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**English in Algerian E-commerce:  
Practices and Attitudes on Instagram**

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Requirements for Master's Degree in Language Studies

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### **Statement of Originality**

We hereby declare that this research entitled, “English in Algerian E-commerce: Perceptions and Attitudes on Instagram” is our own work. No part of this thesis incorporates work authored or published by others. We would also certify that all sources referenced or consulted in this thesis have been acknowledged and cited.

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## *Dedication*

I dedicate this work

### *To the man who taught me everything, my father,*

You loved without conditions, gave without asking, and carried my dreams in your hands before I could even walk toward them. Thank you for being my greatest inspiration and my biggest cheerleader. This journey is as much yours as it is mine because without you, there would be no me.

### *To my beloved mother*

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*Farah*

## *Dedication*

I dedicate this work to

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## **Abstract**

English has been gaining a notable attention by the Algerian speaking community lately. In this matter, the research at hands sought to investigate the integration of English from the perspective of e-commerce, specifically on Instagram. For this purpose, a triangulation method was adopted: a questionnaire was distributed to 70 randomly selected respondents, a semi-structured interview was conducted with eight chosen small businesses owners, and the content of some Instagram pages that use English was analyzed. The data gathered were quantitatively and qualitatively analyzed using mixed methods approach. The findings revealed that English is increasingly being used in the business sector, namely e-commerce, and that this use is reflected in daily communication as well. Moreover, the main reason for utilizing English by owners is to enhance their professional and prestigious image. Finally, the customers showed positive attitudes towards the use of English in e- trading. Consequently, from a business point of view, this work brought to light the fact that English is gradually gaining ground in the Algerian community.

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## **List of Abbreviations and Acronyms**

LP Language Planning

CS Code Switching

EMI English as Medium of Instruction

IG Instagram

B2C Business to Consumer

B2B Business to Business

C2C Consumer to Consumer

TYSM Thank You So Much

DM Direct Messages

OMG Oh My God

RLY Really

*GENERAL*

*INTRODUCTION*

English has emerged as a dominant global lingua franca, extending its reach far beyond its original geographic boundaries to become the foremost language in the realms of science, technology, and the economy. Nowadays, beyond being a linguistic choice, English has developed into a key that opens access to digital platforms, international networks, and global markets. This effect is especially evident in online business, where English functions as a gatekeeper in shaping business communication and operations.

Over the past few years, Algeria's linguistic profile, shaped by its complex linguistic history, has undergone some remarkable changes that have contributed to significant decisions, including the implementation of English, whose use has expanded beyond native speaking communities in the current globalized age. This decision was first reached in the educational sector, and it has been continuously manifested in other fields in the country, notably in sectors such as e-commerce, which has become a core subfield of modern business. Herein, we are interested in examining the unexplored, growing role of English in this digital world, and whether this reflects deeper societal integration.

The current investigation is of substantial significance by virtue of the increasing impact of English in Algeria. The opting for this topic was prompted by the emerging dynamics of language use in Algeria, particularly the growing influence that English has had in the country in various domains. For this reason, one angle to examine the issue was selected which is business, more specifically e-commerce, owing to the fact that it is a linguistically unexamined research area, and because it is a field that was for long dominated by French.

As for the purpose of the study, we are keen to investigate the process of integrating English in Algerian e-commerce, and how this integration mirrors wider societal penetration, on the premise that language practices in one sector reflects the entire society. Consequently, the present examination endeavors to answer the following questions:

1. How does the use of English in e-commerce reflect its integration in the Algerian community?
2. What are the factors that motivate Algerian e-commerce to use English?
3. What are the consumers' attitudes towards using English in Algerian e-commerce?

The aforementioned questions resulted in formulating the ensuing hypotheses:

1. The use of English in Algerian e-commerce pages on Instagram reflects a shift towards globalization.
2. Algerian e-commerce platforms use English because it serves as a tool for Modernization and quality enhancement.
3. Consumers exhibit positive attitudes towards the use of English in E-commerce.

In order to meet the research objectives, the investigation will adopt a mixed methods approach, combining both qualitative and quantitative tools to provide a comprehensive analysis of the topic. Three research instruments will be employed: a questionnaire to collect quantitative data from e-commerce consumers, interviews with e-commerce owners to explore the reasons behind the use of English on their platforms, and content analysis is applied to Instagram e-commerce pages to investigate how language choices reflect societal trends. The random sampling method was employed to distribute the online questionnaire to general population of e-commerce customers. In addition, the purposive sampling method has been chosen to focus on a specific group who are knowledgeable about the topic, in order to ensure relevance of the data collected. The findings will be analyzed based on mixed methods in order to provide a deep understanding of the topic.

The confirmation or rejection of the hypotheses will be gradually explored throughout the three chapters of this dissertation. The first chapter is the literature review

## **GENERAL INTRODUCTION**

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which presents an overview of the study. The second chapter outlines the methodological framework of the research. Finally, the third chapter presents the empirical phase of the study, focusing on the analysis, interpretation, and discussion of the main findings, it aims to affirm or contradict the suggested hypotheses.

*CHAPTER ONE:*

*ALGERIA'S  
LINGUISTIC  
PROFILE*

***CHAPTER ONE: Algeria's Linguistic Profile***

## 1.1 Introduction

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## 1.1 Introduction

This chapter provides the related literature to the present research work. The discussion opens with language planning, introducing its types and the agencies involved in its formation and realization. This translates that a discussion of micro and macro planning is identified. The chapter moves then to a brief talk about sociolinguistic situation in Algeria. Focus here is on the main languages, but also to identify the growing spread of English in the speech community. Of special interest to the study is to circle the extent to which English is used in online marketing.

## 1.2 Language Planning Defined:

Language planning is generally associated with Weinreich who used the term in his seminar held at Columbia University in 1957 and then expanded by Haugen in 1959. Haugen defined language planning (hereafter LP) as "the activity preparing a normative orthography, grammar, and dictionary for the guidance of writers and speakers in a nonhomogeneous speech community" (1959, p. 8). It emerged as a research topic in the 1960s to address language problems faced by newly independent nations through the implementation of analytical and systematic procedures. It derives from various branches, including linguistics, anthropology, sociology, social psychology, and political sciences (Djennane, 2016).

### 1.2.1 Typology of Language Planning:

Language planning can take different forms. To commence, status planning is one type of LP; it refers to the efforts made by government officials to influence the function of a particular language within a specific speech community. It is a top-down decision (political) that determines which language(s) are allowed in which contexts (Djennane, 2016).

Corpus planning, on the other hand, encompasses the activities undertaken by linguists to develop the form and structure of a particular language by providing

necessary tools to improve its grammar and expand its vocabulary to enable it to play a specific role in different domains of society. While status planning focuses on the external development of a language in society, corpus planning involves its internal development (grammar, lexicon, etc.). These two types of language planning serve different functions and are carried out by different agencies. However, they are interrelated.

In addition to status and corpus planning, Cooper (1989) introduced a new type of language planning known as acquisition planning. He sees it as “organized efforts to promote the learning of a language” (p. 165). Prestige planning is another type of LP; it was introduced by Haarmann (1990), who claims that “any kind of planning has to attract positive values, i.e., planning activities must have such prestige to guarantee a favorable engagement on the part of the planners and, moreover, on those who are supposed to use that planned language”. Thus, prestige planning refers to the effort made to improve the perceived value and status of a language within a specific speech community through enhancing positive attitudes toward a language and encouraging speakers to use it, which is important to ensure long-term stability.

### **1.2.2 Agency in language Planning:**

Agency refers to individuals or groups who are able to effectively form and/or implement decisions that impact language development and use within a community or society. It accentuates the importance of stakeholders, such as governments, education institutions, professionals and language users in designing linguistic measures that influence language preservation, revival, shift, maintenance, and spread. Additionally, agency is not restricted to policy makers alone; parents, teachers, and grassroots (political activists) movement also play a significant role in shaping and implementing language policies. Parents affect the transmission of language within the family setting, Teachers influence language practices in the classroom, and grassroots engage societies

to support or oppose certain language practices. Together these agents aid the process of language planning.

Language planning can be broadly categorized into two levels: macro language planning and micro language planning. Each level focuses on different aspects of language use and policy, and both are essential for understanding the overall framework of language management within a community or country.

### **1.2.2.1 Macro Language Planning:**

Macro language planning deals with large-scale institutional attempts to affect language state, use, and education. Organizations or governments apply these efforts frequently by approaching issues, such as measures to control linguistic heterogeneity. The process of language policy formulation and implementation is primarily guided by higher authorities, such as government departments and policymakers, who set up rules and regulations that are then implemented at the meso (e.g., regional or institutional) and micro (e.g., local community) levels (Djennane, 2016). This generally involves the construction of official language policies decisions about the recognition of certain languages as official, the status of minority languages, and the languages used in government, education, and the public sphere.

### **1.2.2.2 Micro Language Planning:**

According to Baldauf (2004, p.229), micro planning refers “to cases where businesses, institutions, groups, or individuals create what can be recognized as a language policy and plan to utilize and develop their language resources”. Similarly, local actors develop their own language policies that reflect their unique needs, goals, and issues. This could include decisions about which languages to incorporate in communication or education, based on the linguistic and demographic backgrounds of the community. Micro implementation involves the actual application of language policies and plans that have been structured at either the micro or macro level. This phase

is concerned with how these policies are put into effect in everyday activities within communities, institutions or businesses.

### **1.2.3 Language Planning in Algeria:**

Algeria witnessed different language policies, depending on the era and ideology of the policy-makers. In what ensues, a general overview of the different linguistic measures is provided.

#### **1.2.3.1 French Algeria:**

The year 1830 marked the grim beginning of French colonization to Algeria, a brutal occupation that lasted more than a century. This date marks a point in time, the start of a deep transformation in different walks of life. The colonial cultural erasure faced with a steady resistance. The Algerian society suffered notable changes. The use of local languages, such as Arabic and Berber, the native tongues of the Algerian people, was diminished and replaced by the colonizer's language, i.e., French.

The colonizers established themselves in Algeria as the masters of the country and thus started a policy aiming at erasing the local languages, especially Arabic, a symbol of Arab-Muslim affiliation. The aim was to weaken the value and status of Arabic to be ultimately substituted by the French language (Bouabdallah, 2022). This could not be achieved without the closing of schools that taught Arabic and the introduction of French as the primary language in education while Arabic was pushed to the background, giving it less importance. Arabic was only used in religious schools where Quran and Islam principles are taught. In public schools, "the teaching of Arabic was officially reduced to two hours and a half per week, and in most cases, this was badly organized" (Sahel, 2017, p.39). As a matter of fact, France's attempts to root their language into Algerian society was a key priority. Ennaji (1991, p.17 18), comparing the situation with neighboring countries, claims that "by contrast, in Algeria the place of French is a paradoxical subject of conflict for historical reasons. Because France

attempted to assimilate (Algeria more than Morocco and Tunisia) into the French cultural community”. (Fatmi, 2018, p.63).

According to Bouagada (2018), French was seen as the language of modernity, conveying the flourishing French literature as well as the scientific progress. Paris, the capital city, was a hub for the intellectuals converging from the different parts of the world, and speaking French was seen as a way of connecting with the civilized world and a token of prestige, not to talk of the consecration of power. Unlike French, Arabic language spoken by the indigenous population was dismissed and undervalued. The French government's goal was 'frenchifying' Algeria in a process of integrating the Algerians into the French culture, or rather, assimilating them. This approach involved imposing French cultural norms and values on the local population in a hierarchical manner.

### **1.2.3.2 Post-Independence and Arabization:**

After more than a century of war and struggle against French domination, Algeria was finally liberated. However, the newly independent country faced pressing challenges to make some repairs and rebuild what colonialism had destroyed, especially in the linguistic context. In fact, the Algerian public domains continued relying on French through all administrative and economic bodies between 1962 and 1963, as many of the state officials, including the president, did not master Arabic (Nakla, 2021). This led post-colonial policy-makers to make significant efforts via promoting Arabic in different domains.

After Ahmed Ben Bella became Algeria's first president, the new nation began a major program to promote the Arabic language. Arabic's official status received strong affirmation in the 1963 constitution, specifically Article 3's declaration that “Arabic is the national and official language of the state.” This emphasis has persisted in all the following constitutions (1989, 1996, etc).

