# The Influencers and the Adoption of New Products: Model for the Influencer Marketing

## Influencerlar ve Yeni Ürünlerin Benimsenmesi: Influencer Pazarlama Modeli

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**Öz**

Bu çalışma, Rogers'ın Yeniliklerin Yayılımı modelini bir çerçeve olarak kullanarak, Cezayir toplumunda yeni ürünlerin benimsenmesinde sosyal medya fenomenlerinin rolünü anlamayı amaçlamaktadır. Bu araştırma, pozitivist bir yaklaşıma dayanan tanımlayıcı ve analitik bir çalışmadır. Örneklem temelli bir yaklaşımla sosyal anket metodolojisi kullanılmış ve veri toplama aracı olarak elektronik bir anket kullanılmıştır. Saha çalışması Şubat-Haziran 2023 tarihleri arasında gerçekleştirilmiştir. Çalışma evreninin geniş kapsamı nedeniyle araştırmacı basit tesadüfi örnekleme tekniğini benimsemiş, örneklem büyüklüğü Richard Geiger'ın formülü kullanılarak belirlenmiş ve 384 katılımcıdan oluşan temsili bir örneklem elde edilmiştir. Çalışma, geleneksel iki aşamalı iletişim sürecinde bir değişim olduğunu ortaya koymuştur. Daha önce medya birincil bilgi kaynağıydı, ancak şimdi kaynak genellikle belirli özelliklere sahip etkileyicilerle doğrudan etkileşime giren son kullanıcıdır. Bunlar arasında şık bir görünüm, pozitiflik yayan neşeli bir kişilik ve hoş bir tavır ile karakterize edilen çekicilik yer almaktadır. Güvenilirlik ikinci sırada yer alır ve iyi bir itibar, karakter ve görüşlerin netliği, doğru bilgi paylaşımı ve yüksek etik standartlarla somutlaşır. Ürün isimlerinin doğru telaffuz edilmesi, çeşitli kullanım yöntemlerinin denenmesi, ürün hakkında yeterli bilgi sahibi olunması ve kullanımının etkin bir şekilde sergilenmesi ile ortaya konan uzmanlık bu sırayı takip etmektedir. İlginç bir şekilde, çalışma bazı durumlarda takipçilerin sadece alıcı olmaktan çıkıp aktif katılımcılara dönüştüğünü ve bizzat influencer rolünü üstlendiklerini belirtmiştir. Bu değişim, iletişim sürecinin dinamiklerini değiştirerek alıcıyı kaynağa dönüştürmektedir. Etkileyicileri takip etmenin temel motivasyonları arasında sürekli paylaşım akışı, yeni ürünler edinme arzusu, eğlence ve başkalarının ürünler ve özellikleriyle ilgili deneyimlerinden bir şeyler öğrenme yer alıyor. Bazıları için bu sadece meraktan kaynaklanan bir alışkanlık ya da online alışveriş gibi bir amaçtır. Bununla birlikte, ürünlerin potansiyel kötüye kullanımına ilişkin farkındalık sınırlı kalmakta ve toplumsal kültür ve sosyal statü bireyleri influencer'ları takip etmeye zorlamamaktadır. Akademik bir perspektiften bakıldığında, bu araştırma dijital çağın yenilikleri ve yeni ürünleri benimseme sürecini nasıl yeniden şekillendirdiğini ortaya koymuştur. Rogers'ın geleneksel benimseme aşamaları -farkındalık, ilgi, değerlendirme, deneme ve benimseme- önemli değişikliklere uğramıştır. Bireylerin influencer'lara duyduğu güvenin etkisiyle değerlendirme artık öncelikli hale geldi ve ürün hakkında bağımsız olarak bilgi toplama ihtiyacını ortadan kaldırdı. Tüketiciler genellikle ürünü benimsemek için doğrudan influencer'ların sayfalarına ya da resmi şirket sayfasına başvuruyor ki bu da ikinci aşamayı temsil ediyor. Üçüncü aşama olan ilgi, tüketiciler ürünü çoktan satın almış ve influencer'ların kullanımını göstermesini bekl-iyor olsalar da, devam eden influencer güncellemeleri yoluyla ürünün etkinliğini izlemeyi içerir. Bu, influencer ile bir denklik duygusu sağlayarak bir tür kendini doğrulama işlevi görür. Dördüncü aşama olan deneme aşaması, tüketiciler tercih ettikleri influencer'lardan etkilenmiş olarak ürünü denediklerinde gerçekleşir. Bu aşama, influencer tarafından sağlanan rehberlik ve görsel gösterimlerin bir kombinasyonu ile bilgilendirilir. Son olarak, tüketiciler ürünü, bileşenlerini ve kullanımını tam olarak anladıkça ve marka farkındalığı arttıkça farkındalık aşaması ortaya çıkar. Bu da ürünün benimsenmesine ve potansiyel olarak marka sadakatine yol açar. Süreç daha sonra ürünün yeni kitlelere yayılmasına dönüşerek döngüyü tamamlar. Aşağıdaki şekil bu aşamaları özetlemektedir.

**Anahtar Kelimeler:** Etkileyici pazarlama, yeni ürünlerin benimsenmesi, Rogers'ın Yeniliklerin Yayılımı Modeli, Etkileyici Pazarlama Modeli, Cezayirli tüketiciler.

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**Abstract**

The current study aims to understand the role of social media influencers in the adoption of new products within Algerian society, utilizing Rogers' Diffusion of Innovations model as a framework. This research is a descriptive and analytical study based on a positivist approach. It employed a social survey methodology with a sample-based approach and used an electronic questionnaire as a data collection tool. The field study was conducted from February to June 2023. Due to the broad scope of the study population, the researcher adopted a simple random sampling technique, with the sample size determined using Richard Geiger's formula, resulting in a representative sample of 384 participants. The study uncovered a shift in the traditional two-step communication process. Previously, the media was the primary source of information, but now the source is often the end-user, who interacts directly with influencers possessing specific traits. These include attractiveness, characterized by a stylish appearance, a cheerful personality spreading positivity, and a pleasant demeanor. Credibility ranks second, embodied in good reputation, clarity of character and opinions, accurate information sharing, and high ethical standards. Expertise follows, demonstrated by correct pronunciation of product names, experimenting with various usage methods, adequate knowledge of the product, and effectively showcasing its use. Interestingly, the study noted that in some cases, followers transform from being mere recipients to active participants, taking on the role of influencers themselves. This shift alters the dynamics of the communication process, turning the receiver into the source. Key motivations for following influencers include the constant stream of posts, the desire to acquire new products, entertainment, and learning from others' experiences with the products and their features. For some, it's merely a habit driven by curiosity or a purpose such as online shopping. However, awareness about potential misuse of products remains limited, and societal culture and social status do not necessarily compel individuals to follow influencers. From an academic perspective, this research demonstrated how the digital era has reshaped the process of adopting innovations and new products. Rogers' traditional stages of adoption—awareness, interest, evaluation, trial, and adoption—have undergone significant changes. Evaluation now takes precedence, driven by the trust individuals place in influencers, eliminating the need to independently gather product information. Consumers often move directly to contacting influencers' pages or the official company page to adopt the product, which represents the second stage. The third stage, interest, involves tracking the product's effectiveness through ongoing influencer updates, although consumers may already have purchased the product and are waiting for influencers to demonstrate its use. This provides a sense of equivalence with the influencer, serving as a form of self-validation. The fourth stage, trial, occurs when consumers experiment with the product, having already been influenced by their preferred influencers. This phase is informed by a combination of influencer-provided guidance and visual demonstrations. Finally, the awareness stage emerges as consumers fully understand the product, its components, and usage, along with brand awareness. This leads to product adoption and, potentially, brand loyalty. The process then transitions into spreading the product to new audiences, completing the cycle. The following figure summarizes these stages.

