Analysis of The Factors Affecting Digital Consumer Behaviour in Algeria

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Abstract:

The purpose of our study is to measure the factors affecting digital consumer behaviour through the statistic identification and definition of the relationship between the factors derived from the adopted scale (Attitudes, Web Atmosphere, Social Factors, Situational Factors, E-Retailers Image, Trust, and Cultural Factors) and Online Purchase Decision Making in Algeria. by conducting quantitative research through the distribution of an electronic questionnaire to 170 online shoppers in Algeria, The Results show that there is a significant positive impact of the aforementioned factors on online purchase decision making and precisely, Web Atmosphere, Situational Factors, and Attitudes have the biggest effect, while Trust has the least significant influence.

Keywords: Digital Consumer Behaviour; Online Purchase Decision Making; Web Atmosphere; Attitudes.

Jel Classification Codes : M31, O33, D91

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1. INTRODUCTION

The analysis of consumer behaviour is of vital importance to businesses and marketers alike, it helps in understanding the consumers' buying behaviour and the factors influencing it, and also their decision to dispose of a product or a service, it helps marketers to create a more focused and precise marketing plan that drive them into generating leads and converting them into customers and retaining them afterwards (Abdelwafi et al., 2021, p. 453). Consumer behaviour is the set of behaviours consumers take when obtaining, using, evaluating, searching for, and discarding of products that they believe will meet their needs (Alit, 2024, p. 18).

With the continuous rise of technology use in the current era, where basically every aspect of daily life has become digital, it is natural to note a change in consumers behaviour online, because not only do they use the duo that is information and communication technologies and electronic devices for social communication, searching for information, education, commerce, and leisure but is also instantly available to them all the time (García-Salirrosas & Acevedo-Duque, 2022). This drastic shift in consumers behaviour led to the emergence of new terms like digital consumer behaviour or online consumer behaviour that were utilized by researchers in different fields in an attempt to study how and why consumers make purchasing decisions online (du Plessis, 2022, p. 2).

1.1 Problem Statement: Knowing which factors really impact digital consumer behaviour is one the of the contemporary fields of studies and research that are greatly focused on nowadays, Its prominence comes from the fact that there are numerous factors that can be studied individually or as a group, and applied in different situation throughout the world,

for instance, In this paper, we try to analyse and measure the effect of a set of factors that we think have an actual impact on digital consumer behaviour in particular, these factors (Attitudes, Web Atmosphere, Social Factors, Situational Factors, E-Retailers Image, Trust, and Cultural Factors) were derived from a study done in Saudi Arabia, by the researcher (Ansari, 2019)**,** and so our research question for this study would be:

Do these factors significantly and positively impact digital consumer behaviour in Algeria according to our sample members?

1.2 Research Hypotheses: To answer this question, we put the following Hypotheses

Main Hypothesis:

These Factors have **a significant and positive impact** on the digital consumer behaviour according to our sample members.

Sub-Hypotheses:

H1: Attitudes have a significant and positive impact on the digital consumer behaviour according to our sample members.

H2: Web atmosphere has a significant and positive impact on the digital consumer behaviour according to our sample members.

H3: Social factors have a significant and positive impact on the digital consumer behaviour according to our sample members.

H4: Situational factors have a significant and positive impact on the digital consumer behaviour according to our sample members.

H5: E-retailers image has a significant and positive impact on the digital consumer behaviour according to our sample members.

H6: Trust has a significant and positive impact on the digital consumer behaviour according to our sample members.

H7: Cultural factors have a significant and positive impact on the digital consumer behaviour according to our sample members.

1.3 Research Framework: The following framework highlights our variables and the relationships we're attempting to test afterwards.

Fig.1. Study Model
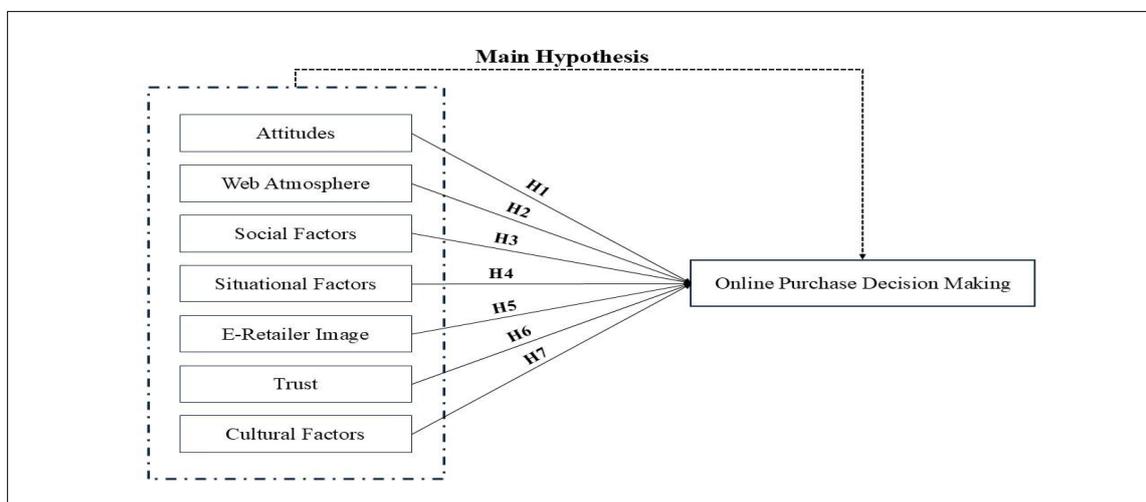
Source: Prepared and organized by the researchers

