Digital Consumer Interest and Online Purchasing Behavior: Evidence from Ouedkniss Search Trends

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Abstract:

This research paper examines digital customer interest on Ouedkniss, a leading e-commerce platform in Algeria. Using a case study methodology, the research analyses the search terms used by internet users to explore specific information or products and evaluates the resulting outcomes. Results reveal that searches on Ouedkniss are primarily driven by new product launches, particularly automobiles and smartphones, rather than traditional or general market searches. From a marketing perspective, these findings demonstrate that sellers and advertisers can anticipate consumer attention by promoting products immediately upon market launch, as search activity (a proxy for purchase intent) intensifies during this period.

Keywords: Digital consumer behaviour; Consumer Interest; Google Trends; Search Query; Ouedkniss.
Jel Classification Codes: M31, O3

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1. INTRODUCTION

Not long ago, studies related to consumer behaviour and consumers were characterised by certain difficulties and faced many obstacles, as consumers were individuals who had been the subject of many studies, including social, psychological, anthropological and biological studies, until research reached the fields of economics and technology. Previous studies may not have been able to monitor their diverse, overlapping, and sometimes complex behaviours to a certain extent. However, with the changes in life and the individual's entry into the world of information technology, their coexistence with modern technology, and their intensive use of digital devices, the latter has been able to remove the restrictions and obstacles that stood in the way of understanding his behaviour and interpreting his various actions and behaviours. It has easily penetrated his private life and attempted to share his interests. As soon as he clicks on the button to search for information that is useful to him in his working day, electronic devices are able to identify his identity, his concerns and preferences, and worked to satisfy them by providing various offers until he found himself unable to make decisions due to the multitude of choices available to him.

Quite simply, the digital environment has, to a certain extent, been able to understand consumer behaviour, and with the availability of devices that are becoming smarter by the day, marketing opportunities are increasing at a tremendous rate and can only be seized by understanding the actual consumer. This study focuses on Ouedkniss, the largest online marketplace in Algeria, using Google Trends data to map digital consumer interest through search activity. In this context, our study answers the following main question: ***How does digital consumer search activity on the Ouedkniss platform reflect evolving consumer interests and potential purchasing intentions in the Algerian e-commerce market?***

In this research paper, we want to address the primary research issue of how digital customer interest and search behavior in the Ouedkniss marketplace are reflected in online product and information searches. The study focuses on digital consumer behavior within the larger framework of

new forms of consumption and digital marketing in order to accomplish this goal. Understanding consumers' online search behavior offers important insights into their preferences, information needs, and purchase intentions because they are the primary players in the shopping process. To better understand the dynamics of digital consumer interest and online search behaviour, this study examines consumer search patterns on the Ouedkniss platform. The research objectives, based on the given question, are as follows :

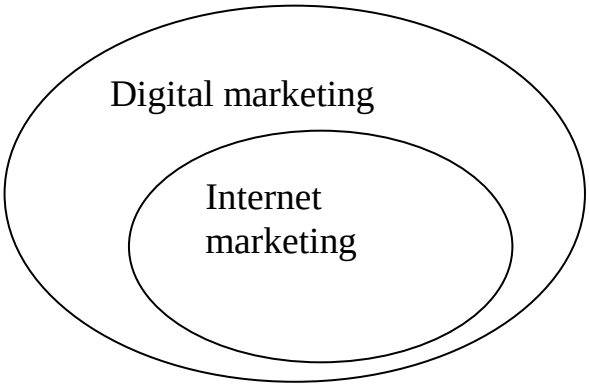
1. To analyze the temporal evolution of consumer search interest in Ouedkniss.
2. To examine seasonal patterns and fluctuations in search interest over time.
3. To identify the dominant search topics and product categories associated with the platform.
4. To detect emerging consumer interests from Rising Queries as indicators of shifting market demand.