**Keywords:** Influencer marketing, adoption of new products, Rogers' Diffusion of Innovations Model, Model for Influencer Marketing, Algerian consumers.

## Introduction

Over time, social networks have become more popular and bigger. Consumers are able to find different sources to seek information about goods and services as well as the places to make a purchase (Szopiński et al., 2020). Morever, brands could use these social media channels to build trusting relationships with consumers (Hanlon & L. Tuten, 2023). This has lad to the creation of a lot of new strategies; among them are modern marketing strategies based on influencers that could no longer be ignored (Glenister, 2021). Influencers increasingly provided sources of information and innovation to followers. From a marketing perspective, an influencer was a brand ambassador by designing sponsored content for the brand to convey and enhance its brand image, and brand name (Joshi et al., 2023). Thus, the influencers have become an important element in the E-marketing.

Influencers first appeared in 1959s as virtual influencers with the influencer Barbie following the question (*Who Is Barbie? @barbie, Explained*, n.d.) (Tkaczyk & Awdziej, 2022, p. 38). As for their real appearance in the current form, it was in the early 2000s. Since then they have progressed from a home hobby to a full-time profitable profession (Joshi et al., 2023). Influencer marketing had become more popular in the digital sphere as people were utilizing their online following and visibility to support politicians, causes, and goods (Pawar & Singh, 2023).

The phenomenon of the spread of influencers in Algeria had become increasingly popular in recent years. According to Modash (n.d.), there were 18,549 Algerian Instagram influencers with up to 500k followers, and the majority of their audience was in Algeria. The top 20 Algerian influencers on Instagram have been identified, with some having over 400k followers. Additionally Promoty (n.d.) has listed the top 10 Algerian influencers on Instagram and TikTok, with some having over 3 million followers.

However, the use of influencers in Algeria has also stirred controversy. According to global voices, several Algerian social media influencers have found themselves legally entangled in a scam after they promoted through their various channels. This has raised questions about the credibility of influencers and their impact on consumer behavior (Harbi, 2022).

The Influencer Marketing has become a popular strategy for promoting new products and reaching a wider audience. Several studies have investigated the impact of influencers on consumer behavior and their willingness to adopt new products. For instance, one study found that the indicators of new product adoption were deal proneness, consumer innovativeness, and brand loyalty (Kananeh, 2011). Another study in Uganda focused on the indicators such as an increase in sales performance and the ability of a new product to create more opportunities in the organization (Zerouati & Sayah, 2020). Whereas, according to Adnane Houssem (2023) Algerian influencers on social media had a great influence on consumer behavior, and their followers tend to trust their recommendations when it came to purchasing decisions. The study used a quantitative research design, and the data was collected through a survey of 500 Algerian consumers. The study concluded that social media influencers in Algeria could be effective marketing tools, and companies could utilize them to improve their brand image and increase sales.

However, the use of influencers in marketing has raised questions about their impact on consumer behavior and their credibility. According to The Middle East Newspaper, the influencers were a successful

marketing tool, while others believed that they were a deception to consumers (2019). Additionally, the relationship between social media influencers and the adoption of new products by Algerian consumers remained unclear. In this context, it was necessary to examine the role of influencers on social media and their relationship to the adoption of new products by the Algerian consumer.

Influencers on social media wielded substantial influence over the adoption of new products. Recent research has emphasized the strategic utilization of influencer marketing, leveraging specific consumer characteristics that rendered them susceptible to the allure of Social Media Influencers (SMI) (Shepherd et al., 2023)**.** Notably, characteristics such as a heightened susceptibility to the influence of trusted digital figures, limited risk awareness, an elevated risk appetite, and moral justifications for purchases were prevalent, particularly among young adults and males. This demographic profile elucidated why these groups were more inclined to acquire products endorsed by influencers, even if they were counterfeits (Raghani & Jadvani, 2022).

That the leveraging influencers for social media advertising proved effective in capturing attention, fostering awareness, and influencing purchase intention, highlighting their ability to bridge the gap between brands and consumers (Patmawati & Miswanto, 2022). Hence, scholars have identified influencers' perceived expertise, opinion leadership, and alignment with consumer interests as crucial factors positively influencing customers' intentions to purchase (Wibisono et al., 2023). However, it was noteworthy that the impact of trustworthiness and perceived expertise on purchase intentions was found to be negligible, challenging conventional assumptions in this domain**.** These findings underscored the intricate dynamics at play in the realm of influencer marketing, shedding light on the nuanced interplay between consumer characteristics, influencer attributes, and the consequential impact on purchasing behavior.

Briefly, the collective insights from these studies emphasized the vital role of introducing and promoting new products. Their impact resonated across different dimensions, but they were not exposed to the stages of the introduction of these products and the subsequent public adoption.

Therefore, this study was based on Rogers' Model (M. Rogers et al., n.d.) for the Diffusion of Innovations in order to determine the stages of adoption of new products by the consumer and to influence the characteristics of the influencer. Thereby, the refinement of this model is proposed by suggesting effective methods for each stage of adoption of products, as the phases may change with the changes in the presentation of new products.

1. **THEORETICAL BACKGROUND and RESEARCH HYPOTHESES**

**1.1. Followers' Motivations, Needs, and Influencers**

Social media has become indispensable in people's lives, where it stSanded out as a prominent means of interaction and communication (Dragović et al., 2019). Those platforms were offering opportunities for people to connect with friends and family (Hirani & Singh, 2016), and sharing ideas and pictures (Drozdova, 2020; Vasilyeva, 2020), and exchanging daily events. However, exposure to social media was not merely a recreational activity but it reflected a complex social phenomenon (Sofradžija, 2020), behind which lied the psychological motives and needs that expressed shifts in modern lifestyle patterns.

This reflected a tremendous increase in the number of followers of influential individuals on these platforms, as mentioned by the site (fastercapital, n.d.). This led us to question the motives behind individuals

following influencers on social media, the reasons behind they dedicated a part of their daily time to consume their content, interact with their posts, and even to be influenced by them.

### 1.2. Influencers on Social Media in Algerian Society: Between the Two-Step Flow of Communication Theory and the Diffusion of Innovations

In the era of modern digital technology, social media has undergone rapid development and had a tremendous impact on the lives of individuals and communities (Adhikari, 2022; Khaled, 2018). Fadel Talab, (2018) reposted that social media represented a qualitative leap in how individuals interact with each other and contributed to shaping and directing public attention towards specific issues (Manamani & Bouragaâ, 2021). In this context, the thorough study and analysis of social media influencers in Algerian society aimed to understand the impact they left on the collective thinking of Algerian society and its purchasing orientations (Qatsh, 2022), specifically regarding the adoption of new products.

