

Persuasive methods of electronic message in terms of the E-commerce patterns

طرق مقنعة للرسالة الإلكترونية من حيث أنماط التجارة الإلكترونية

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Abstract:

The aim of this study is to show the most important persuasive methods and ways that can be adopted through the various commercial patterns used in the electronic space, along with details and shedding light upon the theoretical aspects thereof, either with regards to the attractions used within the electronic persuasive message, in addition to most of the commercial patterns existing in the E-commerce world. Besides, being acquainted with the best way to persuade the largest possible number of electronic customers would reach the achievement of the strategic goals of all kinds of organizations. More to the point, among the objectives of this study is arriving at the best method that makes us aware of the persuasive attractions that the customer deems appropriate to satisfy him, and thus adopting the same as the best way to attain the greatest possible level of persuasion and change, accordingly, the consumer behaviour towards buying.

Keywords: Persuasive messages; Persuasive attractions; E-commerce; E-commerce patterns; Marketing.

ملخص :

هدفت هذه الدراسة إلى تبين أهم الطرق والأساليب الإقناعية التي يمكن استخدامها عبر مختلف أنماط التجارة المستعملة في الفضاء الإلكتروني، مع التفصيل فيها وتبيان جوانبها النظرية سواء فيما يتعلق بالاستثمارات المستعملة ضمن الرسالة الإقناعية الإلكترونية وكذا معظم الأنماط التجارية الموجودة في عالم التجارة الإلكترونية، فمعرفة الطريقة المثلى لإقناع أكبر عدد ممكن من الزبائن الإلكترونيين من شأنه الوصول إلى تحقيق الأهداف الإستراتيجية للمنظمات بمختلف أنواعها. فمن بين مخلفات هذه الدراسة الوصول إلى الطريقة المثلى التي تعرفنا بالاستثمارات الإقناعية التي يراها الزبون مناسبة لإرضائه وبالتالي تبنيها كأفضل طريقة للوصول إلى تحقيق أكبر قدر ممكن من الإقناع وبالتالي تغيير السلوك الاستهلاكي نحو الشراء.

الكلمات المفتاحية : الرسالة الإقناعية؛ الإستثمارات الإقناعية؛ التجارة الإلكترونية؛ الأنماط التجارية الإلكترونية؛ التسويق الإلكتروني.

1. INTRODUCTION:

Each commercial or economic organization is aspiring to attain some goals being closely associated with its strategy that mainly relates to profit, the fact of which comes through relying on several pillars of great importance, the most important of which has possibly shown to be the communication aspect as it represents the basic link between the organization and the external surroundings thereof, in particular that direct or indirect relationship between the same and the final consumer or the customer; likewise, the importance thereof increased as soon as the process was linked to information and communication technologies, hence providing another dimension to this relationship. In consequence, commercial patterns differed from traditional to electronic, and the behaviour of the electronic consumer has, in turn, changed. As a result, the organization had to change its communication strategy in order to convince the largest possible number of pioneers in the digital environment and take an electronic market share that would enable it to compete, so it became one of the imperatives of matters to adapt the persuasive communication methods of all kinds according to what goes in line with each electronic commercial style within a constantly changing digital environment, in respect such as B2B or B2C, which are considered the most common, which necessitates the required flexibility to adapt to these changes, by endeavouring to find out what can change electronic consumer behaviour, and using it to attract and persuade the customer of the purchase process. In virtue of which, if we put the matter in the form of a problem, we can formulate it as follows: **What are the electronic persuasive communication methods that attract the largest possible number of consumers?**

For clarification purpose of this problem, we strong-willed to support it with the several questions hereunder:

- What are the rational and emotional attractions used in catch the attention of the electronic consumer?
- What aspects do consumers focus on when browsing the E-commerce websites?
- What are the methods of persuasion that make the consumer interact immediately with the electronic advertisement?

1.2. Research objectives:

This topic aims to discover the persuasive ways used within the electronic message directed to persuade the electronic consumer to change his behaviour towards buying within the various electronic commercial patterns that constitute the general structure of electronic commerce (E-commerce); in addition to the need to work on research in this domain due to the presence of expectations of an invasion of traditional commerce by E-commerce, with a rate assessed to **95%** at the beginning of the **2040**. Nevertheless, the integrated understanding of the topic at this time, either from the E-commerce side or from the persuasive communication methods' side, gives us the advantage of developing effective methods and efficient persuasive communication ways that allow the organization to ensure its continuity within a highly competitive environment defined by the "survival of the smartest" logic.

1.3. Research methodology:

In this study, we relied on the descriptive analytical approach, which is considered, in our view, appropriate to study this topic all the way through adopting some statistics and indicators, and providing analysis thereof by use of the form in collecting all the topic-related data.

2. Vocabulary and concepts:

2.1. The concept of persuasive attractions:

The “Attraction”: Attraction from “Attract” whose source is Attraction. Besides, Attempt to attract him: Catch his attention and make him tending to something or an attitude; Wish to attract him: Sympathize with him. (معجم المعاني الجامع، عربي-عربي) Moreover, it is alike defined as the process that you undertake for the purpose of influencing others by use of various proofs, evidences, examples, arguments, psychological tendencies and desires to accept the ideas and opinions you present to them, or to undertake a specific action or to form specific trends (2003، حجاب).