Arabic was introduced in primary education, with increased hours to teach the language starting in the 1965-1966 academic year. Ben Bella announced that “at the beginning of the next academic year, Arabic will become a language of instruction besides French in primary schools (Nachef, 2011, as cited in Hala, 2018). However, it was under Houari Boumediene presidency that the Arabization process really took off. A decree mandated the Arabization of civil status documents, family records, and official seals, and this occurred in 1970. In his July 4, 1971, speech, Boumediene pointed out the restoration of the national language, calling it “the culmination of our comprehensive revolution” (Geradi, 2017, p. 11). By 1978, the education system fully implemented Arabization, but it remained characterized by linguistic duality, for Arabic was applied to literary subjects and French to scientific ones (Taleb Ibrahimi, 2006).

Nevertheless, the effectiveness of language planning was debatable, as Arabization was seen by many to be poorly planned, as Bouattia (2022, para. 12) mentions, “the method of linguistic transition was aggressive, not well thought out, and failed to engage the base of academics and workers who were required to implement the switch to Arabic”. Accordingly, Bekkai (2015) points out that Algerian schools were provided with a limited timeframe to fully apply the Arabization policy. Anyone aiming for a promising future would likely avoid Arabic instruction; this is because French continued to hold significant value in society and in educational and professional fields.

In the midst of the conflict that was happening between Arabic and French, another was occurring between Arabic and Berber. While the Arabic language was healing from the impacts of colonialism, the significance of the Berber language was still neglected despite being a native tongue. Accordingly, notable decisions were taken regarding the state of the Berber language, as it has become an official language alongside Arabic since 2016.

### **1.3 Linguistic Profile of Algeria:**

Algeria's rich linguistic repertoire reflects the country's complex history and diverse cultural identity. Since the declaration of independence in 1962, three main languages have markedly shaped the linguistic talk, namely Arabic, French, Berber, in addition to a more recently growing interest in English.

### **1.3.1 Multilingual Algeria**

Multilingualism is characterized by the ability of an individual or a speech community to behave linguistically in two or more languages. It can include different degrees of proficiency in each language and may appear at different levels of linguistic competence, such as speaking, reading, etc.

In Algeria, Arabic serves as the national and official language of the country. It is used in formal contexts, such as education, administration, religion, and media. Although French is not acknowledged as an official language in the country, Algeria is nevertheless believed to be the second largest francophone country in the world. Indeed, French holds an important status, being used in different prestigious sectors, such as higher education, finance and the media.

In addition to Arabic and French, the linguistic reality of the country is far richer. In fact, Algeria also counts a variety of Berber idioms, spoken in different parts of the country. After continuous activism, Berber could reach the status of official language in 2016.

The most remarkable linguistic move in today's Algeria is the government switch to English which, to a great extent, parallels positive societal attitudes, where there is actually a notable, overt political support to it. Further details about its status in the country will be discussed.

### **1.4 Code Switching:**

Code-switching refers to the activity of alternating between two or more languages within the same conversation or discourse. Gumperz (1982, p.59) defines code-switching (henceforth CS) as "the juxtaposition within the same speech exchange

of passages of speech belonging to two different grammatical systems or subsystems.” In the same line of thought, Bokamba (1989, p. 278) explains CS as "the mixing of words, phrases and sentences from distinct grammatical (sub) systems across sentence boundaries within the same speech event”. Subsequently, code-switching is not limited to only words; it also includes switching between phrases and sentences within the same discussion. In the context of Algeria, CS reflects the country's linguistic diversity, shaped by its historical roots in Arabic, French, and the increasing influence of English due to globalization orchestrated by the United States and the rush of the superpowers for competition and world hegemony, this trend, where speakers switch between languages in conversations, reflects Algeria's multilingual reality. In daily life, code-switching frequently occurs naturally, where Algerians often switch between Arabic, Berber, French, and gradually English.

### **1.5 The Algerian Linguistic Landscape:**

The multilingual reality of Algeria is significantly reflected in different languages in its public sphere. According to Landry and Bourhis (1997b, p. 23):

Linguistic landscape refers to the visibility and salience of languages on public and commercial signs in a given territory or region. It is proposed that the linguistic landscape may serve important informational and symbolic functions as a marker of the relative power and status of the linguistic communities inhabiting the territory.

Arabic and French continue to dominate the scene in the Algerian public signs, where most of them are presented in a bilingual format. Arabic and French are dominant in road signs. In urban areas, French, despite being a foreign language, is related to prestige; accordingly, most of the bottom-up businesses use it to label their shops, especially fashion stores and restaurants.

Figure1.1

*Road Sign in Arabic and French*



Figure 1.2

*Street Sign in Arabic, Berber and French*



After being recognized as a national and official language, Berber has ever since started to be included in the linguistic landscape, where it is no longer confined to the Kabyle regions only, it is implemented into educational institutions, and public signage across various regions of the country.

Figure1.3

*The Implementation of Berber in the Signage of the University of Tlemcen*



Figure1.4

*Implementation of Berber in the Signage of the University of Oran.*



Recently, English has also started to attract attention both from the top-down agents (official authorities), and bottom-up agents (involving communities and individuals). This increasing interest can be credited to globalization and cultural influences. Consequently, English is being gradually included in the Algerian public sphere. In this regard, Maraf and Osam (2022) state that “English signs are an adequate interpretation of the beliefs, attitudes, and practices of the society, which developed new linguistic preferences and language-related beliefs (of prestige and modernity) to explain the sociolinguistic development and change in Algeria.” (p. 13).

### **1.6 English as a Global Language:**

Globalization is a phenomenon referring to the process of connecting the world into a small place. As the globe becomes more interconnected, the need for a common language is more necessary than ever. Currently, today's lingua franca is commonly believed to be English. It has remarkably evolved into a fundamental tool for communication, and it is the most widely used language in the world in international trade, diplomacy, mass entertainment, international telecommunications and scientific publications as well as publishing newspapers and other books. As English is a universal language, it has been used by native and non-native speakers of English as their tone of communication in their business organizations and matters. It is widely accepted to be the most spoken language around the world as almost 1.35 billion people throughout the world use it, which makes it approximately 17% of the global population (Christianmccarthy,2024).

#### **1.6.1 The Rise of English in Algeria:**

Since independence, English has appeared gradually as a language of significance in Algeria. It is the only language that was adopted by Algeria without any historical relation between Algeria and the Anglo-Saxon countries. The spread of English is notable in today's Algeria. After gaining independence in 1962, Algeria aimed to decolonize the country from France through the Arabization policy. To support this

policy, the government decided to teach English besides French. Sahraoui (2020, p.49) reports that “the plan was to make Arabic the first national language and English the first foreign language, which would allow the country to turn a page in history by also leaving its language behind and adopting a new foreign language that has no historical colonial connection with the country”.

The late 20th century marked the turning point for English in Algeria, as the economy of Algeria began to grow significantly, especially with the development of the hydrocarbon sector, which is considered the pillar of Algeria's economy. English was seen an important tool for international communication. According to Bellalem (2012, p. 6), "the English language flourished in Algeria before 1980, when this country was heading toward socio-economic prosperity due to its massive oil and gas revenues."

Later in the 1980s, due to foreign investment in the hydrocarbon sector, the demand of English increased among the Algerians to communicate effectively with foreigners. “Besides formal education, many organizations taught English to their employees to facilitate communication with colleagues overseas such as Radio Television Algerian, Ministry of Defense, and Institute of Petroleum Studies” (Belmihoub, 2018b, p.4).

By 1993, Algeria went through some inauspicious circumstances such as the slump of the oil prices alongside the black decade, known as the bloody decade, characterized with terrorism. These negative events had considerably slowed down the spread of English across the country. English remained a compulsory subject of instruction in middle and secondary schools. By the late of 1993, the Ministry of National Education gave primary school pupils the option to choose what foreign language to study, i.e., English or French. However, the shift was soon abolished. Therefore, French remained as the only foreign language taught in the primary school. French was still considered essential for obtaining a job. As a result, the government rescheduled English teaching to middle schools.

In recent years, especial after Elhirak, a social outburst which ended up the presidential term of Bouteflika, there has been more governmental support to English. As Algeria sought to connect with the global economy; it became clear that adopting English was important for participation in globalization. This spread of English was further driven by the youth, who increasingly used English in their conversations, influenced by the availability of English language media, including movies, TV programs, songs, and the high usage of mobile phones; all these encourage the growth of English in the country.

Now, English is quite common in the linguistic landscape. It has become more popular among the Algerians. As a result, the government has established official policies to support its use and learning. Among these policies was the decision of the government to teach English in third-year primary school in September 2022, aligning it with French in terms of early education focus, where president Abdelmadjid Tebboune announced that English would be taught from primary school, marking a shift in the country's educational policy. He emphasized that English was now considered a global language, while French was relegated to a "trace of war."

In higher education, as a major step towards this objective, is training university teachers in the English. A survey conducted by the Ministry of Higher Education under the supervision of former minister Tayeb Bouzid in 2019 showed overwhelming public support for promoting English in the universities, with over 94% of participants agreeing with the proposal.

### **1.6.2 Algerians' Attitudes Towards English:**

Touahmia and Bakar conducted research on Algerian EMI (English Medium Instruction) and non-EMI to explore their attitudes towards English, their findings indicated that both lecturers and students typically maintained positive attitudes towards the language. They acknowledged its global significance, notably in research and career opportunities. However, while students preferred English as it opens more opportunities

for them; lecturers felt more attached to French. This is natural provided that teachers have spent all their teaching career (if not learning) using French. Such findings reflect generational disagreement between the youth who prefer English and older people who are still holding to French.

While English is gaining recognition among Algerians, French is simultaneously losing its value. Both the top-down and bottom-up attempts to keep up with the advancements of the new world have been challenging the significance of French. In the same sense, Bouagada (2018) states that the old conflict between French and Arabic has led to a new linguistic hegemony between French and English, where “the use of English seems to be expanding inexorably in Algeria with a large segment of society, students, teachers and high-profile managers, anxious to learn English rather than French.” (p. 4).

### **1.7 Introduction to E-commerce:**

The internet is now important to modern life, shaping how we learn, connect and do business. E-commerce refers to the process of buying and selling things online. It is a present-day business model developed to enhance the quality of services and quicken delivery for businesses and consumers. It enables customers to purchase goods regardless of their place and time. Furthermore, e-commerce has become an essential element of current business, revolutionizing the trade operations between companies and consumers. It contains three models, each relating to a particular type of transaction. e-commerce growth considerably depends on a large internet infrastructure, substantially easing online transactions between consumers and businesses; this consequently enables convenient home shopping for consumers and expands business reach greatly.

#### **1.7.1 Types of E-commerce:**

Despite the principal idea of e-commerce, which is trading online without the need to attend physically, it can be categorized into three main types; each one presenting a different form of transaction between businesses and consumers.

**1.7.1.1 Business to Consumers (B2C):**

At the outset, business-to-consumers (B2C) is the most common; businesses sell their products directly to customers who check out the website of the business, scan their product, and go through the reviews there; subsequently, they make their order, and the company delivers it.

**1.7.1.2 Business to Business (B2B):**

It deals with the online trade of goods or services between companies. This operation, in most cases, happens between manufacturers (those who produce the products), wholesalers (those who buy products in enormous quantities to retailers), and retailers (who sell directly to consumers in small quantities).

**1.7.1.3 Consumer to Consumer (C2C):**

It refers to the act of making online transactions between individuals directly through platforms that facilitate this operation. By way of illustration, Ouedekniss is an Algerian platform in which such processes occur, where people sell and buy each other's goods either on their official websites or social media.

**1.7.2 E-commerce in Algeria:**

Lately, Algeria has witnessed a notable growth in internet users and mobile connections; this growth in the use of internet has greatly contributed to the spread of e-commerce. The first appearance of online markets was in 2009, then with the arrival of sites such as Jumia, Ouedekniss, and Batolis, which are believed to be the country's most common platforms, e-commerce started to take off. However, the real commencement of this electronic trading was during the 2020 pandemic. Most businesses by that time were closed; consequently, people turned to online shopping as they were left with no alternative. Ever since, e-commerce has been continuously increasing. The first official

law by the Algerian government dedicated to e-commerce regulations was launched in February 2018. Though it should be mentioned that most of Algerian e-commerce owners use social media such as Facebook and Instagram as a platform to sell their goods due to their ease of use and popularity.

**Figure 1.5**

Slogan of Ouedkniss Platform



### **1.7.3 Language and Economy:**

Language is a crucial tool through which cultures and values of certain communities are shared. It acts as a key instrument through which successful communication can be achieved in various fields. In relation to e-commerce, language is of heightened importance due to the fact that products cannot be seen or touched. The thing that leads customers to only trust the description provided online to make purchase decisions. The inability to comprehend the product information may cause them to call off the order, which is why “language plays an important role in the economy and

business in our time, as language has become a powerful economic tool in economic transactions.”. (Malmous, 2020, p. 6).

