



The Role of Drop Shipping in E-Commerce: The Algerian Case

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ABSTRACT

During the recent years, e-commerce has been constantly growing in various industrial sectors. E-commerce has also changed the buying pattern of customers. E-commerce is a concept that has gained enormous popularity in recent decades. There are a multitude of variants and strategies of e-commerce such as drop shipping, which is renowned for its low cost and high efficiency. However, e-commerce is a new technology that is growing rapidly. It has the ability to create a truly global digital economy. In this research paper, the authors study the state of the drop shipping market for e-commerce in Algeria and the possibility to introduce new models by analyzing different aspects that can have a huge impact on the evolution of drop shipping in e-commerce in order to promote economic development in Algeria. To develop a better understanding, an exploratory study via a structured questionnaire intended for the general Algerian public drop shipper market was carried out.

KEYWORDS

Algeria, Business Model, Case Study, Drop Shipper, Drop Shipping, E-Business, E-Commerce, Economic Development, ICT

1. INTRODUCTION

The last decade has seen the development of Information and Communication Technologies (ICTs) in particular the Internet. This technological evolution has caused profound changes in the economic environment for companies and the birth of a new economy or a new market called the “virtual market” (Medjani, 2017; Alba et al. 1998). The advancement of ICT’ has influenced human conduct and profoundly changed the business condition. It is considered as a deadly marketing sin in the firm that has not used innovation (Kotler, 2004). The rise of e-commerce is considered as the genuinely progressive effect of internet transformation (Alyoubi, 2015; Drucker, 2002). Otherwise, e-commerce viably eradicates the need for enormous speculations or costs on the physical foundation to build up a global presence which has prompted an upheaval in the manner in which business is around the world (Drucker, 2002; Kamalapur & Lyth, 2020). Besides, technology gave drop shipping new opportunities that now drop shipping moved from traditional business to online business. The old

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retail fulfillment process changed to online and more competitive advantages against traditional methods (Israfilzade, 2017; Chen et al. 2018).

Likewise, e-commerce can possibly increase the value of businesses and consumers in developing countries than in developed countries (Arnold & Quelch, 1998). For (Chaabna & Wang, 2015; Yousefi, 2009), e-commerce means different things to different people, rendering a clear-cut definition somewhat problematic. According to (UNDP, 2005), developing countries should embrace e-commerce wholeheartedly as it will enhance their economic and social development, lead to gains in commercial productivity, lower the operating costs of businesses and enhance the level of domestic integration with international markets.

Nowadays, the world is facing a global pandemic reported by the WHO (World Health Organization) due to Covid-19, while thousands of infections and deaths are reported daily (Galanakis, 2020). For (Forbes, 2020), Covid-19 accelerated e-commerce growth “4 to 6 years”. Coronavirus drastically changes the behavior of humans, the nature of trading, business, and even the way of life. “Study says that online purchasing trends formed during the pandemic may see permanent adoption”, Taylor Schreiner, Director, Adobe Digital Insights, said in a statement. “While BOPIS (Buy Online, Pick up In-Store) was a niche delivery option pre-pandemic, it is fast becoming the delivery method of choice as consumers become more familiar with the ease, convenience and experience”¹. (Shahzad et al. 2020) investigated the Covid-19 impact on e-commerce usage in the Malaysian healthcare industry through the Technological, Organizational, and Environment (TOE) model. Another study was conducted by (Bhatti et al. 2020) in order to determine the e-commerce trends in coronavirus predicament as well as how imminent progress in e-commerce might affect consumer behavior in the future. The authors claimed that e-commerce is become a substitute source and considered top in this condition.

Algeria is the tenth-largest country in the world by land area and has a population of approximately 45 million. Currently, the Algerian government gives more attention to non-oil sectors, such as e-commerce, which is very important because such sectors exert a great influence on economic growth and have long-term benefits (Lange, 2012). In Algeria, there is a lack of literature that explores the dissemination of e-commerce and defines the most critical imperatives that prevent the improvement of e-commerce in the nation (Chaabna et al. 2004). Many questions still being asked when discussing the development of e-commerce in Algeria, experts agreed to verify the environmental, economic, psychological, social, and technical variables to identify the main challenges causing this gap in the development of the digital economy (Makhlouf & Belattaf, 2013). Algerian citizens, despite everything, still do not trust online sales, from one perspective concerning the quality of the item offered, and then again, concerning the delivery because of a paranoid fear of scams (Jankar, 2004). According to an interview carried out by Faouzia Ababsa² journalist in an economic bimonthly *L'Eco* with Djamel Bendjaber³, “Study says the e-commerce practiced in Algeria does not really meet the basic criteria of real e-commerce as its name suggests and this from the moment where there is no electronic transaction”. In most studies in the literature, we have found a little study that examines the state of e-commerce in Algeria or defined the main factors for successful development. Moreover, the purpose is to give a first exploratory study of the determinant of the adoption and use of drop shipping in e-commerce. Therefore, the challenge for the Algerian managers elaborating adapted drop shipping in e-commerce strategies for the Algerian market to meet potential customers' expectations.

