

The impact of promotion by social media influencers on a restaurant sales - A case study of "Barsha Bennah" restaurant

أثر الترويج عبر مؤثري مواقع التواصل الاجتماعي على مبيعات مطعم

دراسة حالة مطعم "برشا بنه"

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Received: 09/05/2022

Accepted: 01/06/2022

Published: 25/06/2022

Abstract:

The sales of a commercial establishment are linked to a set of factors that play the role of influence on the purchasing behavior of the consumer and eventually the sales. These factors are divided into two types : personal influences and social influences.

Various commercial institutions are developing promotional strategies by adopting promotion through WEB 2.0, such as influencers or what is called influence marketing.

Barsha Bennah is a fast food restaurant located in Annaba, Algeria, that specializes in Tunisian food ,on February 28, 2022 the restaurant adopted promotion through social media by contracting with a Facebook influencer. The latter developed a promotion strategy by filming videos inside the restaurant,, In the following days, the restaurant experienced a jump in sales and an increase in the number of its followers on social media.

key words :

Consumer purchasing behavior, Influencers, WEB 2.0, Social media, promotion, Influence Marketing, Barsha bennah Restaurant.

ملخص:

ترتبط مبيعات مؤسسة تجارية بمجموعة من العوامل التي تلعب دور المؤثرات على سلوك المستهلك الشرائي ومنه على المبيعات وتنقسم هذه العوامل على نوعين رئيسيين هما المؤثرات الشخصية والمؤثرات الاجتماعية.

تقوم مختلف المؤسسات التجارية بوضع استراتيجيات ترويجية من خلال تبني الترويج عبر الواب 2.0 بمختلف ادواته، ومن أكثرها شيوعا في الآونة الأخيرة، المؤثرون عبر مواقع التواصل الاجتماعي او بما يسمى بالتسويق التآثيري.

مطعم "برشة بنة" هو مطعم وجبات سريعة، متواجد في مدينة عنابة الجزائر والذي يختص في الاكلات التونسية، أفتتح في 18 فيفري 2022، حيث عرف اقبال محتشم في الأيام الأولى ومبيعات منخفضة.

في 28 فيفري 2022 تبنى المطعم الترويج عبر مواقع التواصل الاجتماعي من خلال التعاقد مع مؤثرة ناشطة على الفاسبوك من نفس المدينة، حيث قامت هذه الأخيرة بوضع استراتيجية ترويجية من خلال تصوير مقاطع فيديو داخل المطعم تذوق فيه المأكولات ومدحها وتقديمها بشكل مشهي، في الأيام الموالية عرف المطعم قفزة في المبيعات وزيادة في عدد متابعيه عبر مواقع التواصل الاجتماعي.

الكلمات المفتاحية: سلوك المستهلك الشرائي، المؤثرون، الواب 2.0، مواقع التواصل الاجتماعي، التسويق التآثيري، مطعم "برشة بنة".

. Introduction

Recently, social media have become the first resort for project owners or merchants and marketers as well as the first choice for marketing their services and products and introducing their characteristics, and getting closer to the consumer, due to consumers' frequent, increasing use of social media.

The purchasing behavior of the consumer is affected by a number of factors that play the role of his behavior's controlling key. These factors appear in personal factors related to the consumer and include motives, perception, personality, and another influence emerges, which is the social influence to which the individual belongs and that affects his human and consumer behavior. These main factors are : social class (social level), religion and beliefs

And finally, groups consisting of family, colleagues, friends, celebrities, influencers...etc.

Influencers have recently emerged as one of the most important social factors, by becoming marketing influencers through social media, aiming to promote and influencing consumer purchasing behavior and habits.

Various commodity or service institutions are adopting e-marketing, especially influencer marketing, as is the case for "Barsha Bennah" restaurant, which is a fast food restaurant, located in the city of Annaba, Algeria, which specializes in Tunisian food, and relies on this type of marketing by contracting with influential websites Social communication with the aim of promoting itself and influencing the purchasing behavior of potential customers.

