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The Impact of Media on Consumption: The Integration of The American Cookies in The
Algerian Society (The Cookie Garden)

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Dedications

In memory of Leila TEHAMI. I dedicate this work to my late mother, to my loving father and only sister, my biggest support system and the greatest gift in life. Thank you for your unwavering love and support for me throughout our lives and while I conducted this research. May Allah bring us together in Jannah.

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Abstract

This research explores the connection between, media influences and customer behaviour, with a focus on the growing popularity of American cookies in Algerian society. The study aims to demonstrate how various forms of media, affect awareness, preferences and purchasing decisions. The findings demonstrate, that media not only shapes perceptions of taste and quality but also effects accessibility through demand, contributing to the subtle integration of foreign products into local markets altering the local consumption patterns. Ultimately, this research looks into the interplay between media exposure and consumer choice, highlighting the importance of strategic marketing, product adaptation, and consumer engagement for businesses seeking to succeed in culturally diverse markets. In addition, inspired by these insights the founder of The Cookie Garden developed a comprehensive Business Model Canvas, to highlight the innovative aspect of the business.

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General Introduction

General Introduction

Today, food consumption is heavily shaped by the intensified media exposure of food products. As societies become increasingly interconnected through global cultural exchange, foods that once mainly held local recognition now circulate globally, adjusting to new contexts and acquiring new meanings along the way. In this particular setting, American cookies serve as a great example of how media and marketing contribute to the dissemination of food trends across borders. Their large scale spread reflects patterns of media influence on consumer behaviour. Making them a relevant object of study to further understand how globalization and media has and continue to shape consumption.

This research will focus on the integration of American cookies into Algerian society through the media. My choice has fallen on this topic of research to shed light on the impact of media on consumption as an Algerian individual who was introduced and accustomed to American cookies through the media. For instance, nowadays, it is much more apparent with the constant adoption of food trends displayed on various forms of social media. Thus, it is very important to investigate the root of such consumption habits and to educate people who are blindly influenced. Therefore, one has to be aware of how such influences occur to be cautious before adopting any habits simply out of social media appeal.

In Algeria, changes in dietary habits and consumer preferences demonstrate a growing acceptance of foreign food products, especially among the younger generation, since in a way, these non-traditional foods are no longer considered foreign to them and are rather familiarized through constant media exposure. At the same time, traditional Algerian cookies and artisanal production remain central and irreplaceable to the Algerian consumer and their culinary identity. This duality between the global appeal of American cookies and the deeply rooted culture and traditions raises significant questions on how media exposure and marketing practices shape consumer behavior within the Algerian context. Despite the influence of media on food consumption as a general concept having been examined, the specific impact on the spread of American cookies within Algerian society is yet to be tackled and still

remains largely unexplored. Therefore, this research investigates the impact of media on consumption through the case of the spread of American cookies in Algeria, analysing how media outlets, marketing strategies, and cultural diffusion have participated in the integration of American-style cookies into the Algerian market. The study also looks into how Algerian consumers perceive and engage with both local and American cookie variants, highlighting the coexistence of a global influence and a local preference.

Therefore, this research seeks to answer the following questions:

- What is the role of media and marketing on consumer behaviours?
- How has exposure to American forms of media contributed to the emergence, diffusion, and acceptance of American cookies in the Algerian society?

Consequently, the following hypotheses are proposed:

- Media significantly influences consumption patterns and plays a central role in popularizing items especially foods. The more individuals are exposed to visual media content the more their preferences shift towards globalized food trends.
- American cookies became accepted in the Algerian society because media familiarized the Algerian consumer with the image of cookies often linking it with desirable messages and emotions.

The methodology selected to answer these research questions is a multifaceted approach consisting of cultural studies approach, media studies and social science. Using these approaches allowed for a deep dive into how media effects the cultural and societal norms even in a society as proud of their own culture as the Algerian society.

To address these challenges, this research is organized into two chapters. The first chapter establishes the theoretical foundation, analyzing concepts such as media influence, consumption behaviours, and globalization. The second chapter on the other hand delivers an analytical overview of American cookies and their stance within the

General Introduction

Algerian sphere. Starting with their historical background, media representation and its effect on their global spread. The chapter also examines the Algerian cookie consumer and the structure of the Algerian cookie market be it local or foreign and be it industrial or artisanal. Together, these chapters provide the framework for understanding the mediums through which American cookies were integrated into Algerian consumer culture and the role of the media in this process.

Chapter One:
The Role of Media in Shaping
Consumption Patterns

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1.1 Introduction

Media is an effective agent of cultural transmission. It plays a sizeable function in shaping consumer behaviours across borders. In the current age of globalization, and as countries grow to be increasingly interconnected due to the expansion of media, the influence of Western culture has become apparent in various aspects of non-Western societies. A manifestation of this phenomenon would be the integration of American-style Cookies into Algerian kitchens. A deep cultural and economical shift from something that was once a foreign luxury item to now becoming a regular sweet treat appreciated by Algerian households.

The content of this chapter aims to shed light on the impact of media on consumption habits, focusing in particular on how American cookies have received prominence in Algerian society. By examining the mechanisms through which media promotes customer goods such as marketing strategies, television programming, and advertising techniques. This study seeks to recognize why and how such products are embraced by local populations. Furthermore, it investigates the socio-cultural implications of this shift, considering both the appeal of globalization and the possible erosion of conventional values.

1.2 Marketing Foundations

Marketing is a multifaceted theoretical and practical discipline. It consists of principal functions in shaping product planning for ultimate customer satisfaction through persuasive verbal exchange and strategic behavioural examination. In its broadest definition, marketing encompasses the activities, institutions, and strategies concerned with creating, communicating, delivering, and exchanging services that have value for clients, customers, and society at large (Kanthiah Alias Deepak and Jeyakumar 5). However, to fully understand it, it is important to distinguish between marketing as a practical activity and marketing thought as a conceptual framework.

Marketing thought refers to the academic and intellectual improvement of thoughts that designate how marketing operates and influences individuals and societies. It consists of the study of consumer behaviour, market segmentation, brand positioning, and more broadly, the impact of marketing on culture and values. Bartels, a renowned scholar in marketing history, states that marketing thought is “the body of generalizations, theories, and principles that explain or guide marketing practices” (Bartels 6). It began to develop by the start of the twentieth century originally being taught as economics, but the constant emergence of various distinct theories set them apart from economic studies and into marketing thought and marketing.

Conversely, marketing as a practice represents the practical implementation of these ideas, frequently motivated by commercial goals. Media as a marketing practice and its influence is especially apparent in today’s contemporary societies. Marketing is a desire, and media in its various forms, be it digital, print, or televised, studies the consumption patterns to properly shape the said desire. The process consists of messages incorporated within the different types of media in various fields such as online platforms, entertainment, and news. Making the messages into very personalized and subtle desires that eventually shape the consumer’s mind, habits, and preferences; “The art of placing brands in entertainment vehicles such as TV shows, movies, books, stage plays, and computer games, has attracted increased attention from brand clients conscious that many consumers avoid conventional spot advertising but are happy to see brands embedded within their mediated entertainment” (Hackley 8).

In post-colonial societies, Western elements are often associated with modernity, global affiliation, and youth culture. Marketing in its media influence form plays a vital function in shaping the trends followed by these societies, as highlighted by Homi Bhabha in his concept of “cultural hybridity” which involves resisting and adapting to influences. Understanding these dynamics allows us to appreciate the complex interplay between marketing, culture, and their formation of consumer behaviour.

1.2.1 Marketing Concepts and Definitions

Marketing is defined as “The process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return” (Kotler and Armstrong 29). This definition highlights the dual objectives of marketing as a two-way process where companies create value for customers in the shape of products that meet their needs in order to capture value in return in the form of revenue and loyalty, translating into long-term profitability. While marketing is often restricted narrowly as advertising and selling, modern studies emphasize its extensive scope. It is the bridge connecting production and consumption, turning the value from merely financial to cultural and symbolic, as it deals more with the consumer than with the product itself; “marketing more than any other business function, deals with customers”(Kotler and Armstrong 28). Marketing requires identifying consumer needs, studying them, and recognizing how to properly grow products that meet said needs and how to successfully sell them with the significant possibility of inspiring purchase selections. While merged with media, it becomes a powerful device capable of forming perceptions, modifying behaviours, and using the resulted consumption patterns on a large scale.

The development of marketing cannot be separated from that of media technologies; the synergy between the two has evolved extensively over time, reworking how corporations interact with purchasers and influencing shopping selections in profound manners. During the early twentieth century, mass production created a surplus of products, which allowed the ascend of new advertising as a way to stimulate consumption, resulting in what “George Mowry calls a “face-to-face relationship” with the consuming public” (Marchand 2). The earliest media marketing recorded is print media, from the late nineteenth to the early twentieth century, where it became more popularized out of dire urgency. Newspapers, magazines, and posters provided advertisers with their very first, largely broadcasted platforms to reach audiences on a larger, more personalized scale. Goods produced during the Industrial

Revolution or leaders calling the youths to join the war, print media was the reflection of not only products but also of ideas and beliefs, reinforcing a print on the consumer's desires to evolve from a consumer of the media to a consumer of what it is being promoted.

With the outbreak of audio-visual media in the mid-twentieth century, with the advent of radio and television, advertisers started to leverage more modern and captivating advertising techniques. The new real-time storytelling media forms allowed marketers to awaken emotion and enhance familiarity through reinforced repetition, enabling the brands and their messages to leave a more memorable and longer-lasting imprint. "Advertisers thus celebrated the complexities and interdependencies of modern society seeking to further rationalize the operations of the marketplace, to lubricate its mechanisms, and to achieve greater control over its functioning" (Marchand 2).