According to a study by Hamitouche Youcef (2022), Algeria was among the countries that have witnessed rapid growth in the use of social media, where these platforms have become essential for both young and old alike. Influencers on social media in Algeria had a significant impact on guiding conversations and shaping opinions, as Jafari Nabila (2022) confirmed.

It has been observed that consumers in Algerian society have become more influenced by what were published on social media platforms. As Bibi & Jaafari (2023) have found, many individuals discovered new brands or products through influencers, who were considered an important purchasing inspiration for nearly half of the millennial generation (Bibi & Jaafari, 2023).

Influencers on these platforms formed a bridge between companies, brands, and consumers (Nuji et al., 2023), using their influence to direct attention towards new products and services (Ferri, 2018). Their recommendations and personal experiences could have a significant impact on purchasing decisions and guide consumer preferences towards new products.

Due to their characteristics, which L. Miller (2022) mentioned, they were often well-informed about specific topics or areas of interest, considered as reliable sources of information, and trusted by their followers. They frequently communicated and participated in discussions and conversations with others, possessed a wide network of acquaintances, and had good relationships within their social groups. According to the Two-Step Flow of Communication Theory, which was instrumental in the emergence of the concept of opinion leaders in 1944 by Lazarsfeld and others (Lazarsfeld et al., 1968), they found that the role of personal communication (Al-Shammari, 2016, p. 132) was much stronger than the overall mass communication process during the 1940 presidential elections. In their Theory of the Two-Step Flow of Communication, opinion leaders, who were active media users, selected, modified, and passed information from the media to the less active part of society (Wolfram, 2011).

In our model, we will present a different perspective of opinion leaders by introducing the term social media influencers, described as well-known individuals who distinguish themselves with unique behaviors to attract attention and carry a sense of difference from others. They had a considerable number of followers with motives that varied depending on their social and economic status and general ideological orientation. Wolfram

(2011) added two fundamental characteristics to the previous model of opinion leaders: their high self-esteem, confidence, and their ability to withstand criticism.

Despite the digital communication revolutionizing the way of communication and information dissemination globally, opinion leadership still played a crucial role in opinion formation processes (Wolfram, 2011).

This technological context of digital communication and the internet is associated with tools that led to the emergence of new opinion leaders followed by large audiences, as stated by Balci et al (2022).

These individuals were characterized by their significant ability to convey their opinions to a large number of internet users and influence their decisions regarding social life, politics, products, and personal investments (Balci et al., 2022).

Their primary and ultimate strength and fundamental pillar were social media platforms like Facebook, Instagram, Twitter, and YouTube. These platforms provided them with channels to share ideas and receive feedback from their wide audience. They influenced others' decision-making and promote products, services, and technologies within their social network.

### 1.3. Influencer Characteristics and Algerian Consumer Motives for New Product Adoption via Rogers' Model

In the era of digital communication and advanced technology, social media sites became not just platforms for communication and sharing but also areas where individuals intersected with diverse worlds of content (Bessi et al., 2017) and personalities. In this context, the role of social media influencers in directing individuals' attention and guiding them towards experiencing new products emerged (Raghani & Jadvani, 2022). Those platforms, abound with diverse content, (Matwin et al., 2023) touched various aspects of life, and individuals followed influencers passionately, not only for various services such as; entertainment, relaxation, escape from daily life problems, desire to travel, make friends, gain new information, life experiences, and job opportunities (Halim & Rania, 2022) but also to receive information about desired products to make their consumption decisions.

In this context, we will explore the motivations behind individuals following influencers during the shopping process or when searching for new products on social media, and how they played a crucial role in the adoption of new products. Moreover, how the usage of multimedia in the presentation of products can be the deciding factor in followers choosing the displayed products.

Multimedia, which included texts, images, sounds, videos, and animations (Wilson, 2023) on social media, was a vital tools in the hands of influencer marketers to communicate effectively. These media enhanced diversity and enabled marketers to reach a vast audience in innovative and appealing ways, playing a critical role in shaping the modern marketing landscape.

This research will examine the different product presentation methods that influential marketers relied on to effectively convey their messages. The impact of videos and images will be highlighted, and how they can be

effectively incorporated to create an impact that goes beyond traditional advertising will be explained, moving the follower to the final stage of forming an opinion about the product, namely adopting new products.

After analyzing the electronic questionnaire used in the study, the research seeked to understand how integrated multimedia strategies could change consumer behavior and drive the audience to acquire products, especially new ones as discussed in the current study. The impact of presentation methods using multimedia on the adoption of new products will also be analyzed.

In conclusion, the research was an opportunity to explore how influencers could play a vital role in the adoption of new products by utilizing their status, characteristics, and knowledge of social media features and multimedia. They exploit the needs and motivations of the masses to know information about new products through the five stages of adoption as detailed by (Miller, 2015):

Knowledge: At this stage, individuals became aware of the new product and obtained information about it through various channels such as media, interpersonal communication, personal observation, or influencers as per our study.

Persuasion: Individuals developed a favorable attitude towards the product and seek more information to evaluate its benefits and advantages. Persuasion could be through social media influencers, expert opinions, or personal experiences shared by early adopters.

Decision: At this stage, individuals decided to adopt or reject the product by understanding its benefits compared to its costs, considering factors like compatibility with their routine, complexity, and trialability. The decision-making process could be influenced by personal values, social norms, and external pressures.

Implementation: Individuals put the product into use, actively using and applying it in their daily or professional lives. Overcoming any challenges or barriers that might arise during the adoption process was crucial, and feedback and support from others could play an important role in successful implementation.

Confirmation: In this final stage, individuals sought confirmation that their decision to adopt the product was correct, embarking on a journey to find evidence supporting the benefits and positive outcomes of it. This confirmation could come from personal experiences, feedback from others, or objective data. The confirmation stage helped to solidify the adoption and may influence future adoption decisions.

## 2. METHODS, HYPOTHESIS AND PROCEDURES

The current research relied on the quantitative approach due to its benefits in the possibility of using samples representative of the society as a whole (Mason, 2017) through a rapid statistical survey. The most important feature of quantitative research was that it allowed the generalization of the study's findings to the entire researched society (Polit & Beck, 2010).

Based on the following statistical assumptions:

**H1** There is a statistically significant correlational relationship at the significance level $\alpha = 0.05$ between the motives for the exposure of the Algerian consumer - the study sample - to the pages of influencers on social media and their adoption of new products.

**H2** There is a statistically significant correlational relationship at the significance level α = 0.05 between the ways products are presented by influencers on social media and the adoption of new products by the Algerian consumer - the study sample.

**H3** There is a statistically significant correlational relationship at the significance level α = 0.05 between the credibility of influencers on social media such as, expertise, credibility, and attractiveness, and their methods of product presentation.

**H4** There is a statistically significant correlation at the significance level of α = 0.05 between the credibility of social media influencers; expertise, credibility, and attractiveness, and the adoption of new products by the Algerian consumers - the study sample.

**H5** There are statistically significant differences at the significance level of α = 0.05 between the mean responses of the subjects regarding the adoption of new products by the Algerian consumer attributed to demographic data such as; gender, age, marital status, educational qualification, current job position, individual monthly income, and place of residence.

