

Linguistic and Visual Factors Contributing to the E-Commerce Boom in Algeria: The Example of Jumia

العوامل اللغوية والمرئية المساهمة في ازدهار التجارة الإلكترونية في الجزائر: جوميا
نموذجاً

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Abstract

With the advent of neuromarketing, business practises have undergone a revolution, particularly in the e-commerce realm. This progression's hallmark is the art of persuasion e-traders use to convince target consumers on the web. In Algeria, the shift towards e-marketing gained impetus following the Covid-19 pandemic. The market has span to the online trading arena leading to strong competition on the part of e-traders. The gist of this descriptive study is to determine how Jumia e-traders, one of the leading e-commerce companies in Algeria, draw in clients and encourage them to make bigger transactions in light of neuromarketing research on the impact of language and imagery. The analysis shows Jumia's reliance on harnessing the magic of language and images to resonate with its customers and attract more of them.

Keywords: language and images; neuromarketing; e-commerce; e-marketing; Algerian Jumia.

ملخص

مع ظهور التسويق العصبي، شهدت الممارسات التجارية ثورة، وخاصة في مجال التجارة الإلكترونية. السمة المميزة لهذا التقدم هي فن الإقناع الذي يستخدمه التجار الإلكترونيون لكسب ثقة المستهلكين المستهدفين على الويب. في الجزائر، اكتسب التحول نحو التسويق الإلكتروني زخماً بعد جائحة كوفيد-19، وامتدت السوق إلى ساحة التداول عبر الإنترنت مما أدى إلى منافسة قوية من جانب التجار الإلكترونيين. يكمن جوهر هذه الدراسة الوصفية في تحديد كيفية قيام تجار جوميا الإلكترونيون، إحدى شركات التجارة الإلكترونية الرائدة في الجزائر، بجذب العملاء وتشجيعهم على إجراء معاملات أكبر في ضوء أبحاث التسويق العصبي حول تأثير اللغة والصور. يوضح التحليل اعتماد جوميا على الاستفادة من سحر اللغة والصور لإحداث صدى لدى عملائها واستقطاب المزيد منهم.

الكلمات المفتاحية: اللغة والصور؛ التسويق العصبي؛ التجارة الإلكترونية؛ التسويق الإلكتروني؛ جوميا الجزائر.

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Introduction

In the world of e-trading, the incorporation of neuromarketing strategies has spurred a revolution in business practices, radically changing how e-traders interact with and influence target consumers online. This progression is distinguished by a sophisticated blend of precision and persuasion, with the magic of neuromarketing employed to engage and convince consumers on the web. In the Algerian context, the rising need for e-commerce as a true competitor to established practices combined with the strategic application of neuromarketing techniques blossomed during the COVID-19 pandemic. Goals were refocused on the screen and how to make money by fusing words, music, and eye-catching images to influence specific audiences and boost sales. Algerian social networks have taken off thanks to the proliferation of commercial and advertising sites, providing a great opportunity for innovation and competition. Among the plethora of e-commerce firms that overtook the Algerian market, Jumia Algeria established itself and demonstrated its viability. According to Jumia Group, Algeria is an El Dorado for e-commerce and distribution companies (Benalia, 2022). In this study, we seek to shed light on the strategies used by this online sales company, which mostly uses potent combination of purposeful language and captivating images to hunt down its target audience.

1. Neuromarketing Definition

The modern era's educational trajectory has moved away from the separation and specialisation of discrete disciplines or subjects towards transdisciplinary research that produces new sciences. These sciences emerge from the mutual influence that usually occurs when established disciplines become contiguous or begin to overlap (Frayssinhes & Pasquier, 2018). Drawing on his study of Pierre and Marie Curie's working methods, Koizumi is credited as the pioneer of the transdisciplinarity thesis found on the fusion of sciences and humanities (as cited in Frayssinhes & Pasquier, 2018). According to the same source, Koizumi hypothesis is predicated on the observation that everything that affects a human being is connected, either directly or indirectly, to the brain. This includes recognition, thought, prediction, judgment, action and other brain functions. Because of this broad nature, it was challenging to come to a consensus on a single definition of neuromarketing. A broad one including all cases was proposed by Fortunato, Giraldi, and Caldeira (2014). They wrote:

“Among the most recurring themes in the category “definition of neuromarketing” were the understandings of neuromarketing as the measurement of brain activities; a research tool; research on consumers' behaviour; a field belonging to neuroscience; a marketing tool; the measurement of emotions and psychological processes; a commercial technique; the analysis of physiological and cognitive processes related to the nervous system; and a form of representing behaviours in images and colours. (2014: 205)