2. Literature review

2.1 Concept of digital marketing

Digital marketing is defined as: "A set of marketing activities carried out by an organisation through digital channels (such as websites, email, social media, mobile phones and internet-connected televisions)." (Scheid et al., 2019) . Digital marketing is defined as: "a field for achieving marketing objectives through digital technology, such as computers, electronic tablets, mobile phones, and other platforms..." (Chaffey Dave, 2014). Online marketing is part of digital marketing and is defined as: "A set of activities carried out by an organisation via the internet, characterised by the presence of a web network, email and FTP file transfer protocol.".

Fig. 1. Digital marketing and its relationship to internet marketing



Source: (Scheid et al., 2019)

It is only natural that concepts change rapidly due to developments in modern technology, but applications remain more important than terminology. From the above definitions, it is clear that the overall objectives and expected outcomes of this technology are of greater importance than the means used to achieve them. and, conversely, its final results are much more important than its tools. This is evident in the attempt to achieve marketing objectives, which are represented by (the image of the institution, customer preferences, survival and continuity, sales, market share, etc.).

Digital marketing therefore manages the organisation's presence through a range of digital tools and platforms, such as websites, search engines, social networks, mobile applications, email, etc.

2.2 Definition of digital consumer behaviour

Behaviour is defined as a set of actions performed by an individual, meaning that it is an action or reaction resulting from certain stimuli. Consumer behaviour is defined as: "Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires"(McCarthy, 2016).

Martin refers to consumer behaviour as the endpoint of a series of actions that take place within the consumer, and that these actions represent needs, perceptions, motivations, intelligence and memory.

Digital consumer behaviour is defined as: "a consumer who makes purchases online, which means that they are primarily an internet user" (Chaffey Dave, 2014).

According to a study conducted by Forrester, there are four categories of digital consumers (Vernette, 2016): the first category, referred to as pioneer internet users, is mainly made up of well-educated, well-off urban males who regularly buy books, software, and digital information goods; many also use online banking services (60%) and engage in stock market activities (36%). The second category, known as the "next generation," consists of consumers who mostly buy goods from entertainment websites and spend comparatively little time online. Those who presently avoid online buying because of worries about electronic security, specifically with regard to payment methods and the protection of personal data, fall into the third category, prospective customers. Lastly, there is a continued opposition to the adoption of e-commerce, as evidenced by the 40% of internet users who are shopping holdouts and do not plan to make any purchases online in the near future.

2.3 Search Patterns Across the Consumer Journey

Query length increases from 2.84 to 4.89 words and brand mentions rise from 15.2% to 71.3% as consumers move from awareness to retention stages, indicating that search specificity tightens as purchase intent solidifies (Muslim, 2025). Analysis of 127,543 search sessions identified five distinct consumer segments whose search behaviors vary significantly across the customer journey (Muslim, 2025). Consumers at different stages of the decision journey tend to assume different levels of mental construal, generating textual search queries that use more abstract or concrete language depending on their mindset (Humphreys et al., 2020). Search queries offer useful clues to marketers about consumers' stage in the decision journey, enabling adaptive rather than uniform responses (Humphreys et al., 2020).

According to earlier research, before making a purchase, internet shoppers typically conduct a thorough information search, however the extent of the search varies significantly depending on the product category.

Before making a purchase, consumers typically conduct 14 searches for durable goods like digital cameras, underscoring the significance of information gathering in high-involvement purchasing choices (Bronnenberg et al., 2016). On the other hand, during an active purchase period, consumers usually visit a small number of websites for commodity products, averaging only 1.2 book sites, 1.3 music CD sites, and 1.8 trip websites per month (Johnson et al., 2004). Similar to this, Amazon search activity for camcorders is typically limited to 10–15 options, indicating that customers seldom consider all of their options before making a choice (Kim et al., 2010).

Website features and user experience also have an impact on how effective online searches are. The significance of enabling information exploration throughout the decision-making process is demonstrated by the fact that search refinement tools, such as filters and sorting choices, motivate customers to perform around 34% more searches while boosting the utility of the purchased product by roughly 18% (Chen & Yao, 2017). Additionally, compared to less active consumers, more active online buyers typically explore across more websites, indicating more market research and information gathering before making a purchase (Johnson et al., 2004).

