

The Role of Advertising in Shaping Consumer Behavior: A Case Study of Algerian Consumers During Ramadan

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Abstract:

This study investigates the role of advertising in modifying consumer behavior, using Algerian consumers during Ramadan as a contextual case. Employing a descriptive-analytical research design, the findings reveal a statistically significant yet moderate positive effect of Ramadan advertising on consumer behavior. Respondents exhibited neutral attitudes toward behavioral changes, indicating that advertising alone does not induce radical shifts in consumption patterns. Based on these results, the study recommends aligning advertising strategies with the unique socio-cultural and religious characteristics of Ramadan. Furthermore, it urges firms to continuously monitor consumer behavior to dynamically adapt their promotional campaigns.

Keywords: Advertising; Consumer; Consumer Behavior; Ramadan Advertising.

1. Introduction:

In contemporary marketing, advertising serves as a pivotal communication tool designed to capture consumer attention and persuade them toward specific products or services through targeted messaging. Its influence intensifies during seasonal periods, particularly Ramadan, which is characterized by marked increases in consumption and notable shifts in purchasing habits. Examining advertising during this month is crucial for understanding its impact on purchase decisions, consumer engagement, and responsiveness to promotional content, especially given the growing dominance of digital platforms and social media in shaping consumption patterns.

1.1 Problem Statement:

Despite the proliferation of advertising campaigns during Ramadan, the extent to which such messaging influences the behavior of Algerian consumers remains debatable. It is essential to determine whether these campaigns significantly alter consumer choices and boost consumption, or if their impact remains marginal. Accordingly, this study addresses the following central question: To what extent does advertising influence changes in the consumption behavior of Algerian consumers during Ramadan?

1.2 Research Sub-Questions :

1. How does the frequency of Ramadan advertising affect changes in Algerian consumer behavior?
2. How does the continuity of Ramadan advertising influence shifts in consumer behavior?
3. To what extent do different advertising media channels impact consumer behavior during Ramadan?
4. How does the duration of Ramadan advertising campaigns affect consumer behavioral changes?

1.3 Research Hypotheses:

1.3.1 Main Hypothesis: There is a statistically significant relationship between Ramadan advertising and changes in the consumption behavior of Algerian consumers.

1.3.2 Sub-Hypotheses:

1. Advertising frequency during Ramadan has a statistically significant impact on consumer behavioral changes.
2. Advertising continuity during Ramadan exerts a statistically significant influence on shifts in consumer behavior.
3. The choice of advertising medium during Ramadan significantly affects consumer behavior.
4. The duration of Ramadan advertising campaigns significantly influences changes in consumer behavior.

1.4 Research Objectives:

This study aims to:

- Examine the role of advertising in influencing Algerian consumer behavior during Ramadan.
- Analyze the key dimensions of advertising (frequency, continuity, media type, and duration) and assess their respective impacts.
- Measure the degree of behavioral change resulting from exposure to Ramadan advertising.
- Identify the nature and strength of the relationship between advertising and consumer behavior modification.
- Evaluate the level of consumer awareness and susceptibility to promotional messaging.

- Provide actionable recommendations to help firms refine their advertising strategies.

1.5 Significance of the Study:

The significance of this research lies in its focus on Ramadan—a period marked by heightened consumption and intensive advertising campaigns—in the Algerian context. By evaluating the effectiveness and limitations of advertising across multiple dimensions, this study offers practical insights for marketers and organizations seeking to optimize their promotional efforts. Additionally, it contributes to the existing body of literature on consumer behavior within emerging and culturally specific markets.

1.6 Research Methodology:

The study adopts a descriptive-analytical research design to achieve its objectives. The theoretical framework outlines the core concepts and dimensions of the research topic. Empirical data were collected from a targeted sample, processed, and statistically analyzed using descriptive measures, specifically the arithmetic mean and standard deviation. These analyses facilitated the derivation and interpretation of the study's findings.