Therefore, the research questions addressed here are: Is e-commerce in Algeria purely electronic? What is the future of e-commerce in Algeria? Can e-commerce be considered as a way of future economic and social development in Algeria? Is it possible to introduce new e-commerce models in Algeria? Can drop shipping be the real start of being a pure player in Algeria? What are the real challenges?

To answer the above questions, we devised this paper into two parts, a theoretical one to understand the concepts and their meanings and a second part where we will analyze the results of a survey that

was ousted online, which aims to measure indices in order to provide answers that will be useful for the application of drop shipping in e-commerce and its different formulas in Algeria.

2. THEORETICAL BACKGROUND

2.1. Electronic Commerce (E-Commerce)

There is no universal definition of e-commerce because of the evolution of elements surrounding this concept. The Organization for Economic Co-operation and Development (OECD, 2019) defines e-commerce “as the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”⁴. E-commerce is a term for any type of business or commercial transaction that involves the transfer of information across an electronic network, primarily the Internet (Boyaci & Baynal, 2016, Du et al. 2010). The expansion of e-commerce has allowed the role of paper money and conventional payment to flourish in electronic payment, where money has been the main means of settling financial transactions (Cheriet & Ghanem, 2018; Morganti et al. 2014). For (Bylok et al. 2019; Rainer & Cegielski, 2012), e-commerce is a process of selling, buying, exchanging, or transferring services, products, and/or information via computer networks. Additionally, Chaffey (2009) considers e-commerce as “all electronically mediated transactions between an organization and any third party”. For (Gunasekaran et al. 2002), e-commerce is possibly the most promising application of information technology and revolutionizing supply-chain management and has enormous potential for manufacturing, retail, and service operations. (Kotabe et al. 2008) used the term e-commerce broadly to refer to exchanges culminating in transactions between buyers and suppliers based on computer and information technology. Otherwise, (Szymkowiak & Garczarek-Bak, 2018) systematized knowledge of factors, which the customer (male or female) is guided by during the process of purchasing products online. While examining the significance of gender in e-commerce. According to (Dhingra et al, 2020; Turban et al, 2018; Maheshkar, 2017), e-commerce refers to the buying and selling of goods over the internet. Online businesses are classified as Business-to-Business (B2B), Business-to-Business (B2B), Business-to-Customer (B2C), and Business-to-Customer (B2C) (Lakhdari et al. 2020; Boateng et al. 2011). Today, B2B electronic commerce is a key method for negotiating and servicing contracts, marketing, and the implementation of supply chain processes (Samiee, 2008; Liu & Arnett, 2000). In this sense, Table 1 represents some definitions conducted by the OECD to explain the meaning of e-commerce.

The benefits of e-commerce for organizations can be summed up in one statement (e-commerce can make deals and cut spending) (Schneider, 2011). The influence of e-commerce will make a profound impact on each aspect of human society. For (Jennex et al. 2004), the list of e-commerce

Table 1. Definitions of E-Commerce

Definition	E-Commerce
(US Census Office, 2018)	“E-commerce might also include sales where the price and terms of the sale are negotiated over the Internet, a mobile device (m-commerce), extranet, EDI network, e-mail, or other comparable online systems” ⁵ .
(Canada Statistics, 2016)	“All sales of goods and services in which the order is received and the commitment to purchase is made via the Internet, although payment can be made by other means” ⁶ .
(WTO, 1998)	The WTO defines e-commerce as: 1) The provision of Internet access services, 2) electronic delivery of services and 3) the use of the Internet as a channel for distribution services, by which goods and services are purchased over the Internet, but delivered to consumers subsequently in non-electronic form” ⁷ .

infrastructure success factors and attributes are a reasonable indicator of the potential success of startup B2B e-commerce ventures in a developing economy. Although the study done by (Rosa & Malter, 2003) discusses embodied knowledge types and their role in how consumers mentally simulate products and services focus on e-commerce applications.

2.1.1. International Regulation of E-commerce

Countries desiring legislation for e-commerce must first comply with The Model Law on Electronic Commerce (MLEC) adopted by the United Nations Commission on International Trade Law (UNCITRAL) in 1996, providing legislative texts to enable the use of electronics in conducted commerce; the MLEC formulated the founding elements of modern e-commerce law as the principle of non-discrimination, technological neutrality, and functional equivalence⁸. The fundamental principles of non-discrimination: a guarantee that a document will not be deprived of legal effect, validity, or binding force solely because it is in electronic form. The principle of technology neutrality: obliges the adoption of neutral provisions with regard to the technology used, taking into account the speed of technological progress. Besides, the principle of functional equivalence: sets out the criteria according to which electronic communications can be considered equivalent to communication on paper medium, is, therefore, the legal equivalence between paper and electronic.

The aim of the UNCITRAL model law for e-commerce is to facilitate e-commerce by providing national legislators with a set of internationally acceptable rules aimed at removing legal obstacles and increasing legal certainty in this regard. Type of trade, in particular, aims to overcome the obstacles resulting from the legal provisions which the parties cannot conventionally derogate from by offering equal treatment to information on paper and promoting the efficiency of international trade.