In Algeria, ,the historical events including the French colonization, followed by various policies, particularly Arabization, have considerably contributed in framing the country's business landscape including e-commerce. French is believed to be the primary language dominating the communication in Algeria's business, for the prestigious status the language has gained since the colonial era. Meanwhile, the use of Arabic and berber remains limited.

Furthermore, the utilization of English in the country's business context has begun to expand lately, aligning with the top-down efforts to adapt to the winds of globalization, as Bouagada claims, "English is slowly but steadily gaining ground" (2018, p. 3).

### **1.8 Conclusion:**

In conclusion, this chapter provided a comprehensive overview of the key concepts and background relevant to this study. It defined language planning (LP), its typologies, and the agencies involved. It studied Algeria's language planning and offered an overview of the nation's sociolinguistic landscape, showcasing the status of each language. Additionally, the chapter analyzed the Algerian linguistic situation, highlighting the role of code switching in different social contexts. It reviewed the role of English as a global lingua franca, the growing prominence of English in Algeria. Finally, the chapter introduced the concept of e-commerce, its different types, and its applications within the Algerian contexts, showing how English is gradually gaining ground within this sector. The next chapter outlines the methodological framework used in this study.

# CHAPTER TWO:

The

Methodological

Framework

***Chapter two: The Methodological Framework***

2.1 Introduction

2.2 Research Design

2.3 Participants

2.4 The Research Setting

2.5 Data Collection Instruments

2.5.1. Questionnaire

2.5.2. Interview

2.5.2.1. Structured Interview

2.5.2.2. Semi-Structured Interview

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2.5.3. Content Analysis

2.6 Data transcription Methods

2.7 Data Analysis and Interpretation Methods

2.8 Piloting

2.9 Ethical Consideration

2.10 Conclusion

### **2.1 Introduction:**

This chapter presents the methodological framework adopted to investigate the topic. It introduces the research design and explains the mixed-method approach used in the research, which combines both qualitative and quantitative data. It also presents the sample population, the setting in which the study was conducted, and the research instruments used in this investigation, namely a questionnaire for customers, interviews with owners, and content analysis. Finally, it describes the piloting process and the ethical considerations that were taken into account during this study.

### **2.2 Research Design:**

Research design is a comprehensive plan that a researcher selects to conduct a study. It designs the framework for collecting and analysing data to help the researcher address the research questions and test the hypotheses. Johnson and Onwuegbuzie (2004) define it as “the plan, structure, and strategy of investigation that guides a researcher’s choice and use of methods and procedures in collecting and analysing data. It is the blueprint that enables researchers to address their research questions effectively and to draw valid and reliable conclusions”

The present study adopts a mixed method approach that is based on the use of quantitative and qualitative techniques to have a deeper insight in the studied topic. On the one side, quantitative technique seeks to collect and analyse numerical data to test hypothesis. In the same line of thought, Burns & Grove. As cited by Cormack, 1991, p.140 explain it as “A formal, objective, systematic process in which numerical data are utilized to obtain information about the world”. In this research study, the quantitative method was used to analyse the numerical information gathered from the answers supplied by the participants of the questionnaire.

On the other side, the qualitative method was used as well in this study, it is defined as the linguistic description of the data obtained, “This research paradigm gathers

participants' perceptions, experiences and behaviour. More specifically, it answers “why” and “how” instead of “how much” or “how many” (Moser & Korstjens, 2017, p.2). Throughout this study, qualitative data is important for understanding the reasons behind using English and how this newly developed language is perceived.

Even though they differ in nature, both qualitative and quantitative data are important and complementary to gain significant knowledge “using data coming from a number of methods, or converging data from multiple sources produce more credible findings which could strengthen research conclusions and implications.” (Dawadi et al., 2021, p. 34)

### **2.3 Participants:**

The selection of the right sample is important in order to collect relevant and reliable data. In this study, the targeted sample was eight e-commerce owners and 70 customers from different age groups and different genders. In this investigation, two sampling methods were adopted to collect data from different participants. First, the Purposive Sampling was used for e-commerce owners who use English in their Instagram pages; it is a type of Non-Probability Sampling method that relies on the choice of elements that have certain characteristics. which the researcher needs in their sample, depending on the purpose of the study. Additionally, random sampling was chosen for the questionnaire to ensure representativeness by giving an equal chance for every participant to be selected.

### **2.4 The Research Setting:**

The present study was conducted online through Instagram platform, which is one of the most commonly used digital space in Algeria. It was launched in 2010 as a social media platform enabling users to share content, pictures, stories, and videos, especially the short ones (reels). Further, it allows people to engage with each other through likes, comments and direct messages. It also presents a perfect ground for those who wish to start their businesses as it provides a large audience for them, not to mention the unique

experiences the application offers for both owners and customers, such as business IG which is a feature that allows people to quickly identify businesses and interact with them easily, Instagram analytics which allows owners to know about their businesses performance, and advertisements to help them promote their products. All of these have significantly contributed to the growth of online commerce around the world, including in Algeria.

**Figure 2.1**

*Slogan of Instagram*

**2.5 Data Collection Instruments:**

Data collection is the process of gathering information to answer research questions and test hypotheses using research instruments, which act as its principal components. They refer to the tools employed when conducting a study to ensure gathering valid information. In the present research, and with the intention of gaining a holistic

understanding of our topic, different research methods were used as part of the triangulation method, this latter refers to the use of a combination of research methods. Or as Cohen and Manion explain it, it is an “attempt to map out, or explain more fully, the richness and complexity of human behaviour by studying it from more than one standpoint” (1986, p. 254).

In this investigation, and in order to gather data for the current study, a close-ended online questionnaire, a semi-structured interview, and content analysis were adopted. The questionnaire was utilized to capture the Algerian customers’ attitudes regarding the use of English in e-commerce. As for the owners, a semi structured interview was used to address the factors of using English in their businesses. Additionally, content analysis was employed as well to gain more accurate and credible research data.

### **2.5.1. Questionnaire:**

It refers to a string of written questions or statements directed to a defined sample population with the aim of bringing out respondents’ knowledge, behaviours, feelings, perceptions, opinions, attitudes and so forth.

The questionnaire was distributed online through google forms for its accessibility, confidentiality, and wide reach. To avoid any possible kind of misunderstanding, it was originally designed in English but translated in a simple Arabic language for the sake of ensuring clarity and comprehension among all respondents, and to allow them to convey information by making them feel comfortable with the most understandable language.

The questionnaire contained three sections with 15 questions, each having an aim to fulfil. The first section was dedicated to personal information about the participants (their age, gender, and education level). The second section was addressed to gain information about their language preferences when shopping online by giving them multiple options to choose from, with one open- question to justify their answer (question 7). The third section focused on the use of English using Likert scale options to measure their opinions; as defined by (Mazurek et al., 2021, p. 5) “A Likert scale, introduced by

Rensis Likert (Likert, 1932), is a bipolar scaling method, which measures positive or negative response to a given statement. The scale is very popular among researchers in psychology, sociology, pedagogy, marketing, or business that involves questionnaires.”. The questionnaire ended with a suggestion part to allow participants to give their opinions, ideas and recommendations.

### **2.5.2. Interview:**

Refers to a verbal conversation between two people or more generally between the researcher and the informants for obtaining relevant data for research objectives. Kvale (1996, p. 14), defined interviews as “an interchange of views between two or more people on a topic of mutual interest, sees the centrality of human interaction for knowledge production, and emphasizes the social situatedness of research data”. In other words, the interview is an exchange of opinions and ideas between the interviewer and the interviewee on a mutual domain of knowledge, where data is collaboratively developed through conversation. The interview helps the researcher to collect information about the participants’ opinions, attitudes, and motivations regarding the studied topic.

The interview has three widely recognized types; structured, semi-structured and unstructured.

#### **2.5.2.1. Structured Interview:**

This type of interview demands all the informant to respond to the same questions that have the same wording. It adheres to the format of questionnaire, but it is delivered orally. Corbetta (2003, p. 269) claims that “structured interviews are interviews in which all respondents are asked the same questions with the same wording and in the same sequence.”

#### **2.5.2.2. Semi-Structured Interview:**

It is an open-ended discussion, where the researcher follows an outline of the topic without relying on specific questions. Instead, the interviewer may refine the discussion by asking additional questions based on the informant's answers.

Corbetta (2003, p. 270) defined it as follows:

The order in which the various topics are dealt with and the wording of the Questions are left to the interviewer's discretion. Within each topic, the interviewer is free to conduct the conversation as he thinks fit, to ask the questions he deems appropriate in the words he considers best, to give explanation and ask for clarification if the answer is not clear, to prompt the respondent to elucidate further if necessary, and to establish his own style of conversation.

### **2.5.2.3. Unstructured Interview:**

It is a qualitative research instrument that takes the form of casual conversation where the interviewer just explains the studied topic to the interviewees, allowing them to provide deeper insights and more detailed answers.

In this examination, the researchers opted for a semi-structured interview to guarantee gaining rich data. The interview was conducted with eight e-commerce owners. The selection of participants was well considered to assure the collection of valid information; four males and four female owners of different types of businesses have been chosen. The interview took place on Instagram, which is where the investigation at hand is being conducted. We relied on Instagram business chats with our interviewees, either through written or voice messages, to make them feel at ease. The duration of each interview lasted approximately 20 minutes, and the entire interviewing process required three days to complete. Additionally, it is worth noting that since it is a semi-structured interview, the researchers ensured that the conversation remained flexible by adding follow-up questions whenever necessary.

The interview consisted of three sections, each with a target to meet. The first section primarily focused on gathering information about the owner's personal details,

including gender, age, and education level, as well as their business and why they chose to use Instagram for trading. The second section aimed to understand the importance of language in e-commerce and what factors influence their linguistic choices. The final section focused on the use of English on their pages, as all selected interviewees use it.

**2.5.3. Content Analysis:**

For the sake of having more concrete data, another instrument was utilized in the research which is content analysis, it is a tool used to analyse the meaning of a textual, visual, or oral content, or as Patton (2002) stated it is “any qualitative data reduction and sense-making effort that takes a volume of qualitative material and attempts to identify core consistencies and meanings” (p.453).

This instrument was used throughout the study to examine the use of English in Algerian e-commerce on Instagram to guarantee validity and reliability in a natural way, and to depict the real use of the language by analysing the linguistic elements in businesses pages names, bio descriptions, product descriptions (captions) to see which language is favoured and presented, and also analysing language choice in customers’ engagement in comments and reviews.

**Figure2.2**

*Example of an Instagram Bio Description of an E-commerce Page*



Figure2.3

Example of a Product Description of an Instagram E-commerce Page

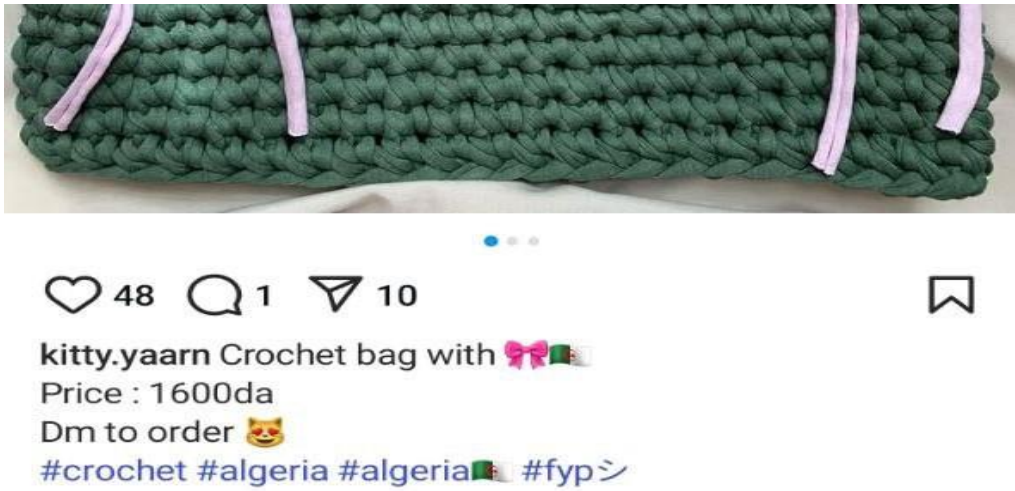


Figure2.4

Example of an Instagram Highlight Story Containing Customer Feedback



### **2.6 Data Transcription Methods**

It must be emphasized that any spelling errors, grammar, or nonstandard language forms that can be found in the data-cited examples are part of the original content and represent the participants' language usage. To preserve the data's authenticity and aid in the linguistic analysis, these have been purposefully kept intact. Also, some interviewees either used dialectal Arabic or code-switched frequently, which required translation during the transcription and analysis procedure.

