



*The Impact of E-Marketing on the Consumer Buying Decision  
Field study -Condor - Algeria -*

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*Abstract*

*Through this research, we aim to know the role of E- marketing and how it affects on the consumer buying decision in "Condor", the study variables were defined as: an independent variable, represented by E- marketing, and a dependent variable, represented by the buying decision.*

*The study was conducted on Condor managers, where data was collected from the target segment (50 individuals) using a questionnaire, to achieve the study's objective, we used the SPSS, through the results, we found that E-marketing has an impact on the consumer's buying decision at Condor, we got several results, the most important is that the economic companies should focus on the use of e-marketing.*

✓ *Keyword: Marketing, E-Marketing, Buying Decision (purchase Decision), Condor*

## 1. INTRODUCTION

Since the beginning of the 2000s, the Internet has played a role in providing information about alternative goods and services, and everything related to the brands and the type of goods that the Algerian consumer wants to buy.

However, this role has increased after COVID-19, the Algerian consumer has turned to the Internet for what he wants to buy even before heading to the store to collect the information available on the market about the products, many of them have even ordered products from websites that have increased significantly since COVID-19, in conjunction with what we mentioned, the impact of E-marketing on the consumer's purchasing decision has increased.

The diversity of marks and products displayed on these websites has led economic companies to create their own websites in order to familiarize themselves with their products provided to the consumer, therefore, economic companies, regardless of their activity, are trying to activate their activities on websites to keep pace with these changes, and try to search for new customers and influence their buying decisions through the various E-media that the consumer uses.

In recent years, attention has become focused on the consumer, as studying the impact of E-marketing on a consumer's buying decision is complex, where each individual has their own characteristic features, and also, they influence and are affected by the surrounding environment. Therefore, the Problematic can be formulated on this way:

### **How does e-marketing affect consumer buying decision in Condor Algeria?**

To answer this problematic, a range of sub-questions can be asked:

- What is the importance of e-marketing to Condor?
- What are the marketing factors affecting the buying decision of Condor's consumers?
- What are the most influential electronic means of buying for Condor customers?

**1.1 Study hypotheses:** In order to answer on the previous questions, the following hypotheses have been adopted:

**1.1.1. Main hypothesis:** E-marketing contributes to influencing a consumer's buying decision.

**1.1.2 Partial hypotheses:** E-marketing is an online sale and purchase.

- The importance of e-marketing is to access all global markets and learn about their products.
- Internal and external factors influence buying decision using e-marketing.
- Tribal, phased and subsequent evaluation is one of the most important means adopted for the impact of e-marketing on the consumer's buying decision.
- Condor uses e-marketing.

**1.2. The importance of the study:** This study enables us to theoretically demonstrate the variables of studying e-marketing and consumer behavior and work to connect them through the relationship based to influence on the buying decision by E-marketing.

**1.3. Objectives of the study:** The objectives of the study are:

- Clarifying the concept of e-marketing and identifying some concepts related to it.
- Introducing e-marketing techniques to influence the buying decision.
- The reality of electronic marketing in commercial and economic companies and the methods used to influence the consumer's buying decision.
- make the Researchers to determine the proportion of consumers who make the buying decision through Condor's electronic marketing.
- make the Researchers to determine the most influential factors in consumer decision-making for Condor's products.
- Working on making Condor to focus on e-marketing process and the resulting targeting of a group of consumers who use technology to make a buying decision.

**2. Theoretical aspect****1.5. What is e-marketing**

The widespread use of e-marketing and marketing services provided by the Internet in all fields has led to greater interest in it by specialists, academics, and marketers. where defined it the American Marketing Association as: the process of planning and implementing the concept of pricing, promotion, and distribution of ideas to create reciprocity that follows and achieves the goals of individuals and the organization.

(سویدان و حداد، 2003، صفحة 42)

As for electronic marketing, several definitions have been provided, including:

- It is the process of establishing and maintaining customer relationships through direct electronic activities with the aim of facilitating ideas, products and services that achieve the goals of both parties. (امجدل، 2013، صفحة 28)

As Kotler defines it: an organization's efforts to inform buyers, communicate, promote and sell its products on the Internet.(Kotler & Bernard, 2006, p. 493)

Through previous definitions, E-marketing can be defined as the use of modern means of communication to promote a product, whether goods or service, for the purpose of buying or selling it online (Internet).

## 2.5. Forms of E-marketing:

Many forms of E- marketing, the most important of which are:

- **Advertising strip:** It appears in a promotional message in the form of a tape inside the websites where it contains photos, drawings and written texts with the aim of creating awareness among the consumer and potential buyer of the product (بهنسي، 2007، صفحة 349) Some new techniques are used by advertisers, including:

- **GIF technology:** It is the most widely used on the Internet and one of which shows the advertising bar on screen continuously and organized, it was invented by AOL

- **Multimedia strips:** They include video files that combine elements of sound, image, and movement, may work directly as soon as the advertising strip appears or works after pressing the key to play them.

- **JAVA or Flash technology:** It is a window that appears on the strip with a formula written on it that invites the user to more information about the subject of the advertisement and moves it from one page to another until the matter settles down to the final pledge of allegiance..(غنام، 2008، صفحة 37)

- **Copying:** the advertising E-marketing philosophy is based on the concept of promotional payment techniques, which mean that the advertiser pushes the promotional message to the potential buyer without waiting for him to visit the company's website. Therefore, promotional messages are prepared in which the Internet user can copy them from the network to his computer. (طه، 2007، صفحة 231)

- **Sudden ads:** take two main forms:

- **Sudden start ads:** an ad that appears to the user suddenly while he is browsing websites on the Internet or while trying to access a specific site, it usually takes the form of a square that is larger in size than the advertising bar, it also entails clicking on the ad slot to go to the advertiser's site.

