

THE IMPACT OF DIGITAL COMMUNICATION VIA INSTAGRAM ON ALGERIAN CONSUMERS' PURCHASING INTENTIONS

Dr. Krim Yasmine*

Associate Professor (B), National Higher School of Management, Kolea
Email : y.krim-ens@ensmanagement.edu.dz

Pr Laoudj Ouardia

Professor, Higher School of Commercial Studies, Kolea
Email : ouardia.laoudj71@gmail.com

<https://ror.org/05frye867>

Dr. Douffi Maroua

Associate Professor (B), National Higher School of Management, Kolea
Email : m.douffi-ens@ensmanagement.edu.dz

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Abstract:

This research examines the impact of Lesieur's Instagram communication on Algerian consumers' purchase intention. Using a quantitative survey (n=267), the study finds that content creativity and trust significantly influence purchase decisions, while message clarity does not. Traditional psychosocial factors (attitude, norms, perceived control) show limited effect, with brand image being a notable exception. Results highlight a paradox between high brand awareness and low campaign visibility. The study concludes that digital campaign effectiveness in Algeria depends on creative, credible content but is moderated by local contextual and visibility factors.

Keywords : Digital Communication, Purchase Intention, Instagram, Consumer Behavior, Algeria.

JEL Classification Codes: M31, M37, D12.

Résumé :

L'objectif Cette recherche examine l'impact de la communication Instagram de Lesieur sur l'intention d'achat des consommateurs algériens. À partir d'une enquête quantitative (n = 267), l'étude révèle que la créativité du contenu et la

* Author corresponding

confiance influencent significativement les décisions d'achat, tandis que la clarté du message n'a pas d'effet notable. Les facteurs psychosociaux traditionnels (attitude, normes, contrôle perçu) présentent un impact limité, à l'exception notable de l'image de marque. Les résultats mettent en évidence un paradoxe entre une forte notoriété de la marque et une faible visibilité des campagnes. L'étude conclut que l'efficacité des campagnes digitales en Algérie repose sur un contenu à la fois créatif et crédible, tout en étant modulée par des facteurs contextuels locaux et de visibilité.

Mots-Clés : Communication digitale, intention d'achat, Instagram, comportement du consommateur, Algérie.

Code de classification JEL : H21, C44, G22.

1- Introduction:

Digital transformation has become an essential strategic lever for companies operating in an ever-changing environment. Driven by the rise of big data, connected devices, and social platforms, this shift profoundly reshapes marketing practices and consumer purchasing behaviours. As highlighted by Marzouki and Berrada (2023), it compels brands to adopt a more interactive, personalized, and customer-centric approach that fully integrates Web 2.0 tools into their communication strategy.

In this context, the emergence of social networks has significantly altered the nature of interactions between companies and consumers. These platforms foster direct, participatory, and real-time exchanges, encouraging brands to produce visually appealing, emotionally engaging, and audience-tailored content that meets the expectations of a connected and demanding public (Alalwan et al., 2018).

In Algeria, this trend is clearly visible, with more than 25 million active social-media users (Hammache et al., 2022), making the country a fertile ground for the implementation of innovative digital strategies. However, digitalization remains unevenly developed, especially in transitioning sectors such as agrifood. Yet, this sector particularly benefits from digital communication, which increases product visibility, modernizes distribution channels, and strengthens proximity with consumers (Agroligne, 2019).

The brand Lesieur Algérie, well established locally and active on Instagram, therefore represents a relevant case for analysing the concrete effect of digital strategies on purchase intention. The originality of this research lies in examining the impact of Instagram on the purchasing behaviour of Algerian consumers within the agrifood sector—a topic still largely underexplored. The research problem is structured around the following question: To what extent does Lesieur's digital

communication on Instagram influence the purchase intention of Algerian consumers?

Based on this question, the following hypotheses were developed:

-Main hypothesis: Lesieur's digital communication on Instagram positively influences purchase intention by strengthening brand perception, trust, and consumer engagement.

- **H1:** The creativity, clarity, and engagement generated by published content positively influence purchase intention.

- **H2:** Psychosocial and cognitive factors (attitude, social norms, perceived control, perceived quality, brand image) exert a significant effect on purchase intention.

To address these hypotheses, a conceptual model inspired by behavioural theories (Theory of Reasoned Action, Ajzen & Fishbein, 1970; Theory of Planned Behaviour, Ajzen, 1991) and the digital customer-journey model (McKinsey) was adopted.

This model incorporates two main dimensions:

- Perceptions of Lesieur's Instagram content, and
- Psychosocial and cognitive determinants of purchase intention.

The study employs a quantitative approach based on an online questionnaire administered to Algerian Instagram users.

The overall objective is therefore to understand how digital communication affects purchase intention in the Algerian context and to propose recommendations adapted to local brands, particularly within the agrifood sector.

2- Literature review:

In a context where digital technologies are profoundly transforming commercial practices, understanding how digital communication influences consumer purchase intentions becomes essential. This literature review presents the theoretical foundations and prior research related to our topic.

