

## The Impact of Digital Promotional Mix on Consumer Behavior in Algeria - Applying the Innovation Adoption Model

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**Abstract:** This study examines the impact of the digital promotional mix on consumer behavior by applying the Innovation Adoption Model. Focusing on a sample of 150 consumers in Algeria, the research seeks to understand how digital marketing strategies influence the decision-making process and the adoption of new products. The study employs a quantitative approach, utilizing surveys to collect data on consumer interactions with various digital promotional tools, including digital advertising, digital sales activation, and digital public relations. Findings indicate that specific elements of the digital promotional mix significantly affect consumer attitudes and behaviors, with personalized and interactive digital content playing a crucial role in the adoption process. The results provide valuable insights for marketers to enhance their digital strategies to reach and engage consumers in markets effectively. This research contributes to the broader understanding of digital marketing's role in shaping consumer preferences and behaviors in the context of new product adoption.

**Keywords :** Digital promotion, Consumer behavior, Innovation Adoption Model, Promotional mix.

**JEL Classification Codes:** M31, M37, O33.

ملخص: تناول هذه الدراسة أثر المزيج الترويجي الرقمي على سلوك المستهلك باستخدام نموذج تبني المنتجات الجديدة. تركز الدراسة على عينة من 150 مستهلكاً في الجزائر، بهدف فهم كيفية تأثير استراتيجيات التسويق الرقمي على عملية اتخاذ القرار وتبني المنتجات الجديدة. اعتمدت الدراسة منهجاً كميًّا، مستخدمة استبيانات لجمع بيانات تفاعل المستهلكين مع أدوات ترويجية رقمية متنوعة، تشمل الإعلان الرقمي، التسويق الرقمي المباشر، تنشيط المبيعات الرقمي، والعلاقات العامة الإلكترونية. تُظهر النتائج أن عناصر معينة من المزيج الترويجي الرقمي تؤثر بشكل كبير على مواقف وسلوكيات المستهلكين، حيث يلعب المحتوى الرقمي المخصص والتفاعلي دوراً محورياً في عملية التبني. تقدم النتائج رؤى قيمة للمسوقين لتعزيز استراتيجياتهم الرقمية للوصول إلى المستهلكين في الأسواق بفعالية. تساهم الدراسة في تعميق فهم دور التسويق الرقمي في تشكيل تفضيلات وسلوكيات المستهلكين في سياق تبني المنتجات الجديدة.

الكلمات المفتاحية: الترويج الرقمي، سلوك المستهلك، تبني المنتجات الجديدة، المزيج الترويجي

تصنيفات JEL: M31, M37, O33.

## **1. Introduction**

In the contemporary digital era, the advent of advanced technological tools has fundamentally reshaped the marketing landscape, ushering in a paradigm shift from traditional approaches to sophisticated digital promotional strategies. The digital promotional mix, which integrates components such as online advertising, sales promotions, electronic public relations, social media marketing, and direct digital marketing, has emerged as a pivotal mechanism for engaging consumers and influencing their behavior in an increasingly interconnected world (Kotler, (2016)). These tools enable businesses to reach broader audiences with unprecedented precision, tailoring messages to individual preferences and fostering real-time interactions that were previously unattainable. As a result, understanding the dynamics of how these digital promotional strategies affect consumer decision-making processes has become a critical area of inquiry for both academics and practitioners seeking to navigate the complexities of modern markets.

Consumer behavior, defined as the study of how individuals select, purchase, use, and dispose of goods and services, is influenced by a multitude of factors, including psychological, social, and economic drivers (Schiffman, 2015). Within this framework, the digital promotional mix plays an instrumental role in shaping perceptions, attitudes, and purchasing intentions, particularly in the context of new product adoption. To explore this relationship, the current study employs the Innovation Adoption Model (IAM), originally proposed by (Rogers, 2003), which delineates the stages of adoption—awareness, interest, evaluation, trial, and adoption—as a theoretical lens to examine how consumers respond to digital marketing initiatives. This model provides a structured approach to understanding the sequential process through which consumers transition from initial exposure to a product to its eventual integration into their lives, offering valuable insights into the effectiveness of promotional efforts.

This research specifically focuses on the Algerian market, a context characterized by rapid digital transformation and growing internet penetration, which has significantly altered consumer access to information and purchasing channels (Measuring digital development: Facts and figures, 2022). Algeria, as an emerging economy, presents a unique case where traditional consumption patterns coexist with an accelerating shift toward digital platforms, creating both opportunities and challenges for marketers. The proliferation of smartphones, coupled with increased social media usage, has amplified the relevance of digital promotional strategies in this market, making it an ideal setting to investigate their impact on consumer behavior. By targeting a sample of Algerian consumers, this study aims to uncover how the digital promotional mix influences their decisions to explore

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and adopt new products, thereby addressing a gap in the literature concerning digital marketing in developing economies.