By the end of the twentieth and the start of the twenty-first century, the proliferation of digital media increased the scope of marketing, further developing its nature and allowing advertisers the upper hand in utilizing it due to its reliability for the consumer. "The consumer love affair with digital and mobile technology makes it fertile ground for marketers trying to engage customers" (Kotler and Armstrong 47). Unlike conventional one-way advertising, the new digital platforms, such as social media, allow algorithm-driven marketing that is carefully designed to be personalized and interactive. Altering the consumer's experience and ensuring that the products and the messages align with the user's identity as an individual to leave a longer-lasting effect. This shift has converted marketing into a data-based subject, in which media plays a pivotal function in analysing client preferences and tailoring strategies correspondingly. According to Kotler and Armstrong, this form of customer-focused marketing is called "consumer-generated marketing, by which consumers themselves play a role in shaping their own brand experiences and those of others. This might happen through uninvited consumer-to-consumer exchanges in blogs, video-sharing

sites, social media, and other digital forums. But increasingly, companies themselves are inviting consumers to play a more active role in shaping products and brand content” (Kotler and Armstrong 42).

The role of media in shaping customer views and preferences is undeniable, through establishing perceptions, insinuating personal experiences, and altering social norms. Marketing integrated itself into the media ecology, it utilizes existing narratives, emotional connections, and appealing visual cues using repetition to subtly alter consumer behaviours. In this line of thought, Jenkins adds: “In the world of media convergence, every important story gets told, every brand gets sold, and every consumer gets courted across multiple media platforms” (Jenkins 3). Media does not simply deliver advertising content; it contextualizes and legitimizes it, eventually blurring the line between amusement, facts, and merchandising. Within the Algerian narrative, this operation is apparent in how foreign products, including American cookies, gain attraction through television, social media, and imported media platforms of different natures. These systems make contributions to shaping consumer desire not only through informing, but also by associating merchandise with emotion, identification, aspiration, and social belonging. “The combined force of technology and human nature will ultimately take a stronger hand in plurality than any law Congress can invent” (Jenkins 5).

1.2.2 Marketing Aims

At its core, marketing aims to form a comprehensive strategy intended to understand, alter, and establish profitable consumer behaviour. In the sphere of media influence, marketing primarily aims to shape perception, lure potential customers, and maintain loyal consumers using strategic communication and engagement. In modern media-saturated environments, these aims turn marketing into a normalized, protracted process of unwavering trust as long as the messaging through various media systems is consistent to further shape the perception.

The wants, needs, and demands of humans might change depending on internal and external factors like genes, upbringing, and personal preferences. However, the desire to meet these requirements remains a part of their natural composition. Human needs are basic physiological necessities, the needs form the wants as they are less about survival and more about personal satisfaction. Based on their needs, humans of different financial, cultural, and personal experiences all have different ways of meeting their needs and satisfying their wants. Just like how certain privileges allow needs to become wants, wants can also become demands when backed by buying power. The more power and resources humans have, the more their demands are met. Money, social status, and freedom of speech are all manifestations of privilege that allow consumers to demand products, actions, and services to cater to and to attend to their needs, wants, and demands. Marketing may not have created this cycle as it is part of human nature, but it does aim to learn, understand, and potentially meet the needs, wants, and demands of customers through the various online and offline marketing tools and techniques (Kotler and Armstrong 30).

The exchange between the marketer of a product and the one obtaining it remains an exchange of value, two parties meeting their own needs of various natures through one another; “Exchange is the act of obtaining a desired object from someone by offering something in return” (Kotler and Armstrong 33). Therefore, simply put, the main aim of marketing is to sell something after introducing a product, influencing the public, and building a loyal client base. The scale determining the success of a marketing plan is often based on numbers, the number of sales, the number of likes, the number of votes, or the number of loyal consumers. Even though marketing does rely on incorporeal elements to influence consumers, it must deliver tangible results, profiting the marketer with their preferred nature of value to have accomplished its original aim.

A significant aim of marketing is to assemble positive consumer perceptions of a product by embedding it within appealing narratives. As Kotler and Armstrong (34)

note that, “The marketing manager’s aim is to engage, keep, and grow target customers by creating, delivering, and communicating superior customer value.” Using American cookies as an example, the sweet treats have always been embedded within appealing narratives across various media platforms. The notion of modernity, indulgence, and Western comfort culture are all narratives that shape the perception into wanting to experience the marketed product. Not because other societies lack, but because the exposure to these foreign goods familiarizes the consumer with once foreign products and links them with desirable attributes that the influenced consumer seeks to acquire. The audio-visual and emotional images portrayed in the media invite consumers to pursue the product in hopes of receiving the marketed experience. The same product does not always hold the same value to all consumers; some buy the product seeking the physical value, while others look for the emotional one. Once companies understand the customer value, they create or modify their product and market it according to it. (Kotler and Armstrong 34).

1.2.3 Promotional Techniques and Tools

Marketing as a media-driven practice relies on a vast array of techniques and tools to communicate brand messages, product visibility, and retain loyalty. It is about generating methods through creating strategies to close the sale on already existing opportunities. These methods utilize marketing tools to target promising markets, develop brand identities, and nurture them to drive long-lasting growth and higher profits (Feldman and Frederiksen).

Emotional appeals are a cornerstone for modern marketing techniques, leveraging human feelings to create connections between products and consumers. “Many feelings or needs can serve as the basis for advertising appeals designed to influence consumers on an emotional level” (Belch and Belch 269). Whenever a certain product is presented in an image laced with emotions, more than often positive ones, foreign media users will automatically link the item to the emotion this process is usually done through

something called a transformational ad, which is defined as one which associates the experience of using (consuming) the advertised brand with a unique set of psychological characteristics which would not typically be associated with the brand experience to the same degree without exposure to the advertisement (Belch and Belch 270).

Appealing to customers does not happen solely through emotions, the different appeals target different demographics so varying marketing tools and techniques are a requirement for a successful marketing strategy, “it is the responsibility of the creative specialist(s) to determine whether more than one execution style should be used in creating the ad” (Belch and Belch 283).

Brand endorsements by celebrities offer a potent marketing tool. Using the credibility and clout of well-known figures, such as social media influencers, products are better recognized by the public. When a star affiliates themselves with a product, even with a mere mention, the item is elevated and placed on a higher pedestal, making it a must-have in many circles. People who are fans or those who look up to these well-known figures either buy the products to support their favourite celebrities or in hopes of acquiring some of the qualities the celebrity possesses. Using this as an example, advertisements through various media platforms (television, print, radio, and digital) are the tool, and public figure endorsements alongside emotional triggers are the technique. With the rise of social platforms and social media influencers, these people receive free products and/or payments to promote them to their followers in return. According to Tuten, this process is called “social shopping” and it is defined as “the active participation and influence of others on a consumer’s decision-making process, typically in the form of opinions, recommendations, and experiences shared via social media” (16). This process has become the established norm as no public figure speaks or showcases a product unless they are being paid for it, leaving very little room for honest reviewing nowadays where opinions, perspectives, and even political stances can be bought, “be assured that the nice little weapon of influence provided by the

contrast principle does not go unexploited. The great advantage of this principle is not only that it works but also that it is virtually undetectable” (Caldini 10).

Marketing techniques and tools vary, but the aim remains the same; it all comes down to customer value analysis. To efficiently align with customer preferences, businesses must first identify the key attributes and benefits that customers value while selecting a product or seller. This requires collecting data from customers on what they deem critical in their decision-making process, ensuring these factors are defined extensively to capture all applicable elements. Subsequently, businesses have to investigate the relative significance of these exclusive attributes and benefits by requesting clients to rate them. If the ratings show considerable variation, the next step for the business is to segment the customer base according to shared rating patterns and then evaluate both its own and its competition’s performances on those valued attributes and advantages, comparing them against the significance ratings provided by customers. If the company outperforms its competitor across all critical areas, it has the option to either charge a premium rate for elevated profitability or keep competitive pricing to obtain market share. Ultimately, it is crucial for businesses to constantly track consumer values over time, as shifts within the economic system, technological advancements, and product innovations can alter what customers value most (Kotler and Keller 152).

1.3 The Role of Television

Television has been the dominant communication medium for fifty years, evolving from nineteenth century concepts to innovations of the digital age. It has long been regarded as one of the most powerful media outlets to influence social attitudes and public opinion through its capacity to inform, entertain, and set the agenda for public debate, “as it spread around the globe after World War II, TV became the most important cultural and political device in people’s homes” (Miller 8). As a mass media

platform, television combines narrative, audio, and visual elements, making it particularly effective in conveying strong emotions and messages.

Amanda D. Lotz, in her seminal work “The Television Will Be Revolutionized”, gives an illustration of television's sustained influence in the digital age, underscoring its resilience in the face of platform changes and altered viewing customs. In the media studies discourse, Lotz introduces the term “post-network era”, a phase that is characterised by the decline of traditional broadcasting networks and the emergence of different distribution channels such as cable, satellite, and the internet. This period marks a departure from the uniform schedules of the past, promoting greater autonomy of the viewer and the targeting of content (8).

In this new landscape, the role of television in marketing has become more nuanced. Advertising agencies use the visual and narrative strengths of the medium to create powerful brand messages that resonate with specific audiences. The integration of product placement in popular programmes, tailor-made ads based mainly on viewer data, and interactive content shows how TV remains a powerful tool to influence consumer choices.

Furthermore, the convergence of television with digital technology has increased its reach and impact. Viewers are now interacting with content across multiple devices, blurring the boundaries between traditional TV and online media.

Historically, it is true that most new media have supplanted earlier ones as central organs of authority or pleasure, as per books versus speeches, films versus plays, and records versus performances. But TV blended all of them, becoming a warehouse of contemporary culture that converged what had gone before (Miller 11).

This shift requires advanced advertising and marketing techniques that take into account cross-platform engagement and audience feedback in real time.

In the Algerian context, television still remains the dominant medium, and a large part of the population relies on it for entertainment and information. Taking that into account, advertising agencies adapt global techniques to suit the Algerian society, ensuring that messages are culturally relevant to reach local audiences. This approach not only enhances the effectiveness of advertising but also promotes a sense of familiarity and consumer confidence underlying the key role of television in shaping consumer habits and social trends.