2.2. Definition of the E-marketing:

The E-Marketing can be defined as: “Managing the interaction between the company and the consumer within a virtual environment for the purpose of a mutual exchange of common benefits” (عزام و آخرون، 2009).

2.3. Definition of consumer and the electronic supplier:

The electronic consumer is defined by Article 06, 03rd Paragraph of Law No.18-05 pertaining to the Electronic Commerce, as: “Every natural or legal person who onerously or freely acquires a merchandise or service through the electronic communications from the electronic supplier for the end-use purpose”. As for the electronic supplier, it is defined as per the same law, through 04th Paragraph thereof as: “Every natural or legal person who proceeds to marketing or proposal to provide goods or services throughout electronic means of communication (القانون 05 /18، 2018).

3. Persuasion and persuasive ways:

3.1. Definition of persuasion:

When defining the concept of the word “Persuasion”, it is indispensable to return the word to its original letters represented by “**p.e.r.s.u.a.d.e**” (ق.ن.ع), which came in Arabic language books with various meanings, inclusive of the meaning included in the dictionary of “Makaïs Al-Logha” (Language Standards) by Ibn Faris, as: “Persuasion” means: Proceeding to something; we say “strongly persuade him”, and we also say “stretching out the hand when praying”; this fact is called as such when someone turns to the direction to which he stretches his hand;

Likewise “tilting the bowl for the descending water” (أبن فارس، 1979). More to the point, “Taha Abdurrahman” has alike put the term “persuasiveness” in the language exchange conditions, along with providing defection thereto as: “when the interlocutor asks others to share his beliefs, his request does not take the form of constraint, and does not include the method of repression, but rather the achievement of the purpose thereof all the way through various evidentiary means that extensively push others to persuade with the opinion of the interlocutor” (عبد الرحمن، 2007). As for the occidental linguistics, “**Lionel Belenger**” provides definition of the “**Persuasion**” as follows: “it aims to influence the other party, either on his behaviour or his thinking” (Belenger, 1985); likewise, he identifies five ways through which persuasion is attained: “**Manipulation**”, “**Propaganda**”, “**Argumentation**”, “**Demonstration**” & “**Seduction**” (Breton, 1998).

3.2. Definition of the persuasive ways:

Definition of the persuasive ways can be provided as those ways that are used to influence and persuade the other party or parties of the idea to be attained through numerous methods, means and attractions that lead to reaching the goal. However, in the midst of such ways, we underline presentation through the message of proofs and evidences, and statement of one side of the topic in exchange for the statement of the two supporting and opposing sides, repetition, support,

clarification of objectives and other public ways of modifying this structure, in such a manner to change the behaviour of individuals (فلاح، 2021).

3.3. Importance of persuasion:

The social researcher “**Catlizdon**” conducted a study in terms of Persuasion and importance thereof, whereat she highlighted a social fact that people depend on each other and behave in such a manner that achieves compatibility among them, as each of them has to find ways that make his behaviour that achieves his goals acceptable with others, since the lifestyles lay emphasis on the fact that people are social beings, as they need to be in the company of others, and to be accepted by them. Besides, such need they feel can in no way be fulfilled if their behaviour has shown to be contradicting with the goals of others. In virtue of which, persuasion comes as a way by which people endeavour to change the behaviour of others (كافي، 2015).

3.4. Characteristics of the persuasive process:

Amongst the most important characteristics of the persuasive process is that it represents a communication based on planning; further, it serves to transform the psychological function so as to achieve the public response from the receiving side, in addition to assuming the modification of the individual's psychological structure, and aspires to change the point of view of the individual or group and therefore addresses emotions and excitements a lot; above and beyond, among its characteristics, there alike exist the diversity of persuasion fields to include, for instance: political, social, commercial and religious fields, in addition to the fact that persuasion studies the behaviour forms that can be influenced through the targeted messages (جاد و شرف، وسائل الإعلام والاتصال الإقناعي، 1997).

3.5. Definition of the persuasive attractions:

The persuasive attraction can be defined as the process that aims to influence others by using an assortment of proofs, evidences, examples, arguments, psychological tendencies, inclinations and desires to accept the ideas and opinions you present to them, to do a specific action or to form specific trends (الربيعي و حمد، 2012).

3.6. Attractions used in the persuasive message:

There exist three types of attractions used in a persuasive message: Rational, emotional, and intimidating attractions.

3.6.1. Rationalism: It serves to addressing the recipient mind and presenting logical arguments and evidences; in which it uses: Citing information and real events, providing numbers and statistics, building results on introductions, and refuting the other viewpoint as well. (جاد و شرف، وسائل الإعلام والاتصال الإقناعي، 1997) More to the point, it also includes many mental motives and persuasion attractions, in respect such as the attraction of the tendency to discovery and knowledge, the attraction of competitive advantage, the attraction of health and hygiene, the attraction of attributes, the attraction of price, the attraction of communication, the attraction of the tendency to imitation.

3.6.2. Emotionalism: It tends to influence the recipient's affection and excitements, raise his psychological and social needs and address his senses in such a way to achieve the goals of the communicator. Furthermore, emotional attractions depend on: The use of slogans and symbols, the use of linguistic methods in addition to the use of semantics, the attraction of warmth, the attraction of pride or possession, the attraction of fun, the attraction of metaphor, the attraction of sexual appeal, and the attraction of supporting characters.