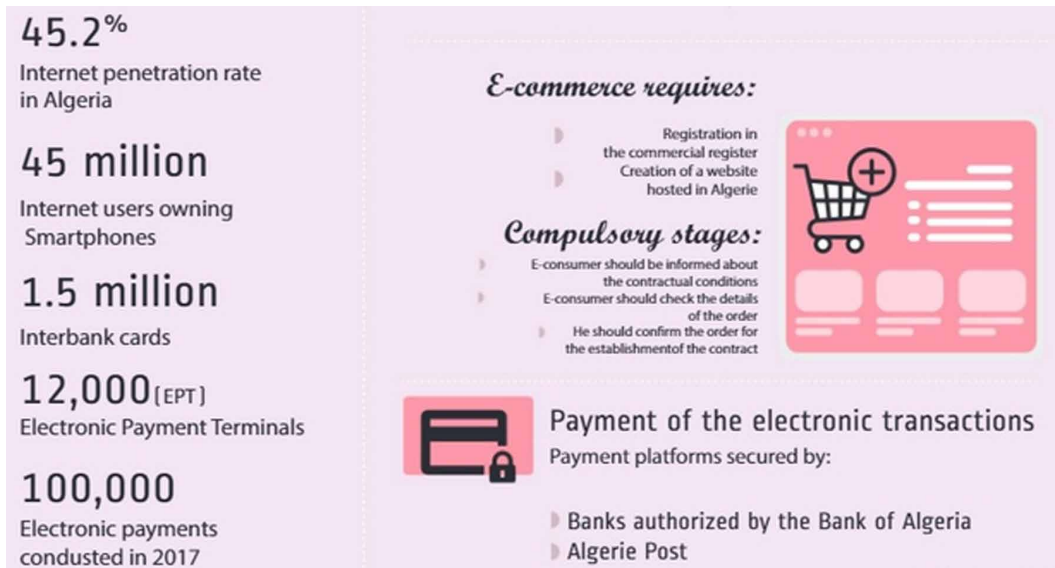
2.2. The Reality of E-Commerce in Algeria

In most literature, e-commerce is today a vector of growth, productivity, and competitiveness, both for the company, the individuals, as well as for the country itself in its general operation. Its transversal nature impacts all sectors of the economy. It is also at the origin of the new innovative sectors and has become a mode of exchange with implications that go far beyond information and communication technologies as we know them. In this context mentioned above, the Algerian e-commerce market is in continuous growth thanks to the development of 3G and 4G mobile internets and the strong penetration of smartphones among the Algerian population. Regarding e-commerce readiness, Algeria is ranked 10th among African states and 97th worldwide according to UNCTAD's B2C E-commerce Index 2017⁹ and 2018¹⁰. The Algerian Parliament passed a law in February 2018 establishing the country's first regulation on e-commerce. As such, online marketplaces will have to host their websites in Algeria and need to be listed in the country's commercial register. Given that the e-commerce law states that "Any e-supplier is required to keep the registers of commercial transactions as well as their dates and to transmit them, by electronic means, to the national center of the commercial register, an executive decree setting out the procedures for keeping and transmitting registers of electronic commercial transactions to the national center of the commercial register which comes into the application of this article "25" was published in March 2019 (OJ n°.19-89 of March 05, 2019)¹¹. The purpose of these regulations is to encourage greater use of e-commerce by breaking down barriers and to boost consumer confidence by clarifying the rights and obligations of businesses and consumers. Moreover, Algerian law does not allow citizens to purchase goods from outside the country and the government has recently declared that they do not intend to open their e-market to foreign companies in order to preserve the national economy and sovereignty.

With the intention of boosting e-commerce in the country, the government is seeking to increase internet penetration rates. While the first Algerian online marketplaces emerged in 2009, e-commerce started to take off in 2014 with the arrival of Jumia, Ouedkniss, and lastly Facebook, which remains the largest general online retailer in the country. In contrast, the global leaders Amazon and AliExpress

do not have a presence in Algeria, many intermediary companies offer transshipment services for orders coming from these websites (See Figure 1).

Figure 1. E-commerce in Algeria by APS (Algeria Press Service)



Eventually, the opportunity of e-commerce in Algeria can be linked to the virtues of trade openness on growth highlighted by numerous studies (Kim, 1999; Brika, 2010). In addition to its financial impact through the balance of the payments, trade is then presented as an important vector of technology transfer.