Research has identified significant behavioral changes during the search process that go beyond search intensity. Customers frequently define their preferences early and then follow very steady search routes, as seen by the fact that initial search activity is strongly predictive of the features of the camera finally purchased (Bronnenberg et al., 2016). It's interesting to note that the product that is ultimately chosen is typically encountered for the first time at the conclusion of the search sequence, indicating that customers continue to consider options before finalizing their choice (Bronnenberg et al., 2016). Additionally, for the majority of product categories, search tendency seems to remain consistent over time, however some markets have shown some slight evidence of temporal fluctuation (Johnson et al., 2004).

2.4 Predicting Purchases From Search Traffic

Although search traffic may not be a reliable indicator of actual

purchases for new products, when traffic just reflects growing interest, it is a particularly good predictor of sales for consumer durable goods (Jun & Park, 2016). Depending on the price and frequency of purchases, search traffic can be a strong predictor of purchases even for nondurable products (Jun & Park, 2016). Sales are better predicted by PC searches than by mobile searches (Jun & Park, 2016). Purchase frequency is increased by information search behavior, particularly when it is simple and convenient. This impact is fueled by clicking on product reviews as well as device modality (Orimoloye, 2022).

Numerous social, psychological, and cognitive elements impact consumer information search. Online information search has been found to be favorably influenced by cognitive involvement, suggesting that consumers who think a purchase decision is essential are more inclined to look for more information before making a decision. On the other hand, search behavior does not seem to be significantly impacted by affective involvement. Additionally, limited-quantity scarcity weakens the positive correlation between cognitive involvement and online information search, indicating that consumers may be less inclined to conduct comprehensive information searches when they perceive scarcity (Guo et al., 2023). The main factors influencing information search behavior through both online and offline channels include uncertainty, customer knowledge, perceived risk, price, past experience, and product engagement, according to a thorough analysis of the literature (Haridasan et al., 2021).

It has long been acknowledged that one of the most powerful motivators for continuous information search is product involvement. Even after making an initial purchase choice, consumers with high levels of participation are more inclined to keep looking. It's interesting to note that this ongoing search is driven more by hedonistic and recreational interests than by strictly utilitarian or informational needs, suggesting that information search frequently accomplishes goals beyond making quick purchases (Bloch et al., 1986). According to this viewpoint, online search should be seen as an essential component of consumers' larger learning process, allowing them to find products, read reviews, evaluate options, and

increase their market knowledge, rather than just as a transactional activity (Humphreys et al., 2020).

The multichannel character of consumer information search is also highlighted by recent studies. Customers usually use a variety of digital channels, such as social media sites, online review communities, and shopping websites, to support their decision-making process rather than depending just on one source of information (Guo et al., 2023). Additionally, webrooming—the act of looking up product details online before making a buy in a physical store—remains a common consumer practice. Both individual consumer traits and channel-related factors have a considerable impact on the desire to engage in webrooming, underscoring the increasingly integrated interaction between online information search and offline purchasing actions (Aw et al., 2020).

3. Research Methodology

3.1 Data collection

To investigate the interests of digital customers and search behavior, this study employs a quantitative case study methodology. The analysis is based on Google Trends data (*Google Trends*, n.d.) related to the Ouedkniss website for the period from July 1, 2025, to July 1, 2026.

There is a gap between search and actual purchase, even though search behavior offers insightful information about consumer interest and consideration sets. The "interest" and "desire" stages are represented by search, but the "action" stage is not confirmed, according to the Hierarchy of Effects model of Lavidge & Steiner (Wisker et al., 2019). Therefore, rather than using direct measurements of transaction behavior, this study uses search queries as proxies for purchase intention.

3.2 Data analysis

A content analysis was conducted to identify the main subjects that attract customer attention. Furthermore, descriptive statistics (by calculating central tendency and dispersion) were computed using IBM SPSS Statistics version 27 to assess the fluctuations in search interest over time.