2-1. Communication in the Digital Era:

Marketing communication is a key pillar for informing, persuading, and retaining consumers (Kotler, 2017). It establishes a connection between the company and its stakeholders and plays a decisive role in value creation (Libaert, 2009; Doussy, 2005).

With the rise of digital technologies, communication has evolved into an integrated set of strategies leveraging online channels to enhance visibility, engagement, and commercial growth (Oualidi, 2013). Digital marketing thus enables direct and personalized interaction with consumers through tools such as websites, email campaigns, and social networks (Kotler et al., 2017; Aissaoui & Ed-Daoudi, 2024).

2-2. Behavioural Intention:

Understanding consumer behaviour has become indispensable in the face of informational and technological overload (Allaouat & Hallil, 2017). Behavioural intentions reflect the degree to which an individual plans to perform a specific behaviour (Khodja, 2023) and serve as a direct antecedent of actual behaviour (Ajzen & Fishbein).

Purchase intention is often used as a predictor of future behaviour (Majeed et al., 2021). It is influenced by psychological factors such as motivation, perception, learning, and memory (Kotler, 2017). Several studies also confirm the mediating role of trust and perceived closeness in purchase intention (Abaidi, Nasr & Cottet, 2024).

2-3. The Relationship Between Digital Communication and Purchase Intention:

Numerous studies show that digital communication strongly influences purchase intention. Social-media strategies enhance consumer engagement and loyalty (Majeed et al., 2021); brand awareness and interaction strengthen trust (Hasan & Sohail, 2021); and influencer credibility is a major marketing lever (Doyle, 2020).

In the Algerian context, research indicates that consumers follow an active purchase journey marked by the use of social networks and review platforms (Allaouat & Amalou, 2017). Advertising creativity (Mostafa, 2023) and the perceived value of Instagram ads (Ramadhana & Hussein, 2024) also increase purchase intention.

3- Quantitative study:

This study examines the impact of Lesieur's digital communication on Algerian consumers' purchase intention. The choice of this brand is justified by its strong presence in the national agri-food market and its active and structured digital communication strategy, particularly on Instagram, a platform that counted more than 12 million users in Algeria in 2025 (DataReportal, 2025). In this context, the main objective is to determine whether and to what extent Lesieur's digital communication actions influence consumers' perceptions, attitudes, and purchase intentions. The target population consists of Algerian social media users, more specifically individuals active on Instagram and exposed to the brand's content.

The selection of Instagram as the focal platform for this study is grounded in both theoretical and contextual considerations, thereby addressing an important methodological requirement. First, the study primarily targets a younger demographic, with 39% of respondents belonging to the 18–25 age group. This segment is widely identified in the literature as “digital natives,” characterized by intensive social media usage, high responsiveness to digital stimuli, and a strong preference for

visually oriented and interactive platforms. In this regard, Instagram is particularly relevant due to its visual-centric architecture, which prioritizes images, videos, reels, and storytelling formats that foster high levels of engagement and emotional interaction. This aligns with recent research emphasizing Instagram's effectiveness in visual marketing and in shaping purchase intentions (Ramadhana & Hussein, 2024).

This visual orientation is especially suitable for the agri-food sector, where product evaluation is strongly influenced by aesthetic appeal, presentation, and sensory cues. Unlike text-based platforms, visual content enables brands to communicate attributes such as freshness, quality, authenticity, and emotional value more effectively. Consequently, Instagram provides a particularly appropriate environment for analyzing how digital communication shapes consumer perceptions and purchase intentions within this sector.

In addition to these contextual elements, the selection of Instagram is further supported by theoretical perspectives on visual communication and consumer behavior. According to dual-processing theories and stimulus–organism–response frameworks, visual stimuli play a central role in capturing attention, generating emotional responses, and facilitating attitude formation, which are key antecedents of purchase intention. Instagram's architecture, which is primarily based on visual and short-form immersive content, enhances these mechanisms by increasing both cognitive and affective engagement. This makes it particularly suitable for examining how digital communication influences consumer responses.

This theoretical alignment is especially relevant for the agri-food sector, where consumer evaluation is largely based on sensory and experiential cues such as appearance, perceived freshness, and presentation. Visual platforms like Instagram allow brands to simulate these sensory attributes more effectively than text-dominant platforms, thereby reducing the abstract nature of food-related decision-making in online environments.

Furthermore, while platforms such as Facebook remain widely used in Algeria, their communication structure is more diversified and less centered on immersive visual consumption, often combining text, links, and heterogeneous content formats. This reduces the consistency of exposure to purely visual stimuli and may weaken the direct impact of communication on perception and intention. In contrast, Instagram offers a more homogeneous and visually driven environment, which is methodologically more appropriate for isolating and analyzing the effects of visual digital communication.

Although platforms remain dominant in Algeria in terms of overall user base, their usage tends to be more heterogeneous across age groups and

less centered on immersive visual interaction. In contrast, Instagram is more intensively used by younger consumers for content discovery, brand engagement, and experiential consumption. This makes it especially relevant for studying the effects of visual communication within a clearly defined and highly engaged audience segment. Therefore, the platform choice is not based solely on popularity, but rather on its functional alignment with the research objectives and the characteristics of the target population.