- **Sudden ending ads:** an ad that appears to the user suddenly while leaving a website or after finishing copying a program.(طه، 2007، صفحة 132)

**Occasional Serial ads & special operations:** These terms reflect all forms of advertising communication that present the advertiser's message under a form other than the media strip, where it is included in a very innovative form within the site, but not through a strip, sponsorship, nor partnership. For example, any site should be the subject of a product that is similarly advertised in movies. (طه، 2007، صفحة 132)

- **Payment:** The payment technology depends on sending information to the user's account without the user requesting it. It is a technology on which the means of dissemination depend where information is sent regardless of the recipient's demand and desire. (طه، 2007، صفحة 132)

- **ads breaks:** This type of advertisement is defined as an ad that appears to the buyer while he is copying a program or information on the Internet to his computer with the aim of capturing his attention, even for a short period, for a few seconds.

These ads are inspired by radio or television ads that interfere with and break into programmes and artistic works displayed, the viewer cannot control them. If the user wants to enter the home page, move to another site, or download a page, he must pass through the advertisement page first. (عقل و النادي، 2007، صفحة 98)

- **Sponsorship ads:** This type is defined as one of the modern communication techniques carried out by the company through financial or moral support. This work is not intended to be charitable, but primarily commercial in order to create an atmosphere of friction between the public and the company's brand. (حمادة، 2003، صفحة 141)

Sponsorship ads are placed on popular sites and visited by many visitors so that the opportunity to be exposed to these ads is more.

### 3.5. E-marketing (advantages, disadvantages)

#### 1.3.5. Advantages E-marketing has many advantages, including:

- Increasing the number of customers as a result of instant and permanent access to the site. The international customer can also access and shop, as it is available to all and 24/365.

- Reduce effort, money and also streamlining between seller and buyer through communication channels, many companies use different means of communication to communicate with their "actual" and "potential" customers. The Internet is one of the

leading and useful means to ensure the establishment and building of strong relationships with customers. (فزغلي و موسى ، 2007، صفحة 130)

- Reduce traditional administrative work, thereby reducing the time of completing transactions and the steps of the marketing process.

- Easy access to new markets with access to all global markets and identification of their products, and targeting potential customers anywhere without geographical restrictions.

- Communicate with experts and specialists and benefit from their experiences. (الصيرفي، 2008، الصفحات 35-36)

- Collect information about customers, as well as conducting electronic surveys and evaluations, which helps in improving, developing, and analyzing the market through Internet users, information can also be obtained from them and used to guide products, prices, and delivery methods that suit potential customers..(العمر، 2003، صفحة 435)

- Obtaining a database in terms of the number and type of site visitors, the time and number of visits, and this information helps evaluate the organization and the extent of the success of its E-marketing.

### **1.3. Disadvantages:**

One of the disadvantages of e-marketing is:

- It requires the provision of the Internet and the tools used with it, such as an electronic media device, smartphones, and a permanent connection to the Internet, as well as skill in using them.

- The high costs of using modern technology in marketing, while targeting a certain category of customers who meet certain conditions such as Internet use and social networks without the general customer, thereby depriving many of them of access to the company's products and services.

- E-marketing requires great efforts, especially in developing and poor countries, which prevents targeting and entering new markets.

- Possible misinformation about the product or the service through marketing, may impedes E-marketing in the future. (الصيرفي، 2008، صفحة 49)

- The risk of being exposed to hacking, spyware viruses, or sabotage for the user in the case of signals via e-mail in particular, which increases the chance that the device will catch viruses, as they can cause the destruction of the hard disk and also the possibility that the owner of the e-mail will be exposed to an electronic fraudul. (شقرة، 2014، صفحة 100)

#### 4.5. The importance of e-marketing

The importance of e-marketing is as follows:

- **Advertising:** Electronic advertising plays an important role in the marketing of goods and services. The latter prepares the consumer with a certain satisfaction and gives the product a competitive advantage in the market that differs from competing goods by highlighting the characteristics and contributions that the product makes to the consumer and linking it to behavioral and psychological indicators.

Also plays an important role in addressing crises that may arise from a shortage of goods at a given time scarce resources can be reduced and rationalized in their use as the company, through electronic advertising, informs the consumer of the way the product is used and where it is available, E-marketing is particularly important after producers attempts to move away from competition, avoid price warfare and compensate it for competition based on elements of the marketing mix other than price.

(الزغبى، الاعلان الالكتروني مقتطفات نظرية وتطبيقات علمية، 2016، الصفحات 164-165)

- **Saving effort, time and information:** The importance of electronic media increases from the consumer's point of view through the information it provides, which is a means used to differentiate between various goods produced and displayed e-advertising is also an element of an electronic promotional mix that can be changed quickly and easily in the face of certain crises and problems and generally remains an effective and rapid element for short-term sales, changing consumer attitudes and preferences.

- **Control:** The ability of customers to control the information they provide and what they want to give so that they only say what they want without forcing them to provide confidential information or that they don't wish to disclose. (ثامر، 2006، صفحة 266).

- **Digital:** The expressive ability of the results or at least the benefits of the product at a digital "quantitative" level of information and digital in other words, the influential ability that the site creates for customers to accept the characteristics of the product.

(الزغبى، ادارة التسويق الحديث مدخل معاصر، 2015، صفحة 467)

- **Identity:** It represents the lack of identification of consumers. The Internet may allow commercial companies to manage their transactions efficiently from anywhere in the world, but this spatial separation between the parties may result in them not knowing all the basic information about each other.