1.4 The Objectives of The Study: Our main goal in this study is to measure the impact of the factors affecting digital consumer behaviour, and to test for an actual significant relationship between our adopted model consisting of our predictors (Attitudes, Web Atmosphere, Social Factors, Situational Factors, E-Retailers Image, Trust, and Cultural Factors) and the dependent variable (Online Purchase Decision Making) in our sample.

1.5 The Importance of The Study: In addition to its scientific contribution to the accumulation of consumer behaviour literature (especially in the digital era), this study broadens the spectrum of online consumer behaviour research in Algeria, as it adopts and measures a scale comprising of novel factors linked to the digital landscape such as Web Atmosphere and E-Retailer's Image, as well as classic ones like Attitudes, Social Factors, and Trust, hence offering a new perspective for both academics and practitioners.

1.6 Literature Review: The study of consumer behaviour was and is still one of the most prominent subjects in marketing and psychology and even anthropology researches, notably, a shift in these studies happened in parallel with the transformation to the digital era, so now, in the 21st century, there is a surge in scientific and academic researches that focus on the digital consumers and aim to assess their behaviour online.

One of these studies is of (Ansari, 2019) titled **Measuring Online Consumer Behaviour: Scale Development & Validation,** where he aimed to measure Saudi Arabian online consumer behaviour by identifying seven factors with a significant influence, these factors have been calculated through 35 statements that has shown strong inner consistency, reliability and has continued to be steadfastly consistent throughout different samples. The results indicated that web atmosphere, along with E-retailer's image are the most dominant factors, while cultural factors have the least significance.

Another research paper in the same field of digital consumer behaviour but with a more precise direction is the one titled **Understanding Consumer Digital Consumption Behaviour in the Edge of Social Media Platforms** by (Yassin, 2021), which aim to provide discernment in order to help better understanding the complexity of consumer behaviour amidst the digital phenomenon that is social media, and specifically, consumer's perception and attitude regarding social media suggested advertisements based around the idea of impulse buying behaviour. The researcher conducted a structural equational modelling to know the effects of said variables, and the results revealed impulse buying is indeed influenced by the positive attitude towards the suggested advertisings, these positive attitudes in turn are affected by the value perceived from recommended advertisings (which is credibility and informativeness)

The third study we took into consideration is the one conducted by (Shah et al., 2023) titled **Dynamics of Digital Marketing and Consumer Buying Behaviour: A Quantitative Analysis,** the purpose here was to investigate the relation between digital marketing and consumer behaviour, specifically online shopping, the study was a quantitative one where survey research design was utilized to gather data from over 300 respondents, the results showed that youth plays an important role in forming the market through their likings and trends. the study deduces that there is a strong interconnection between digital marketing, consumer buying behaviour and related study variables.

In his discussion of future works, (Ansari, 2019) emphasized that the scope of his study was the capital of Saudi Arabia, and recommended that further researches should be conducted in the middle east area and in emerging markets as well, and so our study adopts the scale developed by (Ansari, 2019), in an attempt at investigating whether the same seven factors that have a significant influence on digital consumer behaviour in Saudi Arabia (Attitudes, Web Atmosphere, Social factors, Situational factors, E-Retailors image, Trust, and Cultural factors) have an impact on digital consumer in Algeria as well, Furthermore, (Shah et al., 2023) also recommended the necessity for future researches that help better understanding online behaviour in different areas around the world and in different services, and although the study of consumer behaviour is common in the scientific Algerian landscape, the integration of digitalisation and its effects on online behaviour especially after the pandemic is not quite delved into, and so, in addition to the geographical and temporal specifications that distinguish it, our study highlights a particular perspective of whether and how these factors impact the Algerian consumer buying behaviour.

2. CONCEPTUAL FRAMEWORK

Digital consumer behaviour is the procedure of understanding and inspecting individuals, groups, or organizations and all the activities related to the online purchase, it includes how the customer journey proceeds, consumers use and disposal of products, and how the consumer's sentiments, attitudes, and preferences impact their online buying behaviour (Ashrafuzzaman et al., 2022, p. 287).