The significance of this study lies in its dual contribution to academic knowledge and practical application. Academically, it enriches the existing body of research by extending the application of the Innovation Adoption Model to a digital marketing context within an underrepresented region. Practically, it offers actionable insights for businesses and marketers aiming to optimize their digital strategies to enhance consumer engagement and product uptake in competitive markets. The findings are expected to illuminate the key drivers of consumer behavior in the digital age, shedding light on how specific elements of the promotional mix—such as targeted online advertisements or interactive social media campaigns—shape preferences and accelerate adoption rates.

### **1-1 Research Problematic**

The study is anchored in the following central research question: *What is the impact of the digital promotional mix on consumers' decisions to experience and adopt new products?* This question seeks to dissect the interplay between digital promotional tools and the stages of the adoption process, with a particular emphasis on how these strategies influence Algerian consumers' behavioral responses in an evolving digital ecosystem.

## **2. Objectives of the Study**

The primary purpose of this study is to investigate how the integration of digital media and modern promotional techniques influences consumer behavior and enhances their inclination to trial and adopt new products. This exploration is guided by the following specific objectives:

1. To determine whether there is a statistically significant impact of the digital promotional mix on consumer behavior toward new brands and their products.
2. To identify the most influential elements of the digital promotional mix shaping Algerian consumer behavior in this context.
3. To assess whether the digital promotional mix significantly affects consumer behavior during the trial and adoption stages of new products.

Broadly, this study seeks to underscore the strategic importance of the digital promotional mix in enabling companies and brands to make informed marketing decisions. By evaluating the effectiveness of various digital channels and tools, the research aims to provide a comprehensive understanding of how these elements

contribute to achieving marketing objectives, particularly in the context of promoting new and innovative products in emerging markets like Algeria.

### **3. Theoretical Framework**

This section outlines the conceptual foundation of the study by analyzing key variables and reviewing relevant literature to establish the relationship between the digital promotional mix and consumer behavior.

#### **3.1 Digital Promotion**

Digital promotion refers to the use of electronic distribution channels to promote products and services, delivering personalized, convenient, and cost-effective messages to consumers (Chaffey, 2019). It encompasses a wide range of techniques within the broader category of internet marketing, leveraging tools such as social media, mobile devices, and electronic billboards to advertise or sponsor offerings (Tuten, 2017). Unlike traditional promotion, digital promotion offers enhanced interactivity and reach, making it a cornerstone of modern marketing strategies.

#### **3.2 Digital Promotional Mix**

The digital promotional mix is a strategic blend of marketing methods designed to communicate effectively with consumers about a product or service (Barker, 2021). Analogous to a recipe, it combines distinct elements—each serving a specific purpose—to create a cohesive message that resonates with the target audience and encourages purchase behavior.

A promotion mix is a blend of different marketing methods used to communicate with

customers about a product or service. It's like a recipe where each ingredient serves a

specific purpose, and together, they create a dish that appeals to your taste.

Promotion mix marketing aims to ensure customers see and hear a company's message

in a way that resonates with them and encourages them to purchase its product (Venckus S. , 2024)

##### **3.2.1 Elements of the Digital Promotional Mix**

The following five elements constitute the core components of the digital promotional mix:

- **Digital Advertising :**This involves leveraging online platforms to deliver promotional content to consumers across various channels (Ryan, 2016). Unlike traditional advertising, digital ads offer flexibility and universality, enabling brands to engage audiences through text, images, videos, and interactive formats.

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- Digital advertising is the tactic of leveraging the internet and its properties to deliver promotional ads to consumers on various channels (The definitive guide to digital advertising, (2018)).
- **Digital Public Relations** :Online public relations utilize digital platforms to inform and engage the public, fostering dialogic communication and building mutually beneficial relationships between organizations and their audiences (Kent, 2016)
- **Digital Sales Activation** :This element focuses on driving immediate sales by activating campaigns at the decision-making stage, building on prior brand-building efforts. (Smith, 2020)
- Sales activation focuses on generating sales. It's when a customer is in the decision-making

stage and they decide to make a purchase. Brand Building and Marketing are often how a customer arrives at this stage (Paloma E. (.)�.

Digital activation is, ultimately, the act of pressing "go" on a digital advertising campaign. It

comes only after you've laid all the groundwork. Once you've built your media strategy,

prepared your content, determined campaign goals, set up your media tools, and trained your

team, you need someone to push "go" on your campaign. All that is digital activation (Myers D. , 2022).

