact: In contrast to radio or television, new media give users the chance to engage in more than merely passive stimulation. Interactivity can generally be described as "the participation of users in the modification of the form and content of a mediated environment in real time". In new media technologies, interaction is essential because it facilitates information availability and promotes more user control and involvement with social media content.. Interest changes based on the situation. Interactivity in an online social networking setting describes user-centered communication with devices, messages, or other users., with an emphasis on the practicality within the networking procedure.

- intended market: Social networks give marketers the ability to target customers and audiences according to the individual preferences of website visitors, as well as what their friends like. Thanks to such "smart" marketing and advertising, marketing experts are able to effectively reach the people they are most interested in with what they offer. In addition, social media offers word-of-mouth opportunities to promote products beyond what advertising alone can do.

- customer relationship: Client assistance plays a key role in social media marketing. Sometimes, a website It is impossible for designers to keep a website's architecture from becoming overly complicated. It is therefore necessary to possess a well-developed client support infrastructure. Customers can benefit from the help of Questions & Answers (FAQ) as well as connections to web delegates to facilitate their selection or purchase. It is essential that a marketing expert is not limited to providing online support. In most situations, it is easier for customers to contact a company. It would therefore be wise to consider using a free phone number for customers.

2. **SMM disadvantages:** In addition to opportunities, the internet world presents hurdles and obstacles for the social media marketing process. Because the web is transparent and information can be accessed by all audiences, planning, designing, executing, and controlling online marketing communication must be consistent. (Rubathee Nadaraja, 2013, p. 5)

- full-time: As its name suggests, social networks offer interaction and for two-way exchanges to be successful, it is essential to be engaged. Changes in SMM, with an emphasis on establishing lasting connections, can result in to increased purchases. It is necessary that someone takes charge of monitoring each network, receiving feedback, responding to inquiries and disseminating data about products that the client considers useful. Businesses

without management services for these social networks will find it challenging to compete.. The first and probably most important point to consider is that SMM requires a considerable investment of time. Usually, it is excessive to limit yourself to a few resources on social networks and hope to obtain significant benefits. It is imperative for a company to take the necessary measures in time and Take or refuse this measure as having a reasonable chance of working.

- Questions about trademarks and intellectual property: When businesses use social media to market their brands and products, it's critical that they safeguard their own intellectual property and trademarks. An organization's trademarks moreover copyrights usually have quite equal value as the goods or services it provides. Social media have the ability to foster unstructured as well as impromptu interaction, constantly in actual moments, which would be beneficial for enterprises in launching their product lines and distributing copyrighted material. However, this would additionally promote abuse by third parties of a company towards their trademarks and copyrights. When using social media, whether via a company's own social media platforms or a third-party source, marketers must constantly monitor how their brands are being utilized and respect copyrights. It is extremely important that businesses keep a close watch on their own web-based feeds. as well as external social media network to ensure that those who disseminate content through these platforms do not violate their intellectual property. Online tracking and filtering services can be used to keep an eye on how company's trademarks and copyrights are being used on other websites, such as social network profiles and user accounts. to identify similar or very similar profile or user names to your name or phone brands.

- Issues related to Trust, Privacy and Security: The behavior of the online shopping process is greatly influenced by trust, which is intimately tied to security. Therefore, these means of building trust are not included on the Internet. Uncertainty is typically lessened by brand trust. Furthermore, trust is a part of the attitude that goes into loyalty. Thus, it follows that some of the drawbacks of the Internet can be mitigated by general brand loyalty and brand trust in particular., for example to triumph against the perception that the Internet is a dangerous, a deceitful and unpredictable market. In fact, these perceptions still prevent some potential customers from doing business on the Web. "Third Party Approval" is a means of fostering trust.

- Creation of Content by Users: Users have been using the internet more in recent years, spending more time and exchanging ideas, opinions, and information with one another. Furthermore, fresh approaches to content production, communication, and teamwork are appearing online.. Frequently, marketing approaches that use social networking platforms or other social networks incorporate information created by real users. As part of a marketing strategy, the user may solicit content created by a campaign participant, which may result in legal liability for user-generated content. However, Marketing professionals can mitigate legal concerns by implementing specific procedures in marketing efforts that involve the sharing of user-generated material on social media platforms.

