Measuring the Internet User behavior on Social Media platforms: Case study of Algeria

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Abstract:

The aim of this study is to measuring the internet users on social media platforms of the Algerian consumer by revewing concepts of social media , their History definition and Typolgies   and reality of social media in Algeria through staistics of catogories that use Social Media platforms .A sample of Algerian was collected Via Internet by Email and Social networks , The sample size was 123 individuals overs 20 yeras . The discriptive and analytical method was used to obtain satistical Data by using Questionnaire and Excel Table to analyse respons by table and graph .

In order to explain the internet users behavior The factorial Correpondent Analysis (FCA) was conducted to measure the likns and independence between Two Variables (The Adverting impact and the Verifing information) through the contengency Table when we proced to transform Qualitative variables to A Matrix . The result of The study was sigificant when we obtain strong links and independence between two variables

Keywords : Social Media platforms , Consumer behavior , Internet users ,

Jel classification Code : M31 , C91

1. **INTRODUCTION**

Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information, better social networking and enhanced communication abilities .

Social Media networking is a digital Communication Medium , that allow to anyone to connect , interact , share content , get information , send message , communicate , read , write and publish any minds idea (Sony Varghese, 2021) .

The Social media landscape divide Social media networking on six sorts or types through advantages that can offer to their users : Sharing , Publishing , Networking , Collaborating , Messaging , Discussing Charactristics . Few of Social media networking sites combine these characteristics : Facebook , Instagram , Twitter , LinkedIn ,…Ect .

No doubt , Social media become an intergal part of our daily life and favorite chanel for any business to make advertising , get leads , increase brand awarness , realise sales and growth incomes .

However , Consumer and business are more connected than ever , for exemple : World Average Time spent with social media per month that users spend (Hoostuite,2022) are : Youtube 23,7 Hours /Month , 19,6 H/M for facebook , 19,6 H/M for Tik Tok , and time spent for WhatsApp are 18,6 H/M . Whatever the reasons of connectiong to social Media sites , it explain the importance of this plateforms in our daily life .

The objective of this paper is to explain and measuring the reasons that drive Internet Users in algeria to spend a long time on social media networking and what is their bahavior on these platforms ?

2. **Objective of Study**

The purpose of this paper is to identify and measuring the Behavior of the internet user on social Media sites in Algeria . This study seeks to acheive the following Objectives :

- To study the reasons why people use Social Media Netwoking in Algeria .
- To know what is the favorite network sites for Algerians people .
- To measure the impact of the social media Advertising on the purchsing decison for Algerian People.
- To understand post types that Algerians people prefer to publish .
- How They Will behave Next , when they were Connecting on Social Media ?
- What they Want to purchase or consume , Once they are connected on social Media Networks ?

3. **Theorical and conceptual framework :**

   3.1 History of Social Media :

The creation of social media networking sites goes back to past years specifically in the begining of 2000 , like Myspace 2003 and Facebook on 2004 . They were the first steps to the Web 2.0 or Social Web , wich refer to the new use of internet as a platform where

content is no longer created and published by individuals , but is continiously modified by many users in participatory and collborative manner (Haenlein, 2010). Social Web or (Web 2.0) Led to the introduction of the collaborative projects , Wikis and Blogs ; thus facilitating the creation of user networks, and the flow of ideas, information and knowledge among users (Constantinides, 2014).

3.2 Definition of Social Media :

Social media ca be broadly difined as the set of interactive internet applications that facilitate (Collaborative or individual) creation , curation and sharing of user-generated content (.Davis, 2016) . Social media platforms share all the above-mentioned characteristics , but are unique form are another in many respects .In particular platforms often vary in their architectures , stuctures , norms and users bases .

As stated in another definition that social media is the term often used to refer new forms of media , that involve interactive participation (Manning, 2014) .