**Direct Digital Marketing** :Encompassing email, web, and mobile channels, direct digital marketing uses addressable platforms to deliver targeted messages to consumers) Chaffey 'Digital Marketing (7th ed(2019 '.

- **Social Media Marketing** :This involves using social platforms to promote products, enhance brand visibility, and foster consumer interaction) Tuten T((2017) '.

### **3.3 Impact of the Digital Promotional Mix on Consumer Behavior: The Innovation Adoption Model (IAM)**

The Innovation Adoption Model (IAM) posits that consumers progress through five stages—awareness, interest, evaluation, trial, and adoption—when deciding to adopt a new product or service) Hanna(2016) . This study examines how the digital promotional mix influences these stages, shaping consumer perceptions and behaviors toward new products in the Algerian context.

## **4. Experimental Framework**

This section delineates the methodological approach adopted to investigate the relationship between the digital promotional mix and consumer behavior.

### **4.1 Research Design**

The study employs a descriptive survey method, observing the phenomenon in its natural context through a field study. This approach aims to comprehend the interplay between variables by collecting and analyzing data via a structured questionnaire.

### **4.2 Instrumentation**

The questionnaire comprises three sections:

1. Introductory Letter :Outlines the research title, its significance, instructions for respondents, and gratitude for participation.
2. Demographic Variables :Captures personal data such as gender, age, and marital status.
3. Study Variables :Includes questions on the independent variable (digital promotional mix) and dependent variable (consumer behavior), aligned with the IAM's five dimensions: awareness, interest, evaluation, trial, and adoption.

### **4.3 Data Collection**

Data were gathered from April 2024 to July 2024 using an electronic questionnaire distributed to 150 individuals across various Algerian states. The study population consists of social media users and individuals utilizing information and communication technologies (e.g., internet and mobile phones) in Algeria.

### **4.4 Data Analysis**

A five-point Likert scale (Strongly Agree to Strongly Disagree) was utilized to measure responses. Data were analyzed using SPSS version 27.0, employing:

- Descriptive statistics.
- Cronbach's alpha for reliability.
- T-tests to assess statistically significant relationships between variables

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**Table 1:** Description of the study sample according to demographic factors

N°	Variable	Factors	Repetitions	Percentage
01	Sex	Male	63	42%
		Female	87	58%
		Total	150	100%
02	Age	Less than 30	64	42.7%
		30-40	50	33.3%
		40-50	31	20.7%
		More than 50	5	3.3%
		Total	150	100%
03	Job	Employee	73	48.7%
		Student	57	38%
		Freelancer	10	6.7%
		Retired	0	0%
		Unemployed	10	6.7%
		Total	150	100%

**Source:** (by the authors, SPSS Software)

### **Reliability of the research instrument:**

Reliability is measured using Cronbach's alpha coefficient, which indicates the degree of inter-item correlation. The higher the correlation coefficient, the greater the internal consistency of the scale. Its value has reached **0,881** a level that suggests the questionnaire is appropriate and suitable for the intended purpose and for measuring the phenomenon under study.

We used the arithmetic mean and standard deviation to assess the impact of the digital promotional mix on consumer behavior, represented in its dimensions according to the innovation adoption model (awareness, interest, evaluation, trial, and adoption), utilizing a five-point Likert scale. In this scale, (5 points were assigned to "totally agree," 4 points to "agree," 3 points to "neutral," 2 points to "disagree," and 1 point to "totally disagree,") as illustrated in the following table:

**Table 2: It illustrates the results of tests related to the impact of the digital promotional mix on consumer behavior:**

No	Factors	Strongly Agree	Agree	Neutral	Disagree	Totally Disagree	Arthemic mean	Standard deviation	evaluation
01	Digital advertising through digital media channels affects my awareness of various advertised new products.	46	95	08	01	0	4,2400	0,57557	Totally agree
02	Digital advertising helps in remembering the new product and generating interest in it	51	93	05	01	0	4,2933	0,56219	Totally agree
03	Watching digital advertisements motivates me to evaluate the available new products	29	79	26	14	02	3,7933	0,90707	Agree
04	Digital advertising prompts me to try the newly advertised products	22	83	29	16	0	3,7400	0,83890	Agree
05	Digital advertising influences my decision to adopt new products	19	80	28	23	0	3,6333	0,89305	Agree