Stated differently, neuromarketing is based on the scientific monitoring of brainwave activity, eye tracking, and skin response to assess how people's brains react to advertising and other brand-related communications (Lutkevich, 2022). According to Eser et al. (2011), neuromarketing has also been recognised as a means of influencing businesses' marketing plans. In simple words, Lee, Broderick, and Chamberlain (2007) assert that neuromarketing serves as a tool for understanding, explaining, and projecting the behaviour of individuals, groups, and organisations that are relevant to the market.

Nonetheless, neuromarketing received a lot of criticism especially in what relates to "the violation of consumers' privacy" (Fortunato, Giraldi, & Caldeira, 2014: 209). Koizumi (2006, 2007) believed the brain sciences' natural ability to link and combine the human sciences must be cautiously considered from the standpoint of brain sciences and ethics (as cited in Frayssinhes & Pasquier, 2018). Lutkevich related Neuromarketing drawbacks to three major reasons: manipulation, pseudoscience and regurgitation of old information. The first highlights the risk of using data to encourage customers to make larger purchases to benefit specific businesses, Ben Lutkevich (2022). The second refers to the fact that neuromarketing is sometimes believed to provide fake knowledge 'Pseudoscience' and marketing jargon which are not supported by reliable claims made by neuroscientists and is thus seen as a flashy method for marketers to gain insight into consumers' opinions (Lutkevich, 2022). The third, stands that neuromarketing merely applies science to provide a more sophisticated explanation for what might be inferred from intuition. According to those claims, the information just validates what marketers already know about their target audience.

In all, neuromarketing is a relatively new approach to online trading that uses insights from psychology and neuroscience to better understand and influence consumer behaviour. Fundamentally, it aims to access emotional and subconscious impulses, giving e-traders the ability to create highly engaging and successful marketing campaigns that are targeted to certain populations.

2. Neuromarketing Tools

From a wide range of available tools, Lutkevich (2022) offered seven neuromarketing tools that are worth being aware of. These include biometrics, electroencephalogram, eye tracking, facial coding, functional magnetic resonance imaging, implicit response test, sensory marketing (see Figure 2). Similarly, Fortunato, Giraldi, and Caldeira (2014) presented a set of techniques among which the followings:

2.1 Functional Magnetic Resonance Imaging (fMRI)

This method's benefit is that it can measure the brain's smaller, deeper structures with a high degree of spatial resolution. In the field of neural science, it is the method most frequently used to assess brain activity, along with

electroencephalography. Unfortunately, the setting makes it impossible to conduct the experiment, the equipment is not portable, and using this technique is expensive. Because these statistics reflect low temporal resolution, this technique has a significant drawback when it comes to various marketing stimuli. It takes 6 to 10 seconds to record the processing of neurons (Ariely & Berns, 2011 as cited in Fortunato, Giraldi, & Caldeira, 2014).

2.2 Electroencephalography (EEG)

With this method, electrodes that record brain waves linked to various stimulus conditions are applied to the scalp via bands or helmets. Waves can be recorded at minuscule intervals up to 10,000 times per second (Morin, 2011 as cited in Fortunato, Giraldi, & Caldeira, 2014). Not only does EEG offer more validity in measuring emotional types and diagnosing psychopathologies, but it is also less intrusive, more affordable, and more generally available (Kline, 2004 as cited in Fortunato, Giraldi, & Caldeira, 2014). With this technology, synchronisation with the stimuli is possible, and the device is portable. This approach can only record electrical signals that are more surfaces, which makes it poor for measuring deeper brain areas. Because of this, EEG has lower spatial resolution and higher temporal resolution than fMRI (Fortunato, Giraldi, & Caldeira, 2014).

2.3 Eye Tracking

A growing number of methods, including fMRI and EEG, are being combined with eye tracking. According to Fortunato, Giraldi, & Caldeira (2014), the equipment is portable, and the method's advantages include measuring the focus of customers' attention, the pattern of visual behaviour of fixations of the gaze, dilatation of the pupils, focus, and microfocus. The inability to determine which emotions are connected to the areas that were the focus of attention and the instinctive deduction that higher visual attention is related with that focus are among the primary drawbacks. In connection with this method, some of the information that marketing is interested in knowing is how much time the subject spends concentrating on the study object.