Social media is the appropriate platform for marketers where new marketing initiatives can be effectively implemented; marketers can promote, share, and spread their products, services, and everything with large number of people easily and widely (Nouala Meriem, 2016) . Compared with traditional media, social media enables online interaction, discussion, collaboration, and digital content creation and sharing. Following is a simple exploration of some of the most popular and high profile social media (Lee, 2013):

- Social network sites : where people can create their personal pages and profiles and then start communicating with online friends and sharing whatever they want (Ex. text, videos, pictures, etc.).
- Blog: it is information sharing technology available online. It has the same function as online journal in terms of tone, topic/issue, and ease of subscription and inserting links. Usually it has a clear owner for maintenance purpose.
- Wiki: it is a collaborative website where users can create, modify, and disseminate web based content easily.
- Forums: it can be called online message boards. It developed with specific topics and interests where administrator is responsible for deleting inappropriate content and spam

We can to conclure that , Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

4. **Social Media In Algeria :**

4.1 Overview of social media use in Algeria :

Number of social media users 23,95 million , The Following graph is an indication of the Statistics of Social Media in Algeria

Fig -1 : Social Media Users Categories in Algeria Jan 2023 .
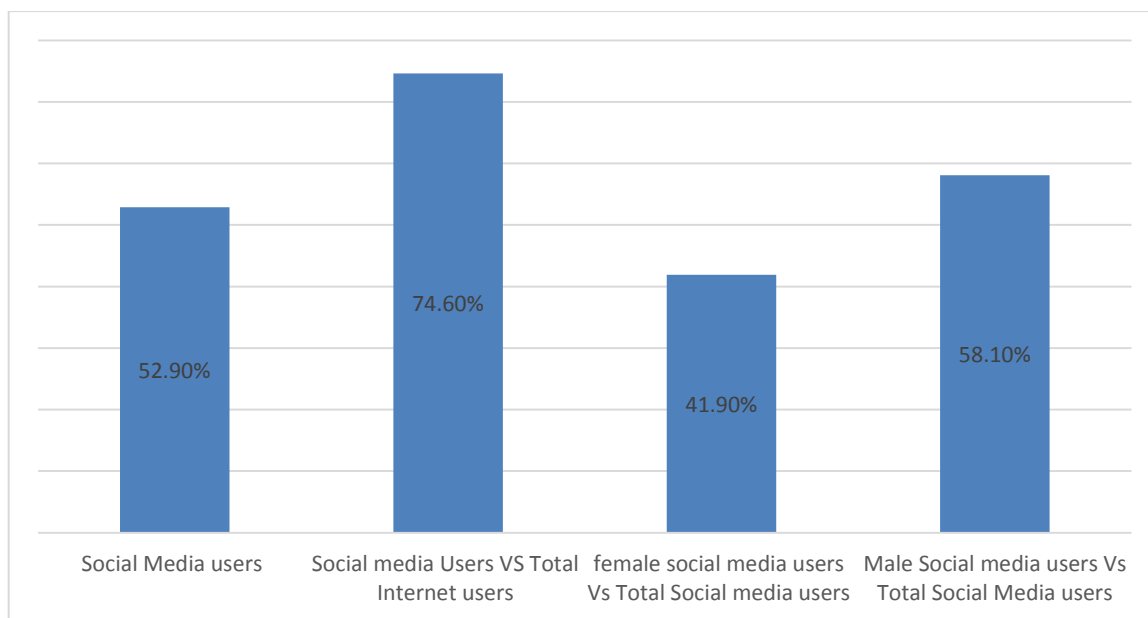
The source : (datareportal.com, 2023)

Through above graph , we can note , The rate of Social media users in Algeria up to 52,90 % and it is medium rate Compared to The Global average of social media users which reached an Average of over 58,4% (Hootsuite, 2023) .

Concerning the Percentage of the Social media users compared the total internet users in Algeria , it is up to 74,6% , While regarding to the percentage of females who use social networking sites, it is 41 ,9 % , and the percentage of Males who use social media netwoks it is 58,1 % .

5. **Research Methodology :**

To manifest the growing importance os social media ; this study conducts research to measuring and explaining of the Internet users beavior on social media in Algeria .