1. Consumer behavior

The consumer is defined as "whoever purchases goods and services for his personal use or for the use of his family members or dependents or as a gift to another person." , 2020, (حمدادة) ص330

There are multiple definitions of consumer behavior, including Engel's definition, where he explained that consumer behavior is "the direct acts and actions of individuals in order to obtain a product or service, and this includes the process of making a purchase decision."

Martin defined it as "the end point of a series of actions that take place within the consumer and that these actions represent needs (input), perception, motives, intelligence and memory. And since the process of interaction between the consumer and the environment around him leads to the formation of the outputs,

which are motives, image, attitude and thus the purchase decision.
(الصيرفي, 2016, ص142)

2. Consumer buying behavior

The consumer purchasing decision process begins when the consumer realizes that he has an unsatisfied need and wants to move from his actual need state to another willing state. Many motivators can begin to identify the problem, including factors that influence the desired state (eg reference groups), the actual state (eg the agitation of needs), and factors that influence both (eg marketing efforts).for example, your stomach tells you that you are hungry, and you would rather not have that special feeling. If you are just a little hungry, you might just ignore it and decide to eat later. However, if your stomach is rumbling and you cannot concentrate, the need is the difference between your actual state (hungry) and your desired state (not hungry) being larger and you will need to eat right away to get to the state you want. A need can be considered an innate necessity rather than a learned motive, while desires are goods or services that are not necessarily wanted but desired. For example, advertising for a new hamburger can increase the consumer's desire for such a food, even though power suffices in the face of hunger. Consumer needs such as these can be categorized as functional, psychological, or both. (Grewal,2021,p122)

The consumer goes through five stages before making a purchase decision for any product (Grede, 2005, p31):

- identifying the problem.
- seeking information.
- evaluating alternatives.
- the purchase.
- Post-purchase evaluation.

Example: A colleague walks into a coffee shop and decides that he is thirsty (identifying the problem). He looks at what is there, and then tries to decide what he wants to drink (seeking information). Note that there are three different types (evaluating alternatives.) and then order a specific brand (purchase). The waiter serves him to satiate his thirst (post-purchase evaluation).

Every buyer goes through the same process. Ideally, we as marketers do our best to facilitate this process and make it more smooth for our customers.

3. Influences on consumer buying behavior

The factors influencing consumer buying behavior are divided into two main types (عبد السمیع, 2007, ص8) :

3.1 Personal influences

These influences are related to the aspects related to the personality of the consumer, as they are considered among the most important factors affecting his behavior and including:

- **Motives:** They move the consumer and affect his psyche, and push him to prefer one product over another.
- **Perception:** The consumer is familiar with all aspects related to the product.
- **Personality:** where the interest in the personality of the consumer, which is directly affected by demographic factors (such as age, gender, etc.), plays an important role in influencing them and pushing them to a certain behavior.

3.2 Social influences

Some scientific studies in the field of sociology have clarified the importance of the social role to which the individual belongs in his human behavior. These studies also clarified the importance of social factors and influences in directing and influencing consumer behavior, the most important of which are:

- **Social class:** Every society is divided into different social classes. Therefore, the task of marketing men is to understand and define these social classes, study their needs and desires, and work to meet these needs and desires.
- **Religion and Beliefs:** Marketing experts cannot ignore the importance of different religions and beliefs in the societies of countries by studying the religious and ideological aspects of the members of these societies in order to prepare suitable products for them.
- **Reference groups:** they are the family, colleagues, friends, celebrities, influencers, the people of the neighborhood, the region or the street, and the work groups to which he belongs by virtue of his profession or job, so these groups become an influential factor in consumer behavior.