2.4 Facial Recognition/ Coding/ Electromyography

Using electrodes on the zygomaticus minor and major muscles of the mouth as well as the occipitofrontal and orbicularis muscles to measure facial muscle movements imperceptible to the human eye in order to determine the type of emotion (pain, happiness, sadness, indifference, etc.), facial recognition is a technique still not widely used in neuromarketing (Melillo, 2006 as cited in Fortunato, Giraldi, & Caldeira, 2014).

Also, it is important to highlight the following benefits: great spatial resolution, increasing acceptability for application in the examination of various affective responses to visual stimuli, taste, smell, and hearing responses, as well as

interactions and behaviours amongst people. The electrodes attached to the face have the drawback of potentially impeding certain facial motions. The fact that certain phrases have two meanings, which invalidates their use in neuromarketing, is another significant drawback.

2.5 Cardiovascular Parameters

In order to determine the research subjects' emotional and attentive states, this method collects blood pressure, heart rate variability, heartbeat interaction, and pulse transition time (Lindstrom, 2009b as cited in Fortunato, Giraldi, & Caldeira, 2014).

2.6 Galvanic Skin Response

This method assesses the objective stimulation brought on by a stimulus that has emotional resonance. This approach can detect the brain responses preceding emotions including happiness, sorrow, fear, rage, disgust, and indifference because the central nervous system is directly linked to the reactions noted on people's hands (Banks et al., 2012).

3. Language and Neuromarketing

It should come as no surprise that analyzing language is essential to comprehending consumer behaviour, given that language is the ultimate tool for human communication. Language decisions can include things like the brand name, how products are described in writing or spoken, whether to use a foreign language or dialect, whether to use specific jargon, tell stories, make jokes, or use formal language. All of these decisions are influenced by the culture and preferences of the target audience. Using neuromarketing as a guide seems to be the key solution.

As to Dinko Jukić's (2023) statement, studies of consumer behaviour and their response to stimuli still form the basis of neuromarketing, even though it employs various methodologies from neuroscience, medicine, psychology, and marketing. According to Perrachione & Perrachione (2008), advertising messages that help consumers relate to themselves generate favourable reactions while unrelated messaging lessens consumers' positive reactions to a product (as cited in Fortunato, Giraldi, & Caldeira, 2011). In the same vein, Bolatito emphasized the importance of persuasive advertisement in reaching the hearts and minds of consumers (2012). The impact of brand naming on consumer behaviour has been widely analyzed by neuroscientists for the profit of traders. Brand name is a crucial part of marketing strategy and can have a big impact on whether new products or services succeed or fail, claims a report published in the *International Journal of Research Studies in Management*. As advanced by Chan and Huang (1997), strong consumer preference and great brand awareness are two benefits of having a strong brand name. Additionally, Fugate (2007) claims that neuromarketing aids

businesses in determining whether aspects of a TV commercial are neurologically captivating. Businesses evaluate language, visuals, sound effects, and music to create better consumer-friendly advertising campaigns (Fugate, 2007).

Moreover, neuroscientists proved that listening to stories stimulates not just the language centres of our brains but also the sections responsible for processing sensory information. This results in a mental image that closely resembles the events being told. In marketing, Manahil Imran (2023) advanced that a fragrance advertisement does more than just describe the scent. It tells a tale, stimulating the sense of smell and drawing the viewer into a virtual world where they can practically smell the fragrance. Imran (2023) explains that a more engaging and memorable experience results from this stimulation of sensory brain regions, which improves brand memory. In other words, storytelling stimulates emotional engagement, which is crucial for making decisions because emotions are important. Empathy- and stress-related chemicals, oxytocin and cortisol, are released in response to emotionally charged stories, according to neuromarketing research. Imran concludes that an even stronger bond between the viewer and the brand is established by this emotional resonance, which also makes the story more memorable.

Furthermore, companies use certain highly stimulating expressions to attract consumers' attention and urge them to buy immediately. This initially has to do with the *rhetoric* concept proposed by Aristotle, which has to do with the art of writing and speaking. *Ethnos*, *logos*, and *pathos*—three Greek ideas that actually contributed to the development of the fundamentals of what is known as the persuasive language—are the very products of Aristotle's work. *Ethos* is an appeal for authority and credibility, *pathos* is an appeal to the emotions and *logos* is an appeal to logic and reason (Lloyd, 2014). Applied to neuromarketing those principles can give the brand's advertisement language such a significant boost. In other words, the message designed to persuade the customers need to show reliability of the product and its producer 'Ethos', arouse positive emotions and sympathy 'pathos', and correlate with logic and rationality. E-commerce experts seem to know a lot about the persuasive language principles.