3.6.3. Intimidation: It is considered as one of the most important techniques used in the persuasive field, which can be attained through raising the public members' fears about the negative effects of a specific issue or a particular topic with the aim of changing the direction of the said audience thereto. In this regards, the intimidation attractions are considered persuasive messages that result from not responding to the warnings of the persuasive message; more to the point, the intimidation attraction is not limited to arousing fear and terror in the recipients, but includes explanation, interpretation and presentation of convincing objective facts in order to attain the positive direction by clicking on the fear chords as an emotional response (2005، شيبية).

3.7. Persuasive process:

3.7.1. Its elements: It is co The persuasive process consists of five basic elements:

3.7.1.1. Source: It represents, in persuasive communication, the person who makes the communication after having the intention to work on changing the aspects of the response associated with a specific and expressed situation; besides, we assume here two logics of persuasive communication, a logic owned by the person to whom it was directed, and another logic owned by the sender or the actor of the persuasive communication.

More to the point, there exists a conflict between these two logics that ends with the sender's logic being given precedence over the logic of the receiver. However, in order for the propaganda work to be considered successful, for instance, there must be: trust, credibility, the ability to use several methods of persuasion, the educational, cultural and cognitive level, and commitment to the principles he wants to convince others with (2013، الصيرفي).

3.7.1.2. Message: It represents the means through which the message is transmitted or sent, stating for example the wired and wireless communications or the usual traditional means. In this respect, the content of the communication process or the message has shown to be the most important element used in the persuasive communication process as it represents the element through which the idea is transmitted from the sender to the receiver, whereat the function thereof is to convey ideas, information and events in a clear and effective manner to the receiver, contributing to convince him of what the sender desires (2005، برغوث). For attainment purpose of such end, the message must be: clear without ambiguity, clarity of purpose, arranged in a logical order with verification of evidences and proofs, appropriate phrases and sentences, and far from controversy and incitement of others, as well (2007، الشوا).

3.7.1.3. Means: It stands for the symbol, the form or the language. They are the means used by the sender to express his own message that he wishes to direct to the receiver. More to the point, ideas and skills are not transmitted on their own, but need a means to express them; hence, there exist many means that the sender can use to convey his message, which means may be verbal: whether spoken, such as: lecture, discussion, seminar; or written, such as: books, notes, letters, publications and reports. Nevertheless, it may be non-verbal, in respect such as pictures, illustrations, and whenever there are a plenty of these messages, it gave the sender the opportunity to choose among them the means that suits the message and the receiver to whom the message is directed (عطية و مهدي، 2003).

3.7.1.4. Receiver: The word receiver stands for the person or group of people who receive and collect attempts to influence and persuasion from the source or sender, or receive the message; nonetheless, this latter may arrive encoded, whereat the receiver translates or decodes such codes, thus the receiver begins to link the code and its meaning, so he understands them in the light of his previous experiences and needs. Further, the more similar the sender's choices pertaining to the

message subject, the more he understands and the more likely the communication process will succeed (1999، الصديقي و بدوي).

3.7.1.5. Echo: Though which it can be possible to recognize the impact of the persuasive communication process on the behaviour of the recipient represented by the electronic consumer, who makes the purchase process and is convinced of what has been presented through the various E-commerce websites.

3.8. Stages of the electronic persuasion communication process: According to “**Herbert Leonberger**”, the persuasion process passes through the following stages:

3.8.1. Stage of realization: It can be attained through browsing the E-commerce websites.

3.8.2. Stage of interest and concern: In this stage, junction points are found between what is offered and what is needed by the user.

3.8.3. Stage of evaluation or weighing: During this specific stage, the customer studies the extent of his purchasing power and what is offered for decision purpose.

3.8.4. Stage of attempt: Endeavouring to bring the views of the electronic seller and the electronic customer closer so as to reach the ground of a common agreement between them by agreeing on all the relevant aspects such as price, warranty, delivery etc.

3.8.5. Stage of adoption: It represents the stage of making the final decision to purchase (the main goal of the electronic seller).

We can glance at that effective value of the persuasive communication message and the diverse persuasive methods that can be used in many fields, in particular those that bring results to various organizations, inclusive of economic and commercial institutions, either in their real or virtual dimension; the fact of which has become a priority and inevitability, as it represents a parallel world in which investment must be conducted at the same pace through which we invest in reality, and even more than that, it must be given full priority through providing all the means in order to attain the achievement of the strategic objectives of the organization by maximizing profit, the fact that comes through the adoption of a persuasive message of high quality and flexibility that changes with the change in the commercial pattern that is electronically used by the organization, which leads us to evoke the issue of the E-commerce and the various patterns thereof, as a field to apply such persuasive attractions.

3.9. Building an effective persuasive communication message:

For the purpose of building a communication message in accordance with an effective persuasive method, it is mandatory to know the characteristics and nature of the electronically targeted audiences; in virtue of which, it has shown indispensable to use more than one way according to each persuasive attitude in order to build the final form of the message. Above and beyond, the construction of the message in this case is subject to two ways, a scientific way and another non-scientific way (2008، حانون).

