RESEARCH ARTICLE | **OPEN ACCESS**

INBOUND MARKETING AND E-COMMERCE ON USER EXPERIENCE IN ALGERIA

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ABSTRACT

In today's digital age, businesses have undergone a profound transformation with the advent of digital technologies and marketing strategies. Digital transformation encompasses the integration of digital tools and technologies across all areas of a business, leading to fundamental changes in its operations, value delivery, and customer engagement. Simultaneously, digital marketing involves utilizing online platforms, including websites, social media, and online advertising, to promote products or services and expand the reach to a broader audience. The synergy between digital transformation and digital marketing enables businesses to adapt to the ever-evolving digital landscape, enhance customer experiences, streamline processes, and gain a competitive edge in a digitally interconnected world. This article aims to explore the significance of inbound marketing and e-commerce in shaping the user experience in the digital age. Through quantitative research involving a questionnaire, the study identifies key elements of inbound marketing, such as personalized content, targeted advertising, and user segmentation. These elements have a substantial impact on user experience satisfaction, engagement, and loyalty within the e-commerce context, particularly among Algerian consumers.

INTRODUCTION

The rise of digital technologies has brought about profound changes in both businesses and society as a whole. Our daily lives are increasingly shaped and influenced by the digital universe and the technologies it offers. In this context, inbound marketing, a modern marketing strategy that has gained momentum in the online era, plays a crucial role in shaping the user experience. The earlier chapters of this thesis have provided evidence and support for this claim, highlighting the significant impact of inbound marketing on user experiences. As a prominent player in the plumbing sector in Algeria, PLUMBEX Industry takes on the responsibility of driving innovation and profitability. The company is committed to leaving no segment of the industry behind, and in pursuit of this goal, it invests in various disciplines of digital marketing. These investments are aimed at ensuring competitiveness, raising brand awareness, having a sustainable impact and maintaining its leading position in the industry. This chapter serves as the practical aspect of our work and is structured into three sections. The first section focuses on providing an in-depth presentation of PLUMBEX Plumbing Industry Company. We will delve into its history, services, and shed light on their digital communication strategy, specifically their reliance on inbound marketing and content marketing. Moving forward, the second section will delve into the methodological approach used in our survey. We will discuss the methods employed and the steps taken in conducting the questionnaire, as well as the tools used for analyzing the results. Lastly, in the final section, we will present the obtained results and provide a summary, suggestions, and recommendations based on the findings. The primary objective of this chapter is to establish a connection between the theoretical information gathered in the earlier sections and the practical insights derived from the field.

PLUMBEX Plumbing Industry, presentation of the company:
PLUMBEX, part of the Glinted Group, is an Algerian plumbing solutions company founded in 2021, PlombEx offers Algerian consumers, whether they are individuals or companies, the first plumbing platform that offers multiple customized solutions (sales and distribution of plumbing supplies, installation and maintenance work of plumbing and gas networks), A branding service for Made in Algeria plumbing brands, an academy of plumbing training, as well as a dozen other solutions adapted to the needs of our customers.[1]

GLINTED is an economic structure created in order to unify the vision, the culture and the management system of its multi sectorial companies; to ensure the expansion and the development of the business. Glinted is the fruit of our workforces' efforts and innovative ideas. A result of our belief that the success of a company is the Glint of its humans' capacities.[2]

[1]https://www.linkedin.com/company/plombex-ltd/?originalSubdomain=dz
[2]https://www.linkedin.com/company/glinted/
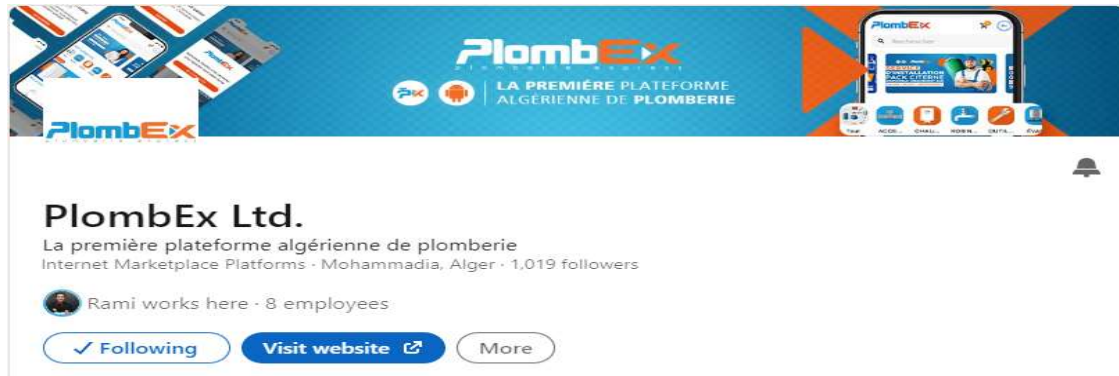
Figure 1: PlombEX Facebook Cover

Figure 2. PlombEX Linked In Page.