2.3. Drop Shipping

Cambridge dictionary defined drop shipping as an arrangement in which a wholesaler sends goods directly to customers at the request of businesses who advertise and sell the products but do not stock them physically¹². Formally, the function of drop shipping includes both the retailer who proceeds the drop-ship order and the supplying entity that provides drop shipping services by filling the order for the e-tailor (Israfilzade, 2017; Scheel, 1990). The drop-shipping operation has been adopted by more and more internet retailers. The biggest advantage of drop-shipping is that inventories are centralized at the supplier (Zeng et al. 2020; Gan et al. 2010). For (Peinkofer et al. 2018), the use of drop-shipping strategies is the practice where end-consumer orders are fulfilled directly from upstream suppliers upon a retailer's request, which has grown in popularity. In the study done by (Yu et al. 2017), the Internet has presented a few new business methods that improve traditional business models, including digital marketing for which the Internet provides efficient platforms with fewer geographic boundaries and drop shipping. Besides, the mix of the physical idea of drop shipping with the data combination made conceivable by the Internet settle the issues that earlier limited the implementation of drop shipping. In the marketing literature, drop shipping is determined as "a marketing function where physical ownership of goods sold sidesteps intermediaries, while the name through all the parties concerned" (Israfilzade, 2017). For (Khouja, 2001), the drop shipping system is a feasible option in cases of stock shortages for the retailer while the orders are completed. For (Shi et al. 2020), drop shipping contract is now increasingly used to fulfill orders from the online channel in addition to the traditional wholesale contract. Similarly, drop shipping is a method of e-commerce where an online

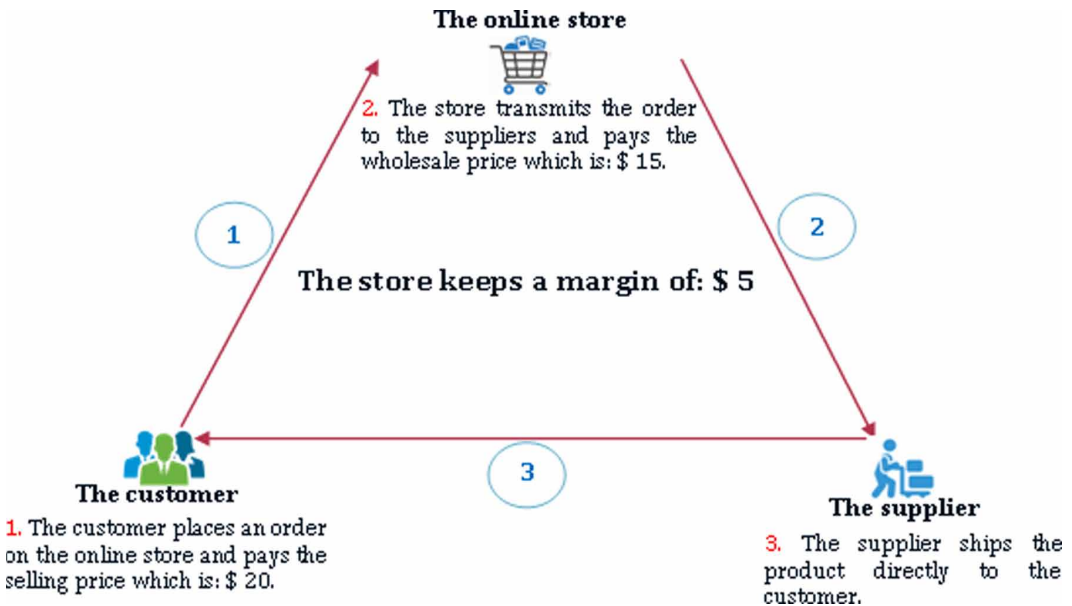
store sells products to consumers, but the merchandise moves directly from the wholesaler to the final consumer without being handled or stored by the retailer (Ayanso et al. 2006).

In this respect, we will review the studies related to drop shipping in online retailing. The following studies are related to our research in drop shipping. According to (Ma et al. 2017), drop shipping is a recent order fulfillment approach where the retailer does not keep goods to sell in-store but instead, displays products on his/her company website. Drop shipping seems to be a good option to sell products in addition to physical stores. Furthermore, both types of products, either sold in-store or on the Internet can be returned by consumers, with often a higher return ratio for those purchased on the Internet (Ma et al. 2017). Another study that was conducted by (Chen et al. 2018) in order to develop a continuous review inventory model for an online retailer to solve the product placement and inventory control problem by allowing the online retailer to use drop shipping option when a shortage occurs during the lead time. As well, drop shipping is a straightforward business model that requires store owners to work closely with their distributors. Another study by (Singh et al. 2018) has discussed the value and role of e-commerce in the global economy. The authors have focused to introduce an e-commerce business model and how to set up a successful e-commerce business through drop-shipping. Li et al. (2020) have performed a game-theoretic analysis of the drop shipping strategy of a retailer under two practical dual-channel supply chain structures, namely, manufacturer-owned and retailer-owned online channel structures (MOS and ROS). Furthermore, (Bailey & Rabinovich, 2005) developed an analytical model for Internet book retailing, where both in-house inventory and drop shipping options can be used to fulfill customer orders. Ma et al. (2017) studied the mixed strategy of deploying drop-shipping and holding inventory in a dual-channel supply chain by formulating a newsvendor model with different return rates, deriving the optimal conditions and the optimal expected profits under a general demand distribution. Yao et al. (2008) developed an online retailer-dominant Stackelberg game model based on a drop-shipping delivery system, consisting of one supplier and one online retailer, to study the interaction between profit sharing and delivery quality. As well, Khouja, (2001) formulate a model to identify the optimal mix of in-house inventory and drop-shipping to meet customer demand, where the capacity of the drop shipping option is unlimited. Drop Shipping has several advantages (Fang & Han, 2019; Khalil, 2017):