At the beginning of our research, we explored the characteristics of the community surveyed according to their roles within society. The study population consisted of all social media users, totaling 23.95 million as of January 2023, according to DataReportal statistics (DataReportal, 2023). Due to the large size of the population, it was impossible for us to conduct a survey study of the entire group; hence, we adopted the principle of sampling.

The units in the sample were selected according to methodological criteria, including the extensive size of the study community as mentioned by Al-Khatib Ahmed (2009, p. 70), which was very difficult to study through survey research. To adapt to the nature of the community, we relied on a simple random sample estimated at 384 individuals from the total social media user base (DataReportal, 2023). This number was calculated using the Richard Geiger equation, which was used in the case of unlimited communities (Mohamed Hamdy Awad, 2021).

### Richard Geiger Equation

$$n = \frac{\left(\frac{z}{d}\right)^2 \times (0.50)^2}{1 + \frac{1}{N}\left[\left(\frac{z}{d}\right)^2 \times (0.50)^2 - 1\right]}$$

### 2.1. Description of the Time Frame

The field study commenced concurrently with an in-depth engagement in the theoretical study in February 2023, following the completion of methodological selections. Subsequently, we applied the pilot survey on ten (10) subjects, and this phase lasted from February 8th to February 10th, 2023. Through this pilot testing, the researcher made necessary adjustments, thus formulating the final version of the survey. In the final phase of the field study, the researcher administered the survey in its ultimate form to gather data and information for testing the hypotheses that were the basis for answering the research question posed by the study. This stage extended from February 10th until the end of June of the same year, paving the way to subsequently commit to a suitable model for methodological and practical study represented in the following figure.

**Figure 1 : Research Model**
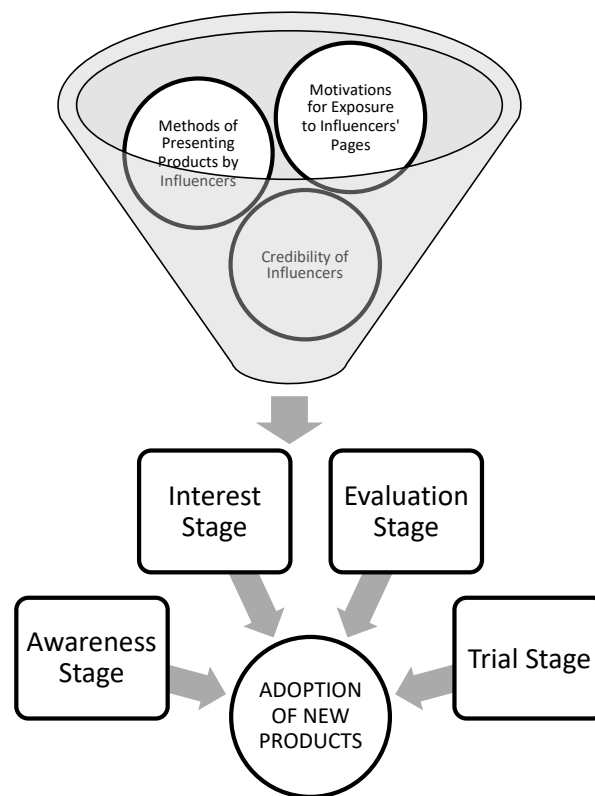


## 2.2. The Reliability Coefficient of the Study Tool:

The reliability coefficient of the study tool was derived using the internal consistency method, and the total reliability of the study tool reached (0,966), which was a very high and excellent reliability coefficient and suitable for the purposes of the study, as shown in next table:

**Table 1. Reliability Coefficient for the study tool**

| Cronbach's Alpha Coefficient | Number of Items |
|:---:|:---:|
| ,966 | 64 |

## 2.3. Internal Consistency Validity of the Test Items:

The internal consistency validity of the study instrument and each of its dimensions was verified, as well as the correlation between these dimensions to ensure no overlap between them. The researcher ensured this by calculating correlation coefficients using Pearson's correlation coefficient, as illustrated in Table 2.

**Table 2. of Internal Consistency for the Study Instrument and Its Dimensions**

| | | Motivation | Methods of Product Presentation | Credibility of Influencers | Indicators of New Product Adoption |
|---|---|---|---|---|---|
| Motivation | Pearson Correlation | 1 | ,655** | ,564** | ,614** |
| Methods of Product Presentation | Pearson Correlation | ,655** | 1 | ,475** | ,580** |
| Credibility of Influencers | Pearson Correlation | ,564** | ,475** | 1 | ,664** |
| Indicators of New Product Adoption | Pearson Correlation | ,614** | ,580** | ,664** | 1 |
| ** Correlation is significant at the 0.01 level (2-tailed). | | | | | |

It is clear from the table that the correlation coefficients for the study instrument were high, indicating a strong internal consistency for all the items of the study instrument, as well as for each of its dimensions.

### 3. RESULTS

**Table 3. Motivations for the Algerian consumer - study sample exposure to influencers' pages on social media**

| Motivation | N | Mean | Standard Deviation |
|---|---|---|---|
| Viewing posts that are continuously published on the page | 384 | 2,11 | ,829 |
| Obtaining information about the characteristics of new products | 384 | 2,28 | ,811 |
| Following influencers' pages for entertainment | 384 | 2,20 | ,856 |
| Simply a habit of following influencers' pages | 384 | 2,00 | ,878 |
| Following influencers' pages out of curiosity | 384 | 1,99 | ,879 |
| To show my support for brands | 384 | 1,60 | ,727 |
| Online shopping | 384 | 1,96 | ,890 |
| The need to acquire new products | 384 | 2,03 | ,884 |
| Awareness of the importance of not misusing a product | 384 | 1,84 | ,812 |
| The culture I belong to requires me to follow them | 384 | 1,61 | ,767 |
| The social level I belong to | 384 | 1,60 | ,755 |
| Learning about product features | 384 | 2,16 | ,875 |

| Learning about others' experiences with the product | 384 | 2,20 | ,867 |
|---|---|---|---|
| Valid N (list) | 384 | | |

We found that the motivations for the Algerian consumer - the study sample to engage with influencers' pages on social media were ranked as follows:

1. Viewing the posts that were continuously published on the page, with an average of 2.11, was the primary motivation.

2. The need to acquire new products, with an average of 2.03, came next.

3. Obtaining information about the characteristics of new products, with an average of 2.28, follows.

4. Entertainment, with an average of 2.20, and learning about others' experiences with the product, also with an average of 2.20, were equally ranked next.

5. Learning about product features, with an average of 2.16, follows.

6. Simply a habit of following influencers' pages, with an average of 2.00.

7. Following out of curiosity, with an average of 1.99.

8. Online shopping, with an average of 1.96.

9. Awareness of the importance of not misusing a product, with an average of 1.84.

10. The culture that mandated following influencers, with an average of 1.61.

11. Showing support for brands, with an average of 1.60, and the social level to which the individual belonged, also with an average of 1.60, were the least significant motivations.