3.9.1. The scientific way in building a persuasive communication message: It depends on the following principles:

- **Firstly:** Clarity of goals against the implicit deduction thereof (the importance of clarity of the message and drawing conclusions);

- **Secondly:** Presentation through the message of proofs and evidences (legitimizing with factual information and reliable sources);
- **Thirdly:** Presentation of one aspect of the subject or presentation of both aspects (supporter and opponent);
- **Fourthly:** Arrangement of persuasive arguments within the message (logical and sequential order from the strongest to the weakest);
- **Fifthly:** Use of the existing needs and trends (focusing on the receiver needs and goals);
- **Sixthly:** Repetition by diversification and the effect of cumulative presentation (using renewable and attractive ways);
- As for **Seventhly:** The effect of the majority opinion (the more the message agrees with the prevailing opinion the more likely it will be accepted).

3.9.2. The non-scientific way in building a persuasive communication message: It depends on the following principles:

- **Firstly:** Biasness (supporting a specific attitude simply because one of the parties is biased in order to convince the receiver of his opinion);
- **Secondly:** Generalization on a non-scientific basis (such as saying “all the people like this tendency...”);
- **Thirdly:** Quoting paragraphs without accuracy and citing phrases and ideas that do not apply to the message target;
- **Fourthly:** Total reliance on inaccurate literary compositional formulations (manipulation while using words);
- **Fifthly:** Improper exploitation of religious aspects, in respect such as citing verses in order to persuade the receiver;
- As for **Sixthly:** It is related to exaggeration in exhortation and intimidation or exaggeration in focusing on emotional aspects.

4. Persuasion of the receiver through electronic channels:

According to “**Dave Lakhani**”, effective persuasion is based for the most part on learning electronic persuasion, by focusing on how to persuade by relying on Internet techniques; in addition, the use of Internet to persuade the public, either a person or a million people, has become one of the crucial necessities of the current era as a fundamental force in the entire fields of our life. Furthermore, the techniques that the e-marketer relies on, for instance, throughout his websites is the website itself, since the latter has to transfer the image of the founder and the image of the institution on effective basis, of quality and compatibility, as people judge first through the website. In virtue of which, commitment to many points has shown to be mandatory, in respect such as the necessity of speed in loading and navigating the website and finding the desired information throughout the fewest number of clicks possible, abundance of information, joy and clarity of design (images and writing), ease of communication with the website or presentation manager; more and more, it must be highlighted that audio and video files are the two most important weapons in the online persuasion campaign (Lakhani, 2005).

5. Types of the E-commerce:

The spread of the Internet across all parts of the globe has contributed to providing another dimension to E-commerce, as it significantly extended the horizon of exchanges, integrating another factor, namely individuals; the fact of which contributed to the development of other E-commerce types, in respect such as: B2C, C2C, and G2C (Lin, Huang, & Burn, 2007).

Indeed, these various types of E-commerce have contributed to allowing small enterprises to be positioned and not avoid extinction by creating e-markets instead of other markets that are more complex and difficult, thus creating a kind of openness through which such institutions ensure their continuity.

For the purpose of enumerating the classifications and types of the E-commerce, we take from the “Cobel” matrix for the Internet classifications on commercial activities and the information exchange activities:

Figure N°. 01: The Cobel Matrix for the E-commerce Types.

+	Government	Business	Consumer
Government	G2G	G2B	G2C
Business	B2G	B2B	B2C
Consumer	C2G	C2B	C2C

Source: (Bertrand & Piaptie, 2008)

We hereinafter enumerate the E-commerce types in light of the aforementioned matrix (العلاق، 2003):

5.1. The “Government to Government” G2G E-commerce type: It includes transactions among the government agencies to each other, which transactions can include information exchange and coordination among the government agencies. Besides, this matter can take a commercial nature, such as renting containers belonging to the Ministry of Awqaf to other ministries in the country.

5.2. The “Government to Business” G2B E-commerce type: Whereat government uses the Internet to send and receive information to/from business, such as information belonging to the departments of taxation, customs, monetary conditions, and other entities.

5.3. The “Government to Consumer” G2C E-commerce type: It stands for those transactions related to the exchange of information pertaining to the consumer protection, for instance, or the provision of educational or cultural services, from the government to consumers, or for selling purpose of statistics to researchers, or job advertisements and what the issues that come within such context.

5.4. The “Business to Government” B2G E-commerce type: For example, when a business company requests information from the government agencies with regards to licensing conditions to establish projects in certain regions, or when business companies submit their bids in the government tenders.

5.5. The “Business to Business” B2B E-commerce type: For example, when a business uses the network to obtain requests from suppliers and receive invoices and proceed to the settlement thereof. In addition, this type of E-commerce is considered one of the most popular ways of dealing for many years, in particular those used in exchange electronic data all the way through private networks or value added net works. However, the volume of trade exchanges in this commercial type exceeded 85% of the volume of electronic exchanges.

5.6. The “Business to Consumer” B2C E-commerce type: This type is equal to the electronic retailing, whereat the E-commerce type has witnessed huge growth and expansion since the advent of the Web (WWW). In addition, there exist nowadays hundreds or even thousands of E-marketing centres that offer all kinds of goods that can be offered. Moreover, this type of e-commerce refers inaccurately to one of the following issues: Purchasing by auctioning via the Internet, marketing in a Web store that has alike a store in the world of clicks and mortar off the Internet, visiting a site existing on web only, locating something to buy through a newsgroup (use net group), choosing to buy as a result of an advertisement received by the consumer by e-mail or any electronic platform, in respect such as social media. In closing, searching for something via the Internet, then making

order of the same by e-mail or any electronic means of communication, in addition to using a mobile or fixed phone.