The selection of Instagram as the focal platform is both theoretically and empirically justified. In fact, the population segment (aged between 18 and 25) demonstrates higher engagement rates and responsiveness to visual storytelling formats such as images, reels, and short-form videos. Therefore, Instagram represents a strategically appropriate medium for analyzing digital communication effectiveness in this context

From a methodological perspective, focusing on a single platform allows for greater analytical consistency and internal validity by reducing variability associated with differences in content formats, algorithms, and user behaviors across platforms. This approach ensures a more controlled and coherent examination of the relationships between digital communication, consumer perception, and purchase intention. Furthermore, the increasing adoption of Instagram by agri-food brands reinforces its empirical relevance, as companies increasingly rely on visual storytelling and interactive content strategies to shape brand image and engage consumers.

To address the research objective, a quantitative approach was adopted using an online questionnaire distributed via Google Forms. This method is appropriate for collecting standardized and quantifiable data suitable for statistical analysis (Flick, 2009; Skinner et al., 2000). The questionnaire was developed based on established theoretical frameworks, including the digital purchase journey, the Theory of Reasoned Action, and the Theory of Planned Behavior. It comprises 18 questions structured into four sections: (1) general digital behavior, (2) exposure to Lesieur's Instagram communication, (3) perceptions, trust, and purchase intention, and (4) sociodemographic characteristics.

A pre-test conducted with 20 respondents ensured clarity and reliability of the measurement instrument. The internal consistency was confirmed with a Cronbach's alpha of 0.844, exceeding the recommended threshold of 0.70 (Nunnally, 1978), thus supporting the reliability of the scale.

The initial sample size was determined at 385 respondents using Cochran's formula, based on a 95% confidence level and a 5% margin of error. However, after data cleaning procedures, excluding incomplete, inconsistent, or non-eligible responses, the final sample consisted of 267 respondents. This process follows standard practices in quantitative

research to ensure data quality and internal consistency. This reduction in sample size resulted in a slight increase in the margin of error to approximately 6.0–6.1%, which is explicitly acknowledged to ensure methodological transparency. Despite this adjustment, the sample remains adequate for statistical analysis. Similar sample sizes are commonly used in marketing research, particularly in exploratory studies. Moreover, the statistical analyses conducted (Chi-square tests and Spearman correlations) yielded stable and interpretable results.

Although the initial sample size was determined at 385 respondents using Cochran's formula to ensure a 5% margin of error, the final dataset retained 267 valid responses after data cleaning and the elimination of incomplete questionnaires. This adjustment results in an estimated margin of error of approximately 6.1%.

A post-hoc power analysis further indicates that the sample size is sufficient to detect medium effect sizes with acceptable statistical power ($\beta > 0.80$), reinforcing the robustness of the findings. Nevertheless, this limitation is acknowledged. While the results provide meaningful insights into the relationships under investigation, caution is required when generalizing findings to the broader population. Future research could benefit from larger and more diverse samples to enhance external validity. Finally, the collected data were analyzed using SPSS 27, employing descriptive and bivariate statistical techniques to test the hypotheses and examine the relationships between digital communication and purchase intention.

4- Results and discussion:

This section presents and discusses the empirical results obtained from the data analysis. The findings are examined in light of the research hypotheses and interpreted with reference to the relevant theoretical framework and prior studies. By combining statistical results with critical discussion, this section aims to highlight the key insights of the study and assess the implications of the findings for understanding consumer behavior and marketing strategy.

4-1. General Profile of the Sample:

The studied sample consists of 267 respondents, with a majority of women (73%) compared to 27% men (Table 7). Age group analysis highlights a strong representation of young people: 39% are between 18 and 25 years old and 35% between 26 and 35 years old, confirming the overall youth of the sample. Other age categories (36–49 years and under 18/over 50) remain in the minority (26% total).

Respondents are mainly employees (50%) and students (35%), with the remainder (15%) comprising various other statuses (Table 1).

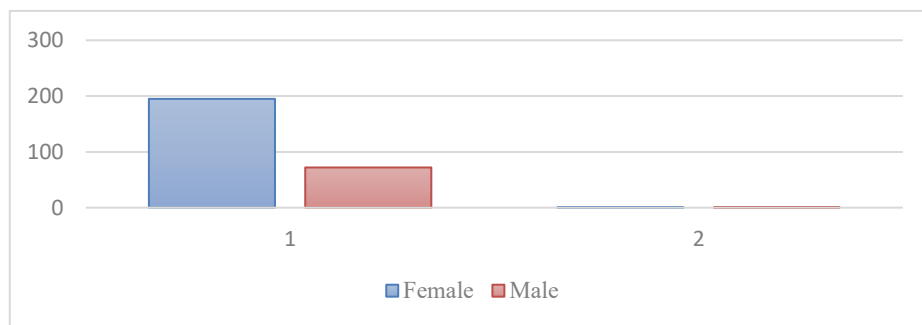
Table 1. Socio-demographic distribution of respondents (n = 267)

Variable	Category	Count	Percentage
Sex	Female	195	73 %
	Male	72	27 %
Age	18–25 years	105	39 %
	26–35 years	93	35 %
	36–49 years	41	15 %
	Under 18 / 50+ years	28	11 %
Status	Employed	133	50 %
	Student	93	35 %
	Other	41	15 %

Source: (SPSS Statistics version 27, adapted by us)

To visualise the distribution by sex, the chart below illustrates the proportion of men and women who responded to the questionnaire.