Figure 3: PlombEX Instagram Page

In this next section, we will outline the methodology employed to conduct our survey and provide a detailed explanation. The primary focus of our study is to examine the impact of content marketing on consumers' purchase decisions. To ensure a thorough investigation and address our main research questions along with the predetermined secondary questions, we will begin by establishing clear research objectives. Subsequently, we will outline the process of sample selection, design the questionnaire, and collect relevant data. Finally, we will analyze the gathered data and provide an interpretation of the results obtained, enabling us to draw meaningful conclusions from the study.

Presentation of the methodological framework

The objective of the investigation: The focus of our survey-based investigation is to explore and analyze how The Role of Inbound Marketing on the User Experience in E-Commerce in Algeria, regarding PLUMBEX company. To gain a comprehensive understanding of our study, we have defined several secondary objectives, which are as follows:

H1: A positive user experience on e-commerce platforms leads to higher customer satisfaction and increased likelihood of repeat purchases.

H2: Effective inbound marketing practices positively influence customer engagement in the Algerian e-commerce industry. Confirm or challenge the hypotheses formulated earlier in the research process.

By addressing these secondary objectives, we aim to provide a comprehensive analysis of The Role of Inbound Marketing on the User Experience in E-Commerce in Algeria.

METHODOLOGY OF RESEARCH

For our study, we employed a quantitative research approach, specifically utilizing a sample survey method. This methodology allowed us to gather data from a representative sample of the population and test our research hypothesis. Quantitative research involves a systematic exploration of phenomena by collecting

measurable data and applying statistical, mathematical, or computational techniques. In our case, we collected information from existing and potential customers through various means such as online surveys, polls, and questionnaires. The results obtained through these methods can be presented in numerical form, enabling us to draw quantitative conclusions.

Sampling method: In a quantitative research study, sampling involves the process of selecting individuals to be interviewed or surveyed from a larger population. Sampling is typically carried out in a random manner to ensure fairness and objectivity. The primary objective of sampling is to obtain a representative sample, which is a smaller subgroup that accurately reflects the characteristics and behaviors of the larger population. By studying this representative sample, we can draw reliable and accurate conclusions about the larger group as a whole.

Sample size and target population: As PLOMBEX offers a diverse range of products that cater to a broad target audience, we distributed our questionnaire to the general public, specifically targeting Algerian consumers aged 18 and above. By including respondents from various age groups within this range, we aimed to gather insights and feedback from a wide spectrum of individuals who could potentially engage with Algerian different website. Considering certain limitations, we managed to gather a sample size of 112 individuals who were given the opportunity to participate in the questionnaire.

Duration of the investigation: Our investigation was conducted over a span of two weeks. We dedicated the initial three days to developing a comprehensive questionnaire that would serve as the foundation for our research. Following that, we spent four days during the first week collecting data from our chosen sample. Lastly, the remaining one week was dedicated to meticulously analyzing and transcribing the data we had gathered. This timeframe allowed us to conduct a thorough investigation and draw meaningful conclusions from the collected data.

The questionnaire: A questionnaire is a valuable research tool that involves a series of questions designed to gather information from respondents. It can be seen as a written form of an interview and can be conducted through various means such as face-to-face interactions, telephone conversations, online platforms, or even postal mail. Questionnaires offer a cost-effective, swift, and efficient method of collecting a substantial volume of data from a large sample of individuals. They enable researchers to obtain valuable insights in a relatively short period, as they do not need to be physically present when respondents complete the questionnaires. This aspect proves particularly useful when dealing with extensive populations where conducting individual interviews would be impractical. (McLeod, 2018)[3]

Types of questions

Closed questions: Closed questions are designed to guide respondents into selecting responses that fit predetermined categories, thereby structuring their answers. The resulting data, known as nominal data, can be placed into specific categories. These categories can be as simple as two options, such as "yes" or "no," or more complex with a range of alternatives to choose from (polychromous). Closed questions can also yield ordinal data, allowing for ranking or ordering. This is often achieved through the use of continuous rating scales to gauge the intensity of attitudes or emotions. For instance, respondents may be asked to rate their agreement level on a scale ranging from "strongly agree" to "strongly disagree" or indicate if they are unable to answer, providing a comprehensive assessment of their sentiments.

Open questions: Open questions provide individuals with the opportunity to express their thoughts and opinions in their own words.

They allow respondents to answer with as much detail as they desire, without predefined answer options. For instance, a question like "Can you describe how happy you currently feel?" encourages respondents to provide a personalized response based on their unique experiences. When seeking more comprehensive and in-depth answers from participants, open questions prove more effective. These questions do not limit respondents to predetermined categories or options, enabling them to freely express their thoughts in their own words. Open questions are particularly useful when addressing complex topics that cannot be adequately captured by a few simple categories. They encourage detailed explanations and foster further discussion on the subject matter.

Elaboration of the questionnaire: To address our primary research question and test our hypotheses, we developed a questionnaire (Appendix N°1) that primarily consists of closed-ended questions. By utilizing closed-ended questions, we aim to provide a clear structure for respondents while ensuring the relevance of the questions to gather the essential information for our survey. The questionnaire comprises straightforward, concise, and easily understandable questions to facilitate the response process for participants.

