



***The reality of electronic advertising in Algeria's digital environment
An analytical study of a sample of car sales offer pages on Facebook.***

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Received: 10 / 02 / 2026

Accepted: 08 / 05 / 2026

Published: 30 / 05 / 2026

Abstract:

In recent years, a special type of e-marketing activity has emerged, whereby some Facebook page owners offer a live streaming service from car markets. where they go every weekend and film the cars on sale. Through the live broadcast, followers of the page can see the condition of each car. These pages connect sellers and buyers and facilitate the start of the sales process between them, representing a new method of electronic advertising.

Our study is an analytical study that uses a descriptive approach to identify this particular type of electronic advertising and its specificity as purely Algerian by analysing the content of a sample of Facebook pages active in this field.

Keywords: *Media and communication sciences; Electronic advertising; Facebook; live streaming; car sales.*

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Introduction:

The digital environment stands as the foremost milieu for diverse commercial and communicative activities, wherein the technological revolution and the pervasive integration of the internet into daily life have precipitated a profound transformation in the media and commercial landscapes. Amidst this paradigm shift, "electronic advertising" has emerged as an indispensable mechanism for institutions and individuals seeking to access a broader and more targeted audience.

This form of advertising has evolved from simple web-based banners to a comprehensive electronic system encompassing search engines, social media platforms, and intelligent applications, thereby establishing it as the primary driver of interaction between supply and demand.

The current state of electronic advertising practice is characterized by high dynamism and increasing complexity; it no longer merely involves the dissemination of an advertising message but relies on big data analytics and artificial intelligence to comprehend consumer behavior and tailor promotional content to individual interests. These modern advertising practices have opened new horizons for marketers to enhance the effectiveness of their campaigns and measure return on investment in this domain.

In this context, the present study seeks to illuminate the actual state of electronic advertising practices within Algeria's digital environment by analyzing the utilization of various tools and platforms—particularly Facebook—reviewing the challenges confronting advertisers and page owners, and examining the impact of these practices on consumers themselves. The research aims to provide a comprehensive perspective on the formation of the current digital advertising landscape.

Importance of the Automotive Sector: The car market in Algeria represents one of the most significant and dynamic consumer markets, exerting considerable influence on the national economy, thereby rendering its advertising practices highly relevant with direct implications for purchase decisions.

Dominance of Facebook: Facebook constitutes the leading and most widely used platform among Algerians for communication and product/service searches, making it the most suitable digital environment for simultaneously studying and analyzing the behaviors of both advertisers and Algerian consumers.

Building upon the foregoing, this study posits the following central research question:

What are the manifestations of electronic advertising practices within Algeria's digital environment?

To address this question, our study employs a descriptive methodological approach centered on content analysis of the two selected pages, focusing on: the types of advertisements employed, the stylistic formulation of offers, the level of audience engagement, the degree of transparency in presenting information and prices, and the strategies implemented to attract customers and persuade them to purchase within the Algerian digital context.

1. Electronic Advertising: A Conceptual Framework

1.2 Electronic Advertising

The Oxford Dictionary defines electronic advertising as any commercial announcement directed at individuals through various media, particularly via the internet. It is also conceptualized as a form of broadcast or televised discourse, especially through images, illustrations, or written and audio formats disseminated for monetary or other compensation, aimed at capturing public attention to promote the supply of goods or services (Belghoul, 2022).

Researchers have diverged in their definitions of electronic advertising due to the multiplicity of its applications across disciplinary and scientific fields, where it is often defined as any paid promotion on the internet or disseminated via email. Another definition is offered by the researcher Taha Tariq, who describes internet advertising as all forms of promotional content presented by a specific advertiser through the internet network (Sahmedi, 2020).

Since electronic advertising operates through the internet medium, it constitutes an electronic synthesis combining textual, auditory, and static or dynamic visual media, assuming a specific form aligned with individuals' orientations and needs; moreover, electronic advertising is a paid activity aimed at persuading the recipient—who emerges as an "electronic customer"—of the core idea's content (Haba, 2022).