2.1. Factors Affecting Digital Consumer Behaviour: The aforementioned change in consumer behaviour (due to the leaps of development in Technology and Internet) contributed to an alteration in the series of factors impacting said behaviour and their assortment by importance, and although there are a lot of different factors influencing digital consumer behaviour, we chose to adopt those highlighted in the scale developed by (Ansari, 2019), which are as the following:

2.1.1 Attitudes: A consumer's attitudes can be defined as the overall evaluation of a concept (Akroush & Al-Debei, 2015, pp. 1355–1356), they constitute this individual's beliefs, feelings, and behavioural intentions towards a subject (Bhatt, 2014, p. 30), said subject can be an object (Like a brand or a retail store), or a behaviour (online buying intentions or a new technology adoption for example), simply put 'an attitude alludes to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the concept' (Akroush & Al-Debei, 2015, pp. 1355–1356), our study is focusing on the second aspect (attitudes towards a behaviour) to know whether Algerian internet users attitudes impact their online purchase decision making process.

2.1.2 Web Atmosphere: or web atmospherics is a term that describes the intentional development of website environment to prompt a positive reaction (Richard et al., 2010, p. 927), It is the variety of complex website-specific elements that are critical to the efficacy of a site since they have an impact on online browsing and buy behaviour, researchers throughout the years distinguished four variables as web atmospherics: structure, effectiveness of content, informativeness, and entertainment (Moh Disastra et al., 2019, pp. 545–546) (Richard et al., 2010, p. 927).

2.1.3 Social Factors: Humans are social creatures, they get influenced by and seek validation and confirmation from the people around them, they also avoid doing things that are considered socially unacceptable (MOHAMED Ali et al., 2016, p. 78), In Marketing research this factor includes the impact of family, friends, opinion leaders, reference groups (social networks, especially the online ones in the context of digital marketing), and even word of mouth (MOHAMED Ali et al., 2016, p. 78) (Qazzafi, 2020, p. 1207) (Gajjar, 2023, pp. 11–12)

2.1.4 Situational Factors: Situational factors refer to the external factors that may originate from the store/ website environment (Like sales promotions) amidst the customers' purchase decision making process, or could be emanating from their situations related to money, time, family, credit card use, etc that make the customers feel the need to purchase a particular product (Khorrami et al., 2015, p. 824) (Badgaiyan & Verma, 2015, p. 147). These social factors can play a important role in shaping and reinforcing online shopping motivations, especially when taking the convenience motive into consideration concerning online stores in particular (Hand et al., 2009, p. 1209).

2.1.5 E-Retailers' Image: the word e-retailer refers to the online store which is the website that offers goods or services for customers, and its image is the way they (customers) perceive the online store by its practical qualities and surrounding attributes, simply put, it is their integrated perceptions of resources, functions, and psychologies that have an impact on their behaviour amidst their presence and interactions with its elements (Aghekyan-Simonian et al., 2012, p. 326) (Ansari & Qadri, 2018, p. 58).

2.1.6 Trust: trust gained its immense significance in the digital world due to the uncertainty and dynamicity of the cyberspace (Akroush & Al-Debei, 2015, p. 1359), It became imperative for researchers and experts alike to shed light on the ways they can reinforce trust in digital consumers given the direct influence it has on their behaviours, especially with the absence of physical stores and the sense of warranty, and its direct linkage to another big element in online shopping intentions which is perceived risks (Boulouma et al., 2024, p. 572) (Ding et al., 2013, p. 215), we can define trust as the belief or expectation that arises from the customers' interactions with the online store. In other words, it is a psychological state that reflects the target audience's confidence in the company as a trustworthy partner (Fari & Mouloudj, 2024, p. 120).

2.1.7 Cultural Factors: as mentioned before, human beings are social entities, they influence and get influenced by the people and groups they live within (primarily from family and secondarily from society), the set of knowledge, morals, art, talents, beliefs, values, traditions, codes, and behaviours that individuals learn and share constitute culture (Atallah et al., 2023, p. 17), so it is not innate or inherited traits but rather values that are learned later in life, understanding the effect this multifaceted factor has on digital consumers behaviour becomes substantial to perfect the segmentation, targeting, and communication steps through the indications that culture, sub culture and social class highlight (MOHAMED Ali et al., 2016, p. 78) (Gajjar, 2023, p. 11).

2.2. Online Purchase Decision Making: Studying the consumer purchasing decision process is one of the fundamental ways in which researchers analyse consumer behaviour

and the changes that might occur in it (Puspitasari et al., 2018, p. 2), it is very important to state that customer's buying decision making process in the online context is very similar (Katawetawaraks & Cheng Wang, 2011, p. 67), if not the same as its traditional counterpart, the original EKB model (Engel Kollat Blackwell) is a comprehensive system that can be put in application to the customer decision-making procedure in the context of e-commerce (Wen & Fang, 2014, p. 1511) , it employs the most accepted problem-solving process with its five stages, It considers customers as decision makers trying to fulfil their needs, and thus it became wildly popular in the consumer behaviour and marketing researches, in an effort to comprehend how consumers make decisions to ful fill their needs, wants, and expectations (Wen & Fang, 2014, p. 1511).

The problem-solving process contains of five steps: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour (Puspitasari et al., 2018, p. 2) (Katawetawaraks & Cheng Wang, 2011, p. 67), The increasing use of the internet has an impact on the way consumer approaches each of these steps, for example, in the pre-purchase stages, consumers find it easier and less time consuming to compare between alternatives, they also can see past customers reviews or recommendations. in the purchasing stage, product assortment, sale services and information quality are an essential point to help consumers, while in the post purchasing stage, return exchange policies and customer support are the aspects that were more enhanced with the digitalization (Puspitasari et al., 2018, p. 2).