4. WEB 2.0

The concept of “web 2.0” was born in October 2004 during a conference between O'Reilly Media and Media Live International. Dale Dougherty, a member of O'Reilly, suggested that since the bursting of the dot-com bubble in 2001, the web seemed more important and innovative. The new sites and applications were similar in terms of technological and ergonomic improvements, an

innovative business model based on a change in the "top-down approach" of the initial web, which offered con user services whereas web 2.0 emphasized a new form of interactivity that

places the user at the center of the internet and is more social and collaborative.

According to Thibaut Delacroix (2014), web 2.0, or collaborative web, is an information system in which any Internet user can be active. Still called social web, it favors the dimension of sharing and exchange of content (texts, videos, images or others), Internet users no longer need computer knowledge to upload content to the hosting site thanks to simplified technological solutions.(Loukem,2016,p58-59)

5. E-marketing

There have been many definitions of e-marketing, especially after the spread of commercial uses of the Internet, and e-marketing has opened new horizons in the world of marketing (فارلو , 2021, ص ص 167-168):

- It represents the most effective way to maintain customers and re-deal with the organization, as they aspire to provide personalized offers for each customer, as it is based on the individual relationships between the organization and the customer, imposed by information technology, the Internet, where each customer is known and how to satisfy him personally.
- Describe the efforts made by the institution to attract customers, communicate, promote and sell its products and services on the Internet.
- The use of electronic means in conducting commercial operations between the concerned parties instead of direct communication operations.

- The marketing of products through the Internet, and buying and selling operations are carried out through the Internet, as the Internet has become widespread and there are many users of this network.

6. E-promotion

With the development of information, media and communication technologies, electronic promotion has emerged, which is defined as “an activity that uses the Internet and other communication services to deliver the product to the consumer,” which is characterized by interaction and communication between the two parties of the promotional process, providing information and details about the offered product and service.

E-promotion has acquired an electronic character with the technological development and its positive repercussions. The electronic and digital promotion has emerged, which can be defined from the above as the use of modern technologies in presenting products and convincing the consumer of them, and ensuring the continuity of interaction and communication between the two parties of the promotional process through the network of information and modern applications. (بن عمار, 2021, ص389)

7. Social media promotion

Social media first became an option for marketers in 2005, when Facebook launched its first promotional option. Since then, he has offered marketers reasonably low cost promotion, as well as the opportunity to reach a wide audience for little money.

Recognize advertisements on social media by labels such as 'suggested post', 'promoted' etc. Opportunities for development, which means marketers, need to keep up with what is available to them, they are available, and that are constantly increasing opportunities to reach

consumers through social media and in a way that it suits them. (Stokes, 2018, p312)

Social media is now playing an increasingly important role in many aspects of marketing, particularly in information search and purchasing decision behaviors. (Zeng,2013,p2)

8. Most used social media

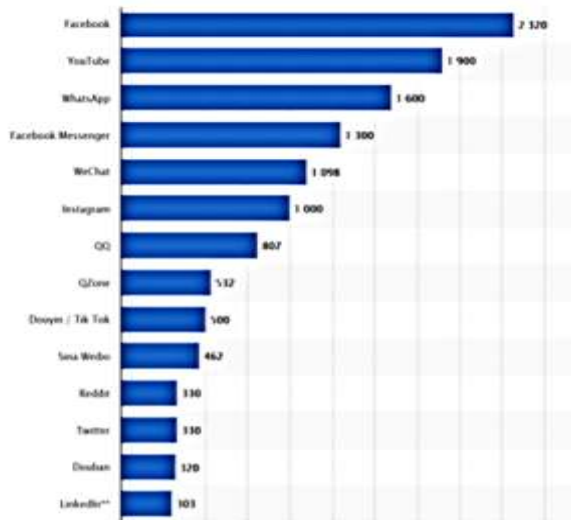
It was announced that as of 2019, the world population has reached 7 billion 700 million people. 3 billion 480 million of this population use social media. Almost half of the world's population. (YAZICIOĞLU, 2019, p113) Among the most used sites, we mention:

- Facebook: It is considered the most important social media site for those interested in communication and information, political science, and social sciences, due to the prominent role of this site in many events in the world. The experience became clear through the Arab Spring revolution, which used social media sites significantly for their ease of use and the ability to reach a larger number of people in them in different parts of the world. A report from studying Facebook showed that the number of users in 2014 increased by 48.3% and reached \$710.5 million in revenue. (Alghizzawi, 2018, p61)

- Instagram: It is an application that allows the use of filters and effects on images and videos, and also provides a virtual platform where people can follow people, celebrities, brands, or anything they are interested in. The brand is a compound word made up of 'instant' and 'telegram'. In the early years when cameras came on the market, they were introduced with instant shooting features and images captured in this way would be telegraphed. The name Instagram was born as a combination that indicates this situation. Nowadays Instagram has become a very popular app with 1 billion users. (YAZICIOĞLU, 2019, p113)

● YouTube: It is one of the most important social media sites where videos are posted, and it is "one of the websites on the Internet, and the idea of this site is to attach any files consisting of video clips so that they are available to millions of people around the world without any financial cost", and It is among the most used and popular sites among the pioneers of social media sites. (شرموطي, 2021, ص3)

Fig.1. Most visited social media sites worldwide as of April 2019



https://www.modul.ac.at/uploads/files/Theses/Bachelor/Undergrd_2019/Thesis_1621501_SHIREHPAZAZARI_Tara.pdf, (consulted on 03/05/2022).

09. Influence marketing

Anyone having an influence, which potentially means everyone. However, when you define more context for your business or brand, as well as the potential audience you are trying to influence, you will

significantly narrow down the number of people who have an impact on you.

As with any business, you want to approach influencing marketing strategically. The simplest definition of a strategic plan is the process of achieving a state different from the way specific goals are achieved through a series of activities. The purpose is higher revenue, greater market share or better websites.

Your goals may be to increase production, improve sales, convert competitors, improve or change perceptions, etc. Specific activities can include expanding manufacturing lines and targeting a new audience, developing new advertising campaigns or establishing an entrepreneurial thought through public relations, social media, and more.

The different status your company or brand is trying to achieve and the specific goals you will use to achieve this are likely to align with all marketing implementations. They definitely should if you are hoping to get your marketing engine working in unison to move the company forward.

Your definition of influence marketing also needs to identify the different types of influencers at your disposal. Ed Keeler and Brad Fay from marketing research firm Warc Best Practice defined in the Influencer article, "We define influencers as ordinary consumers who are far more likely than the average to search for information and share ideas, information, and recommendations with other people." Note that they did not include the word "online" in their definition. Understand the types of people who can influence potential customers in determining the different channels you want to use, the goals you can achieve with them, and the types of content you can hire. (falls, 2021, p69)

10. Influencers

In 2011, María del Carmen and her team qualified influencers to be "communication experts", people who are very active on online social networks either to create content or even to comment or to search for information online. Childers defines influencer as "a person who influences the purchasing process through exchanges about product characteristics and questions," Eric Vernet defines influencer as "a person who is attractive by virtue of his/her personality and psychological, physical and social qualities, including knowledge, in a particular product category, considered credible, their beliefs and behaviors are more likely to influence the beliefs and brand choices of those around them." (FADEL, 2022, p71)

According to Keller and Berry, "One in ten Americans explains to the other nine how to vote, what to eat and buy...these are the influencers." (SAYAH, 2020, p54)

So the influencer plays the role of the person on whom the consumer depends and returns to him to make a decision.

11. Social media influencers

With the growth of the digital world, the web now allows users to freely post where they create content, attract attention and, over time, influence the people who follow their content.

A social media influencer can be defined as a social media user with great following, high credibility and authenticity that can lead to the influence and persuasion they have gained through time and involvement in the relationship between the influencer and their followers. (Pestek,2017,p179)

12. Case study of « Barsha bennah restaurant »

Barsha Bennah Restaurant was chosen as a study site and that is due to its adoption of influence marketing, where information was

collected through observation and an interview with both the restaurant owner and the influencer.

