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**Language Dynamics in E-commerce: The Use of French in Algerian
Online Transaction in Comparison to English**
Language Contact, MLF, Labov's Speech Community

A Dissertation Presented in Partial Fulfillments for the Requirements of a Master's Degree in
"Linguistics"

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DEDICATION

To my Beloved Father, who raised me with the best upbringing and whom I am really proud of being his daughter

To my Dear Mother, who loves to take care of me despite my age

To my only Sister, who support me financially and emotionally

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ABSTRACT

Due to Algeria's historical and cultural ties to France, it is customary in the commercial world for Algerian e-commerce to use French. Therefore, the current study aims to investigate the language dynamics and preferences of Algerian consumers and e-commerce businesses in the context of online transactions. A specific focus will be on the French language use as we will look at whether using this language may help draw in and keep customers; or if it has no significance. Through the use of a mixed-methods approach, the study combines between the qualitative and quantitative methodologies, the quantitative component is comprised of online interviews, while the qualitative component is comprised of both interviews and an analysis of eight exchanges between buyers and sellers. 18 individuals participated in the study: 8 sellers from two different companies, including 5 females and 4 males. The analysis of the conversations was based on theories and models of language contact, the Matrix Language Frame (MLF), and Labov's speech community theory. In conclusion, it appears that the current use of French in 2024 can attract Algerian customers, which means that the hypothesis has been confirmed.

Keywords: French, e-commerce, online transaction, Algerian customers, seller and buyer.

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List of Acronyms

E-commerce: Electronic Commerce

EDI: Electronic Data Interchange

CS: Code Switching

MLF: Matrix Language Frame

L1: First Language

L2: Second Language

A.A: Algerian Arabic



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General Introduction

Online sales and purchases are becoming quite common in Algeria. It is similar to having an online store where customers may make purchases whenever they desire and from whatever place they like. The economy is expanding and things are working differently thanks to this new business model which is about using the internet to make purchases and sales; and this is what is called e-commerce.

However, language has a huge impact on this virtual environment, as demonstrated by Brown (2011) "*Language is the road map of culture. It tells you where its people come from and where they are going*" (Brown, 2011, p.20). Thus you can imagine how frustrating it would be to try to shop on a website where you do not understand anything? that is where the French language comes in. It is more than just a language in Algeria; instead it is a common tongue that binds everything together. And it is likely that a significant amount of a given Algerian e-commerce website will be in French because the majority of people are accustomed to and familiar with.

But why knowing French is so crucial? Several interesting questions arise when one considers the crucial role that French plays in Algerian e-commerce which are as follows:

- Is French a good way to draw in and help attract customers?
- Might English replace French as the primary language of Algerian online commerce?
- are there historical or cultural factors for the adoption of French, or is it only a matter of personal?

As an attempt to answer the questions above, we hypothesize the following:

- French is widely used and well-known among Algerian consumers it can draw in business
- English will not displace French as the predominant language in Algerian e-commerce by 2024, considering French's deeply ingrained status in both the corporate and cultural spheres.
- The adoption of French is influenced by historical and cultural factors rather than solely individual performance metrics.

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Therefore, by investigating these research questions and the hypotheses that go along with them, we can learn more about the intricate interactions that occur between language, culture, and commerce in the Algerian web commerce market.

And since it is obvious that a study cannot be conducted without a predetermined goal, this thesis seeks to explore the complex interplay among linguistic preferences, cultural influences, and consumer behavior. The main goal is to determine whether the influence of French has the capacity to draw clients to online platforms. It also seeks to investigate the position of English in Algerian e-commerce, especially in comparison to the historically dominant function of the French language. Additionally, the study aims to explore what are the historical and cultural elements that have influenced Algerians' decision to embrace French. Through the analysis of these variables, this research will provide light on the complex interactions between language, culture, and consumer behaviour.

However, this study is designed to address more than just those initial questions. It aims to investigate the language environment of Algerian e-commerce and determine which language Algerian consumers prefer. Through this approach, the intent is to provide insight into the linguistic factors influencing e-commerce exchanges in the Algerian marketplace. This investigation also accomplishes a double goal by providing insightful information about cultural quirks related to language preference, which advances our knowledge of Algerian online shoppers' actions.

In order to thoroughly address the questions, the researcher carefully planned and carried out a study, dividing it into three separate chapters, each of which was devoted to examining and clarifying particular aspects of the research problems at hand. The opening chapter serves as a foundational overview, meticulously dissecting the intricate dynamics of e-commerce while shining a spotlight on the nuances of language, specifically within the context of the French linguistic landscape. Within this chapter, readers are invited on a journey to explore the symbiotic relationship between e-commerce and language, with a keen focus on the unique role that French plays in this digital realm.

The second chapter provides an authoritative theoretical basis and lays the framework for an in-depth data examination. It explores important theories of language, clarifying ideas like language choice and language contact, which give rise to phenomena like code switching, borrowing, relexification and language convergence. By presenting the MLF model and Labov's speech communities, this chapter gives researcher the tools she needs to analyze a

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variety of linguistic circumstances and learn about language phenomena as well as the sociocultural and cognitive factors that influence language dynamics via this investigation.

The concluding chapter moves the emphasis to research methodologies and the analyses that go along with them. Methods that are both qualitative and quantitative take the front stage, within these frameworks emerge distinctive research instruments such as online interviews and buyer-seller conversations. By employing these strategies, the chapter seeks to uncover the result and discuss the previously posited hypotheses.

Chapter One
E-commerce and Language

1.1 Introduction

In today's interconnected world, the sphere of commerce has undergone, breaking free from traditional ways of doing business and reaching customer far beyond local areas. Consequently, this chapter provides an overview of the Algerian e-commerce industry which is divided into two parts. Part of e-commerce background and part of the French use in it. First, I will begin by giving a generic definition of commerce before focusing on the particulars of e-commerce, including its various transacting partners. Then I will explore the impact of electronic commerce and its benefits for organizations, consumers, and society as a whole. Additionally, discussing the three categories of e-commerce, and providing a brief history of its development. To provide further clarity, the chapter will examine the different online platforms in Algeria and the role of using foreign languages, particularly the significance of the French use in Algerian electronic commerce.

1.2. What is Commerce?

In the world of commerce, connections are forged, relationships are built, and nations come together. Commerce is all about buying and selling stuff. It is when you go to a store and purchase something, or when businesses trade goods with each other. Smith (1776), a wellknown economist, held the view that commerce not only links individuals and companies but also promotes international friendship and unification. In essence, he believed that commerce might forge bonds and improve ties between nations. His quote emphasizes the idea that commerce can be a positive force in promoting cooperation and understanding among nations. And there are various types and categories of commerce, among these categories we have **electronic commerce**

1.3. Meaning of Electronic Commerce

Electronic commerce, or e-commerce is known as the process of purchasing and selling goods and services through electronic devices like computers, cellphones, and the internet. It involves conducting online transactions, managing online stores, and engaging in various digital marketing activities. E-commerce has revolutionized corporate operations and created new opportunities for international trade and communication. It allows customers to shop conveniently from anywhere at any time, while businesses can reach a wider audience and streamline their operations.

In the words of Jaiswal, Maymand and Murthy (2020) e-commerce is the practice of conducting business using websites, applications, and the internet. The terms "internet" and "web" are commonly confused, but they truly refer to two quite different phenomena.

The Web is a wellknown section of the Internet that is home to a large number of websites, and the Internet is a vast global network of computers.

E-commerce is the term used to describe any digital transaction in which individuals or businesses exchange money for goods or services. Furthermore, the term "digital commerce" is occasionally used interchangeably with "e-commerce" to refer to online purchasing and selling. This is due to the fact that mobile apps are becoming a significant and profitable component of internet purchasing. But for my purposes, I can consider "e-commerce" and "digital commerce" to mean the same thing.

1.4. Definition of E-commerce

E-commerce, which stands for electronic commerce. It involves online shopping, electronic payments, and online transactions. It is a convenient way to shop and do business without having to leave your home. And it made of two words:

- **Electronic:** Refers to any online commercial, marketing, payment, or communication activity.
- **Commerce:** As previously said, commerce is a part of business. It encompasses all the activities related to business, whether directly or indirectly. It may entail the transfer of products or commodities across nations or between areas that are part of the same nation.

And based on (Jaiswal, Maymand and Murthy, 2020) there are many definitions and understandings about e-commerce. They are as follow:

1. Electronic Commerce is where business transactions take place via telecommunications networks, especially the Internet
2. Electronic commerce is about doing business electronically
3. Electronic commerce or e-commerce it encompasses a broad spectrum of online sales of goods and services.
4. E-commerce is typically defined as any transaction involving the transfer of ownership or the right to use products or services over a computer-mediated network, including buying and selling over the Internet
5. more complete definition of E-commerce is the use of digital information processing technologies and electronic communications in business transactions to establish, redefine, and

alter relationships for value creation between or among companies, as well as between organizations and individuals.

