

The impact of Digital Marketing through Social Media Platforms on Showcasing Algerian Cultural Heritage: A Field Study on a Sample of Algerian Social Media Users

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Abstract

This study aimed to examine the impact of digital marketing through social media platforms on showcasing Algerian cultural heritage from the perspective of its users. It relied on a field study conducted on a purposive sample of Algerian digital platform users, consisting of 200 valid respondents, analyzed using the Statistical Package for the Social Sciences (SPSS). The study concluded that digital marketing through social media platforms has a statistically significant effect on the promotion of Algerian cultural heritage from the users' perspective.

Keywords:

Digital Marketing;
Social Media Platforms;
Algerian Cultural Heritage.

JEL Classification Codes: M31; L82; Z11.

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1. INTRODUCTION

Digital marketing through social media platforms represents one of the most significant developments in contemporary marketing, due to its vast capabilities for disseminating information, enhancing interaction, and building a comprehensive mental image of products and services, including cultural heritage. In the Algerian context, this significance takes on a particular dimension given the richness and diversity of the country's cultural heritage, alongside challenges related to weak traditional promotion and external attempts to appropriate some of its tangible and intangible elements.

The utilization of social media in this context has become a strategic tool to highlight Algerian cultural heritage both locally and internationally, by enabling cultural and tourism institutions as well as digital content creators to reach a broad audience in a more effective and cost-efficient manner, while promoting interaction and community participation in preserving cultural identity and transmitting it to future generations. Accordingly, studying the impact of digital marketing in this field represents a scientific approach to understanding modern mechanisms for shaping the mental image of cultural heritage and enhancing its status at both national and international levels.

1.1 The question of the study:

In light of the rapid digital transformations taking place globally, social media platforms have emerged as one of the most significant modern marketing tools, offering vast potential to reach target audiences through innovative and interactive means. Algerian cultural heritage, both tangible and intangible, represents a cornerstone of national identity and reflects the country's historical and civilizational diversity. However, challenges related to its promotion and preservation remain

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present. With the increasing use of digital media, it has become essential to examine the extent to which digital marketing through these platforms can showcase this heritage and raise public awareness, both locally and internationally, of its value and significance, the following research question can be posed:

To what extent does digital marketing via social media contribute to showcasing Algerian cultural heritage?

1.2 Hypothesis:

Based on the foregoing and relying on the posed problem, The primary hypothesis of the study is:

- Digital marketing via social media has a statistically significant effect at the 5% significance level in showcasing Algerian cultural heritage from the perspective of Algerian social media users.

This main hypothesis is further divided into three subsidiary hypotheses:

- Digital marketing via social media has a statistically significant effect at the 5% significance level in showcasing tangible Algerian cultural heritage from the perspective of Algerian digital platform users.
- Digital marketing via social media has a statistically significant effect at the 5% significance level in showcasing intangible Algerian cultural heritage from the perspective of Algerian digital platform users.

1.3 Study Objectives:

This study is designed to accomplish the following specific objectives:

- Explore the fundamental concepts of digital marketing and Algerian cultural heritage;

- Examine the current state of Algerian cultural heritage;
- Assess the impact of digital marketing via social media on showcasing Algerian cultural heritage.

1.4 The importance of the study:

This study aims to raise awareness among digital content creators, cultural institutions, and private stakeholders in Algeria's cultural heritage sector about the importance of digital marketing as an effective tool for highlighting Algerian cultural identity, promoting cultural heritage, creating a positive mental image, and contributing to its protection from appropriation.

1.5 Methodology:

This study employs a descriptive and analytical methodology. The descriptive approach is used to understand key concepts related to digital marketing and cultural heritage, while the analytical approach is applied to examine the study's objectives and draw conclusions.

2. Background of the study:

2.1 Digital Marketing:

Digital marketing has seen widespread adoption due to the variety of digital media available for promoting products and services. It has transformed business operations and consumer behavior, prompting institutions to adopt digital business strategies and modern technology effectively, balancing tangible assets with digital tools while focusing on customer satisfaction and enriching user experiences.

2.1.1. Definition of Digital Marketing:

Digital marketing is defined as "marketing products or services through various digital technologies and channels,

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encompassing all forms of marketing conducted online and extending to other digital forms that do not require the Internet" (Onobrakpeya & Mac-Attama, 2017, p. 17). It is also described as "a marketing strategy that uses digital communications to transmit brand messages to a wide network of customers" (Hawkins & Mothersbaugh, 2010, p. 246), and as "the use of digital media, including the Internet and interactive channels (social media), to develop marketing processes by engaging with customers to attract new clients, retain existing ones, build brand image, enhance it, and increase sales" (Al-Hakim & Al-hamami, 2017, p. 194).