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The result of the first axis							3,93998	0,75535 6	Agree
<b>0 6</b>	The opportunity to win cash prizes online and via mobile phones enhances my awareness and knowledge of the new products offered by the institution	<b>11</b>	<b>58</b>	<b>34</b>	<b>39</b>	<b>8</b>	<b>3,1667</b>	<b>1,06448</b>	Neutral
<b>0 7</b>	When the brand offering specific discounts to consumers of its new products significantly captures my interest in the new offer	<b>31</b>	<b>84</b>	<b>23</b>	<b>07</b>	<b>05</b>	<b>3,8600</b>	<b>0,91248</b>	Agree
<b>0 8</b>	The existence of incentivizing rewards through digital media by institutions positively influences my evaluation of new products	<b>28</b>	<b>72</b>	<b>24</b>	<b>22</b>	<b>04</b>	<b>3,6533</b>	<b>1,02967</b>	Agree

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	and services								
<b>0 9</b>	Sales activation through digital channels such as the Internet and mobile phones convinces me to purchase and experience the new product	<b>19</b>	<b>79</b>	<b>31</b>	<b>19</b>	<b>02</b>	<b>3,6267</b>	<b>0,90892</b>	Agree
<b>1 0</b>	Digital sales activation significantly contributes to increasing the adoption of new products by customers	<b>26</b>	<b>93</b>	<b>24</b>	<b>05</b>	<b>02</b>	<b>3,9067</b>	<b>0,76278</b>	Agree
<b>The result of the second axis</b>							<b>3,64268</b>	<b>0,93566 6</b>	Agree
<b>1 1</b>	The image portrayed by public relations through digital media enhances my perception of the organization and its new products	<b>20</b>	<b>90</b>	<b>33</b>	<b>06</b>	<b>01</b>	<b>3,8133</b>	<b>0,73628</b>	Agree

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1	Digital public relations may increase my level of interest and interaction with the institution and its new products	17	93	29	08	03	3,75	0,802	Agree
1 3	Online and mobile public relations enhance the reputation of the institution and its product, leading to an overall improvement in my evaluation of various new offerings	27	95	19	08	01	3,93	0,761	Agree
1 4	Online and mobile public relations contribute to my awareness of various institutions and brands, improving my behavioral attitudes towards	28	96	21	04	01	3,97	0,704	Agree

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	them, thereby enhancing my desire to experience their new products available in the market								
<b>15</b>	Positive online and mobile public relations can contribute to my acceptance of the new product, building my trust in it, and consequently adopting it	<b>27</b>	<b>83</b>	<b>24</b>	<b>15</b>	<b>01</b>	<b>3,80</b>	<b>0,875</b>	<b>Agree</b>
<b>Results of the third axis</b>							<b>3,8526</b>	<b>0,775656</b>	<b>Agree</b>
<b>16</b>	Direct digital marketing through online platforms and mobile phones can make me more aware and knowledgeable about the new products and services of the institution	<b>21</b>	<b>99</b>	<b>21</b>	<b>09</b>	<b>00</b>	<b>3,88</b>	<b>0,713</b>	<b>Agree</b>

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17	The direct marketing strategy via phone and the Internet can significantly increase my interest level in the new product	25	95	23	06	01	3,91	0,732	Agree
18	Online and mobile direct marketing, among other methods, can contribute to enhancing my evaluation of new offers and products by providing me with accurate information tailored to my interests and needs	24	100	18	06	02	3,92	0,747	Agree
19	Direct digital marketing can increase the opportunity to experience the new product by providing comprehensive	24	96	22	06	02	3,89	0,761	Agree

	information and effective communication with customers								
<b>20</b>	The method of direct digital marketing can enhance the adoption of the new product by expanding the reach of the target audience and stimulating immediate interaction with the products and offers	<b>26</b>	<b>92</b>	<b>23</b>	<b>09</b>	<b>00</b>	<b>3,9300 0</b>	<b>0,74860</b>	<b>Agree</b>

<b>The result of the fourth axis</b>	<b>3,906</b>	<b>0,74032</b>	<b>Agree</b>
<b>The final result of all axes</b>	<b>3,83533</b>	<b>0,80175</b>	<b>Agree</b>

**Source: by the authors, SPSS Software**

From Table 2, we can observe that the overall mean value for the questionnaire related to the study, which consisted of 20 questions, is (3.83533) with a standard deviation of (0.80175), This corresponds to an evaluation level of (Agree), as it falls within the weighted mean range of (3.4-4.2). Notably, some elements of the digital promotional mix were rated as "Totally Agree" or "Neutral," but overall, the evaluation was "Agree."

Starting with the element of electronic advertising, the mean value is (3.93998), with a standard deviation of (0.755356), rated as (Agree). This indicates that digital advertising indeed influences consumer behavior, particularly in the elements of (awareness) and (interest), with a slightly lower influence on the other elements

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(evaluation, trial, adoption). This suggests that while digital advertising has a noticeable impact on consumer behavior in terms of awareness and attention, it has less effect in terms of evaluating, trying, and adopting a new product.