This study uses a quantitative research design , and was conducted through a questionnaire of 10 questions .

The total Sample is composed of 123 respondents , Aged over 20 years ; recived reponses were recorded and administred vis social networks and data emailing ; this is the main reason we adopted for convenience sampling method

and in order to measure the links and the independences between the variables ; we have proceeded to the Factorial Correspondence Analysis (FCA) Through the contengency tables and graphic presentation .

6. Results and Analysis

Data Analysis

Table 1 Data of selected sample

Variables	*Levels*	*The number*	*Percentage %*
Gender	*Female*	*45*	*36,6%*
	Male	*78*	*63,4%*
Age	*Less Than 20 years*	*2*	*1,2 %*
	21 to 30 years	*50*	*40,7%*
	31 to 45 Years	*66*	*53,7%*
	More than 45 Years	*5*	*4,1%*
Qualifications	*Less than Bac*	*38*	*30 ,9 %*
	Bac	*9*	*7,3 %*
	Universities studies	*66*	*53,7 %*
	Post graduation Degree	*38*	*30 ,9%*
Monthly income	*Less than 20000 DA*	*7*	*5,7%*
	20001 DA To 40000 DA	*29*	*23,6%*
	40001 DA to 70000 DA	*26*	*21,1%*
	More than 70000 DA	*25*	*20,3%*
	Without Income	*36*	*29,3%*

The source : preparation of the researcher based on the results of Excel program

Question : Which social media sites do you have an account on ? (choose as a many as Apply)
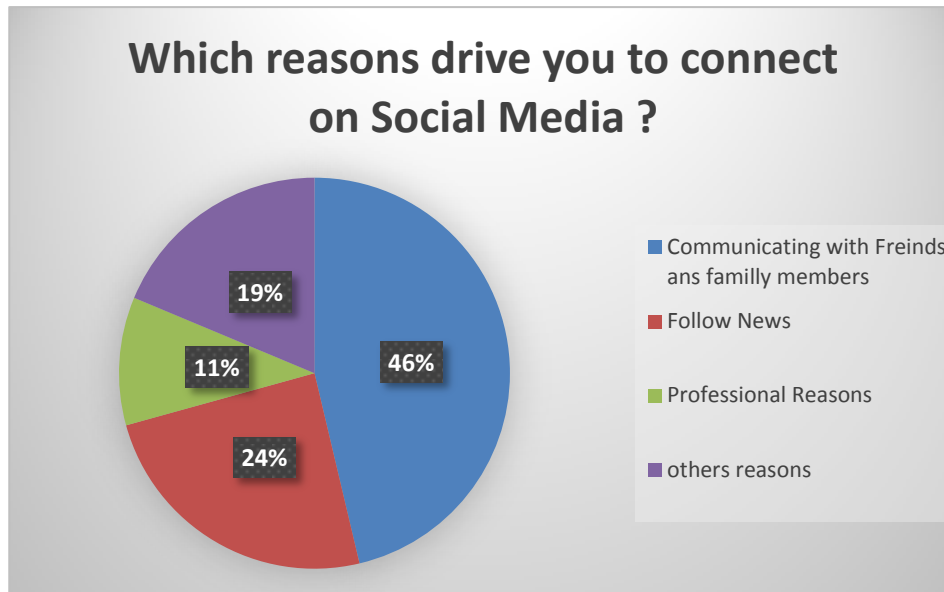
Fig- 2 : Presence on Social Media
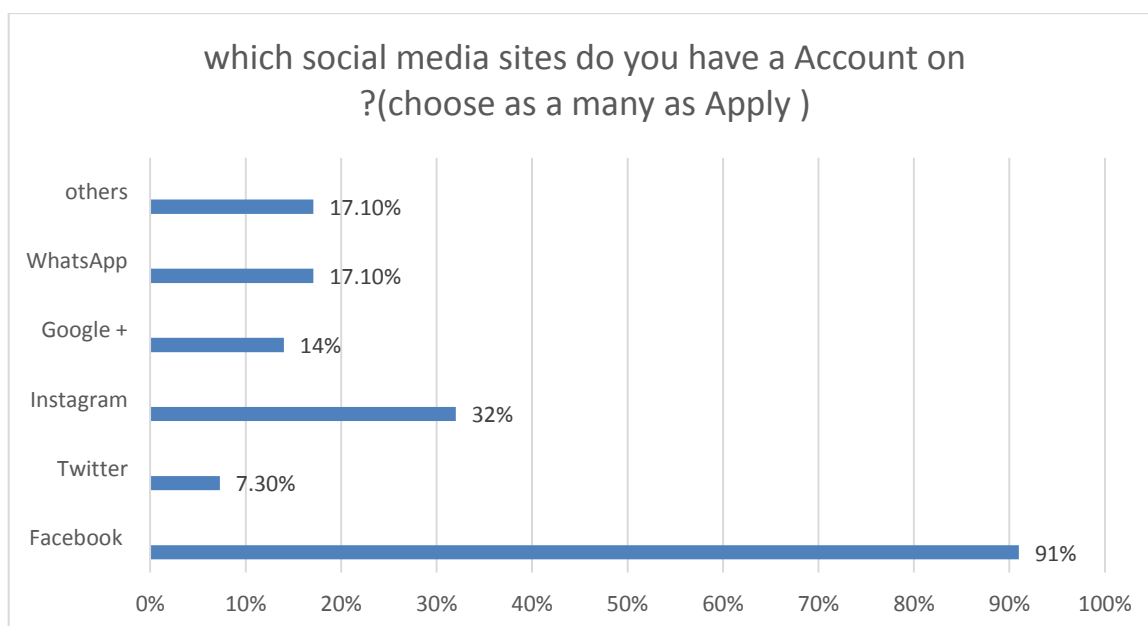
The Source : Preparation of the researcher based on the questionnaire reponses .