### **2.7 Data Analysis and Interpretation Methods:**

Following the collection of qualitative and quantitative data via questionnaires, interviews, and content analysis, the analysis phase sought to find trends and obtain significant findings pertinent to the study's goals. To illustrate broad patterns in English language usage in Algerian e-commerce, we arranged and analysed quantitative data from the questionnaire using descriptive statistics (percentages) to clearly display the distribution of responses. As for the qualitative data, we applied thematic analysis selectively- specifically to one-open ended question in the questionnaire, and one interview question. This method includes identifying and analysing data according to themes, to ensure that the analysis stayed relevant and in line with the objectives of the research. The rest of the qualitative data were summarized directly due to its straightforward nature. Regarding data interpretation and discussion, we summarized some findings and highlighted their connections with established linguistic theories where applicable, while we provided systematic explanation based on contextual factors for the other results to guarantee objective and grounded analysis.

### **2.8 Piloting:**

To gather reliable data, it is important to conduct a well-planned investigation, which is why checking its feasibility is important. This is generally executed by "small scale version[s], or trial run[s], done in preparation for the major study" (Polit et al., 2001, p. 467). A Pilot study serves as the first step of the research process and generally includes smaller sized study; it aids the researcher to test and refine their research instruments.

The researchers piloted the instruments used in this research, i.e., the questionnaire and the owner's interview, to assess their weaknesses. For the pretest of the questionnaire, it was distributed to four participants to evaluate the clarity of the questions and identify wording problems. As a result, a few adjustments were made concerning the questions, including the deletion of some questions and the addition of others. Additionally, since the questionnaire was distributed in Arabic, some modifications were made at the level of word choice because some sentences were unclear. Following the piloting of the questionnaire, the owner's interview was also piloted, and additional questions were included to gather more detailed data on specific aspects of the topic.

### **2.9 Ethical Considerations:**

This study respects the research principles and standards to guarantee the protection of all the participants who participated in it. Prior to the data collection process, each and every informant was well informed of the research purposes and was asked for his/ her permission to voluntarily engage in this research. Additionally, confidentiality and anonymity were strictly adhered to by excluding any personally identifiable information, to ensure that privacy was maintained. Moreover, the informants were treated fairly and equally, and all the findings were truthfully reported to preserve transparency.

### **2.10 Conclusion:**

This chapter has provided the methodological framework upon which this study was conducted. It described research design, sampling techniques, data collection tools, piloting process, and the ethical considerations. Every element was thoughtfully adopted and applied to guarantee the reliability and credibility of the research, and to align with its

objectives. The results acquired following this methodological foundation will be analyzed and interpreted in the upcoming chapter, which links to the research questions posed.

# CHAPTER THREE:

# DATA ANALYSIS

&

# INTERPRETATION

**Chapter Three: Data Analysis and Interpretation**

## 3.1 Introduction

## 3.2 Data Analysis and Interpretation

## 3.2.1 Questionnaire Analysis

## 3.2.2 Interview Analysis

## 3.2.3 Content Analysis

## 3.2.3.1 The owners' Section

## 3.2.3.2 The customers' Section

## 3.3 Discussion of the Main Results

## 3.3.1 Questionnaire

## 3.3.2 Interview

## 3.3.3 Content Analysis

## 3.4 Conclusion

### 3.1 Introduction:

This chapter offers a detailed analysis and interpretation of the data obtained from the questionnaire, interview and content analysis. The results are critically examined vis-à-vis the research questions and are employed to assess the validity of the developed hypotheses. In doing so, the chapter explains the results in relation to existing theories to provide a deeper understanding of the investigated phenomenon.

### 3.2 Data Analysis and Interpretation:

Data analysis and interpretation are important steps in any research, as they help the researcher to transform numerical data into useful results.

#### 3.2.1 Questionnaire Analysis:

##### *Section One: Bio Data.*

##### **Age:**

The questionnaire is divided into three age groups. The majority of the respondents fall within the 18-28 age range, representing 74.3%, which means that young adults are the main participants in this investigation. Only 20% are between 29-39 years old, and the rest are 40 years old and above.

##### **Gender:**

Among 70 participants, most of the informants of this study are females, representing 62.5% of the sample population, while males represented 37.5%.

##### **Education Level:**

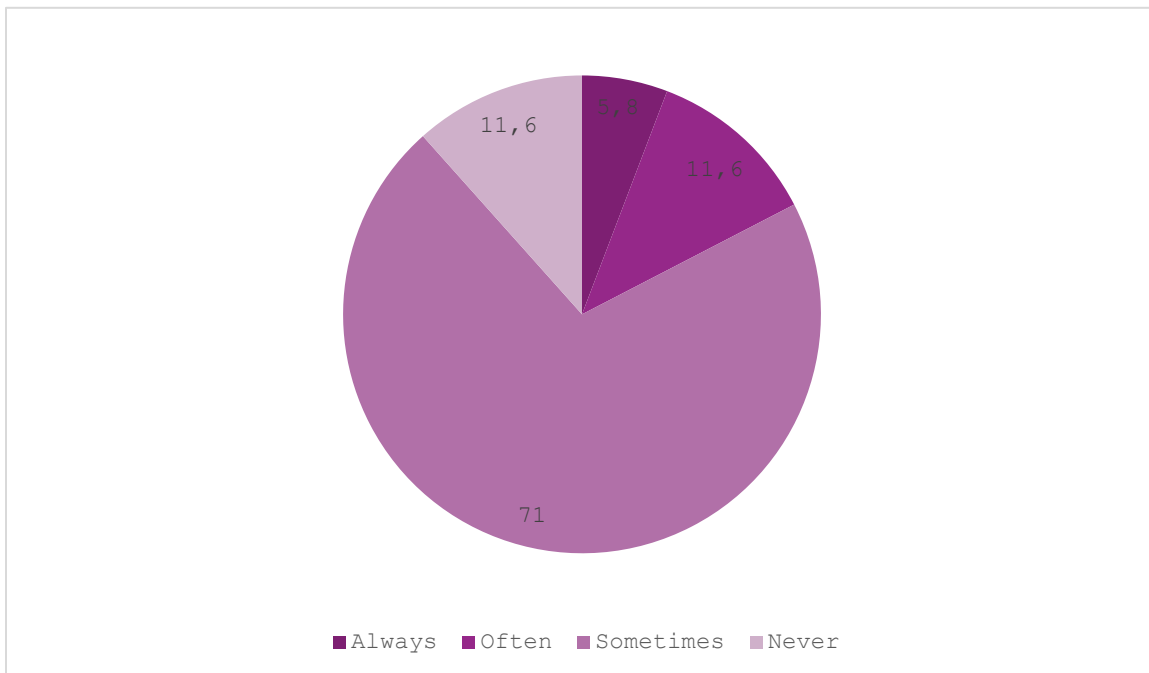
The questionnaire shows that the majority of the participants (88.6%) have a university level of education. participants with secondary level of education represent 10 % of the sample, and only one had a middle school level representing 1.4% of the whole sample population.

This section offers an overview of the participants' personal information, including age, gender, and level of education, in order to describe the sample. Such information clarifies the background of the participants and outlines the demographic profile of the study's informants. However, it is essential to clarify that the collected data will not be sorted according to this personal information. This is because the focus of the study is to investigate the implementation of English in Algerian e-commerce platforms, rather than examining language use in these platforms according to age, gender, or education. Therefore, the incorporation of participants' bio data is used only to enhance the validity and the transparency of the investigation, without affecting the core objective of the analysis.

#### *Section Two: linguistic preference*

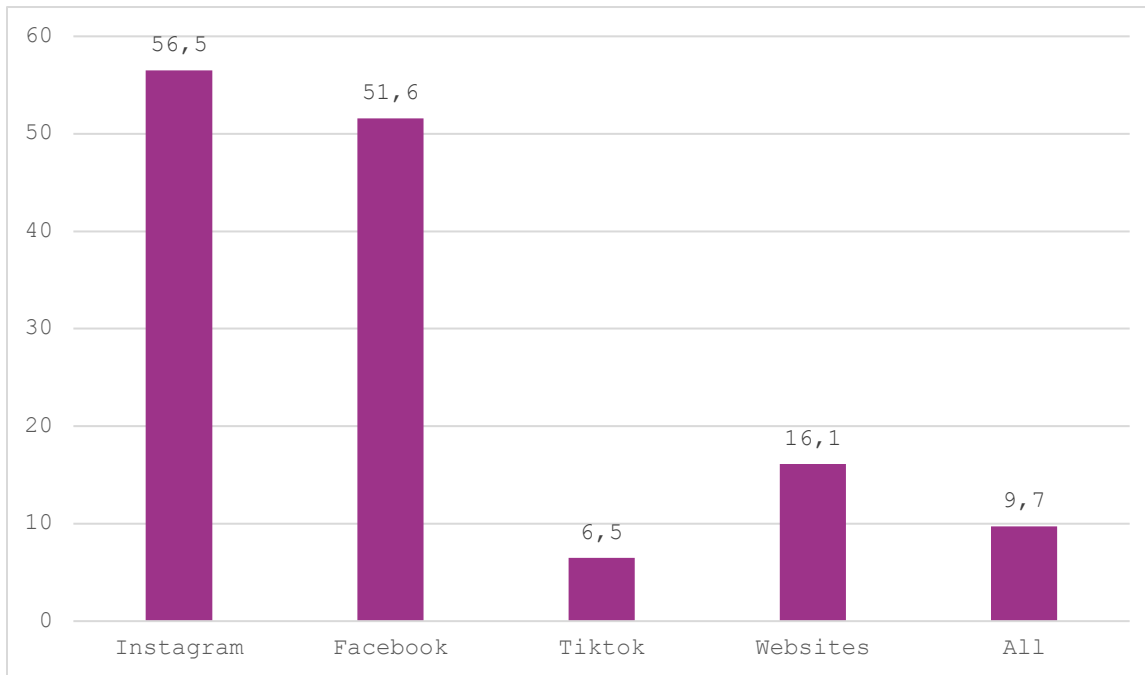
This section was dedicated to gather data about the participants' language preferences in the Algerian e-commerce.

**Question 1:** do you shop online?

**Figure 3.1***Online Shopping Rate*

in the first question, the participants were asked if they shop online, the results revealed that most of them (71 %) were fit within the category of sometimes, the percentages for never and often were identical (11.6%) while the rest always shop online (5.8%)

*Question 2: If yes, you usually do shopping on*

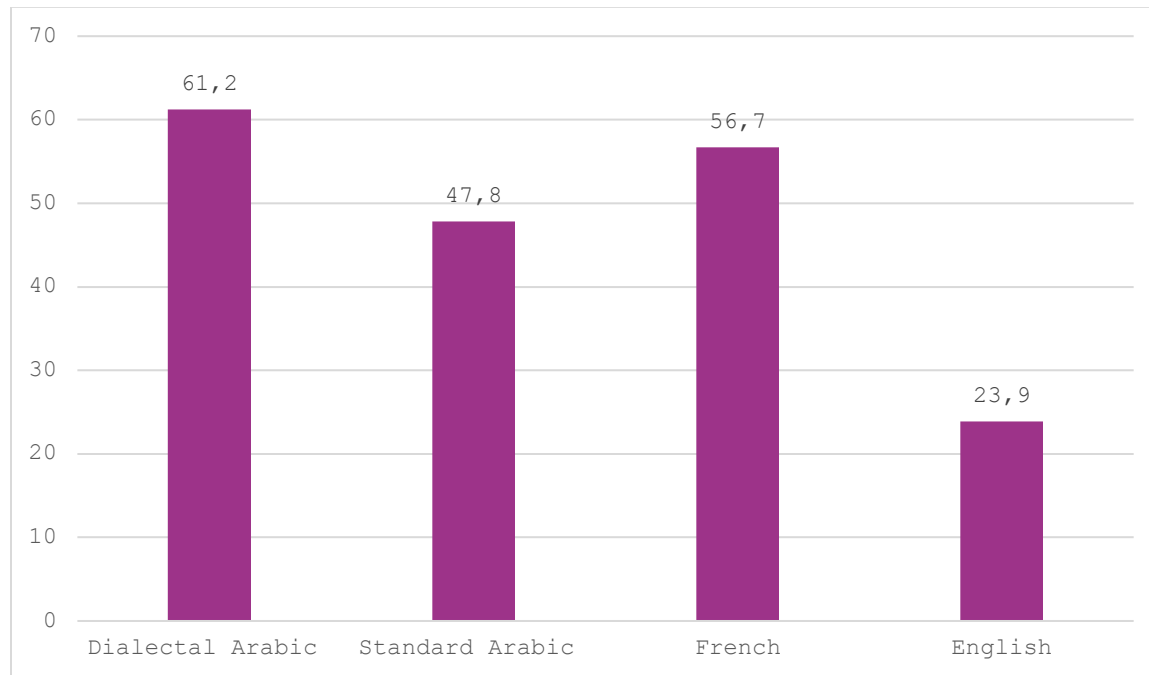
**Figure 3.2***Platforms Used by Customers*

In the second question they were asked which platform they use the most when they do their shopping. As demonstrated above, 56.5% of them have chosen Instagram representing the majority, followed by Facebook with 51.6%

**Question 3:** when e-shopping on Algerian platforms, the language you frequently come across is:

**Figure 3.3**

*The Most Common Languages Customers Come Across while Shopping Online*



In the third question, the participants were asked which language they frequently come across when e-shopping on the Algerian platforms, dialectal Arabic has come first with 61.2%, French second with 56.7%, Arabic third with 47.8%, and English came last with 23.9%.