Although these stages follow a linear form, online decision-making process is dynamic and very flexible, meaning, while making decisions about their purchase, customers make choices and may adapt in the way they respond to decision tasks, they may skip some steps or follow different paths from the ones suggested in the literature (Karimi et al., 2018, p. 74). Its's imperative to note that all of aforementioned stages are affected by external factors, and in our paper, we try to study the impact of the factors comprising our adopted model on the buying decision-making process.

3. METHODOLOGY

3.1 Research Method: Since we aim to set the connotation between the factors affecting consumer behaviour and online purchase decision making in the digital Algerian landscape, and simultaneously attempt to find, identify, describe, explain, and interpret the effects between our variables, it is evident that our study utilises the quantitative research design, which falls under the broad spectrum of descriptive research (Mehrad & Zangeneh, 2019, p. 2) (Mohajan, 2020, p. 63).

3.2 Research Population and Sample: From the purpose mentioned before, it becomes apparent that our study population is the Algerian online shoppers, meaning, the Algerian people who have already made a purchase online, whether it was from a local Algerian e-commerce website like Ouedkniss and Jumia, or social commerce pages through Facebook and Instagram, or worldwide famous websites like AliExpress and Amazon and the likes. The process of data collection happened through an E-questionnaire that was designed in

Arabic and English, and was distributed in a two-month period, which at the end of, we obtained a sample of 170 respondents.

3.3 Instrument Development: As mentioned before, our research adopts the scale developed by (Ansari, 2019) in his attempt at defining the factors affecting digital consumer behaviour in Saudi Arabia, and precisely Al Riadh, and so, naturally all of the factors (affecting digital consumer behaviour) selected for this study and their items were derived from his scale. As for the dependent variable (Online Purchase Decision Making), there were a lot of different scales but we chose the one of (Vătămănescu et al., 2017) because of its precise items and concise wording. In the table below is a summary and clarification to what was stated here.

Table 1. Instrument's Sources

Variables	Factors	Number of Items	Source
The Factors affecting Digital Consumer Behaviour	Attitude (**Att**)	4	(Ansari, 2019)
	Web Atmosphere (**Web.Atm**)	7	
	Social Factors (**So.Fa**)	4	
	Situational Factors (**Sit.Fa**)	5	
	E-Retailer Image (**E.Ret.Img**)	7	
	Trust (**Trust**)	5	
	Cultural Factors (**Cul.Fa**)	3	
Online Purchase Decision Making (OPDM)		6	(Vătămănescu et al., 2017.)

Source: Prepared and organized by the researchers

The aforementioned scales adopted in our study which were set as the first two axes in the questionnaire were measured through a five-point Likert scale (from one: strongly disagree to five: strongly agree). In addition, a third axis was designed in order to compile the demographic and situational information of the respondents, it contained gender, age, education, occupation, monthly income, daily internet use, online purchase frequency, online shopping experience.

To statistically analyse the data collected, we used SPSS V.27, employing numerous statistical methods such as: Cronbach's alpha coefficient and linear correlation matrix to examine the instrument's reliability and validity, the descriptive statistics to discover the sample characteristics, Kolmogorov-Smirnov and Shapiro-Wilk test to find out if our model follows the normal distribution and multiple linear regression test to test our research hypotheses.

3.4 Instrument's Reliability: In order to examine the study's instrument's internal consistency and validity, we used SPSS Ver.27 to calculate Cronbach's alpha coefficient values and the correlation for each variable and for the combined scale, and the acquired results are presented in table number (02)

Table 2. Scale's Reliability and Validity

Variables	Number of Items	Cronbach's Alpha	Pearson's Correlation	Significance (Two-tailed)
Attitude	4	0.681	0.579	<0.001
Web Atmosphere	7	0.621	0.667	<0.001

Social Factors	4	0.753	0.596	<0.001
Situational Factors	5	0.658	0.703	<0.001
E-Retailer Image	7	0.722	0.769	<0.001
Trust	5	0.680	0.715	<0.001
Cultural Factors	3	0.650	0.408	<0.001
Online Purchase Decision Making	6	0.687	0.757	<0.001
The Combined Scale	**41**	**0.885**	**1**	**<0.001**

Source: Prepared by the researchers using SPSS Ver.27 Outputs

Based on the results above, it is apparent that the combined scale has good internal consistency, with a Cronbach alpha coefficient valued at 0.885, same with the variables, as it is seen that their values range in the 0.60s and the 0.70s, which are considered good according to (Pallant, 2016, p. 101) given that it is harder for short scales (that have less than 10 items) to get higher values. The table also shows that Pearson's correlation coefficients between the study variable and the entire scale are significant at 0.01, which proves their consistency and validity, and guarantees the scale will provide reliable results.