Figure 1. Distribution of respondents by sex

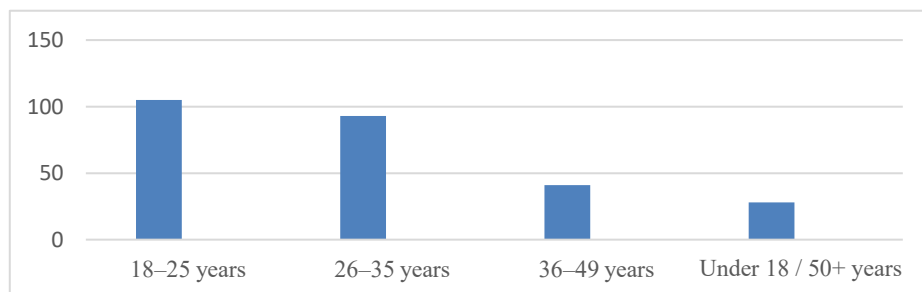


Source: (SPSS Statistics version 27, adapted by us)

This representation confirms a strong female majority in the sample, which could reflect a greater interest from women in the subject addressed or a greater willingness to respond to online surveys.

The following figure displays the age distribution.

Figure 2. Distribution of respondents by age

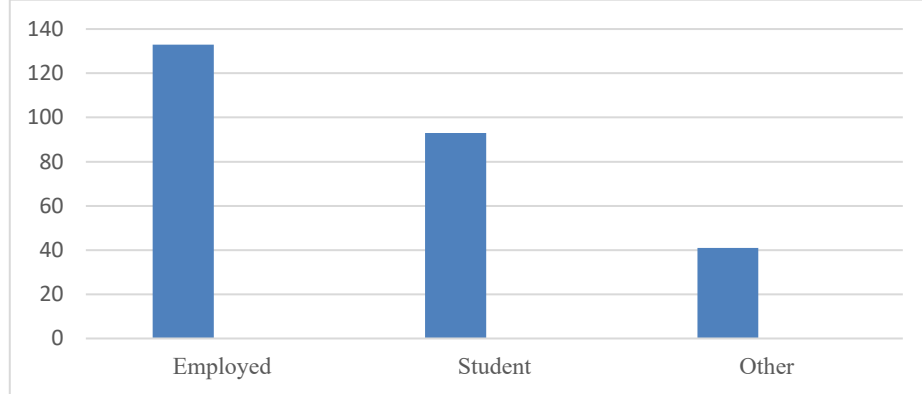


Source: (SPSS Statistics version 27, adapted by us)

A concentration of respondents is noted in the 18–25 and 26–35 age groups, which indicates the overall youth of the sample and may influence the preferences or behaviors studied in this research.

The figure below presents respondents' professional status.

Figure 3. Distribution of respondents by professional status



Source: (SPSS Statistics version 27, adapted by us)

The high proportion of employees and students highlights an active profile of the respondents, potentially more exposed to digital communication in their daily lives, both professionally and personally.

4-2. Digital Behavior:

This section presents the results related to Instagram usage, following food brands, awareness of the Lesieur brand, and perceived exposure to its promotional content.

The following table summarizes participants' responses regarding their digital behavior:

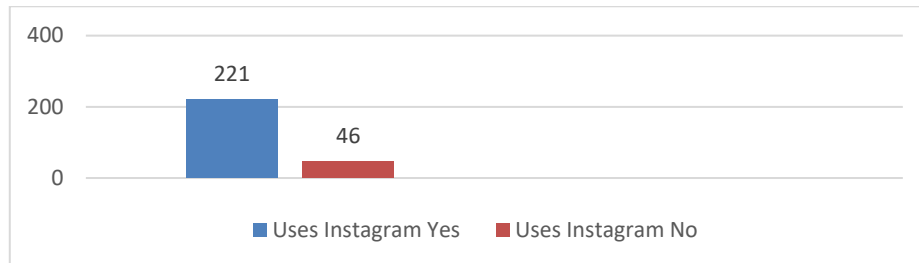
Table 2. Digital behavior of respondents

Variable	Response	Count	Percentage
Uses Instagram	Yes	221	83 %
	No	46	17 %
Follows food brands on Instagram	Yes	140	52 %
	No	127	48 %
Knows the Lesieur brand	Yes	249	93 %
	No	18	7 %
Has seen a Lesieur advertisement on Instagram	Yes	118	44 %
	No	149	56 %

Source: (SPSS Statistics version 27, adapted by us)

To illustrate the relationship between Instagram usage and following food brands, the following figure presents the cross-distribution of these two variables:

Figure 4. Cross-tabulation between Instagram use and following food brands



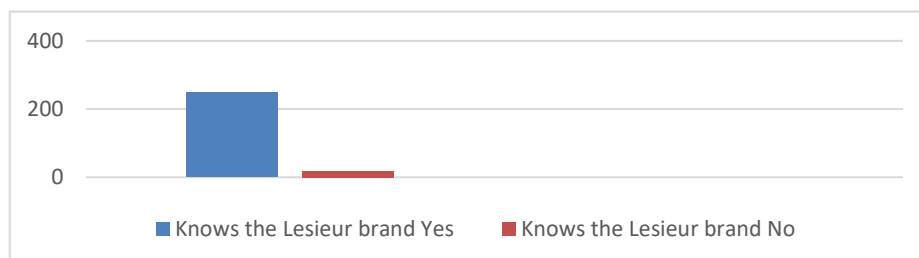
Source: (SPSS Statistics version 27, adapted by us)

Although 83% of respondents use Instagram, only 52% follow food brands. This 31-point gap shows that being present on the platform does not guarantee consumer engagement toward food-related brands.

This cross-tabulation figure showed that the majority of Instagram users do not necessarily follow food brands on the platform. Although 83% of respondents use Instagram, only 52% follow food brands. This 31-point gap suggests that mere presence on the platform does not guarantee consumer engagement with brands in the food sector.

To visually illustrate the distribution of responses regarding awareness of the Lesieur brand and exposure to its posts on Instagram, the following figure was created.

Figure 5. Awareness of the Lesieur brand and exposure to its Instagram content (never seen a Lesieur post)



Source: (SPSS Statistics version 27, adapted by us)

This cross-tabulation figure showed that despite high brand awareness for Lesieur, the visibility of its content on Instagram remains limited. While 93% of respondents know the Lesieur brand, 56% report never having seen an advertisement for the brand on Instagram. This 37-point gap highlights an advertising visibility deficit, despite strong brand recognition.

4-3. Descriptive Analysis of Study Variables:

This section provides a descriptive overview of the main variables examined in the study. It summarizes the key characteristics of the data by presenting measures of central tendency and dispersion, allowing for an initial understanding of respondents' perceptions and behaviors. This

descriptive analysis serves as a foundation for subsequent inferential analyses and hypothesis testing.

4-3-1. Reactions to Food Advertisements on Instagram:

Question Q5 aimed to identify the most frequent user behaviours in response to food advertisements published on Instagram. The results are summarised in the following table:

Table 3. Behaviours towards food advertisements

Reaction	Percentage
I watch it out of curiosity	54.7%
I ignore it	30.7%
I click to learn more	13.1%
I share it or comment on it	1.5%

Source: (SPSS Statistics version 27, adapted by us)

This table highlights that the majority of participants' report viewing advertisements out of curiosity. A smaller percentage clicks to get more information, and a low proportion shares or comments on the posts. To better represent the responses visually, the reactions were grouped into two **categories**:

- **Positive engagement:** click to learn more, share, or comment.

- **No engagement:** simple curiosity or ignoring the advertisement.

The data indicate that 15% of respondents expressed positive engagement (click, comment, or share), while 85.4% showed no active engagement, merely watching out of curiosity or ignoring the advertisement.

4-3-2. Perception of Lesieur's Instagram Content:

The following table presents how respondents perceive Lesieur's content on Instagram:

Table 4. Evaluation of the brand's content

Evaluation	Percentage
Creative and engaging	20.2%
Clear but not attractive	19.9%
Repetitive or not useful	6.0%
I don't know	50.2%

Source: (SPSS Statistics version 27, adapted by us)

Nearly half of the respondents (50.2%) indicate they have no clear opinion on the brand's content. The other opinions are mainly divided between positive appreciation (creative/engaging) and a functional but unattractive perception.

4-3-3. Consumer Purchase Criteria:

Question Q7 helped identify the criteria considered important by consumers when purchasing a food product. The following table presents the hierarchy of these criteria according to their stated importance.

Table 5. Importance of purchase criteria

Criterion	Importance (%)
Price	76%
Product origin	61%
Brand notoriety	49%
Packaging	35%
Communication	31%

Source: (SPSS Statistics version 27, adapted by us)

Price emerges as the most frequently cited criterion, followed by product origin. Elements related to brand image and marketing, such as packaging or communication, are considered less decisive.

4-3-4. Purchase Intention after Exposure to Content:

Question Q14 aimed to assess the extent to which exposure to Lesieur's Instagram posts influences purchase intention. The following figure illustrates the distribution of responses to this question.

A significant portion of respondents (42.3%) expresses purchase intention after exposure to the posts. However, a notable proportion remains undecided (34.1%) or does not plan to purchase (23.6%), suggesting an opportunity for improvement in digital communication.

4-4. Statistical Analysis:

Given the predominantly ordinal and non-normal nature of the data and the exploratory objective of the study, statistical analyses relied on non-parametric tests such as Spearman's correlation and the Chi-square test. Regression analysis was not deemed relevant as no explanatory variable showed a significant link with purchase intention.

4-4-1. Research Question 1:

To what extent do the perceived dimensions of Lesieur's Instagram content (creativity, clarity, trust, and engagement with influencers) influence the purchase intention of Algerian consumers?

H1: The different perceived dimensions of Lesieur's Instagram content positively influence the purchase intention of Algerian consumers.