**Question 4:** Which language do you prefer, and why?

The fourth question was open-ended and was divided into two parts; the first was to know which language the participants prefer from the previously mentioned languages. 39 of them representing the majority have chosen Arabic, 18 have chosen English, eight have selected dialectal Arabic, and eight of them have gone for French, while the rest have no preferences. As for the reasons why each language has been chosen, the results were analyzed according to three themes:

**Language preference due to ease of understanding:** 15 of the 39 respondents who chose Arabic said they prefer it for its clarity and ease of communication. Three of the 16 who selected English gave the same justification. Six of the eight who opted for dialectal Arabic said it feels more natural and is commonly used in everyday conversation. Only one of the seven respondents who chose French gave the same reason.

**Language competency:** Three of the 39 who selected Arabic said they chose it out of necessity, as it is the only language they are proficient in. Only one of the eight who chose French expressed a comparable view.

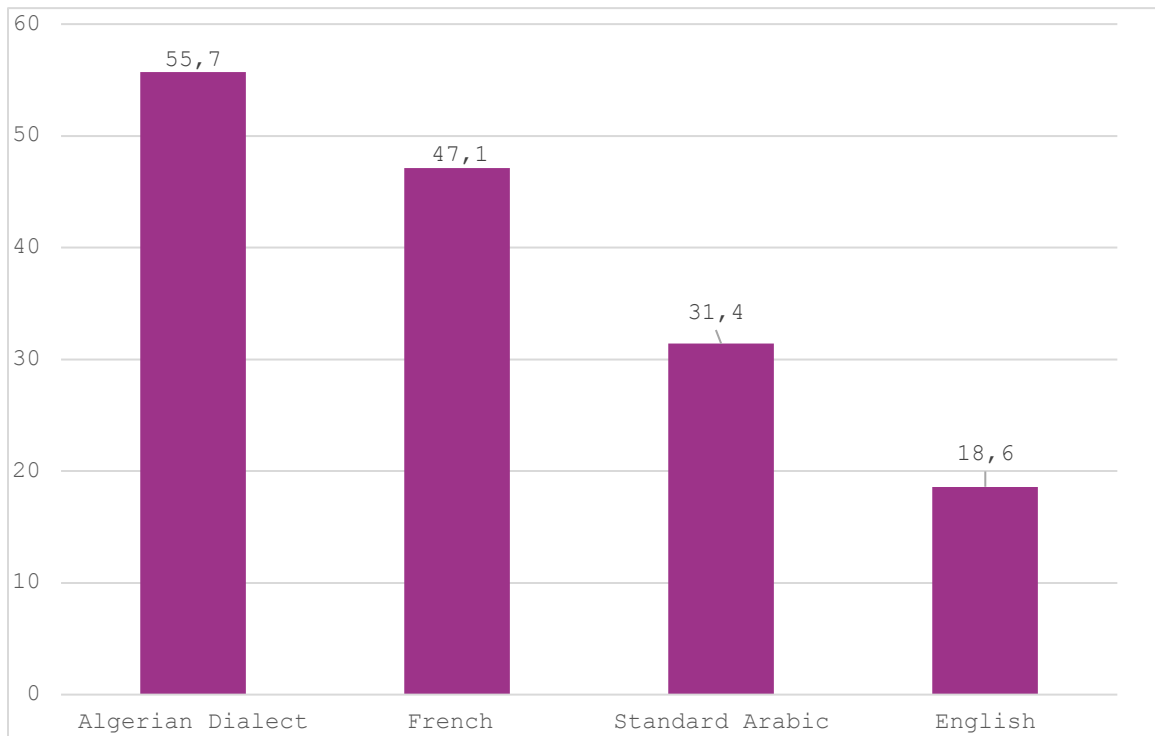
**Cultural heritage:** Four of the 39 who selected Arabic said they chose it because it reflects their religious and cultural identity. One of the eight who selected dialectal Arabic expressed a similar motivation.

**English as a global language:** Six of the 18 respondents who selected English said they chose it because of its global significance. The rest of the respondents did not provide explanations for their choices.

**Question 5:** When I comment or ask about a product, I generally use

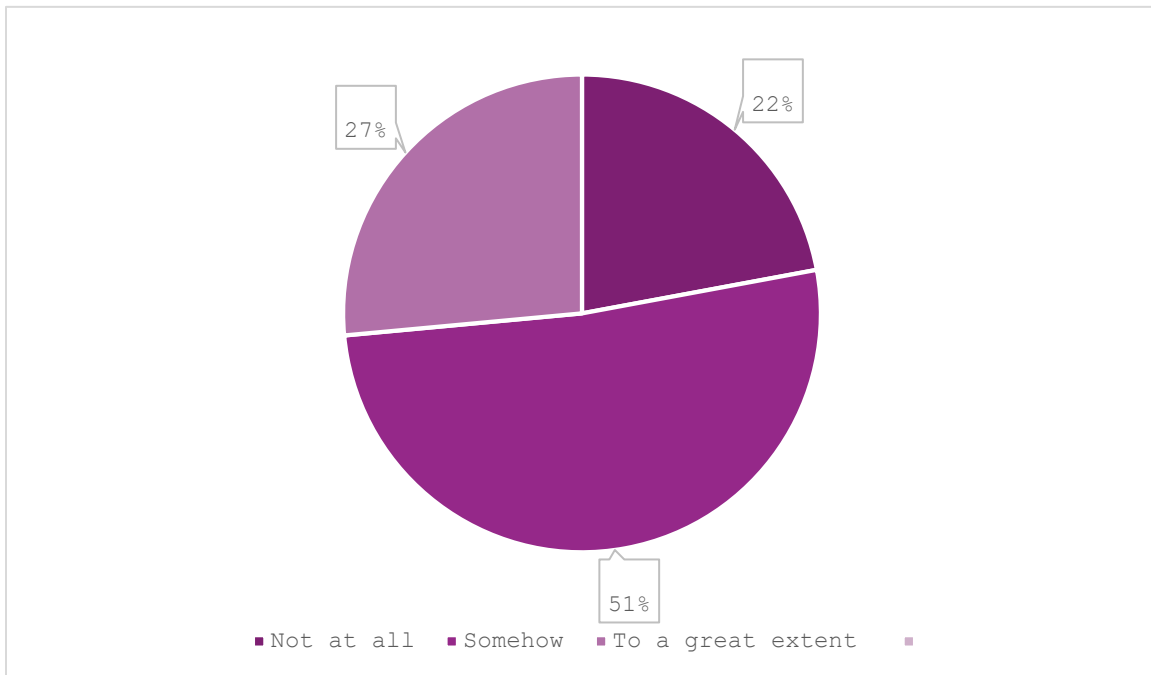
**Figure 3.4**

*The Language Used when Commenting or Asking about Products by the Respondents*



In the fifth question, the respondents were asked which language they use when they comment or ask about a product. As shown in graph, more than half of them use Algerian dialect (55.7%). nearly half of them (47.1%) use French, the minority use Standard Arabic (31.4%), and the rest (18.6%) use English.

**Question 6:** The language I use affects the process of purchasing

**Figure 3.5***The Effect of Language*

in the sixth question, they were asked whether language affects their process of purchasing. Most of them think that language affects the process of purchasing somehow (51.5%), a minority who think it does to a great extent (26.5%), and the rest do not think it does at all (22.1%).

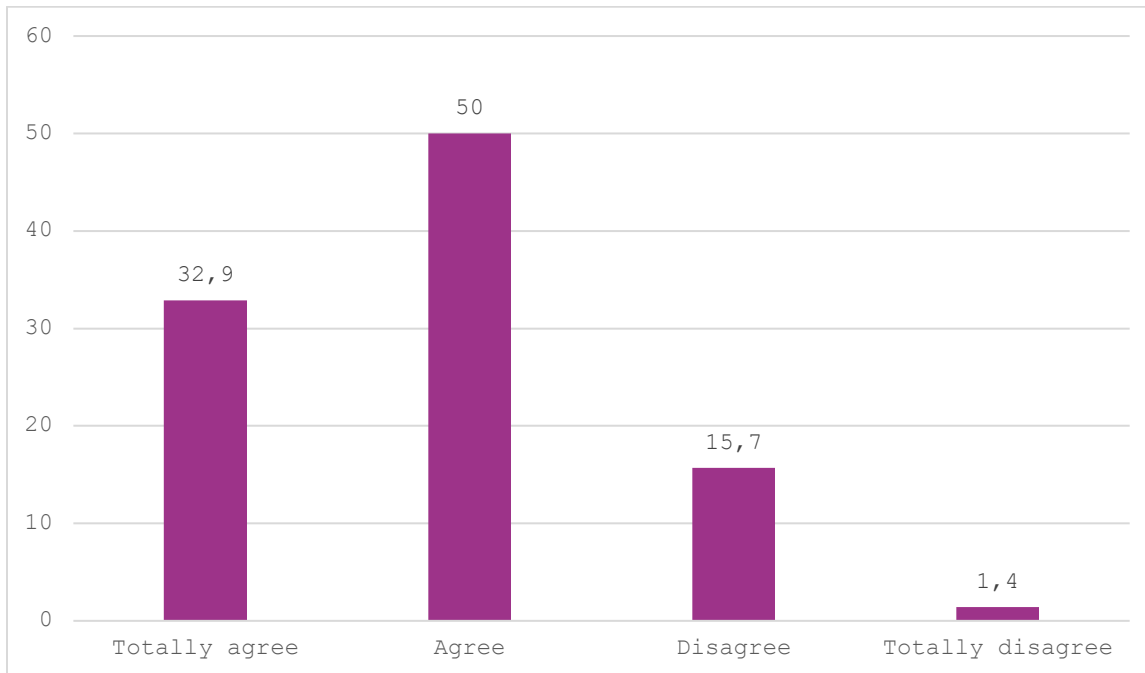
### **Section Three: English in Algerian e-commerce platforms.**

This section focused on the use of English in Algerian e-commerce.

**Question 1:** English is gradually gaining ground in Algerian e-commerce

**Figure 3.6**

*Customers' Opinion towards the Development of English in the Algerian E-commerce Websites.*

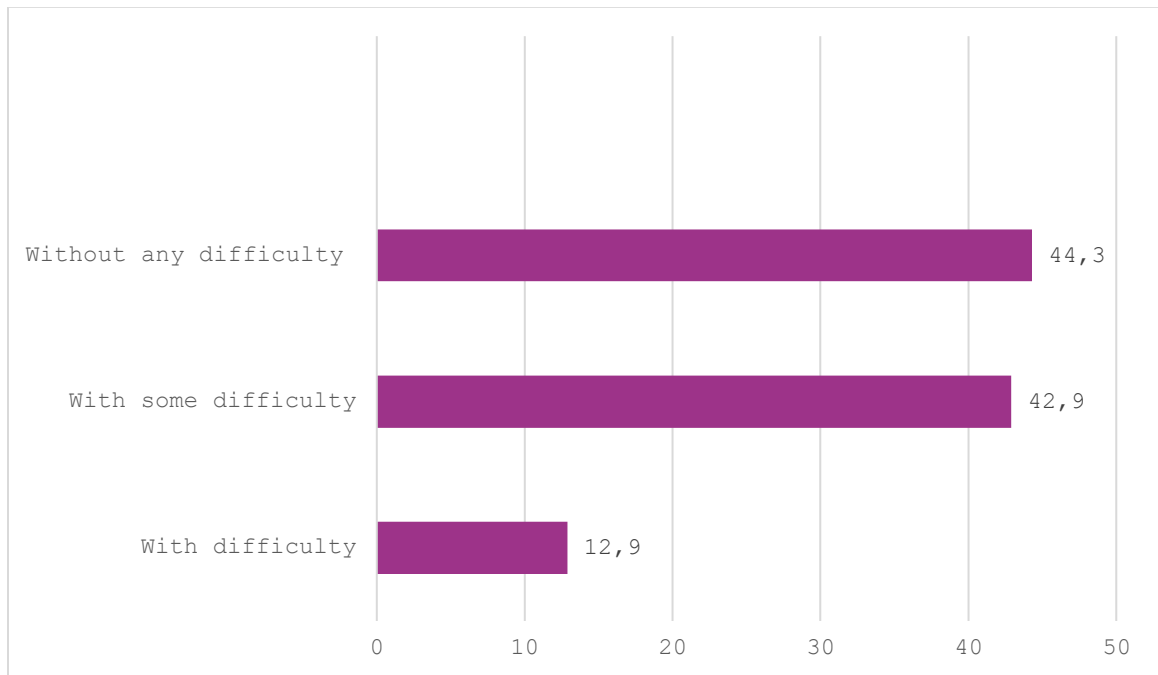


in the first question, the participants were asked whether they think English is gradually gaining ground in Algerian e-commerce. As shown in the figure above, 50% agree representing the majority, 32.9% totally agree, and 15.7% of them disagree.