- **Less investment is needed:** Without a doubt, the biggest advantage of drop shipping is that it is possible to start an e-commerce store without investing a large number of dollars in inventory (Hayes & Youderian, 2013). Traditionally, retailers have had to find the right investments to obtain inventory. With the drop shipping model, you don't need to purchase an item; at least you officially completed the transaction and were paid by the customer. Without large stocks, it is possible to start an effective drop shipping business with a little money.
- **Positive Cash Flow:** Since the customer pays you before the product is delivered, you will have positive cash flow from the flow cycle. If you develop a good relationship with a supplier, some will delay your payment from 30 days to 90 days (Pierce, 2014).
- **Flexibility in a location:** Drop shipping should be possible from anywhere, as long as you have network access (Hawk, 2016). You simply should have the ability to interact with your customers and suppliers. Both as an entrepreneur who sells physical products make use of drop shipping services to enable location independence (Daniel et al. 2014).
- **Manage demand imbalance:** Since retailers cannot forecast demand with confidence, they should keep an inventory to cover the unpredictability of demand, retailers with smaller demand must maintain substantial quantities and have transportation costs higher, as customer demands fluctuate at the retailer level, it is more beneficial for retailers with minor demands not to keep physical objects (Mathien & Suresh, 2015).
- **Private Labeling:** The rapid growth of drop shipping business worldwide, giving rise to the possibility of using private label products as part of their portfolio.

In most studies, drop shipping involves selling products through your online store, which are then fulfilled directly by the supplier. The use of drop shipping to satisfy demand among e-commerce retailers has been one of the main advantages of doing business on the Internet¹³. As a business model, drop shipping has online retailers marketing products, and manufacturers and distributors fulfilling orders, shipping directly to customers. In the context mentioned above, drop shipping is a simple formula of e-commerce that can be resumed in a few steps only (See Figure 2).

Figure 2. Steps of Drop Shipping Model (Ortiz, 2019)



In the drop shipping business, a vendor receives the order on an online platform (a marketplace or an online store). Further, he conveys the order to the supplier, who then fulfills it to the customer directly. In addition, the theoretical background above led us to conduct various information's about drop shipping and its characteristics. The drop shipper majorly spends his earnings on marketing advertising and managing their online presence. From our perspective, a drop shopper should follow these 4 elements to protect the image of the drop shipping model that is 100% smart, efficient, and pure player (See Figure 3).

Eventually, drop shipping can likewise be an extraordinary instrument to help expand your stock and test items since it is just simply a question of adding the new item to your online store (Israfilzade, 2017). According to (Ibanez, 2019; Youderian & Hayes, 2013), the vast majority of suppliers will accept payment in one of two ways:

1. Credit Card: Most suppliers will require you to pay by credit card. Once you've established a thriving business, paying with credit cards is often still the best option.
2. Net Terms: The other common way to pay suppliers is with "net terms" on the invoice. This simply means that you have a certain number of days to pay the supplier for the goods you've purchased.

Figure 3. Drop Shipping Crucial Elements (Israfilzade, 2017)



3. METHODOLOGY

As aforementioned, we scarcely have empirical studies on drop shipping for online retailers in Algeria. To answer our research problems, we opted for the analytical research methodology with quantitative research using survey and statistical techniques. The Algerian drop shipper population that supports e-commerce retailers is not very large. For this reason, the table below summarizes the survey information (sample size and survey diving) using in this methodology research (see Table 2).

In the context mentioned above, we have developed a questionnaire intended for the general Algerian public in order to identify the opinion and the exceptions of the Algerian consumer in online shopping and to have a better understanding of what will work better for the consumer in terms of e-commerce in Algeria. The strategy for the design of the structured questionnaire has an inductive character, because we have observed a set of factors and then classified them and proceeded to include them in the questionnaire to be able to contrast them with the results of the interviews conducted with the Algerian public. Moreover, all the responses recorded in the pre-specified format with respect to the instrument used in this study. Furthermore, we are trying through this survey to get to know more closely the e-commerce situation in Algeria and to provide more details on the obstacles hindering the online purchase also the factors likely to motivate the development of e-commerce and to understand Algerian consumer behavior with regard to e-commerce and to analyze the possibility to introduce new models of e-commerce in Algeria.

Table 2. Survey information of analytic research methodology

Target Population	Large Algerian public
Sampling Method	As sampling frame is not available, we used Convenience Sampling.
Sample Size	397 completed questionnaires 375 accepted and 22 rejected.
Survey Diving	Administration mode: Online survey It is the adequate mode for this study as the target population is online. Length: 20 days.

4. EMPIRICAL FINDINGS

4.1. Population/Sample Identification

In what follows, we will present the characteristics of our sample. The sample is made up of 397 people. Respondents were not subject to any specific conditions. Also, they were chosen at random. Stratified random sampling is used for data collection. In convenience sampling, respondents can be selected on common factors/attributes i.e. age, sex, education etc. As per the objective, we then give the composition of the demographic profile of the respondent with common factors/attributes:

1. Our sample consists of 64,5% (or 254 women) and 35,5% (or 143 men).
2. 71,6% (or 284) of respondents are between 16 and 29 years old, 26,6% (or 105) of respondents are between 30 and 49 years old, 1,5% (or 6) of respondents are between 50 and 65 years old and 0,3% (or 1) of respondents are more than 65 years old.
3. 43,9% (or 171) are employees, coordinators, managers and supervisors, 41,9% (or 166) are students, 13,2% (or 52) are unemployed, 6,1% (or 25) answered “Other” and 0,5% (or 2) are retired.