The second element of the digital promotional mix, digital sales activation, had a mean influence on consumer behavior of (3.64268) with a standard deviation of (0.935666), also rated as (Agree). This indicates that digital sales activation impacts consumer behavior, especially in the final behavior element of (adoption) and then (interest), with a gradually decreasing influence on the other elements (awareness, evaluation, and trial).

For the third element, digital public relations, and its influence on consumer behavior, the mean value was (3.85266), with a standard deviation of (0.775656), overall rated as (Agree).

Finally, the fourth element of the digital promotional mix, digital direct marketing, showed a mean value of (3.906) with a standard deviation of (0.74032), and an overall rating of (Agree). Overall, this indicates the impact of the digital promotional mix on consumer behavior.

### **Presentation of the Results and Discussion of the Hypothesis:**

Testing the main hypothesis of the research: Is there a statistically significant effect of the digital promotional mix on consumer behavior in the adoption of new products?

- This hypothesis is further divided into the following sub-hypotheses:
- There is a statistically significant relationship between the respondents' perceptions of the impact of digital advertising on consumer behavior.
- There is a statistically significant relationship between the respondents' perceptions of the impact of digital sales activation on consumer behavior.
- There is a statistically significant relationship between the respondents' perceptions of the impact of public relations on consumer behavior.
- There is a statistically significant relationship between the respondents' perceptions of the impact of direct digital marketing on consumer behavior.

To determine this, we used a (**one-sample test**) in this section, as illustrated in the following tables:

**Table 3: the output results of (one-sample test) for the effect of digital advertising on the dimensions of consumer behavior**

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Nº	Digital Advertising and Its Impact on Dimensions of Consumer Behavior	Arthemic mean	Standard deviation	evaluation	T	Degrees of Freedom	P–value (sig)
01	The Impact of Digital Advertising on Awarnance	4,2400	0,57557	<b>Totally agree</b>	26,386	150	0,001
02	The Impact of Digital Advertising on Attention	4,2933	0,56219	<b>Totally agree</b>	28,175	149	0,001
03	The Impact of Digital Advertising on Evaluation	3,7933	0,90707	Agree	10,712	149	0,001
04	The Impact of Digital Advertising on Experience	3,7400	0,83890	Agree	10,804	149	0,001
05	The Impact of Digital Advertising on Adoption	3,6333	0,89305	Agree	8,686	149	0,001
07	Digital Advertising and Its Impact on Dimensions of	3,93998	0.75536	Agree	16,9526	149	0,001

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	Consumer Behavior						
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Source: Prepared by the researchers based on the results of the questionnaire and SPSS software.

From Table 3, we can observe that the mean difference for the impact of electronic advertising on consumer behavior is estimated at (3,93998) with a corresponding evaluation rating (Agree). We can also observe that the p-value (sig) is less than or equal to (0.001), which is below the required value of (0.05).

Associated with the aspects of electronic advertising's impact on consumer behavior indicates statistical significance. Consequently, we can confidently affirm the adopted hypothesis in this research, which posits that there is a statistically significant relationship regarding the impact of electronic advertising on dimensions of consumer behavior.

- Testing the second Sub-Hypothesis: The Impact of digital sales activation on dimensions of consumer Behavior :

**Table 4: The output results of (one-sample test) for the effect of digital sales activation on the dimensions of consumer behavior.**

Nº	Digital Sales Activation and Its impact on Dimensions of Consumer Behavior	Arthemic mean	Standard deviation	evaluation	T-test	Degrees of Freedom	P-value (sig)
01	The Impact of Digital sales Activation on Awareness	3,1667	1,06448	Neutral	1,918	149	0,057
02	The Impact of Digital sales Activation	3,8600	0,91248	Agree	11,543	149	0,001

	on Attention						
<b>03</b>	The Impact of Digital Sales Activation on Evaluation	<b>3,6533</b>	<b>1,02967</b>	Agree	<b>7,771</b>	<b>149</b>	<b>0,001</b>
<b>04</b>	The Impact of Digital sales Activation on Experience	<b>3,6267</b>	<b>0,90892</b>	Agree	<b>8,444</b>	<b>149</b>	<b>0,001</b>
<b>05</b>	The Impact of Digital Sales Activation on Adoption	<b>3,9067</b>	<b>0,76278</b>	Agree	<b>14,558</b>	<b>149</b>	<b>0,001</b>
<b>06</b>	Digital sales Activation and Its impact on Dimensions of Consumer Behavior	<b>3.64268</b>	<b>0.93567</b>	Agree	<b>8.8468</b>	<b>149</b>	<b>0,001</b>

Source: Prepared by the researchers based on the results of the questionnaire and SPSS software.