12.1 The restaurant's owner interview

Q1 : Could you give us a general idea about your restaurant ?

A1 : I started thinking about the idea of owning a restaurant after several small experiences in the food industry, so i had this idea of creating a tunisian fast food restaurant with a real tunisian cook and i wanted to choose a location in the heart of a city in a crowded

place since tunisian food is a street food, i ended up opening my own place at the 18th february 2022.

Q2 : What do you offer on your menu and what are your working hours ?

A1 : We have on the menu a range of Tunisian fast food recipes, starting from appetizers to popular meales, in addition to sandwiches due to the demand of the market, and finally dessert depending on occasions. our working hours are from 12:00 AM to 22:00 PM continuously, where lunch and dinner services are provided every day, except for Friday, which is our rest day.

Q3: In the first days of your working activity, what can you say about your number of sales?

A3: Well I honestly was so scared in the first days, being new, and having a small amount of demand where I started doubting everything.

Q4: How did you come up with the idea of having a social media influencer to promote for your restaurant?

A4: I had some business owners' advice, they said that they have tried this marketing strategy to push their sales and it was really a successful experience where they gained so much, so i've decided to adopt this marketing trick.

Q5: how did you choose the right influencer for your promotion strategy?

A5 : I tried to think deeply about choosing the right one, since I wanted to target women, I've chosen an influencer in cosmetic and beauty domain, that kind of influencers are hugely followed by women so I thought I'll have a perfect and efficient promotion campaign.

Q6: After the influencer did the promotion on her social media account, what was the feedback and the impact on sales and if there is any other impact?

A6: After the 28th February I made sure to ask every client that walks into the restaurant how did he heard about us, and a very important number of these clients came from the influencer's videos and posts, on the other hands I did my calculation of my weekly sales and I noticed a big jump in sales for some products I counted a doubled sales, in addition to that sales impact the restaurant's social media accounts also knew an important increase of it's followers and the number of likes.

12.2 General presentation of « Barsha beenah restaurant »

“Barsha Beenah” restaurant is a fast food restaurant. The name of the restaurant goes back to the Tunisian dialect, which means very tasty. The “Barsha Beenah” restaurant is located in the city of Annaba, Algeria. on 24 Street, February 24, 1956, a crowded area in the heart of the city.

Opened on February 18, 2022 and managed by the owner of the restaurant Khalil Saad with a team of two workers, a cook and a waiter, and that's due to the small size of the restaurant. "Barsha Beenah" restaurant is specialized in Tunisian food, as it has a cook of Tunisian origin who prepares various traditional and popular Tunisian foods.

The working hours of the restaurant are from 12:00 AM to 22:00 PM continuously, where lunch and dinner services are provided every day, except for Friday, a rest day.

The restaurant offers on its menu a range of Tunisian fast food recipes, starting from appetizers to popular meals, in addition to sandwiches due to the demand of the market, and finally dessert depending on occasions.

12.3 Marketing mix of « Barsha beenah restaurant »

We could define the marketing mix as following (khan,2014,p96) :

"Marketing mix is a combination of all of the factors at the command of a marketing manager to satisfy the target market." McCarthy (1964)

"Marketing mix are the controllable variables that an organization can coordinate to satisfy its target market." McCarthy and Perreault (1987)

Marketing mix is the set of controllable marketing variables that the firm blends to produce the response it wants in the target market. Kotler and Armstrong (1989)

● **Product:** The restaurant offers its customers a choice of various Tunisian fast food from Tunisian salad, Tunisian meal, "kaftaji" with the possibility of serving it with the available meat, in addition to "Ojja", Tunisian pasta, the meal of the day that offers its customers a different meal every day outside the menu. Barsha Beenah Restaurant has added sandwiches and burgers with different kinds of meat-choices to its menu, due to market demand.

Picture.1. Products of Barsha beenah restaurant



Source : taken by researchers based on a mobile phone camera on (08/03/2022).