1.3.1 The Historical Evolution of Television

Since its inception, Television has undergone substantial transformations, evolving from an experimental technology into one of the most influential tools in shaping cultures, opinions, and behaviours globally. The evolution of its technology is a testament to the collaborative efforts of inventors and scientists across the globe, spanning over a century of innovation. Therefore, understanding the historical background of television provides a foundation for understanding its role in promoting foreign products like American cookies in societies like Algeria.

The existence of Television can be traced back to the early twentieth century, when pioneers such as John Logie Baird in the UK and Philo Farnsworth in the US developed the first working systems.

About this time in 1923, a young experimenter, John Logie Baird, started what was to be his life's work on television in London. With the financial assistance of Wilfred E. L. Day he was set up in a laboratory at 22 Frith Street, Soho. He filed for his first television patent in July 1923. It included a Nipkow disc at the transmitter with a bank of lights arranged to form an image on a screen at the receiver. This was the first of a multitude of patents taken out by Baird in his quest for a practical television system (Abramson 20)

These early systems relied on mechanical scanning disks to transmit raw images, but only many years later, after more trials and errors and with the advent of full-scale electronic television in the late 1930s to the early 1940s, did the medium become viable for widespread use, eventually making it into Algeria in the 1950s.

The historical development of television in Algeria is deeply linked to the country's colonized past and post-independence efforts to rebuild the country after years of struggle to reclaim the country from the colonizer. Since Television broadcasting was first introduced to Algeria during the French colonial period in 1956, “ in 1954 Morocco established its television station, followed two years later by Algeria” (Okigbo 358), primarily serving the settler population. Following its independence in 1962, Algeria nationalized the broadcasting services, eradicating Radiodiffusion-Télévision Française (RTF) and establishing Radiodiffusion-Télévision Algérienne (RTA) to serve as a state-controlled medium for information dissemination and supporting nation-building efforts. Throughout the post-independence era, television was used to promote national identity, cultural values, and political ideology. The programming was mainly in Arabic and French, reflecting the linguistic landscape of the country, but also the lingering effect of a colonization that lasted for over a century. The country's control over broadcasting ensured that the content of television broadcasts was consistent with the government's objectives (Hamidou 42).

At that time, the Algerian government's priority was to unify the vision, beliefs, and actions of the Algerian citizens for the purpose of derailing any counterrevolutionary attempts and involving the Algerian people in achieving future revolutionary goals. Therefore, the presidency, the National Liberation Army (ALN), and the National Liberation Front (FLN) took complete control of the Algerian media (Hamidou 42).

In Algeria, the 1990s, often called the Black Decade, were marked by intense civil unrest and extreme acts of violence, affecting all aspects of public life. During this

period, television became both a vital source of information and a tool of state communication used to promote national unity and to counter harmful extremist narratives. Despite widespread insecurity, television remained a central item in most Algerian households. Especially since the decade also saw the introduction and development of satellite television, which transformed the media field in the country, allowing Algerians access to different international channels. Algerian individuals seeking a wider perspective and escaping the constraints of local programs have begun to install satellite dishes to access international content. This new media exposure has brought Western television shows, commercials, and consumer culture directly to Algerian screens.

Later on, the 2000s witnessed further transformations in Algeria's television industry. Alongside state-controlled channels, private broadcasters have emerged under strict conditions and various restrictions, allowing only a small number of channels to eventually launch. "In 2013, the Algerian authorities granted only five of these channels (Ennahar TV, Echourouk TV, Dzaïr TV, El Djazairia One, and Hogar TV) licenses to operate for a yearly renewable term" (Layadi 289).

In conclusion, the historical background of television in Algeria gives an idea of how television went from a luxury item hard to obtain and initially being used to promote national unity and cultural preservation during a period of national crisis, to developing into a dynamic platform for disseminating international influences and shaping consumer behaviour. This evolution has paved the way for the significant adoption of foreign products such as American cookies, demonstrating the medium's enduring power as a tool for cultural and economic trade. Through understanding this historical context, we can better recognize how television has stimulated consumption habits and contributed to the integration of global products into Algerian society.

1.3.2 Television Advertisement Techniques

Television content plays a serious role in influencing consumer behaviour, either through romanticizing certain lifestyles, normalizing foreign products, or relaying messages through cultural narratives; either way, the influence is undeniable. This influence is usually done through media outlets in their various forms, be it TV shows, films, commercials, documentaries, and even cartoons. Television acts as a means for promoting consumption patterns, these forms of media are often laced with messages directed at the subconscious that will eventually greatly affect various aspects of the consumer's life. On a more specific note, this section targets how specific types of television programming contribute to the adoption of certain foreign goods into other societies.

Advertisements are probably the most explicit form of marketing through television, declared as advertisements, but still designed in a manner that evokes targeted emotional responses to create strong associations between products and emotions, leading viewers to subconsciously link the product with the advertised sensation. However, that alone is not enough sometimes, since not all people have the same needs or the same emotional triggers, so companies develop market strategies. One of these strategies is market segmentation, which is defined as:

Buyers in any market differ in their wants, resources, locations, buying attitudes, and buying practices. Through market segmentation, companies divide large, diverse markets into smaller segments that can be reached more efficiently and effectively with products and services that match their unique needs. In this section, we discuss four important segmentation topics: segmenting consumer markets, segmenting business markets, segmenting international markets, and the requirements for effective segmentation (Kotler and Armstrong 213).

This process results in various types of groups; the divided groups of buyers have their needs studied to deliver a suitable product with suitable advertising to match their needs and emotional triggers. There is no rule for dividing buyer groups, it is all based

on the needs that have to be met and the number of buyers willing to invest in fulfilling their needs. Some of the types of segments include Geographic Segmentation, and just like the name suggests, it divides buyers based on “geographical units, such as nations, states, regions, counties, cities, or even neighborhoods” (Kotler and Armstrong 213). Another more specific type of segmentation would be Demographic segmentation, which is the most used one due to its accuracy and ease of use, and application. This segmentation divides the market based on variables such as age, gender, ethnicity, and even religion, making it easier to classify individuals accordingly.

Demographic segmentation divides the market into segments based on variables such as age, life-cycle stage, gender, income, occupation, education, religion, ethnicity, and generation. Demographic factors are the most popular bases for segmenting customer groups. One reason is that consumer needs, wants, and usage rates often vary closely with demographic variables. Another is that demographic variables are easier to measure than most other types of variables. Even when marketers first define segments using other bases, such as benefits sought or behavior, they must know a segment’s demographic characteristics to assess the size of the target market and reach it efficiently (Kotler and Armstrong 214)

This type of segmentation alone can be separated into other secondary types according to specific marketing needs, and they are each named after the variable targeted.

More types of segmentation would be psychographic segmentation, which relies on lifestyle and personality characteristics. Benefit segmentation is another very popular segmentation method that divides the market into segments according to the different benefits that consumers seek from the product, and then there is Occasion segmentation “Dividing the market into segments according to occasions when buyers get the idea to buy, actually make their purchase, or use the purchased item” (Kotler and Armstrong 216).

All of the mentioned types of segmentations and more serve as a tool to properly create, direct, and advertise products according to certain characteristics always related to the consumer, despite their various nature. Some companies use multiple segmentations according to their needs and expected results, and even though it is used, targeted segmentation remains more used due to its effectiveness. For example, products that are directed towards women use Demographic segmentation to properly study the selected sample's needs and expectations when creating or advertising for a product. And Occasion segmentation is especially evident in moments of holidays such as Ramadan, when all product placements and advertisements are broadcasted through various forms of the media. The time when all families are gathered around the table while having iftar and waiting for their Ramadan shows is a very valuable time for both companies and broadcasting channels. Advertising companies often prepare all year long to have creative commercials to promote their products and to have a chance for their work to shine among the endless products being promoted.

Films and television series are another type of content distributed through television. They frequently feature scenes of Western lifestyles, including casual snacking habits and foreign brand consumption, often embed seamlessly into storylines, making them appear natural and desirable within specific contexts. For example, the featuring of American-style cookies in Television dramas during special holidays or family gatherings subtly reinforces an association between the product and certain desirable emotions, traits, or personal aspirations. The influence of the visual cues on the human mind often goes unnoticed by them, which is what makes television a very powerful tool in altering perspectives, either instantly or gradually. According to Cialdini,

The process is much more sophisticated and subtle. With proper execution, the exploiters need hardly strain a muscle to get their way. All that is required is to trigger the great stores of influence that already exist in the situation and direct them toward the intended target. (8)

Children's television content plays an often overlooked but very important role in children's early development of consumer behaviour. Research consistently shows that children are especially susceptible to visual and emotional cues embedded within animated programming. The child's mind is easily influenced, and exposure to repeated content, carefully crafted to capture the attention of a child for a long time, has a long-term effect on the child's mind, behaviour, and consumption patterns.

Although there are many reasons for adults' concern over television and children—some deep and hidden, others more open to debate—one major argument is that young recipients are poorly equipped to handle the onslaught of this ubiquitous and attractive medium, with its highly constructed and realistic content, presented in an easily absorbable way. (Clifford, Gunter, and McAleer viii)

Television cartoons often incorporate marketing messages in subtle ways, such as through product placement, endorsement of characters, or stylised depictions of Western eating habits. These images are not incidental; they are a form of indirect advertising which helps to shape preferences and consumer habits from an early age, often resulting in altering the children's eating habits. According to an analysis of food advertising to children on Spanish Television, "most children under 6 years old cannot distinguish between programming and advertising, and children less than 8 years old do not understand the persuasive intention of marketing messages (Campos et al. 800).

In Algeria, the widespread broadcasting of dubbed and subtitled Western cartoons through satellite channels such as MBC3 has further amplified the children's exposure to foreign eating habits and items. These platforms routinely broadcast shows that embed snack culture, particularly the consumption of chocolate chip cookies, cereals, and Western candies within their narratives, making it even more appealing to the young, aspiring audience full of fascination. As a result, the consumption of American-style processed foods by Algerian individuals, especially children, has become more

common, often leading to parental purchase requests and a gradual shift in local eating habits towards Western food, as we are witnessing it nowadays.