The Canadian researcher Hervert Guillaume views electronic advertising as a hybrid concept and an inevitable outcome of the convergence between modern technologies and the interactivity they engender, as well as the evolution in the fields of communication, marketing literature, and advertising, which have given rise to aspects of individualization—namely, tailoring advertising material to each individual, such that every person has their own customized advertising content constructed based on specific considerations (Daoudi, 2022).

For his part, "Jabboura" posits that electronic advertising can be defined as any announcement aimed -directly or indirectly- at promoting the sale of goods or services, irrespective of the location or communication channels employed. It also refers to non-traditional advertising, previously conducted through newspapers, magazines, or wall postings such as those on municipal or court buildings, but now executed via electronic communications (Jabboura, 2021).

2.2 The Emergence of Electronic Advertising:

The internet network has undergone successive and remarkable leaps following its widespread adoption across most countries worldwide, particularly in terms of user growth and significant advancements in communication tools, positioning it as one of the foremost media for international trade. This development has given rise to what is termed the "internet economy," encompassing electronic commerce and the trade of materials and goods linked to the internet's infrastructure.

New communication media, predominantly digital in nature, have sparked a revolution in marketing science and promotional communication methods, directly influencing shifts in audience purchasing behavior. Direct marketing or what is now known as electronic commerce holds a prominent position in marketing communications and the electronic promotional mix for goods and services, thereby establishing the internet as one of the foremost advertising channels that prompts immediate individual responses.

As a result of these advancements in marketing approaches, various economic and commercial institutions have developed their own marketing websites on the internet,

thereby establishing electronic advertising as a fundamental type of advertising since the advent of the first commercial advertisement in 1994 (Abbou, 2019).

McDonald's led major advertisers onto the information superhighway by placing advertisements in the entertainment section of America Online, where car dealers found information and even deals with hundreds of brokers for various car types; online purchases reached approximately \$4 billion in 1994 and escalated to \$100 billion by 2014. Prior to this, electronic advertising appeared gratuitously on newsletters in the form of classified ads in a conventional manner; companies establishing web shops provided them with home pages to serve as attractive storefronts displaying available goods and services accessible via clicks (Belghoul, 2022).

In 1994, a Phoenix-based law firm published an innocuous advertisement via spam mail to approximately 5,000 Usenet newsgroups on the internet, promoting its services related to U.S. immigration law. The reaction was overwhelming: "Laurence Canter and Martha Siegel" received around 20,000 expressions of interest at a cost of merely \$5,000 in postage an unprecedented response rate for fundamentally untargeted junk mail yet it also provoked outrage, garnering about 30,000 angry email replies, including death threats, which collectively led to the suspension of their account, forcing them off the network and underscoring that internet advertising was not welcome (Haba, 2022).

Historically, it can be stated that advertising investments proliferated extensively across the internet screen following their inception from zero in 1995; this reality prompted investors to seriously contemplate establishing a dedicated industry focused solely on internet advertising, whose rules differ markedly from those governing advertising in other media. Consequently, 1995 marked the point at which the internet network effectively transformed into a medium for advertising, dissemination, and promotion (Abbou, 2019).

Subsequently, electronic advertising witnessed numerous enhancements due to technological advancements; the initial advertisements were merely static graphic images, but following the development of the Java programming language—which enables the display of animated graphical elements alongside others, such as embedding audio on web pages—this facilitated modifications to banner ad sizes and file capacities. This paved the way for a novel type of banner advertising known as "rich media banner ads," incorporating video, audio, and interactivity (Abbou, 2019).

3.2 Forms of Electronic Advertising:

Electronic advertising strategies are deployed across the network in multiple forms to promote various products, adopting diverse manifestations contingent upon the differing marketing objectives of each institution, as follows:

Banner Advertising: This can be defined as advertisements positioned at the top, bottom, or sides of web pages in rectangular formats of varying sizes, typically featuring an image or logo of an institution or its product, inviting users to click via the mouse to access an advertiser's site. It ranks among the most prevalent web advertisements due to its provision of detailed information and data on the product, service, or advertising entity (Howadef, 2024). The banner manifests as a promotional message displayed in strip form within internet sites, incorporating images, graphics, and textual content aimed at generating consumer awareness among potential buyers (Sahmedi, 2020).