Method of administering the questionnaire: The questionnaire was created using the online tool "Google Forms," which offers a user-friendly and cost-free platform for designing surveys. This approach not only saved us time but also facilitated data processing while enabling us to reach a wider audience. To ensure the quality of responses and target specific individuals, the questionnaire was strategically shared on selected Facebook and Instagram groups and pages. Additionally, it was directly sent to specific individuals to avoid receiving non-serious or irrelevant responses. Employing these methods proved successful, as we were able to gather a total of 122 responses, contributing to the robustness of our data collection process.

PROCESSING THE RESULTS

The obtained results were analyzed using two data processing systems, namely "Google Drive" and "Google Sheet." These systems provide the necessary tools for conducting statistical analyses and generating tables, graphs, and diagrams based on the entered data and questionnaire responses. To organize and explore the data effectively, we conducted two types of data sorting:

Flat sorting: This involved arranging the data in a straightforward manner, allowing for easy comparison and identification of patterns or trends within individual variables. By employing these data sorting techniques, we were able to derive meaningful insights and draw relevant conclusions from the collected data.

The Role of Inbound Marketing on the User Experience in E-Commerce in Algeria: In this final section, we will thoroughly examine and interpret the questionnaire results using a "flat sorting" approach. This method involves analyzing the questions individually, allowing us to gain insights and understanding of each question's impact. Furthermore, we will summarize and discuss the key findings, drawing meaningful conclusions from the data. Additionally, we will address any limitations encountered during our survey study and provide suggestions for future research. By concluding this section with a comprehensive review and reflection on our results, we aim to provide a comprehensive understanding of our survey study case.

Analysis and interpretation of the results of the questionnaire - Flat sorting

Q1: Are you?

These results show that there are more females than males in the group being studied. The frequency of males is 51, making up 45.5% of the population, while the frequency of females is 61, accounting for 54.5% of the population.

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[3]Quantitative research: Definition, Methods, Types, and Examples, Question Pro, Consumer Insights, (n.d.), Questioner. Retrieved from https://www.questionpro.com/blog/quantitative-research/ Accessed on May 16, 2023

Table 1. Gender Distribution

	Frequency	Percent	Valid percent	Cumulative percent
Male	51	45.5	45.50	45.5
Female	61	54.5	45.50	100.00
Total	112	100	100.00	

Source: Made by us.
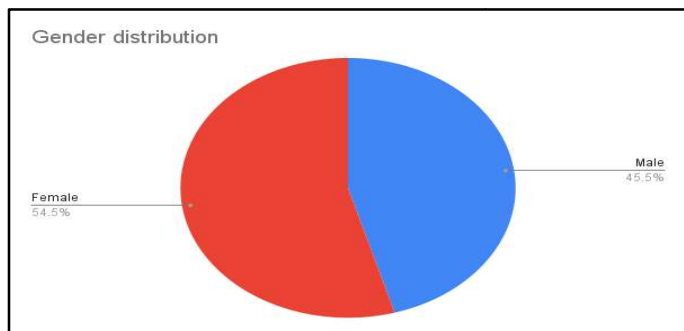
Source: Google Sheets.

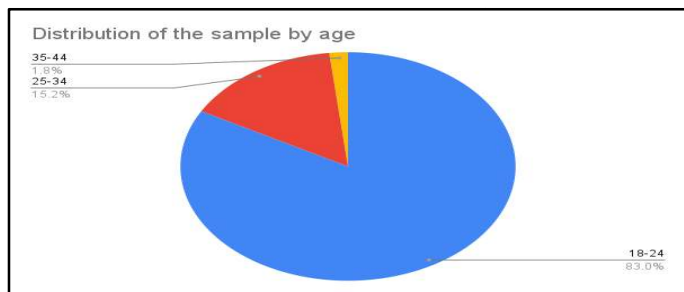**Figure 4. Gender Distribution by Google Sheets**

Q2: What is your age?

Table 2. Distribution of The sample by age

	Frequency	Percent	Valid Percent	Cumulative percent
18-24	93	83.03	83.03	83.03
25-34	17	15.18	15.18	98.21
35-44	2	1.79	1.79	100.00
45 years or older	0	0	0	100.00
Total	112	100.00	100.00	

Source: Source: Made by Autor.

Source: Google Sheets

**Figure 5. Distribution of The sample by age**

Among individuals aged 18-24, there are 93 people, representing 83.03% of the total population. In the 25-34 age groups, there are 17 individuals, accounting for 15.18% of the population. Only 2 people, or 1.79%, fall in the 35-44 age range. Finally, there are no individuals aged 45 years or older, making up 0% of the population.

Q3: What is your level of education?