**Question 2:** In case the site is only in English, I use it

**Figure 3.7**

*Customer Engagement with Only English E-commerce Platforms*



The second question of the section examined how the respondents use the site if it is only in English. The results demonstrated that 44.3% of them use it without any difficulty, 42.9% with some difficulty, and 12.9% with difficulty.

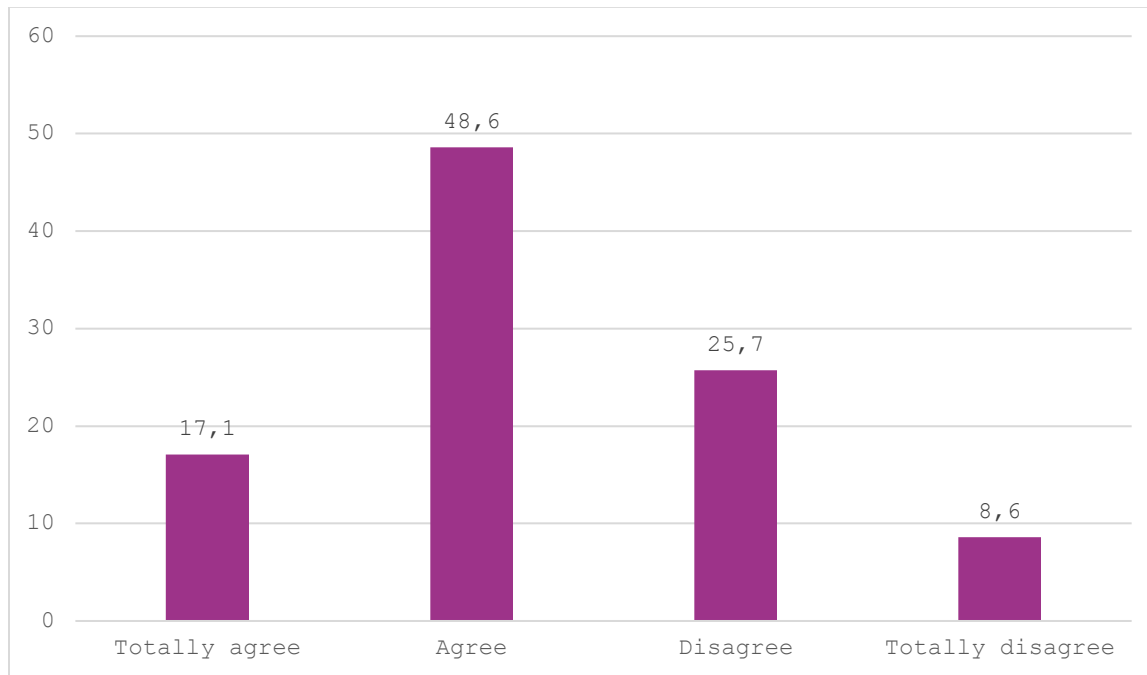
**Question 3:** I would like to see more English on Algerian e-commerce sites

In the third question, they were asked whether they want to see English more in the Algerian e-commerce platforms, 54.3% agree, 22.9% totally agree, 15.7% do not agree, and 7.1% totally disagree.

**Question 4:** The use of English on the Algerian e-commerce sites affects positively the customers

**Figure 3.8**

*Impact of English on Customers in Algerian E-commerce.*

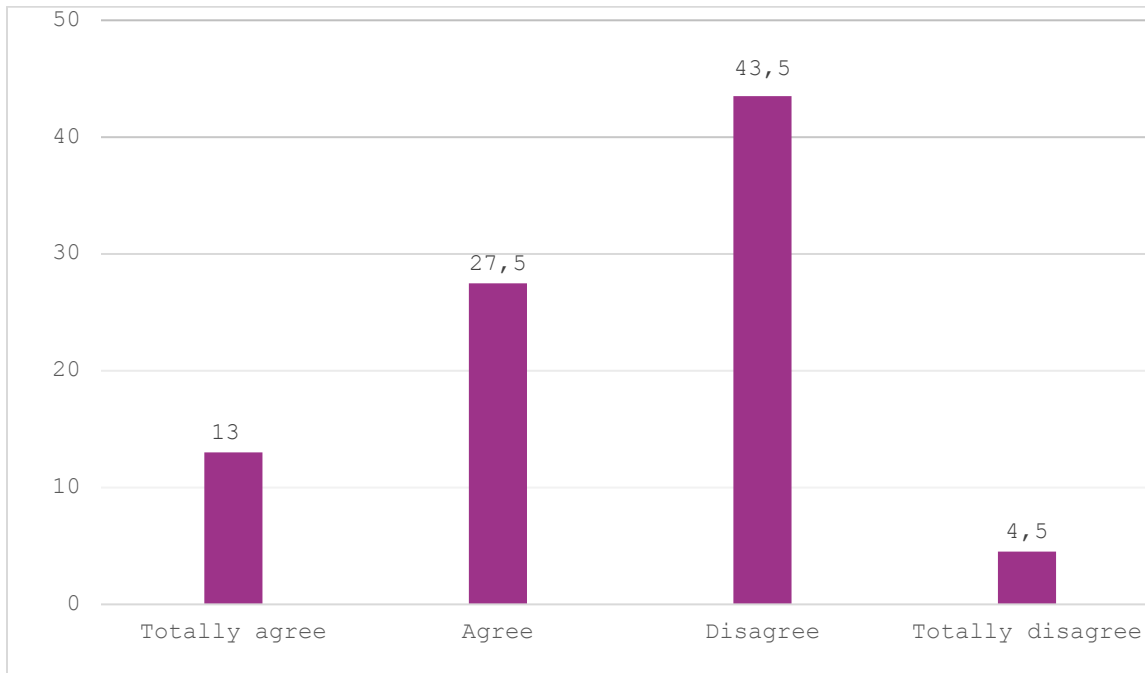


In the fourth question, the participants were asked if the use of English on the Algerian e-commerce sites affects them positively as customers. 48.6% of them agree, 25.7% do not agree, 17.1% totally agree, and 8.6% do not agree at all.

**Question 5:** Using English on the Algerian e-commerce sites is not important from a local economic standpoint

**Figure 3.9**

*The Algerian Perception towards the Use of English on the Algerian E-commerce Platforms from a Local Standpoint*



In the fifth question, the respondents were asked if using English on the Algerian e-commerce sites is not important from a local economic standpoint, the findings show that 43.5% do not agree, 27.5% agree, 15.9% do not agree at all, and 13% totally agree

**Suggestion part:** by the end of the questionnaire, the respondents were left with an unfilled space to provide the researchers with their suggestions or comments about the ongoing study:

22 out of 70 respondents have left their opinions regarding the research. Some of them have stated that Arabic should be the language used in Algerian e-commerce because it is the most understandable language by the Algerians. Most of them stated that English is gaining ground in the Algerian online business more because it is a global language and suggested that it should be included more. However, some have confirmed that their choice

is based on a personal perspective as one of them claimed that “using English would be more comfortable for me because I am fluent in the language”. Very few have mentioned French justifying their choice by stating that most Algerian uses it. The rest of the comments confirmed that it does not really matter which language should be used and that it depends on the targeted customers.

### **3.2.2 Interview Analysis:**

After conducting a questionnaire with e-commerce customers, it was essential to comprehend the perspectives of business owners, primarily retailers, on the topic. At this point, the interview is being analyzed.

#### **Section 1: Background Information**

In this section of the interview, the interviewees were invited to introduce themselves, their businesses, and explain why they have chosen Instagram as a platform to sell their items through. The interview included both females and males, all of whom were running small businesses and generally selling clothes, accessories, sneakers, and handcrafts. Most of the participants held university degrees, while the rest were university students, with an age range of 18 to 27. As for Instagram, it was chosen for its vast popularity among Algerians, because all the owners' target clients are young and use Instagram more than other platforms, and because Instagram is a visual-first platform that offers an easy way to interact with customers.

#### **Section 2: Language Use**

In this section, the researchers aimed to comprehend the role of language in online trading and the factors that affect the linguistic choices of the interviewees. Most of the participants agreed that language is crucial in determining their business process and attracting clients, as it is a key part of their business to successfully engage with them. For instance, one participant said that, “it’s really important to communicate in a language the customer understands to make things clearer”, another one stated, “There is who loves and is affected by sort of things like language”. Only two disagreed, stating that the visual side

is more significant. The results also revealed that the clients are the main actors in deciding which language to use, as one participant stated “this is a basic rule that whenever you are trying to sell anything you got to communicate with your audience with their preferred language, so it 100 depends on your target audience”. The results revealed as well that females tend to use English more, adding that those who use it are believed to be more friendly and easier to work with.

The findings also demonstrated that the majority of owners use dialectal Arabic because it is their mother tongue and because it ensures understanding among all customers, which is a crucial aspect of their work, as one of them said, “Of course I interact with them in darija (dialectal Arabic)! ...when they want to confirm their order, most of them switch to darija”. The rest of the respondents prefer to use English.

### **Section 3: English in Algerian E-Commerce.**

In this section of the interview, the researchers sought to explore the reasons behind the use of English. The interviewees’ answers suggested three main reasons.

**Professionalism:** Three out of the eight owners interviewed explained their choice of using English by stating that this latter adds a professional image to their business, as an interviewee reported “I just felt English was more professional”, another interviewee supported the same idea by saying”” it looks more professional and is more attracting than Arabic and French”.

**Prestige and modernity:** Three out of the eight participants confirmed that the main factor for using English in their business pages is because it allows them to appear prestigious and trendy as one of them claimed “It is for branding... younger clients prefer to see foreign languages such as English because it is more prestigious”.

**Personal preference:** The two remaining interviewees stated that the choice of using English is based on their own preference, as they master the language. For instance, one of them said that she went for it because “I feel free to express my feelings in it”

The results within the same section also showed that Most of them do not think it is risky to work with English because it has become a commonly understandable language in Algeria and because their target customers lean toward it and are likely to understand it, as one of them said, “I think Algerians have become highly proficient in English! Either in writing when they order through messages, or in speaking when they send voice messages or even on phone calls, they also use English”, another one added, “they do not have any problem communicating in English”. Only two were opposed affirming that it is sometimes challenging. By the end of the interview, all the interviewees expressed their positive views regarding the future of English in Algerian e-commerce, as one participant stated, “I think English will have a significant status not only in the Algerian online business, but in the whole society”.

### **3.2.3 Content Analysis:**

To better understand the use of English in Algerian e-trading, six accounts were selected for the analysis, which was divided into two sections, each was examined solely: the owner and the customer’s section.

#### **3.2.3.1 The Owners’ Section:**

As for this section, we focused on two elements, which are the bio and the product descriptions, to provide a deeper insight into the language choice made by owners when presenting their commerce, services and products to their potential clients. The analysis shows that some owners opt solely for English on their pages, while others code-switch. This observation led the researchers to categories the accounts into two types: monolingual accounts and bilingual accounts.

##### ***Monolingual use of English:***

In this type, accounts that only rely on the use of English have been investigated. The findings showed that the language was used throughout the whole accounts, from the name of the business to the products descriptions. For instance, the e-commerce Platform “hoodie corner” uses English in its bio description, with some key phrases such as “print

on demand” and “unisex clothes/accessories”. Additionally, the adoption of “shipping to 58 states” instead of “wilaya” highlights how English is employed as a tool to explain both the service (print on demand) and clients reach (shipping). Within the same page, English is also used in product description to present the important details of the product like color, size, price, and delivery information.