Interstitial Advertising: This type is characterized as an advertisement that appears to the user during the process of downloading software or information from the internet to their computer, intended to capture attention—even if only briefly—for a few seconds (Sahmedi, 2020).

This type of online advertising closely resembles television interstitial commercials that appear between programs; as the internet user seeks to access a specific page on a site and awaits its display on the screen, the interstitial emerges during that brief interim period. Among its defining characteristics, the interstitial advertisement covers the entire screen or window area, exerting full control over the viewing dimensions (Howadef, 2024).

Sponsorship Advertising: This entails support for an event, specific individual, product, or institution with the direct aim of benefiting therefrom, serving as a means to confer visibility upon the brand (Sahmedi, 2020). Electronic sponsorship ranks among the principal forms of electronic advertising, necessarily incorporating references to the advertiser's name, logo, or trademark across web pages—through textual mentions or background designs—featuring the sponsoring entity's name, logo, and emblem (Howadef, 2024).

Linked Advertising: This refers to advertisements whose appearance is tied to other internet sites, such that only the linked site's name appears as a hyperlink within another institution's website.

Copy Advertising: The philosophy of internet copy advertising hinges on push technology concepts, whereby the advertiser proactively delivers promotional messages to potential buyers without awaiting visits to the institutional site; thus, promotional messages are prepared for users to download from the network to their personal computers (Sahmedi, 2020).

4.2 Importance of Electronic Advertising:

The ninth decade of the twentieth century witnessed tremendous growth and evolution in direct marketing methods, resulting in a surge of institutions and organizations establishing their marketing websites on the internet. Undoubtedly, these sites hold profound significance, summarized as follows:

Creating Institutional Awareness: An institution's internet site aids in generating awareness of its products and facilitating increased sales; for small-scale entities with limited budgets, the internet offers amplified opportunities for self-promotion.

Stimulating Interest: Institutions with online sites endeavor to pique public interest in these platforms, thereby fostering engagement with the advertised products and services.

Disseminating Information: Providing individuals with detailed and in-depth information about the institution's products and services.

Building Mental Imagery: The institution's website contributes to constructing and cultivating a positive mental image of the organization, while also serving as an emblem of its legitimacy.

Cost Reduction: The internet site helps lower the costs associated with serving current and potential customers (Sahmedi, 2020).

5.2 Advantages of Electronic Advertising:

According to researcher "Daoudi," electronic advertising represents the advertising of the modern era, distinguished by several advantages that render it effective and successful (Daoudi, 2022). Among these advantages are the following:

Flexibility: The ability to withdraw or modify the advertisement easily, even after the promotional campaign has commenced.

Low Costs: The expense of the largest online promotional campaign is 20% to 40% lower than that of traditional advertising campaigns, achievable in shorter timeframes compared to other promotional methods.

Expansive Geographic Reach: Electronic advertising covers a vast geographical scope.

Precise Targeting: The capacity to direct campaigns toward specific target segments.

Use of Multimedia: Incorporating audio, animated images, and video clips, which enhances its appeal relative to traditional formats.

Immediate Interactivity: Viewers can access additional product information, enabling even instant purchase opportunities.

Control Over Campaign Scheduling: Determining its appearance at specific times of day or on designated days of the week.

Rapid Dissemination: Reaching large numbers of consumers simultaneously.

6.2 Risks of Electronic Advertising:

Service providers frequently encounter numerous risks when utilizing commercial advertisements on the internet. The following elucidates key risks associated with commercial advertising:

Violation of Consumer Privacy: Breaching consumer privacy constitutes the foremost risk in commercial advertising, occurring through the unauthorized use of an individual's name or sharing of personal data. Employing personal information without client consent exemplifies this peril; to mitigate it, product owners or advertisers must secure written approval from clients prior to using their data.

Theft of Advertising Ideas: Appropriating advertising concepts or written publications exposes the perpetrator to legal accountability and potential litigation for infringing upon a company's intellectual property, particularly ideas innovated by specific firms.