Table 3. Professional Status

	Frequency	Percent	Valid percent	Cumulative percent
Student	87	77.68	77.68	77.68
Employee	21	18.75	18.75	96.43
Unemployed	4	3.75	3.75	100.00
Retired	0	0	0	100.00
Total	112	100.00	100.00	

Source: Made By Us.
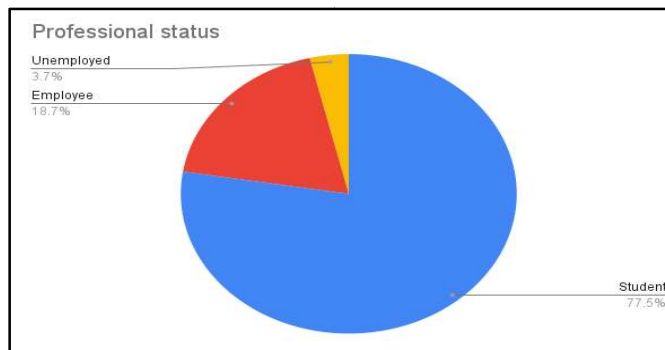
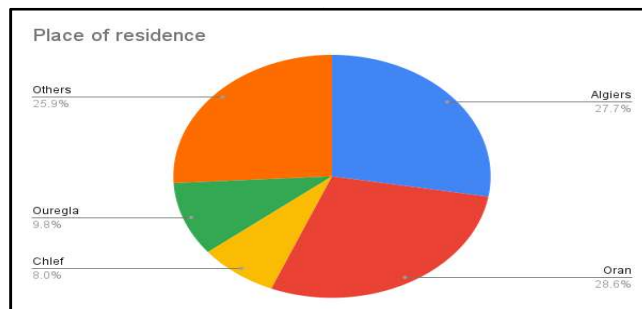Source: Google Sheets

Figure 6. Professional Status

These results reveal that the majority of people in the group are students, comprising 77.68% of the total. The second largest group consists of employees, accounting for 18.75%, while a smaller proportion, 3.75%, are unemployed. It's notable that there are no retired individuals in this particular group. These findings provide insights into the distribution of individuals across various categories within the group.

Q4: Where do you live?

Table 4. Place of Residence

	Frequency	Percent	Valid percent	Cumulative percent
Algiers	31	27.68	27.68	27.68
Oran	32	28.57	28.57	56.25
Chlef	9	8.04	8.04	64.29
Ouregla	11	9.82	9.82	74.11
Others	29	25.89	25.89	100.00
Total	112	100.00	100.00	

Source: Made By Us.

Source: Google Sheets

Figure 7. Place of Residence

These results show where people in a particular group live. Among the options given, Algiers is the most common location, with 31 occurrences, making up 27.68% of the total. Oran is the next most common, with 32 occurrences, accounting for 28.57% of the population. Chlef has a lower frequency of 9, representing 8.04% of the total. Ouregla has a slightly higher frequency of 11, making up 9.82% of the population. The remaining locations, classified as "Others," have a frequency of 29, comprising 25.89% of the total population. These results provide insights into where people in the group are distributed, showing the different frequencies and percentages of individuals residing in various locations.

Q5: How often do you shop online?

These results show varying online shopping frequencies in a specific group: a small percentage always shop online (2.68%), some shop a few times per week (11.61%), others shop once per week (2.68%), and the majority shop a few times per month (35.71%). Notably, a

significant portion rarely or never shops online (47.32%). These findings offer insights into the diverse online shopping habits within the group.

Table 5. How you often shop online

	Frequency	Percent	Valid percent	Cumulative percent
Always	3	2.68	2.68	2.68
Few Times per week	13	11.61	11.61	14.29
Once per week	3	2.68	2.68	16.97
Few times per month	40	35.71	35.71	52.68
Rarely or never	53	47.32	47.32	100.00
Total	112	100.00	100.00	

Source: Made By Us.
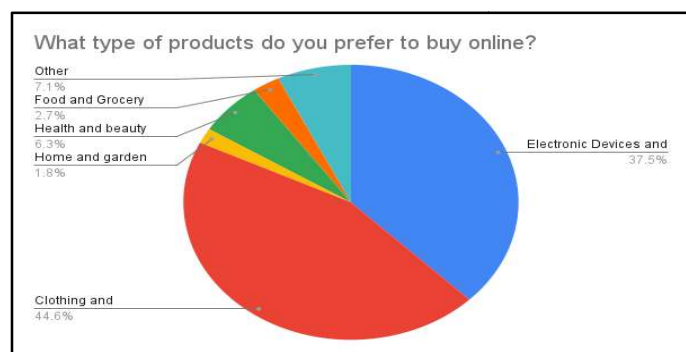

Source: Google Sheets

Figure 8. How you often shop online

Q6: What type of products do you prefer to buy online?

Table 6. Online product preferences

	Frequency	Percent	Valid percent	Cumulative percent
Electronic Devices and Gadgets	42	37.50	37.50	37.50
Clothing and accessories	50	44.64	44.64	82.14
Home and garden products	2	1.79	1.79	83.93
Health and beauty products	7	6.25	6.25	90.18
Food and Grocery	3	2.68	2.68	82.86
Other	8	7.14	7.14	100.00
Total	112	100.00	100.00	

Source: Made By Us.