### 3.1. Table 4. Methods of Product Presentation by Influencers on Social Media

| Methods | N | Mean | Standard Deviation |
|---|---|---|---|
| The new product in a static image | 384 | 1,95 | ,808 |
| The product within the Notes section | 384 | 1,85 | ,747 |
| The product in photo posts accompanied by text | 384 | 2,17 | ,792 |
| Recorded videos of influencers using the new product | 384 | 2,48 | ,733 |
| Posts containing only text to describe the new product | 384 | 1,89 | ,769 |
| Static photos of the new product without the influencer | 384 | 1,95 | ,761 |

| | | | |
|---|---|---|---|
| Live videos during the use of the new product | 384 | 2,35 | ,771 |
| GIFs of the new product | 384 | 1,92 | ,761 |
| Animated (graphics) posts of the new product | 384 | 1,89 | ,787 |
| Reels videos of the new product | 384 | 2,44 | ,749 |
| Announcement of the new product in a brief post without the influencer's appearance | 384 | 2,10 | ,797 |
| Spontaneous pictures of the influencer with the new product | 384 | 2,18 | ,801 |
| The new product mentioned by the influencer is not visible in the post | 384 | 1,73 | ,744 |
| The influencer holding the new product in their hand | 384 | 2,23 | ,797 |
| The influencer shows the components of the new product mentioned | 384 | 2,26 | ,769 |
| Review of the new product | 384 | 2,24 | ,741 |
| Valid N (list) | 384 | | |

The study resulted that the methods of displaying products by influencers on social media are ranked as follows: In the first place come the recorded videos of influencers using the new product, with an average score of 2.48, followed by reel videos of the new product with an average score of 2.44. In third place were live videos during the use of the new product, with an average score of 2.35. Next, the influencer showing the components of the new product mentioned had an average score of 2.26, followed by a review of the new product with an average score of 2.24. Then, the influencer holding the new product in their hand had an average score of 2.23. Spontaneous photos of the influencer with the new product had an average score of 2.18. The product being presented in photo posts accompanied with text had an average score of 2.17. An announcement about the new product in a brief post without the influencer's appearance had an average score of 2.10. Further, the new product in a static image had an average score of 1.95, the same as static photos of the new product without the influencer. GIFs of the new product had an average score of 1.92. Posts containing only text to describe the new product had an average score of 1.89, the same as posts with animated graphics of the new product. The product being presented in a notes section had an average score of 1.85. Finally, the new product mentioned by the influencer not being visible in the post had the lowest average score of 1.73.

### 3.2. Table 4. Credibility of Influencers through Social Media

| Credibility of Influencers | | N | Mean | Standard Deviation |
|---|---|---|---|---|
| Expertise | Has sufficient knowledge about the subject he is working on | 384 | 1,84 | ,877 |

| | | | | |
|---|---|---|---|---|
| | I feel that he actually uses the product and is proficient in its use | 384 | 1,76 | ,817 |
| | Tries different methods of using the product | 384 | 1,99 | ,849 |
| | Correct pronunciation of product names | 384 | 2,16 | ,841 |
| Credibility | Speaks honestly | 384 | 1,80 | ,830 |
| | Clearly shows his personal vision | 384 | 1,92 | ,840 |
| | Provides accurate information and refers to it reliably | 384 | 1,87 | ,847 |
| | Has a high sense of professional ethics and correct values | 384 | 1,79 | ,826 |
| | Avoids fundamental personal errors in work (good reputation) | 384 | 2,00 | ,849 |
| Attractiveness | Has a beautiful appearance | 384 | 2,30 | ,796 |
| | Has a beautiful style in clothing arrangements | 384 | 2,32 | ,784 |
| | Has a modest style in clothing | 384 | 2,08 | ,828 |
| | I think the influencer has a pleasant personality | 384 | 2,18 | ,820 |
| | A cheerful personality that spreads positive energy | 384 | 2,30 | ,820 |
| Valid N (list) | Valid N (list) | 384 | | |

| General Mean | | Attractiveness | Credibility | Expertise |
|---|---|---|---|---|
| | | 11,1875 | 9,3802 | 7,7526 |

Based on statistical analysis, it turned out that the factors of attractiveness in influencers for Algerian consumers were as follows: Attractiveness was in the first rank with an average score of 11.1875, followed by Credibility with an average score of 9.3802, and in the last rank was Expertise with an average score of 7.7526. Below was a detailed breakdown of each element:

**Expertise:** Expertise was reflected through the following indicators: In first place was the correct pronunciation of product names with an average score of 2.16, followed by trying different methods of using the product with an average score of 1.99. Then, having sufficient knowledge about the subject being worked on with an average score of 1.84, and lastly, giving the impression of actually using the product and being proficient in its use with an average score of 1.76.

**Credibility:** Avoiding fundamental personal errors in work (good reputation) ranked first with an average score of 2.00, then clearly expressing personal vision with an average score of 1.92. This was followed by providing accurate information and referring to it reliably with an average score of 1.87, honesty with an average score of 1.80, and in the last rank, a high sense of professional ethics and correct values with an average score of 1.79.

**Attractiveness:** The beautiful style in clothing arrangements ranked first with an average score of 2.32, followed by a beautiful appearance with an average score of 2.30. Then, a cheerful personality that spread positive energy also with an average score of 2.30, the pleasantness of personality with an average score of 2.18, and in the last rank, a modest style in clothing with an average score of 2.08.

### 3.3. Table 5. Indicators of New Product Adoption by the Algerian Consumers

| Phase | | N | Mean | Average |
|---|---|---|---|---|
| Awareness | Accidentally becoming aware of the new product | 384 | 2,36 | ,789 |
| | Actively searching for a new product | 384 | 2,21 | ,811 |
| | Desire to change the brand I use | 384 | 2,22 | ,824 |
| Interest | Increasing your knowledge about the new product to discover its features | 384 | 2,42 | ,764 |
| | Talking about it with friends and exchanging opinions | 384 | 2,43 | ,776 |
| | Commenting on the post of the new product | 384 | 2,04 | ,809 |
| | This new product is from my favorite brand | 384 | 2,11 | ,783 |
| Evaluation | Liked the new products and services | 384 | 2,25 | ,776 |
| | Feeling some satisfaction with the service or new product | 384 | 2,21 | ,772 |
| | This product is characterized by ease of use | 384 | 2,30 | ,785 |
| | This new product has multiple benefits | 384 | 2,26 | ,780 |
| | This new product suits my social status | 384 | 2,09 | ,796 |
| Trial | Intend to use this new product | 384 | 2,31 | ,820 |
| | Buy the smallest quantity or a single piece of the new product | 384 | 2,33 | ,805 |
| | Use the new product for only a week | 384 | 1,93 | ,787 |

| | | | | |
|---|---|---|---|---|
| | Go to the company's site to get a trial sample | 384 | 1,85 | ,816 |
| Adoption | Repeated use of the product | 384 | 2,07 | ,821 |
| | Keeping up with updates and continuous development of the product | 384 | 2,14 | ,813 |
| | Praising the product and the company to family and friends | 384 | 2,23 | ,799 |
| | Positive comments on social media platforms | 384 | 2,15 | ,813 |
| | Recommending the use of the product as an option among similar products | 384 | 2,14 | ,809 |
| | Valid N (list) | 384 | | |

| General Mean | Awareness | Interest | Evaluation | Trial | Adoption |
|---|---|---|---|---|---|
| | 6.7917 | 9.0078 | 11.1120 | 8.4115 | 10.7344 |

From the statistics, we found that the phases of adopting new products by Algerian consumers were ranked as follows: Evaluation was in the first place with an average score of 11.1120, followed by Adoption in second place with an average score of 10.7344. Interest came in third place with an average score of 9.0078, followed by Trial in the fourth and second last position with an average score of 8.4115, and Awareness in the last place with an average score of 6.7917. Each of the previous phases was characterized by the following:

**Awareness:** It is demonstrated by accidentally becoming aware of the new product with an average score of 2.36, the desire to change the brand we use with an average score of 2.22, and actively searching for a new product with an average score of 2.21.