To demonstrate this, a simple statement such as "We are Experts" is enough to instill confidence in the reliability of the producer and, consequently, the product. This is *ethos*' magic. Similarly, expressions like "Plus que 2 articles disponibles" (Lipsteinas, 2024) or its equivalents in English 'Only 2 items left' or Arabic 'لم يبق سوى إثنان' gives the impression that the product is in high demand and that you will lose in a certain way if you don't get it right away. Furthermore, these kinds of phrases are usually made in the local vernacular, or local dialect, to appeal to the greatest number of local clients possible; a way to play with the *pathos* concept.

4. The Significance of Images in Neuromarketing

As defined by Mathieu Lipsteinas, the field of visual neuromarketing examines how visuals affect consumers' perceptions and, consequently, their purchasing decisions (2024). He believes that given the abundance of images in our culture, it is fascinating to learn how specifically graphics affect consumer behaviour when making purchase. This is because images have the ability to instantaneously evoke feelings, memories, and even purchase decisions, making them more than just decorative elements (Lipsteinas, 2024).

In the same vein, research has shown that the visual representation of celebrities or attractive people in ads, for instance, triggers a part of the brain related to trust recognition and building which influences purchase decision (Fortunato, Giraldi, & Caldeira, 2014: 213). Another example is the prominent use of images of babies and puppies in advertising on sales websites which is explained, according to the same source, by a reward and wellbeing area in the brain being highly receptive to these types of images.

Furthermore, research examining the correlation between consumers' self-perception and their selection of a brand based on its visual portrayal in advertisements indicates that buyers frequently purchase brands they perceive to be more in line with their ideal social and personal identities (Jukić, 2023). This challenges the conventional wisdom that holds that a consumer's decision to purchase a certain brand (due, for example, to the product's price) is only the result of rational analysis in the brain.

Moreover, it's important to understand how colors affect customers' feelings and perceptions. The intersection of psychology and neuroscience has prompted neuromarketing experts to discover clues about how individuals perceive color and how to leverage this information to draw in more clients. A subfield of psychology called "color psychology" studies how color influences advertising campaigns and product design. Benjamin Wright (2023) states that when it comes to e-commerce, colors psychology is meant to make purchasing enjoyable and engaging, as well as to help firms build strong customer relationships and boost consumer loyalty.

Accordingly, colors are strong tools to built the brand's identity, create a special connection with the consumers and evoke their emotions and influence their behaviors. Wright (2023) says that whereas cool hues like blue and green are linked to feelings of calm and relaxation, warm colors like red and yellow are linked to feelings of energy and enthusiasm. According to Tutssel (2000), color evokes powerful emotions that cause people to react to packaging more quickly than written content ac (cited in Khattak, Ali, Khan, & Shah, 2018).

Colors' preferences are also related to socio-cultural norms. Kahattak et al. (2018: 186) explained this relationship based on how the gray and purple colors are perceived by people of different socio-cultural backgrounds. If products having a

gray packaging are considered cheap goods in China and Japan, they are more likely to be considered of high-quality goods in US; however, cheap goods are labeled or packed in purple in US, whereas expensive goods are labeled or packed in purple color in Asia.

In summary, Lipsteinas (2024) asserts that when applied responsibly and ethically, avoiding deception and honoring consumer psychology, strategically using visual neuromarketing can have a lasting impact on consumer preferences and behavior. Said differently, the ethical application of neuromarketing strengthens consumer relationships and increases brand loyalty.

5. Jumia: A successful E-Commerce Company

Present is Algeria since 2014, Jumia become the country's reference platform ("Les Marques et les Supermarchés Investissent Jumia Algérie", 2021) and an example of the most successful e-trading companies in the country. This relatively new practice knew a boom especially after the Covid-19 pandemic. In this vein, Adlène Meddi (2022) explained that due to being stranded at home, Algerians had flocked in droves to the new commercial arena known as the Internet, whether it be on well-known e-commerce sites like Jumia or Facebook's Marketplace, where a wide variety of goods were available.