Defamation Charges: Advertising a product with inaccurate information, disparaging a competing company or product, or deviating from self-promotion to persuade customers of superiority over rivals—such as denigrating others' goods or impugning their quality—may invite prosecution. Advertisers can avert such risks by rigorously verifying the accuracy of presented information and eschewing all forms of defamation against competitors.

Regulatory Compliance: Meticulous scrutiny of advertised products and goods is imperative, mandating three obligations for all advertisers: ensuring advertisements are truthful and non-deceptive, substantiating all claims with evidence, and refraining from unfair advertising practices.

Fraud: Numerous internet advertisers face extensive fraud risks due to their failure to recognize vulnerabilities to hacking and deception by hired advertising services.

Reputation-Related Risks: Certain companies promote their products through dubious methods, such as employing meaningless jokes or other tactics that could tarnish the advertising company's reputation (Belghoul, 2022).

2. Conceptual Framework for the Digital Environment

1.3 Concept of the Digital Environment

The digital environment is defined as: "a combination of activities and services characterized by digital attributes, contingent upon available means and capabilities, wherein numerous technologies interact to alter the features of provided services; it emphasizes information networks -primarily the internet- and various outputs of information technology, including hardware and software tools and techniques emerging from ongoing developments" (Badiesi, 2023).

The digital environment constitutes a space where beneficiaries connect from any location via any computer, with information and references therein unorganized; researchers must employ specific strategies and methods to retrieve sought sources. Hence, it aligns with the internet milieu, requiring merely a network and computer for access, allowing the internet network to be termed the digital environment (Ben Rached, 2022).

The digital environment is further defined as "that milieu wherein information is processed in digital form through new communication channels, enabling direct and comprehensive access to information, whether for commercial, service, or utility purposes" (Lawar, 2023).

According to Ben Rached, researcher Telly posits that the essential components requisite for the digital environment encompass: information in digital format, modern technologies for information transmission and communication, technical means employed to access information, and search tools within the digital environment (Ben Rached, 2022).

The digital environment constitutes an integrated communications ecosystem wherein digital devices interconnect to manage content and activities therein. This concept relies on digital electronics systems that are integrated and implemented to foster a knowledge-based society. Its primary components generally include websites, cloud servers, search engines, social media portals, mobile applications, audio and video resources, and other web-based assets (Shiheb, 2023).

2.3 The Digital Environment in Algeria:

Like other Arab countries, Algeria grapples with similar impediments, primarily the inadequacy of internet infrastructure and limited adoption of broadband services compared to advanced Western nations. Internet access entered Algeria in 1993 through the national telecommunications network, Algeria Net, with the Centre de Recherche sur l'Information Scientifique et Technique (CERIST) subsequently becoming the inaugural provider of internet services starting in March 1994; thereafter, the service proliferated widely across all societal sectors following the establishment of domestic providers linked to the global network (Haba, 2022).

The efforts exerted by Algeria to upgrade the modern information and communication technology sector represent one of the most prominent landmarks of economic development, particularly given the country's possession of significant resources that incentivize the advancement of these technologies in the Algerian market. These initiatives, undertaken by the state through projects and regulations, aim to enhance the information and communication technology sector, leveraging its cadre of competencies in this domain while underscoring its role as a driver of economic development (Bouguijounf, 2021).

3. Analysis of a Sample of Car Sales Pages on Facebook

1.4 Analysis of the "Ma'a Al-Safir" Page

The "Ma'a Al-Safir" page is operated by a social media activist from eastern Algeria, specifically Annaba, disseminating diverse content that engages citizens' daily lives, interacts with discussion topics, and shapes local public opinion.

Among its offerings is live broadcasting from the weekly Sidi Salem car market in Annaba, held every Friday morning. This service closely resembles electronic car advertising in purpose, though it distinguishes itself through distinctive promotional and advertising methodologies for vehicles.

The page owner, known as "Al-Safir," conducts a weekly Friday morning tour of the car market, inspecting prices of vehicles offered for sale. During this, he streams live from the market via his page, engaging sellers in discussions about prices and affording them opportunities to describe and present their cars to followers—detailing technical specifications such as year of first use, mileage traversed, engine condition, body condition, and more. Subsequently, "Al-Safir" requests the seller's phone number, relaying it live to viewers, with the objective of bringing listed vehicles closer to prospective buyers and facilitating direct telephonic contact between sellers and purchasers.