1.5. Identifying Transacting Partners

TRANSACTION ORIGINATING FROM AND BEING FULFILLED BY		Business	Consumer	Government	Peer
TRANSACTION INITIATED & ACCEPTED BY	Business	B-to-B	B-to-C	B-to-G	B-to-P
	Consumer	C-to-B	C-to-C	C-to-G	C-to-P
	Government	G-to-B	G-to-C	G-to-G	G-to-P
	Peer	P-to-B	P-to-C	P-to-G	P-to-P

Table1.1: Types of E-commerce (Zwass, 2001, p.10)

As everyone knows, the internet has completely changed how we purchase and sell goods these days. Based on research that was published in 2015 by Zwass, the table below delves into the world of e-commerce and examines its various forms.

1.5.1.1. Business-to-Business (B-2-B): It is a partnership in which one business gives something to another, be it tangible products, specialized services, or even important information. Interactions of this nature support business expansion, operational enhancement, and customized demands fulfillment. And it includes:

- Direct selling and business support is a one-stop shop where companies may purchase the goods they require as well as the tools and help they need to make sure things run well. This kind of online support makes it convenient for businesses to get everything they need in one place.
- Industry portals, often known as e-procurement, are an online marketplace for buying agents. In addition to requesting proposals and sometimes even bidding to purchase at a particular price, they might peruse supplies from other sellers.

1.5.1.2. Business-to-consumer (B-2-C): In a retail framework, this refers to the exchange of products, information, or services between companies and their customers. The letter "C" stands for either client or consumer.

1.5.1.3. Business-to-Government (B-2-G) it refers to the online sharing of goods, services, and information between commercial and governmental organizations. This could consist of:

- E-procurement services: are when companies find out what the various agencies' purchasing requirements are, and then offer their services to fulfill those demands
- Virtual workplace is an online space where a business and a government agency can collaborate on a contracted project. They can manage the project's progress, have online meetings, and examine plans in order to coordinate their work.

1.5.1.4. Business-to-Peer Networks (B-2-P): Providing hardware, software, or other services to support peer networks. Napster is one example of this, as they offered the infrastructure and software to allow peer networking.

1.5.2.1. Consumer-to-Business (C-2-B) This is a reference to people who offer goods, data, or services to companies. A classic example of this would be individuals selling their services to businesses.

1.5.2.2. Consumer-to-Consumer (C-2-C) In this category consumers interact directly with other consumers. They exchange information such as:

- Expert knowledge where an individual asks any question and receives an email response from the community of people
- Opinions about companies and products.

1.5.2.3. Consumer-to-Government (C-2-G) It involves interactions, rules, and policies that have an impact on consumers in areas such as consumer protection, product safety, and fair trade practices. Customers can interact with the government, for instance, by registering complaints, requesting help, or taking part in open forums on issues pertaining to consumers. In response, the government has a responsibility to protect consumer rights and offer an environment that promotes honest and open business dealings.

1.5.2.4. Consumer-to-Peer Networks (C-2-P) As soon as a user joins a peer network, they contribute their computing resources, hence this is a crucial component of peer-to-peer networking, largely eliminating the need for distinction.

1.5.3.1. Government-to-Business (G-2-B) (Also known as e-government) it involves the sharing of information, services, and products between governmental bodies and businesses.

These days, government websites allow businesses and government to communicate information about:

- Data, direction, and counsel for companies on global trade, as well as finance and assistance sources
- A database of laws, regulations and government policy for industry sectors.
- Applying and submitting official forms (such corporation and value-added tax) online.

1.5.3.2. Government-to-Consumer (G-2-C) It alludes to official websites that give people access to data, forms, and services needed to complete transactions. This includes tasks like paying bills and submitting official forms online, such as tax returns.

1.5.3.3. Government-to-Government (G-2-G) it is the transactions between different levels of government within a country, as well as between governments internationally. This involves working with other governments and connecting local governments within a nation.

1.5.3.4. Government-to-Peer Network (G-2-P) This is the communications model in which each party has the same capabilities and either party can initiate a communication.

1.5.4.1. Peer Network-to-Business (P-2-B) It provides assistance to companies. For example, it allows high-capacity processing for analyses by utilizing peer network resources, such as the idle processing power of individual machines on the network. With the use of this structure, businesses are able to classify their clientele and determine the different needs, specifications, procedures, goods, and services needed for each.

1.5.4.2. Peer Network-to-Consumer (P-2-C) is basically when people in a network offer services directly to other people in the same network.

1.5.4.3. Peer Network-to-Government (P-2-G) Although this strategy has not yet been put into practice, if it were, it would operate similarly to the P-to-B model, with the government serving as the transaction beneficiary.

1.5.4.4. Peer-to-Peer Network (P-2-P) With this method of communication, both parties may accomplish the same tasks, and anyone can strike up a discussion. Nowadays, 'peer-to-peer' means using apps on the internet to share files directly with others or through a middleman server.

These transacting partners show how technology has transformed the way bussiness operate. And how interconnected everything has become.

1.6. The Impact of Electronic Commerce

E-commerce extends beyond the Internet, websites, and dot-com companies. It is a cutting-edge business idea that combines a number of business management and economic concepts. Consequently, e-business and e-commerce have a profound impact on numerous areas of business and disciplines within business management studies.

In accordance with (*introduction to e-commerce,2015*) the field of marketing, e-commerce influences issues related to online advertising, marketing strategies, consumer behavior, and cultural factors. One sector that is especially impacted is direct marketing. Direct marketing used to include techniques like door-to-door sales and mail order using catalogs or leaflets. Direct marketing has developed with the emergence of e-commerce, starting with TV selling, telemarketing, and now e-marketing, which led to the development of ideas such as "eCRM" (customer relationship management), data mining, and new avenues for direct sales and promotion.

In the world of computers, e-commerce has led to the creation of new programming languages and technologies that facilitate online company operations. Accounting and finance have also been impacted, particularly with internet banking. The understanding of digital and knowledge-based economies is altered by e-commerce, which has an impact on economics as well. It has also greatly sped up order processing times, which has allowed for the delivery of digital goods and services in a matter of seconds in production and operations management.

1.7. The Benefits of E-commerce

The previous sections have included discussions about what e-commerce is? and the different partners, and the impact of it. But what are the benefits of e-commerce? What does it offer? As pointed out by (Timmers, 1999) the benefits of e-commerce can be seen to affect three majors: organisations, consumers and society.

1.7.1. Benefits of E-commerce to Organisations

- Reach a global market: E-commerce allows businesses to sell their products or services to people all around the world. It is closer to having a virtual store that can be accessed by customers from different countries. So, businesses can expand their reach beyond their local area and become like multinational corporations.
- Reduce telecommunications costs: Businesses may now communicate more affordably thanks to the Internet. When transmitting emails or faxes, using the

Internet is less expensive than using more conventional techniques like value-added networks or leased phone lines.

- Embrace digitization: Businesses can digitize their operations and products by utilizing e-commerce. This is especially true for digital or electronic goods like software, music, and videos that may be downloaded or sent to clients directly. It eliminates the constraints of time, so businesses can interact with customers or suppliers at any time.

These imply that in the digital age, e-commerce helps firms become more productive, economical, and flexible.

1.7.2. Benefits of E-commerce to Consumers

- Convenience: Customers can shop and transact from anywhere at any time due to e-commerce. Online stores are always accessible, even while you are at home. With only a few clicks, for instance, locate trip information, check your bank balance, and make payments.
- More choices: e-commerce gives you access to a large selection of goods. You also have access to foreign suppliers, in addition to that. As a result, you can find unique and distinctive products that might not be found in nearby stores.
- Price comparisons: E-commerce makes it easy to compare prices. You can visit different websites or use price comparison platforms to find the best deals. In this manner, you may maximize your financial return and make well-informed selections.

1.7.3. Benefits of E-commerce to Society

- It is now quite convenient for people to work from home, which makes for happier, less stressful working environments. It also means that fewer people have to travel for work, which can reduce pollution and help make the planet a bit cleaner.
- E-commerce serves as a means of connecting individuals, including those residing in rural and developing nations. It provides them with access to goods, services, information, and people that they might not otherwise have easy access to.

E-commerce is convenient because it saves time and effort by enabling customers to shop whenever and wherever they choose. Businesses can access a worldwide audience thanks to it, which increases their market reach and possible sales.

1.8. Categories of E-commerce

In the current fast-paced digital age, e-commerce has become a major driver of international trade. Now, let's dive into the world of electronic commerce and examine three key areas: electronic data interchange, electronic marketplaces, and online shopping. These areas have a big impact on how companies interact, transact, and grow online.