1.7 Literature Review and Research Gap:

1. Sardouk, R. (2023). "The Role of Television Advertising in Instilling Consumer Culture Among Algerian Citizens: A Field Study of Youth Samples." *Journal of Media and Society*, 7(1). This study explored the impact of television advertising on consumer culture, concluding that advertising plays a substantial role in shaping consumption habits and can foster a more conscious consumer behavior when strategically utilized.

2. Linda Hadeef, K. (2025). "The Role of Advertising in Guiding Consumption Patterns in Algerian Society: An Exploratory Analytical Study of Television Advertising Audiences." Doctoral Thesis, Faculty of Information and Communication Sciences, University of Algiers 3. The findings indicated that advertising exerts limited influence on directing consumption patterns. Its primary function remains informational—providing details about products, discounts, and retail locations—rather than serving as a behavioral driver or pattern shaper.

Research Gap:

While prior studies predominantly focused on television advertising and its general impact on consumer culture or consumption patterns, the current research expands the scope by incorporating multiple advertising channels, with particular emphasis on digital and social media platforms. Furthermore, unlike previous works that examined broad behavioral trends, this study isolates a specific temporal and cultural context (Ramadan) to analyze how advertising influences short-term behavioral shifts. Additionally, it uniquely operationalizes advertising through four measurable dimensions: frequency, continuity, media type, and duration.

1.8 Structure of the Paper:

The paper is structured into three main sections: The first section presents the theoretical framework of advertising. The second outlines the theoretical foundations of consumer behavior. The final section empirically examines the role of Ramadan advertising in modifying Algerian consumer behavior.

2. Advertising:

Advertising constitutes one of the most critical marketing communication tools utilized by organizations to influence consumer perceptions and promote their offerings. It aims to guide consumer behavior through integrated objectives that encompass cognitive, affective, and behavioral dimensions.

2.1 Definition of Advertising:

The American Marketing Association (AMA) defines advertising as "any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" (Agrad, 2020, p. 10).

2.2 Objectives of Advertising:

Advertising objectives can be categorized into three primary levels (Mansouri & Ben Ammar, 2021, pp. 393–394):

- **Cognitive Objectives:** Raising awareness about a product or service, highlighting its features, explaining usage, and providing consumers with information to bridge knowledge gaps.
- **Affective Objectives:** Building emotional connections between consumers and brands, and shaping preferences. This dimension is particularly challenging, as it interacts with numerous external factors such as socioeconomic conditions, cultural background, purchasing power, and actual needs.
- **Behavioral Objectives:** Stimulating actionable responses, such as purchase decisions, information-seeking behavior, or post-purchase engagement, ultimately aiming to modify actual consumption habits.

3. Consumer Behavior:

Consumer behavior is a foundational concept in marketing, offering insights into how individuals make purchasing decisions and interact with products and services. This behavior is shaped by a complex interplay of internal and external factors.

3.1 Definition of Consumer Behavior:

Kotler defines it as "the actions individuals undertake in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs, within their given constraints" (Abbas & Rahimi, 2024, p. 11).

3.2 Factors Influencing Consumer Behavior:

These factors are generally classified into three categories (Mouzawi, 2019, pp. 111–115):

- **Economic Factors:** Include individual income (determining purchasing power), price sensitivity (inverse relationship between price and demand), household size and income distribution, and expected future income, all of which shape spending patterns.

- **Psychological Factors:** Encompass needs (basic vs. acquired), motivations (internal drives prompting purchase), learning (experience-based adjustments), personality traits (influencing responsiveness to advertising), and attitudes (positive or negative predispositions toward brands).

- **Environmental/Sociocultural Factors:** Include cultural values and norms, social class (affecting spending capacity and preferences), family dynamics (central to decision-making), and reference groups (peers and social networks that shape consumption choices).