4. RESULTS & FINDINGS
4.1 Sample characteristics

Table 3. Demographic Information of The Respondents

Variables	Categories		Frequency	Percentage
Gender	01	Male	51	30.0%
	02	Female	119	70.0%
Age	01	Below 18 years old	4	2.4%
	02	18 – 25 years old	89	52.4%
	03	26 – 40 years old	68	40.0%
	04	41 – 60 years old	9	5.3%
Education	01	High School	6	3.5%
	02	University	106	62.4%
	03	Post-graduation	55	32.4%
	04	Other	3	1.8%
Occupation	01	Student	81	47.6%
	02	Employee	58	34.1%
	03	Self-employed	10	5.9%
	04	Unemployed	21	12.4%
Monthly Income	01	Less than 20000 DZD	91	53.5%
	02	Between 20000 and 60000 DZD	53	31.2%
	03	Between 60001 and 100000 DZD	14	8.2%
	04	More than 100000 DZD	12	7.1%
Daily Internet Use	01	Less than 1 hour a day	1	0.6%
	02	1 – 3 hours a day	40	23.5%
	03	3 – 5 hours a day	57	33.5%
	04	More than 5 hours a day	72	42.4%
Online Purchase Frequency	01	Once a year	48	28.2%
	02	More than once a year	76	44.7%
	03	Once a month	35	20.6%
	04	More than once a month	11	6.5%
Online Purchase	01	Less than a year	50	29.4%
	02	1 – 3 years	83	48.8%

| **Experience**	03	3 – 5 years	18	10.6%
	04	More than 5 years	19	11.2%

Source: Prepared by the researchers using SPSS Ver.27 Outputs

The table above shows the results of the respondents personal and situational information, where we see that more than two thirds of the sample (70%) are women and the rest are men, this can be explained by women's love for shopping and their preference for shopping online for its convenience, as it is not necessary for them to hinder themselves and abandon their responsibilities at home to go out. As for the age, it appears that the dominant category is of the respondents whose ages range between 18 and 25 years old representing 52.4% of the sample, with the next category (26- 40 years old) taking the second biggest percentage which is 40.0%, this is a clear indication about youth's acceptance of different technologies and e-commerce methods. for education, the university degree and post-graduation categories hold the majority of the percentage with 62.4% and 32.4% respectively, this can be attributed to the Algerian education policy which aims at providing education at every level (From elementary to university) for free. This also matches with occupation, where we can see that students dominate the sample with a percentage of 47.6%, followed by employees who represent of the sample 34.1%. and similarly to that is monthly income, where we see that 53.5% of the sample make less than 20 thousand DZD, and 31.2% have incomes that fall between 20000 and 60000 DZD. For daily internet use, it appears that 42.4% of the respondents spend more than five hours a day on their electronic devices, and 33.5% spend between three and five hours a day, this is a clear indication at social media popularity as well as the necessity of the internet and smartphones in the daily life. For online purchase frequency, the results show that 44.7% of the sample by products (goods and services) more than once a year, and 28.2% have a purchase frequency of once a year. Last but not least, the sample's members online purchase experience seems to be new, with 48.8% having been buying things a maximum of three years, while 29.4% have only started purchasing online for less than a year.

4.2 Linear Regression Assumptions' Verification: Before moving into hypotheses testing, it is imperative for each and every research paper to verify the assumptions of the model used in the study (Flatt & Jacobs, 2019, p. 485), and since our research employs the multiple linear regression model, that was our focus. Linear regression (both simple and multiple) has five main assumptions (Schreiber-Gregory & Bader, 2018, pp. 2–4) which are briefly explained below, with the incorporation of our verification methods as well.

- **Linear Relationship:** It means that the relationship between the dependant variable (Online purchase decision making) and the independent variables (The factors affecting digital consumer behaviour) is linear, we verified this with the use of scatter plots examination as demonstrated in figure number 2, where it's apparent that the observation dots approximately fall into the regression line.

Fig 2. Probability Plot
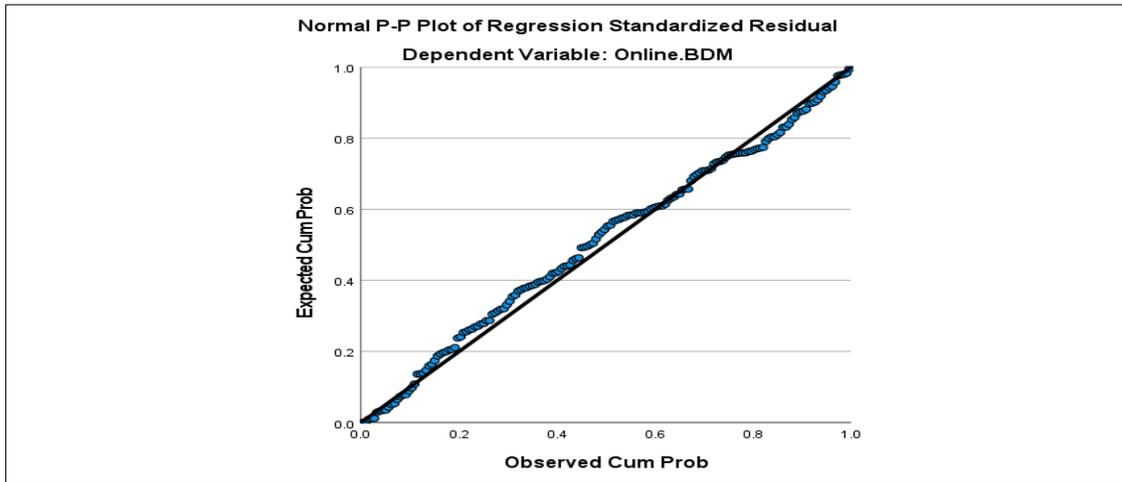
Source: Prepared by the researchers using SPSS Ver.27 Outputs