In the light of *Electronic commerce* (2021) the categories of e-commerce are:

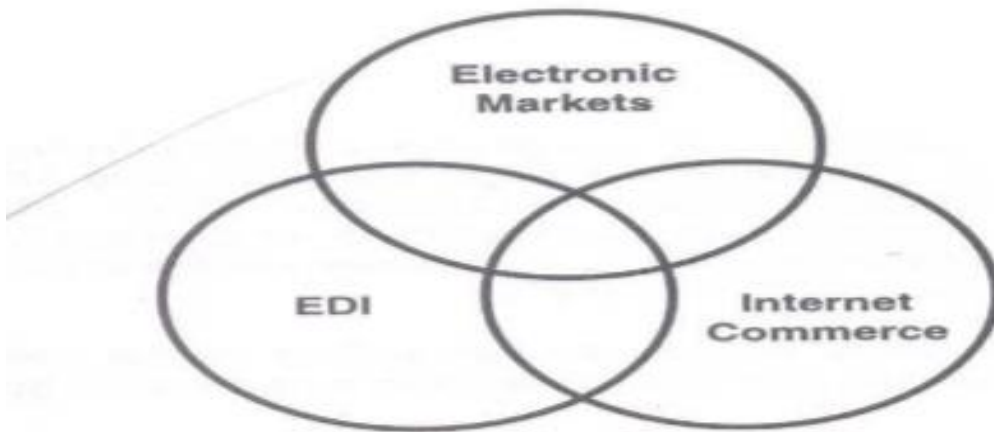


Figure 1.1: E-commerce categories (*Electronic Commerce, 2021, p.3*)

1.8.1. Electronic Markets

Electronic markets are the building blocks of e-commerce. They bring together things like advertising, ordering products, getting them delivered, and making payments, all in one place. They present you with a range of possibilities in a certain market so you can assess costs and make an informed purchase decision.

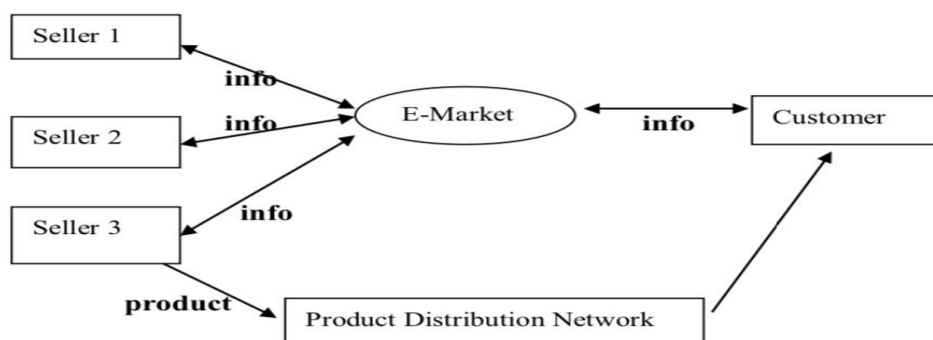


Figure 1.2: Product Distribution Network (*Electronic Commerce, 2021, p.4*)

This diagram is a model for product distribution in an e-market. It shows how products are distributed from the seller to the buyer in the online marketplace. "Info" is an abbreviation for "information." It symbolizes the information flow that occurs during the e-market's product

distribution process. This information could include details about the products, customer orders, inventory levels, shipping updates, and other relevant data. And in the context of e-market product distribution, the customer plays a crucial role he is the one who looks through and chooses the merchandise, makes the orders, and gives the delivery details. It is the customer's responsibility to accept the merchandise and offer comments or evaluations.

1.8.2. Electronic Data Interchange (EDI)

It is a standardized system that allows computers to communicate with each other without using paper orders and invoices. This helps to avoid delays and errors that can happen when handling paper documents. It is commonly used by organizations that have a lot of regular transactions. Businesses can transfer critical documents via EDI, including purchase orders, invoices, shipment requests, acknowledgements, and even financial data and business correspondence, with suppliers and customers as well as other internal partners.

1.8.3. Internet Commerce

It occurs when companies use the internet to market and sell a variety of goods and services, such as clothing, electronics, and even travel reservations. It is not only for selling to the general public; companies can also purchase from one another. It entails placing orders, paying for them, and participating in online auctions. Internet commerce includes the whole process of selling and marketing, finding new customers, helping them decide what to buy, and even managing the supply chain and providing customer support.

The foundation of online commercial transactions is provided by the categories of e-commerce. Through the integration of ordering, payment, delivery, and advertising technologies, the electronic market enables consumers to evaluate products and make deft judgments. By streamlining computer-to-computer communication, Electronic Data Interchange (EDI) removes the need for printed documentation. Businesses and consumers alike profit from the advertising and selling of a wide range of goods and services made possible by internet commerce. When taken as a whole, these categories support the expansion and ease of online shopping.

1.9. E-commerce time line

1960_1982

People used to send or fax documents to one another back in the day, as stated by Jaiswal, Maymand, and Murthy in 2020. However, as was previously indicated, Electronic Data

Interchange (EDI) later emerged and allowed computers to transfer data digitally. Companies could use a certain data format to convey orders, invoices, and other critical information. An order would be sent, processed by a Value-Added Network (VAN), and delivered to the order processing system of the destination.

Michael Aldrich, an English inventor, innovator and entrepreneur is credited with developing the predecessor to online shopping. The idea came about during a stroll with his wife and Labrador when Aldrich lamented about their weekly supermarket shopping expedition. This conversation sparked an idea to hook a television to their supermarket to deliver the groceries. Immediately after the discussion Aldrich quickly planned and implemented his idea. In 1979 Aldrich connected a television set to a transaction processing computer with a telephone line and created what he coined, "teleshopping," meaning shopping at a distance.

1982-1990

From the start, it was clear that B2B online shopping would be profitable from a business standpoint, but B2C would not succeed until much later in the development of personal computers and the World Wide Web, or Internet. In 1982, France launched the precursor to the Internet called, Minitel. Telephone lines were utilized to reach a Videotex terminal equipment, which was used for the online service. The Minitel linked millions of people to a computer network and provided free phone service to telephone subscribers.

Approximately 25 million users were connected to this network of networked machines by 1999, when over 9 million Minitel terminals had been supplied. The Minitel system peaked in 1991 and slowly met its demise after the success of the Internet 3 years later. Eventually, in 2011, France Telecom announced its shutdown of the Minitel service system. Sadly, it had not become what it had hoped to be, the Internet.

90's To Present

Tim Berners Lee and buddy Robert Cailliau published a proposal in 1990 to create the "WorldWideWeb," a "Hypertext project." In the same year, Lee wrote the first web browser and developed the first web server using a NeXT machine. Soon after, on August 6, 1991, he launched the web as a publicly accessible service on the Internet. As a result of Berner's Lee's decision to take on the challenge of integrating hypertext with the Internet, he developed URL, HTML, and HTTP. The National Science Foundation allowed the NET to be used for commercial purposes in 1991, and since then, the Internet and online shopping have grown significantly. The NSF started collecting a charge for domain name registration in September

1995. At that time, there were 120,000 registered domain names; three years later, that number had risen to over 2 million. By this point, NSF's involvement in the Internet had ended, and the commercial sector was now largely responsible for oversight.

1.10. The Online Platforms of Algerian E-commerce:

1.10.1. OuedKniss

A well-known classified advertisements and e-commerce site in Algeria is called Ouedkniss. It was started by five friends who, upon the closing of Oued Kniss' souk, a popular street market in Algiers, in 2006, decided to build a website. Their website, Ouedkniss, is named after the street market. The platform has grown to be a major destination for purchasing and selling a broad range of goods and services. Thanks in large part to it, a lot of Algerians have been exposed to online shopping and real estate searches. According to Mayard (2014), a lot of people have told us that Ouedkniss is the reason they began using the internet. Many people made their first internet purchases or made their first searches for an apartment or automobile on Ouedkniss.

The most well-known website in Algeria, Ouedkniss, offers a variety of categories for the purchase and sale of various products and services. Additionally, it provides merchants with the support and platform they need to grow and succeed.

1.10.2. Batolis

Batolis is an online sales platform that is only available to Algerian customers which founded in 2015 by SARL MAMS BROS. The website provides children, women, and men with access to a large selection of products. It is among the most popular local e-commerce sites in Algeria, along with Ouedkniss. Algeria's e-commerce market has been growing, and one of the main participants in the country's digital economy is Batolis. The payments on Batolis and other local platforms are typically made in cash upon delivery of items, reflecting the prevailing consumer behavior in the Algerian market. And it has been part of the digital transformation in Algeria, which is a key element of the country's economic recovery.

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Every one of these platforms aims to give their users the finest experience possible, both domestically and abroad, in order to please them and make communication easier. One of the

ways they achieve this is by integrating foreign languages, which play a role in attracting customer attention. (more details in the next section).

1.11. Language in E-commerce

In the digital age, e-commerce has completely changed the way we trade and do business. In the world of online shopping, successful customer service is just as important as the quality of the products that purchasers can see. Here, language becomes an essential instrument for vendors and customers to communicate with one another.

Setiana & Maysarah (2019) said that When it comes to attracting the attention of customers in the e-commerce, the use of language or words is of utmost importance. Sellers are able to communicate their value proposition, emphasize the advantages of their goods or services, and eventually influence consumers to buy by crafting messaging with great care. Nonetheless, it is critical to keep in mind how crucial it is to communicate politely at all times.

politeness is crucial in e-commerce because it creates a professional relationship between buyers and suppliers. Sellers can greatly influence customers' purchasing decisions by establishing a friendly and trustworthy environment for them through polite and respectful language use. Additionally, being polite makes customers feel satisfied and improves their entire purchasing experience.