**Interest:** It is embodied in talking about the product with friends and exchanging opinions about it with an average score of 2.43, then increasing your knowledge about the new product and discovering its features with an average score of 2.42, followed by the new product being from the individual's favorite brand with an average score of 2.11, and finally commenting on the post of the new product with an average score of 2.04.

**Evaluation:** It is through the following statements: This product was characterized by ease of use with an average score of 2.30 in first place, this new product had multiple benefits with an average score of 2.26 in second place, liked the new products and services with an average score of 2.25 in third place, followed by feeling some satisfaction with the service or new product with an average score of 2.21 in fourth place, and in the last and fifth place, this new product suited my social status with an average score of 2.09.

**Trial:** It is manifested by the following statements: In first place, buying the smallest quantity or a single piece of the new product with an average score of 2.33, in second place to intend to use this new product with an average score of 2.31, using the new product for only a week with an average score of 1.93, and in the last place, going to the company's site to get a trial sample with an average score of 1.85.

**Adoption:** It is embodied through praising the product and the company to family and friends with an average score of 2.23, then positive comments on social media platforms with an average score of 2.15, followed by keeping up with updates and continuous development of the product with an average score of 2.14, and in the

following rank, recommending the use of the product as an option among similar products with an average score of 2.14, and finally, the repeated use of the product with an average score of 2.07.

### 3.4.  Testing the  Hypotheses

### 3.5. Data Collection and Statistical Processing

To select appropriate statistical tools for analyzing the sample responses and testing hypotheses, it is first necessary to understand the sample distribution.

This is a crucial test when hypothesis testing, as there are parametric and non-parametric statistical tools available.

The Kolmogorov-Smirnov test is used to determine whether the data follows a normal distribution or not.

**Table 6. Normality tests**

| | Kolmogorov-Smirnova | | |
|---|---|---|---|
| | Statistic | ddl | Sig. |
| Motivations for the Algerian consumer - study sample exposure to influencers' pages on social media | ,084 | 384 | ,000 |
| Methods of product presentation by influencers on social media | ,150 | 384 | ,000 |
| Credibility of influencers through social media | ,078 | 384 | ,000 |
| Indicators of new product adoption by the Algerian consumer | ,098 | 384 | ,000 |

a.   Correction of Lilliefors Significance

From the Table 6 we find that the significance level (sig) is less than (0.05) for each axis, which indicates that the sample data does not follow a normal distribution but rather an exponential distribution.

**Table 7. The chi-square table to study the relationship between the two variables and correlation coefficients**

| Hypothesis | Statistical Test | Value | Degrees of Freedom | Sig |
|---|---|---|---|---|
| The motives for the exposure of the Algerian consumer - the study sample - to the pages of influencers on social | Chi-square Coefficient | 1595,608a | 1092 | ,000 |
| | Spearman's Correlation Coefficient | ,560** | | ,000 |

| | | | | |
|---|---|---|---|---|
| media and their adoption of new products. | | | | |
| The ways products are presented by influencers on social media and the adoption of new products by the Algerian consumer - the study sample. | Chi-square Coefficient | 1680,426a | 1302 | ,000 |
| | Spearman's Correlation Coefficient | ,493 | | ,000c |
| The credibility of influencers on social media such as, expertise, credibility, and attractiveness, and their methods of product presentation. | Chi-square Coefficient | 1058,853a | 806 | ,000 |
| | Spearman's Correlation Coefficient | ,434 | | ,000c |
| The credibility of social media influencers; expertise, credibility, and attractiveness, and the adoption of new products by the Algerian consumers - the study sample. | Chi-square Coefficient | 1448,352a | 1092 | ,000 |
| | Spearman's Correlation Coefficient | ,621 | | ,000c |

** The correlation was significant at the 0.01 level (2-tailed).

a. The null hypothesis was not considered.

b. The use of the standard asymptotic error assuming the null hypothesis.

c. Based on a normal approximation.

From the previous table, it was clear that:

*H1.* Observing the Chi-square value from the previous table, it became clear that there was a statistically significant relationship between "the motivations for the Algerian consumer - the study sample - to be exposed to influencers' pages on social media" and "their adoption of new products", where the significance level was .0000, which was smaller than α=0.05. To illustrate the strength of the relationship, we used the Spearman Correlation Coefficient, which was .560, ranging between 0.4 to 0.7, indicating a moderate positive relationship between "the motivations for the Algerian consumer - the study sample - to be exposed to influencers' pages on social media" and "their adoption of new products".

Given these results, the first hypothesis suggesting a relationship between the motivations of the Algerian consumer - the study sample - for exposure to influencers' pages on social media and their adoption of new products can be accepted.

*H2.* Observing the Chi-square value from the previous table, it became clear that there was a statistically significant relationship between "the methods of presenting products by influencers on social media" and "the adoption of new products", where the significance level was .0000, which was smaller than α=0.05. The Spearman Correlation Coefficient was .493, also indicating a moderate positive relationship.

Based on these findings, the second hypothesis suggesting a relationship between the methods of presenting products by influencers on social media and the adoption of new products by the Algerian consumer - the study sample - can be accepted**.**

*H3.* Observing the Chi-square value from the previous table, it became clear that there was a statistically significant relationship between "the credibility of influencers on social media (expertise, credibility, and attractiveness)" and "their methods of presenting products", where the significance level was .0000, which was smaller than α=0.05. The Spearman Correlation Coefficient was .434, indicating a moderate positive relationship. Given these results, the third hypothesis suggesting a relationship between the credibility of influencers on social media (expertise, credibility, and attractiveness) and their methods of presenting products can be accepted.

*H4.* Observing the Chi-square value from the previous table, it was clear that there was a statistically significant relationship between "the credibility of influencers on social media (expertise, credibility, and attractiveness)" and "the adoption of new products by the Algerian consumer - the study sample", where the significance level was .0000, which was smaller than α=0.05. The Spearman Correlation coefficient is .621, indicating a moderate positive relationship.

Based on these findings, the fourth hypothesis suggesting a relationship between the credibility of influencers on social media (expertise, credibility, and attractiveness) and the adoption of new products by the Algerian consumer - the study sample - can be accepted.

*H5.* There are statistically significant differences at the significance level α = 0.05 between the mean responses of the surveyed individuals regarding the adoption of new products by the Algerian consumer, attributed to demographic data such as gender, age, marital status, educational qualification, current job position, individual monthly income, and place of residence.