From the graph above , we can note that Facebook represent the most important Social media netwoks useful by the sample studyed with 91% of Social media users ; In second we find Istagram with 32 % of Social media users , WhatsApp in the third position with 17 % Social media users and Google + 14 % and Twitter 7 % .

Question : which reasons drive you to connect on Social Media ?

**Fig- 3 :** Reasons that drive Internet users to connect on social Media

the source : Preparation of the researcher based on the questionnaire reponses

Reasons that drive internet users to connect on Social media are several : From the graph above , we can note the first reason to connecting on Social Media by the sample studyed is Communicating with Freids and familly members : 46 % and second reason that drive Internet users to use social media is Following the news : 24,4 % and 10,6 % for Professionnal reasons and 18,7 % for non defined reasons.

Question : Which types of pages on Social Network that you constantly Consult ?

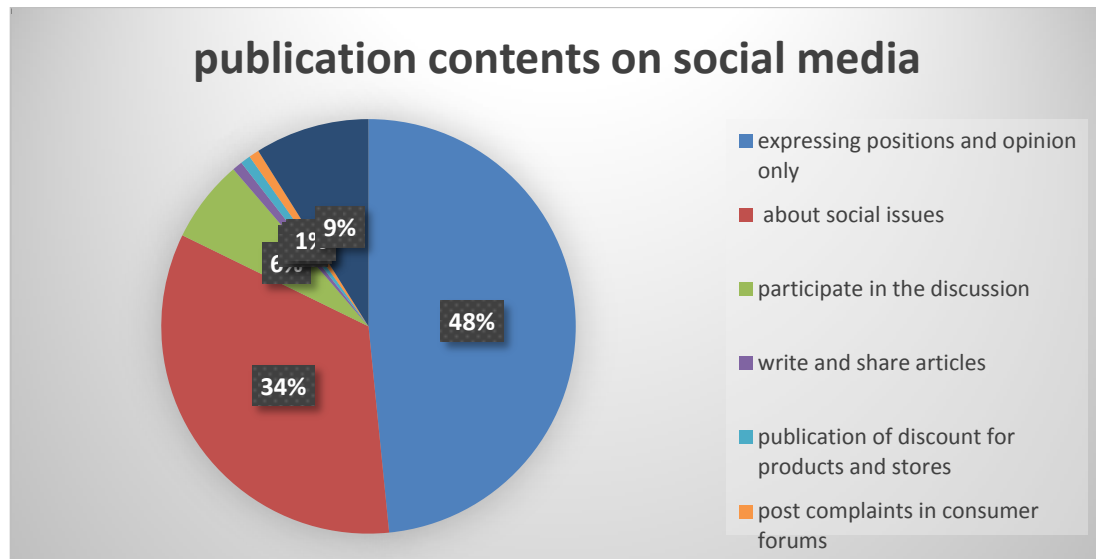**Fig- 4** : Social Media pages Consulted