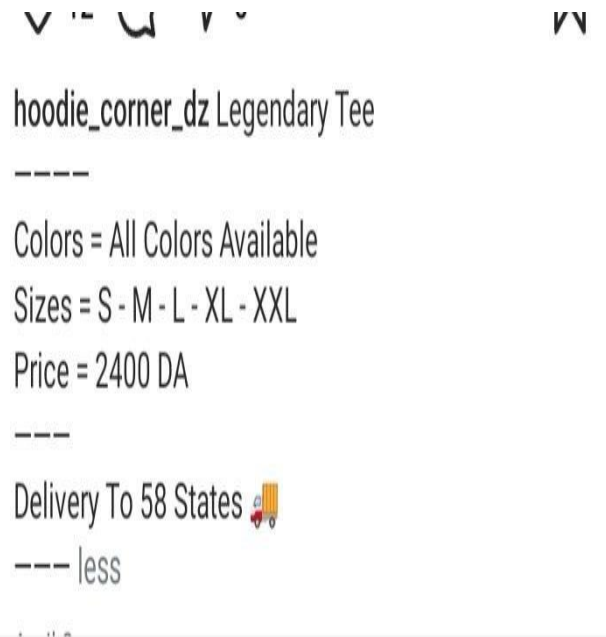
### Figure 3.10

*Bio Description of Instagram Page*



**Figure 3.11**

*Product Description*

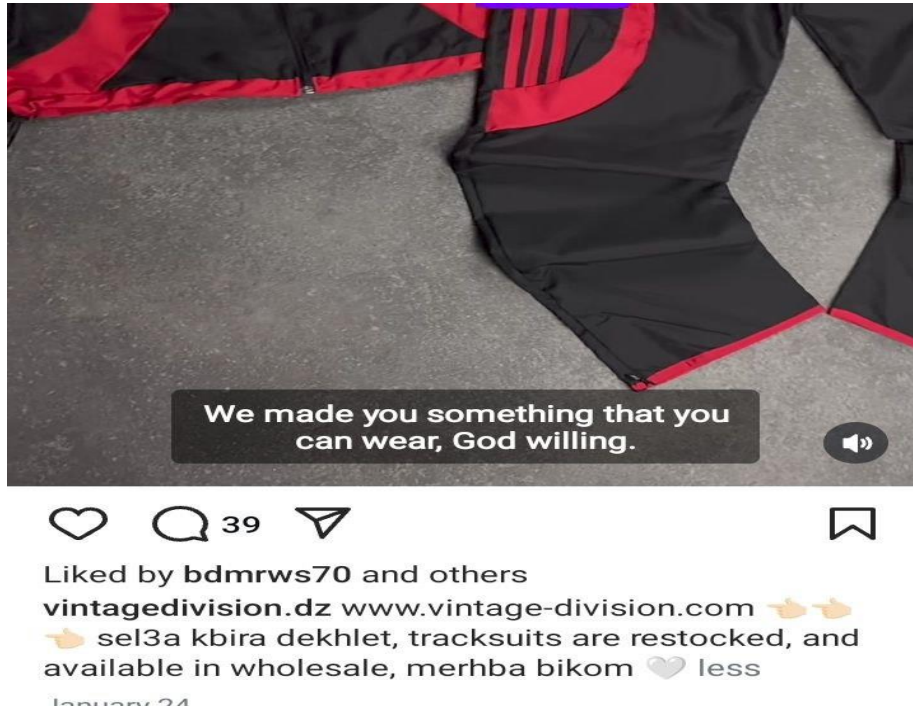


**Multilingual accounts:**

As for this type, accounts that use different languages have been examined. The results revealed that these Instagram pages frequently exhibit code switching between English and the other varieties that exist in Algeria, which are Arabic, French, and dialectal Arabic, in bio descriptions, post description, and more often in advertising, where sellers switch languages for marketing goals.

*Figure 3.12*

Instagram Advertisement Demonstrating Code Switching between Arabic and English



This advertisement demonstrates a clear example of intersentential code switching, in which the switch occurs between sentences. Arabic is used for marketing and welcoming. In particular, the Arabic terms are transliterated, while English is utilized for key information like “tracksuits” or “restocked”. In addition, it has been observed that some pages present the content in English and Arabic through translation, as shown in the example below.

**Figure 3.13**

Example of Translation in Product Description of an Instagram Post



### 3.2.3.2 The Customers' Section:

Concerning this part, the researchers examined the customers' engagement on Instagram pages through comments, as well as reviews on story highlights to understand the use of English by them.

#### Comments:

It has been noted that the most frequent word was “prix?” (Price?), whereas the majority of the rest were written in dialectal Arabic to express their opinions regarding the product being sold. While English comments were limited, there still appeared some. For

instance, “Check dms (Direct messages) pls”, “Could the colors be customized?”, “Price pls?”, “So pretty”, etc.

### **Reviews:**

Besides comments, the clients’ interactions were studied as well via reviews where people turn in their feedback. The results unveiled two types of English speakers, the first one only leans on the use of English, and the second code switches between English and dialectal Arabic, with including French sometimes, both using transliteration.

### **Abbreviations:**

One important point to consider is the utilization of internet slang by the majority through abbreviations such as, “TYSM” (thank you so much), “OMG” (oh my god), “RLY” (really), etc. Or sometimes using different phonetic spelling of words like; “gurl” (girl), and “u” (you).

### **Code switching:**

As for code-switching users, it is worth mentioning that various types, serving different functions, have been identified, most of which incorporate fillers. As a way of illustration, “Inshalah” (a religious expression meaning something like God willing), and “Mashalah” (God has willed it) which are intersentential CS were frequently used to fill in the gaps or create a sense of religious and cultural belonging. Another intersentential CS example is “it’s so beautiful, bzaf chbab”, in this sentence, the speaker code -switched from English to dialectal Arabic to emphasize the good quality of the product.

Additionally, the examples: “rani ndecori f my room ki nkemlha I’ll show u” (I am decorating my room once I finished it I will show you), and “my friend mwalfa takhdm andek and the quality is Allah ybark” ( my friend often gets served by you and the quality is amazing o Allah bless [ a religious phrase to express strong admiration for the product’s quality] are instances of intrasentential CS. Building on the matrix language framework suggested by Myers-Scotten, which distinguishes between the matrix language ( the

dominant), and the embedded language to determine which one controls the grammatical structure. Herein, English is embedded into the dialectal Arabic syntactic structure to express social prestige and education.

**Errors:**

Different types of grammatical errors have been captured. For instance, a client said, “thank u so much it looks better than I think”, the speaker has made an error in the conjugation of the verb “think” which should have been in the past tense instead of the present. Another example is “I’ll order more when I’ll get money”, the error observed in this sentence is using the future tense after the clause “when” instead of the present. In addition, a notable number of clients used the expression “thanks you” instead of “thank you” or “thanks”.

The following table discusses the above errors according to second language acquisition (SLA) theory, identifying the type of error, possible reasons, and the correct form:

**Table 3.1***Examples of Errors Found in E-commerce Reviews*

<b>Sentence</b>	<b>Error description</b>	<b>Type of error</b>	<b>Possible reason</b>	<b>Correct form</b>
“Thank u so much it looks better than I think”	conjugation of the verb “think” in the present	Grammatical error	Simplification: The speaker used the present instead of the past tense, avoiding a complex grammatical form.	than I thought
“I’ll order more when I’ll get money”	The conjugation of the verb to be in the future	Grammatical error	Overgeneralization: The speaker used the rule of the future to all parts of the sentence, even after the conjunction “when” where it is unnecessary	When I get money
“Thanks you”	The combination of thanks with you	Lexical error	interference: The speaker transferred the Arabic structure “شكرا لك” into English, causing in an incorrect construction	Thank you

### **3.3 Discussion of the Main Results:**

The following part discusses the key findings concluded from the analysis of the collected data and explain their relevance to the research.

#### **3.3.1 Questionnaire:**

##### **Correlation between section two and three:**

This examination aims at discovering the link between the important questions of section two and three of the questionnaire. The results show a gap between language competence, preference, and actual usage of English in Algerian e-commerce. The findings show that while the respondents are competent enough in English to understand it and use it and have a remarkable preference towards it; it is however rarely used in business online platforms. Instead, dialectal Arabic and French continue to be the dominant varieties. This reflects the country's multilingual reality: dialectal Arabic serves as the Algerian's mother tongue, and French is still holding to its status as a "gatekeeper" language in business. While English, despite its limited presence, it still exists, which implies that it is not dominant but rather used to limited extent in this electronic industry, in other words, English is gradually being integrated. The findings also indicate that the latter is positively perceived by customers, as there was an overall agreement on the positive impact it has on their shopping process, and they expressed no rejection to seeing it more in online trading. This suggests that English is associated with modernity and is appealing to customers.

#### **3.3.2 Interview:**

The results of the interview showed that the users of e-commerce in Algeria are young, whether they are owners or customers. This indicates that language practices in online business are strongly shaped by the youth, especially since all the informants confirmed that their choice of language is firmly influenced by their clients.

Additionally, a noteworthy piece of information emerged during the discussions. There was a notable number of participants who mentioned that English speakers are perceived as being more serious and trustworthy and are better to interact with. This aligns with Bourdieu's theory of language capital (1970's) where language is viewed as a symbol of power. Bourdieu suggests that different languages or varieties of languages have different levels of value in a given social context. In this case, English appears to be a high-prestige linguistic resource that signifies competence and credibility. It suggests that speaking English not only optimizes communication but also enhances social status and affects others' perceptions of the speaker. As such, the use of language, in particular English use in Algerian e-commerce, signifies underlying social structures and aids in social identity formation.

Furthermore, regarding the motivations that led them to use English, most of the interviewees opted for it because it gives their businesses an appealing and favorable impression. This relates to Labov's prestige theory (1966). According to this sociolinguistic concept, people use certain varieties to gain social values. English, in the context of e-commerce, functions as an overt variety that serves as a marker of professionalism and prestige to obtain social approval and enhance their public image, indicating that its role goes beyond being a communication tool.

Nevertheless, despite using English in marketing, most of them claimed that they use dialectal Arabic to interact with customers. This suggests that owners are using language as a strategic tool, English for prestigious purposes and dialectal Arabic for actual communication. The rest stated that they rely only on English, whether in their branding or even in their communication with clients. Although they were few, it still indicates that there is a growing openness to English, reflected by globalization and Western culture.

Finally, most of the informants affirmed that English is becoming an important language, adding that most of the clients hold a good mastery of the language, not only in online business, but in the whole society. This shows that English is progressively starting to be implemented in the Algerian online business and in the community.

### 3.3.3 Content Analysis:

The results showed that English is being used for two goals, the first by monolingual accounts for practical purposes as it is used as a main language to present a modern and professional image. As for the second type, English is used for aesthetic purposes to appear prestigious, where accounts use a multilingual strategy to represent a pragmatic linguistic choice that balances the desire to present a global image while staying connected to the local linguistic context.

It was also found that Arabic, dialectal Arabic, French, and English are all used in Algerian e-commerce, both by owners and customers. This reflects a broader societal reality in the Algerian sociolinguistic profile where different varieties coexist together which is multilingualism, leading to various linguistic phenomena such as CS, which was highlighted as being commonly used by most of the e-trading users to serve different functions, and translation to enhance clarity.

The results also showed an observable CS pattern between dialectal Arabic and English in everyday discourse, since traditionally it has not been a common linguistic behavior in Algeria. This indicates a sociolinguistic shift where English is starting to play a functional role in daily communication.

The findings further revealed varying levels of English language competency among customers, whilst some occasionally made some grammatical errors, most of them showed a good mastery of it. This suggests that Algerians have a workable English level despite the observed linguistic errors, with an attempt to engage with the language confidently, as mistakes are a natural part of SLA.

### 3.4 Conclusion:

This chapter has represented the empirical part of the ongoing examination in which data was analyzed, interpreted, and discussed. Henceforth, it is worth noting that the instruments employed significantly contributed to finding valuable insights related to the topic at hand. Therefore, Algerian e-commerce clients maintain positive attitudes towards

the use of English. Furthermore, the main factors that lead owners to use English are mainly to convey professionalism and prestige, where language is utilized as a tool to serve different purposes shaped by the linguistic reality of the country.

# GENERAL CONCLUSION

In today 's globalized world, English is establishing itself as leading force in all sectors. It serves as a global lingua franca of international communication and business. In Algeria, this trend is gaining more prominence, especially in online sector. English is progressively imposing itself in the country's linguistic profile not only in education but also in economy, particularly in the developing field of e-commerce where English is adopted by both sellers and customers.