When communicating via e-commerce, merchants need to think about the efficacy and clarity of their language in addition to politeness. Customers are guaranteed to fully comprehend product features, pricing information, shipping regulations, and any other pertinent information when language is used clearly and succinctly.

Linguistic ambiguity or uncertainty can cause misconceptions and possibly discourage buyers from making a purchase. Additionally, merchants need to be aware of the voice and tone they employ while communicating online. The tone of language, like voice messages, determines the general tenor and ambience of the exchange. It can be persuasive, amicable, professional, or educational, depending on the target audience and the particular circumstances. Selecting the right voice and tone of voice enables merchants to interact with customers in an efficient manner and create a consistent brand image.

From what has been discussed, it is clear that language matters in e-commerce as it facilitates communication between buyers and sellers, such as French (since the case is related to Algerian electronic commerce) sellers can attract the attention of customers, convey their value proposition, and establish a positive and professional relationship. Polite, clear, and

effective language, along with the appropriate tone and voice, are essential elements in the successful of Algerian e-commerce communication.

1.12. The Use of French

The general role of languages has already been discussed. Now the focus will be on the French language and its use in e-commerce, exploring how it can be effectively utilized in this context.

1.12.1. Brand Image and Identity

The usage of French in Algerian e-commerce is heavily reliant on building a strong online presence and engaging with the target audience, especially when it comes to brand identification and image. "Brand image" refers to the perception and connotations that consumers have with a brand, including its associations, values, and personality. French can be purposefully used to boost and shape brand image. For example, a business may choose to use French in product descriptions, website content, and marketing materials in order to convey an air of elegance and luxury. The use of French terminology or idioms could give the brand an image of exclusivity and elegance. It includes messaging, visual elements, and general communication tone. French usage in Algerian e-commerce can help establish a unique brand character. For example, to convey sophistication and flair, a fashion business aiming for the Algerian market can use French terms or phrases in their tagline, logo, or brand name. This makes the business stand out and appeal to Algerian customers who are fashion-conscious. Leland (2016) once stated that what people say about you when you are not around shapes how people see your brand. It highlights how crucial it is to leave a lasting, favorable impression on stakeholders and customers. And the use of French in some Algerian brands can be represented as follows:

a. Amira's Ria Hijab

This Algerian brand specializes in designing and making fashionable headscarves. Her way of using French through stories and collaborations with foreign countries, plays a role in marketing her products and expanding her brand's reach. Amira Riaa has a devoted fan base and a robust internet presence as an influencer. She may communicate with her audience more successfully especially if they are bilingual or have a good understanding of the language. This enables her to communicate her affection of hijabs and emphasize the superior qualities and distinctive aspects of her goods in a way that appeals to her target market.

1.12.2. Language and Trust

Brand trust is about how much customers respect and trust your brand. It is not just about repeat purchases, but how customers feel about your brand and if they are willing to choose you over others. Building brand trust involves good communication and delivering on your promises. It is all about creating a strong connection with your customers based on trust and loyalty.

However, establishing trust with consumers is proving to be a difficult issue for Algerian e-commerce businesses. According to research (*Importance of Local Language*, 2023) in Africa, one of the main obstacles to consumers adopting the items offered by e-commerce enterprises is a lack of trust in businesses. According to the study, 48% of African consumers do not trust websites and marketplaces that offer e-commerce. Building consumer confidence is a multifaceted task without a single answer. Nevertheless, using non-local languages like French for communication is a simple and efficient strategy for Algerian e-commerce companies to foster brand trust among their clientele. The research shows that the use of non-local languages in advertisements and tag lines leads to a positive change in attitude towards businesses in comparison to using English as the only means of communication.

1.13. Conclusion

Examining e-commerce and the French effect on Algerian online shopping demonstrates how global e-commerce tendencies intersect with local developments. French know-how and technology have helped online shopping grow in Algeria, making it better for both businesses and customers. Thus by the end of this chapter, you will have a comprehensive understanding of the Algerian e-commerce landscape. As I started in the first part by giving an overview of e-commerce, highlighting its significance and growth. Then, I delved into the second one, where the chapter focused on the connection between foreign languages and e-commerce, specifically the role of the adaption of French language in the online purchasing process through language contact and the phenomena that result from it which sets the stage for the upcoming chapter, where I will delve deeper into these techniques and their types.

Chapter Two
Linguistics Theories and
Models

2.1. Introduction

Using a second language has several benefits for your e-commerce. As a result, I will examine the intricate dynamics of language contact in this chapter, as well as the phenomena that arise from it, including code-switching, borrowing, language convergence, and relexification. These phenomena, each with their own specific types, impact on growth and interplay of languages across varied communities. These communities traverse through the MLF (Matrix Language Frame) model, encapsulating his comprehensive approach through the lens of the 4M model. Then moving on to Labov's seminal work on language communities where I will explain how it sheds light on language from four different perspectives.

2.2. Language Choice

Language choice refers to the selection of a particular language for communication. It involves deciding which language to use in a given context or situation. For example, a bilingual seller may choose to speak Arabic with some consumers and French with other ones. It is about deciding which language is most appropriate for the situation. Thus choosing a language means deciding which language to use for talking, writing, or expressing yourself in different situations. It includes thinking about things like where you are from, how people interact, who has authority, and what makes sense for the situation to pick the right language. As sociolinguist Woolard stated, "*Language choice is a social practice through which individuals, groups, and institutions manage communicative repertoires to construct social identities and relationships*"(1998, p.69). This quote explains how important it is to choose words carefully. Words not only help us talk to each other but also show who we are and how we relate to others. Whether we are chatting with friends, working, or dealing with bigger social groups. Choosing words is like showing who we are and trying to fit in, stand out, or connect with others.

2.3. Language Contact

Why do so many people use two languages? A possible answer might be "*to communicate with people of different language background*" (Crystal, 1997, p.364). That is the nature of language contact. Ever since philologists realized that no language is entirely devoid of foreign elements, there has been significant interest in this notion. In the light of Glyne (1987), languages have various effects on one another. When linguists first started studying language interaction, they primarily focused on language structure. They sought a thorough explanation of the relationship between two linguistic systems. However, as language interaction research developed, it started to cover more topics, Sociology, anthropology, psychology, and

anthropology all become crucial in comprehending the linguistic fusion process. The terms "languages in contact" and "linguistic borrowing" were most commonly used in the past. But today, academics can comprehend linguistic influence on one another more fully by taking social, cultural, and other elements into account and this is what has made the study of language contact more interesting and useful.

Although language exists in the minds of individual speakers, it is also very much a social phenomenon. Joseph said in his article that published in 2015 that Language contact occurs when individuals engage in communication with each other. This means that speakers of any language are constantly interacting with other speakers. Although these interactions typically involve speakers of the same language, and it is important to consider what we mean by "same language." It is well-known that no two speakers of what is supposedly the same language speak in exactly the same way. Additionally, the distinction between different languages and different dialects of the same language can be challenging to draw and is often open to interpretation and external manipulation, such as for political or nationalistic purposes. Here is an example from Thomason (1988), who stated in her article that a tiny population of Montanans speak Montana Salish in a location known as the Flathead Reservation. Less than sixty tribal members, primarily elderly persons, are able to speak the language. They speak Salish to one other, but they switch to English when they are with individuals who do not speak Salish. This kind of language situation can also be seen in other places like Kupwar in India, where people speak different languages, but they all understand each other.

language contact means using more than one language in the same place at the same time. However, sometimes this definition can be too basic. For example, if two groups of young travelers are in a hostel kitchen, each speaking their own language, and they do not talk to each other, it is a simple form of language contact. But this section will focus on more significant language contact situations, where people actually use more than one language. It is not necessary for everyone to be fluent in multiple languages, but there should be some communication between speakers of different languages. For instance, if those two groups of travelers share the kitchen for a few hours, they will likely try to talk to each other, and this kind of interaction is what is interested in exploring. One issue with the simplest definition is figuring out what we mean by "language." This may appear simple to someone who is not fluent in languages: if you are having trouble understanding someone, you may think they are speaking a foreign language. However, it is not always that clear-cut. as it mentioned in Sarah's article the example of two native speakers of American English struggle to communicate with

each other, not just because of a few unfamiliar words (like when a teenager uses slang with a grandparent), but because they speak different dialects with very different sound patterns.

In the words of Joseph (2015) From ancient times, there has been a rich history of investigating linguistic interaction. For instance, the Romans knew that some words in their Latin language were Greek, and so employed particular spelling standards, such as the letter "y," to designate terms with Greek origins. As the field of linguistics developed into a true science in the 19th century, scholars delved into the historical analysis of classical languages such as Latin and Greek, as well as their genealogical relationship to other European languages like Gothic and Irish, and Asian languages like Old Persian and Sanskrit. Since this theory has been analysed from a variety of perspectives and have also been widely discussed in the literature of sociolinguistics, among these phenomena, the occurrence of code switching, borrowing, relexification and language convergence. As experiencing the mentioned phenomena is inherent to being bilingual, so it is crucial to define bilingualism as first.