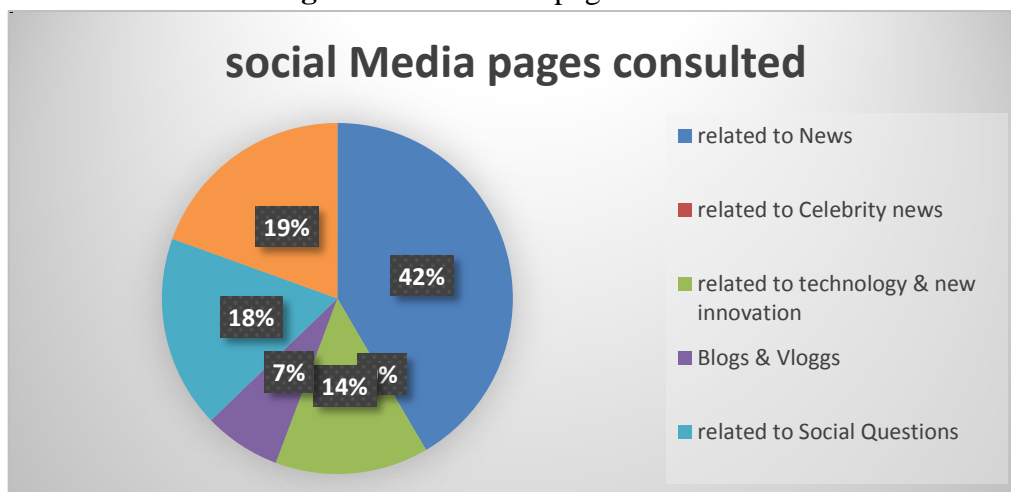
The Source : Preparation of the researcher based on the questionnaire reponses .

From the graph above ,we can note that types of pages consulted constatntly are sevrals : 42% of respons are related to news pages , 18 % are related to social pages , 14 % are related to technology and innovations pages , 19 % are related to non defined reasons , and 7% are related to Blogs & Vloggs .

Question : Which Content Do you post on social Media ?

Fig-5 : Publication Contents on Social Media

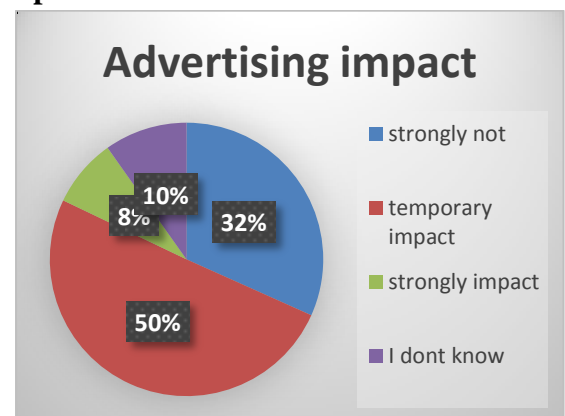The Source : Preparation of the researcher based on the questionnaire reponses

From the graph above ,we can note that : 48 % of repondents theirs contents published on social media are expressing positions and opinion only ; 34 % of respondents theirs contents are about social issues than 6,5 % are to paticipationg in several discussion , 0 ,8% are wrtite articles and share them and 0,8 % are about publication about discount for product and stores , 09 % Of respondents prefer other contents non defined .