- **Multivariate Normality:** It is the requirement for all variable in the study (The factors + Online PDM) to be normally distributed, this was assessed using both Kolmogorov-Smirnov and Shapiro-Wilk tests (as shown in table number 4), where all null hypotheses were denied (Sig> 0.05), assuring that our variables have a normal distribution.

Table 4. Normality Test

	Kolmogorov-Smirnov			Shapiro-Wilk		
Total	Statistic	df	Sig.	Statistic	df	Sig.
	.074	170	. 26	.987	170	.116

Source: Prepared by the researchers using SPSS Ver.27 Outputs

- **Absence of Multicollinearity:** This assumption indicates that there is little to no correlation between the independent variables (The factors), the coefficients in Pearson's Bivariate correlation matrix indicate little collinearity between the factors, in addition, all of our Variance Inflation Factors (VIF) were less than 10, and all our tolerance values were more than 0.2 (Table number 5), guaranteeing the absence of multicollinearity between our independent variables.

Table 5. Collinearity Test

| Predictors (The Factors)	Tolerance	VIF
Attitudes	.775	1.290
Web Atmosphere	.685	1.459
Social Factors	.726	1.377
Situational Factors	.646	1.547
E-Retailer's Image	.545	1.834
Trust	.607	1.646
Cultural Factors	.890	1.124

Source: Prepared by the researchers using SPSS Ver.27 Outputs

- **Absence of Autocorrelation:** Autocorrelation means that the residuals are not independent from each other, in other words, the values of two consecutive observation

are not independent, in our study, we used the Durbin-Watson test whose calculated value in our model was 2.01 (The value for no autocorrelation = 2), proving that our observations (All 170 of them) are not autocorrelated.

- **Homoscedasticity:** When a data is homoscedastic, it indicates that the residuals are equally distributed across the regression line, we used the scatter plot examination to test for homoscedasticity in our model as shown in figure number 3, where we can see that line of residual distribution is practically parallel to the predicted values' axis, which guarantees the presence of homoscedasticity in our data set.

Fig 3. Scatterplot Of the Residual Against the Dependent Variable (OPDM)
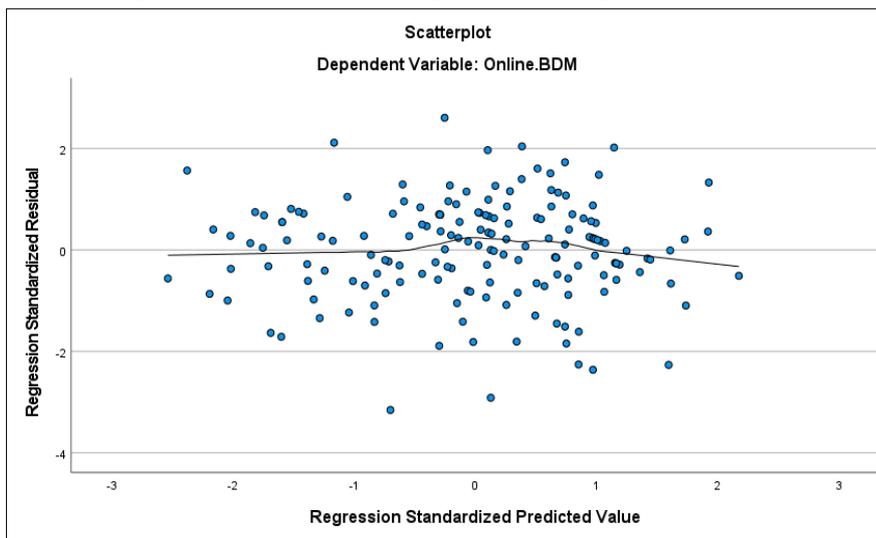
Source: Prepared by the researchers using SPSS Ver.27 Outputs

4.3 Hypotheses Test: After conducting the multiple linear regression test, we obtained the following results.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670	.569	.525	.51435

Source: Prepared by the researchers using SPSS Ver.27 Outputs

Table number 06 shows the model summary, where we can see that the value of R is 0.67, this confirms the positive effect of the selected factors on the dependent variable, and the value of R squared adjusted was 0,525, meaning that our independent variables (The factors) explain 52.5% of the changes happening in Online purchase decision making, and the rest percentage of changes is due to other circumstances.

