

EXAMINING THE IMPACT OF DEMOGRAPHIC FACTORS ON ELECTRONIC WORD OF MOUTH: EMPIRICAL INSIGHTS FROM ALGERIAN ONLINE SHOPPERS

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Abstract

Using the Chi-square test, this paper seeks to investigate the influence of demographic factors on the electronic word of mouth (e-WOM) among 182 Algerian e-shoppers. An online survey was conducted between July 20th, 2023 and January 25th, 2024. The factors examined in this study are namely: gender, age ranges, academic level and marital status. The findings reveal that the independence between these factors and electronic word of mouth is confirmed.

The current study suggests paying more attention to the less frequent variables (i.e. Men; generations X & Z, married e-shoppers, and undergraduate participants). Moreover, it is welcomed to launch a face-to-face survey as a tool to increase the significance of the current research.

Keywords

e-shopping, e-consumer, e-WOM, Chi-square test, Algeria.

JEL Classification

M30, M31

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