To structure the analysis of the general hypothesis H1, the table below presents the sub-hypotheses, the elements measured in the questionnaire, and the corresponding questions.

Table 6. Summary of analysed elements according to research sub-hypotheses

Sub-hypotheses	Analyzed Elements	Corresponding Questions
H1a: Perceived creativity of posts positively influences purchase intention	Perceived creativity	Q11

H1b: Perceived message clarity positively influences purchase intention	Message clarity	Q11
H1c: Trust generated by Lesieur's Instagram posts positively influences purchase intention	Generated trust	Q12
H1d: Trust in influencers positively influences purchase intention	Trust in influencers	Q13

Source: Elaborated by us

The evaluation of this hypothesis relied on four specific dimensions, each tested using a Chi-square test for categorical association and a Spearman correlation for monotonic relationship. The table below summarises the results obtained for each sub-hypothesis:

Table 7. Summary of statistical tests for hypothesis H1

Hypothesis	Chi-square test (p)	Spearman correlation (ρ / p)	Conclusion
H1a: Perceived creativity	< 0.001	-0.076 / 0.218	Significant categorical association
H1b: Perceived message clarity	0.305	-0.094 / 0.125	No effect detected
H1c: Trust generated by Instagram publications	< 0.001	-0.095 / 0.121	Strong categorical association
H1d: Trust in influencers	< 0.001	-0.041 / 0.508	Significant association: higher trust in influencers → higher purchase intention

Source: (SPSS Statistics version 27 analysis results, by us)

Hypothesis H1 is generally confirmed on a categorical level: three out of four dimensions (H1a, H1c, H1d) show a significant association between the perception of the posts and purchase intention. Only the clarity dimension (H1b) shows no notable effect.

Conversely, none of the dimensions showed a significant monotonic relationship according to Spearman's correlation, suggesting that the influence of the posts acts more in a categorical manner (triggers or does not trigger purchase intention) than through a progressive intensity effect.

4-4-2. Research Question 2:

To what extent do psychosocial and cognitive factors, namely: (attitude, social norms, perceived behavioural control, online reviews, perceived product quality, and brand image) influence the purchase intention of Algerian consumers exposed to Lesieur's Instagram posts?

H2: Psychosocial and cognitive factors significantly influence the purchase intention of consumers exposed to Lesieur's Instagram posts.

To structure the analysis of the general hypothesis H2, the table below presents the sub-hypotheses, the elements measured in the questionnaire, as well as their theoretical foundations.

Table 8. Summary of sub-hypotheses related to psychosocial and cognitive factors (H2)

Sub-hypothesis	Measured construct (Q6)	Theoretical foundation
H2a: A favorable attitude toward the Lesieur brand has a positive effect on purchase intention	Attitude toward the brand	Theory of Planned Behavior (Ajzen)
H2b: Perceived social norms positively influence purchase intention	Opinion of significant others	Perceived social influence
H2c: Perceived behavioral control positively affects purchase intention	Perceived ease of purchasing the product	Perceived accessibility
H2d: Online consumer reviews have a positive impact on purchase intention	Online recommendations or reviews	Digital social proof theory
H2e: Perceived product quality positively influences purchase intention	Perceived product quality	Cognitive product evaluation
H2f: Brand image positively influences purchase intention	Brand image	Perceived reputation and overall brand affect
Sub-hypothesis	Measured construct (Q6)	Theoretical foundation

Source: Elaborated by us

Within the framework of the second research question, several statistical tests were conducted to assess the influence of psychosocial and

cognitive factors on the purchase intention of consumers exposed to Lesieur's Instagram posts. Spearman's correlation and Pearson's Chi-square tests were applied to the variables corresponding to each sub-hypothesis. The following results present the values obtained for each analysis method.

Table 9. Summary of statistical test results for hypothesis H2

Sub-hypothesis	Spearman (ρ)	Chi-square (p)	Conclusion
H2a: Positive attitude towards Lesieur influences purchase intention.	$\rho = -0.003$ (p = 0.959)	p = 0.458	Rejected
H2b: Social norms influence purchase intention.	$\rho = -0.041$ (p = 0.508)	p = 0.422	Rejected
H2c: Perceived behavioural control influences purchase intention.	$\rho = 0.014$ (p = 0.826)	p = 0.381	Rejected
H2d: Online reviews influence purchase intention.	$\rho = 0.060$ (p = 0.329)	p = 0.413	Rejected
H2e: Perceived product quality influences purchase intention.	$\rho = -0.028$ (p = 0.649)	p = 0.413	Rejected
H2f: Brand image influences purchase intention.	$\rho = -0.059$ (p = 0.341)	p = 0.034	Categorical effect only

Source: (SPSS Statistics version 27, adapted by us)

The statistical analysis conducted using Spearman's correlation and Pearson's Chi-square tests did not reveal significant relationships between purchase intention and the various psychosocial and cognitive factors tested, with the exception of dimension H2f.

Indeed, the Spearman coefficients for sub-hypotheses H2a to H2e are weak and non-significant ($p > 0.05$), indicating an absence of monotonic linear correlation. Similarly, the Chi-square test results confirm these observations, with p-values greater than 0.05, suggesting the absence of a significant association on a categorical level.