Documentaries such as lifestyle and cooking shows have emerged as powerful platforms for the soft promotion of foreign goods, frequently without the need for apparent commercial intent. These programs often depict glamorised lifestyles that incorporate specific brands, certain living habits, and consumption patterns, effectively serving as indirect marketing vehicles serving underlying promotional purposes. For instance, a cooking show might demonstrate how obtaining a specific kitchen gadget will improve the cooking experience or that using a certain product rather than another will improve the outcome of the cooking process. Framing certain products as “modern”, “healthy”, “convenient”, or “glamorous” targets an audience that is looking for products with similar descriptions to meet certain needs in their lives. Therefore, shows related to beauty or lifestyle will promote products with such descriptions with no scientific studies or reliable backgrounds to prove the claims, but through using certain auditory and visually appealing elements like soothing music, models, and specific aesthetically pleasing elements, advertisers relay the subtle message that acquiring the product will deliver similar results undoubtedly ultimately motivating buyers to invest in the product creating unrealistic standards and unmet results.

A person has many needs at any given time. Some are biological, arising from states of tension such as hunger, thirst, or discomfort. Others are psychological, arising from the need for recognition, esteem, or belonging. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction (Kotler and Armstrong 169).

Lifestyle shows and documentaries play a crucial role in normalizing foreign products and behaviours among populations, because people live under the notion that “when a lot of people are doing something, it is the right thing to do” (Cialdini 88).

And when exposed to something for prolonged periods, it eventually becomes more acceptable despite it being foreign in the first place. This normalization occurs not only through product visibility but also through emotional and cultural framing. According to Cialdini, based on the notion that if most people do it, it is acceptable, people subconsciously are more prone to choosing a product over another just for being labelled as a best seller. “Advertisers love to inform us when a product is the “fastest-growing” or “largest-selling” because they don’t have to convince us directly that the product is good, they need only say that many others think so, which seems proof enough” (90). The personal need to appeal to the social majority is a trait often driven by the need to be socially recognized and labelled accordingly to fit within the desirable social or economic bracket, a need discovered and often exploited by marketers.

1.3.3. Marketing and Television

Television has long been recognised as one of the most effective media platforms for reaching a large and diverse audience, making it a crucial tool for marketers seeking to promote products of a variety of flavours. Unlike print media or radio, television has the capacity to convey both images and narrative, making it a very effective tool for shaping consumer behaviour on a large scale. As Roland Marchand (1985) argues, visual media, especially advertising, have long served to "naturalize" consumer desires by embedding products within emotionally compelling stories that "reflect society" (Advertising the American Dream 165).

Even in the digital age, television continues to be the most widely available and trusted medium in Algerian households. National channels such as ENTV and satellite operators such as Echorouk and Samira TV regularly broadcast advertisements promoting local and imported products, with a strong focus on local products in recent years. During peak viewing periods, especially during the holy month of Ramadan when family viewing is at its peak, advertisers strategically place advertising spots for

snacks, beverages, and even mobile services to exploit the emotional and social responsiveness of viewers. Beyond conventional commercials, marketing strategies are incorporated into TV programming. Branded content, sponsorships, and product placement have all grown in popularity. The regular use of branded ingredients and kitchenware in cooking competitions and television programs normalizes foreign goods in everyday situations.

The impact of all the direct and indirect marketing methods is especially evident in our current era, with the rise of demand for non-traditional cooking supplies and ingredients such as brown sugar, chocolate chips, and special cooking equipment required for perfecting foreign menu items. The increased visibility of Western foods such as American-style chocolate chip cookies, brownies, bagels, and many more baked goods, and foreign dishes in Algerian grocery shops, restaurant menus, and even social media pages is all a result of marketing blurring the lines of distance during the course of several years, this is a clear example of Globalization, which “has been identified as one of the six “imperatives of marketing” of the present era, as important as productivity, innovation, distribution, alliances, and quality” (Bellamy and Chabin 283).

In summary, thanks to its reach, emotional power, and ability to contextualize products in culturally relevant narratives, television remains a dominant force in the marketing sphere to date, despite the ongoing digital evolution of media outlets. In Algeria, as in many other societies, the fusion of advertising and television has shaped consumer habits, especially in the face of growing consumer demand for Western goods, such as American-style cookies. By understanding how television facilitates the normalisation of imported goods, we gain valuable insights into the mechanisms by which media shape consumer behaviour and promote the adoption of global consumption patterns.

1.4 Consumerism and Society

According to Douglas and Isherwood, consumption is not only an individual economic act, but rather also a communication act, and it is a way by which people express values, identities, and social and personal attachments by purchasing goods. In this sense, consumerism shapes cultural meanings and social structures, and affects not only what people buy but also how they present themselves in society. As an economic system and a cultural phenomenon, consumerism is central to the development of modern societies, promoting the purchase and use of goods and services as a means of increasing one's social status and personal well-being. Its development is inseparable from the rise of industrial capitalism, which increased the supply of customer goods through mass manufacturing, and from the growth of advertising, which fostered new desires and consumer identities. (Douglas and Isherwood preface).

Most societies today are media-saturated, owing to the proliferation of short-form and easily digestible content across different media outlets. These societies, influenced by foreign advertising models, demonstrate that consumerism is fuelled by psychological and emotional strategies. The nature of consumption patterns is not determined solely by nationality and borders; these physical borders have long since been erased by globalization through media. The nature of consumption patterns is not determined solely by nationality and borders; these physical borders have long since been erased by the globalization of the media, and people are now connected by more than nationality, culture, and gender. Consumerism involves an emotional and mental adaptation of ideas, which are later transformed into a spiritual practice of consumption.

1.4.1 Defining Consumerism

One definition of consumerism is that it is a social construct whereby the basic needs and desires of people become the main driving forces of society. The maintenance of social structures, the integration of people and groups, the division of society into classes, and the creation of personal identities are just some of the aspects

of social functioning that are affected. Furthermore, consumerism has a significant impact on how people and groups view themselves and make life decisions. Essentially, consumerism exploits basic human needs and desires to influence both social dynamics and personal life choices (Bauman 28).

We may say that ‘consumerism’ is a type of social arrangement that results from recycling mundane, permanent and so to speak ‘regime-neutral’ human wants, desires and longings into the principal propelling and operating force of society, a force that coordinates systemic reproduction, social integration, social stratification and the formation of human individuals, as well as playing a major role in the processes of individual and group self-identification and in the selection and pursuit of individual life policies (Bauman 28).

From an economic point of view, consumerism is often associated with the expansion of capitalist markets after World War II, especially in Western societies, where rising incomes and mass production led to the spread of consumer goods. The economic recovery, combined with advances in technology and media, created a climate conducive to mass consumption. In the United States and Europe, the spread of household appliances, cars, and packaged foods symbolized progress and modernization. Post-war economic growth boosted disposable income, allowing households to spend more on non-essential goods. Television, radio, and print media have become powerful advertising tools, promoting consumerism and associating products with happiness and success.

How was the force of traditionalism overcome, and in particular, what was the source of the new propensity to consume that drove the Industrial Revolution? How, in effect, did we become modern consumers? Although here I first had the difficult task of identifying precisely how modern consumerism differed from its traditional counterpart, while also demonstrating how the account provided by economic

historians of the processes that underpinned the consumer revolution of the eighteenth century, with its emphasis on fashion and emulation, was implausible (Campbell 6).

The twenty-first century's internet and digital technologies have further increased consumerism, converting it into a participatory experience, where people actively engage with brands through social media and other platforms, creating new channels for marketing and consumption. E-commerce platforms, social media, and targeted advertising have made it easier than ever for consumers to access and buy all sorts of promoted goods, bypassing traditional retail barriers “digital buying continues to grow at a healthy double-digit rate.” (Kotler and Armstrong 515), allowing consumer culture to reach an all time high. Algorithms allow marketers to deliver tailor-made ads based on user behavior, and platforms such as Instagram and Facebook enable businesses to market to niche audiences and create aspirational narratives around constantly changing viral trends. Much of the world’s business today is carried out over digital networks that connect people and companies. These days, people connect digitally with information, brands, and each other at almost any time and from almost anywhere” (Kotler and Armstrong 515).

In conclusion, consumerism is more than just an economic activity; it can be defined as a social and cultural phenomenon, due to its pervasive cultural influence characterized by media, marketing, and economic policy. Consumerism, as a defining characteristic of modern society, has become a global phenomenon, influencing how individuals create identities, interact socially, and interpret value. Understanding its definition through interdisciplinary lenses is crucial for a critical analysis of its role in shaping current consumption patterns.

1.4.2 The Influence of Consumerism and its Impact on Consumption Patterns

Consumerism as a cultural economic phenomenon significantly impacts society by altering individual habits and core values and reshaping social structures. Even

though this side of consumerism promotes innovation and economic development, it also poses serious concerns about its negative impact on the environment. In addition to that, it contributes to socioeconomic inequality and erases traditional cultural practices, profoundly impacting cultural values. This cultural impact frequently promotes material wealth and consumption as evidence of happiness and success, causing traditional values and community-oriented lifestyles to become undermined as a result of this change. This is particularly evident in countries like Algeria, which suffer from both the effects of a consumerist society and hybrid traditions and customs caused by years of colonialism. Products are no longer valued solely for their usefulness, but also for their symbolic significance and hidden meanings. Consumers no longer buy an item not only for its utility and materialistic value, but also for its social and emotional value. Some brands and products that are hyped by social media personalities are associated with certain signs of modernity, affluence, and a sense of staying up to date with what's trending on different social media platforms.

The need that drives shopping is no longer the need to satisfy biological needs, but emotional needs as well, constant exposure to new releases of a varying nature, and constantly changing trends. The impact of extreme consumption habits and ever-changing demands has undermined individualism because everyone wants to fit in and be trendy, even if for the wrong reasons. It also has a huge impact on the environment, because instead of looking for long life and durability, influenced consumers follow trends and buy products with cheap non-biodegradable materials that have a longer-lasting impact on the planet than the product would last until it is replaced by another cheaply made trending product.