Social media platforms are defined as "all websites and applications connected to the Internet that allow users to create personal accounts, visible either publicly or to selected individuals, providing communication services and information exchange through multimedia such as audio, video, images, or text" (Hussayn Melkaoui, 2017, p. 38). Digital content creators are "individuals who produce high-quality, shareable content that appears on social media profiles. They create unique content for platforms such as YouTube, TikTok, Instagram, blogs, and more, connecting the brand or its physical entity to a potential audience" (Shehayeb, 2023, p. 3).

2.1.2. Objectives of Digital Marketing:

These can be summarized as follows: (Meshry & Boudjallal, 2022, pp. 8,9)

- Promote e-tourism as a new window for cultural and tourism promotion;
- Attract new tourists strategically using advanced IT;

- Reduce marketing costs for tourism and cultural sectors;
- Disseminate images and videos on social media, providing tourists with information to enhance their mental perception of destinations;
- Facilitate easy booking and planning for tourists;
- Maximize potential customer acquisition;
- Provide innovative promotional tourism programs..

2.1.3. Types of Social Media Platforms:

The Types of Social Media Platforms can be summarized as follows:

- a. **Social Networking Sites:** Used for marketing, sales, public relations, or customer service, allowing interactive engagement rather than one-way communication (Moshar, 2014, p. 6).
- b. **Blogs:** Online journals focused on specific topics, including text, images, videos, and audio, with links to other blogs. Examples include LiveJournal, Blogger, ExpressionEngine, OpenDiary, TypePad.
- c. **Wikis:** Collaborative online encyclopedias editable by authorized users, serving as open-source references, e.g., Wikipedia, Wikispace, Wetpaint, Wikimedia.
- d. **Microblogging:** Short-form content publishing (Web 2.0) allowing rapid dissemination of news or updates to followers via computers and mobile applications (Ghorab, 2021, pp. 75- 77).

2.2 Algerian Cultural Heritage:

Cultural heritage symbolizes the continuity of societies and intergenerational communication, serving as a fundamental component of identity. It encompasses all expressions of human creativity and achievements reflecting a people's history and civilization.

2.2.1. Definition of Cultural Heritage:

Cultural heritage refers to "the expression of customs, traditions, practices, and human creations prevalent in a country that distinguish it from others, representing the living memory of individuals and society" (Boubekar, 2020, p. 14). According to Law No. 98-04, it includes all immovable and movable cultural properties, whether public or privately owned, as well as intangible cultural elements resulting from social interactions and creative practices through the ages (Official Gazette, 1998).

Cultural heritage also encompasses inherited knowledge, noble traditions, and enduring values capable of survival through time, despite developments in material aspects left by humans (Mohammed Sayed, 2009, p. 111).

2.2.2. Elements and Foundations of Cultural Heritage:

Its Elements and Foundations are as follows:

a. Elements of Cultural Heritage:

➤ Tangible Heritage: Includes:

- **Immovable:** Monuments, complexes of buildings, and sites of historical or aesthetic value.
- **Movable:** Artifacts, sculptures, artworks, manuscripts, ancient books, furniture, musical instruments, and

collectibles (The Supreme Commission for Tourism of Saudi Arabia, 2008, p. 3).

➤ **Intangible Heritage:** Practices, expressions, knowledge, and skills recognized by communities as part of their cultural heritage (United Nations Educational, Scientific and Cultural Organization (UNESCO), 2013, p. 27), including: (Harzeli, 2022, p. 23)

- Oral traditions and languages;
- Performing arts;
- Social practices, rituals, and festive events;
- Knowledge of nature and the universe;
- Traditional crafts.

b. Foundations for Cultural Heritage Tourism: Target markets for cultural heritage rely on factors such as the nature, location, accessibility, sensitivity, potential for development, and economic value of the heritage (The Supreme Commission for Tourism of Saudi Arabia, 2008, p. 3).

2.2.3. Reality of Algerian Cultural Heritage:

Algerian heritage shows a combination of stable and evolving elements; Islamic architecture, for instance, remains confined to historical monuments, while modern urban planning often lacks aesthetic and cultural references. Traditional crafts have shifted from functional daily use to decorative and national identity purposes; Folkloric arts, once tied to spiritual or martial functions, now serve entertainment and collective memory. Religion, a significant heritage component, has also transformed

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in its social manifestations (Maazi & Hadj Mohammed, 2024, pp. 10, 11).

2.2.4. Contribution of Digital Marketing via Social Media to Showcasing Algerian Cultural Heritage:

In recent years, social media platforms and content creators have increasingly promoted and protected Algerian cultural heritage, especially intangible heritage vulnerable to external appropriation. Pages such as "The Algerian Empire: History and Culture" document heritage elements, expose threats, and educate the public. These initiatives have led to official protections, such as registering the M'boud and Qaftan Al-Qadi with UNESCO, and highlighting the origins of Algerian Zellige in historical sites.