- Unfavorable comments: To some extent, social networks turn consumers into marketing experts and advertisers, It enables individuals to produce either positive or negative pressure for the business, its goods, and services, depending on how the business is portrayed online and the caliber of the goods and services that are provided to the client.. Product evaluations, shots and labels developed by consumers, that could provide clients with a useful source of information who shop online, have experienced a rapid increase on the Internet and have had a considerable affect on online trade thanks to Internet 2.0 technologies' advent. Marketing campaigns are particularly affected by negative responses to social media posts. It is challenging for a marketing professional to stop insulting or abusive images, posts, or videos from being shared by disgruntled clients or business rivals. Nevertheless, it is impossible to disregard negative or favorable comments. Effective social network management is necessary to respond promptly and remove offensive content, which takes more time.

- **The notion of consumer attitude:** Several researchers have clearly defined the concept of consumer behavior. Several Western researchers claim that, consumer attitude is defined as the precise process of consumption of individuals for certain specific products or services.

  ➢ **What constitutes consumer attitude?** the definition of the notion of consumer attitude is too limited and does not highlight the motivations that explain usage, not just within the Western background, however, in additional settings like those in Asia or Africa. According to research by Further Mokhlis (2008), consumer behaviour encompasses various aspects of their shopping decisions. Mokhlis asserts that customers make decisions. about their consumption or refusal to consume a specific product. The notion of consumer attitude is more specifically addressed by Mokhlis in the Asian background and is closely related to the religious environment, because it is impossible to understand that other factors can also have an impact on consumer decisions (Nassè, 2021., p. 304).

  ➢ **Characteristics of consumer behavior:**It is very difficult to understand what characterizes consumer behavior. These characteristics are related to the perceptions of consumers, their opinions and their preference for each component of the trademark, whether discernible or not. Observedly, it should be mentioned that the boundaries that separate these three characteristics are nearly invisible. They overlap in a few components because customers possess not the possibility To make a distinctive cutoff value of the specified characteristics. Due to this, It is imperative to consider the comprehensive idea of studying all the traits and facets that influence consumer behavior.

  It is crucial for companies (and their success in the market) to understand the needs and expectations of consumers, among other things. They need to understand what customers like to buy, how they do it, when purchases are usually made, in which and for what reason people purchase particular goods.

  The manner in which some goods is called perception. Customers form a comprehensive impression of a product based on their subconscious response to the experience, which is a reaction of sensory receptors (sensory receptors, hearing, balance, receptors-taste and smell, photoreceptors-senses, and thermoreceptors-senses for cold and heat). The previous experience gained, as well as the motivations and future interests for making purchase

decisions, can demonstrate the perception of consumers. However, external or external factors can influence perceptions, prompting people to buy certain products more often. In the research process, attitudes, as a component of client attitude, represent a sophisticated psychological category. The content of the study is complex. Their prior knowledge, expectations, beliefs, emotions, sentiments, views, and desires are the first things that individuals rely on.

Since client behaviors are subject to numerous environmental influences, it is crucial to constantly study them. Indeed, the study of consumer innovation reveals the behavioral trends of consumers In the course of the procedure of dissemination of a newly developed product or service in community. The concept of globalization has become crucial for multinational companies to introduce new products and services as international online businesses have grown in popularity. But it's crucial to remember that the diffusion rate varies from country to country, which leads to differences in the level of consumer innovation (Civic, 2017, p. 3)**.**

➢ **Factors influencing the adoption of online shopping:** To be successful in the electronic marketing, it is necessary to comprehend what customers want, where they want to shop, and how they want to shop. Understanding the factors that affect their behavior is necessary to adapt or influence them to achieve the institution's objectives. And these factors include:

Fig.4. Factors affecting consumer behavior
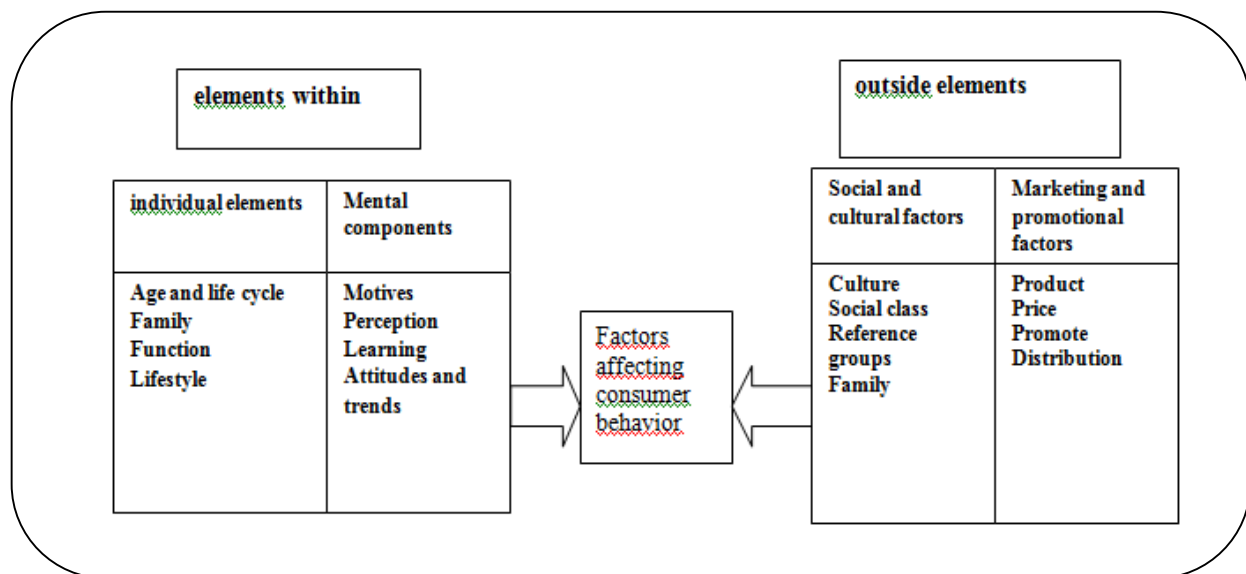
Source: excuted by the authors depending on (مطالي، 2020)page 91

➢ And Based on previous researchs in the field of consumer behavior, five factors have been identified as influencing people's attitudes towards online shopping, as follows (ليلى، ديسمبر 2016، صفحة 8):

- **Views on using the Internet for online shopping**: The fixed assessment of an individual, whether positive or negative, of an idea, an action or anything else is called his attitude. Accordingly, the scenario describes the opinions, feelings and current trends regarding online shopping. People have attitudes towards everything that can surround them, especially the

way they use modern technology and the Internet in their relationships. This brings us to the idea of trends, which are defined as an expression of people's inner feelings that reflect or reveal whether they have positive or negative tendencies towards a particular object.

- **Easy to use**: Online shopping makes it easy for consumers to shop on websites or virtual stores without spending time and energy on searching and browsing. In this context, Web loyalty has published the results of a study on online purchases which revealed that ease of use is among the five main factors that affect Internet users and encourage them to renew their purchases on a particular merchant site.

- **The experience of using the Internet:** The experience of using the Internet is one of the factors that encourage or hinder individuals to make online purchases, and this experience is measured on the basis of the time spent by the user using the Internet, which gives the user skills and knowledge in the field, and the attitudes of individuals towards the Internet tend to improve.

- **Information Provided:** The information represents the content of the shopping sites on the Internet that visitors come to see and search for, as well as what the owners of the sites use to market and sell their products and services. A study by Littlefield et al. (2000) demonstrates that awareness of the information's availability on the Internet plays a significant role in influencing Internet users' decisions to shop online., as well as Mr. Chaffey stated that accuracy, clarity, relevance and accessibility are qualities that must be present in the information provided on the website.

- **Offers**: Offers on online shopping sites are a type of marketing mix in which the company aims to have a positive impact on the consumer towards its products and motivate him to buy. The Internet offers the consumer detailed information on the products and brands offered, allowing him to make comparisons based on prices, after-sales services and other characteristics to choose the most appropriate product or service, freely and without pressure from the sellers, and ensures the speed and ease of communication between the company and customers through an electronic mail service.