Table 7. Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.886	7	4.984	18.838	<.001
	Residual	42.859	162	.265		
	Total	77.745	169			

Source: Prepared by the researchers using SPSS Ver.27 Outputs

Table number 07 shows the Anova table, where Fisher's value (F) is calculated at 18.838, with a significance level of <0.001, which is less than the significance level

imposed (0,05), this indicates that there is a statistically significant correlation between the factors and online purchase decision making. Thus, **for the main hypothesis**, we reject the null hypothesis and accept the alternative one: These Factors have a significant and positive influence on the digital consumer behaviour according to our sample members.

Table 8. Parametrics Evaluation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta*		
1	(Constant)	.139	.368		.378	.021
	Attitudes	.188	.052	.263	1.702	.011
	Web.Atmosphere	.418	.093	.382	.449	.015
	Social.Factors	.213	.063	.189	.849	.040
	Situational.Factors	.370	.078	.344	4.745	.000
	E. Ret.Image	.229	.095	.198	1.999	.047
	Trust	.155	.073	.160	2.140	.021
	Cultural.Factors	.288	.052	.182	1.945	.011

Standardized coefficients (Beta) are reported to assess relative predictor strength.
Source: Prepared by the researchers using SPSS Ver.27 Outputs

Table number 08 shows a detailed analysis of the standardised and unstandardised coefficients values of our model, where we see that the T values for the seven factors range between 0.378 and 4.745, with significance levels ranging between 0.000 and 0.047, which means that the standardised coefficients shown in the table are statistically significant, thus, for **the sub-hypotheses** we reject all null hypotheses and accept every single alternative one, meaning:

H1: Attitudes have a significant and positive impact on the digital consumer behaviour according to our sample members. (With the third highest standardized beta coefficient = .263, it emerges as one of the strongest predictors among the examined factors.)

H2: Web atmosphere has a significant and positive influence on the digital consumer behaviour according to our sample members. (With the highest standardized beta coefficient = .382, it emerges as the strongest predictor among the examined factors.)

H3: Social factors have a significant and positive influence on the digital consumer behaviour according to our sample members. (while this influence is significant, it appears less pronounced (B=.189) when compared to the more dominant predictors in the model).

H4: Situational factors have a significant and positive influence on the digital consumer behaviour according to our sample members. (With the second highest standardized beta coefficient = .344, it emerges as the second strongest predictor among the examined factors).

H5: E-retailers image has a significant and positive influence on the digital consumer behaviour according to our sample members. (while this influence is significant, it appears less pronounced (B=.198) when compared to the more dominant predictors in the model).

H6: Trust has a significant and positive influence on the digital consumer behaviour according to our sample members. (however, it emerges as the weakest predictor among the examined factors based on its standardized beta coefficient, valued at =.160)

H7: Cultural factors have a significant and positive influence on the digital consumer behaviour according to our sample members. (while this influence is significant, it appears less pronounced (B=.182) when compared to the more dominant predictors in the model).

5. DISCUSSION & IMPLICATIONS

Our study aimed to analyse the impact of a specific set of factors that were tested and validated to have an impact on digital consumer behaviour outlined in online purchase decision making. The results above proved that these factors do indeed have a positive and significant impact on digital consumer behaviour in Algeria according to our respondents. And although these findings resemble the results of (Ansari, 2019), the degree of influence varies from one predictor to the other, which reveals meaningful contextual differences that merit further discussion.

In both our study and (Ansari, 2019) web atmosphere emerged as the strongest predictor of online purchase decision-making. This finding highlights the important role of interface design, visual appeal, ease of navigation, and perceived usability in shaping consumers' digital experiences. In the Algerian context, where online shopping remains in a continuously developing stage, the website or platform itself often represents the primary point of interaction between consumers and sellers. As a result, consumers appear to rely heavily on perceptual cues derived from website aesthetics and functionality to reduce uncertainty and evaluate purchase feasibility.

Notably, situational factors ranked as the second most influential predictor, surpassing the effect of e-retailer image. This result diverges from the findings reported by (Ansari, 2019) and sheds lights on the importance of contextual and infrastructural conditions in Algeria. Situational elements such as delivery reliability, payment flexibility (particularly the prevalence of payment-on-delivery) time constraints, and temporary availability of products appear to have a relatively big influence on purchasing decisions. These findings suggest that Algerian consumers prioritize immediate and practical considerations over brand-related perceptions when engaging in online commerce, reflecting the reality of the Algerian electronic market characterized by logistical challenges and evolving digital infrastructure.

Attitudes toward online shopping also demonstrated a strong positive influence, reinforcing established theories in consumer behaviour which posit that favourable cognitive and affective evaluations increase purchase likelihood. The prominence of attitudes may be attributed to the relatively young and educated sample, which exhibits a higher degree of technological acceptance and familiarity with digital platforms. This finding indicates that as consumers' general perceptions of online shopping become more favourable, their willingness to engage in digital transactions increases accordingly.