In conclusion, consumerism exerts a profound impact on individual behaviour, societal values, and financial priorities. Pushed by persuasive media and advertising, and marketing techniques, it transforms needs into desires, regularly reshaping cultural norms and lifestyles. Moreover, the constantly growing demand for mass-produced goods contributes significantly to environmental degradation through overproduction,

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leading to excessive waste and resource exhaustion. Understanding its impact is essential to assessing how consumption styles evolve under media influence, especially in contexts experiencing cultural and economic transitions. Highlighting the importance of taking conscious decisions concerning the media and the products one chooses to consume, as these decisions influence most aspects of the consumer's present and even future.

1.5 Conclusion

The complex relationship between media and consumerism has been examined in this chapter, with an emphasis on the ways in which changing consumerist values are integrated through various media tools and platforms. The conversation began with a summary of marketing as a media-driven force, going over its main objectives, strategies, and historical evolution, highlighting the growing importance of media platforms in shaping consumer preferences. After tracing television's beginnings and development around the world, the study focused on Algeria, where the medium has been crucial for product promotion, cultural exposure, and information sharing. The examination of various programming genres, including lifestyle shows, children's cartoons, and ads, showed how television normalises foreign goods like American cookies by integrating commercial messages into approachable and frequently aspirational narratives. Additionally, the chapter discussed consumerism, characterising it as a cultural phenomenon and an economic activity that is increasingly influenced by the media. Through increased production and consumption patterns, it brought to light how media-induced consumerism has a real impact on the environment in addition to influencing social norms and personal identity. These sections collectively provide the theoretical framework for comprehending the ways in which media influence the spread of foreign consumer goods in the Algerian society.

Chapter Two:

The Coexistence of American and Algerian Cookies in the Algerian Market

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2.1 Introduction

Cookies serve as more than mere sources of nourishment or pleasure; they often function as cultural artefacts that embody cultures and social identities. American cookies, for instance, are a delicacy that has taken the world by storm in the past few years, especially chocolate chip cookies. These crispy on the outside, soft on the inside chocolate bombs are a treat loved by people of different age demographics from various parts of the world. Often served with a tall glass of milk, chocolate chip cookies are a hearty reward for well-behaved children after a long day at school, playing outside, or simply a comfort for anyone craving a sweet treat. Once considered a staple of Western household baking, the American cookie has transitioned into a globally recognised snack that has come to represent a form of globalised confectionery, widely disseminated through media, branding, and digital consumer culture. The diffusion of American-style cookies into societies such as Algeria exemplifies a broader phenomenon of cultural globalisation, where local tastes interact with and are reshaped by foreign culinary trends. Algeria's deep-rooted culinary traditions, especially in the realm of sweets, have historically focused on confections rich in symbolism and tied to religion, family, and traditional social rituals. Therefore, the integration of anything foreign into a tightly structured culture that takes pride in traditional sweets could only happen through prolonged media influence, eventually altering the consumer preference and acceptance of anything new.

2.2 American Cookies

American cookies, particularly the chocolate chip variety, have become globally recognised and successfully categorised among the most consumed baked goods. The transmission from domestic baked treats to mass-produced cultural symbols reflects the extent of trends in the food industry. Despite the fact that the term “cookie” itself comes from Dutch origins from the word “koekje”, meaning “little cake” (Walter 5),

the American interpretation has made itself so distinct that it reflects the historical, economic, and cultural processes that have shaped modern consumption.

Cookies were one such food item that home cooks could prepare in the nineteenth century with multiple variations appearing in cookbooks. Dutch linguist Nicoline van der Sijs writes that the modern “cookie” is derived from the Dutch word *koekje* meaning “small cake” (Walter 5)

As both a culinary product and a cultural artefact, American cookies have occupied a totally unique role within the broader narrative of food globalization, a process that not only reflects the technological development of food production but additionally that of the cultural and financial forces as well. This section provides an overview of the heritage and the trilogy of the American cookies situating them within the industrial and cultural context.

2.2.1 Historical Background

While the term cookie derives from the Dutch word *koekje*, meaning “little cake”, the recipe for American cookies was not just the result of a coincidence, as some myths say. The first recipe for the chocolate chip cookies appeared in the year 1938 in the book Ruth Wakefield’s *Toll House Tried and True Recipes* under the name “chocolate crunch cookies,” and not as we know it now. The recipe specified the use of the Nestlé semi-sweet chocolate, making it the only recipe in the book to call for a specific name-brand product to be used (Walter 22).

Considering the time period, other recipes often called for ingredients available at hand and often even provided substitutes for the ones unavailable, making them easier to replicate for a wider range of people. The mention of the Nestlé semi-sweet chocolate has supposedly resulted in a 500% increase in sales in New England, which has led the company to display the recipe of the cookies on the back of their product with Wakefield’s permission, making the recipe even more accessible, especially for

those who cannot afford to buy the entire cookbook further popularizing the sweet treat (Walter 22). By the end of 1939, Nestlé had altered the semi-sweet chocolate bars into smaller squares to make it easier for those who had to cut them by hand into small chocolate chips for the recipe. And in 1940, the company officially released its semi-sweet chocolate pieces, especially made for the chocolate chip cookies recipe (Walter 22).

American biscuits, like many foods we know today, began as a fusion of European baking techniques and traditions brought by settlers, primarily from Britain, Holland, and Germany. Old American cookbooks, such as Amelia Simons's *American Cookery*, published in 1796, contain a variety of recipes that are the original blueprint for modern baking. Most relied on simple ingredients like flour, butter, and eggs, often using fruit or molasses as sweeteners. These early recipes often resulted in dry treats that were easily hardened, which made them more suitable for travel and allowed for a longer shelf life of up to three weeks, as described in the cookbook. The shift from that to the soft chewy cookies we associate now with American cookies came, gradually later on, with the development of baking techniques and the availability of better ingredients and baking ovens (Walter 24).

Following the Second World War, chocolate chip cookies established themselves as a staple in American households, further cemented by the post-war baby boom and the rise of suburban domestic culture. With the men back and active from the war, women were encouraged to stay home and perform as stay-at-home mothers. “After World War II, this mystique of feminine fulfilment became the cherished and self-perpetuating core of contemporary American culture. Millions of women lived their lives in the image of those pretty pictures of the American suburban housewife” (Friedan 1583).

Television and print media idealised the idea of mothers baking sweet treats like cookies for their children as an afternoon snack, further popularising the domestic

traditional lifestyle, linking it to femininity and domestic harmony. Simultaneously, the media delivered such messages through the advertising of certain products, such as chocolate brands and even ready-made cookie batters, aligning with the era of convenience and modernity (Friedan 1583). This led to the association of childhood with home-baked, indulgent treats, which became a must in school lunches and after-school pick-me-ups. This association helped create a generational experience and shape taste preferences that continue to manifest in American food culture.

This change, however, was only possible following the economic change that came with industrialisation and the end of that war. Products such as sugar and chocolate started to get more accessible, and kitchen appliances became less expensive, allowing those of lower social classes to get hold of them creating a whole new experience for home cooks “These modern changes in appliances, kitchens, recipes, sugar, and chocolate created a vastly different environment than to what home cooks had become accustomed.” (Walter 14). This shift from traditional ways of cooking was much easier for the wealthy to adapt to, while people of the lower social class faced difficulties adjusting to the technological development; many of them kept their comfortable ways. The most common way to learn how to properly use these newly provided products and materials at the time was through cookbooks; however, the price made it so that these books were out of reach for many. Fortunately, with time, some recipes belonging to famous bakers such as Ruth Wakefield and Betty Crocker were included with flour sacks and mailed and shared at the request of women for each other, making the content of cookbooks less exclusive. Another problem was the level of illiteracy, which, contrary to what the statistics might indicate, was much higher than it was known. Because of the stigma, people often lied about being illiterate, which led to confusion and difficulties in adapting to the rapidly changing landscape of the country. By the 1940s, all this had changed for the better, with a significant reduction in illiteracy, indicating that more people could read and follow cookbooks. (Walter 19).

The history of American cookies goes from a recipe developed in The Toll House Inn in Whitman, Massachusetts, by Ruth Wakefield in 1938, first named “chocolate crunch cookies”, to everything we know today about cookies (Walter 22). It is only possible to have chocolate in the form of chips instead of a bar because of this recipe, and it is only possible for cookie brands such as Chips Ahoy! To exist, because of the creation of this recipe. This recipe and the product that comes out of it have reshaped many aspects of the world outside the baking sphere. The original recipe shows the development of things in the world according to need and demand, leaving a forever-lasting imprint on a product that is used daily.

2.2.2 Types of Cookies

American cookies come in a wide range, varying from seasonal cookies to everyday comfort cookies to industrial ones. The most known cookies would be the chocolate chip kind, made with a base of butter and a mix of white and brown sugar. Chocolate chip cookies are loved for their crunchy outside and soft chewy inside, where each bite is full of rich chocolate flavour. This worldwide favourite, thankfully nowadays, is not only available in the cookie jars hidden on top of the fridge to keep out of children’s reach, but also produced by industrial companies that developed store-bought brands like Chips Ahoy!. These companies have managed to replicate the decadent flavour and give it the same homemade qualities, and delivered them in colourful packs found in the cookie aisle available in most supermarkets instead. (Fincher)

Another type of cookie would be peanut butter cookies. The Americans are known to be fond of the nut butter, so it is only natural for it to be turned into a cookie flavour. Made with a base of peanut butter added to traditional cookie ingredients, these cookies have a divided audience due to common nut allergies, and even though they are not often celebrated, they still are a staple for those who are fans of the nutty flavour and high nutritional value. (Fincher)

Sugar cookies are the ultimate reward for people with a major sweet tooth. Made with a base of butter and white sugar, more sugar is added later on in the form of frosting, topped with even more sugary sprinkles. These cookies are often very soft, fragile, and crumbly, melting directly into the mouth and dissolving into sweet goodness. These cookies also have a divided audience, some people love them for what they are, “sugar cookies”, and they enjoy consuming them without the need to worry about the sugar contents of the cute looking cookie. While others, on the other hand, cannot help but name it as the most stereotypical American cookie, as the artificial pink sugar icing and colourful sprinkles make it look as unhealthy as the American diet is labelled to be. (Fincher)