According to an article in the l'Expressiondz.com, the very Algerian start-up, Jumia, was selected among the 100 best Arab start-ups in the Mena region, thanks to the latest World Economic Forum (Benalia, 2022) where it gleaned the title of 3rd best position. As defined by Elwatan-dz.com Jumia is seen as the leading e-commerce company in Algeria (APS, 2023) which has been committed to democratizing online purchasing by providing solutions and supporting major brands, small and medium enterprises (SMEs) and Algerian consumers ("Les Marques et les Supermarchés Investissent Jumia Algérie", 2021).

It is believed that the online retailer Jumia, just as Yassir, succeeds in Algeria by sustainable means and is currently transforming the country's transportation, shopping, and consuming patterns. Jumia is a company that specializes in selling food, hygiene, electronics, and services (Benalia, 2022). It also creates thousands of jobs, which enriches Algerians' daily lives.

In the last trimester of 2022, Jumia grew by over 40% in the Algerian market; the company even predicted double-digit growth over the next few years (Benalia, 2022). This is quite shown. Evidence is in the promising statistics on the evolution of consumer behaviour and data on Internet and social network access which lend credence to the latter's very hopeful development prospects. Data on Internet and social network access, as well as encouraging figures on the evolution of consumer behaviour, provide evidence for the latter's extremely optimistic development

prospects. Benalia (2022) concluded that Algeria significantly outperforms these neighbours in terms of concluding e-entrepreneurship.

Recently, Jumia made a quantum leap as it revealed its new development strategy in a press release that was made public in July 2023. This plan is made possible by a relationship with the Algerian delivery business “Nord et Ouest Express,” which enables Jumia to establish 50 new pickup locations around the country (APS, 2023). The Chief Executer Officer (CEO) of Jumia Algeria, Tanguy Leriche, announced that the 50 additional collection sites will enable the wilayas’ residents to take use of the wide range of Jumia items, as mentioned by the same source.

Similar to this, a number of well-known brands, including Seb, Air-Street, Unilever, and LG Algeria, among others, jumped on the Jumia bandwagon and expanded from 5 to 88 official stores in just a single year (“Les Marques et les Supermarchés Investissent Jumia Algérie”, 2021). The reputation of these brands, the quality of services as well as the variety of products continues to attract more and more customers and expand Jumia’s community and profits.

However, Jumia, like most e-commerce companies, uses a subtle craftiness in their ads, mostly depending on the force of the image and the enchantment of language. The examples of these techniques and their effects on Algerian society will be discussed in the sections that follow.

6. Language and Images’ Contribution to Jumia Brand’s Success

Persuasion has long been shown to be an essential tool for any successful advertisement. Unlike informative advertising, which simply gives the consumer hard facts about the characteristics and uses of the product, persuasive advertizing aims to persuade people to buy certain products or services, frequently by appealing to their feelings and sensibilities in general (Bolatito, 2012). Thus, knowing how to play the persuasion card is essential for a firm to succeed in making an impression on the market.

In the same vein, marketing communications are believed to represent the voice of the company and its brands; they are a means by which the corporate can establish a dialogue and build a relationship with consumers (Jukić, 2023: 30). However, communication between e-traders and customers can occur magnificently when strong and purposeful written words and messages with enticing images are combined carefully; the power of persuasion. In the coming section, we will show how Jumia plays its persuasion card build trust bridges with the consumer and increase the sales.

6.1 Jumia's Logo and Symbolic Colour

Let's begin with the reasons behind the choice of the emblematic colour for Jumia brand. In other words, let's consider Jumia's logo. Shao and Ngai (2023: 17) believe that logo is a "more intuitive expression and transmission of corporate value" and that "the way the logo text is combined with shape, color, etc., leaves a deeper impression on people". Jumia's logo is a simple yet striking design that features a brilliant orange star in the centre. This naturally raises the following query: Is this the right choice?

As mentioned earlier in this article, colour psychology, largely based on neuropsychology, is a powerful tool allowing e-marketers to understand customer behaviours and predict their reactions to choices related to a given product. Orange is defined as "a vibrant hue that holds fascinating potential in the world of marketing and branding" (Thinkr Marketing, 2023). It belongs to the range of warm colours related to creativity and which can easily excite e-shoppers and encourage them to buy (Wright, 2023). Olga Medvedeva (2020) believes orange to bring optimism since it is "a colour of brightness and excitement". Neil Patel, a digital marketing expert, recommends orange and yellow as the two colours for "buy now" buttons, given that both are bright and a chance that a page visitor will skip them is very low (Medvedeva, 2020). Else, the introduction of a star in logos usually symbolizes trustworthiness, excellence and quality (Karadeni, 2023). Hence, the answer to the question asked earlier is absolutely "yes" due to the unquestionable impact the hue orange has on consumers' feelings and perceptions and decisions.