**Table 8. The Mann Whitney u test for independent samples to assess the impact of gender and place of residence variables**

| The mean responses of the subjects regarding the adoption of new products by the Algerian consumer attributed to demographic data such as gender, age, marital status, educational qualification, current job position, individual monthly income, and place of residence. | | Frequency | *Mean Rank* | *U Value* | *Z Value* | *Sig Level* |
|---|---|---|---|---|---|---|
| Gender | Male | 102 | 180,83 | 13191,500 | -1,240 | ,215 |
| | Female | 282 | 196,72 | | | |
| | Total | 384 | | | | |
| Place of Residence | Rural | 55 | 186,25 | 8703,500 | -,452 | ,651 |
| | Urban | 329 | 193,55 | | | |
| | Total | 384 | | | | |

From the previous table, it was clear that:

There were no statistically significant differences between the gender variable and the mean responses of the surveyed individuals regarding the adoption of new products by the Algerian consumer. The significance level (0.215) was greater than α=0.05, indicating that there were no differences between the two variables.

There were no statistically significant differences between the place of residence variable and the mean responses of the surveyed individuals regarding the adoption of new products by the Algerian consumer. The significance level (0.651) was greater than α=0.05, indicating that there were no differences between the two variables. This could be attributed to the societal advancements, where rural migration had significantly impacted the lifestyle features.

**Table 9. The Kruskal Wallis test and evaluation of the impact of age, marital status, educational qualification, and the individual's position in society on the adoption of new products by the Algerian consumers**

| | | Frequency | Mean Rank | Kruskal -Wallis Value (k) | Degrees of Freedom | Sig |
|---|---|---|---|---|---|---|
| Age | From 18 to 28 | 154 | 201,13 | 3,508 | 3 | ,320 |
| | From 29 to 39 | 161 | 191,57 | | | |
| | From 40 to 50 | 57 | 181,31 | | | |
| | 51 and above | 12 | 147,42 | | | |
| | Total | 384 | | | | |
| Marital Status | Single | 227 | 201,46 | 8,422 | 3 | ,038 |
| | Married | 142 | 183,12 | | | |
| | Widow(er) | 2 | 14,00 | | | |
| | Divorced | 13 | 165,96 | | | |
| | Total | 384 | | | | |
| Educational Qualification | Primary | 4 | 14,00 | 14,285 | 3 | ,003 |
| | Intermediate | 6 | 148,42 | | | |
| | University | 179 | 198,45 | | | |
| | Postgraduate | 182 | 178,78 | | | |
| | Total | 371 | | | | |
| Current Position | University Student | 127 | 209,80 | 13,269 | 6 | ,039 |
| | Unemployed | 59 | 178,73 | | | |
| | Government Employee | 151 | 191,18 | | | |
| | Private Sector Employee | 10 | 178,85 | | | |
| | Self-employed | 16 | 123,06 | | | |
| | Homemaker | 20 | 204,53 | | | |
| | Other (specify) | 1 | 14,00 | | | |
| | Total | 384 | | | | |
| Individual | Less than 18000 | 178 | 198,82 | 1,446 | 4 | ,836 |

| Monthly Income | From 18000 to 38000 | 55 | 187,86 | | | |
|---|---|---|---|---|---|---|
| | From 39000 to 59000 | 70 | 190,87 | | | |
| | From 60000 to 80000 | 32 | 189,72 | | | |
| | More than 81000 | 49 | 178,90 | | | |
| | Total | 384 | | | | |

From the previous table, it was evident that:

There were no statistically significant differences between the age variable and the mean responses of the surveyed individuals regarding the adoption of new products by the Algerian consumer. The significance level (0.320) was greater than α=0.05, indicating that there were no differences among the age groups.

There were statistically significant differences between the marital status variable and the mean responses of the surveyed individuals regarding the adoption of new products by the Algerian consumer. The significance level (0.038) was less than α=0.05, indicating that there were differences among the groups, with the single category having a higher mean rank of 201.46, suggesting that single individuals might be more inclined towards adopting new products.

There were statistically significant differences between the educational qualification variable and the mean responses of the surveyed individuals regarding the adoption of new products by the Algerian consumer. The significance level (0.003) is less than α=0.05, indicating that there are differences among the groups, with the university-educated category having a higher mean rank of 198.45, suggesting that individuals with higher education might be more open to adopting new products.

There were statistically significant differences between the variable of the individual's position in society and the mean responses of the surveyed individuals regarding the adoption of new products by the Algerian consumer. The significance level (0.039) was less than α=0.05, indicating that there were differences among the groups, with the university students having the highest mean rank of 209.80, suggesting that university students might be more engaged in adopting new products.

There were no statistically significant differences between the monthly income variable and the mean responses of the surveyed individuals regarding the adoption of new products by the Algerian consumer. The significance level (0.836) was greater than α=0.05, indicating that there were no differences among the income groups. This could be attributed to the fact that following influencers and adopting new products were not necessarily linked to an individual's income but rather to their mindset, purchasing habits, and lifestyle.

## 4. DISCUSSION OF RESULTS

After a theoretical examination of the topic "The role of influencers on social media in leading Algerian consumers to adopt new products" and reviewing the theoretical heritage in this field, as well as organizing, classifying, quantifying, and presenting the data collected from the field study and its analysis, the aim is to lend the current study a criterion of objectivity and realism. This part attempted to discuss and analyze the findings, clarifying the empirical validity of the study's hypotheses through the discussion and analysis of the results in light of it's hypotheses and the issues it raised. Numerous studies had been conducted on influencers and their role in the adoption of new products, but rarely had these studies focused on Rogers' Innovation Diffusion Model (Nejad

et al., 2014; Wang & Lee, 2021; Ferri, 2018; Wu et al., 2021; Akdevelioglu & Kara, 2020; Olshansky et al., 2023; Kulkov et al., 2020).

This current study specifically addressed the adoption of new products by Algerian consumers and the role of influencers in this process through Rogers' Diffusion of Innovations Model, questioning whether it remained relevant in the digital age. It was a critical perspective to determine if this theory was still applicable today or if we needed to adopt other approaches. Thus, the current study proposed a new model for adopting new products through influencers, as illustrated in the following figure.
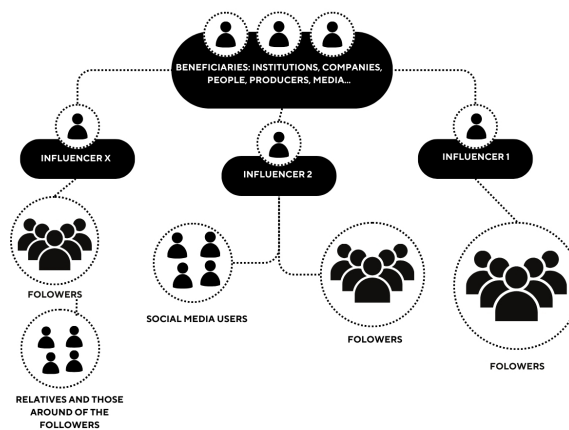


**Figure 2: Influencer Marketing Model 1**

The two-step communication process had evolved from its traditional form, where media outlets were the primary source of information, to a new paradigm where the end-user directly engaged with influencers who possessed specific characteristics. These influencers were primarily characterized by their attractiveness, including a stylish approach to fashion, a vibrant personality that radiated positive energy, and a likable persona.

Credibility followed attractiveness and was embodied by a good reputation, clarity in personality and opinions, accurate information dissemination with proper sourcing, and a strong sense of professional ethics and values. Expertise was demonstrated through correct pronunciation of product names, experimenting with different product uses, possessing sufficient product knowledge, and effectively demonstrating and using the product.