But we emphasize that some products find a quick and available opportunity to market them entirely electronically (production, promotion, sale and delivery), while other products are not promoted only on the Internet, which may be due to the presence of elements and specifications related to the product itself, since it must be treated closely in the real world and the decision to buy cannot be made based on the data. And according to most studies, the price and the offer of a wide variety of products are key factors to continue to process the website, although these factors sometimes vary depending on the customer.

3. **Results: :** In our article, we present the conclusions of interviews with 120 Algerian consumers who use social media platforms. After analyzing this data, we were able to develop specific recommendations using social networks. To motivate them to use e-marketing via social media.

➢ We distributed the questionnaire to 120 Algerian consumers, including 55 men and 65 women, 18% were between the ages of 19 and 29, 17% were over the age of 50 and the age group between 30 and 40 was over 40%, which is the dominant age group.

➢ **Analyze the questionnaire's statements**

- About the time spending on social media:as we can only21 % spend less then 30 minutes per day on social media,

Fig.5. Time spending in social media
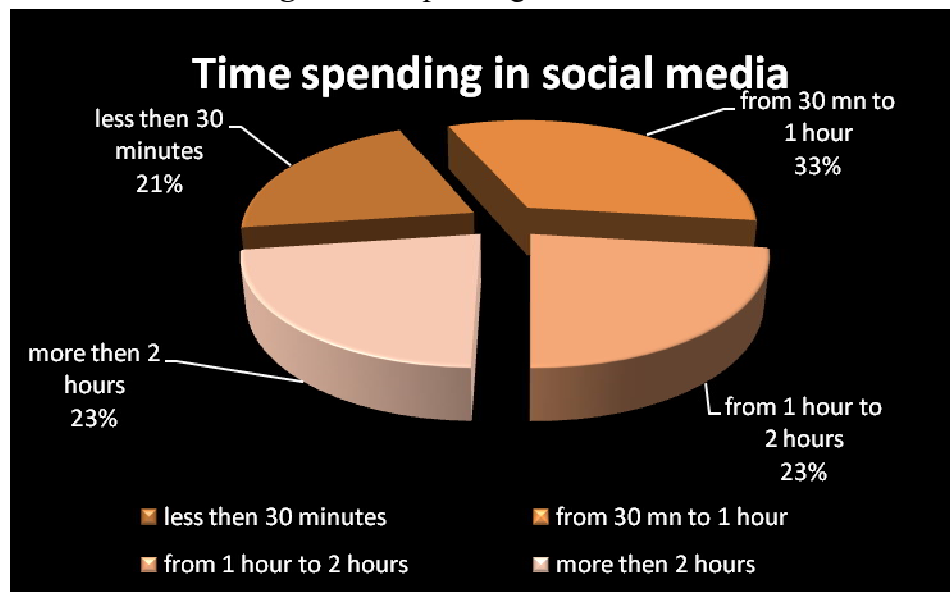
Source: Prepared by researchers based on the results of the questionnaire

- With regard to the statement that said: What is the frequency of your social media use for shopping purpose, 75% of the respondents answered by sometimes and frequently, and 10 % of them answered with rarely.
- About the statement that wonders about the social media most used and influenced, 50% of the respondents opted facebook, with 47% had made an online purchase via this platform, Has any recommendation or "share" from one of the following social media networks ever led you to make an online purchase?, as it is shown in nest figure:

Fig.6. social media networks that are most utilized

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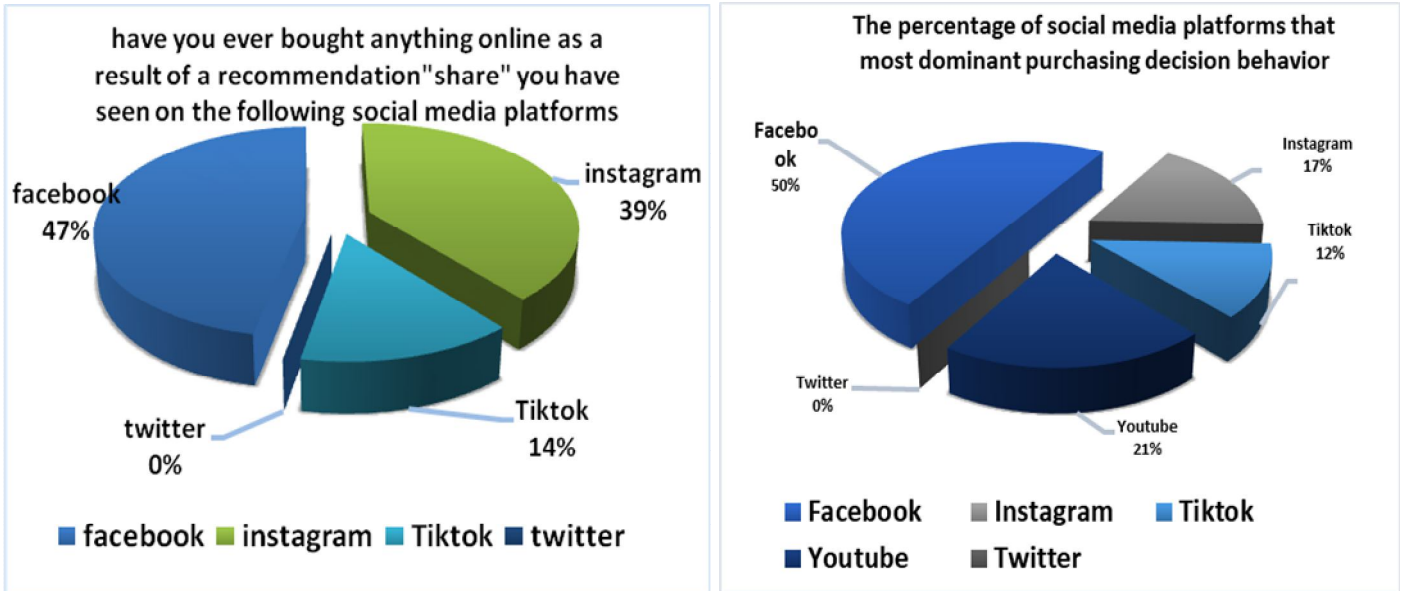
Source: Prepared by researchers based on the results of the questionnaire

Moving to the first axis about the benefits and drawbacks of social media campaigning, we have the first statement that said: which elements have an impact on your choice o aquire a product exhibited on social media, here the answers were close between convenience and quick service with 34% and clear product information with 33%. And the next statement about the factors that influence the consumer decision to purchase a product promoted on social media, the next figure will explain the results:

**Fig.7.** Factor influencing the choice or acquire a product through social media
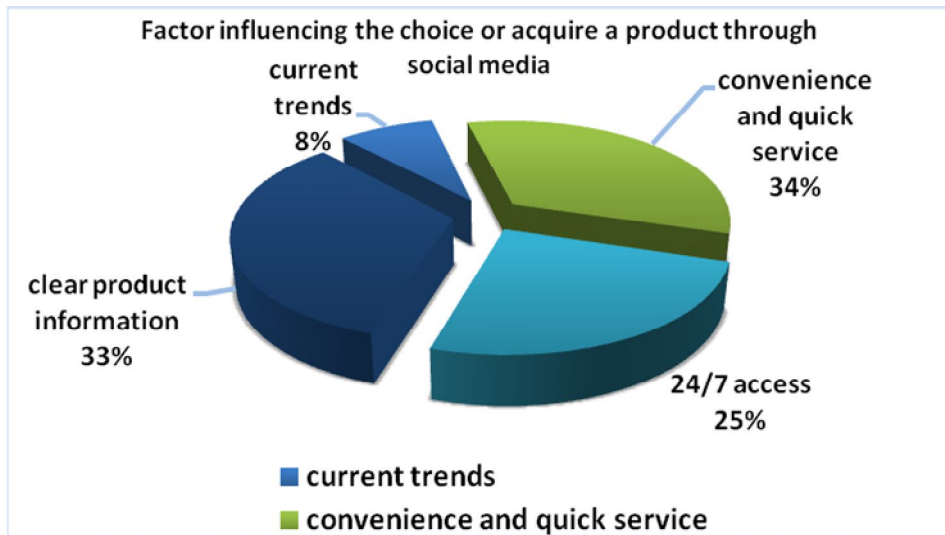
Source: Prepared by researchers based on the results of the questionnaire