2.3.1. Bilingualism

Simply put, bilingualism means being able to speak two languages. But exactly what being bilingual means can be tricky because different people have different levels of skill in their second language. As Franson mentioned in his article that some people are just acceptable at speaking another language, while others are really good and can sound like they were born speaking it. Someone might call themselves bilingual even if they can only chat in another language, while others can read and write fluently in multiple languages. Bilingualism can happen in different ways: some people learn two languages at the same time from when they are little, which is called simultaneous bilingualism, while others learn a second language later on, which is called sequential bilingualism (2009).

Depending on the circumstances and abilities of the individual, bilingualism can signify several things. For example, a young child at school may be classified as bilingual but use English more frequently outside of the home and predominantly utilize his native tongue for family concerns. Another situation would have a young child who has just moved to England, who may speak English in class but has trouble reading and writing it. It may be more accurate to refer to some pupils who are labeled as bilingual as "plurilingual" as they genuinely speak three or more languages. Furthermore, multilingual people might differ in how proficient they are in each language; they can be very proficient in both or perhaps somewhat proficient in one and more proficient in the other.

2.4. Code-Switching

Language is more than just a means of communication; it also reflects the social dynamics and cultural identity of our culture. For this reason, code switching occurs frequently between a person's first and second language

Prior to denoting code switching (or in other studies CS), the terms "code" in this context refer to Algerian Arabic and French, two genetically distinct languages. However, in other studies, the term code refers to either speech varieties or dialects in a language or even languages. Lots of linguists and scholars have their own unique definitions and interpretations of code switching. Milroy and Muysken (1995, p.33) defined code switching as *"the alternate use of two or more languages in the same discussion by bilinguals"*. This concept is used to characterize any situation in which the language code varies within the same conversation. Code switching is also used as a cover name by Scotton (1993) who defines it as variations of linguistic variety within the same discussion in, it is like switching between different languages or ways of speaking when you are talking to different people in different situations. It is just a natural way people communicate, using different languages or styles depending on who they are talking to or what they are talking about. Chloros explained that in order to understand CS, it is crucial to grasp the meaning of the code. As she says in 2009 code is understood as a neutral umbrella term for languages, dialects, styles/registers, etc. It means that CS can include the switching between languages, dialects, and styles, as the term "code" is used to encompass everything.

2.4.1. Types of CS

Various researchers have attempted to develop a typological structure to explain the CS phenomenon. Blom and Gumperz (1972) view of two types: situational and metaphorical. Poplack (1980) which cited in (Lekhail, 2021) proposed another way, dividing it into three types: inter-sentential, and intra-sentential switching, and tag-switching.

2.4.1.1. Inter-sentential Code Switching

It refers to the practice of switching between languages at the level of entire phrases or sentences within a discourse or discussion. Depending on the audience, subject, or social environment, speakers may change the language they are speaking in. They frequently use one language for a full thought or idea before moving to a different language for the next.

2.4.1.2. Intra-sentential Code Switching

It happens when a sentence or clause contains multiple language switches. This implies that words or sentences from two distinct languages may appear in a single sentence. For example,

someone might say, “khrjt chaba, mkntch nimagini tji hak”. In this sentence, *imagini* is a French word mixed with an otherwise Algerian Arabic sentence. Particular guidelines for how each language's grammar and structure interact inside a single sentence are needed for this kind of switching. Because it can occur at many levels within the sentence and include switching at the level of a single word, a phrase, or even an entire clause.

2.4.1.3. Tag-Switching

It occurs when a sentence that is primarily written in another language has a single word or phrase from another language inserted into it. This is most prevalent since these small words typically do not mess up the primary language's grammar. For example, in French, you might say, "Je pense qu'il est evident que ces cadeaux sont coûteux, nichen!" Here, "nichen" is the tag, added to the French sentence. Other examples of tags are words like "c'est ça?" (is that it) or "pas vrai!" (right).

2.4.1.4. Situational Code Switching

Gumperz (1972) believes that situational code-switching occurs when there is a change of topics discussion or communicative situation; Blom and Gumperz (1972) say that:

We saw that clerks at the community administration office switched between speaking in formal terms and utilizing colloquial English. When speaking informally, they spoke in dialect, but when conducting business, they spoke in regular language. In a similar vein, locals spoke standard language when conducting official business but spoke dialect when greeting clerks and discussing private affairs.

2.4.1.5. Metaphorical Code-Switching

It refers to the usage of many languages by individuals depending on their context and activities. People select the language on their own, rather than having the situation dictate it. They speak different languages in order to convey their ethnic identity and establish a connection with people who are similar to them.

Sometimes, it is not obvious which language to use because the situation is unclear or the speaker decides to focus on personal characteristics rather than what is happening around them.

When this happens, and the language choice shapes the situation, it is called Metaphorical Code-Switching. (Blom & Gumperz 1972)

2.5. Borrowing

It is difficult to agree on standard terminology since academics employ different phrases to describe distinct language interaction scenarios, which makes defining borrowing difficult.

It is definitely a good place to start if you want to comprehend this topic, as Thomason and Kaufman's seminal 1988 work on language development through interaction has had a significant influence on the last 10 years. According to Thomason and Kaufman (1988), borrowing occurs when speakers of a group's native tongue assimilate foreign elements into it; the original language is preserved but is altered by the new features.

New words are frequently the first things the receiving language adopts when bilinguals communicate and interchange languages. Over time, though, more than simply words can be adopted if bilingualism is widespread and the language being borrowed has a strong cultural effect. This includes parts of word forms and sometimes even pronunciation and grammar structures. Thomason and Kaufman (1988, p.37) hold the view that *"as far as the strictly linguistic possibilities go, any linguistic feature can be transferred from any language to any other language"*. But it is evident that not every feature has the same chance to be borrowed. They propose a comprehensive borrowing order that has been widely used as a standard by other academics to assess the depth of borrowing that takes place in contact situations. Haugen (1950, p.212) defines borrowing as *"the attempted reproduction in one language of patterns previously found in another"*. The issue with this definition is that the term "patterns" is unclear, leaving it uncertain how much it includes elements beyond individual words.

Milroy (1997, pp.311-323) points out that *"as for language contact, it is not actually languages that are in contact, but the speakers of the languages."* I concur with Milroy that it is dangerous to consider languages and their speakers to be distinct entities, and if we do that, we might forget how speakers can influence and spread changes in language. Even though some researchers use the word "borrowing," and they have slightly different ideas about what it means.

2.5.1. Different Types/Classifications of Borrowing

Bloomfield's study (1933) was one of the first who tries to figure out how words from one language end up in another. He discussed two primary categories of borrowing: dialect and cultural borrowing. First, when words from surrounding regions with comparable speech patterns are borrowed, it is known as dialect borrowing. For example, some individuals pronounce "father" or "as" differently.

- **"As"**: The word "as" may be pronounced differently in some dialects or regional accents. For example, it may sound more like "aez" in certain places and more like "əz"

in others. These discrepancies arise from variations in phonetic patterns even within the same language

- **"Father":** The term "father" may also have varied pronunciations among dialects. For instance, some would say "fah-ther" with a clear "r" sound, while others might say "fah-thuh" with a lowered or softer "r."

Within a language, dialects and regional accents are characterized by these differences in pronunciation. Adopting or borrowing these phonological patterns from one dialect or area to another within the same linguistic community is known as dialect borrowing.

Second, we have cultural borrowing, which refers to the use of terms from a totally different language, typically as a result of the introduction of novel concepts or items into a society. In Algeria, too, historical and colonial links have led to a massive cultural borrowing from French culture. The incorporation of French vocabulary into the "Darija," an Arabic dialect spoken in Algeria, is one well-known example.

Words from French, such as "le tramway" (the tramway), and "le restaurant" (the restaurant), have been incorporated into Algerian Arabic discourse on a daily basis. Furthermore, through this process of borrowing, cultural ideas and customs like "la pâtisserie" (pastry shop) and "le café" (a coffee shop) have been incorporated into Algerian language and culture. However, It does not usually occur in a single direction and does not always require extensive linguistic contact. Interactions between speakers of other languages can lead to deeper borrowing, which influences not only the content but also the style of speech. This was dubbed "intimate borrowing" by Bloomfield (1933), and usually, it is one-sided, with more borrowing happening from the language that is seen as more powerful or important to the one that is seen as less prestigious.

2.6. Relexification

As explored by linguists such as DeGraff (2001) and Mufwene (2001), relexification is the process by which a language retains its original grammar structure but replaces the majority of its vocabulary with words from another language. Let's say you have a toy car and decide to replace all of its pieces with ones from another toy car, leaving only the frame, this is the same how relexification works.