4. The Role of Ramadan Advertising in Shaping Algerian Consumer Behavior:

Ramadan is characterized by distinct religious and social dimensions that directly influence consumption patterns. Food consumption surges, specific purchasing rituals emerge, and advertising aligned with Ramadan values—such as family cohesion, generosity, and solidarity—gains heightened resonance;

In Algeria, Ramadan represents the annual peak of marketing activity. Companies deploy intensive campaigns across television and social media to strengthen brand visibility, focusing primarily on food staples (pasta, dairy, beverages) and financial services. This aligns with increased household spending and pre-Eid preparations in the latter half of the month. Algerian Ramadan advertising is distinguished by:

1. Emotional and Social Content: Campaigns emphasize family gatherings, sharing, and solidarity, often showcasing authentic Algerian traditions and cultural practices.

2. Strategic Timing: Ads are strategically concentrated before and after the Maghrib call to prayer, as well as during breaks between highly watched Ramadan series and programs.

3. Featured Product Categories: Core staples, beverages, and cleaning products dominate, alongside promotions for home goods and apparel in preparation for Eid al-Fitr.

4. Media Mix: Heavy reliance on both public and private television, complemented by digital platforms (Facebook, Instagram, YouTube) to ensure broad demographic reach.

4.1 Analysis of Questionnaire Results:

4.1.1 Methodology and Data Collection Instruments:

A cross-sectional survey was conducted across several cities in eastern Algeria—including Boumerdès, Bouira, Jijel, Sétif, Tizi Ouzou, Annaba, and El Tarf—to examine the extent to which advertising influences the consumption behavior of Algerian consumers during Ramadan. Data were collected using a structured questionnaire distributed between January 1, 2026, and February 28, 2026, targeting the study sample to address the research questions and test the proposed hypotheses.

4.1.2 Study Population and Sample:

The researchers employed a census approach, targeting 100 individuals from the broader population across diverse demographic categories to enhance the study's validity. A total of 110 questionnaires were

distributed, of which 100 were retrieved and deemed suitable for analysis, yielding a response rate of 90.90%.

4.1.3 Research Instrument:

To gather data from participants and test the hypothesized relationships between variables, a structured questionnaire was developed based on prior relevant studies. The instrument comprised two main sections:

Section One: Demographic and personal characteristics of respondents, including gender, age group, educational attainment, and monthly income.

Section Two: Two core thematic axes:

- **Axis One (Independent Variable):** "Ramadan Advertising," consisting of 12 items distributed across four dimensions:

1. Advertising Frequency during Ramadan (3 items)
2. Advertising Continuity during Ramadan (3 items)
3. Advertising Media Channel (3 items)
4. Advertising Duration during Ramadan (3 items)

- **Axis Two (Dependent Variable):** "Changes in Algerian Consumer Behavior," comprising 10 items. All items employed a closed-ended format using a five-point Likert scale, as detailed in Table 1 below:

Table (1): Response Categories, Weighted Values, and Interpretive Levels for Questionnaire Items

| | | | | | |
|---------------------|-------------------|-----------|-----------|-----------|----------------|
| Weighted Mean Range | 1.00–1.79 | 1.80–2.59 | 2.60–3.39 | 3.40–4.19 | 4.20–5.00 |
| Response Category | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| Interpretive Level | Very Low | Low | Moderate | High | Very High |

Source: Compiled by the researchers based on multiple academic references.

4.1.4 Instrument Reliability:

Table (2): Cronbach's Alpha Coefficients for Questionnaire Axes

| Questionnaire Axis | Number of Items | Cronbach's Alpha |
|---------------------------------------|-----------------|------------------|
| Ramadan Advertising | 12 | 0.892 |
| Changes in Algerian Consumer Behavior | 10 | 0.947 |

Source: Compiled by the researchers based on SPSS output.

Table (2) presents the reliability coefficients for each questionnaire axis using Cronbach's Alpha, a measure of internal consistency and item reliability. The advertising axis yielded an Alpha value of 0.892, indicating strong internal consistency and supporting its suitability for measuring the impact of Ramadan

advertising. The consumer behavior change axis recorded an exceptionally high Alpha of 0.947, reflecting excellent reliability and confirming that its items cohesively measure the intended construct. All Alpha values exceeded the statistically acceptable threshold of 0.60, affirming the instrument's high reliability and justifying its use in hypothesis testing.