Source: Google Sheets

Figure 9. Online product preferences

These results provide insights into people's preferred online shopping categories. The majority, 44.64%, prefer to buy clothing and accessories online. Electronic devices and gadgets are a close second choice at 37.50%. Smaller percentages indicate preferences for home and garden products (1.79%), health and beauty products (6.25%), and food and grocery items (2.68%). The remaining 7.14% falls into

the "Other" category, indicating a diverse range of product interests beyond the specified categories. These findings highlight the popularity of online shopping for clothing, accessories, and electronic devices, while also indicating some interest in health and beauty products, food, groceries, and other product categories.

Q7: When you visit an e-commerce site, what factors influence your decision to buy?

Table 7. While Visiting an E-Commerce website

	Frequency	Percent	Valid percent	Cumulative percent
Product selection and availability	41	36.61	36.61	36.61
Competitive Pricing	49	43.75	43.75	80.36
User-friendly website design	2	1.79	1.79	82.15
Client assessments and evaluations	9	8.04	8.04	90.19
Other	11	9.82	9.82	100.00
Total	112	100.00	100.00	

Source: Made By Us.
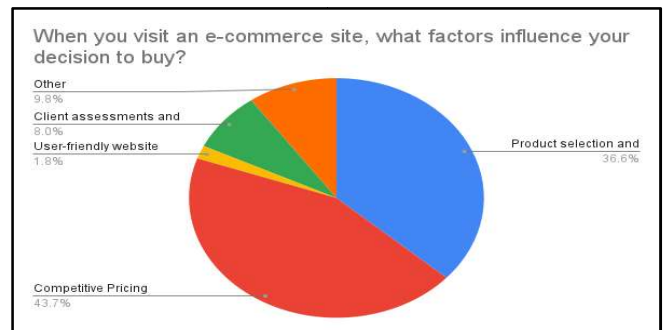
Source: Google Sheets

**Figure 10. While Visiting an E-Commerce website**

These results provide insights into what influences people's decision to buy when they visit an e-commerce site. The majority, 43.75%, are strongly influenced by competitive pricing, indicating that the price of products plays a significant role in their decision-making process. Additionally, product selection and availability are important, with 36.61% considering these factors when making a purchase. Customer assessments and evaluations hold some influence for 8.04% of respondents, highlighting the importance of reviews and feedback from other customers. Website design, on the other hand, has a relatively lower impact, with only 1.79% considering it a deciding factor. The "Other" category represents 9.82% of the influencing factors, indicating that there are additional considerations that vary from person to person. These findings emphasize the significance of competitive pricing and product selection in driving purchase decisions on e-commerce platforms. They also acknowledge the influence of customer assessments and evaluations, website design, and other factors in the decision-making process.

Q8: How important is the e-commerce user experience to you?

Table 8. The importance of the user experience

	Frequency	Percent	Valid percent	Cumulative percent
Very important	60	53.57	53.57	53.57
Fairly important	42	37.50	37.50	91.07
Not important	9	8.04	8.04	99.11
Not important at all	1	0.89	0.89	100.00
Total	112	100.00	100.00	

Source: Made By Us.
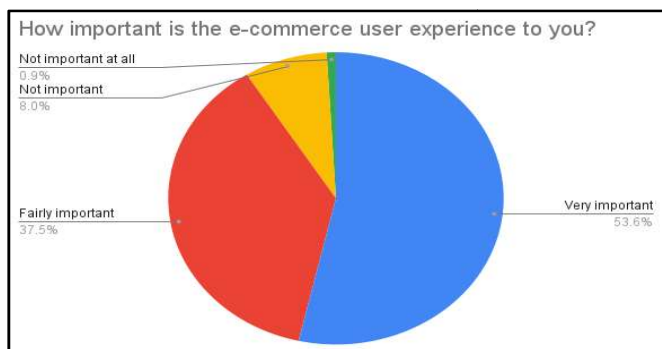
Source: Google Sheets

Figure 11. The importance of the user experience

These results reveal the perceived importance of the e-commerce user experience. A majority of 53.57% consider it very important, indicating a high value placed on a positive online shopping experience. 37.50% find the user experience fairly important, recognizing its significance but with a lesser priority. 8.04% perceive the user experience as not important, possibly prioritizing other factors or having lower expectations. Only 0.89% considers the user experience not important at all, suggesting that most respondents still value it to some degree. Overall, these results emphasize the significance of the e-commerce user experience, with a majority recognizing its importance.

Q9: Have you ever made negative purchases on an e-commerce site? If so, please describe the problem.

Most of The negative feedbacks were about:

• Time of Delivery.
• Products are not similar to their description.
• The bad quality.
• Damaged Products.
• Not the I have Product I recommended.
• Fake Products.

Comment: That was the most common negative feedbacks we have received, And actually it's such an issue and this will also demotivate people to purchase using The Algerian websites.

Q10: Do you think inbound marketing is an effective marketing strategy for e-commerce sites? Online channel? If yes, please describe the experience.

People who had replied to this questionnaire do believe that Inbound Marketing is such an efficient strategy for E-Commerce websites because of their benefits.