In contrast, trust emerged as the least influential predictor, despite its theoretical importance in e-commerce literature. This result warrants particular attention, as trust is frequently identified as a critical determinant of online purchasing behaviour in emerging markets. One plausible explanation lies in the informal nature of much of Algeria's digital commerce ecosystem, where transactions often occur through social media platforms (social commerce) and peer-to-peer channels rather than formal e-commerce websites. In such environments, institutional trust mechanisms (like privacy policies and security certifications) may be perceived as less relevant than interpersonal trust, social proof, and prior personal experience. Consequently, trust may operate indirectly or be covertly present within other factors such as situational convenience and web atmosphere.

Similarly, cultural and social factors, while significant, exerted a comparatively moderate influence. This may reflect the homogenizing effect of digital environments, where global platform standards and shared online practices reduce the occurrence of traditional cultural constraints. Nonetheless, their significance indicates that collective norms, family influence, and social reference groups continue to shape digital consumption behaviour, albeit to a lesser extent than functional and experiential factors.

Overall, the findings demonstrate that while established models of digital consumer behaviour remain valid, their explanatory structure is sensitive to contextual conditions. In the Algerian case, functional efficiency, situational convenience, and experiential quality outweigh institutional trust and brand image, suggesting a pragmatic orientation toward online shopping decisions. By providing empirical evidence from a North African emerging market, this study extends the cross-cultural validity of existing consumer behaviour frameworks and contributes to a more nuanced understanding of digital consumption in developing e-commerce environments

5.1 Practical Implications: Our study is conductive to the ever-evolving field of human research and consumerism, as well as marketing and business communication. Where the main addition of this paper was to narrow the gaping literature between online and offline studies of consumer behaviour. Adopting a novel scale developed in a demographically, sociologically, and culturally similar community to ours in Algeria, this paper's findings can play a crucial role in developing the current status of the digital markets and e-commerce platforms.

First, the strong influence of web atmosphere indicates that Algerian consumers are highly sensitive to the functional and visual quality of digital platforms. Practitioners should therefore invest in mobile-first website and application design, as the majority of online shopping activity occurs via smartphones. Websites should feature simple navigation structures, fast loading speeds, clear product categorization, and high-quality visual content. Additionally, providing interfaces in both Arabic, French and even English can enhance usability and inclusiveness, thereby improving user engagement and reducing cognitive effort during the purchasing process.

Second, the prominence of situational factors highlights the importance of addressing operational and contextual constraints that consumers face during online transactions. E-retailers should offer flexible payment options, with particular emphasis on cash-on-delivery, which remains a preferred method in Algeria. Clear communication regarding delivery timeframes, shipping costs, and return policies is essential to reduce uncertainty at the point of purchase.

Third, the significant role of consumer attitudes suggests that marketers should engage in continuous efforts to shape positive perceptions of online shopping. Educational and promotional campaigns that emphasize time-saving benefits, product variety, and ease of comparison can help reinforce favourable attitudes toward digital purchasing. In addition, testimonials, short explainer videos, and user-generated content demonstrating successful transactions may further contribute to attitude formation, particularly among less experienced online shoppers.

Although trust was found to be the least influential predictor, it remains a necessary condition for sustaining long-term customer relationships. Rather than relying solely on formal trust signals, such as security badges or legal disclaimers, e-retailers in Algeria may benefit from social trust mechanisms, including customer reviews, peer recommendations, and visible interaction with consumers on social media platforms. Responsive customer service, especially through familiar communication channels, can also reinforce perceived reliability and credibility.

Finally, the moderate influence of social and cultural factors suggests that marketing strategies should remain integrated with the community (both offline and online) through collaborations with local influencers, and culturally appropriate messaging, this can enhance relevance and acceptance. However, these efforts should be complementary (rather than a replacement) to the improvements in platform functionality and situational convenience, which appear to be the primary drivers of online purchase behaviour in the Algerian context. In summary, the practical implications of this study emphasize that successful digital marketing in Algeria requires a pragmatic, experience-oriented approach. By aligning platform design, operational practices, and communication strategies with the dominant behavioural drivers identified in this research, practitioners can more effectively stimulate online purchase decision-making and contribute to the sustainable growth of the national e-commerce ecosystem.

5.2 Limitation and Future works: The scope of this study is restricted to Algeria, and precisely, the 170 online shoppers who responded to our questionnaire, so we don't claim any generalization for any of our results, which in addition to that, are restricted to the sample and situations in which the research was conducted in, this means that a different sized sample may provide different results. Despite all of this, our study provides a new point of view to future works regrading consumer behaviour in Algeria, for instance, upcoming research can focus on one singular factor only, such as Web Atmosphere or E-Retailers Image, for more detailed outcomes.

6. CONCLUSION

Understanding consumer behaviour is considered the cornerstone for market research offline and online, especially in a digital world where the consumers get oversaturated with information coming from everywhere all the time, this results in their behaviour becoming very dynamic and unpredictable. The results of our research show that web atmosphere, Situational Factors, and Attitudes are the biggest factors impacting digital consumer behaviour, this indicates the necessity of establishing well-designed websites with easy user interfaces and an exquisite cyber security policy to strengthen consumers' stance towards buying online.

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