4.1.5 Descriptive Analysis of Sample Characteristics

1. Distribution by Gender and Age:

Table (3): Sample Distribution by Gender.

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 45 | 45% |
| Female | 55 | 55% |
| Total | 100 | 100% |

Source: Compiled by the researchers based on SPSS output.

Table (4): Sample Distribution by Age Group.

| Age Group | Frequency | Percentage |
|-------------|-----------|------------|
| <20 years | 0 | 0% |
| 20–29 years | 23 | 23% |
| 30–39 years | 25 | 25% |
| ≥40 years | 52 | 52% |
| Total | 100 | 100% |

Source: Compiled by the researchers based on SPSS output.

Table (3) indicates that females constituted 55% of the sample compared to 45% males, reflecting a relatively balanced gender distribution with a slight female predominance. This composition supports a reasonably representative portrayal of consumer perspectives.

Table (4) reveals that the predominant age group was respondents aged 40 years and above (52%), followed by those aged 30–39 years (25%) and 20–29 years (23%). No participants were under 20 years of age. This age distribution suggests that the sample primarily comprises mature consumers with greater purchasing experience and decision-making capacity—particularly relevant during Ramadan, a period characterized by significant shifts in consumption patterns.

2. Distribution by Educational Attainment and Monthly Income

Table (5): Sample Distribution by Education Level.

| Education Level | Frequency | Percentage |
|-----------------|-----------|------------|
| Primary | 0 | 0% |

| | | |
|---------------|-----|------|
| Middle School | 4 | 4% |
| Secondary | 16 | 16% |
| University | 80 | 80% |
| Total | 100 | 100% |

Source: Compiled by the researchers based on SPSS output

Table (6): Sample Distribution by Monthly Income.

| Monthly Income (DZD) | Frequency | Percentage |
|----------------------|-----------|------------|
| <30,000 | 16 | 16% |
| 30,000–60,000 | 27 | 27% |
| >60,000 | 57 | 57% |
| Total | 100 | 100% |

Source: Compiled by the researchers based on SPSS output.

Table (5) shows that 80% of respondents held university degrees, indicating a highly educated sample. Secondary and middle school education levels accounted for 16% and 4%, respectively, with no participants reporting primary education only. This elevated educational profile may influence study outcomes, as highly educated individuals typically possess greater critical awareness and analytical capacity when evaluating advertising messages, potentially reducing susceptibility to impulsive persuasion—particularly regarding Ramadan-related consumption.

Table (6) indicates that the majority of respondents (57%) reported monthly incomes exceeding 60,000 DZD, followed by the 30,000–60,000 DZD bracket (27%), and those earning under 30,000 DZD (16%). This income distribution suggests that most participants possess relatively high purchasing power, which may increase their propensity to spend—especially during Ramadan, when household expenditure on food and other goods typically rises. In this context, advertising may play a pivotal role in stimulating purchases by emphasizing product quality, promotional offers, and emotionally resonant messaging. Conversely, respondents with moderate or limited incomes may exhibit greater caution in purchasing decisions, though they remain potentially responsive to advertising within their financial constraints.

4.1.6 Analysis of the Independent Variable: Ramadan Advertising:

To assess respondents' perceptions of the independent variable, arithmetic means and standard deviations were computed for each item. Results are summarized in Table (7).

Table 7. Descriptive Statistics for Items Measuring the Independent Variable (Ramadan Advertising).