Q11: Have you ever made a purchase on an e-commerce site after discovering it on social media or another online channel? If yes, please describe the experience.

Table 9. Purchasing Using an E-Commerce website

	Frequency	Percent	Valid percent	Cumulative percent
Yes	89	79.46	79.46	79.46
No	23	20.54	20.54	100.00
Total	112	100.00	100.00	

Source: Made By Us.

These results show that a significant majority of 79.46% have made purchases on e-commerce sites after discovering them through social media or other online channels. This highlights the influence of these platforms in driving consumer purchasing decisions. However, 20.54% have not made a purchase through these channels, indicating that not all consumers are motivated to buy directly from social media or online sources.
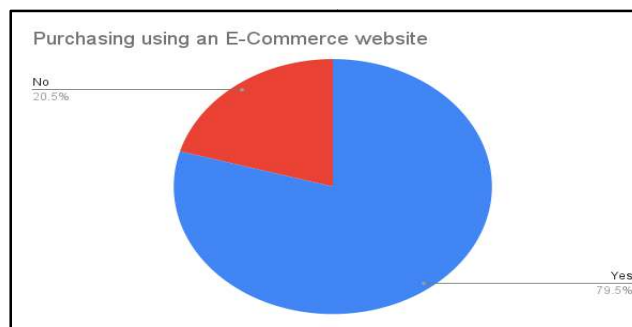
Source: Google Sheets

**Figure 12. Purchasing Using an E-Commerce website**

Overall, these findings emphasize the importance of social media and online channels as effective marketing and sales tools, with a considerable number of consumers being influenced by them.

Q12: How familiar are you with the concept of inbound marketing?

Table 10. Familiarity with the term of Inbound Marketing

	Frequency	Percent	Valid percent	Cumulative percent
Very familiar	23	20.54	20.54	20.54
Somewhat familiar	37	33.04	33.04	53.58
Not very familiar	35	31.25	31.25	84.83
Not familiar at all	17	15.18	15.18	100.00
Total	112	100.00	100.00	

Source: Made By Us.
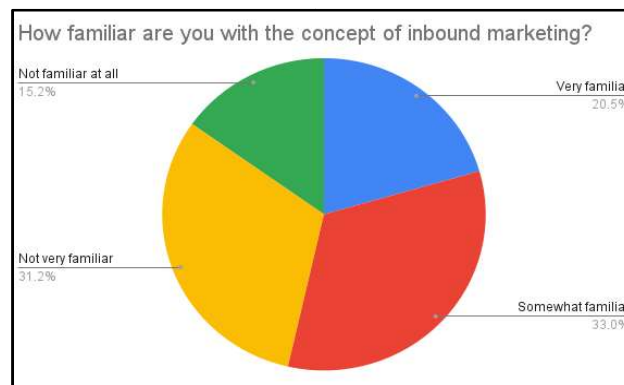
Source: Google Sheets

**Figure 13. Familiarity with the term of Inbound Marketing**

Comment: These results show varying levels of familiarity with inbound marketing among the respondents. While a small percentage claim to be very familiar (20.54%) and a larger percentage consider themselves somewhat familiar (33.04%), there is also a notable portion that admits to not being very familiar (31.25%) or not familiar at all (15.18%) with inbound marketing. This indicates a range of knowledge and understanding among the respondents, with some having a good level of awareness while others are less familiar with the concept.

Q13: Do you think inbound marketing is an effective marketing strategy for e-commerce sites?

Table 11. Effectiveness of Inbound Marketing Strategy

	Frequency	Percent	Valid percent	Cumulative percent
Yes	27	46.55	46.55	46.55
No	10	17.24	17.24	63.79
Probably	9	15.52	15.52	79.31
I don't know	12	20.69	20.69	100.00
Total	58	100.00	100.00	

Source: Made By Us.
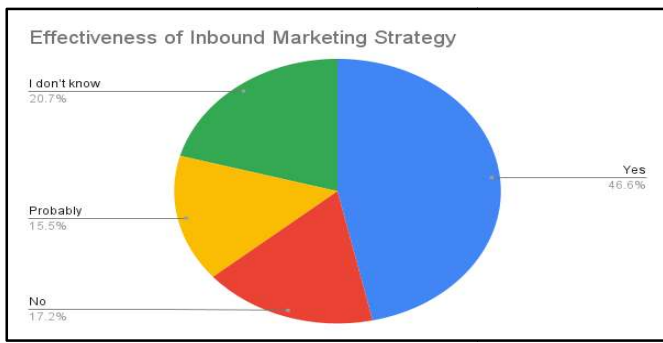
Source: Google Sheets

**Figure 14. Effectiveness of Inbound Marketing Strategy**

Comment: Opinions on the effectiveness of inbound marketing for e-commerce sites vary among respondents, with 46.55% believing it is effective, 17.24% expressing skepticism, 15.52% being neutral, and 20.69% unsure.

Q14: Have you ever made a purchase from an e-commerce website after being influenced by inbound marketing (e.g., a blog post, social media message or email campaign)? If yes, please describe the experience.