7. **Analysis about Purchasing Decision :**

Question : Which impact have a commercial advertising on your purchasing decision ?

Fig-6 Advertising impact

| Impact	Numbers	%
Strongly Not	39	31,7 %
Temporary impact	62	50,4%
Strongly impact	10	8,1%
I dont Know	12	9,8%
Total	123	100%

The Source : Preparation of the researcher based on the questionnaire reponses

As shown by the statistics results from the Figure 6 and Table , we can note that 31 ,7 % of respondents declare that commercial ads seen on social media networking sites haven't any impact on theirs purchasing decision ; but 50,4% of the respondents declare they have a temporary impact on theirs purchasing decision , and also 8,1% of repondents declares that Commercial Ads have a strongly impact on the purchasing decision . Finally 9,8 % of Respondents declare they dont know .

Question : Do you Chek the informations before you make a purchasing decision

Fig 7 Verifing information

	Numbers	%
Strongly agree	82	66 %
Agree	29	23 ,6 %
Not Agree	7	5,7 %
Strongly Not	5	4,1 %
Total	123	100 %
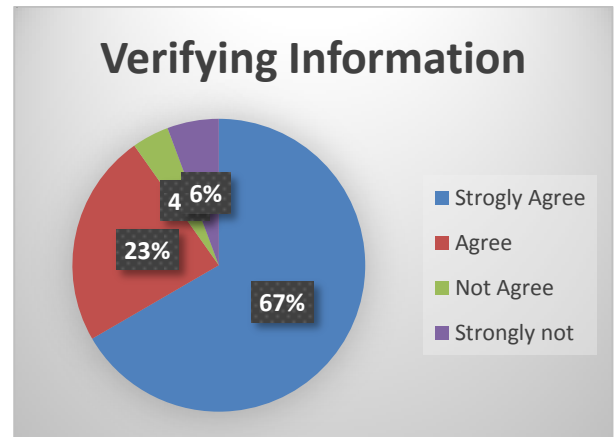
The Source : Preparation of the researcher based on the questionnaire reponses

7.1 Factorial Correpondense Analysis (FCA) between Verifing information and Advertising Social Media Impact

The contingebcy table are built using two qualitatives variables ; So at the start our Data is n Individuals (Repondons 123) for wich we have two Qualitative variables V1 , V2

V1 : Verifying Information before making purchasing Decision

V2 : Advertising impact on the Internet Users on Social Media Networking

In the Data table we see here , Idividual I in Category i for the Variable V1 and category J for the variable V2

We then build the contengency table with categories of the first varaible V1 as rows for exemple , and the categories of the second variable V2 as Columns . At the intersection of row i and Column j , we find Xij , the number of individuals found in or choosing category i of V1 and category j of V2 ; if we add up all the values in the table we get n

The table therfore shows the distribution of the n Individuals over the I x J possible Attributions

n individuals and 2 Qualitatives Variables

$$\begin{bmatrix} V1 \\ i \\ I \end{bmatrix} \begin{bmatrix} V2 \\ j \\ J \end{bmatrix} = \begin{bmatrix} 1 & \cdots & J \\ i & Xij & \vdots \\ I & \cdots & n \end{bmatrix}$$

After to calculate the Contengency table we obtain the Table 2 when we can see the matrix shows below

Table2 Contengency Table

Verify Information /Advertising impact	Strongly Agree	Agree	Not Agree	Strongly not Agree	Total
Not Strogly Impact	26	9	2	2	39
Temporary Impact	41	15	3	3	62
Strongly Impact	7	2	1	0	10
Dont know	8	3	1	0	12
Total	82	29	7	5	123