### **3.5.3 The concept of the buying decision.**

Buying decision-making is defined as: the steps and stages a buyer goes through in case of making a choice about the products it prefers to buy، (الصميدعي و ردينة، 2007، صفحة 102). These phases are "pre-procurement, procurement, post-procurement".

It is also defined as: the process of choosing an alternative from among the possible action alternatives to solve the problem or achieve a goal.

It is also defined as: choosing the appropriate alternative from among the available alternatives and comparing its benefits and costs. Therefore, it is a complex decision with various aspects, because it is an example of a group of interlocking partial decisions to buy a specific product, a particular item, a particular place, at a given time and a certain price. (ثابت، 2017، صفحة 63).

### **1.5.5. Steps of buying decision making:**

Buying decision-making goes through five steps:

#### **1.1.4.5. Sense of Need:**

It is the consumer's desire and feeling of need, which must be achieved, here, the marketing man must instead of marketing efforts in order to predict and know the needs required by the consumer and thus put the appropriate marketing mix (Admin, 2017), where the buying process begins with the consumer realization that there is an unsaturated need for him or her to face a particular problem of a gap between his current situation and the optimal situation that he would like to be in. He notices that the unsatisfied need can move in a way that the individual perceives and feels through internal thrills. This happens when the level of dissatisfaction of certain instinctive needs rises. "Hunger, thirst and sex", to a certain degree makes it a motivation for the individual to perform certain actions to satisfy it, it is also worth noting the possibility of stimulating the need through external thrills that that push the individual to satisfy it. (ابو النجا، 2012، صفحة 58).



#### 2.1.4.5. Search for information

Here the consumer begins to collect information on products and brands from all available sources of information and these sources are either (عزام، الشيخ، و حسونة، 2022، صفحة 132):

- **Personal sources:** family and friends.
- **Commercial sources:** advertisements, salesmen, and merchants(traders).
- **General sources:** Media and Communication, Consumer Protection Association.

#### 3.1.4.5. Information evaluation:

Here the consumer uses a set to evaluate available alternatives and make his final decision to consume. Among these standards that the consumer relies on are the "reputation of the brand, the price and quality of the product, the influence of friends, colleagues and family". After setting these standards in front of him, he becomes able to limit the alternatives available, in (منصور، 2003، صفحة 126) :

- Alternative commodity " the types of alternative brands offered and their prices "
- Alternative stores "making a choice between the agencies that offering products".
- Alternative buying methods "Buy in cash or instalment".

After the alternatives are collected, there is a comparison, evaluation, and ranking that leads the consumer to compare their advantages and disadvantages.

#### 4.1.4.5. Making a buying decision:

The target at the evaluation step formulates details of the different varieties and accordingly determines the selection of the appropriate item. Here, he begins his interest in shaping interest by buying most of his favorite items. (النسور، 2013، صفحة 289)

The customer here is either convinced to buy through the evaluation process of other alternatives or obliged to buy because the product is the only one that meets this need. (عزام، الشيخ، و حسونة، 2022، صفحة 132)

**5.1.4.5. Post-purchase evaluation:**

At this stage, the consumer evaluates the product after making a decision to actually buy it. It compares the actual performance of the product to what it was doing and has a level of satisfaction or dissatisfaction (Al-Jarisi, 2017, p. 24).

Hence, it can be said that the decision to buy refers to a certain attitude by the consumer towards his goods or service whether he makes the purchase, postpones it or rejects it.

**6.5. Factors influencing purchasing decision**

The purchasing decision is influenced by internal and external factors, including:

1.6.5. Internal factors: psychological and personal factors are internal influences that have an important role in the process of determining consumers' purchasing decisions:

**Psychological factors:** They are confined to many elements, perhaps the most important of which are needs, motivations, perception, learning and attitudes.

Needs are meant to be incomplete and deprived of something that is beneficial to the consumer. Although it is not agreed to classify needs, the classification developed by " Abraham Maslow" is the most common so enterprises need to be aware of these facts when sending their promotional messages and when studying consumer markets. Physiological needs in survival represent the individual's need to eat, drink and shelter and his need for protection and his social need of friendship, passion and love and his need to realize status and self-fulfillment through personal possibilities and energies such as hobbies.. (البروراي و البرزنجي، 2008، صفحة 113)

Motivations are the driving forces of needs and desires or things that one wants to avoid and move away from in human beings, for example, wanting power, influence and high status, fearing social persecution and wanting to avoid everything that threatens one's status and security.(عمر، 2006، صفحة 90).

As regards its perception as the individual's choice, organization and interpretation of the information to which he is exposed in order to formulate a clear picture of the objects surrounding him by means of the senses (الطائي، 2007، صفحة 82) , behaviour that creates changes related to experience, learning experience and attitudes that reflect pre-disposal attitudes towards products, purchasing methods, stores, companies or even selling people is a very important factor in anticipating consumer behaviour towards the latter and trends that can be detected.(الطائي، 2007، صفحة 106).

2.1.6.5. **Personal factors:** which relate to age and gender where consumers' behaviour varies and changes by changing the role of their lives from childhood to old age. The needs of the child are neither the needs of the young nor the elderly. The girl's wishes are not the boy's (الغريايوي ، 2007 ، صفحة 106). In addition to the economic situation, it is the expendable income that directly affects the consumer's purchasing decision-making.

It also concerns the social status and the individual's condition whether he is single or married, without children or with. All these elements affect the consumer's buying behaviour.