Not all American cookies are unhealthy, though not super healthy either; options like oatmeal raisin cookies exist in the American cookie repertoire. Oatmeal raisin cookies represent a departure from the indulgent richness of classic chocolate chip cookies, introducing a more health-focused alternative to the traditional chocolate, replacing it with oatmeal and dried fruits, often being raisins. This type of cookie is often associated with wholesomeness for its rather healthier ingredients, appealing more to those who search for health benefits alongside taste. The inclusion of oats into a food that existed for years showcases the broader effects of American dietary trends following the rise of fibre-rich foods in the promotion of better gut health. And just like any other cookie type on this list, oatmeal raisin cookies are not everyone’s favourite, especially since they look like chocolate chip cookies but taste nothing like them. The raisins disguise themselves as chocolate chips, often times leaving people disappointed when they taste the sour dried fruit instead of the rich chocolate. (Fincher)

Gingerbread cookies or Lebkuchen as they are called in Germany (PBS Food) are a traditional type of rolled cookies made with a combination of ginger and aromatics such as cinnamon and nutmeg mixed with sweeteners like molasses or honey giving it a deep colour and flavour they are said to have been invented in Nurnberg around the thirteenth and fourteenth centuries which was a major stop for the spice trade as

ingredients from across the Middle East and the Mediterranean made their way to Europe explaining the inclusion of various spices in the cookies originally invented by Franconian Monks Nurnberger Lubkuchen are softer and more dense than what gingerbread cookies are like today despite their soft texture Lubkuchen had a surprisingly long shelf life due to the preservative nature of ginger making it a suitable food item for that time period. With time, variations of the Gingerbread cookie began to manifest not just across the German kingdom but also in France, Holland, and England, and eventually making it to the United States through the influence of the European immigrants, especially German settlers. By the sixteenth century, gingerbread cookies were made into different shapes, becoming synonymous with holidays, performing as festive and decorative baked goods for different occasions (PBS Food “What is the History of the Cookie? 00:02:29-00:03:48”).

With the fast-paced life, and the very little time available for people to bake their own cookies. Industrial cookies became just as popular, for these reasons and for the creative new flavours that cannot always be matched at home. A prime example of that would be the globally recognised Oreo cookies. This type of cookie falls under the sandwich cookie category, which describes a cookie that consists of two biscuits with a creamy filling in between the wafers. Introduced in 1912, the Oreo cookies quickly became one of the most recognised cookie brands in the world, despite their controversial origin. The uniformity of sandwich cookies, coupled with the company’s branding and marketing strategies, highlights the role of corporate innovation in shaping consumer preferences and establishing products with great performance in the market for decades (Thrillist “The History of OREOS”).

Another very famous industrial cookie brand in America would be Girl Scout Cookies. A tradition that started in 1912 in Muskogee, Oklahoma, where a group originally known as The Mistletoe Troop started selling cookies to help raise money as an effort for the charity and for young girls to integrate themselves better into society and develop the necessary soft skills. By 1933, Girl Scouts in Philadelphia had their

first commercial cookie sale and a year later, contracted a commercial bakery to help support the production of their cookies. Since then, the annual Girl Scout cookie sale has swept the nation, selling delicious cookies all while teaching young women how to be leaders, fulfilling the organisation's primary mission. The variety of cookie flavours provided by The Girl Scout cookies allows them a large audience. Their best seller and most popular product is the Thin Mints, characterised by their crisp chocolate coating and mint filling, along with their small size and unique flavour, making them addictive and the consumer's favourite, scoring a major percentage of the total sales numbers. (PBS Food "What is the History of the Cookie? 00:03:49-00:04:32")

2.3 American Cookies Worldwide

The widespread popularity of American cookies worldwide occurred through various ways in which something, be it a product or an idea, gets popularised on a global scale. A spread that was possible through the interplay of culinary innovation, media influence and corporate marketing that often characterises the worldwide spread of food products. American chocolate chip cookies are a delicacy that the world could not miss out on having. Its distinct flavour and unique textures are an open invitation for anyone with a liking for sweets. Paired with its general image of comfort and homey cosiness, it was only a matter of time before the sweet treat took the world over by storm.

The most significant driver of global diffusion would be corporate globalisation. Nestlé is a global brand that produces, sells and promotes all over the world. So for a corporate of such scale to alter one of its original products and turn it into a version especially made for the easy creation of American chocolate chip cookies, it would be only a matter of time before people around the globe would notice the product and try to use it for its original purpose which is to make cookies with the newly released chocolate chips. The inclusion of the recipe on the back of the product would be another strong reason why chocolate chip cookies received such acceptance worldwide,

people often are intrigued by what might come out of a product urging them further to try it making it more beneficial for the company to utilise the image of the recipe to further promote their product and portray it as innovative and highly beneficial (Walter 22).

Alongside its commercial spread, the chocolate chip cookie became a symbol of the American suburban home life and nostalgia through its frequent appearance in films and television series. An image often linked to comfort, childhood, and family warmth, an image that strongly resonates even across different cultures. For instance, American media often portray American-style cookies as a warm, homemade treat freshly baked by loving grandmothers, often served with a tall glass of milk. The sweet treats are usually given to children after a long day at school, or to adults going through rough patches of life as a means of comfort, portraying a cosy and soothing feeling. Foreign media consumers who did not grow up with a cookie jar in their kitchens full of fresh chocolate chip cookies will naturally seek to experience the emotions linked with the product by trying out the product itself “Marketers use emotional appeals in hopes that the positive feeling they evoke will transfer to the brand and/or company” (Belch and Belch 270)

2.3.1 Media (Implicit Spread)

The implicit role of media in the global dissemination of American cookies has been a subtle yet heavily impactful force in shaping local and global consumer preferences and cultural perceptions. The appeal and adoption of such foreign commodities have not occurred solely through direct marketing, as one may expect; it is attributed to a media-driven cultural diffusion, also referred to as implicit spread, which operates through television, films, social media content, and social media networks as a whole, gradually shaping the consumer mind and preferences eventually altering their lifestyle choices in a manner that is indirect but deeply impactful.

Hollywood films and televised content have long served as a tool for the indirect spread of American culture and products. These media portrayals normalise the presence of food items, linking them to favourable feelings and emotions, or even funny instances and making them appear more appealing to the watcher, naturally turning him from a consumer of the media to a consumer of the product. For instance, iconic scenes in films such as *E.T. the Extra-Terrestrial* (1982), where Reese's Pieces snacks are prominently featured as the alien's favourite human snack, demonstrate the power of product placement in shaping consumer behaviour. Similarly, the frequent showcasing of characters enjoying chocolate chip cookies in sitcoms or children's TV shows subconsciously fosters a positive correlation between the food items and the positive emotions portrayed by the characters, such as happiness and bonding (Belch and Belch 750).

The rise of social media in today's digital age has significantly amplified the spread of items and ideas through screens and into the consumer's mind, shaping their preferences and buying habits. Not only is that, but another noticeable effect of social media on food culture is the way it has transformed the whole eating experience. People are now more likely to document their meals and share them with their followers, under the names of "taste testing" or "mukbang", which is a word of Korean origins, directly translating to "eating broadcast", essentially meaning that people now film themselves eating food and reviewing it just like they would any other product or simply filming themselves eat for other people to watch. This has led to an increased emphasis on the originality of dishes and presentation, urging restaurants and food businesses to create dishes that are not only delicious but also creative and, most importantly, pleasing to the senses, either through looks, textures or sounds to cater to the social media requirements (ANB "What Is Mukbang").

Social media has also played a role in the globalisation of different food cultures. As people are now exposed to a wide range of cuisines and cooking techniques from around the world, this has naturally led to an increased interest and acceptance of

international foods and flavours, as well as a greater appreciation for cultural diversity in the culinary world. A prime example of that would be the widespread of the Dubai chocolate trend in recent months, a trend that has taken the world by storm and urged people to try different flavours and textures all through the effect of social media. The audio visually pleasing image of the product sparked curiosity and led people from all over the world to try and experience the product themselves. This was an opportunity for businesses from all around the world to try and use this as a chance for them to make a profit due to many reasons. Such as the unavailability and the price tag of the famous chocolate, allowing chocolate companies from around the world to make their own version of it, or even create a new product but with the same flavour, which led to the making of everything Dubai chocolate (Reinoso).

Additionally, social media has given rise to food influencers and bloggers who have a significant impact on food trends; these individuals have the power to shape consumer choices and preferences, ultimately affecting the popularity of food items and dining establishments. The recommendations and endorsements can lead to viral food trends and the rapid rise in demand for specific dishes or ingredients, leading again to the Dubai chocolate trend, a time when pistachios and pistachio cream suffered a shortage due to the high demand. However, consuming food is not the only way to popularise it; cooking videos across the many social media platforms such as YouTube and TikTok, many of which originated in the United States, has introduced American cookie recipes to a vast, transnational audience. These videos often emphasise aesthetic presentation and emotional satisfaction, reinforcing the idea that baking and consuming cookies is a leisure activity associated with care and well-being, leading to the creation of terms such as “baking therapy”. This visual and emotional framing of foods and different items leads to shaping consumption behaviours, especially for the easily influenced and the younger demographics. Despite the fact that the following of food trends sometimes takes unexpected turns and leads to unforeseen

results, they still remain of big influence on social media users, often urging them to try everything they see on their screen.

For younger generations, who are particularly influenced by Western media, cookies often symbolise a connection to global youth culture, a tie created through the globalisation of cultural narratives. Following the aspiring lifestyles showcased in Hollywood films and lived by famous people on the internet resonates strongly with teenagers and young adults who grew up being surrounded by foreign media sources, leading them to look up to and wish to adopt these dietary habits and preferences since they align with their self-representations. This highlights the profound impact that cultural globalisation through media has on global consumption patterns. By embedding products such as cookies within narratives of comfort, nostalgia and even modernity, the media has crafted a way for them into the taste palates and shopping bags of consumers around the globe. A subtle yet pervasive influence of passive media through the interplay of cinematic depictions, digital platforms, and a globalised cultural narrative, facilitating the worldwide entry of American-style cookies, more specifically, the chocolate chip kind.