| Item No | Statement | Mean | Std. Dev | Response Level |
|------------------------|--|-------|----------|----------------|
| 1 | Frequent Ramadan advertising increases my attention to the product | 3.590 | 0.113 | Agree |
| 2 | Advertising frequency influences my selection of Ramadan-related goods | 3.240 | 0.128 | Neutral |
| 3 | Repeated advertising increases my willingness to try the product | 3.100 | 0.129 | Neutral |
| Advertising Frequency | | 3.310 | 0.111 | Neutral |
| 4 | Continuous advertising throughout Ramadan enhances my trust in the product | 2.840 | 0.123 | Neutral |
| 5 | Sustained advertising strengthens brand recall in my mind | 3.660 | 0.104 | Agree |
| 6 | I prefer products advertised consistently during Ramadan | 2.870 | 0.128 | Neutral |
| Advertising Continuity | | 3.140 | 0.134 | Neutral |
| 7 | Television advertising influences my purchasing decisions during Ramadan | 3.123 | 0.283 | Neutral |
| 8 | Social media advertising attracts me more than other channels | 3.710 | 0.114 | Agree |
| 9 | The type of advertising medium plays a role in persuading me | 3.810 | 0.103 | Agree |
| Advertising Media | | 3.553 | 0.088 | Agree |
| 10 | Short, repeated advertisements have a stronger impact on me | 3.640 | 0.109 | Agree |
| 11 | Adequate advertising duration helps me understand product features | 3.490 | 0.107 | Agree |
| 12 | Longer advertising duration increases my interest in the product | 3.434 | 0.116 | Agree |
| Advertising Duration | | 3.519 | 0.086 | Agree |
| Ramadan Advertising | | 3.371 | 0.080 | Neutral |

Source: Compiled by the researchers based on SPSS output.

The results in Table (7) indicate that respondents' overall perception of Ramadan advertising was neutral, with a composite mean of 3.371 (SD = 0.080). This suggests that participants do not uniformly

endorse advertising as a decisive factor in shaping their consumption behavior; rather, their attitudes reflect a nuanced balance between acceptance and reservation.

Sub-dimensions varied in perceived influence. The Advertising Media dimension ranked highest ($M = 3.553$, $SD = 0.088$), underscoring the critical role of channel selection in capturing consumer attention. Notably, social media advertising received strong endorsement ($M = 3.710$), reflecting a broader shift toward digital platforms as effective tools for influencing purchase decisions. This was followed by Advertising Duration ($M = 3.519$, $SD = 0.086$), indicating consumer preference for appropriately timed—particularly concise—advertisements that convey messages efficiently without inducing fatigue.

The Advertising Frequency dimension yielded a neutral mean ($M = 3.310$, $SD = 0.111$), suggesting that repetition alone does not universally enhance advertising effectiveness; individual differences in receptivity likely moderate this relationship. Finally, Advertising Continuity recorded the lowest mean ($M = 3.123$, $SD = 0.283$), implying that sustained exposure throughout Ramadan does not necessarily strengthen consumer trust or drive behavioral change.

Collectively, these findings indicate that advertising's influence on Algerian consumers during Ramadan is relative rather than absolute. Its impact depends primarily on media channel selection and message duration, whereas frequency and continuity appear less determinative. This pattern reflects growing consumer awareness and selectivity in processing promotional content.

4.1.7 Analysis of the Dependent Variable: Changes in Algerian Consumer Behavior:

To evaluate responses concerning the dependent variable, arithmetic means and standard deviations were computed for each item. Results are presented in Table 8.

Table (8): Descriptive Statistics for Items Measuring the Dependent Variable (Changes in Algerian Consumer Behavior) (Ramadan Advertising)

| Item No | Statement | Mean | Std. Dev | Response Level |
|---------|--|-------|----------|----------------|
| 1 | Ramadan advertising prompts me to purchase products I previously did not buy | 2.970 | 0.130 | Neutral |
| 2 | I switch my preferred brand due to Ramadan advertising | 2.540 | 0.129 | Disagree |
| 3 | Advertising affects the quantity of my Ramadan purchases | 2.950 | 0.123 | Neutral |

| | | | | |
|------------------------------|---|-------|-------|---------|
| 4 | Ramadan advertising influences the timing of my purchase decisions | 2.960 | 0.121 | Neutral |
| 5 | I notice my consumption behavior differs during Ramadan due to advertising | 3.290 | 0.125 | Neutral |
| 6 | Advertising leads me to buy products out of curiosity rather than actual need | 3.150 | 0.120 | Neutral |
| 7 | I feel Ramadan advertising indirectly influences my purchasing decisions | 3.240 | 0.114 | Neutral |
| 8 | Advertising encourages me to spend more during Ramadan | 3.250 | 0.125 | Neutral |
| 9 | I seek out advertised products after viewing an advertisement | 3.240 | 0.118 | Neutral |
| 10 | Ramadan advertising affects my pre-planning for purchases | 3.140 | 0.122 | Neutral |
| Changes in Consumer Behavior | | 3.073 | 0.101 | Neutral |

Source: Compiled by the researchers based on SPSS output.