The volume of E-commerce exchanges among business companies and consumers does not exceed **15%** of the total volume of global E-commerce exchanges. Nonetheless, this E-commerce type receives approximately **95%** of the coverage of the various media on the E-commerce subject.

5.7. The “Consumer to Government” C2G E-commerce type: It includes the payments made by individuals with regards to taxes or duties for renewing car licenses to the government via the Internet, in addition to applying for jobs announced on government websites and other websites.

5.8. The “Consumer to Business” C2B E-commerce type: It consists in searching for the best products and comparing the prices of different products all the way through browsing the government websites, virtual or online marketplaces, and by entering into online auctions, as well.

5.9. The “Consumer to Consumer” C2C E-commerce type: Among the famous example of this type: the establishment of E-Bay.com Company, a website through which consumers can directly exchange a huge number of goods and services between themselves; which means without any interference from intermediaries, as well as the offers provided by Facebook store or Instagram store, which provides individuals with a free E-commerce space so as to exchange different goods and agree on how to sell, purchase and distribute.

In the light of the facts set out above, we uncover that there are multiple types of E-commerce and information exchange activities that can be practiced via the Internet, although it is difficult to put some transactions in the commercial character, in respect such as the payment of taxes by individuals to governments and such as transactions among the government agencies, which fall within the concept of electronic government.

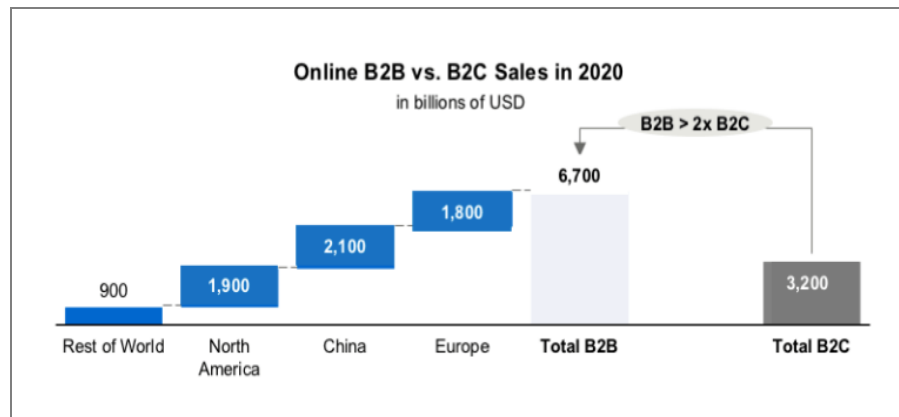
In fact, we can note that most of the attention is directed by developed countries to two types of E-commerce, namely B2B and B2C, transactions between business companies and individuals (**B2C**), whereat the volume of electronic exchanges was estimated at **4927** billion dollars in **2021** out of the total volume of global electronic exchanges estimated at more than Four trillion dollars, whilst transactions between business companies and business companies (**B2B**), they approach **90%** of the total volume of exchanges (Gereffi, 2002).

Table N° (01): Shows the evolution of the E-commerce type (B2C) business number.

	E-commerce type (B2C)		volume of global exchanges
	Year	Billion dollars	Trillion dollars
Volume of the actual electronic E-commerce	2017	2.382	2.3
	2018	2.982	2.8
	2019	3.535	3.3
	2020	4.206	3.9
	2021	4.927	4.5
Volume of the expected commercial exchanges until 2023	2022	5.695	+
	2023	6.542	++

Source : (www.statista.com, 2021) et (www.kinsta.com, 2021)

Figure N°. 02: Comparison of the two most commonly used E-commerce types (**B2B**) and (**B2C**)



Source: (www.openstring.io, 2021)

6. Benefits and advantages of using the E-commerce:

The use of modern technology and a strategic plan based on E-commerce has inevitably a profit-oriented aspect and an advantage that positively benefits the organization and can open the door for investment and development at all possible levels; among those benefits and advantages, we enumerate the following: The E-commerce opens up for shopping without committing to a specific place or given time. Likewise, it allows for global shopping and knowing what is happening in the global market (trade with fake borders). In addition, it facilitates the negotiation process between the buyer and seller, along with talking about everything related to the product in terms of quality, quantity, warranty, supply and after-sales services (Joins, Scherer, & Scheifele, 2003).

More to the point, “Kittipong” has alike talked about the countless desired benefits through relying on the E-commerce, thus he made it direct and indirect, and short-term and long-term, as well (Kittipong, 2008).

6.1. Direct benefits: It has two directions; the first is material whilst the second is through knowing the number of customers; however, both of which are quantitative and measurable, which enables us to know the organization’s position in the E-commerce market.

6.2. Indirect benefits: They are everything that cannot be measured and has an impact on the organization work.

6.3. Short-term benefits: These are the sum of the benefits that can be obtained in the short term, not exceeding months.

6.4. Long-term benefits: They represent the benefits that take a long time to be attained.

7. Characteristics of the E-commerce:

The E-commerce has many distinctive characteristics, on the basis that it is one of the most important innovations in the electronic developments, whereat it has become in the midst of the most important features of the technological phenomenon and the most important forefront of the digital interface at present, either through websites or social media platforms of various types. In virtue of which, we cite some of these characteristics hereunder (Loudon & Loudon, 2002):

7.1. Cost-reduction: It allows the marketing of the product via the Internet at the lowest possible costs, in application of the principle of “achieving the greatest possible return at the lowest possible cost”.