Social media not only exposes cultural theft but also raises public awareness, strengthens identity, and encourages global engagement. In the post-digital era, these platforms influence cultural decision-making and are considered by organizations like UNESCO. Authorities and institutions are encouraged to support content creators as first-line defenders of Algerian cultural identity (Mnesser, 2023).

3. Methods and Matrials

3.1 The Empirical Methodology:

3.1.1 Study Population and Sample:

The research population consists of Algerian social media users who follow digital content promoting Algerian cultural heritage. A purposive sample of 200 individuals was selected, during the period from May 17, 2025, to September 1, 2025.

3.1.2 Study Tool:

Based on the study's objectives, variables, and proposed model, a special questionnaire was designed as a tool to collect primary data from the sample, consisting of two sections:

- **The first section:** Pertains to Digital Marketing and includes 8 statements.
- **The second section:** Contains statements related to the dimensions of the Cultural Heritage, consisting of 8 statements.

3.1.3 Statistical Methods:

- **Cronbach's Alpha:** Cronbach's Alpha was used to test the reliability of the study instrument.
- **Descriptive Statistics:** including statistical measures and standard deviations, were utilized to characterize the study sample data .
- **Simple Linear Regression:** was utilized to test the main and sub-hypotheses by evaluating the effect of the independent variable on the dependent variable.

3.1.4 Validity and Reliability of the Study Tool:

Table 1. Internal Consistency Reliability Coefficients for the Study Variables Using Cronbach's Alpha

Study Variables	Cronbach's Alpha
Digital Marketing	0,749
Tangible Cultural Heritage	0,825
Intangible Cultural Heritage	0,684
Total for Cultural Heritage Variable	0,855

Source: Prepared by SPSS outputs

Table No. (1) indicates that the reliability coefficients for

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the dimensions of the study variables range from (0.68) to (0.85).

Therefore, all coefficients are above the acceptable minimum of 60%, indicating the validity and reliability of the study questionnaire, which confirms its accuracy and suitability for analyzing results and addressing the study's questions and testing its hypotheses.

3.1.5 Descriptive Analysis of the Study Sample Responses:

Table 2. Arithmetic Means and Standard Deviations for the Study Variables

Study Variables	Arithmetic Mean	Standard Deviation	Trend
Digital Marketing	3.3700	1.04333	Agree
Tangible Cultural Heritage	4.1300	0.96319	Agree
Intangible Cultural Heritage	4.1000	0.75688	Agree

Source: Prepared by the researchers based on SPSS

The results from Table No. (2) show a high level of agreement among respondents regarding the statements on the independent variable related to digital marketing, as reflected by the overall weighted mean of 3.3700. The standard deviation (1.04333) indicates a convergence of respondents' opinions.

Similarly, respondents' attitudes reveal a positive impact of digital marketing via social media platforms on the promotion of Algerian cultural heritage. This is evident from the high mean values for the dependent variable and its two sub-dimensions (tangible and intangible cultural heritage), which were (4.1300) and (4.1000) respectively. The relatively low standard deviations (0.96319 and 0.75688) indicate consistent responses among

participants regarding the dimensions of Algerian cultural heritage.

3.2 Results and discussion:

3.2.1 Testing the main hypothesis of the study:

Table 3. Simple Linear Regression Analysis of the Effect of Digital Marketing via Social Media on the Promotion of Algerian Cultural Heritage

Model	Sum of Squares	Degrees of Freedom	Mean Square	F	Sig
Regression	78,429	1	78,429	813,686	0.000
Residual	19,085	198	0,096		
Total	97,514	199	-		
A= 0,916		B= 0,879	R= 0,879	R ² = ,0804	

Source: Prepared by the researchers based on SPSS outputs

The regression equation for the relationship between the dependent variable (cultural heritage, Y) and the explanatory variable (digital marketing, X) is as follows:

$$\text{Algerian Cultural Heritage} = 0.897 + 0.916 (\text{Digital Marketing via Social Media})$$

The results indicate a significant correlation between the study variables, with a correlation coefficient of 0.897 and an coefficient of determination (R^2) of 0.804. This implies that 80.4% of the variance in cultural heritage is explained by changes in digital marketing. The F-value of 813.686 at a significance level of 0.000 confirms the statistical significance of the regression model. Based on this, we accept the main hypothesis stating that "**Digital marketing via social media has a statistically significant effect at the 5% significance level in showcasing Algerian cultural heritage from the perspective**

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of Algerian social media users".