Table (8) reveals that respondents' perceptions regarding behavioral change remained predominantly neutral, with an overall mean of 3.073 (SD = 0.101). This indicates that participants do not explicitly acknowledge substantial shifts in their consumption patterns attributable to advertising; rather, their responses reflect measured caution and contextual awareness.

Most items clustered within the neutral range (means: 2.540–3.290), highlighting variability in individual responsiveness. The highest mean was recorded for the item concerning perceived behavioral differences during Ramadan versus other months (M = 3.290), suggesting a modest awareness of seasonal behavioral shifts—though not necessarily a direct causal attribution to advertising. Similarly, items related to increased spending (M = 3.250) and post-exposure product search (M = 3.240) registered moderate agreement, indicating limited but notable influence.

Conversely, the item addressing brand switching recorded the lowest mean (M = 2.540; "Disagree"), underscoring Algerian consumers' relative brand loyalty and resistance to advertising-driven substitution. Remaining items—pertaining to purchase quantity, timing, and pre-purchase planning—also reflected limited impact, failing to reach the "Agree" threshold.

These results collectively suggest that Ramadan advertising does not precipitate radical transformations in Algerian consumer behavior. Instead, its influence appears confined to secondary

dimensions, such as heightened product awareness or exploratory purchasing, rather than fundamental shifts in decision-making frameworks.

4.2 Statistical Testing of Sub-Hypotheses:

The results of the regression analysis for testing the sub-hypotheses are summarized in Table 9 below.

Table(9): Simple Linear Regression Analysis for Sub-Hypotheses Testing.

| N | Independent Variable | Dependent Variable | Regression Coefficient (a) | Intercept (b) | Correlation Coefficient (r) | Coefficient of Determination (r ²) | Calculated t-value | Calculated F-value | Significance Level (Sig.) |
|---|---------------------------|---------------------------------------|----------------------------|---------------|-----------------------------|--|--------------------|--------------------|---------------------------|
| 1 | Advertising Frequency | Changes in Algerian Consumer Behavior | 1.221 | 18.605 | 0.400 | 0.160 | 6.299 | 18.714 | 0.001 |
| 2 | Advertising Continuity | | 2.036 | 11.655 | 0.570 | 0.325 | 4.018 | 47.146 | 0.001 |
| 3 | Advertising Media Channel | | 2.530 | 3.760 | 0.661 | 0.437 | 1.180 | 75.954 | 0.001 |
| 4 | Advertising Duration | | 2.737 | 1.750 | 0.697 | 0.485 | 0.563 | 91.503 | 0.001 |

Source: Compiled by the researchers based on SPSS output.

Sub-Hypothesis 1: Advertising Frequency

- **Null Hypothesis (H₀):** There is no statistically significant effect ($\alpha \leq 0.05$) of advertising frequency during Ramadan on changes in Algerian consumer behavior.
- **Alternative Hypothesis (H₁):** There is a statistically significant effect ($\alpha \leq 0.05$) of advertising frequency during Ramadan on changes in Algerian consumer behavior.

As shown in Row 1 of Table (9), the Fisher F-test revealed a statistically significant effect of advertising frequency on consumer behavior change (Sig. = 0.001 < 0.05). The correlation coefficient (r = 0.400) indicates a moderate positive relationship, while the coefficient of determination (r² = 0.160) suggests that approximately 16% of the variance in consumer behavior change can be attributed to advertising frequency. The calculated t-value (6.299) further confirms the statistical significance of this effect.