From Table 5, we can observe that the mean difference for the impact of digital sales activation on consumer behavior is estimated at (3,64268) with a corresponding evaluation rating (Agree). We can also observe that the p-value (sig) is less than or equal to (0.001), which is below the required value of (0.05).

Associated with the aspects of digital sales activation impact on consumer behavior indicates statistical significance. Consequently, we can confidently affirm the adopted hypothesis in this research, which posits that there is a statistically significant relationship regarding the impact of digital sales activation

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impact on dimensions of consumer behavior.

- Testing the third Sub-Hypothesis: The Impact of Public Relations on Dimensions of Consumer Behavior

**Table 5: the output results of (one-sample test) for the effect of public relations on the dimensions of consumer behavior.**

Nº	Public Relations and Its Impact on Dimensions of Consumer Behavior	Arthemic mean	Standard deviation	evaluation	T-test	Degrees of Freedom	P-value (sig)
01	The Impact of Public Relations on Awareness	3,8133	0,73628	Agree	13,529	149	0,001
02	The Impact of Digital Advertising on Attention	3,75	0,802	Agree	11,502	149	0,001
03	The Impact of Public Relations on Evaluation	3,93	0,761	Agree	14,922	149	0,001
04	The Impact of Public Relations on Experience	3,97	0,704	Agree	16,928	149	0,001
05	The Impact of Public Relations on	3,80	0,875	Agree	11,202	149	0,001

	Adoption						
<b>06</b>	Public Relations and Its Impact on Dimensions of Consumer Behavior	<b>3.85266</b>	<b>0.77566</b>	Agree	<b>13.4166</b>	<b>149</b>	<b>0,001</b>

Source: Prepared by the researchers based on the results of the questionnaire and SPSS software.

From Table 6, we can observe that the mean difference for the impact of public relations on consumer behavior is estimated at (3.85266) with a corresponding evaluation rating (Agree). We can also observe that the p-value (sig) is less than or equal to (0.001), which is below the required value of (0.05).

Associated with the aspects of public relations impact on consumer behavior indicates statistical significance. Consequently, we can confidently affirm the adopted hypothesis in this research, which posits that there is a statistically significant relationship regarding the impact of public relations impact on dimensions of consumer behavior.

- Testing the fourth Sub-Hypothesis: The Impact of direct digital marketing on dimensions of consumer Behavior :

**Table 6: the output results of (one-sample test) for the effect of direct digital marketing on the dimensions of consumer behavior.**

Nº	Direct digital Marketing and Its Impact on Dimensions of Consumer Behavior	Arthemic mean	Standard deviation	evaluation	T	Degrees of Freedom	P-value (sig)
<b>01</b>	The Impact of Direct digital Marketing on	<b>3,88</b>	<b>0,713</b>	Agree	<b>15,107</b>	<b>149</b>	<b>0,001</b>

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	Awareness						
02	The Impact of Digital direct Marketing on Attention	3,91	0,732	Agree	15,278	149	0,001
03	The Impact of Direct digital Marketing on Evaluation	3,92	0,747	Agree	15,093	149	0,001
04	The Impact of Direct digital Marketing on Experience	3,89	0,761	Agree	14,377	149	0,001
05	The Impact of Direct digital Marketing on Adoption	3,93000	0,74860	Agree	14,724	149	0,001
06	Direct digital Marketing and Its Impact on Dimensions of Consumer Behavior	3.906	0.74052	Agree	14.9158	149	0,001

From Table 6, we can observe that the mean difference for the impact of digital direct marketing on consumer behavior is estimated at (3.906) with a

corresponding evaluation rating (Agree). We can also observe that the p-value (sig) is less than or equal to (0.001), which is below the required value of (0.05).

Associated with the aspects of digital direct marketing on consumer behavior indicates statistical significance. Consequently, we can confidently affirm the adopted hypothesis in this research, which posits that there is a statistically significant relationship regarding the impact of digital direct marketing impact on dimensions of consumer behavior.

- **Testing the second hypothesis related to which are the most influential elements of the digital promotional mix on Algerian consumer behavior in this context:**

To determine this, we will rank the axes of the digital promotional mix elements from the most influential to the least influential :

**Table 7: shows the ranking of the digital promotional mix elements affecting consumer behavior from the highest to the lowest.**

axes	Arthemic Mean	Standard Deviation	Evaluation	Ranking
Digital Advertising	3,93998	0,755356	Agree	01
Digital direct marketing	3,93000	0,74860	Agree	02
Digital public relations	3,85266	0,775656	Agree	03
Digital sales activations	3,64268	0,935666	Agree	04

Source: by the researchers.