3.2.2 Testing the sub-hypotheses of the study:

Table 4. Simple Linear Regression Analysis of the Effect of Digital Marketing via Social Media on Tangible Algerian Cultural Heritage

Independent Variable: Digital Marketing	B1	Calculated T-value	Table T-value	Sig	Correlation Coefficient R	Explanation Coefficient R ²
Dependent Variable: Tangible Cultural Heritage	0,882	26,376	1.98	0,000	0,882	0,778

Source: Prepared by the researchers based on SPSS outputs

The B1 coefficient (0.882) indicates that a one-unit change in digital marketing results in a 0.882-unit change in tangible cultural heritage. The correlation coefficient ($R = 0.882$) demonstrates a strong positive relationship. the coefficient of determination ($R^2 = 0.778$) implies that 77.8% of the variance in tangible cultural heritage is explained by digital marketing. The t-value (26.376) exceeds the critical value (1.98), and the significance level (0.000) confirms the impact.

Thus, we accept the hypothesis stating that **"Digital marketing via social media has a statistically significant effect at the 5% significance level in showcasing tangible Algerian cultural heritage from the perspective of Algerian digital platform users"**.

Table 05. Simple Linear Regression Analysis of the Effect of Digital Marketing via Social Media on Intangible Algerian Cultural Heritage

Independent Variable: Digital Marketing	B1	Calculated T-value	Table T-value	Sig	Correlation Coefficient R	Explanation Coefficient R ²
Dependent Variable: Intangible Cultural Heritage	0,705	14,003	1.98	0,000	0,705	0,498

Source: Prepared by the researchers based on SPSS outputs

The B1 coefficient (0.705) indicates that a one-unit change in digital marketing results in a 0.705-unit change in intangible cultural heritage. The correlation coefficient ($R = 0.705$) shows a strong relationship. The coefficient of determination ($R^2 = 0.498$) suggests that 49.8% of the variance in intangible cultural heritage is explained by digital marketing. The t-value (14.003) exceeds the critical value (1.98), and the significance level (0.000) confirms the effect.

Thus, we accept the hypothesis stating that **"Digital marketing via social media has a statistically significant effect at the 5% significance level in showcasing intangible Algerian cultural heritage from the perspective of Algerian digital platform users"**.

4. CONCLUSION

The study examined the impact of digital marketing via social media on the promotion of Algerian cultural heritage from the perspective of its users. The analysis relied on a field study sample of Algerian social media users who follow digital content creators promoting Algerian cultural heritage. Using SPSS V23

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for statistical analysis, the study yielded the following results and suggestions:

Results:

The study concluded the following results:

- Digital marketing via social media has a statistically significant effect at the 5% significance level on promoting Algerian cultural heritage.
- Digital marketing via social media has a statistically significant effect at the 5% significance level in showcasing tangible Algerian cultural heritage from the perspective of Algerian digital platform users.
- Digital marketing via social media has a statistically significant effect at the 5% significance level in showcasing intangible Algerian cultural heritage from the perspective of Algerian digital platform users.
- Displaying cultural heritage on social media enhances awareness and strengthens its presence in the minds of users.
- Digital content creators play a pivotal role in influencing audience perceptions and directing attention to cultural tourist destinations and heritage elements.
- The credibility of content creators and their cultural tourism experiences within Algeria builds trust among followers, increasing their interest in exploring national heritage.
- Investment in social media and collaboration with content creators generates broad engagement and media buzz around Algerian cultural heritage, enhancing its image and stimulating cultural tourism.
- Digital marketing shapes a positive mental image of

Algerian cultural heritage by raising awareness and fostering an emotional connection between content creators and their audience.

- Digital marketing provides an important platform to showcase Algerian culture and heritage both locally and internationally, expanding global interest.
- Algerian digital content creators contribute effectively to protecting cultural heritage from appropriation or misattribution by documenting and widely disseminating it digitally..

Suggestions:

The following suggestions can be derived:

- Strengthen partnerships between cultural authorities, tourism institutions, and influential digital content creators to unify efforts in promoting Algerian cultural heritage.
- Develop a national digital cultural marketing strategy with clear objectives, target groups, and precise performance measurement mechanisms.
- Enhance human capacities by organizing training programs for content creators to produce professional content that respects the authenticity of Algerian heritage.
- Establish official digital platforms supervised by cultural institutions to display heritage and coordinate with content creators for broader reach and credibility.
- Encourage investment in cultural digital content through material and logistical incentives for influencers and institutions active in digital cultural and tourism marketing.
- Develop precise digital marketing performance measurement tools to assess the impact of campaigns on

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audience awareness and perception of Algerian heritage.

- Promote international collaboration with global organizations such as UNESCO to organize joint digital marketing campaigns supporting Algerian heritage worldwide.
- Engage the Algerian diaspora by establishing cooperation mechanisms via social media to disseminate and promote heritage on a wide scale.

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6. Appendices

The questionnaire used in the study is available at the following link:

https://docs.google.com/forms/d/1Ef6dD_SdHFs5O_OnN0VRhnL2yXhBboZnxAZ7pBvoswo/preview