- About what factors influence the consumer decision to purchase a product promoted on social media, the ,major factor was privacy and security issues with 39%, while 17% of the respondents cared about refund policy.
- Moving to **The second axis which includes Resolution of a purchase, which included the following statements:**

Title : The effect of social media e-marketing "advantage and disadvantage "on and consumer behavior : " Algerian e- consumer point of view"

  Q1 : Are you actively following brands on social media platforms for updates and promotions?

 - What do you think is the most attractive advertising format on social networks?

  Q2 : Businesses' suggestions for SMM,capture your interest

Q3: Companies offer you a wealth of information through their social media marketing platforms, which are inaccessible by traditional marketing methods.

 - Q4 : Compared to traditional marketing, ads and marketing offers on social networking sites save you time and bother when searching.

 - Q5 : Companies respond to your queries and questions concerning the commercial goods they advertise on social media platforms.

 - Q6 : The promotional codes that content creators offer encourage you to purchase commercial products offered on social media platforms.

  we can summaries the answers in the following diagrams:

Fig.8. Resolution of a purchase stage
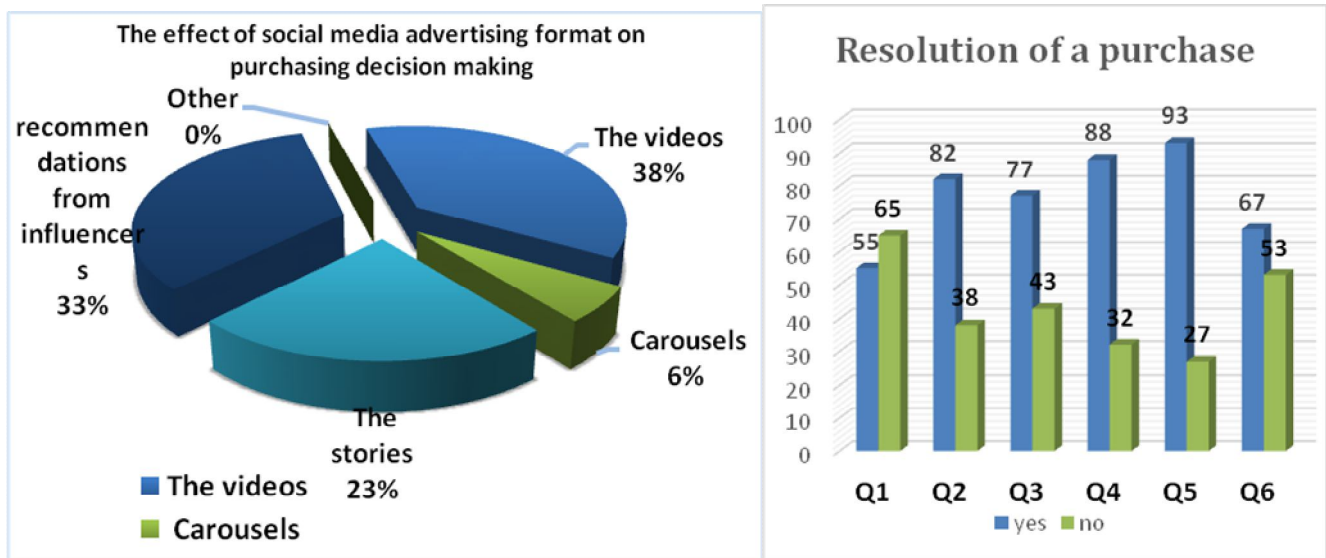
Source: Prepared by researchers based on the results of the questionnaire

From this axis , Through the answers of the consumers under study, we noticed that they do not need to follow the brand for updates or advertisements, while the offers offered through social networking sites attract their attention With regard to the third axis, related to the third axis: a purchase decision, As we can see from the figure above, the abundance of information about the electronic product offered through social networking sites increases the attractiveness of e-marketing compared to traditional marketing.