Indeed, the obtained results in this study are relevant in qualitative terms because we received responses from persons occupying different roles in our society providing drop shipping (employees, managers, etc..), the vast majority of the interviewees were managers, coordinators and supervisors (almost 44%). The questionnaire took the frequently used Likert Scale with five levels ranging from strongly disagree, disagree, neutral, agree, and strongly agree for subjects to choose from according to the real situation.

4.2. Reliability of Measurement

In the instrument of data collection, the questionnaire uses 39 items to check drop shipping in e-commerce. In theory, reliability is the overall consistency of a measure. A measure is said to have high reliability if it produces similar results under consistent conditions. For this, Cronbach’s alpha performs the function of the reliability of measurement. In this study, we have computed Cronbach’s Alpha coefficient values to test the reliability and inter-item consistency of the constructs used in this study i-e drop-shipping in e-commerce. The reliability of the scales is estimated by using the Cronbach’s Alfa coefficient values following Table 3 and the survey results are shown in Table 4.

4.3. Frequencies

According to our survey results 57,5% (or 296) have already bought from the Internet and those respondents used several payment methods to buy from different websites, which 64,4% (or 204) bought from Algerian sites, 9,1% (or 29) from foreign sites, 18% (or 57) from both and 8,5% (or 27)

Table 3. Cronbach's Alfa coefficient values (Jain & Angural, 2017)

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4. Survey Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.960	.958	39

ignore the origin of the site. The tables below show some frequencies that we conducted from our survey via a descriptive analysis (See Table 5, and Table 6).

Moreover, we have obtained other frequencies concerning the obstacles that consumers encounter in online shopping in Algeria, of which 64.3% (229) do not trust e-commerce in Algeria (see Table 7).

The final question of our survey was about the awareness of drop shipping to the Algerian consumer, as we found that 82% (or 309) didn't know the meaning of the term. In this field of research, the interviews that were conducted with women Algerians during this study confirm who notes that women innovate without knowing. Besides, the behavior of women is characterized by perseverance, optimism, willingness, courage, and confidence. These qualities often allow women to innovate by their ability to take risks in this context, to transform their ideas into successful projects, and to achieve their goals.

4.4. Analysis of Drop Shipping in E-commerce

With regards to the characteristics of drop shipping providers in Algeria, it should be noted that in almost the majority of the cases they were small businesses that are dedicated to providing the drop

Table 5. Payment Mode Frequencies

		Responses		Percent of Cases
		N	Percent	
Payment Mode	Credit Card	57	13,3%	18,4%
	Postal Credit Card	96	22,3%	31,1%
	Cheks	7	1,6%	2,3%
	Cash on Delivery	245	57,0%	79,3%
	Paypal	25	5,8%	8,1%
Total		430	100,0%	139,2%

Table 6. Place of online purchase Frequencies

		Responses		Percent of Cases
		N	Percent	
Place of Online Purchase ^a	Amazon	36	7,1%	11,5%
	AliExpress	57	11,2%	18,3%
	Jumia	172	33,8%	55,1%
	Ouedkniss	84	16,5%	26,9%
	Banggood	5	1,0%	1,6%
	eBay	11	2,2%	3,5%
	Eshop	5	1,0%	1,6%
	Other	139	27,3%	44,6%
Total		509	100,0%	163,1%

Table 7. The obstacles that consumers encounter in online shopping in Algeria Frequencies

		Responses		Percent of Cases
		N	Percent	
The obstacles that consumers encounter in online shopping in Algeria	Payment problem	134	21,1%	45,6%
	Late delivery	154	24,3%	52,4%
	Concern about the protection of personal data	88	13,9%	29,9%
	Product delivered damaged or not in accordance with your order	190	30,0%	64,6%
	Lack of information on the provider, warranty and consumer rights	68	10,7%	23,1%
Total		634	100,0%	215,6%

shipping service for products such as traditional crafts, cosmetics, accessories, and sewing from other suppliers.

In the same way, we can add that the main reasons for drop shipping providers to provide this service is to make an investment and increase the market they can service, above any other reason, such as knowledge of the sector in which they operate (See Figure 4).

According to e-commerce strategies elaborating by Algerian managers to meet potential customers' expectations, the importance of services for virtual stores in the activities of drop shipping companies is very high, in addition to having a growing presence. In fact, one out of three drop shipping providers attributes more than 65% of their invoices to their train regulation shipping services, and the annual growth of this type of service registers a very important trend (See Figure 5).