. **External factors:** In addition to formulating a person from inherited behaviours, he lives in an environment in which he has a range of relationships. He influences his behaviour and decisions. External variables are summarized in cultural, social, economic and technological factors. Culture is an important criterion in leading the promotional campaign. It is considered wrong to conduct campaigns with actions and symbols that are incompatible with the culture of the target society. (الغريايوي ، 2007 ، صفحة 106)

With regard to social factors, according to the consumer's membership of the family, friends, colleagues and class, according to his age, geographical surroundings, level of education, social status and marital status, economic factors affect consumer behaviour through three important points (علي ، 2008/2006 ، صفحة 80) :

- Increase or decrease of the family's financial resources.
- Recessions, growth and wealth of the economy.
- The marketing manager uses his studies of the economic environment to predict the size and quality of future sales and follow up and evaluate daily economic events based on the company's business activity(ايمن ، 2009 ، صفحة 145) .

Technological development also has many new implications and changes in consumer behavior, the emergence of new technology has led to the emergence of new ways of buying, payment, such as e-paying, automatic payment, etc, in the consumer, which has become freer owing to technological advances. The company must keep pace with this development to meet the consumer's evolving needs and desires for its preservation(السلام ، 2003 ، صفحة 236) .

### 7.5. The impact of E-marketing on buying decision:

Measuring the impact of e-marketing on consumer behaviour is one of the most difficult tasks for the marketing manager with a range of difficulties facing the actual implementation of e-policy, but despite these difficulties and obstacles to the evaluation process and measuring the impact of e-marketing, this process remains necessary and important to rationalize the methods of implementing consumer-oriented programs in order to fully achieve its objectives and the success of consumer-specific communications activities and programs. From time to time, the marketing specialist measures the impact of these activities on consumer responses and behaviour based on three evaluation methods

Sometimes, the marketing specialist measures the impact resulting from these activities on consumer responses and behavior, relying on three evaluation methods: (جباللي، 2015، صفحة 77)

1. **Pre-evaluation:** When the intention is to implement a new information programme, it is necessary to choose the content of the message that will be addressed to the consumer before it is published and circulated, this is to discover errors and shortcomings and introduce the necessary amendments before implementing the program, which often costs large expenses. Therefore, it must be ensured that these expenses It will not be in vain due to some errors that may occur in the planning process for the program or its content, and perhaps in choosing the appropriate method. The pre- evaluation is made by presenting the program to a threshold of members of the target consumers to determine their reactions and various monitoring of their comments on the site before implementing it on a large scale, with the aim of knowing the degree of consistency that exists in The program “Text, Image, Location” (النجار، 2000، صفحة 78), it is preferable to select each e-marketing message should be selected prior to publication to ensure that it is understandable and reactive analysis of its direction, which gives an indication of the expected results of the letter as well as the modifications to be made to it in order to increase understanding of its content.

2. **Momently evaluation:** Some E-marketing programs require long periods of time to complete their implementation, naturally, the period of unexpected changes in the surrounding circumstances requires adjustments to understand the situation. Thus, evaluating the stage of errors the moment they occur and then treating them before the situation escalates and avoided in the next stages.

**3. Later evaluation:** It comes after the completion of the implementation stage to determine the actual effects of the program by identifying the results it achieved in light of the established objectives. The final average is important when specific information comes out as to the actual impact of the programme and the plan developed. (نسيم، 2008، صفحة 76).

## **6. Practical side:**

### **1.6. Condor's company:**

The Condor's company occupies an important role in the Algerian economy as a result of the taxes and contributions it pays to the state, as well as the employment, the great competition in the electro market from a leading brands, so it always seeks to excel and satisfy the needs and desires of its customers by providing environmentally friendly products that keep pace with recent developments.

#### **1.1.6. Why Condor:**

Condor Electronic Industries, Home Electro Appliances and Solar Panels have been selected to apply the subject matter of the study based on several factors in its industrial and competitive environment, the most important of which are:

- Due to the nature of the sector in which it operates, which is highly competitive.
- The nature of the products it provides, which are subject to rapid development and innovations;
- The continuous expansion of the company locally and internationally.

Condor Electronics is considered a leading Algerian company in the field of home Appliances, electronics, automated media, and solar panels, Condor belongs to the Bin Hammadi complex, which contains six industrial enterprises: (احمد، 2020، صفحة 144)

- GEMAC for production of building materials.
- ARGILOR brick production company.
- POLYBEN is an enterprise for producing plastic bags.
- HODNA METAL is an institution specialized in the field of metal materials.
- GERBIOR Foundation for the production steel wheat and its derivatives.
- CONDOR enterprise for the production of electronic and home appliances. It is a private company with shares, located in the industrial zone of Bordj Bou Arreridj - Algeria.

## 6. Methodological procedures for Practical side

### 1.2.6. Sample and study tools:

- **Segment (Sample) of study:** the questionnaire was distributed to a segment of Condor customers. The questionnaire was distributed electronically to a segment estimated at 50 customers on the subject of the impact of e-marketing on the buying decision of Condor consumers

**2.2.6. Data collection tools:** A set of tools were used: documentation and records, questionnaire.

**3.6.** Calculation Cronbach's Alpha consistency of a test.

**Table 1. Cronbach's Alpha Coefficient for a test**

Questionnaire phrases	Cronbach's Alpha
<b>19</b>	<b>0.935</b>

**Source: Prepared by researchers based on SPSS.V25**

Cronbach's alpha coefficient was found to be 0.935 per questionnaire, which is greater than the 0.60 coefficient indicating the stability of the study tool, which means that there is honesty and consistency in the axes and therefore it can be argued that the questionnaire has consistency.

## 4.6. Display results and test hypotheses.

### 1.4.6. Results of distribution of sample study characteristics

Descriptive statistics were used to describe the characteristics of the study sample.