This page enjoys substantial followership, with interactions from followers describable in the table below:

Table 1: Represents Follower Interaction with Page Content

Post Title	Post Type	Post Date	Number of Comments	Number of Interactions	Number of Shares
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Post Title	Post Type	Post Date	Number of Comments	Number of Interactions	Number of Shares
Tour of the car market in Sidi Salem, Annaba, live video broadcast.	Live video broadcast	11/10/2024	281	2801	48
Situation of the car market from Sidi Salem, live video broadcast.	Live video broadcast	04/10/2024	57	1169	29
Live from the car market in Sidi Salem, Annaba. Live video broadcast	Live video broadcast	27/09/2024	15	210	3.7k views

Source: (Researcher's preparation, 2025).

A review of the figures presented in the table reveals the page's significance among followers: the presence of 281 comments—representing a moderate figure overall—indicates the page's prominence and followers' responsiveness to it, while the second most notable metric, 48 shares of this content across Facebook groups and other pages, underscores its reach.

4.2 Analysis of the "AUTO ALLO DZ" Page:

This page specializes in live broadcasts from weekly car markets in Biskra Province, while also filming vehicles offered for sale outside the market. It commenced operations on January 31, 2023, and currently boasts 298,000 followers. The page conducts market tours followed by live streams featuring footage of cars for sale, dialogues with owners regarding prices and vehicle conditions, and requests for sellers' phone numbers to enable direct contact from interested buyers. This page garners interactions from followers that can be described in the table below:

Table 2: Represents Follower Interaction with Page Content

Post Title	Post Type	Post Date	Number of Comments	Number of Interactions	Number of Shares
Live from Biskra car market	Live video broadcast	18/10/2024	178	9022	175
Live from Tolga car market	Live video broadcast	17/10/2024	162	7723	102
Live from Biskra car	Live video broadcast	11/10/2024	138	8170	132

Post Title	Post Type	Post Date	Number of Comments	Number of Interactions	Number of Shares
market					

Source: (Researcher's preparation, 2025).

A review of the figures in this table reveals the page's prominence among followers who actively engage with its content; the interaction count exceeding 7,000 constitutes a significant metric reflecting the page's value and role in followers' eyes. Examination of select comments reveals their responsiveness and satisfaction with the content, such as "Go for the Accent, brother," "What about a clean Kia?" and similar remarks expressed in the local dialect, the predominant vernacular in most followers' daily lives.

4. Conclusion

Through this research paper, we conclude that the reality of electronic advertising practices in Algeria demonstrates a substantial digital transformation propelled by the growth of the car market and the expanded utilization of the Facebook platform as a primary marketing tool. The contours of this reality emerged from this analytical study of a sample of car sales pages, highlighting:

Content Diversity: These pages rely on a blend of pictorial advertisements, demonstrative videos, and live broadcasts to showcase vehicle conditions.

Sponsored Advertisements: Increasing reliance by car agents and intermediaries on (Facebook Ads) to precisely target demographics based on geographic location and purchasing power.

Interactivity and Immediacy: These pages offer rapid response features via "comments," private messages (Messenger), and WhatsApp to streamline instant negotiations.

This genre of pages can be regarded as a novel and innovative approach to electronic advertising for promoting car sales transactions and various vehicle types. Notably, it constitutes a purely Algerian method that has carved its path to popularity and dissemination among social media users, particularly on Facebook, where they discovered in these pages and their counterparts a prime, cost-effective, and effortless opportunity to view cars offered for sale through live video streams or pictorial advertisements. The findings of this study indicate that these pages have indeed succeeded, on numerous occasions, in connecting sellers with buyers, thereby facilitating the completion of sales and purchase transactions between them.

On another note, it should be highlighted that these pages have evolved into a sustained activity for their owners, aimed at generating financial income, as the revenues from this endeavor represent "direct monetary profit" stemming from direct contractual engagements with Meta, the parent company of the Facebook platform.

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