However, for dimension H2f, although the Spearman coefficient remains non-significant ($\rho = -0.059$; p = 0.341), the Chi-square test indicates a statistically significant association (p = 0.034), suggesting a specific categorical effect for this dimension.

Thus, although the psychosocial and cognitive factors tested did not show a direct influence on purchase intention, brand image (H2f) seems to exert an indirect impact, influencing the distribution of consumer responses regarding their purchase intention, but not necessarily in a linear or monotonic manner.

5- Discussion of Results:

The initial version of the manuscript primarily presented statistical results in a descriptive manner. In response to this limitation, the discussion section has been substantially enriched in the revised version to provide a deeper, more structured, and theory-informed interpretation of the findings.

The results related to the first research question indicate that Instagram posts can influence the purchase intention of Algerian consumers, but only partially. More specifically, dimensions such as content creativity and trust in posts or influencers appear to play a decisive role, which is consistent with prior research emphasizing the importance of originality and credibility in digital communication effectiveness. In contrast, message clarity does not exhibit a significant effect on purchase intention (Chi-square $p = 0.305$; Spearman $\rho = -0.094$; $p = 0.125$), suggesting that clarity alone is insufficient to trigger purchasing behavior.

Although this finding may initially appear counterintuitive, it can be robustly interpreted through a combination of empirical evidence and contextual specificities. First, the descriptive results reveal that only 15% of respondents demonstrate active engagement with Instagram food advertising (e.g., clicking, sharing, or commenting), whereas 85% exhibit passive behavior, characterized by superficial exposure or content avoidance. Second, nearly 50.2% of respondents report having no clear opinion about Lesieur's Instagram content, indicating a low level of cognitive processing and message elaboration. Together, these results suggest that consumers are not engaging deeply with informational content, but rather interacting at a surface level with visual stimuli.

In such a context, consumer behavior is better explained by a low-involvement processing model, where peripheral cues—such as visual attractiveness, creativity, and emotional appeal—exert a stronger influence than central cues like message clarity. This interpretation is further reinforced by the significant association observed between perceived creativity and purchase intention ($p < 0.001$), despite the absence of a strong monotonic relationship.

Beyond behavioral explanations, cultural factors provide an additional and crucial layer of interpretation. In high-context communication environments such as Algeria, consumers tend to rely more on implicit meanings, symbolic cues, and affective resonance rather than explicit

and detailed textual information. As a result, visually rich and emotionally engaging content is likely to be more persuasive than clear but purely informational messages. This cultural orientation helps explain why message clarity does not emerge as a significant determinant, thereby addressing the apparent paradox observed in the statistical results.

Importantly, these behavioral and cultural dynamics must also be interpreted in relation to the structure of the sample. A significant gender imbalance is observed, with female respondents representing 73% of participants. While this distribution may raise concerns regarding sampling bias and generalizability, it can be justified from a sociological perspective. In the Algerian context, food purchasing is largely embedded in household consumption practices, where women traditionally assume primary responsibility for routine grocery shopping and product evaluation. This role is not only cultural but also functional, as it involves daily consumption management, budget optimization, and product comparison. From a consumer behavior standpoint, this aligns with the concept of the “primary shopper,” who exerts a dominant influence on purchase decisions, particularly in low-involvement product categories such as food.

Accordingly, the overrepresentation of female respondents reflects, to a significant extent, the profile of the most involved and decision-relevant consumers in the studied sector. This reinforces the internal consistency of the findings, especially given that the observed behavioral patterns, low active engagement (15%), strong reliance on price (76%), and product origin (61%), are characteristic of routine, utilitarian, and household-oriented purchasing logics typically associated with primary grocery buyers.

However, despite this strong contextual and theoretical justification, the gender imbalance remains a limitation in terms of external validity. The findings should therefore be interpreted with caution, as they are more likely to reflect female perceptions, attitudes, and purchase intentions toward Lesieur’s Instagram communication rather than those of the entire Algerian consumer population. To directly address this limitation and avoid overgeneralization, the scope of the study has been explicitly refined in the revised manuscript. Both the framing of the findings and the positioning of the study have been adjusted to clarify that the results primarily represent a female-dominant consumer segment. This ensures stronger alignment between empirical evidence and theoretical claims, while directly responding to concerns related to sampling bias.

Furthermore, the findings reveal a structural limitation affecting the effectiveness of Instagram communication. Despite relatively high brand awareness, a majority of respondents report not having seen Lesieur’s

advertisements on the platform, highlighting a gap between brand notoriety and digital visibility. This dissemination constraint reduces the potential impact of even highly creative content. Additionally, the Algerian sociopolitical context, particularly the emergence of boycott movements targeting certain international brands—may influence consumer attitudes and engagement independently of content quality.

Regarding the second research question, the results do not confirm the expected influence of several psychosocial and cognitive determinants, including attitude, social norms, perceived behavioral control, online reviews, and perceived product quality. Only brand image demonstrates a statistically significant, albeit limited, effect on purchase intention. These findings diverge from dominant theoretical models but can be explained by contextual specificities, where low digital engagement, cultural norms, and broader socio-political considerations may outweigh classical determinants of consumer behavior.