7.2. Beyond the limits of country: The institution delivers, through this feature, an image of its product to the entire parts of the world without borders and without any additional costs.

7.3. Deregulation: There is no need for specific licenses, as was the case previously, which had been subjecting the product to many restrictions, as it has shown to be essential through the E-commerce that makes things easier.

7.4. Ubiquity: Ensuring the feature of being existed everywhere, at all times, and on continuous basis.

7.5. Global reach: The presence of imaginary borders that enable access to all countries of the world with complete ease, through the contents included in the modern technology in the E-commerce field.

7.6. Universal standards: Unification of the global E-commerce standards, which puts all dealers on one level in the field of the E-commerce exchanges.

7.7. Information richness: E-commerce enables access and acquisition of databases through which it is possible to know the trends of customers and the availability of goods that are similar to their products, in addition to the developments of the same product category and the number of competitors in the electronic market.

7.8. Interactivity: Creating such interaction between the seller and the consumer in direct way, which allows for the creation of a communication environment that eradicates many points of misunderstanding and facilitates, subsequently, reaching an agreement ground between the two parties, and hence serving the interests of both parties.

7.9. Information density: It represents a feature that is guaranteed by the Internet. Thus, it is only sufficient for the organization to possess a culture of strategic vigilance so as to be able to choose the information and data of its interest that will help the same developing a specific action plan.

7.10. Personalization: This feature enables the producer and the marketer of the final product to target a specific category, and place well-defined and targeted ads in order to attain that specifically determined category.

8. Difference between E-commerce and traditional commerce:

Talking about the E-commerce and traditional commerce, it was indispensable to search for the most important fundamental differences between them, mainly those appertaining to the methods of communication between the consumer and the seller, in such a manner to clarify the image of those differences between them; in virtue of which, further clarifications in this respect are tabulated hereinafter, as follows:

Table (02): Shows the most important differences between traditional commerce and e-commerce.

Steps of sales circle	Traditional commerce	E-commerce
Find information about a specific product	Stores, ...	Website ...
Order item	Postal letter, form...	E-mail...
Reply to the order	Postal letter, ...	E-mail...
Control price	Catalogue	Electronic brochures...
Control abundance	Phone, fax...	Online Store
Place an order	Printed form	Web page ...
Send/receive the order	Fax, telegram (correspondence)...	E-mail...
Give priority to a specific order	Phone, fax...	On-line database

Monitor availability in stores	Print, phone, ...	Online database...
Prepare the invoice	Printed form	Online database...
Receive the item	Distributor, ...	Depending on the type of item...
Confirm the arrival of the item	Printed form, ...	E-mail...
Send/receive the invoice	Telegram (message)	E-mail...
Payment due	Printed form	Online database...
Make payment	Hand in hand / Messaging	Online database...

Source: (Kosieur, 1997).

9. E-commerce in Algeria:

The population of Algeria, according to the statistics of **2021**, is assessed to approximately **44,616,624** people, among whom about **25,428,159** people use the Internet at the end of **2020**, representing **57%** of the total population, compared to: **50,000** users at the end of **2000**, with an estimated growth rate of: **50756%**. On the other hand, the Facebook platform is used alone by around **25,140,000** users until the beginning of **2021**. In virtue of which, those figures have lots of indications, namely what opens a wide space in the e-commerce field of all kinds (www.internetworldstats.com, 2021). In return, at the beginning of the current year, Algeria ranked **80th** globally in the E-commerce field, whilst it was ranked **109th**; therefore, it advanced with: **29** full ranks, according to the annual report prepared by the United Nations Conference on Trade and Development (“UNCTAD”), of the United Nations, hence ranking the **04th** in Africa, as it became clear, according to the same report, that Algeria is amongst four countries that have witnessed remarkable progress in the world, alongside Brazil, which advanced with 10 positions, Ghana with 20 positions, and the Republic of Laos with 11 positions, which is considered a qualitative leap, particularly in light of the current circumstances that appertain to the Corona pandemic (www.aps.dz, 2021) .

10. RESULTS AND DISCUSSION :

This study has relied, in its practical aspect, on the electronic questionnaire, which was designed for the purpose of collecting the primary data from a random study sample, which was exposed to a group of academic specialists for arbitration. Further, upon making the proposed modification, it was electronically sent through the electronic sales pages and through the e-mails, as well. Subsequently, around 105 electronic questionnaires were answered by those who confirmed that they had made a purchase through the E-commerce websites.

Table (05): Distribution of the sample by gender, age group, familial status and occupational status.

Variable	Category	Frequency	Rate
Gender	Male	77	73,33 %
	Female	28	26,67 %
Age group	Over 35 years old	42	40 %
	From 26 to 35 years old	28	33,33 %
	From 18 to 25 years old	14	26,67 %
Familial status	Single	49	46,67 %
	Married	42	40 %
	(Widower / Divorced)	14	13,33 %
Occupational status	University student	28	26,67 %
	Public sector employee	23	21,90 %
	Merchant	20	19,05 %

	Private sector employee	15	14,29 %
	Day labourer	12	11,43 %
	Unemployed	7	06,67 %

By unpacking the data contained in Table N°. (05), it becomes clear to us that males are the most oriented towards the E-commerce websites compared to females, with the rates of **73%** and **27%**, respectively. With regards to the age group, we find that the most searching rate for the E-commerce websites is the age group over 35 years old, with a rate of **40%**, followed by the age group from 26 to 35 years with a rate of **33%**, and in the end the age group from 18 to 25 years, with an approximate rate of **27%**. As for the familial status, we find a kind of balance between singles and married people, whereat it was registered **46%** for singles and **40%** for married people, whilst **13%** was recorded between widowed and divorced persons, and varying rates were recorded with regards to the occupational status. In virtue of which, most of those surveyed people represent the students category with an approximate rate of **27%**, followed by the public sector employees with an approximate rate of **22%**, merchants with the rate of **19%**, and the private sector employees with the rate of **14%**, whilst day labourers and the unemployed recorded the approximate rates of **11%** and **06%**, respectively.