● **Price:** The owner of the restaurant sets the prices of his meals by adding the value of the cost to the desired benefit, and he is also keen to put the lowest prices compared to the competition.

$$\text{Price} = \text{Cost} + \text{Desired Benefit.}$$

● **Place:** The restaurant is located in the center of the city of Annaba, Algeria, on February 24, 1956 Street. This area is surrounded by a secondary school, a high school, the Sheraton Hotel, and public service institutions..etc. The restaurant provides a delivery service to its customers in cooperation with home delivery applications. The owner of the restaurant also deals with wholesalers and suppliers, choosing them carefully, in order to provide the best for his customers.

Picture.2. restaurant's location on Google maps



Source : <https://www.google.com/maps/place/Barcha+benna+h%برشة+بنة+E2%80%AD/@36.902015,7.7602782,17z/data=!4m5!3m4!1s0x0:0xdc775497eb3ebff!8m2!3d36.9016093!4d7.7607379>, (consulted on 10/04/2022).

Picture.3. Home delivery application



Source : <https://www.facebook.com/102917559000959برشة+بنة>, (consulted on 20/04/2022).

● **Promotion:** The restaurant relies on a few tools of communication with its potential customers, as it relies heavily on the spoken word (word of mouth) and also relies on the social media sites Facebook and Instagram to be visible electronically and to direct visitors to the restaurant's site or give an idea of its meals through pictures... etc.

The owner also relied on influence marketing by contracting with a Facebook influencer to promote his restaurant.

Page surfers can see opening times and are also provided with a phone number for inquiries.

Picture.4. Restaurant's Facebook page



Source :<https://www.facebook.com/برشة-بمنة-102917559000959>,(consulted on 20/04/2022).

Picture.5. Restaurant's Instagram page



Source :https://www.instagram.com/p/CbfTTDRqIgO/?utm_source=ig_web_copy_link,(consulted on 01/05/2022)

● **people:** The restaurant is run by its owner Khalil with a working team consisting of two workers, a cook and a waiter, and the small number of workers is due to the smallness of the shop and the smallness of the commercial activity, and the owner of the restaurant is keen on monitoring the work process of his staff.

• **process:** The restaurant prefers personal contact, as it does not provide a card machine, but rather a cash payment method. The restaurant provides a phone call service or through social media sites for inquiries or orders.

• **physical evidence:** The interior design of the restaurant used the Mediterranean style, specifically the Tunisian interior decoration style inspired by Sidi Bou Said, and this appears in the white and blue colors and mosaics on the walls. The restaurant can accommodate more than 10 people. The traditional Tunisian character characterizes the meals, while the menu is easy to read and clear.

12.4 The restaurant's owner interview

Q1 : Can you give us a small idea about and how you started in the social media and influence domain ?

A1 : Am lina khalil, 27 years old originally from Annaba a big passionate of beauty and cosmetics that's why i studied esthetic and specialized in manicure in Algiers and then i went back to Annaba to start my small business and created a shy platform on social media, but i really got famous after collaborating with a famous beauty influencer called Chiraz Boutefnouchet and gained so many followers, and afterwards started getting propositions from different business owners to promote for them, and that's how i found myself turning into a social media influencer.

Q2 : How did you put up a strategy of promotion for barsha beenah restaurant ?

A2 : I know from my own personal experiences with my followers that videos get much more views and attention than simple posts so i've decided to shoot a video on the restaurant, i made sure to show where the restaurant is because it's a very common question that followers ask on the comments, i also made sure to show every meal

that the restaurant offers and to present that meals in an appetizing way, in order to give them the desire and the temptation to try it, the prices is also a very important factor before making the decision to buy a meal, so i did it on purpose to mention that their meals are very affordable.

Q3 : Have you had any responds or feedbacks from your followers after visiting the restaurant and trying its services ?