#### 1.1.4.6. Distribution of study sample by gender variable

**Table 2:**

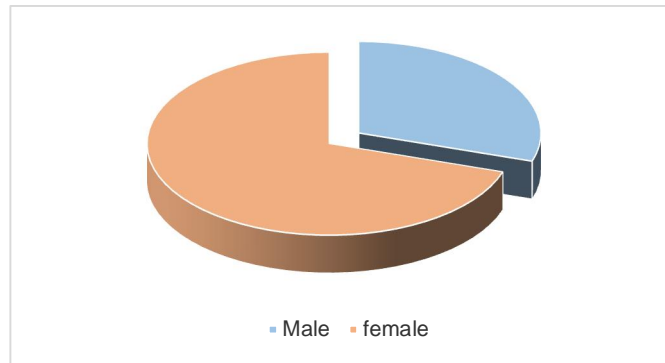
**Table 2. Distribution of study sample by gender variable**

Gender	Frequency	Percentage
Male	15	30
Female	35	70
Total	50	100%

**Source: Prepared by researchers based on SPSS.V25**

We notice, according to the gender variable, that the percentage was distributed to 30% for males and 70% for females out of the total. As shown in the next figure.

**Fig.1. A graphical of the distribution of the study sample by gender variable**



**Source: Prepared by researchers**

### 6.3.1.2. Distribution of the study sample according to the age variable

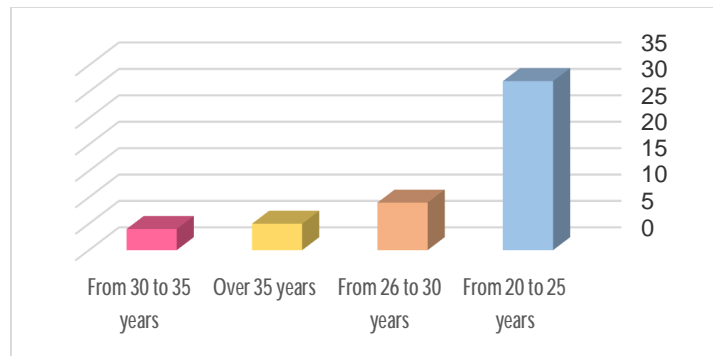
**Table 3. Distribution of study sample by Age**

Age	frequency	Percentage
From 20 to 25 years	32	64
From 26 to 30 years	9	18
Over 35 years	5	10
From 30 to 35 years	4	8
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Prepared by researchers based on SPSS.V25**

The study sample is distributed according to the age variable to the majority of the 20-25 age group with 32 and 64% followed by the age group from 26 to 18 years with 9 and 18%, The age group over 35 is 5 and 10%. The age group of 30 to 35 years is 8% of the total, the next figure shows this.

**Fig.2. A graphical of the distribution of the study sample by Age**



**Source: Prepared by researchers**

**3.1.4.6. Distribution of study sample by social situation**

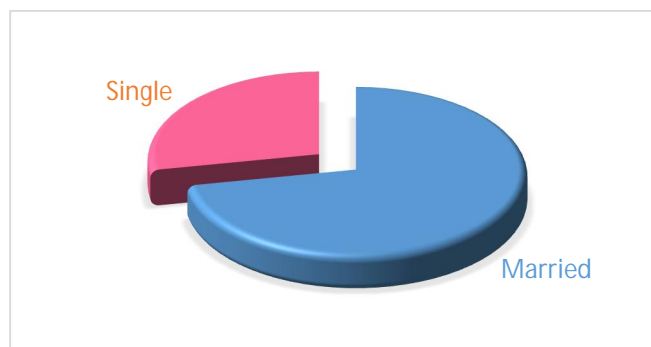
**Table 4. Distribution of study sample by social situation**

Social situation	frequency	Percentage
Married	36	72
Single	14	28
Total	50	100%

**Source: Prepared by researchers based on SPSS.V25**

We note from the results shown that the majority of the study sample are married, with 36 and 72% followed by single with 14 and 28% of the total, the following figure shows this.

**Fig.3. A graphical of the distribution of the study sample by social situation**



**Source: Prepared by researchers**



**3.1.4.6. Distribution of study sample by Job**

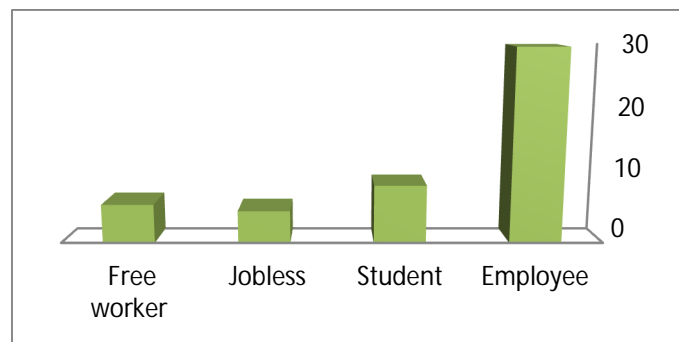
**Table 5. Distribution of study sample by Job**

Social situation	frequency	Percentage
Employee	30	60
Student	9	18
Jobless	5	10
Free worker	6	12
Total	50	100%

**Source: Prepared by researchers based on SPSS.V25**

The study sample is divided according to the job variable by a majority of the category of employees with 30 and 60%, followed by the category of students with 9 and 18%, while the number of jobless is 5 and 10%, and the Free workers with 6 and 12% of the total .