Table 12. Being influenced by inbound Marketing

	Frequency	Percent	Valid percent	Cumulative percent
Yes	42	61.76	61.76	61.76
No	26	38.24	38.24	100.00
Total	68	100.00	100.00	

Source: Made By Us.
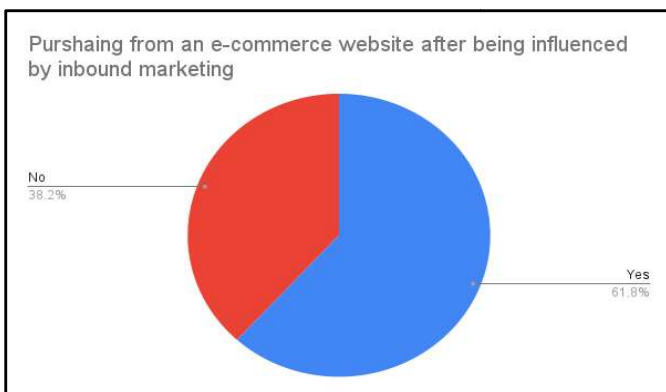
Source: Google Sheets

Figure 15. Being influenced by inbound Marketing

These results reveal that inbound marketing has a significant impact on consumer purchasing behavior. A majority of 61.76% have made purchases from e-commerce websites after being influenced by inbound marketing tactics, demonstrating the effectiveness of such strategies. However, 38.24% have not been influenced by inbound marketing in their purchasing decisions, indicating that it may not resonate with every consumer. These findings underscore the importance of executing effective inbound marketing campaigns to attract and convert customers in the e-commerce industry.

Q15: How do you think Algerian e-commerce sites could improve the user experience for customers?

• Being Honest with their costumes by providing real images of the product.
• By being more professional.
• They still use old technology; I recommend using latest technology and material.

• They could use their own videos of marketing the product instead of using those Chinese marketing videos that do not show the authenticity of the product nor the provider.
• To improve their customer service and learn how to put the customer satisfaction first.
• By always taking into consideration their reaction and thoughts towards the product.

Q16: Have you ever met an Algerian e-commerce site that effectively uses inbound marketing? If yes, please describe the experience.

Table 13. Meeting an Algerian website that uses Inbound Marketing

	Frequency	Percent	Valid percent	Cumulative percent
Yes	14	26.92	26.92	26.92
No	38	73.08	73.08	100.00
Total	52	100.00	100.00	

Source: Made By Us.
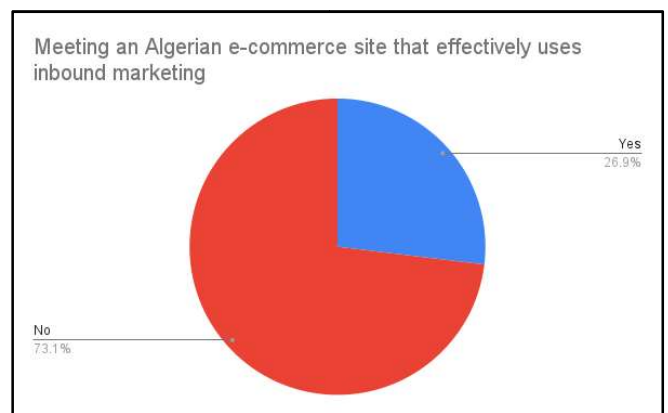
Source: Google Sheets

Figure 16. Meeting an Algerian website that uses Inbound Marketing

These results indicate that a small percentage (26.92%) have encountered an Algerian e-commerce site effectively using inbound marketing strategies, while the majority (73.08%) have not. This highlights the need for improvement in implementing inbound marketing among Algerian e-commerce businesses, presenting an opportunity to enhance marketing efforts and increase customer engagement and conversions.

Q17: What improvements would you suggest for the user experience of e-commerce websites?

• By listing all the products with a clear description, improve their product photography, provide a one click purchase button, and give multiple payment methods.
• More choice of products, better delivery services.
• To design the websites in a way that's considered simple for all kinds of users.
• Reliability the most crucial stuff, in online or in real life.
• Change the user interface and experience for the better.
• Change the customer's mindset to build a confidence between the buyer and seller.
• Paying side, prices.

DISCUSSION OF THE RESULTS

In our study, we aimed to gain a deeper understanding of our topic by conducting a survey consisting of 19 questions. Our main objective was to answer the research question and verify our hypotheses. We sought to comprehensively analyze the components of our core

subject, which is "The Role of Inbound Marketing on the User Experience in E-Commerce in Algeria " and examine how these components affect consumers in the digital age we live in.

Here are the important results obtained:

- 77.68% of the total consists of students.
- The highest percentage, 44.64%, indicates that the majority of people prefer to purchase clothing and accessories through online platforms.
- A significant majority of 43.75% are strongly influenced by competitive pricing, suggesting that the cost of products holds considerable importance in shaping their decision-making process.
- The importance of the e-commerce user experience, with a majority of 53.57% considering it very important.
- A majority of 79.46% have made purchases on e-commerce sites through social media discovery.
- Opinions on the effectiveness of inbound marketing for e-commerce sites vary, with 46.55% believing it is effective.
- Inbound marketing significantly influences user experience behavior, with 61.76% making purchases after being influenced by inbound marketing tactics, demonstrating its effectiveness.