3.3 Study scope

Ouedkniss is Algeria's online marketplace or C to C platform, where

people buy and sell almost anything thru classified ads. It is like a digital marketplace for the Algerian community, attracting more than 800,000 visitors daily, most of whom are from Algeria itself, making it one of the leading platforms in the country (*Ouedkniss*, n.d.). Ouedkniss was founded by five young entrepreneurs from Algiers, driven by local markets, to connect buyers and sellers online. The site contains several categories such as real estate, buying and renting cars, clothing, advanced technological products, sports equipment, and various services.

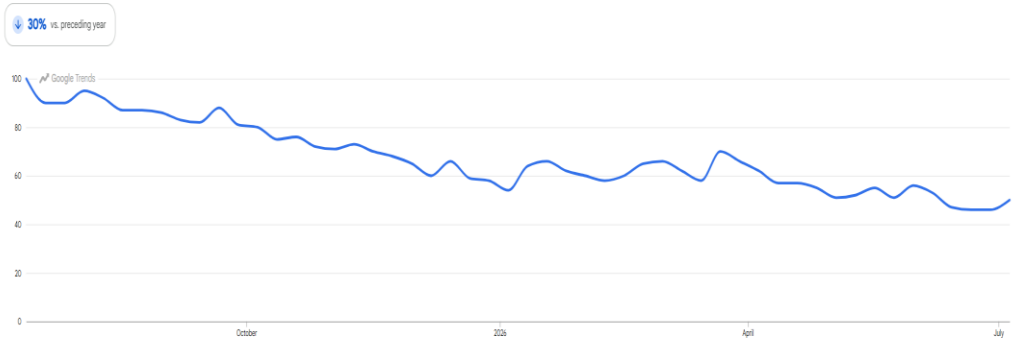
4. Results and Discussion

To address the research objective, the following findings are organised around these axes: the temporal evolution of Google search interest, the analysis of Top Queries to identify the most frequently searched topics, descriptive statistics of search activity, and the analysis of Rising Queries to uncover emerging consumer interests and market trends.

4.1 Evolution of search interest for Ouedkniss platform

Figure 2 shows the evolution of Google search interest for Ouedkniss in Algeria during the last year (from July 2025 to July 2026). The results displays a general declining trend throughout the study period. At the beginning of the period, the search index reached its maximum value (around 100), indicating the highest level of customer interest. Subsequently, the index progressively dropped, hovering between 50 and 70 during the latter portion of the year.

Fig. 2. Interest over time for Ouedkniss (July 2025 – July 2026)



Source: Google Trends

This pattern demonstrates that although Ouedkniss continues to receive great public attention, consumer search interest has declined over time.

Despite the overall fall, the time series reveals occasional transient rises in search interest, particularly around October and March–April. These peaks suggest short-term spikes in consumer attention that may be related with: seasonal shopping behavior, promotional campaigns, introduction of new products, economic events, or changes in customer demand. Because these gains are transient, they do not alter the overall decreasing tendency.

4.2 Search Queries Anlaysis

The analysis of Google Trends Top Queries suggests that vehicle-related queries dominate consumer interest in Ouedkniss (Figure 3).

Fig. 3. Top 10 queries (July 2025 – July 2026)

	Query	Search interest	Change
1	auto ouedkniss		-20%
2	ouedkniss auto		-10%
3	voiture ouedkniss		-8%
4	ouedkniss voiture		-6%
5	ouedkniss picanto		-10%
6	ouedkniss polo		-20%
7	picanto ouedkniss		-10%
8	offre d'emploi ouedkniss		-10%
9	polo ouedkniss		-30%
10	ouedkniss offre d'emploi		-10%

Source: Google Trends

To classify and analyze the dominant topics reflected in search queries, a content analysis was conducted from a list of 50 search queries recorded within the studied period, and the results are shown in the table below:

Table 1. Content Analysis results

Theme	Queries frenquency	%
Automotive "vehicles"	44	88%
Employment "emploi"	3	6%
Real estate "immobilier"	2	4%
Ambiguous/unclear "oud"	1	2%

Source: Elaborated by the authors based on manual content analysis

From Table 1, the results indicate that forty-four of the fifty most frequently searched questions are linked with autos. This research reveals that Ouedkniss is largely considered by Algerian consumers as an online marketplace for autos. In contrast, employment-related searches account for only three of the fifty most common questions, demonstrating that job hunting constitutes a secondary usage of the platform. Furthermore, all top inquiries demonstrate negative growth rates compared with the preceding period, indicating a fall in search activity despite maintaining high levels of relative popularity.