Conversely, Borrowing is more like borrowing a cup of sugar from your neighbor. you are just taking a little piece without changing your whole kitchen. So, relexification is like a big renovation, where your house (grammar) stays the same, but you have got a whole new set of furniture (vocabulary).

2.7. Language Convergence

Language convergence refers to the process in which two or more languages or dialects combine or become more similar over time as a result of diverse social, cultural, and linguistic variables. As per (LCSADR,2014) in the context of Algeria, the relationship between French and Arabic provides a pertinent example of language convergence and its relation to status.

Historically, French was introduced as a colonial language during the more than a century-long French colonization of Algeria, which ended in 1962 with Algeria's independence. French was the language of the colonists at this time and was valued more highly in society, being connected to commerce, administration, and education. As a result, Arabic which is the native language of most Algerians, coexisted with French but frequently held a lesser position in some fields. However, Arabic continues to be the language of everyday communication and cultural expression. Over time, and particularly after independence, attempts were made to reduce the dominance of French and to promote Arabic as the national language. This resulted in language initiatives meant to improve Arabic's standing and expand its usage across a range of fields, such as government and education. Despite these efforts, French continued to maintain a significant presence in Algerian society. The status of French as a language of prestige and opportunity persisted, contributing to its continued influence and use alongside Arabic. And the persistence of French as a language of prestige and opportunity among the urban elite and in certain professional fields in Algerian society contrasts with the Convergence Model with Reputation's emphasis on the importance of social status in linguistic change, particularly in societies with distinct social groups based on reputation, where communication success hinges on shared linguistic knowledge. (more details in the following section).

2.7.1. Convergence Model with Reputation

Brigatti's (2008) proposal emphasizes the significance of social status in language change by incorporating the concept of reputation into Baronchelli's system. Brigatti's model investigates how language convergence is impacted by reputation in societies with two separate social groups: one with high reputation (H) and one with low reputation (L). Communication between individuals from these groups is possible, but success depends on shared linguistic knowledge. If communication fails due to a lack of shared vocabulary, reputation becomes crucial in determining linguistic evolution.

imagine a scenario where one person (the Speaker) is trying to communicate a word to another person (the Hearer). If the Hearer understands the word, both people remember it, which makes the Speaker look good. If the word is new and the Speaker is seen as more knowledgeable, it is

added to the Hearer's vocabulary without changing the Speaker's reputation. But if the Hearer is considered more knowledgeable and does not get the word, the communication fails, and it reflects poorly on the Speaker.

2.8. Matrix Language Frame (MLF)

CS can be categorized into inter-sentential CS and intra-sentential CS (as explained in the above section of the first theory). While inter-sentential CS has been extensively researched in socio-linguistics, grammatical constraints are not the primary focus. Intra-sentential CS, however, involves grammatical constraints directly influencing the behavior of two or more languages. The MLF model is designed to elucidate intra-sentential CS.

Scotton (1993) came up with a theory of intra-sentential code switching which she named it the "Matrix Language Frame Model" of code switching and said that it could be used to the analysis of code-switching data from any language. It suggests that in code-switching exchanges, one language (called the matrix language, or ML) takes on a dominant role, and the other language (called the embedding language, or EL) takes on a subordinate role.

Myers-Scotton argues that the structural properties of the matrix language dictate the treatment of words from the embedded language. Illustratively, consider instances (1) and (2) involving code-switching between French and Arabic:

- "l commerce hna seaib bezaf. " (The commerce here is so difficult)
- "les prix ne sont pas raisonnables hnaya." (prices are not reasonable here.)

In example (1), Arabic serves as the matrix language due to its dominance in terms of component words and morphemes, while French functions as the embedded language. Conversely, in example (2), French assumes the role of the matrix language for analogous reasons to those in example (1), with Arabic occupying the embedded language position.

2.8.1. ML-EL distinction

The model first proposed by Scotton (1993) and has been discussed by other authors such as Mysken (2000), Macswan (2000), Chun (2001) and Kamwangamalu and Nkonko (1999). They all concur that the MLF model designates one language as the ML and the other languages as the embedded language(s) (EL) in order to distinguish between the languages involved in code switching. According to the MLF model, the ML is said to have a major function in code-switching discourse, since it establishes the morphosyntactic framework for code-switched sentences. In this case, the precise argument is that the ML is the language that provides more morphemes (bound and free) and that indicates the aspect, tense, and agreement of the sentences

in issue. On the flip side, the other languages that play less significant roles in code-switched sentences are referred to as EL languages. These examples highlight the previously mentioned ideas: *Allons acheter des nouvelles sbabat pour l'anniversaire tae khti* (Let's go buy shoes for my sister's birthday) In this example French is the main language (ML) because it provides the sentence structure and tense, as seen in "Allons" (let's go). French also contributes word agreement, such as "des" (for) matching with "chaussures" (shoes). There are five French word parts (morphemes) in this sentence. For instance, "Allons" suggests present tense action. It is notable that several French present tense forms do not terminate in "-ons"; there are other endings too. whereas the embedded language (EL) is Arabic. It offers precise terms that improve the sentence. For example, "sbabat" (shoes) corresponds to "chaussures" in French. Meanwhile, "tae khti" means of my sister, which refers to the birthday owner. These Arabic words contribute meaning to the sentence, but they do not determine its structure or tense. Arabic adds two word parts (morphemes) to the sentence. Each morpheme plays a role in conveying the intended message. While Arabic does not dictate the overall structure of the sentence, its inclusion enhances the linguistic diversity and depth of expression in the conversation. Understand how code switching functions inside the MLF framework requires a grasp of the fundamental concept of differentiating between the main language (ML) and the embedded language (EL), so it is critical to determine the main language in sentences that have been changed. According to Li (2001), Myers-Scotton developed a "frequency criterion" in order to ascertain the main language in an objective manner. This entails calculating the quantity of morphemes, or word pieces, from each language that are utilized in the exchange. The language with the highest number of morphemes is the main one.

In order to categorize the languages that are utilized as the embedded language (EL) or the main language (ML), Myers-Scotton separated intra-sentential code switching into three categories:

- ML Island: This contains only main language morphemes.
- EL Island: Only morphemes from the embedding language are present in this.
- ML+ EL Constituent: Both the embedded and primary languages' morphemes are combined in this section.

2.8.2. Content-System Morphemes Distinction

Gaining an understanding of ML requires distinguishing between system and content morphemes. Nouns, verbs, adjectives, and some prepositions are examples of content morphemes that assign or receive thematic roles that are essential for communicating meaning

and purpose in communication. Yet system morphemes, including function and inflection phrases, are different.

Separating between content and system morphemes makes sense in light of other pairs, like free vs bound morphemes, which are crucial for constructing grammatical structures but have no specific purpose. In bilingual language processing, content morphemes come from both the majority language (ML) and the other language (EL), whereas system morphemes exclusively come from the ML. Myers-Scotton provided two ideas for determining the ML in bilingual language processing by splitting these two.

- **Morpheme-Order Principle:** When you have a mix of words from two languages (ML+EL), and the EL words only appear once in the phrase or sentence, while there can be many words from the main language (ML), the order of the words will follow the pattern of the main language.
- **System Morpheme Principle:** In phrases or sentences with words from both languages (ML+EL), the small words that give grammatical information and are not the main words (system morphemes) will always come from the main language (Scotton, 1993)

Late-outsider system morphemes: These are specific system morphemes that originate from the primary language but are added later in the language mixing process. This idea was expanded upon in a study conducted in 2000 by Scotton and Jake, who specified these particular kinds of system morphemes using a model known as the "4-M model".

2.8.3. 4-M Model

The 4M model is an improved version of the MLF model, which looks at how language works. It breaks down language into different parts called morphemes. The 4M model focuses on these morphemes and how they are used in our brains to create language. It divides them into three groups based on how our brains use them.

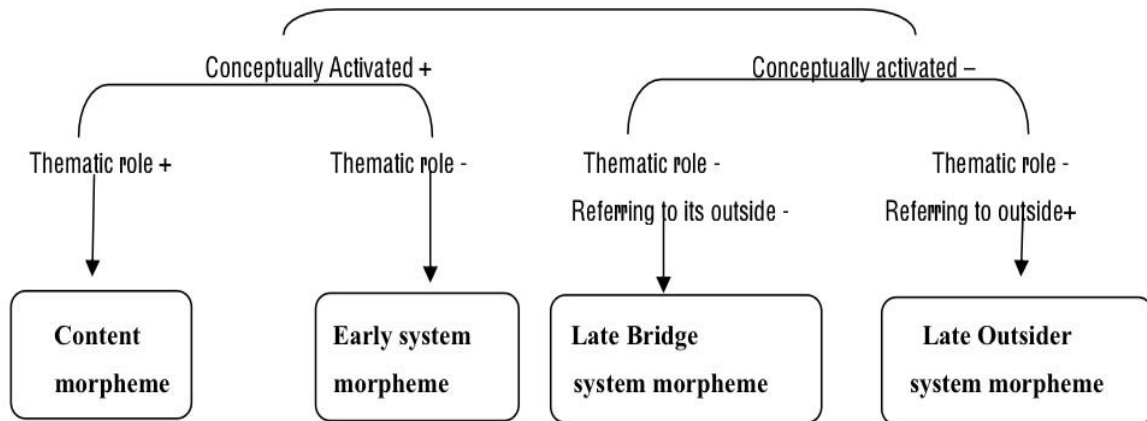


Figure 2.1: Morpheme Classification (Scotton, 2002, p.73)

2.8.3.1. Content Morphemes: As it mentioned before in the MLF model, morphemes are classified into content and system morphemes in the MLF model according to whether or not they play a special role in a sentence. Content morphemes are responsible for assigning or receiving these roles, and they become active when the speaker formulates the core concept. They are picked expressly in accordance with the message the speaker wants to convey. Examples of content morphemes in French include: acheter, commerce, facile.