In our study: traditional crafts, traditional food, sewing, clothing, footwear and accessories are the products most purchased by female users also women buy 7% faster than men and prefer to see more images of what they will buy than product descriptions. In this year during covid-19, 75% of women surveyed bought most products online in the past 8 months. As a result, we notice that due to the emergence of social networks, more women are engaged in e-commerce, which provides the opportunity to easily and effectively communicate, like, and provide feedback on products. Moreover,

Figure 4. Reason for drop-shippers to provide this service to e-commerce retailers

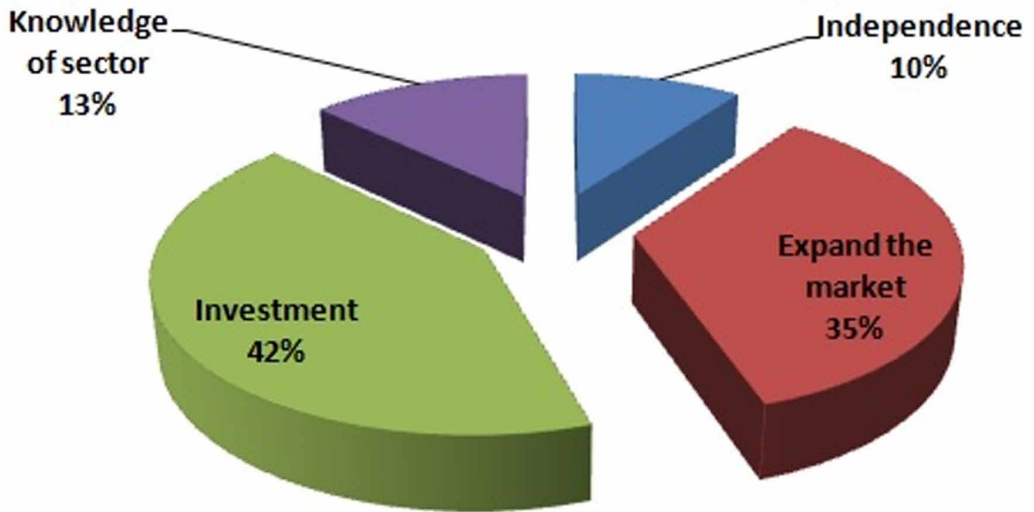
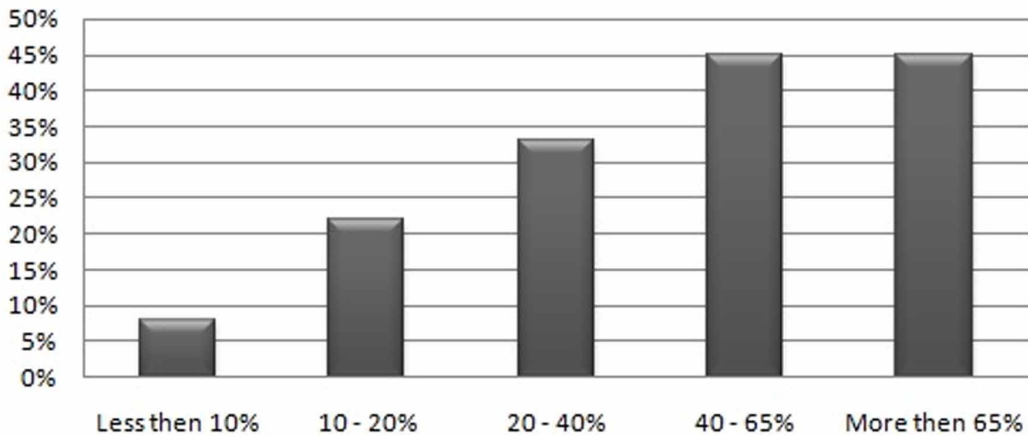


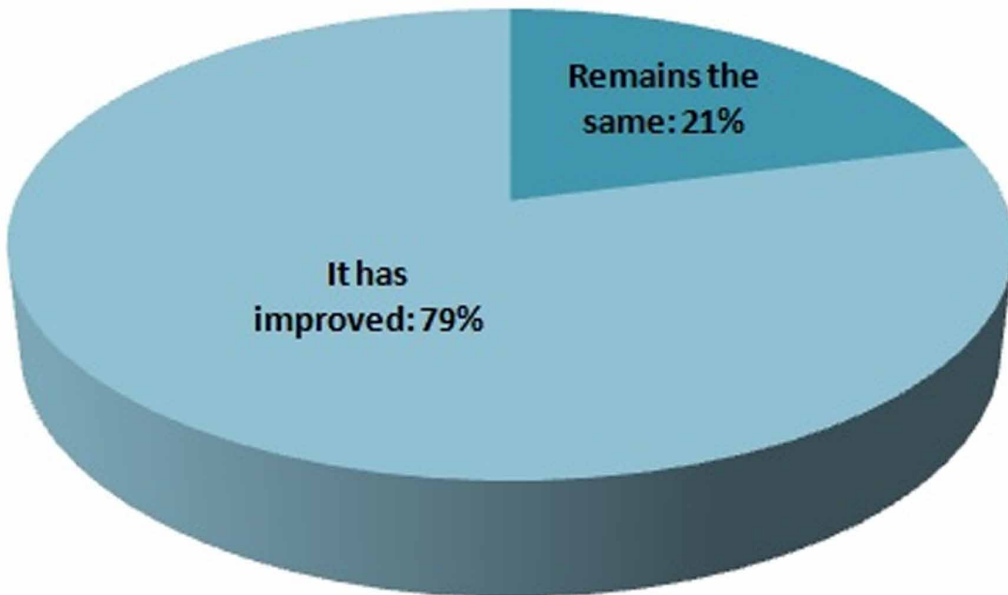
Figure 5. Dropshipping service as a percentage of company invoicing



Algeria's interest in contracting has led policymakers to establish many mechanisms that allow for the integration of women into economic activity. Among these mechanisms are various purchases and sales via the internet (e-commerce).