- As for the third axis, which was divided into the following statements:

Q1 : Online shopping through social media is an easy, precise process

Q2 : The speed of the delivery process through social media platforms motivates the consumer to return the purchase

Q3 : The legitimacy of social media marketing offers encourages you to purchase promoted goods.

the answers were either with yes or no, as we can see from the next figure:

**Fig.9.** a purchase decision stage
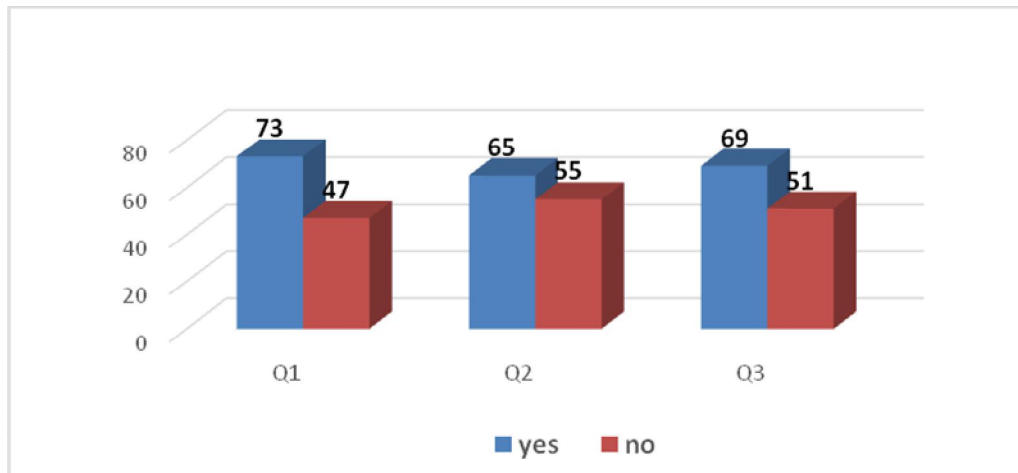
Source: Prepared by researchers based on the results of the questionnaire

So as we can see from the figure above, more then 60% agreed that the process of electronic purchase through social media platforms , is not an easy or accurate process, because it requires focus and fear of fraud or non-conformity of the goods offered to what the consumer wants to satisfy his desires, in addition to the large number of choices that contribute to distracting their attention. While as for the question related to the speed of delivery, the answers were close between yes and no, and due to our contact with the consumers of the study sample, they confirmed that the delivery service through delivery companies such as Yalidin is a good service, and therefore this phrase did not affect much on their desire for the electronic purchase process.

- With regard to the fourth axis, related to the fourth axis: Post-purchase stage: it was divided into the following statements:

Q1 : The goods and services advertised on social media sites meet your requirements and expectations.

Q2 : The social media marketing company is enthusiastic about taking into account your grievances and issues.

Q3 : You want to replicate the experience of purchasing products and services advertised to them on social networking sites.

Q4 : According to your acquaintances, it's a good idea to purchase commercial products that are marketed by institutions through social networking sites

And the results were either yes or no as it is shown in the next figure:

Fig.10. Post-purchase stage
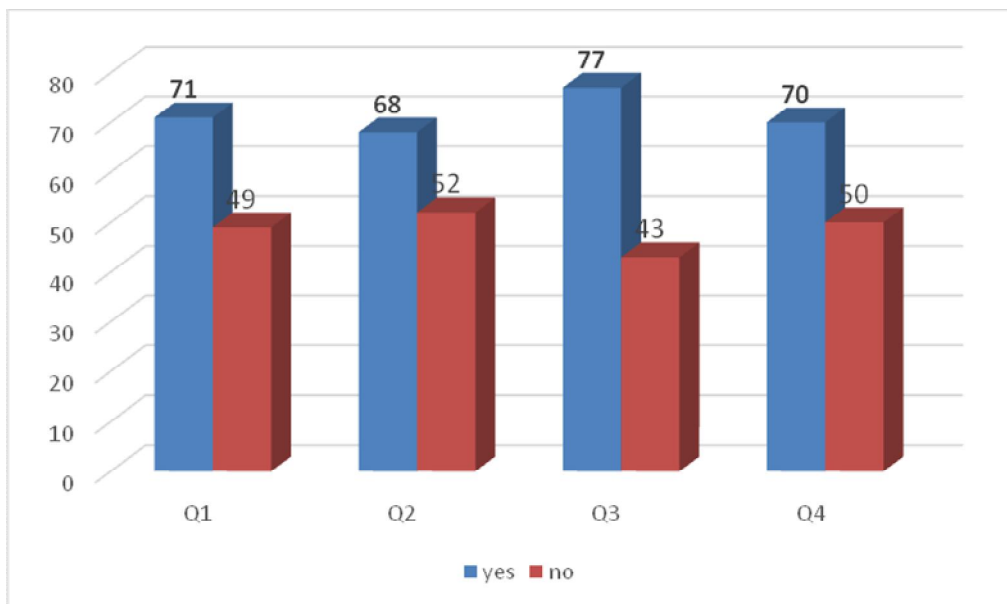
Source: Prepared by researchers based on the results of the questionnaire