- **Thus the first and second hypothesis are accepted.**

CONCLUSION

The objective of our research was to investigate the impact of inbound marketing on consumer behavior within the dynamic digital landscape and competitive marketing environment. Specifically, our study focused on examining "The Role of Inbound Marketing on the User Experience in E-Commerce in Algeria," addressing the research problem of understanding the implications of effective inbound marketing practices on user experience satisfaction and engagement in the Algerian e-commerce sector. To address this research question and assess the influence of inbound marketing on the user experience in Algerian e-commerce, we formulated two hypotheses and conducted both a documentary study for a theoretical foundation and a quantitative survey involving 112 Algerian consumers. Upon analyzing and interpreting the results in the discussion of the findings within the second section of the final chapter, we have discovered the following outcomes:

These findings enabled us to validate our hypotheses:

H1: A positive user experience on e-commerce platforms leads to higher customer satisfaction and increased likelihood of repeat purchases. The first hypothesis is confirmed.
H2: Effective inbound marketing practices positively influence customer engagement in the Algerian e-commerce industry. Confirm or challenge the hypotheses formulated earlier in the research process.

The second hypothesis is confirmed.

The aim of this study was to find out if In bound Marketing has an control on the user experience, the results clearly shows that this discipline does have an impact to drive consumers to take the purchase action and engagement, during the period when the survey was conducted, We References 112 did have limitations related to time constraints, limited data access and the newness of the discipline and judging by the results we obtained we wanted to suggest a few recommendations regarding the studied subject:

- To drive your inbound marketing strategy, optimize your website for search engines through keyword searches, SEO techniques, and mobile-friendly design. This will enhance the visibility of your website and generate organic traffic for your business.
- Connect with your audience through two-way communication, actively participating in social media comments, messaging and

interactions. Respond quickly to inquiries, address concerns, and demonstrate a genuine interest in building strong customer relationships.
- Know your target audience: Define your ideal customers and create detailed buyer profiles to personalize your content and messages, based on your target audience's specific needs and preferences.
- Always improve and adapt: Continually assess the effectiveness of your incoming marketing strategies and adapt them accordingly. Stay current with industry trends, experiment with new tactics and test different approaches to find out what's best for your audience.

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Appendix 1: QUESTIONNAIRE

The Role of Inbound Marketing on the User Experience in E-Commerce in Algeria

We are currently in the process of producing a graduate thesis in Master 2, Digital Economy Specialty at Oran Graduate School of Economics, Which focuses on The Role of Inbound Marketing on the User Experience in E-Commerce in Algeria. We ask for your participation by completing this questionnaire, it will only take you a few minutes. Please be assured that all of your responses will be kept confidential and used for academic purposes only. We would like to thank you in advance for your collaboration, which will help advance our research work.

YOUR ANSWERS WILL BE ANONYMOUS.

1. What is your age?
- 18-24
- 25-34
- 35-44
- 45 years or older.

2. What is your gender?
- Man
- Woman

3. What is your level of education?
- Student
- Employee
- Unemployed
- Retired

4. What city do you live in, in Algeria?
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5. How often do you shop online?
- A few times a week
- Once a week
- A few times a month
- Rarely or never

6. What type of products do you prefer to buy online?
- Electronic Devices and Gadgets
- Clothing and accessories
- Home and garden products
- Health and beauty products
- Food and Grocery
- Other (please specify).

7. When you visit an e-commerce site, what factors influence your decision to buy?
- Product selection and availability
- Competitive Pricing
- User-friendly website design
- Client assessments and evaluations
- Other (please specify)

8. How important is the e-commerce user experience to you?
- Very important
- Fairly important
- Not important
- Not important at all

9. Have you ever made negative purchases on an e-commerce site? If so, please describe the problem.
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An Overview of Inbound Marketing:
Inbound marketing is a strategic approach to creating valuable content that aligns with the needs of your target audiences and inspires long-term customer relationships.

10. Do you think inbound marketing is an effective marketing strategy for e-commerce sites? online channel? If yes, please describe the experience
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11. Have you ever made a purchase on an e-commerce site after discovering it on social media or another online channel? If yes, please describe the experience.
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12. How familiar are you with the concept of inbound marketing?
- Very familiar
- Somewhat familiar
- Not very familiar
- Not familiar at all

13. Do you think inbound marketing is an effective marketing strategy for e-commerce sites?
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14. Have you ever made a purchase from an e-commerce website after being influenced by inbound marketing (e.g., a blog post, social media message or email campaign)? If yes, please describe the experience.
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15. How do you think Algerian e-commerce sites could improve the user experience for customers?
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16. Have you ever met an Algerian e-commerce site that effectively uses inbound marketing? If yes, please describe the experience.
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17. What improvements would you suggest for the user experience of e-commerce websites?
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