According to the discussion we started with experts and conscious of the situation surrounding this type of business, Algerians dropshippers state they are achieving improvements in customer delivery service quality (80%). At the same time, they do not show much interest in improving pricing which they push to e-commerce stores (See Figure 6). In summary, dropshippers focus their efforts on offering the best customer service, accomplish immediate deliveries and properly handle returns. In contrast, they widen their product catalogue and its quality leaving pricing strategy in the last position within their improvement plans.

Figure 6. Dropshippers' perception of customer delivery service



5. DISCUSSION

Several findings emerge from our study. First, we have seen in the theoretical background the beginning of the legal framework of e-commerce and drop shipping in Algeria, but it has not really impacted the evolution of electronic payment in Algeria, as it was demonstrated in the table of payment mode frequencies 57% (or 245) of our respondents have had affair to cash on delivery which is an important number, that explains the lack of being a pure player in Algerian commerce. Moreover, even though we confirmed that the Algerian consumer bought online from several websites like Jumia, Ouedkniss, Tidjara Market, Guidini and others. These websites are certainly available online but the activity of e-commerce is partial due to several reasons which slows down their evolutions in Algeria. As well, we have obtained a very high percentages about the following obstacles like payment problem, late delivery, concern about the protection of personal data, product delivered damaged or not in accordance with your order, lack of information on the provider and warranty and consumer rights (See Table 6 in above). These results can explain why 64.3% (229) don't trust Algerian e-commerce as. In summary, we have got pretty interesting answers of 18% (or 69) respondents explaining what does the term drop shipping refers to them, even if it is a small amount of people but we think it is still important to know that out there, people are getting knowledge and doing researches to fill the gap that Algeria have in e-commerce. Finally, the present study findings have important managerial implications and illustrates a more complete strategic vision and for some Algerian responsible and managers of fundamental importance, which might not be so well-known by persons in other positions in the Algerian organizations. In fact, it provides Algerian managers with variables to take into consideration when developing e-commerce; the focus should be on designing useful drop shipping that is easy to use. The growth of e-commerce has many advantages over traditional or brick-and-mortar stores, including greater flexibility, better market coverage, lower cost structure, faster transactions, wider product lines, more great convenience, and personalization. New technologies can, for example, allow instant contact with suppliers or the electronic sharing of information between buyers and sellers. These types of information sharing can promote coordination between different actors in the supply chain, thereby reducing transaction costs. Finally, to ensure drop shipping in

e-commerce success, financial and regulatory issues must be tackled. As well, the government must be convinced of using this technology in the business environment in order to achieve its aims (e.g. sustainable development).

6. CONCLUSION

The development of successful e-commerce and building an effective platform relies largely on a number of different factors and presents a real opportunity for developing countries. Through our study, we have made a follow-up to the studies that have already been provided on e-commerce in Algeria in order to detect the factors which hinder the development of e-commerce in Algeria. Many factors are still unclear and the legal situation has not really impacted the evolution of electronic payment which remains very necessary for any activity related to digital development. If the conditions are favorable, a modest model of e-commerce could be introduced to embrace a new era of digital development such as drop shipping, this model is very safe for SMEs in terms of profitability, minimization of risks and high profit, it only requires competition in order to reduce wholesale prices, a purely electronic transaction to keep the flow of cash always positive, and an average knowledge in computer sciences, digital marketing, and the will to be a leader in a pure player environment.

At the end of this research, we found that the perception of risks in online shopping and the lack of confidence in electronic modes of transactions constitute essential brakes to the development of e-commerce in Algeria. We can thus deduce that the risk and trust factors are intrinsic to the proper development of digital culture. While e-commerce in Algeria is still in its initial stages compared to other developing countries, there is great potential for rapid and sustainable growth in the coming years. Despite the fact that Algeria knows about the job that can be played by ICT and online business in the financial advancement, yet this mindfulness just as the reactivity for the usage occurred in an unexpected way. The greater part of North African nations namely Egypt, Morocco, and Tunisia has gained noteworthy ground in the region of online business since they thought about it as a significant segment of their ICT methodologies (Chaabna & Wang, 2015).

This study has some limitations – 1) sample is small, and 2) all the respondents are non-randomly elected. This limits the extent to which issues can be generalized. For overcoming these limitations, samples were formed with the individuals who had the prior experience of e-commerce.

Conflicts of Interest

We wish to confirm that there are no known conflicts of interest associated with this publication and there has been no significant financial support for this work that could have influenced its outcome.

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