A3 :I received some direct messages thanking me for sharing information and my experience in this restaurant, and that they didnt regret putting their trust in me, because i always pick and filter what to promote in order not to hurt my public image, and associate my name with low quality products or scam services.

12.5 General presentation of the influencer

Lina Khalil, 27 years old: she got her diploma of esthetian specialized in manicure from a prestigious school in Algiers in 2017 ; then she returned to annaba to start her career by creating a shy platform on intagram and on facebook made up of old friends ,acquaintances and fellow estheticians but she didnt get her fame and recognition until she contacted some influencers herself. throughout the years she gained celebrity in the beauty community thanks to her nails artistry. The most famous of them was Chiraz Bouterfnouchet after many collaborations a well known local and national influencer and social light the manicure's platforms went to the stratosphere amounting to over 50.000 gaining astronomical amounts of followers on many platforms combined and became a social figure in the city which helped her earn a local recognition moreover she diversified her activities by tutoring other carrer seekers in cosmetic domain and granting them manicuring degrees, she begun accepting offers from divers publicity seekers and commerce owners wanting her appearance and benefiting from her public figure status.

Picture.6. personal pages of the influencer on social media

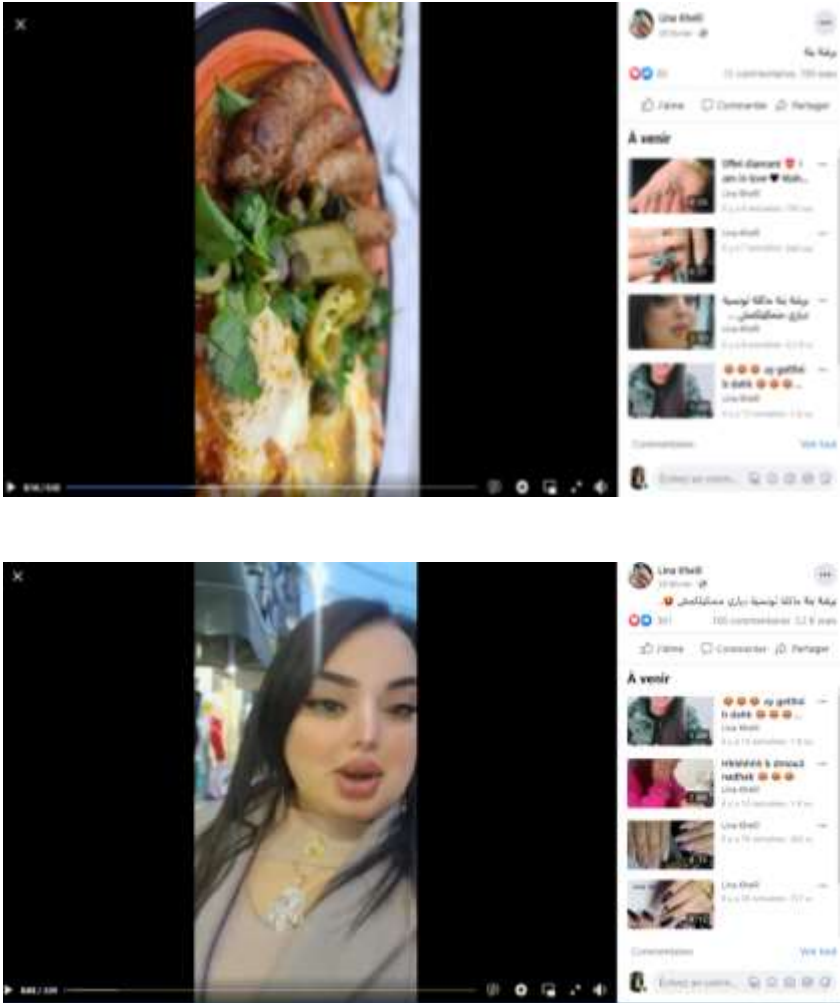


Source : <https://www.facebook.com/lina.khelil.35>,(consulted on 05/04/2022).