The corresponding regression equation is:

$$Y_1 = 18.605 + 1.221X_1$$

Where: Y_1 = Changes in Algerian Consumer Behavior; X_1 = Advertising Frequency during Ramadan; a = regression coefficient (slope); b = intercept (constant).

Decision: Reject H_0 ; accept H_1 .

Sub-Hypothesis 2: Advertising Continuity

- **Null Hypothesis (H_0):** There is no statistically significant effect ($\alpha \leq 0.05$) of advertising continuity during Ramadan on changes in Algerian consumer behavior.

- **Alternative Hypothesis (H_1):** There is a statistically significant effect ($\alpha \leq 0.05$) of advertising continuity during Ramadan on changes in Algerian consumer behavior.

Results in Row 2 indicate a statistically significant effect (Sig. = 0.001 < 0.05). The correlation coefficient ($r = 0.570$) reflects a moderate-to-strong positive relationship, and the coefficient of determination ($r^2 = 0.325$) reveals that approximately 32.5% of the variance in consumer behavior change is explained by advertising continuity. The calculated t-value (4.018) supports the significance of this relationship.

The corresponding regression equation is:

$$Y_2 = 11.655 + 2.036X_2$$

Where: Y_2 = Changes in Algerian Consumer Behavior; X_2 = Advertising Continuity during Ramadan.

Decision: Reject H_0 ; accept H_1 .

Sub-Hypothesis 3: Advertising Media Channel

- **Null Hypothesis (H_0):** There is no statistically significant effect ($\alpha \leq 0.05$) of advertising media channel on changes in Algerian consumer behavior.

- **Alternative Hypothesis (H_1):** There is a statistically significant effect ($\alpha \leq 0.05$) of advertising media channel on changes in Algerian consumer behavior.

As shown in Row 3, the effect is statistically significant (Sig. = 0.001 < 0.05). The correlation coefficient ($r = 0.661$) indicates a relatively strong positive relationship, while the coefficient of determination ($r^2 = 0.437$) suggests that approximately 43.7% of the variance in consumer behavior change is attributable to the choice of advertising media. Although the calculated t-value (1.180) is relatively modest, the significance level confirms the robustness of this effect.

The corresponding regression equation is:

$$Y_3 = 3.760 + 2.530X_3$$

Where: Y_3 = Changes in Algerian Consumer Behavior; X_3 = Advertising Media Channel.

Decision: Reject H_0 ; accept H_1 .

Sub-Hypothesis 4: Advertising Duration

- **Null Hypothesis (H_0):** There is no statistically significant effect ($\alpha \leq 0.05$) of advertising duration during Ramadan on changes in Algerian consumer behavior.

- **Alternative Hypothesis (H_1):** There is a statistically significant effect ($\alpha \leq 0.05$) of advertising duration during Ramadan on changes in Algerian consumer behavior.

Results in Row 4 confirm a statistically significant effect (Sig. = 0.001 < 0.05). The correlation coefficient ($r = 0.697$) denotes a strong positive relationship, and the coefficient of determination ($r^2 = 0.485$) indicates that approximately 48.5% of the variance in consumer behavior change is explained by advertising duration. Despite the relatively low calculated t-value (0.563), the high F-value (91.503) and significance level jointly affirm the model's explanatory power.

The corresponding regression equation is:

$$Y_4 = 1.750 + 2.737X_4$$

Where: Y_4 = Changes in Algerian Consumer Behavior; X_4 = Advertising Duration during Ramadan.

Decision: Reject H_0 ; accept H_1 .

4.3 Statistical Testing of the Main Hypothesis:

The results of the regression analysis for testing the main hypothesis are summarized in Table 10 below.