Table (06): Distribution of the study sample according to the frequency of Internet use and the period of daily use.

Variable	Category	Frequency	Rate
Frequency of the Internet use	On a daily basis	77	73,33 %
	On irregular basis	15	14,29 %
	Rarely	13	12,38 %
Duration of the Internet daily use	Less than one hour	35	33,33 %
	From 02 to 03 hours	28	26,67 %
	From 03 to 04 hours	21	20 %
	More than 05 hours	14	13,33 %
	From 04 to 05 hours	7	06,67 %

In the light of Table N°. (06), we conclude that a very significant number of Internet users are using the same on a daily basis, seeing that the rate is approximately **74%**, whilst **14%** was recorded for those who are irregularly using it and **12%** for those who are rarely using it. With regards to the duration of the daily use, we recorded the following results were recorded: **33%** for those who are using the Internet for less than 01 hour per day were safer than those who were using the Internet for a duration ranging between 02 and 03 hours; thus, an approximate rate of **27%** was recorded, whilst the rate of **20%** was recorded for the duration ranging from 03 to 04 hours, and a rate of **07%** for a duration ranging between 04 and 05 hours. However, for the last group represented by those who are using the Internet for more than 05 hours a day, it took a rate of more than **13%**.

Table (07): Distribution of the study sample according to the used means and the reasons for visiting the websites.

Variable	Category	Frequency	Rate
The means used while navigating over the Internet	Laptop	35	33,33 %
	Mobile phone	98	93,33 %
	Electronic tabs	21	20 %
The reasons of visiting the E-selling websites	Purchasing items	91	86,67 %
	Knowing the prices	63	60 %
	Inquiries about new materials in the market	49	46,67 %
	Just for curiosity satisfaction	28	26,67 %

By unpacking the data contained in Table N°. (07), it becomes clear that **93%** of the sample members use the mobile phone in order to access various electronic sales websites, followed by the laptop computer with a rate of more than **33%**. With regards to the electronic tablets, they have been used by **20%** of the sample members. As for the reasons of browsing the electronic sales websites, they knew varying rates between those who enter in order to directly buy items, whose rate is assessed to **86%** and at the same time knowing prices by **60%**, alongside requesting information about the goods to be electronically sold by **46%**. However, for those who enter only for curiosity, around **27%** were recorded, bearing in mind that the answers were likely to choose more than one answer.

Table (08): Reasons for dissatisfaction with the experience of purchasing through the E-commerce websites.

Reason of dissatisfaction	Frequency	Rate
Poor quality of the product	49	46,67 %
Delayed arrival of the product	44	41,90 %
Provided services are bad	41	39,05 %
Bad presentation method of the product on website	39	37,14 %
Defect in the payment method	36	34,29 %
Received products are not matching with those presented	35	33,33 %
Other reasons	21	20 %

In the light of Table N°. (08), it has shown clear for us that there exist dissatisfaction cases with the purchase process throughout the E-commerce websites, as such dissatisfaction is due, firstly, to the poor quality of the product, whose rate is assessed to approximately **47%** of the total answers. With regards to the second reason, it was represented under in the delayed arrival of the product to the electronic consumer, with a rate assessed to **42%**. As for the bad quality of services, it is assessed to the rate of **41%**, followed by the bad presentation method of the product throughout the E-commerce websites, whose rate is assessed to around **39%**. In return, **36%** was recorded, equally between the presence of a defect in the payment method and the unavailability of necessary information that allow the consumer to contact the electronic seller. In closing, it was only recorded **01%** for the absence of explanation through an audio tape, as the lowest rate recorded among the dissatisfaction reasons, bearing in mind that the choice between these reasons was open and multiple in front of the answerers all the way through the electronic questionnaire.

Table (09): Shows the most important things that draw the electronic consumer attention.

Reason of drawing attention	Frequency	Rate
Product picture	98	93,33 %
Visibility of the price	84	80 %
Ensuring the delivery service	70	66,67 %
Explanation through written text	28	26,67 %
Selling with warranty	28	26,67 %
Providing discounts for the product	28	26,67 %
Providing video on product or service	21	20 %
Existence of communication means with the product presenter	20	19,05 %
Explanation through audio tape	1	0,95 %

By unpacking the data contained in Table N°. (09), we take a clear idea of the most important things that draw the attention of the electronic consumer in the process of selling through the e-shopping websites. Thus, we find that the pictures represent the most important thing that draws the attention for the reasons behind the sample members, with a rate exceeding **93%**, no important than

the feature of making the price being clearly visible, with an estimated rate of: **80%**. With regards to the delivery service, it came in the third position in terms of importance, with a rate assessed to more than **66%**. As for the feature of providing explanation through written text and selling with warranty, as well as providing discounts on the goods, they came in equal importance with an approximate rate of **27%** for each; whilst in the last ranks in terms of importance, they were reserved for the feature of providing a video on the product or service, with the rate assessed to **20%**, and the means of communication with the presenter, with an approximate rate of **19%**. However, for the lowest percentage, it was the reserved for the explanation through an audio tape, with a rate not exceeding **01%**.