2.8.3.2. Early System Morphemes: Are a type of system morpheme that comes into play early in forming a sentence. Although they do not play a specific role like content morphemes, they help shape the overall structure of the sentence based on the main idea. According to Scotton & Jake (2000) early system morphemes always fit within the main idea and their form changes depending on the main idea. Examples of early system morphemes in French include words like "la" "le" plural -s, and auxiliary être et avoir.

2.8.3.3. Late system Morphemes: They do not give or get special roles in a sentence, and they are not activated when the main idea is formed, rather they are used at a later stage when assembling the sentence structure, this takes place at the "formulator" stage where instructions are sent to build the sentence correctly. And they are divided into two types: "two-bridges" and "outsiders."

2.8.3.3.1. Late Bridge System Morphemes: They rely on information within the main structure where they are found. However, unlike early morphemes, they do not add to the main idea. They join content morphemes to form a larger group. For instance, the possessive 'de' and 'du' in French such as: « le livre de l'étudiant » or « les clés du voiture ».

2.8.3.3.2. Late Outsider System Morphemes: Are unlike bridge morphemes, depend on grammatical information beyond their immediate structure. They are assigned their position in the sentence at the surface level. Here are some example of a late outsider morpheme in French:

- “lune” (moon) + “aire” becomes “lunaire” (lunar)
- “Bricoler” (tinker) + “age” becomes “bricolage” (DIY or tinkering)

In order to assess the model's explanatory power in bilingual situations, the case study on Senegalese transmigrants' language data used the Matrix Language Frame (MLF) model to examine their code-switching activities. According to the study, the MLF model explained a variety of linguistic occurrences and well represented language dynamics by predicting the prevailing language in the majority of cases. The MLF model offered insightful information on the complexities of language interaction in this group by differentiating between matrix and embedded languages as well as taking system and content morphemes into account. The efficiency of the MLF model in capturing the nuances of language alternation in bilingual communities is demonstrated by this case study, which validates the model's applicability in evaluating code-switching data.

2.9. Labov's Speech Communities

The speech community notion is important as it recognizes language as a social and individual resource. These communities are made up of people who speak the same language or a related variety and share similar linguistic features. Because language is social by nature, it is vital to define the social context in which it is employed. In sociolinguistics, the speech community functions as a global concept alongside terms like speech field, event, network, and circumstance, influencing the composition of more specialized study units. Different definitions of speech community have been given by scholars from various sociolinguistic areas, highlighting its significance in the field. One of these definitions was presented by **Labov** in the early seventies. He writes: "*The speech communities is not defined by any marked agreement in the use of language elements, so much as by participation in a set of shared norms; these norms may be observed in overt type of evaluative patterns of variation which are invariant in respect to particular levels of usage*" (1972, p.513). To put it in another words, not everyone in a speech community will necessarily use language in the same way. Rather, it is more about people in that community following certain shared norms or rules for how to use language. These norms are evident in the way individuals assess or judge various speech

patterns, even when those assessments remain constant in a variety of contexts or linguistic contexts. So, it is less about everyone speaking identically and more about everyone following the same basic rules or norms for communication. Therefore, this theory emphasizes how crucial it is for speech communities to have common assessments of linguistic variables. This idea can be used to Algeria, where French is widely used in e-commerce, to comprehend the rationale behind specific linguistic choices. In 1980, Gumperz conducted research on a multilingual society in India, whose members spoke both Hindi, the country's official language, and a variety of local languages. Gumperz discovered that the community's shared norms and expectations regarding acceptable language use in various settings characterized its speech community despite linguistic disparities.

Labov's theory of speech community rests on two premises:

- that despite variations in how each set of speakers actually uses the variables, the community as a whole reacts and feels about them in the same way.
- that different social groups within the community employ the linguistic variables (or language variety) in the same way, while not always to the same level.

Different groups of people in society use language in similar ways, although they might not use it in exactly the same manner. On the basis of premise (a), Labov suggests that everyone in New York City, no matter if they are rich or poor, belong to the same group of people who speak similarly. This is because all New Yorkers see keeping the (r) sound in their words as a good thing, something to be respected. According to him, despite differences in how they employ specific linguistic components such as the (r) sound; all citizens of New York City speak the same language and are united in their belief that certain pieces of the language are essential.

This idea of people sharing similar views on language aspects is noticeable in Labov's writing. He emphasizes this shared evaluation as the key factor in identifying a group of speakers as part of the same speech community.

For instance, he wrote in 1972 that speech community is more than just a group of people who speak the same language. It is better understood as a group of people who all agree on how language should be used.

At another point he wrote: "*the linguistic variable became one of the norms which defined the speech community, and all the members of the speech community reacted in a uniform manner to its use*"(Labov, 1972, pp.512-537)

A similar tone is quite clear when he writes: "*the speech community is defined not by the presence or absence of a particular dialect or language but by the presence of a common set of normative values in regard to linguistic features*" (1972, pp.773-818)

Therefore, Labov's idea of a speech community disregards the idea that everyone uses language or language elements in the same way. Instead, it focuses on the common assessment or judgment of linguistic elements among its members.

Considering premise (b), Labov reported that: "New York is a speech community and not a collection of speakers living side by side, borrowing from each others' dialects. may be demonstrated by many kinds of evidence. Native New Yorkers differ in their usage in terms of absolute values of the variable, but the shift between contrasting styles follow the same pattern in almost every case." (1966, p.7)

People in New York City tend to speak similarly depending on how formal the situation is. A study by Labov in 1966 found that people generally use more of the "r" sound in formal settings, no matter of their social group. For members of higher social groups, the change is less noticeable since they use this sound more frequently in regular speech.

After introducing Labov's theory of speech community, Amadidhi (1991) analyzes it from four distinct perspectives which are:

2.9.1. The Notion of Prestige: Labov's research on New York City English speakers demonstrated that non-standard dialects could also have hidden prestige within a speech group, proving that prestige is not always associated with the highest socioeconomic class. In order to establish and preserve group identity within the speech community, speakers may continue to use non-standard dialects even though they believe those dialects to be inferior. This is due to the fact that subcultures and society's overall value system are reflected in hidden prestige.

2.9.2. The process of Style Shifting: It describes the phenomena where people modify their speech patterns to suit different social contexts, including formal versus casual settings or social group interactions. According to Amadidhi, people change their speech patterns either consciously or unconsciously to fit the norms and expectations of the particular social setting in which they find themselves.

2.9.3. The Process of Sound Change: Our speech patterns change throughout time as a result of the social networks and geographical contexts that influence us. According to him, some people start these changes, which then spread to other people. For example, younger people in cities might be the first to pronounce or use a new word before older people in rural areas.

2.9.3. The Notion of Identity: The concept of identity in speech communities concentrated on the ways that shared norms and values impact language use within a community. It became clear that identity is less about language uniformity and more about the common normative norms that members hold about linguistic features.

2.10. Conclusion

Frequent use of a second language (L2) can result in subtle changes in linguistic preferences or cultural identity within the first language (L1) as well as changes in fluency and proficiency. In a nutshell language contact clarifies the dynamic interaction of linguistic processes further described by the MLF model and Labov's theory of speech communities, such as code switching, borrowing, language convergence, and relexification. A greater comprehension of the intricate processes governing language contact is attained by a thorough analysis of these theories and their varieties. Building on the knowledge acquired from this, the research methodology chapter that follows will go into the methods and tools utilized to analyze the results of using French as a strategy for engaging and attracting customers in e-commerce settings.

Chapter Three
Methodology, Analysis and
Results

3.1. Introduction

Any academic research study aims to conclude with reputable and trustworthy findings. To achieve accurate results, every academic investigation must adhere to a set of scientific, methodical procedures when it is carried out. Thus, in order to ensure the validity of this study, a certain technique was used in this research work. As a result, this chapter will include a thorough explanation of the research methodology and results. More precisely, it will outline the sample, the participants, the procedure, and the study methodologies that were used. Also it will describe the purpose of each method while covering the data gathering tools which include online interviews and Instagram conversations. At the end the chapter will finalize with a result that resolves the research questions and proves or disproves the hypotheses.