**Fig.4. A graphical of the distribution of the study sample by Job**



**Source: Prepared by researchers**

**6.5. Analysis of the sample members’ answers:**

To identify the general trend of the study sample’s answers about E-marketing and its impact on the consumer’s buy decision, the mean and standard deviation were calculated for each of the study sample’s answers. The results are shown in the following tables.

Through this part, we will try to identify the dimensions of electronic marketing according to the answers of the study sample.

**1.5.6. Analysis of the sample members' answers to the first axis****Table 6. Results of the analysis of the sample members' answers to the statements of the dimensions of the first axis**

number	Phrases	mean	standard deviation	rank	general trend of the sample
.01	Easy to find Condor products in websites	3,44	0,052	1	High
.02	Condor is active in various websites marketed electronically	2,92	0,192	4	Medium
.03	E-marketing sites allow me all the information about Condor products to make e-purchases.	3,30	0,054	2	Medium
.04	Condor allows to raise concerns and observations about its products and offerings	3,02	0,203	3	Medium
First dimension: Electronic product		3,17	0,865	4	Average
.05	Condor offers various price alternatives that fit the products offered	3,54	0,034	1	High
.06	E-marketing sites provide low prices compared to traditional marketing	3,06	0,132	3	Medium
.07	Condor E-marketing offers significant discounts	3,06	0,057	2	Medium
Second dimension: Electronic pricing		3,22	0,864	3	Medium
.08	E-marketing sites provide various payment methods	3,26	0,225	2	Medium
.09	Condor E-marketing sites provide after-sales services	3,16	0,166	3	Medium
.10	Condor E-marketing delivers products at the right time and place	3,48	0,034	1	High
Third dimension: Electronic place(distribution)		3,30	0,883	2	Medium
.11	Using direct marketing on Condor's E-marketing sites prompts me to buy their products	3,36	0,942	Average	Medium
.12	The advertising offered by Condor is attractive and contains important information that makes you acquire its products	3,40	0,989	1	High
.13	Condor offers promotions, awards and discounts that increase the desire to acquire its products	3,28	0,069	3	Medium
Fourth dimension: Electronic promotion		3,34	0,862	1	Medium
First Axis: E-Marketing		3,25	0,774	Medium	

**Source: Prepared by researchers based on SPSS.V25**

the total Mean of the of the sample members' answers to the dimensions of the first axis related to the dimensions of E-marketing is (3.25) and the standard deviation is: (0.77) which is less than one indicating the convergence of the members' answers and its concentration around the value of the overall Mean of the first axis is approval (2.61 to 3.40 degrees), That is, the trends of the sample members agree that the dimensions of E-marketing are medium and this is according to the sample respondents. The following is an explanation of the dimensions in order of their importance:

**First dimension: E-product:** based on the sample members' answers, we find that it ranked fourth with an Mean (3.17) and with a medium degree of application, where its Mean is within the range of approval (from 2.61 to 3.40 degrees), we find that the members' answers to the dimension's statements are that they agree with them to a degree (medium, high). The mean of the dimension statements is limited to (2.92-3.44), as "Phrase No. 01 ranked first" with a mean of (3.44), finding Condor products on websites. As for "Phrase No. 03," it came in second place with a mean of (3.30), and they agreed in their answer to it to a high degree, provided that E-marketing sites provide all the information related to Condor products for making E-purchases, while the phrase came in third place. No. 04, with a mean of (3.02) and a medium rating, meaning that Condor allows concerns and comments about its products and offers to be raised. Finally, we find phrase No. 02 in last place, with a mean of (2.92), meaning that Condor is active in various sites that are marketed electronically.

**Second dimension: E-pricing,** according to the sample members' answers, we find that it ranked third with a mean of (3.22) and a medium degree of application, where the mean for it is within the range of approval (from 2.61 to 3.40 degrees), We find that the members' answers to the dimension's statements are that they agree with them to a degree (medium, high). The mean of its statements is limited to (3.06-3.54), as "Phrase No. It offers various price alternatives that are compatible with the products offered. "Phrase No. 07" came in second place with a mean of (3.06), and they agreed in their answers to a high degree that Condor's e-marketing service provides significant discounts, while phrase No. 06 came in third place. This is with a mean of (3.06) and an average estimate, meaning that e-marketing sites provide low prices compared to traditional marketing.

**Third dimension: E-place (distribution)** according to the sample members' answers, we find that it ranked second with a mean (3.30) and with a medium degree of application, where the mean for it is within the range of approval (from 2.61 to 3.40 degrees), we find that the members' answers to the dimension's statements are that they agree with them to a degree (medium, high). The mean of its statements is limited to (3.16-3.48), as "statement No. 10 ranked first" with a medium average of (3.48).

Condor's e-marketin delivers products at a suitable time and place. As for "Phrase No. 08," it came in second place with a medium average of (3.26), and they agreed in their answer to it to a high degree that E-marketing sites provide various means of payment. Finally, we find phrase No. 09 ranked last with a medium average, (3.16) which indicates that Condor's E-marketing sites provide after-sales services.

**Fourth dimension:** E-distribution according to the sample members' answers, we find that it ranked second with a mean of (3.34) and a medium degree of application, as we find that the members' answers to the dimension statements agreed with them to a degree (medium, high). The mean for its statements is (3.34), and with a standard deviation estimated at 0.862, which confirms the progress of the Condor, promotions, awards and discounts increase the desire to buy their products.

#### 2.5.6. Analysis of the sample members' answers to the second axis

Through this part, we will try to identify the general trend of the study sample's answers to the second axis statement: consumer buying decision.