Based on the previous table and considering the axes, we can observe that the most influential element on consumer behavior is digital advertising, with a total value estimated at(3,93998) followed by direct digital marketing with an estimated value of (3,93000) then digital public relations with a value of (3,85266) and finally sales activation with a value of (3,64268).

Considering the obtained results, we can accept the validity of the hypothesis and state that digital advertising is the most influential element of the digital promotional mix on consumer behavior.

- **The digital promotional mix influences consumer behavior in the trial and adoption of new products :**

Based on the previous tables, it is evident that the mean values for the impact of the **digital promotional mix** on the **dimensions of consumer behavior** show varying averages, particularly in the dimensions of **trial** and **adoption**. Most of the mean values in these dimensions are higher than the overall mean, indicating a positive influence of the digital promotional mix on consumer decisions regarding

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the trial and adoption of new products. This influence is particularly strong in the elements of **digital sales promotion**, **digital public relations**, and **direct digital marketing**. However, a slightly lower effect is observed in **digital advertising**, though it still exerts a positive influence on consumer behavior.

### **Presentation and Discussion of Research Findings:**

- **Statistical Impact of the Digital Promotional Mix on Consumer Behavior:** The results indicate a statistically significant impact of the digital promotional mix on consumer behavior toward new brands and their products. The study demonstrates a positive relationship between the components of this mix and consumer behavior, reflecting the importance of digital strategies in influencing purchasing decisions.
- However, The results indicate that there is no significant impact of digital sales activation on consumer behavior overall, particularly concerning the implementation of incentive prizes by companies for their new product consumers. Several factors may contribute to this phenomenon:
  - **Consumer Preferences:** Consumers may prefer other offers, such as direct discounts or added value, over incentive prizes that require additional effort or specific interactions to obtain rewards.
  - **Lack of Awareness:** Consumers might be unaware of the digital sales activation prizes, which diminishes their effectiveness. If the prizes are not marketed effectively, consumers may not notice them or understand how to benefit from them.
  - **Past Experiences:** Negative or unsatisfactory past experiences with incentive prizes could lead consumers to lose enthusiasm for participating in such programs, adversely affecting their impact.
  - **Marketing Strategies:** Some marketing strategies may lack coherence or strength, rendering promotional offers unattractive enough to encourage consumer engagement with the brand.

In light of these points, companies are advised to reassess their digital sales activation strategies to ensure alignment with consumer preferences and needs, focusing on delivering genuine value that encourages active participation.

- **Most Influential Elements on Algerian Consumer Behavior:** The analysis shows that the most influential elements of Algerian consumer

behavior include digital advertising, digital direct marketing, and digital public relations. These elements are ranked based on their strong positive impact on consumer behavior, confirming their central role in modern marketing strategies.

- **Influence of the Digital Promotional Mix on Trial and Adoption:** The results confirm that the digital promotional mix significantly affects consumer behavior in the trial and adoption phases of new products. It was observed that the different elements of the digital promotional mix contribute positively to encouraging consumers to try and adopt these products, which serves as an indicator of the success of these strategies in the market.

- **Sub-Hypotheses:**

- There is a statistically significant relationship between respondents' perceptions of the impact of digital advertising on consumer behavior, where the results showed that such advertising has a positive impact that enhances consumer awareness.
- Additionally, a statistically significant relationship was confirmed between respondents' perceptions of the impact of digital sales promotion on consumer behavior, reflecting the effectiveness of these strategies in attracting consumer attention.
- The study also demonstrated a significant relationship between the impact of digital public relations on consumer behavior, highlighting the importance of building trustworthy relationships between brands and consumers.
- Finally, the results confirmed a statistically significant relationship between respondents' perceptions of the impact of digital direct marketing on consumer behavior, illustrating the effectiveness of this medium in enhancing consumer engagement.

Based on these results, we can conclude that the digital promotional mix serves as a key factor in shaping Algerian consumer behavior, thereby reinforcing the validity of the hypotheses adopted in this study.

### **Recommendations and Suggestions for the Study:**

- **Enhancing Digital Advertising Strategies:** Companies should enhance their digital advertising strategies to increase their impact on consumer behavior, focusing on engaging and targeted content.