Fig. 4. Keyword Frequency Word Cloud for Ouedkniss Search Queries



Source: (*Jason Davies Word Cloud*, n.d.)

A word cloud created from the most popular Google search terms associated with Ouedkniss is shown in Figure 4. Each term's magnitude is proportionate to its relative frequency, emphasizing the most popular themes that users search for. The platform's significant brand recognition among Algerian Internet users is seen in the visualization's overwhelming dominance of the keywords *Ouedkniss* and its Arabic counterpart (واد كنيس). Many of the most popular phrases are related to the automotive industry, including both general terms like *Ouedkniss Auto* and *Voiture Ouedkniss* and particular car models like *Picanto*, *Golf 7*, *Clio 5*, *Mercedes*, and *Tiguan*. Focused consumer interest in the automobile market is indicated by the frequency of model-specific searches, which imply that many consumers perform targeted information searches for specific vehicles rather than broad browsing. Overall, the word cloud supports the findings of the content analysis, which revealed that 88% of the top search queries were connected to vehicles, thus confirming that cars constitute the primary category of consumer attention on Ouedkniss.

To provide an overall characterisation of digital consumer search interest on the Ouedkniss platform, descriptive statistics were computed, and the results are presented in the table below:

Table 2. Descriptive statistics

			Statistics	Standard Error
Search interest	**Mean**		16,52	3,202
	95% Confidence Interval for the Mean	**Lower Bound**	10,09	
		Upper Bound	22,95	
	Median		7,00	
	Variance		512,500	
	Standard Deviation		22,638	
	Skewness		2,755	,337
	Kurtosis		7,392	,662

Source : SPSS V27' output

The descriptive statistics presented in Table 2 indicate substantial variability in Google search interest across the 50 most frequent Ouedkniss-related queries. The average search interest was 16.52, while the median was considerably lower (7.00), suggesting that most search queries attracted relatively low interest and that only a few highly popular queries increased the overall average. This observation is reinforced by the high standard deviation (22.64) and variance (512.50), which reveal a wide dispersion in search interest values. Furthermore, the distribution is characterized by strong positive skewness (2.755) and high kurtosis (7.392), indicating a non-normal, highly concentrated distribution with a long right tail and several extreme values.

To better evaluate the relative variability of search interest, the coefficient of variation (CV) was calculated (formula 1) from data in Table 2:

$$\boldsymbol{CV = \left(Standard\ Deviation \frac{1}{Mean}\right) x\ 100} \quad \textbf{(1)}$$

$$\boldsymbol{CV = (22,63/16,52)\ x\ 100 = 137,0\ \%}$$

The resulting value of approximately 123.4% indicates very high volatility, demonstrating that search interest changed substantially throughout the observation period. The results of this statistical analysis complement both the time series analysis and the content analysis. Where it indicates that users show a strong, albeit intermittent, interest in specific products and market opportunities offered by the Ouedkniss platform.

The Ouedkniss-related rising queries in Algeria during the past year are shown in Figure 5. In contrast to the Top Queries, these results emphasise fresh market trends and consumer interests by representing the phrases that saw the biggest increase in search frequency over the prior period.