As a result, this dissertation examined how English is being used in Algerian e-commerce platforms, particularly Instagram, and why it is utilized. It was divided into three chapters. The first chapter presented the theoretical framework of this research; it also gave an overview of Algeria's linguistic profile. The second chapter provided a bird's eye view of the methodological procedures used in the investigation. The last chapter analyzed and interpreted the main findings with some related theories.

The process of data collection was based on the use of three research instruments: namely a questionnaire, a semi structured interview, and content analysis. They were designed carefully to answer the aforementioned research questions. After a detailed analysis and interpretation of the data, it was concluded that the three suggested hypotheses were confirmed. First, the findings indicated that English is starting to be integrated not only in the economy sector, but in the whole Algerian community. The use of English in online trading, despite being limited, reflects its transitional movement within the linguistic profile of the country. This being the case, English is increasingly establishing its role as a global language (the first hypothesis was confirmed). Moreover, after analyzing the factors that lead the e-commerce owners to use English, it was demonstrated that the majority of sellers use it on their Instagram pages to enhance their professional image, in addition to elevating the apparent quality of their products (the second hypothesis was confirmed). Furthermore, the findings also revealed that the customers projected positive attitudes towards English in e-commerce platforms, it is seen as tool of modernization and many

customers view it as a medium that adds value to the business (the third hypothesis was confirmed). Accordingly, it can be concluded that the results obtained from data collection instruments answered the research questions, validated the hypotheses, and reflected the main idea of the investigation, which is English, is gradually gaining ground in the Algerian society, particularly in the field of e-commerce.

Despite the fact that this study does not aim for generalization in any manner, its results reflect broader sociolinguistic trends that go beyond immediate investigation. The growing adoption of English in e-trading platforms signals a linguistic evolution driven by globalization. Therefore, these findings could serve as reference not only for e-commerce owners, but also content creators who seek to align with trends and adopt English as their main language. Moreover, although this study focused only on Instagram as a platform, the findings are also applicable to other social media platforms or websites.

Along with the study's primary conclusions, one exploratory hypothesis emerged that may justify future investigation. Although it has not been tested specifically in this study, it implies that females appear to use English more due to higher levels of education. Despite being preliminary, this hypothesis could shed light on the ways how language choices in digital commerce relate to gender.

Although this research provides valuable information about the topic, it is important to recognize its delimitations. Initially, the researchers focused only on Instagram, which could have an effect on the generalizability of the results. Consequently, this work may pave the way for other future research which may explore the use of English across other platforms such Facebook, TikTok, or other websites. Lastly, this work could be a starting point for future investigations about the integration of English in other sectors in order to provide a deep insight of its growing role in the Algerian linguistic profile.

In summary, the present study confirmed that English has begun to emerge as a significant linguistic tool within Algerian's linguistic repertoire, driven by their desire to benefit from its international status as a professional language across various fields.

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# APPENDICES

## Appendix A: Consumers' Questionnaire

### Consumers' Questionnaire

This questionnaire is designed to Algerian e-commerce customers to probe in essence the use of English in such websites and how it is perceived by the Algerian customer. Your answers will certainly contribute significantly to the achievement of the study.

#### Section 1: Bio Data

1. Age:      18-28                              29-39                              40+

2. Gender:   Female                              Male

3. Education level:

Primary school

Middle school

Secondary school

University

#### Section 2: Linguistic Preferences:

4. Do you shop online?

always                              often                              sometimes                              never

5. If yes, you usually do shopping on:

Instagram

Facebook

Tik Tok

Websites

All the above

6. When e-shopping on Algerian platforms, the language you frequently come across is:

Dialectal Arabic

Standard Arabic

French

English

Other

7. Which language do you prefer, and why?

-----  
-----

8. When I comment or ask about a product, I generally use (select all that apply):

Standard Arabic

Dialectal Arabic

French

English

Other

9. The language I use affects the process of purchasing:

To a great extent

Somehow

Not at all

### **Section 3: English in the Algerian e-commerce**

10. English is gradually gaining ground in the Algerian e-commerce:

Totally agree

Agree

Disagree

Totally disagree

11. In case the Add is only in English, I use it:

- With difficulty
- With some difficulty
- Without any difficulty

12. I would like to see more English on Algerian e-commerce sites

- Totally agree
- Agree
- Disagree
- Totally disagree

13. The use of English on the Algerian e-commerce sites affects positively the customers:

- Totally agree
- Agree
- Disagree
- Totally disagree

14. Using English on the Algerian e-commerce sites is not really important from a local economic standpoint:

- Totally agree
- Agree
- Disagree
- Totally disagree

15. If you have any other suggestions, please share them.

## **Appendix B: Consumers' Questionnaire (Arabic Version)**

### استبيان الزبائن

هذا الاستبيان موجه لزبائن التجارة الالكترونية في الجزائر لاكتشاف مدى استعمال اللغة الانجليزية في هذه المواقع و كيفية تصورها من طرف العميل الجزائري . اجاباتك ستساهم بشكل كبير في نجاح هذه الدراسة.

## المعلومات الشخصية

1 العمر

18-28

29-39

40+

2 الجنس

ذكر

انثى

3 المستوى الدراسي

الابتدائي

المتوسط

الثانوي

الجامعي

التفضيلات اللغوية

4 هل تتسوق بر الانترنت

دائما

غالبا

احيانا

ابدا

5 اذا كانت اجابتك نعم، عادة تتسوق على :

انستغرام

فايسبوك

تيك توك

مواقع الكترونية

كلها

6 عند تسوقك على المنصات الالكترونية الجزائرية، اللغة التي تصادفها كثيرا هي :

اللهجة الجزائرية

العربية

الفرنسية

الانجليزية

اخرى

7 اي لغة تفضلها، و لماذا

---

8 عند تعليقي او سؤالي عن المنتج، اللغة التي غالبا استعملها هي: (اختر كل ما ينطبق)

العربية

اللهجة الجزائرية

الفرنسية

الإنجليزية

اخرى

9 اللغة التي استعملها تؤثر على عملية الشراء

إلى حد كبير

نوعا ما

اطلاقا

الانجليزية في مواقع التسوق الالكترونية

10 الإنجليزية تكتسب أهمية تدريجيا على منصات التجارة الالكترونية الجزائرية:

اوافق تماما

اوافق

لا اوافق

لا اوافق تماما

11 في حال ما اذا كان موقع التسوق بالانجليزية فقط، استعمله

بصعوبة

مع بعض الصعوبة

بدون اي صعوبة

12 اود ان ارى الإنجليزية أكثر على منصات التسوق الالكترونية الجزائرية :

اوافق كليا

اوافق

لا اوافق

لا اوافق اطلاقا

13 إستعمال الإنجليزية على منصات التسوق الالكترونية الجزائرية تؤثر ايجابيا على الزبائن :

اوافق كليا

اوافق

لا اوافق

لا اوافق اطلاقا

14 إستعمال الإنجليزية على منصات التسوق الجزائرية ليس مهما جدا في الاقتصاد المحلي:

اوافق كليا

اوافق

لا اوافق

لا اوافق اطلاقا

اذا كان لديكم اقتراحات اخرى تفضلوا بمشاركتها معنا

## **Appendix C: Interview Guide**

### ***Section 1: Background Information***

Question 1: tell me about yourself, what is your education level?

Question 2: tell me more about your business?)

Question 3: Why did you choose Instagram as a platform to trade through?

### ***Section 2: Language Use***

Question 1: Do you think that the language you use on the platform can affect the business process?

Question 2: How do you decide on what language to use?

### ***Section 3: English in Algerian E-Commerce***

Question 1: I have noticed that you use English on your web page, why so?

Question 2: Apart of advertising, which language do you use when interacting with your customers?

Appendix D : examples of e-commerce pages.

← **ely.brand**  

 **ely.**  
111 posts      10.1K followers      3 following

An Algerian brand.  
Modern, affordable & elegant.  
owner : [@eey.lul](#)  
Delivery available 58 wilayas.

← **vintagedivision.dz** 

 **vintage division**  
646 posts      95.1K followers      175 following

Clothing store  
a curated collection of premium streetwear   
 livraison 58 wilayas (1-2 days)  
 0791005355... more  
 [vintage-division.com](#)  
 **VINTAGEDIVISION' \$** 2,927 members

← **kitty.yaarn** ⋮



**Kitty Yaarn**

**63**

posts

**990**

followers

**329**

following

WELCOME TO MY ONLINE STORE 🍷  
BASED IN ALGERIA { 18 } 🇩🇪  
A GIRL WITH CROCHET HOBBIE 🌸

\*

.

← **dripkeelz** 🔔 ⋮



**DRIPKEELZ | CLOTHING STORE** 🇩🇪

**47**

posts

**1,539**

followers

**21**

following

Shopping & retail

- DRIP THAT WILL GET YOU 🦠🦠
- HIGH QUALITY CLOTHES & SNEAKERS 🏆
- WE DELIVER TO ALL 58 WILAYAS 🇩🇪🚚
- DM TO ORDER !! 📧

Appendix D: examples of reviews



Salam Alikoum ,Thank u so much  
girll u made my day with ur best  
quality ,it was a gift for someone  
and u was literally the best person  
to trust in ❤️ for sure it's not gonna  
be the last time ...rebi ybarklk f  
3mlk w rz9k



تتميز الجزائر بواقع لغوي متنوع يظهر في وجود ثلاث لغات مختلفة: العربية، الأمازيغية، والفرنسية. وفي الآونة الأخيرة، بدأت اللغة الإنجليزية تفرض وجودها في المجتمع الجزائري، حيث بدأ ظهورها في المجال التعليمي لتشمل مجالات أخرى، خاصة في المجال الرقمي وبين فئة الشباب. ومع تزايد استخدام مواقع التواصل الاجتماعي، أصبح الإنستغرام من أهم المنصات التي يلجأ إليها الجزائريون للبيع والشراء، ابن لاحظنا انتشارا للغة الإنجليزية في صفحات التجارة الإلكترونية. بناء على هذا هدفت هذه الدراسة اكتشاف كيفية اندماج اللغة الإنجليزية في صفحات التجارة الإلكترونية في الجزائر، وتحليل الدوافع وراء استعمالها على هذه المنصات، بالإضافة إلى التعرف على توجهات الزبائن تجاه استعمال هذه اللغة في منصات التجارة الإلكترونية. ولإجراء هذه الدراسة تم تبني منهجية مختلطة التي تتضمن استبيانات للزبائن، مقابلات مع البائعين وتحليل محتوى بعض صفحات التجارة الإلكترونية في الإنستغرام. وبعد ذلك تم جمع البيانات وتحليلها كميا ونوعيا، حيث كشفت الدراسة ان اللغة الإنجليزية بدأت تفرض وجودها في المجتمع الجزائري وخاصة في مجال التجارة الإلكترونية.

**الكلمات المفتاحية:** اللغة الإنجليزية، الإنستغرام، المنصات، تجارة الإلكترونية.

### Summary

Algeria is characterized by a diverse linguistic landscape with Arabic, Berber, and French widely used. However, in last years, English has been progressively gaining ground, especially in education, digital spaces, and among youth. With the increasing popularity of social media, Instagram has become an important platform for e-commerce, where English is increasingly present on sales pages. This study investigates how English has been integrated into Algerian e-commerce platforms by analyzing sellers' motivations for using it and customers' attitudes toward it using a mixed-methods approach combining questionnaires, interviews, and content analysis, the results clearly show that English is starting to establish itself as a strategic linguistic tool in this rapidly expanding sector.

**Key words:** English, Instagram, platforms, e-commerce.

### Résumé

L'Algérie connaît une diversité linguistique marquée par l'usage de l'arabe, du berbère et du français. Toutefois, on observe depuis quelques années une montée progressive de la langue anglaise, notamment dans l'éducation, le numérique et parmi les jeunes. Avec la popularité croissante des réseaux sociaux, Instagram est devenu un espace clé pour le commerce en ligne, l'anglais est de plus en plus employé dans les pages de vente. Cette étude examine comment la langue anglaise s'incorpore dans le contexte du commerce électronique algérien, en analysant les motivations de son usage par les vendeurs et les réactions des clients. À travers une méthodologie mixte combinant questionnaires avec les clients, entretiens avec des vendeurs de commerce en ligne et analyse de contenu, les résultats montrent clairement que l'anglais commence à s'imposer comme un outil linguistique stratégique dans ce domaine en pleine expansion.

**Mots-clés :** langue anglaise, Instagram, plateformes, commerce électronique.