Table (10): Shows the consumers' opinions on what should exist while presenting products

Reason	Frequency	Rate
Putting several pictures of the product	105	100 %
Providing multiple payment methods	98	93,33 %
Making a promotional video for the product	91	86,67 %
Ease of communication with the e-marketer	77	73,33 %
Providing warranty on the product	77	73,33 %
Ensuring the product delivery feature	77	73,33 %
Guaranteeing speed in delivering the product	71	67,62 %
Ensuring the matching of the product presented on the website with the one to be received by the consumer	69	65,71 %
Using of a woman while presenting the product (either in photos or videos)	64	60,95 %
Providing explanation through written texts	62	59,05 %
Providing discounts on the product compared to other websites	56	53,33 %
Providing explanation through audio texts	35	33,33 %
Using of a man while presenting the product (either in photos or videos)	14	13,33 %

In the light of Table N°. (10), work has been performed on what is seen by the electronic consumer as more persuasive through the e-marketing websites, so as to adopt the idea of purchasing. Besides, it is noticeable as per the results obtained after unpacking the data that mental attractions are the most persuading, while using the same as a type of attractions; the fact of which is due to the need to provide pictures of the product that took the full share and the sample with the rate of **100%**, the multiplicity of payment methods with an approximate rate of **94%**, the use of a promotional video relating to the product with an approximate rate of **87%**, followed by other means of persuasion representing both the ease of contacting the online marketer, and providing a guarantee on the feature of the product delivery, in equal proportions, with an approximate rate of **73%** for each, being closely followed by the feature of speed in delivering the product with an approximate rate of **68%**. In addition, the feature of matching the product presented on the website with the product that reaches the consumer by more than **65%**. Whereat we note that the eight previous characteristics represent a kind of mental attractions based on numbers, explanations and logical motives in order to adopt the purchasing behaviour. Nonetheless, we note that a weak percentage is given to the emotional attractions, represented by the use of a woman in presenting the product, either in photos or videos, with the assessed rate of **61%** of the sample members, whilst the use of a man for the same purpose took the weakest percentage, which is assessed to **13%**.

11. Conclusion:

In the light of the facts set out above, the e-marketing has become one of the necessities of the business in our reality at present, mainly in light of the growing use of the Internet and the social networking sites in an almost permanent manner and across all parts of the world, seeing that it represents an opportunity to transform the world of the Internet into a self-supported market throughout the promotion of goods and work to increase the profits of commercial and economic institutions in line with their strategic objectives, depending on the various E-commerce patterns, in respect such as **B2B** and **B2C**, the most prevalent amongst these patterns; the fact of which has alike necessitated the adoption of persuasive ways and methods whose objective is to change the consumer behaviour of the various target segments, each according to the persuasive messages that suit him, which would bring the greatest possible benefit, and through the statistics that have been unloaded via the electronic form (the practical side of the study); in virtue of which, we find that most of them fall into the door of rational inclusion all the way through pictures, numbers, explanations and the interpretation attached to the advertisements of the e-marketing websites, the fact of which corresponds to the issues that have theoretically been discussed and the results attained in the practical aspect.

Nevertheless, some indicators that suggest the use of emotional attractions through the use of a woman or a man in creating the electronic advertising material that stirs the instincts, even in a very partial manner, are targeting the subconscious mind of the consumer so as to push him to decide purchasing. Above and beyond, in light of the facts exposed before during the study, and through the practical side thereof, we can enumerate a number of recommendations, as follows:

- We must realize that e-marketing is equal to marketing on the ground or traditional marketing, and we must not forget the basics of the traditional marketing just because we have moved it to the electronic world. Subsequent to which, we must continue to take into account customers, their aspirations and the ways to convince them, the fact of which has shown to be more than necessary.
- Ensuring the effectiveness of e-marketing goes through ensuring the constant interaction with customers, namely throughout social media, so as to know their different opinions and in order to develop the optimal plan to attain their persuasion.
- The necessity of creating contents that attract the receivers through images and information, and very thing that plays a role in drawing their attention throughout showing the product with the best output in line with the aspirations of the customers, and thus pushing them to make a purchase decision after they are persuaded of the persuasive message, either the used method thereof is mental or sympathetic.
- Focusing on the content displayed in advertisements by focusing on what would gain the largest number of customers. Subsequently, the targeted audience must be well taken into account; more to the point, in the event that the electronically marketed goods are directed to athletes, the persuasive method must be adapted accordingly, so that the customer feels that he is the focus of attention by the e-marketer, the fact of which constitutes a psychological motive for the customer to change his behaviour towards purchasing.
- Conducting studies and researches on the persuasive methods in building an electronic marketing message, in particular with the fluctuation and moodiness of the consumer behaviour in light of a highly competitive digital environment.
- The need to rely on specialists in the media and electronic programming and specialists in e-marketing and graphic design, so as to publish advertisements on the E-commerce websites in such a way that they will be of visual and audio quality, and thus working to fully persuade the e-consumer.

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