13.4 Influencer Promotional Strategy

Lina Khalil developed a marketing strategy with the aim of promoting Barsha Beenah Restaurant. On February 28, 2022, she posted on her Facebook page videos showing her followers exactly from the outside where the restaurant is, and then inside the restaurant she exchanges conversations with the owner of the restaurant and with the Tunisian chef, where she asks questions about the available products. Moreover, what the restaurant offers to its customers, and in the videos she tastes the food and meals and praises them and presents them in an appetizing way to influence their followers because of her knowledge of ways to influence them, and she also focuses in her content on the fact that the restaurant's prices are low and affordable.

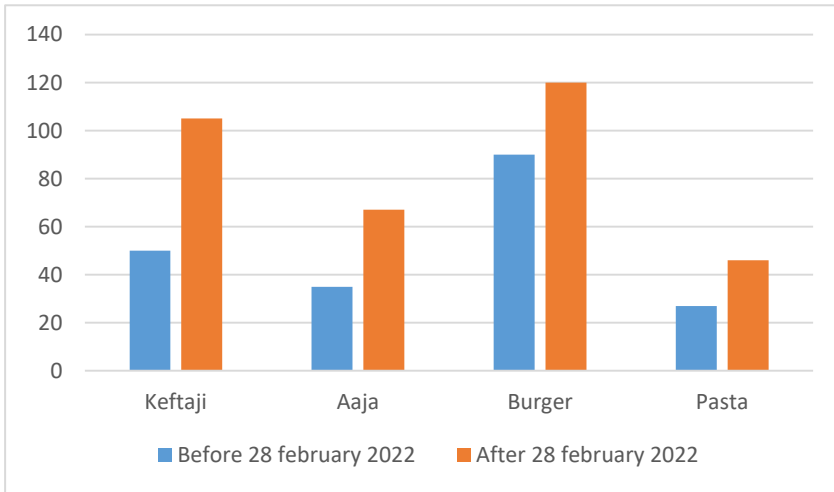
Picture.7. Screenshots taken from the Facebook page of the influencer



Source : <https://www.facebook.com/lina.khelil.35>,(consulted on 05/04/2022).

12.6 Post influence marketing impact

Fig.2.Comparison of sales for Barsha Beenah Restaurant before and after February 28,2022



Source : Done by researchers using Word program

We notice from Figure (02) that the sales of the restaurant’s products have increased by a large size, starting from the date of February 28, 2022, compared to sales before February 28, 2022.

Barsha Bennah Restaurant knew a modest number of visits in the first week and low sales, and that’s due to the lack of promotion and communication, the restaurant is new to the market and needed some promotion strategies, to introduce itself to market and to the potential customers, in this phase of starting a business the restaurant must communicate to the public and its target customers its different services and products, its address, working hours, etc.

As for the week after the adoption of influence marketing through social media, the restaurant's sales witnessed a jump, as its sales doubled after February 28, 2022, and that's due to the

promotional campaign that touched a large targeted customers, and the choice of the influencer being efficient since her followers have the same characteristic as the restaurant's targeted market, also as a result or as an impact of this marketing strategy the owner of the restaurant noticed an increase in the number of his followers on social media sites Facebook and Instagram, and that goes back to the nature of this affected followers of the influencers who are a frequent users of social media, the followers of the restaurant jumped from 700 follower combined from facebook and instagram to 1561 follower.

. Conclusion

This study dealt with the issue of promotion through influencers by social media sites, and its impact on the sales, specifically its impact on a restaurant in Annaba called Barsha bennah restaurant, where the sales knew a big jump after adopting influence marketing, on the other hand the popularity of the restaurant (visibility) got affected, as an increase in the number of followers of the restaurant's social media accounts both Facebook and instagram.

As a result influence marketing or marketing through social media influencers have a positive impact on a business's sales and its popularity when the right influencer is chosen, by that the match of its target market with the influencer's followers in order to have an efficient campaign.

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