From figure number 9, As for the question regarding the goods and services advertised on social networking sites, do they meet your requirements and expectations as a consumer. Nearly 60% of consumers who made online purchases answered yes as confirmation that online shopping through social media has met their desires.and as for the question about the frequency of the experience of buying products and services advertised on social networking sites. More than 64% have succeeded in the e-purchase experience

4. **Discussion and Suggestions:** It is undeniable that e-marketing directly or indirectly influences the behavior of individuals through its multiple means**.** So,Based on theoretical study and the questionnaire results and our contact with the consumers in the study sample, we generated the following results:

- One of the benefits of online shopping on social media sites for the consumer is to save time and effort, and to get closer to the institution's products. Provide the highest levels of product data and information.
- The illogic behavior of consumers who make purchasing decisions without being aware is a negative effect of electronic marketing through social media platforms.
- One of the best online shopping sites in both local and international markets is the Facebook social networking site, followed by Instagram
- As for Tik Tok, it is privileged for the young age group, arranged to follow the advertisements .....
- Social media has become a popular platform for consumers to debate their encounters with goods and services. Potential buyers can benefit from honest reviews and comments, as they can influence their decisions. In this way, the company, can engage in receiving and responding to customer comments on social media, showing that your company respects and values customer opinions while working to improve.
- To gain consumers' trust and loyalty, organizations must be open and honest in their social platform interactions. Trust can be strengthened through social media transparency, as it is the pillar of consumer loyalty.

- Social media is a online market area where anyone can find new goods or services by posting, reviewing, and getting suggestions from their pals. It's a preferred site for product discovery due to its accessibility to a variety of offerings.
- Influence marketing has the ability to affect Customer decisions and actions. Suggestions from a blogger and honest opinions on social media can have a powerful impact on buying choices. When a product is endorsed by a blogger, its subscribers take frequent listens to it. As a result, the company can work with influencers in it's industry to market it's goods. To do it, businesses might provide influencers goods or services in return for frank endorsements or evaluations. By utilizing this blogger marketing strategy, the corporate brand will be able to expand its reach and get more credibility with its target market by reaching the influencer's loyal and active audience.
- The role of SMM is crucial in creating a positive mental image of commercial products, increasing awareness about them among social media users, and motivating them to make and acquire purchasing decisions.

5. **CONCLUSION :** In the last few years, SMM has established itself as among the most common as well as effective digital marketing methods. Regards to the vast consumer platforms of social networks such as Facebook and Instagram, In a single glance, promoters can connect with billions of potential clients. Industry experts are concentrating on boosting the exposure of their brands and products due to the numerous advantages of using social media for business purposes., furthermore increasing traffic to their websites, all that has e major affect on e-consumer behavior , and what we mean here by e-consumer: any consumer makes an online purchase, as such, the social media marketing process can be complicated and challenging due to the online environment. The way marketing is done in social media is evolving, with a focus on developing enduring connections that are capable of. result in heightened sales. Someone needs to be in charge of keeping an eye on every network, replying to inquiries, addressing comments, and posting information about goods that customers find helpful and which influences their decision to buy.

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