2.3.2 Marketing (Explicit spread)

In contrast to the implicit diffusion of American cookies through media exposure, explicit marketing represents a more direct and strategic approach to the spread of these products globally. These strategies are the efforts of multinational corporations that come in the form of deliberate branding, carefully studied advertising campaigns and product placements across the various media outlets, all in a direct manner.

One of the most effective mechanisms in the explicit spread of foreign products and culture has been branding. “Some analysts see brands as the major enduring asset of a company, outlasting the company’s specific products and facilities” (Kotler and Armstrong 264). Branding represents the identity of the product and is what makes it

stand out from the competition. From the name of the product and the colours of the packaging to the slogans and catchphrases, when carefully studied and correctly chosen, these elements significantly ensure the success of the product.

In the case of American cookies, Nestlé Toll House and Chips Ahoy! have built globally recognised identities around the chocolate chip cookie sphere, transforming it from a simple homemade treat into a mass-produced commodity with positive cultural connotations. These brands use cultural-symbolic marketing, where products are sold not just for their taste but for the meanings they carry. American cookies are thus framed as nostalgic, premium, and emotionally gratifying and are packaged with slogans often stating words such as "homemade" or "fresh-baked" qualities, even in industrial production, reinforcing a sense of authenticity. Global marketing campaigns frequently take advantage of these emotional triggers in an attempt to appeal to middle-class consumers seeking Westernised lifestyles.

The explicit spread of American cookies was also facilitated by the strong international distribution networks. Multinational companies have invested heavily in partnerships with retailers to ensure the supply of their products in worldwide markets. Supermarkets, convenience stores, and e-commerce platforms in regions such as Asia, Africa, and Europe now stock a wide variety of American products and cookie brands, facilitating the process of getting hold of them and making them available to consumers from all around the world. The accessibility of these products, coupled with strategic pricing, the necessary adjustments to fit the global market and promotional offers, has further entrenched American cookies and American cookie brands within global food systems. And while global branding sure does play a crucial role, companies are more than often required to use localisation strategies to reshape their product to better adapt to regional tastes and preferences. Companies often modify their recipes, packaging, and marketing messages to align with local cultural contexts, which is why you can often find different versions of products in different countries that cater especially to the country's population. For example, in Japan, you can find

various flavours of the chocolate snack KitKat that you cannot find elsewhere. Flavours such as cherry blossom, green tea, and wasabi are all standardised flavours that often represent the taste and preference of Japan as a country and its people, so it is only natural for companies to produce new flavours and alter their branding according to their targeted consumers.

In recent years, social media and digital marketing have emerged as a major tool for marketing especially in recent years. So naturally, it is also a key driver for the explicit spread of American cookies and their normalisation in foreign cultures. Companies leverage social media platforms such as Instagram, Facebook, and TikTok to engage and receive direct feedback from their consumers, creating interactive and immersive brand experiences. Influencer partnerships, viral challenges, and user-generated content all play a central role in amplifying the reach of cookie brands and making them even more desirable and popular. The possibility to target specific demographics with tailored advertising messages through the algorithm and search engine optimisation allows companies better reach and eventually gain more popularity and profit.

In the Algerian context, the emergence of American-style cookies and locally inspired alternative brands is relatively recent but increasingly visible. The youth in Algeria are constantly in search of something new to do and something new to try to stir away from what is usual and traditional. Therefore, many companies, home-based bakeries, restaurants and coffee shops have included the American delicacy into their menus and even started promoting it using American branding aesthetics despite the products being domestically produced. Moreover, the deeply rooted exposure through television and online media platforms introduced the Algerian consumer to American cookies, gradually fostering an acceptance and laying the groundwork for this current market expansion.

2.4 The Algerian Cookie Consumer

The Algerian consumer represents a unique fusion of traditional culinary practices and globalised cooking and eating influences. This dynamic interplay allows the Algerian consumer to possess a diet that consists of both deeply rooted traditional dishes and dishes that are the result of foreign impact, such as colonisation and globalisation, enabling the Algerian individual to possess a wide-ranging taste palette and culinary knowledge reaching multiple cuisines from all over the world.

The Algerian cookie consumer embodies that same dynamic when it comes to sweets. Being one of the leading countries in sweets, the Algerian confectionery portfolio is vibrant with different kinds, all made with different methods requiring a very high level of skill to achieve results that are often labelled as pieces of art that are too pretty to consume. With this in mind, the Algerian consumer does not fail to appreciate elements of foreign cuisines, so the Algerian consumer welcomes the integration of foreign cookies into the markets, homes and culture without feeling a need or a threat of replacing the already existing traditional ones.

This duality reflects broader societal shifts, as Algerians navigate the coexistence of traditional and foreign food traditions with the constant allure of globalised foods and eating habits. Understanding the root of such expansion provides valuable insight into the cultural identity of the Algerian consumer, the generational preferences and the undeniable impact of media and marketing on consumer preferences and dietary habits.

2.4.1 Algerian Cookies in Algeria

Cookies and sweets hold a significant place in Algerian culinary traditions, serving as both a staple of festive occasions and a symbol of cultural identity. The rich tapestry of traditional confections is integral to Algerian identity, extending beyond culinary practices. These sweets are crafted using locally sourced ingredients, often

including semolina, dates, honey, nuts, and rose water, reflecting the agricultural richness and resourcefulness of Algerian cuisine.

Algerian sweets are often categorised based on their method of preparation, ingredients, and intended purpose. Beginning with honey-dipped sweets, these include Baklawa, Makroud, Griwesh, and Samsa. Though they differ from one another, they all share the common feature of being soaked in honey. Algerian Baklawa differs from the well-known Turkish baklava in its stuffing, which is made from almonds or peanuts instead of pistachios, and is later cut into diamond shapes and baked, then covered in honey. As for Algerian Makroud, they are cookies made out of semolina and stuffed with a rich date stuffing. The diamond-shaped cookies are later on either baked or fried in oil until golden brown, and then submerged in honey. Another very famous type of honey-dipped sweets is Algerian Griwech, a cookie made from carefully formed pieces of dough that are then fried in hot oil, drenched in honey, and sprinkled with sesame seeds. Similar to Griwech, Algerians also love Samsa, usually made with the same dough, they are filled with all types of finely ground nuts and is formed into tightly folded triangles. Similar to all the other honey-dipped sweets, it is then fried in hot oil and then drenched in sweet honey. These honey-dipped sweets are considered within the more traditional types of Algerian sweets, and they are equally loved by both the elder and the younger generations for their varied, rich flavours and fun textures, plus the addition of the sweet honey that often goes perfectly with a cup of bitter coffee or a warm cup of tea.

The next category of Algerian cookies is royal iced cookies. These cookies vary in shape, base and even décor, but they all share the feature of being covered in royal icing. This icing is made with powdered sugar, water, egg whites and aromatics such as rose water and lemon juice. This category includes cookies such as Mkhabez, Arayeche and other almond-based cookies that are later covered in royal icing. After the icing dries, it gets dusted with edible shimmer powder, and the cookies are then decorated accordingly, depending on their type and the occasion they are meant for.

Covering sweets in royal icing has been a technique used for Algerian sweets for decades ago and as time progresses, the Algerian cookie makers continue to develop previously existing techniques and constantly develop them to fit modern recipes and aesthetic requirements while simultaneously guarding the traditional flavours.

Similar to royal iced cookies, there are cookies that, instead of being coated in icing, are soaked in syrup and then coated in a heavy, thick layer of powdered sugar, such as Kaab el Ghazal and Makrout El Louz, which ranked as the number one best cookie in the world in a 2023 list made by TasteAtlas. These cookies are often messy to eat due to the excessive amount of powdered sugar covering them. However, despite their messy nature, they remain among the top favourites of Algerian cookie consumers, thanks to their sweet flavour and alluring texture. Unlike most Algerian sweets, powder-sugar-covered cookies are left simple-looking and plain, with only the white layer of sugar and nothing else to draw attention away from them, and they still manage to look just as intriguing as all the other sweets.

Next on the list would be no-bake cookies, or as most people refer to them as Bniwen. Just as the name suggests, Bniwen is a cookie made from ingredients that do not require baking, often consisting of ground nuts, ground biscuits or wafers, and either jam, caramel or chocolate to bind the dry ingredients together. The dough is then formed into the desired shape and coated in chocolate to be later decorated and adorned with different toppings. Bniwen and all other types of no-bake cookies were the Algerian women's way of avoiding waste. The recipe for this type of sweets is very flexible, often allowing the introduction of different components, and still resulting in satisfying outcomes, making it easy to make and economically ideal. Bniwen is for sure a staple for all cultural and traditional events in the Algerian household, making it yet another favourite, especially for its inclusion of chocolate.

Alongside the previously mentioned sweets, another much loved Algerian cookie is Algerian Sablés. A fusion of French colonial culinary influence and traditional

Algerian baking practices. These buttery cookies come in their traditional form of two biscuits with jam in the middle and powdered sugar on top, soft and delicate, just like the name suggests. They also come in their modern form, often being referred to as Sablé prestige, suggesting a refined version of the traditional cookie. These modernised ones share the feature of two Sablé cookies being joined together by different fillings, such as chocolate, caramel, and many other creative flavours and components. Usually, during the holy month of Ramadan and the highly anticipated occasion of Eid, is when the bakers of Algeria come up with yearly types of sweets varying in shapes and flavours, especially within this category of sweets. Just like the yearly fashion trends, there is always a kind of sweets that would be trending in this time of year, often featuring a new shape, flavours and baking technique invented by the Algerian artisans.