**Table 7. Results of the analysis of the sample members' answers to the statements of the second axis**

number	Phrases	mean	standard deviation	rank	general trend of the sample
.14	Changing buying behaviour from buying from traditional stores to e-purchasing	3,60	0,010	3	High
.15	Follow with interest all of Condor's advertisements on e-marketing sites	3,06	0,202	6	Medium
.16	Buy Condor Products through e-marketing Sites	3,18	0,119	5	Medium
.17	Online ads for Condor Fixed & Mobile Services & Products helped me choose my destination and purchase decision for it	3,34	0,099	4	Medium
.18	I intend in the future to change my traditional buying behaviour to e-marketing	3,94	0,956	2	High
.19	I advise all my family and friends to follow the e-marketing sites	3,96	0,988	1	High
Second Axis: buying decision		3,51	0,820	High degree	

**Source: Prepared by researchers based on SPSS.V25**

We find the total mean of the sample members' answers to the statements of the second axis, which is related to measuring the buying decision of consumers of Condor products, reached (3.51), and the standard deviation reached (0.82), which is less than

one, which indicates the convergence of members' answers and their concentration around the value of the general mean. For the second axis it is within the range of approval (from 3.41 to 4.20 degrees), that is the attitudes of the sample members agreeing with the buying decision, according to the sample of the study surveyed, is to a high degree, as we found that the members' answers to the axis statements are that they agree with them to a degree (high, moderate). The mean of its statements is limited to (3.06-3.96), as "Phrases No. 19 "With a mean of (3.96) it ranked first, and they agreed in their answer to it with a high degree, meaning that they confirm that the consumer advises all his family and friends to follow E-Marketing sites. As for "Phrase No. 18," it came in second place with a mean of (3.94) and they agreed in their answer to it with a degree High, meaning that I intend in the future to change my traditional buying behavior to E-Marketing, while "Phrase No. 14 ranked third" with a mean of (3.60), and they agreed in their answer to it with a high degree, meaning that they confirm, to a high degree, changing buying behavior from buying from traditional stores to E- purchasing. It was followed in fourth place by phrase No. 17, with a medium average of (3.34) with a high rating. Online ads for Condor Fixed & Mobile Services & Products helped me choose my destination and purchase decision for it. As for phrase No. 16, it came in fifth place with a medium average of (3.18), meaning I buy Condor products through E-marketing sites, and finally we find phrase No. 15 in last place with a medium average of (3.06), meaning I follow with interest every advertisement for the Condor on E-marketing sites.

## 6. Test study hypotheses.

### 1.6.6. Normal Distribution Test

To verify the results of the study, the Normal Distribution Test, used to determine whether the data is subject to normal distribution, which in turn affects the selection of tests required for hypothesis testing:

**Table 8. Normal Distribution Test**

Axes	Kolmogorov-Smirnov <sup>a</sup>	
	Z value	Sig
First Axis: E- Marketing	0.950	0.098
Second Axis: buying Decision	0.934	0.108

**Source: Prepared by researchers based on SPSS.V25**

From the table, Z- value is between (0.934 and 0.950), where we find the significance level for the first axis to be 0.098 and the significance level for the second axis to be 0.108. Therefore, the data of the studied sample follows a normal distribution, the data for all questionnaire axes are distributed normally, therefore parametric tests can be used.

**7.6. Results of testing the study hypotheses:** In order to test this hypothesis, we will use Analysis Simple Regression.

**1.7.6. Testing the first sub-hypothesis**

**Hypothesis:** There is a statistically significant effect of the e-product on the buying decision of customers of Condor products

We formulate it statistically as follows:

**Null hypothesis (H<sub>0</sub>):** There is no statistically significant effect of the e-product on the buying decision of Condor product customers

**Alternative hypothesis (H<sub>1</sub>):** There is a statistically significant effect of the e-product on the purchasing buying of Condor product customers

**Table 9. Simple Regression for the first sub-hypothesis**

Regression coefficient (B)	Significance level (sig)	Interpretation coefficient R <sup>2</sup>	F value	Test decision
0.631	0.000	0.442	38.077	(H <sub>1</sub> )
Simple Regression equation:		Y= 1.514+0.631x+e <sub>i</sub>		

**Source: Prepared by researchers based on SPSS.V25**

It is clear that there is a statistically significant impact of the e-product on the buying decision of Condor product customers at the significance level ( $\alpha \leq 0.05$ ), based on the value of the regression coefficient, which reached (B=0.631) a statistical coefficient less than (0.05), and the interpretation coefficient also reached (R<sup>2</sup>= 0.442), meaning that the e-product has an impact on the buying decision of customers of Condor by (44.2%), value of (F=38.077) was estimated at a significance level of less than (0.05).

So the decision to test the hypothesis: There is a statistically significant impact relationship between the variable, we reject the null hypothesis (H<sub>0</sub>), we accept the alternative hypothesis (H<sub>1</sub>), there is a statistically significant effect of the e-product on the buying decision of Condor.

### 2.7.6. Testing the second sub-hypothesis

**Hypothesis:** There is a statistically significant effect of electronic pricing on buying decision of customers of Condor products

We formulate it statistically as follows:

**Null hypothesis (H<sub>0</sub>):** There is no statistically significant effect of e-pricing on buying decision of customers of Condor products

**Alternative hypothesis (H<sub>1</sub>):** There is a statistically significant effect of e-pricing on buying decision of customers of Condor products.