The Source : Preparation of the researcher based on the questionnaire repons

Fig-8 Factorial Correpondense Analysis (FCA) Graphic
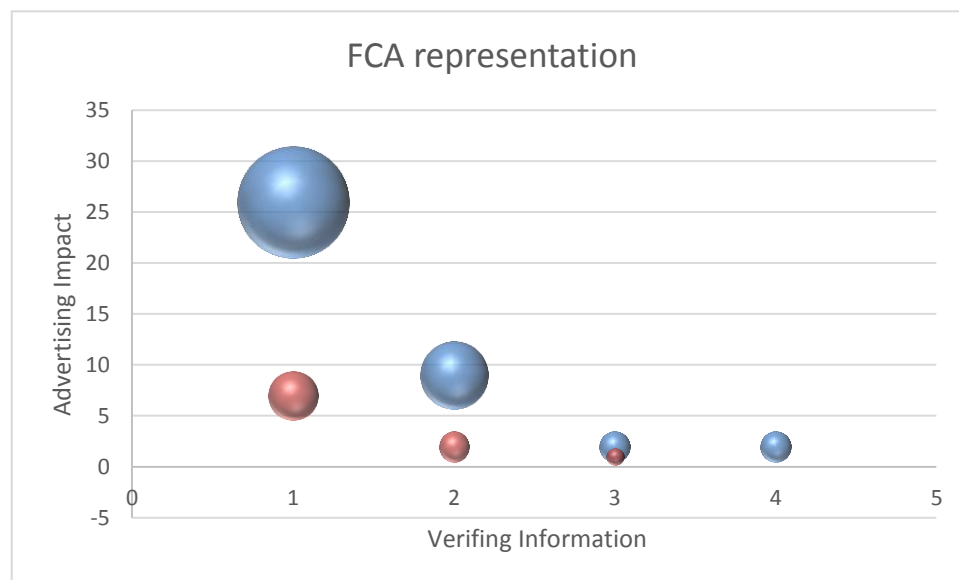
The Source : Preparation of the researcher based on the questionnaire reponses

Links and independence between qulitatives variables (Adertising Impact and Verify Information)

We conducted an FCA (Factorial Correspondence Analysis) to measure the links and independence between two variables : the Advertising Impact and verifing information of social network. And As it shows in Figure 8 , the Advertising impact on the internet users   vertical Axe ; Verifing Information showed at the graphic on the Horizontal Axe

8. **Study Results :**

There is not a   strong   relationship   between   Advertising Impact and verifing Information except in few case when the Internet users are attracting by Advertising

on the social media netwoks , they verifing Information on the social media netwoking before make purchsing decison .

9. **Results Discuss :**

From the descriptive analysis, we observe that all respondents use social networks for several reasons and they prefer the social Media platforms like Facebook , Instagram , Whatsapp , Google + ,…ECt .

They consults deffirents types of pages on Social media . The behavior of the internets users on social media plateforms are in the Magority of respondons are expressing positions and opinion while others are publishing social issues .

The Factorial Correpondonce analysis between Advertising Impact and the Verifing Information conduct to observe that : the relationship are not very strong except few case when they verify the information about any adveriting post on Social media netwoks .

10. **Conclusion :**

In conclusion , this study invistigated and measuring the behavior of internet users on Social media platforms in Algeria .The findings indicate that social netwoks have transformed the way to communicate as well as the way of internet users react to diffrents publications on social media platforms .

Social Netwoks became the main wondow thgough which opinions , ideas can be expressed , share information , sending messages , files or documents sending , netwok creating for business or individual reasons .

The Social media landscape divide Social media networking on six sorts or types through advantages that can offer to their users : Sharing , Publishing , Networking , Collaborating , Messaging , Discussing Charactristics .

In particular platforms often vary in their architectures , stuctures , norms and users bases .

The particularity of social media paltforms conduct the internet users to spend a large times on social media platform that satisfay their needs , and align with their interests and their Business .

The quality of Content on Social media conduct the behave of the Internet user to publish , to share or to comment .

The Advertising content have a temporary impact on the purchasing decision in the majority because there are lots of similars ads .

The majority of consumer Chek the informations before they make a purchasing decision , in order to verify the veracity of the information .

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