2.4.2 American Cookies in Algeria

American-style cookies, once a foreign item, have now become extremely visible and increasingly consumed in Algeria in recent years, especially among the youth demographic. The youth in Algeria is a large and growing segment that is constantly exposed to global trends displayed on social media platforms, making it the driving force of cultural and consumer shifts. The population of current young adults in Algeria are the generation that grew up with Western channels available on television and is the first to gain access to the Internet; with such exposure from an early age, influence is inevitable. Said influence is evident in today's society, going as far as defying deeply rooted traditions and customs (Lounes and Atoui). This has not only made foreign food items such as cookies more popular but also made them easily accessible by making them a desirable item, urging manufacturers and business owners to seize the opportunity and introduce American cookies to the Algerian market.

Due to the regular use of electronics and constant exposure to social media trends, companies all over the world use social media apps and social media influencers to help promote their products. Products like Air fryers raided the Algerian market after

going viral on TikTok through quick and easy recipe videos, showcasing the product as time-efficient and a healthier alternative to traditional cooking methods.

The promotion of foods and food trends is no different from that of any other product. A prime example of that would be popular trends that took the internet and the whole world by storm, such as the Dubai chocolate, freeze-dried fruit, matcha drinks, and the Crumbl cookies. Most of these trends started by social media creators tasting these food products, usually under the name of “taste testing”, a form of content where creators review food products and showcase themselves consuming the foods on camera while giving thorough reviews on the food they are testing. Not all foods go viral, but those that do often share similar qualities that trigger stimulation, urging people to continue pursuing content of said nature in pursuit of exposure that generates more profits for the creator and the owner of the product.

Within the Algerian context, many local brands and small businesses saw an opportunity with the popularity and high demand of these products, but their inaccessibility within the Algerian market and went on to create their own versions, turning the consumers' demand into a business opportunity. This process that turned the Dubai chocolate from a luxury experience only seen on screens to a normalised product in the average Algerian's diet and shopping basket is the same that made the American cookies a familiar food item to the Algerian individual.

2.5 The Cookie Market in Algeria

The cookie market in Algeria offers a glimpse into the country's growing food industry and its deeply rooted, yet ever changing eating habits, as it signifies an essential part of Algerian identity. As sweets and pastries, both traditional and modern, are a must in the average Algerian's diet, cookies are one of the many sweets that usually accompany the morning or the afternoon coffee of the Algerian person.

The regular consumption of cookies in general, and American chocolate chip cookies in particular, has opened doors for many brands to create their own version of the famous American treat in hopes of matching the demand on the market and making a profit off of the newly popularised food item. Considering the fact that authentic American chocolate chip cookies have certain specifications in terms of texture and consistency, these requirements cannot always be met through industrialised products. Therefore, artisanal businesses all over the country started introducing the American sweet into their menus, and others made American cookies their whole brand and main product offering a wide variety of flavours.

2.5.1 Industrial Cookies in Algeria

Currently, multiple Algerian food companies have introduced their own industrially-made version of the American chocolate chip cookies. New brands with different packaging, promising different qualities, are grazing the store aisles daily, further showcasing the demand for chocolate chip cookies in the Algerian market.

The most popular and most regularly consumed would have to be the cookies produced by Group Bimo, Palmary group and the biscuit company Qaada. While searching supermarket aisles and browsing opinions on social media, the cookies made by these companies are the most generally the most liked and consumed by the Algerian public. Group Bimo, dating back to 1981, was the first to release its vision of the American chocolate chip cookies, offering a wide range of flavours at a reasonable price, fit for the Algerian consumer ("Groupe Bimo"). Up next would be the Palmary group, with over 15 years in the field, which holds ownership of three of the most popular cookie brands on the market: Maxon, Regalo, and Kool are all subbrands under the Palmary Group. Despite being under the same production group, each of the subbrands presents itself with a different visual identity, taste and even price range, making it difficult to guess that they all fall under the same brand ("About us – Palmary Group").

Unlike Bimo cookies, the ones made by the Palmary group match the Western criteria for good quality chocolate chip cookies, since Palmary, as a brand, not only offers cookies and other biscuit types but also makes chocolate, which makes its cookies stand out from other brands by offering chocolate chip cookies with high-quality chocolate and a more distinguished taste urging people to regularly consume its products ("Chocolat – Palmary Group").

Another often highly recommended brand would be Qaada, a recently developed brand known for its good quality products, convenient packaging and affordability, making it another favourite, especially among the younger population. The chocolate chip cookies made by Qaada have been on the market for the least amount of time, contrary to those made by Group Bimo and Palmary Group, but have already secured a spot at the top with their strong resemblance to authentic American chocolate chip cookies and biodegradable packaging made from hard paper rather than plastic.

2.5.2 Artisanal Cookies in Algeria

In Algeria, artisanal food production occupies a large place within the country's food landscape. Specifically, in Tlemcen, where small-scale, skill-based preparations remain essential for local economies and consumption practices, bakery owners and confectionery makers often display a version of chocolate chip cookies on their counters. However, they rarely possess the qualities of an authentic American cookie and are rather closer to being plain, regular biscuits with chocolate chips. However, about two years ago, a shop named "Chookies" opened as the first official artisanal cookie shop in the city. Staying authentic to the name, the shop carries a variety of cookie types and flavours that actually fit the American cookie criteria. Formally introducing a foreign delicacy into a mainly traditional city proved that the globalization of different food items through media outlets really opened people's eyes and developed their taste palettes. Within two years, the shop performed very well and

moved on from mainly serving cookies to also including other American foods and concepts such as brownies, layer cakes, cinnamon rolls, and even the brunch concept.

Which as a term was first coined in England in 1895 by Guy Beringer in the Hunter's Weekly magazine. In his essay Beringer suggested for people to opt for a new, lighter and more sociable meal after Sunday church to be held between breakfast and lunch hours, for people to get over the Saturday night fatigue and to socialize better. Despite the word and the idea originating from this essay, the concept itself was institutionalized, developed and further popularized by Americans as a distinct meal occasion that often happens during less busier days and are more of a social event rather than a daily meal. Brunch meals are distinct by the unique combination of breakfast and lunch food items mixing sweet and savoury flavours resulting in the perfect meal for those with a busy schedule considering the time window and others with varied taste palettes and culinary preferences.

Perfecting these American food trend and developing various dishes and beverages to allow the Tlemcenien consumer the pleasure of experiencing flavours they only used to hear about has allowed "Chookies" to upgrade to an even larger shop and to establish themselves as the go to trendy spot in the city. Especially due to their strong presence on social media platforms and the constant staying up to date with whatever is trending around the world, they have managed to open the door and pave the way for newer cookie artisans such as "The Cookie Garden" with each business having its own niche and twist.

2.6 Conclusion

This chapter examined the emergence of American cookies, their development and their diffusion in Algerian against the traditional sweets, and how bot manage to exist within a cultural and economical dynamic. It began by outlining the historical background of American cookies and tracing their drastic evolution from domestic

backed goods by suburban American housewives to globally recognized products and multimillion companies and businesses. The chapter also addresses how the worldwide spread happened through both implicit and explicit mechanisms. Highlighting the role of media representations ranging from film and television to digital platforms in familiarizing global audiences with American snacking practices.

Shifting the focus to Algeria, the chapter analysed the perception, preferences and behaviours of Algerian consumers when it came to American cookies; Noting the deeply rooted traditions linked to Algerian cookies and the pride of Algerians when it came to confectionary making. It then went on highlighting the coexistence of the two parallel trends: the enduring cultural significance of traditional Algerian cookies and the newly established but steadily growing popularity of American-style cookies among the Algerian consumer, mainly the younger and globally connected demographic. The structure of the Algerian cookie market comprising both industrial production and the constantly evolving artisanal sector further revealed how global and local influences interact with the country's contemporary food landscape.

Overall, the second chapter presented that the current presence of American cookies in Algeria in all its different forms reflects more than a simple adoption of foreign tastes. Instead, it represents the result of media exposure and strategic marketing forces that feed the frequently evolving consumer practices and its link with cultural identity.

General Conclusion

General Conclusion

This research set out to examine how media influences conception, through the spread of American cookies in the Algerian society, shedding light on the interaction of global cultural flows and local consumer behaviours.

Based on the analysis provided in the two chapters, this study demonstrated that the presence of American cookies in Algerian is not an arbitrary adoption of a random trend but rather part of a broader process linking global media distribution, marketing practices and regularly evolving consumption patterns. The first chapter introduced the necessary theoretical groundwork to set this phenomenon in perspective. It went on to clarify how items in general and food products in particular can acquire symbolic value through repeated media representation and goes on to show how marketing strategies reinforce those influences by promoting specific lifestyles by creating value and making them appear desirable to get adopted as consumption habits.

The second chapter, applied these concepts to the case of American cookies. It traced their historical significance and development then outlined the mechanism that enabled their global spread. The analysis showed that media through film, television, digital platforms, and visual representation played a significant implicit role in familiarizing global audiences with American cookies often starting from a very young age. Food corporations rely on marketing strategies for their expansion through providing explicit channels of diffusion, further implementing their products into global consumer culture. The chapter also explored the Algerian context, highlighting the coexistence of traditional Algerian cookies among the increasing visibility of American cookies within the market. It also examined Algerian consumer preferences and perceptions as well as the components of the Algerian cookie market. Revealing how such coexistence is possible due to space created by global influences within a heavily traditional society.

Overall, the research demonstrated that the spread of American cookies in Algerian resulted from a mix of cultural exposure and commercial structured facilitated

General Conclusion

by media influence and eventually adjusted by local consumer patterns. So while American cookies may originate from a specific cultural context, their integration into foreign societies in this case the Algerian one reflects a deep complex of evolving consumption practices through marketing strategies and increased global visibility.

By investigating this topic, the study contributes to a better understanding of how media driven food trends get accepted and smoothly integrated into previously tightly guarded local cultures. It shows that consumption is not merely the result of availability. But of how availability itself comes after acceptance and demand shaped by the deeply rooted meanings constructed through media, further highlighting the persuasive nature of media marketing and the adaptability of local consumer preferences. Therefore, this research offers insights into the cultural dimension of globalisation and provides a foundation for future studies on media influence on food consumption and on cultural exchange in the Algerian context.

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