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- To correct the finding regarding the lack of significant impact of digital sales activation on consumer behavior, companies should take the following steps:
  - ✓ **Enhancing Promotional Strategies:** Companies should develop more attractive promotional strategies, such as offering enticing deals, direct discounts, or free trials, which may encourage consumers to try new products.
  - ✓ **Increasing Awareness of Incentives:** Organizations should enhance marketing campaigns to clarify the benefits of incentive prizes and the methods to obtain them, using social media and digital advertising to raise awareness.
  - ✓ **Gathering Consumer Data:** Companies should conduct studies and surveys to gauge consumer opinions on the most appealing and effective types of incentives, tailoring rewards based on these findings.
  - ✓ **Providing Positive Experiences:** Businesses should focus on delivering positive customer experiences by improving service quality and technical support, which can enhance the value of the incentives and increase consumer acceptance.
- **Developing Direct Marketing Programs:** Brands must invest in digital direct marketing programs to foster direct interaction with consumers and increase their loyalty.
- **Improving Digital Public Relations:** It is essential to improve digital public relations strategies to build consumer trust and enhance the brand image.
- **Expanding Digital Promotional Offers:** Brands should consider expanding digital promotional offers to attract consumer attention and increase opportunities for product trials.
- **Monitoring Digital Campaign Effectiveness:** It is important to monitor and analyze the effectiveness of digital marketing campaigns periodically to identify the most impactful and successful strategies.
- **Organizing Training Workshops:** It is recommended to organize training workshops for marketers on the latest trends in digital marketing to enhance skills and improve performance.

- **Conducting Consumer Surveys:** Regular consumer surveys should be conducted to gauge trends and opinions regarding various factors in the digital promotional mix to ensure their needs are met.
- **Tailoring Strategies for Each Target Segment:** Digital promotional strategies should be tailored to suit different age groups and diverse social sectors.

By implementing these recommendations, brands can enhance the influence of the digital promotional mix on consumer behavior and achieve positive results in the market.

### **Conclusion:**

This study has provided significant insights into the role of the digital promotional mix in shaping consumer behavior, with a particular focus on the trial and adoption phases of new products among a sample of 150 Algerian consumers. By employing the Innovation Adoption Model as a theoretical framework, the findings underscore the pivotal influence of digital marketing strategies—namely digital advertising, digital sales promotion, digital public relations, and direct digital marketing—in fostering consumer engagement and driving product adoption. The results affirm that these elements, particularly when characterized by personalized and interactive content, play a crucial role in enhancing consumer attitudes and facilitating the decision-making process, thereby contributing to the successful integration of new products into the market.

The observed positive impact of the digital promotional mix highlights its strategic importance in emerging markets like Algeria, where digital platforms are increasingly shaping consumer preferences and behaviors. The strong performance of digital sales promotion, public relations, and direct marketing suggests that these tools are effective in building trust, raising awareness, and encouraging trial among consumers. Although digital advertising showed a slightly weaker influence, its contribution remains positive, indicating that a balanced and well-coordinated mix of digital strategies is essential for optimal outcomes. Conversely, the lack of significant impact from digital sales activation, particularly in the context of incentive prizes, points to the need for a more nuanced approach to promotional design—one that aligns with consumer preferences, enhances visibility, and delivers tangible value.

These findings carry practical implications for marketers operating in Algeria and similar emerging economies. Businesses can leverage the demonstrated efficacy of personalized and interactive digital content to craft targeted campaigns that resonate with local audiences, thereby strengthening brand-consumer relationships and boosting adoption rates. The study's recommendations—such as enhancing

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promotional strategies, increasing awareness of incentives, and tailoring approaches to diverse consumer segments—offer actionable pathways for optimizing digital marketing efforts. Furthermore, the emphasis on monitoring campaign effectiveness and investing in marketer training underscores the importance of adaptability and skill development in navigating the evolving digital landscape.

From a theoretical perspective, this research contributes to the growing body of literature on digital marketing by validating the applicability of the Innovation Adoption Model in a non-Western context. It bridges a gap in understanding how digital tools influence consumer behavior in emerging markets, providing a foundation for future investigations. However, the study's scope is limited by its sample size and geographic focus, suggesting avenues for further exploration. Future research could expand to larger and more diverse samples, incorporate longitudinal designs to assess long-term impacts, and examine additional variables—such as cultural influences, technological access, or economic factors—that may mediate the effectiveness of the digital promotional mix.

In conclusion, this study not only reinforces the critical role of the digital promotional mix in shaping consumer behavior but also highlights its potential as a transformative tool for businesses in the digital age. By offering a detailed analysis of how digital strategies influence trial and adoption, it provides marketers with evidence-based insights to refine their approaches and achieve competitive advantages. As digital technologies continue to evolve, understanding and harnessing these dynamics will remain essential for fostering consumer engagement and driving market success, particularly in regions undergoing rapid digital transformation like Algeria. This research serves as both a stepping stone for academic inquiry and a practical guide for practitioners aiming to thrive in an increasingly interconnected and digitalized global marketplace.

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