Fig. 5. Rising queries (July 2025 – July 2026)

	Query	Search interest	Change
1	iphone 17 pro max ouedkniss		BREAKOUT
2	livan x3 pro ouedkniss		+2,100%
3	tharu ouedkniss		+800%
4	t roc 2025 ouedkniss		+350%
5	ouedkniss t roc 2025		+350%
6	geely coolray ouedkniss		+350%
7	kx1 ouedkniss		+250%
8	ouedkniss com		+150%
9	ouedkniss doblo 2025		+130%
10	doblo 2025 ouedkniss		+130%

Source: Google Trends

The query "*iPhone 17 Pro Max Ouedkniss*" shows the most impressive result and is marked as Breakout. A Breakout designation in Google Trends denotes a more than 5,000% rise in search volume, indicating an extraordinarily quick spike in customer interest. This indicates that a significant amount of public interest was produced by the announcement or release of Apple's newest smartphone, with many Algerian consumers using Ouedkniss to look up prices, availability, or used deals.

Consumer goods, especially cars, also account for the majority of the remaining quickly expanding searches. Consumer interest in recently released or popular car models is growing, as seen by searches like "*Livan X3 Pro Ouedkniss*" (+2,100%), "*Tharu Ouedkniss*" (+800%), "*Geely Coolray Ouedkniss*" (+350%), "*KX1 Ouedkniss*" (+250%), and "*Doblo 2025 Ouedkniss*" (+130%). Similarly, the emergence of "*T-Roc 2025*

Ouedkniss" (+350%) suggests that searches are shifting away from earlier models and toward the newest models.

4.3 Discussion and managerial implications

Overall, the results showed that consumer interest in the Ouedkniss platform remains highly volatile and responsive to market events. The observed temporary increases in the time series are likely linked to seasonal buying behavior, promotional campaigns, or the launch of new products, particularly in the automotive sector, which dominates the analysis of the most important searches. Therefore, the results indicate that the interest of digital consumers in the Ouedkniss platform is event-driven and not static, reflecting the evolution of consumer preferences and purchasing intentions in the Algerian e-commerce market.

These findings reveal also that the recent growth in Ouedkniss searches is primarily driven by new product launches, especially smartphones and automobiles, rather than by traditional or generic marketplace searches. When compared with the Top Queries analysis, an important distinction emerges. While the Top Queries demonstrate that automobiles continue to dominate the platform in terms of overall search volume, the Rising Queries indicate that consumer attention is increasingly shifting toward newly released vehicle models and recently launched electronic devices. This pattern suggests that Ouedkniss remains highly responsive to market innovations and consumer demand for newly available products.

From a marketing perspective, these results indicate that sellers and advertisers can maximise visibility by promoting recently launched products shortly after their market launch, as consumer search activity intensifies during these periods. The dominance of automotive and technology-related searches also reinforces Ouedkniss's position as one of Algeria's principal online marketplaces for high-value consumer goods.

5. CONCLUSION

Consumer behavior is the focus of ongoing studies and research, constantly shaping attitudes. It's a perfectly natural behavior, perfectly suited to digital life. In the past, people browsed newspapers to learn about what was happening near them, in their surroundings and their reality. Now, with the click of a button, they can access global news and everything that interests them at a glance. Humans have always been influenced by their environment and have, in turn, influenced it. Studies consistently demonstrate that these influences are not solely internal. Even if a person isolates themselves and withdraws into themselves, technology will remain present in their life. They must either live and adapt or perish, even if their time has not yet come.

This study investigated digital consumer interest and search behavior using Google Trends data related to the Ouedkniss platform during the period from July 2025 to July 2026. The findings reveal that although Ouedkniss remains one of Algeria's leading online marketplaces, public search interest followed an overall declining trend throughout the study period. Nevertheless, temporary increases in search activity were observed during specific months, indicating that consumer attention is strongly influenced by seasonal factors, promotional events, and the introduction of new products.

From a managerial perspective, the findings provide valuable insights for sellers, advertisers, and marketplace managers. Businesses operating on Ouedkniss should align their marketing campaigns with periods of increased consumer attention and prioritize the promotion of newly launched products, particularly in the automotive and consumer electronics sectors.

Finally, the findings contribute to the growing literature on digital consumer behavior while providing practical recommendations for improving marketing strategies and decision-making in Algeria's rapidly evolving e-commerce environment.

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