Influencers were also characterized by their ability to quickly assimilate and adapt to new ideas. From another perspective, the source of information could now also be the follower, who previously was in a passive role but could now influence the communication process, changing the dynamics where the follower had control over the interaction. This shift had essentially reshaped the communication process, making the recipient also a source of information according to the following figure
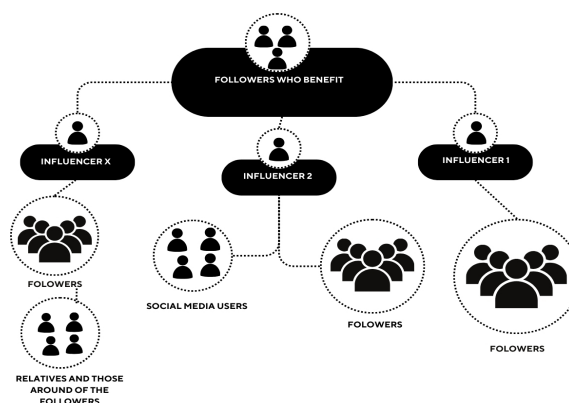


**Figure 3: Influencer Marketing Model 2**

Other studies had identified four main reasons that made the individuals choose to follow certain influencers: authenticity, relatability, trustworthiness, and similarity (Tran et al., 2022). Our study found that individuals follow influencers for various reasons, including continuous exposure to posts, the desire to acquire new products, entertainment, learning from others' experiences with the product, and curiosity. Others followed influencers as a habit or for e-commerce purposes, though there was a general lack of awareness about the potential misuse of products. The results also indicated that societal culture and social status did not mandate following influencers. This aligned with Kaszonyi's study, which acknowledged information and entertainment as reasons for following influencers.

An important academic implication of this research was that it demonstrated how the digital era has reshaped the innovation diffusion process and the stages of consumer adoption, originally defined by Rogers as awareness, interest, evaluation, trial, and adoption. These stages had changed, prioritizing evaluation due to the trust in the influencer as the information source. Consequently, consumers moved directly to contacting the influencer or the company for the product, representing the adoption stage, which now preceded interest and evaluation based on direct observation and details provided by the influencer.

The trial phase, which followed the evaluation based on the influencer's endorsement, became an actual product trial after the consumer had gathered information and advice from the influencers. The final stage was awareness of the product's reality and it's brand, leading to the adoption of the product and/or brand, followed by the dissemination of new products.

Below is a figure 4 summarizing all these stages:

**Figure 4: The Stages For Model Influencer Marketing**



Before Consumption    Consumption    After Consumption
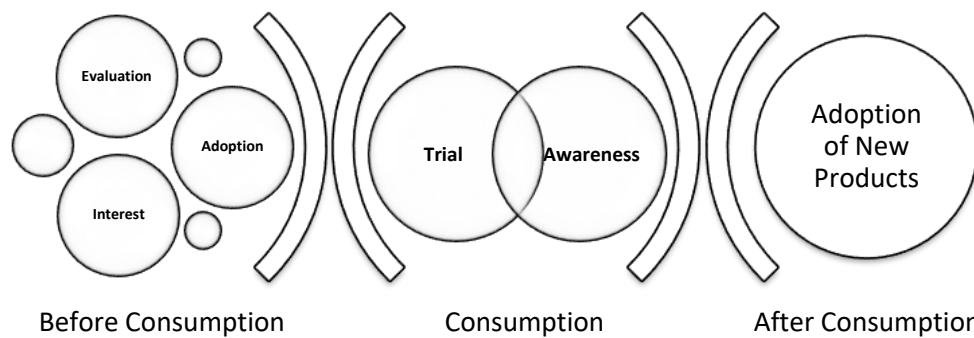
Evaluation: Based on the influencer's endorsement, this became the first stage where the consumer assessed the product.

Adoption: Directly contacting the influencer or the company's page for the product, indicating a readiness to purchase.

Interest: Seeking further evidence of the product's effectiveness and continuing to follow the influencer for more insights.

Trial: After evaluation and adopting the influencer's stance, the consumer tried the product themselves.

Awareness: The final stage where the consumer fully understood the product and it's brand, leading to a complete adoption.

This model reflected the dynamic and interactive nature of consumer behavior in the digital era, where influencers played a crucial role in shaping perceptions and adoption patterns of new products.

This conclusion pointed out that the study broadened the scope of research on the acceptance of new products by providing a deeper understanding of the audience and the characteristics of fast-spreading products to improve the market and to guide production.

In terms of practical implications, companies which plan to use influencers to promote their new products and to increase sales should present their products attractively and in the best way possible. This could be done through continuous, unedited videos that allowed for rebroadcasting and greater benefit to the viewer, followed by the use of short video reels that were very popular and saved time and effort for the individual. Live broadcasting was considered one of the most genuine ways to showcase products. These were identified as the three most successful methods for product display, without neglecting other supporting methods that served as reminders of the product or for targeting unlikely audiences.

Another important outcome of the study was the identification of the main characteristics of individuals who quickly adopted new products. This included single people, which had ample time to follow influencers, no family obligations, and was generally younger. Thus relying on more experienced individuals for purchasing decisions. Influencers were typically young, which created a sense of closeness and belonging for singles like them, making it difficult for them to influence more experienced groups. Additionally, the family obligations of other groups prevented them from relying solely on the opinions of influencers, as they made more rational purchasing decisions.

The study found that university students who were not financially independent and remained under their parents' financial care tended not to appreciate the value of money, leading to impulsive spending. On the other hand, individuals who earned their own money were more balanced in their spending. Housewives, who were financially dependent on their spouses, tended to exhibit similar spending behavior as students. The general conclusion was that the ease of obtaining money without effort led to easier and more impulsive spending, unlike other groups who were more rational in their purchases.

Overall, single university students with limited income were identified as the most likely to consume new products, possibly because they were forced to consume new products due to their lower prices and inability to afford well-known, expensive brands. They were also bolder in trying new things. In contrast, as people age, they became more health-conscious and discerning about product use, not using any product until its effectiveness is proven. This demographic could also desire to own things, even if they were not original, for the sake of belonging to their peer group and achieving internal satisfaction.

## 5. LIMITATIONS AND FUTURE RESEARCH

The limitations of this study are as follows. First, we apply the model generally and do not differentiate between different products, as the model can vary significantly with different products, and therefore it is likely to generate different reactions among Algerian consumers. Although we used a general model, a set of more diverse models and different types of products such as, cosmetics, food, and perfumes can increase the credibility of the model and lead to more accurate research results. Therefore, future research will explore differences in influencers and products. Secondly, since this research is exclusively concerned with Algerian consumers and not all

consumers, although we try to read other Arab communities, living conditions differ, so there is a limit to generalizing the research results.

Studying other peoples may yield different results, as the consumption capacity varies among peoples and the nature of products differs from one country to another. Therefore, future work must include comparative studies using multiple countries as participants. We suggest further study of this subject by expanding the scope to include various countries and regions and including comparative studies using new products in different countries. Despite these limitations, the results we have reached are expected to add to the literature related to marketing theories and personal communication related to the adoption of new products and must also be useful for practitioners.

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