**Table 10. Simple Regression for the second sub-hypothesis**

Regression coefficient (B)	Significance level (sig)	Interpretation coefficient R <sup>2</sup>	F value	Test decision
0.465	0.000	0.240	15.161	(H <sub>1</sub> )
Simple Regression equation:		$Y = 2.015 + 0.465x_2 + e_i$		

**Source: Prepared by researchers based on SPSS.V25**

It is clear that there is a statistically significant impact of the e- pricing on the buying decision of Condor product customers at the significance level ( $\alpha \leq 0.05$ ), based on the value of the regression coefficient, which reached (B=0.631) a statistical coefficient less than (0.05), and the interpretation coefficient also reached ( $R^2 = 0.240$ ), meaning that the e- pricing has an impact on the buying decision of customers of Condor by (24%), value of (F=15.161) was estimated at a significance level of less than (0.05).

So the decision to test the hypothesis: There is a statistically significant impact relationship between the variable, we reject the null hypothesis (H<sub>0</sub>), we accept the alternative hypothesis (H<sub>1</sub>), there is a statistically significant effect of the e- pricing on the buying decision of Condor.

### 3.7.6. Testing the third sub-hypothesis

**Hypothesis:** There is a statistically significant effect of e-distribution (place) on buying decision of customers of Condor products

We formulate it statistically as follows:

**Null hypothesis (H<sub>0</sub>):** There is no statistically significant effect of e-distribution on buying decision of customers of Condor products

**Alternative hypothesis (H<sub>1</sub>):** There is a statistically significant effect of e-distribution on buying decision of customers of Condor products.

**Table 11. Simple Regression for the third sub-hypothesis**

Regression coefficient (B)	Significance level (sig)	Interpretation coefficient R <sup>2</sup>	F value	Test decision
0.580	0.000	0.390	30.673	(H <sub>1</sub> )
Simple Regression equation:		Y= 1.600+ 0.580x <sub>2</sub> +e <sub>i</sub>		

**Source: Prepared by researchers based on SPSS.V25**

It is clear that there is a statistically significant impact of the of e-distribution (place) on the buying decision of Condor product customers at the significance level ( $\alpha \leq 0.05$ ), based on the value of the regression coefficient, which reached (B=0.580) a statistical coefficient less than (0.05), and the interpretation coefficient also reached (R<sup>2</sup>= 0.390), meaning that the e-distribution has an impact on the buying decision of customers of Condor by (39%), value of (F=30.673) was estimated at a significance level of less than (0.05).

So the decision to test the hypothesis: There is a statistically significant impact relationship between the variable, we reject the null hypothesis (H<sub>0</sub>), we accept the alternative hypothesis (H<sub>1</sub>), there is a statistically significant effect of the e-distribution on the buying decision of Condor.

#### 4.7.6. Testing the fourth sub-hypothesis

**Hypothesis:** There is a statistically significant effect of e-promotion on buying decision of customers of Condor products

We formulate it statistically as follows:

**Null hypothesis (H<sub>0</sub>):** There is no statistically significant effect of e-promotion on buying decision of customers of Condor products

**Alternative hypothesis (H<sub>1</sub>):** There is a statistically significant effect of e-promotion on buying decision of customers of Condor products.



**Table 12. Simple Regression for the fourth sub-hypothesis**

Regression coefficient (B)	Significance level (sig)	Interpretation coefficient R <sup>2</sup>	F value	Test decision
0.648	0.000	0.463	41.457	(H <sub>1</sub> )
<b>Simple Regression equation:</b>		<b>Y= 1.345+ 0.648x<sub>4</sub>+e<sub>i</sub></b>		

**Source: Prepared by researchers based on SPSS.V25**

It is clear that there is a statistically significant impact of the of e-promotion on the buying decision of Condor product customers at the significance level ( $\alpha \leq 0.05$ ), based on the value of the regression coefficient, which reached (B=0.648) a statistical coefficient less than (0.05), and the interpretation coefficient also reached (R<sup>2</sup>= 0.463), meaning that the e-promotion has an impact on the buying decision of customers of Condor by (46%), value of (F=41.457) was estimated at a significance level of less than (0.05).

So the decision to test the hypothesis: There is a statistically significant impact relationship between the variable, we reject the null hypothesis (H<sub>0</sub>), we accept the alternative hypothesis (H<sub>1</sub>), there is a statistically significant effect of the e-promotion on the buying decision of Condor.

#### **We reached to the following results:**

- The importance of e-marketing for Condor is to provide communication between Condor and its customers, so this communication will be continuous: availability of products, especially new ones, sales places, distribution methods, points of sale, new agents, after-sales points...etc.
- The most important factors affecting the buying decision are: the strength of the product presentation (the high quality & appropriate price the more positive the buying decision will be), the electronic method taken to give the information, so that the Algerian consumer uses Facebook more than any other social media, especially in the category of women, followed by Instagram, the company's location in terms of continuous updating, appropriate colors and the way content is made, the quality of influencers involved in the product presentation, as well as comments previously made by users of the product where it benefits the consumer in making the buying decision, also the company by making a change to the product or providing justification for it or re-withdrawing it from the market.

## 7. 4. CONCLUSION

This study shows the impact of e-marketing on buying decision of Condor's consumers, where we introduced the company, organizational structure and the most important products provided, after sharing the questionnaire to the study sample via the Internet, the answers were later handled by SPSS, the results of the hypothesis test showed that E-marketing has an impact on the buying decision from a consumer's point of view through the electronic product, electronic pricing, electronic distribution (place), and electronic promotion.

### 7. Recommendations: The researchers recommend

- That companies activate E-marketing where the results of the research show the importance of this.
- E-store of the companies must be shown on the site.
- Providing continuous communication between the company and its customers.

### 8. Suggestions: Through the results, the researchers reached the following suggestions:

- Re-examination the pricing strategy used on services provided electronically through the company's website, so that costs are made as low as possible, which will lead to customer satisfaction and encourage them to use the company's website.
- Contracting with website design institutions, making the company's website more easy to use, more attractive.

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