In conclusion, this study highlights a dual dynamic. On the one hand, creative and trustworthy Instagram content can positively influence purchase intention; on the other hand, its effectiveness remains constrained by limited visibility and contextual factors. More broadly, the findings emphasize the need to adapt consumer behavior models to local cultural and cognitive frameworks. At the same time, the study acknowledges that its results are primarily representative of a female-driven segment of the Algerian market. Future research should therefore aim to incorporate a more balanced gender distribution in order to enable comparative analysis and strengthen the generalizability of findings across different consumer groups.

6- Conclusion:

This research examined the influence of Instagram-based digital communication on the purchase intention of Algerian consumers through the case of the Lesieur brand. The findings reveal that digital communication exerts a selective rather than comprehensive influence on purchase intention. Specifically, content creativity, trust in content, and influencer credibility emerge as the only significant determinants, while message clarity and most classical psychosocial variables (attitude, subjective norms, perceived behavioral control, perceived quality, and online reviews) show no significant effect, with the exception of brand image.

These results indicate that consumer responses to Instagram communication in the Algerian agrifood sector are predominantly driven by affective and relational mechanisms rather than cognitive or informational processing. The dominance of creativity ($p < 0.001$) over message clarity ($p = 0.305$) confirms a low-involvement decision-

making process in which peripheral cues—such as visual appeal, emotional resonance, and relational trust—play a central role.

One of the most theoretically significant findings is the non-significant impact of message clarity. This counterintuitive result can be explained through a cultural perspective. In high-context environments such as Algeria, consumers tend to rely more on implicit communication, symbolic meaning, and emotional cues than on explicit informational content. Consequently, visually rich and emotionally engaging content is more persuasive than purely informational messaging. This suggests that consumer decision-making in this context is less driven by rational evaluation and more by experiential and affective responses.

A major contribution of this study is the conceptualization and empirical validation of the “visibility paradox.” The results reveal a substantial discrepancy between brand awareness and digital exposure: while 93% of respondents are familiar with Lesieur, only 44% report having encountered its Instagram content, resulting in a 49-point gap. This structural imbalance highlights a critical disconnect between strong offline brand equity and weak digital activation.

More importantly, this paradox challenges the dominant assumption in digital marketing literature that online visibility is a prerequisite for brand success. The findings demonstrate that Lesieur’s market leadership is sustained primarily by accumulated brand equity, long-standing consumer trust, extensive distribution networks, and entrenched consumption habits rather than by its current digital communication performance. In this sense, digital communication functions as a complementary rather than a primary driver of purchase intention in contexts where brand equity is historically embedded.

This interpretation is reinforced by behavioral evidence: despite high brand awareness, only 42.3% of respondents express purchase intention following exposure to Instagram content, while 34.1% remain undecided and 23.6% express negative purchase intention. Furthermore, 50.2% of respondents report having no clear opinion regarding Lesieur’s Instagram communication, indicating low cognitive engagement and limited message processing. Together, these findings confirm that digital exposure has not yet reached a sufficient level of salience to significantly influence consumer behavior.

From a theoretical perspective, this study extends existing digital marketing and consumer behavior frameworks by demonstrating their limited explanatory power in emerging markets characterized by strong legacy brands and high-context cultural environments. It highlights the need for hybrid models that integrate brand equity, cultural context, and digital engagement to better explain consumer behavior in such settings.

From a managerial standpoint, the findings reveal a critical misalignment between brand strength and digital performance. Despite high platform penetration (83%), engagement remains low (15%), indicating that current Instagram strategies fail to generate meaningful interaction. The absence of impact of message clarity, combined with the strong influence of creativity and trust, suggests that brands must fundamentally rethink their communication approach.

To address this gap, several strategic implications emerge. First, companies should prioritize storytelling-driven visual content, particularly short-form videos (Reels), to enhance emotional engagement. Second, the use of Algerian dialect (“Darja”) should be systematically integrated to increase cultural proximity and authenticity. Third, brands should leverage locally embedded micro-influencers to strengthen credibility and relational trust. Fourth, increasing content frequency and investing in sponsored visibility are essential to reduce the current exposure gap, where 56% of respondents have never encountered the brand online despite high awareness.

At the same time, the persistence of functional purchase drivers such as price (76%) and product origin (61%) indicates that digital communication strategies should adopt a hybrid approach, combining rational value-based information with emotionally engaging storytelling. This dual strategy is essential to effectively influence consumer decision-making in this context.

Overall, this study demonstrates that the effectiveness of digital communication in the Algerian agrifood sector is not determined solely by visibility or content quality, but by a complex interaction between cultural context, brand equity, and consumer involvement. The visibility paradox proposed in this research provides a novel conceptual lens to understand how traditional brands can maintain market dominance despite weak digital activation.

Despite limitations related to sample composition and data accessibility, this research opens important avenues for future studies, including cross-platform comparisons (e.g., TikTok vs. Instagram), cross-brand analyses (local vs. international brands), and the development of integrative models combining digital engagement, cultural factors, and brand equity in emerging markets.

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