Table (10): Simple Linear Regression Analysis for Main Hypothesis Testing

| Independent Variable | Dependent Variable | Regression Coefficient (a) | Intercept (b) | Correlation Coefficient (r) | Coefficient of Determination (r^2) | Calculated t-value | Calculated F-value | Significance Level (Sig.) |
|----------------------|---------------------------------------|----------------------------|---------------|-----------------------------|--|--------------------|--------------------|---------------------------|
| Ramadan Advertising | Changes in Algerian Consumer Behavior | 0.710 | 1.927 | 0.674 | 0.454 | 0.586 | 80.533 | 0.001 |

Source: Compiled by the researchers based on SPSS output.

- **Null Hypothesis (H₀):** There is no statistically significant effect ($\alpha \leq 0.05$) of Ramadan advertising on changes in Algerian consumer behavior.
- **Alternative Hypothesis (H₁):** There is a statistically significant effect ($\alpha \leq 0.05$) of Ramadan advertising on changes in Algerian consumer behavior.

As presented in Table (10), the Fisher F-test yielded a highly significant result ($F = 80.533$; $\text{Sig.} = 0.001 < 0.05$), confirming the statistical validity and explanatory adequacy of the regression model. The t-value (0.586) further supports the presence of a meaningful positive relationship between the variables. The correlation coefficient ($r = 0.674$) indicates a moderately strong positive association, while the coefficient of determination ($r^2 = 0.454$) reveals that approximately 45.4% of the variance in changes in Algerian consumer behavior can be explained by exposure to Ramadan advertising. The remaining variance is attributable to extraneous factors not included in the current model.

The corresponding regression equation is:

$$Y = 1.927 + 0.710X$$

Where: Y = Changes in Algerian Consumer Behavior; X = Ramadan Advertising (composite measure).

Conclusion: Based on the foregoing analysis, the null hypothesis is rejected in favor of the alternative hypothesis. Ramadan advertising exerts a statistically significant, moderately strong positive effect on changes in Algerian consumer behavior; however, this influence is relative rather than absolute.

5. Conclusion:

This study sought to examine the role of Ramadan advertising in shaping the consumption behavior of Algerian consumers, through a systematic analysis of advertising dimensions and their empirical relationships with purchasing behavior. The analysis of primary data enabled the derivation of key findings that clarify the nature and statistical significance of this relationship. Based on the theoretical framework and empirical investigation, the following conclusions were reached:

5.1 Key Findings:

1. Ramadan advertising exerts a statistically significant positive effect on Algerian consumer behavior; however, this influence remains moderate and non-deterministic.

2. Among the advertising dimensions examined, media channel selection (particularly social media platforms) and advertising duration demonstrated the strongest predictive power relative to other dimensions.
3. The effects of advertising frequency and continuity on behavioral change were comparatively weaker and less consistent across respondents.
4. Respondents' attitudes toward behavioral change remained predominantly neutral, suggesting that advertising does not precipitate radical transformations in consumption habits.
5. A statistically significant positive correlation exists between Ramadan advertising and consumer behavior change, with advertising explaining a substantial proportion of behavioral variance.
6. Algerian consumers exhibit a notable degree of awareness and selectivity, particularly regarding brand switching and unplanned purchasing decisions.
7. The influence of advertising appears primarily confined to enhancing product awareness and stimulating exploratory purchasing, rather than fundamentally altering entrenched consumption patterns.

5.2 Recommendations:

In light of the findings, the following recommendations are proposed for practitioners and policymakers:

1. Organizations should prioritize the strategic selection of advertising media, with particular emphasis on digital platforms, which demonstrated superior effectiveness in engaging target audiences.
2. Advertising content should be concise, visually compelling, and mindful of optimal exposure duration to maximize retention while minimizing viewer fatigue.
3. Creative innovation and aesthetic appeal should be emphasized over mere repetition to enhance message persuasiveness and memorability.
4. Brands should invest in building advertising credibility and trustworthiness to strengthen consumer confidence and amplify behavioral impact.
5. Advertising strategies must be culturally contextualized to align with the religious, social, and consumption-specific characteristics of the Ramadan period.
6. Firms are encouraged to adopt continuous consumer behavior monitoring systems to enable dynamic adaptation of promotional strategies in response to evolving market preferences.

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