Additionally, the Jumia website is distinguished by a high-tech image quality and a deft selection of images and faces that enhance the product's worth and better represent it. The site's overall design, which veers from light orange to dark orange or red, is engaging and presents good chances for customers to make purchases.

6.2 Language Magic

Traditionally, marketing specialists spent a lot of time investigating the market, costs in particular, in order to boost transactions. Nowadays, E-commerce experts are well aware of how crucial language and visuals are to drawing customers and increasing sales. The finger print of neuromarketing appears in the various but meticulous selections of words and expressions.

The first thing you see when you visit Jumia website is the statement "Bienvenue sur Jumia!" which can be translated as "Welcome to Jumia!" accompanied with a picture of a stunning young woman smiling. This is undoubtedly a good start! It goes in line with how humans act when they are invited into someone else's home for the first time. Stated differently, it is a simulation, of not only Algerian, but worldwide social customs that engenders a

sense of familiarity, gracious welcome, and overall well-being. Pathos and ethos play a big part in this example.

Once within, the website is structured into sections, each with a clear title or description. This includes sections for children, women, men, home appliances, seasonal clothing, black Fridays, and many others. Once more, this cannot be the result of coincidence. Neuromarketers are experts at determining how a website's layout may affect clients' emotions and desire to continue browsing the site (pathos). Stated differently, the way the website is organized not only facilitates quick navigation and direct access to the necessary content, but also lays the first building blocks of trust.

Moreover, the gurus of this e-commerce allow their clients the possibility to choose French or Arabic as the web browsing language. This is not a random act. Drawing on socio-cultural statistics, it is proved that a significant number of Algerians may struggle with one of the two languages; occasionally, this may be due to a personal preference for one over the other. The use of the local dialect like in some very Algerian like expressions 'اليوم ماشي كل يوم' (today not every day) or 'حققوا أرباح مالية غير من' (what can you by with 1000 DA) or 'واش تقدر تشري بمياتلف' (gain from home) offers a very special taste especially for those keen on their local culture and language.

Furthermore, the use of superlative adjectives is quite common on this website. Examples may include 'meilleur' (best), in addition to exciting adjectives like 'incontournable' (unavoidable), 'impressionnant' (awesome), 'authentique' (authentic), etc. Some expressions whet the appetite to make purchases in complete safety. This prompts us to consider the consumer's ethos effect as an appeal to the credibility of the producer as previously mentioned. Similarly, statements like 'Faites vos achats en toutes confiance' (Shop with confidence), 'Faites vous plaisir' (have fun/ enjoy) or 'retour facil' (easy return) are comforting and assist the customer in establishing trusting bridges with the company. Jumia website's lingo includes numerous more terms like 'Black Friday,' 'Vente Flash' and 'destockage.' This jargon is related to defined periods and special occasions.

Additionally, some terms are employed to seduce clients to conduct certain actions to accrue points and benefit from special offers. This stands for the rhetorical concept 'logos'. Discounts, invitations to win a coupon (bon d'achat) or make recommendations on what customers could buy with 1000 DA are some examples of these. Ornate phrases describing 'installment sales', which stand for fixed payments of a product made regularly over a particular period of time, is another example.

Conclusion

To sum up, neuromarketing's integration of neuroscience and cautious selected language offers businesses an once-in-a-lifetime chance to develop memorable, powerful notions that go beyond the confines of traditional advertising. Brands may create, for instance, enduring relationships with their audiences by utilising the storytelling medium's inherent ability to elicit strong emotions, establish credibility, and promote reliability. If a strong impression is desired, then the insertion of persuasive language based on the concepts of ethos, pathos, and logos is unavoidable. This not only influences purchase decisions but also shapes customer views and cultivates brand loyalty.

In Algerian context, e-trading practices have been reinvented through the strategic application of neuromarketing, enabling companies such as Jumia to establish more meaningful connections with their customers. By carefully choosing phrases and visually attractive images that appeal to the target society's socio-cultural aspects, e-traders can effectively attract and influence certain audiences in a dynamic and competitive online marketplace. This opens up new opportunities for innovation and growth in the Algerian e-trading industry. However, although neuromarketing offers Algerian e-traders tremendous potential, there are still issues to consider, like ethical concerns and data protection.

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