3.2. Research Methods

It is evident that fulfilling the goals of this research calls for a thorough analysis of the function that the French language will play in Algerian e-commerce in 2024.

To get the information required to either confirm or refute the hypotheses put out in this study, a **mixed method** research design has been used. A mixed method design is a type of research paradigm that combines two research paradigms: the quantitative paradigm collects data in a numerical form that can be categorized, ranked, or measured in units of measurement. It is also known as information about quantities. On the other hand, the qualitative paradigm, which focuses on comprehending behavior in humans from the viewpoint of the informant. It is descriptive and focuses on phenomena that are observable but cannot be measured, like language. (McLeod, 2019).

Following similar logic, the three questions will be answered through online interviews and conversations. Quantitative techniques will be used to determine whether or not we are still influenced by French colonization or if we are shifting toward English, and if we speak French for personal reasons or because of historical and cultural influences in addition to see how much can this language attract customers in the Algerian landscape. However, the qualitative strategy will also be used to answer all the three questions as well, but specifically the first one, with an emphasis on examining the exchanges between buyers and sellers to learn more about their behaviors and responses. This integration inside the mixed-method design improves the study's dependability and reliability since it thoroughly looks at the issue from a variety of angles.

3.3. Samples

To collect data that is suitable for the type of study being done, research needs a defined sample. However, a sample was chosen to more accurately reflect the collective knowledge of the society because Algeria is too large for the researcher to gather data from every company of it. Thus, in this study companies such as DXN and Arvea are among the instances used along with screenshots of eight conversations.

a) DXN Company

DXN is a renowned global company that specializes in selling wellness items and dietary supplements. DXN was established in 1933 and has a long history of offering superior natural solutions to advance wellbeing. It provides clients in Algeria with access to a variety of supplements that are suited to their individual requirements through its web presence. The company is a useful case study for comprehending consumer behavior and market trends in the Algerian setting because of its dedication to innovation and client happiness, which has earned it a respectable position in the e-commerce landscape.

b) Arvea Company

Arvea is a prominent skincare company known for its diverse range of products designed to address various skin concerns. With a wide range of products catered to various skin types and ailments. With an online presence in Algeria, Arvea caters to the skincare needs of consumers seeking effective and trusted beauty solutions. The company is a significant player in the Algerian e-commerce sector and deserves further investigation throughout the data collection phase of this study because of its focus on research and development as well as its commitment to effectiveness and quality.

3.4. Data Collection Instruments

Regarding data gathering tools, I intend to employ two distinct methods: an online interviews and screenshots of conversations. Real-time contact and the capturing of complex responses are made possible by the dynamic platform that online interviews provide for participant engagement. Moreover, screenshots are an important resource that offers visual records of conversations and exchanges in virtual environments. Together, these instruments offer a comprehensive approach to data collection, combining the richness of qualitative and quantitative insights from interviews with the tangibility of visual data.

3.5. Online Interviews

The primary method of gathering data for this study is an online interview which was chosen by the researcher because it allows for the capturing of participants' subtle data. Reaching responders from widely dispersed geographic locations like Algeria, where a well-known companies DXN and Arvea have opened online branches; is made possible by this flexibility. The real-time contact between the researcher and participants in an online interview format enables a comprehensive examination of their viewpoints and experiences. Through structured questions and open-ended inquiries.

3.5.1. Procedure

I conducted 20 minutes Zoom interview with the two aforementioned companies about the use of French in Algerian e-commerce marketing. I selected this platform since it facilitates the communication between all parties. First I asked them if I could record what they will say. Second I equipped myself with a pen and paper to note down the essential points requires. Then, I started the interview by providing an overview of the objectives, also I emphasize the importance of comprehending the effects of using French in the Algerian market. Thus I asked each of the participants from both companies seven carefully structured questions in turn that are relevant to the study, allowing them to share their opinions and experiences. I also encouraged them to provide specific examples, statistics, or anecdotes when appropriate so that the discussion remained fair and each company had an equal chance to share its insights. At the end, I wrapped up by thanking them for their participation and summarizing the main ideas that were covered.

3.5.2. Purpose of the Online Interviews

The main goal of the interviews was to collect informative data from Algerian consumers on their experiences using these two companies.

- The first question attempts to examine buyer reactions and linguistic preferences regarding the effect of the marketing plan on Algerian customer attraction and retention. Regarding the form of question, sellers are respond by yes or no; however, some of them explain more and further clarify their responses, especially with regard to customers' language-switching behaviors and any noticeable changes in communication patterns, in order to contribute to a thorough understanding of the linguistic dynamics within the Algerian market.

- The second question objective is to evaluate the extent to which the growing prevalence of English has affected and overshadowed the use of French in business interaction.
- The third question points at identifying regions in Algeria where the use of French language components in marketing has received noticeably favorable feedback. The research aims to identify regional preferences and cultural differences that affect consumer perceptions by identifying these areas or cities.
- In the fourth question sellers were asked to list the common difficulties and challenges that faced them with this specific language. The aim behind this question is to judge whether Algerians are proficient in speaking French fluently or not.
- The fifth question aims to investigate the efficacy of the Algerian marketing strategy's use of French. I can evaluate how well French connects with the target audience and contributes to the overall marketing success of firms by knowing the circumstances that led them to include it. This will offer insightful information for my research on language preferences and consumer behavior.
- The sixth question intention is to ascertain whether French or Arabic is more frequently utilized by vendors in Algeria when integrating the language into their marketing plans through understanding which language is more dominant and to seek what are the linguistic techniques that sellers used the most.
- The last question is closure, it aims to gather examples of successful integration of French into marketing strategies that have led to notable growth in business. Through an analysis of these stories and examples, I am able to identify the precise methods and approaches that have worked well for using this language.

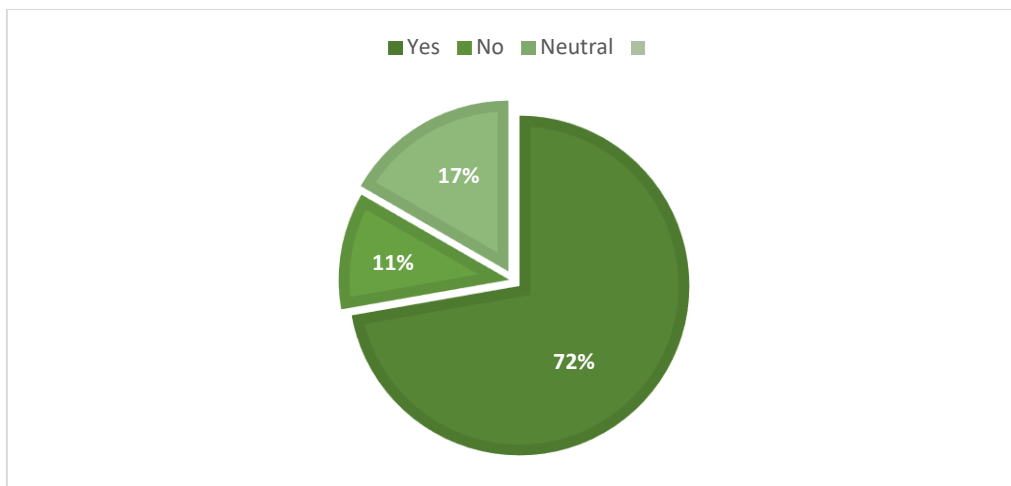
3.5.3. Participants of the Interview

The study's participant selection process was carried out with great care to guarantee that a variety of perspectives from DXN and Arvea firms in Algeria were included. Using both my recent learnings about Arvea and my extensive knowledge of DXN from my time working there, I was able to identify two important participant groups: Females and males sellers, for each company I performed in-depth online interviews with five women and four men so then the total number of participants is eighteen. These interviews were intended to promote open dialogue and provide insightful information on individual shopping experiences, illuminating language preferences and their possible impact.

3.5.4. Interviews Analysis

After collecting useful information and data from sellers, now I am ready to begin the analysis. I seek to identify variations and patterns in the responses by carefully examining the data that has been gathered. This analysis will lead to a better knowledge of the market environment, improve seller interaction tactics, and help finding an answer to the research problems

Since the first question asks for a yes or no answers (see appendix 1), I have put together 18 of these responses along with some extra explanations, some of them stated and provided solid arguments to their answers while others answered simply by yes or no. The accompanying graph provides further clarification.



Graph 3.1: The impact of French on Customer

The first graph suggests that language inclusion may crucial in determining customer involvement, as a vast majority of sellers 72% of them observed changes in customer behavior and positive reactions when incorporating French into their e-commerce strategy, and they added some additional comments which are:

"Yes, sometimes the clients start speaking Arabic, but they quickly switch back to French after they see us using it"

"Indeed, when we explain the products, we observe that customers are more drawn to them; like gaining their trust"

"yes, especially on elderly women"

On the other hand, 11% of them reported no discernible impact and they added some answers:

"No, what impacts and attracts customers are lower prices and favorable customer feedback on products; and not the language"

" No, because some clients hate speaking in this language and are not interested in it"

" No, since not every consumer speaks French fluently"

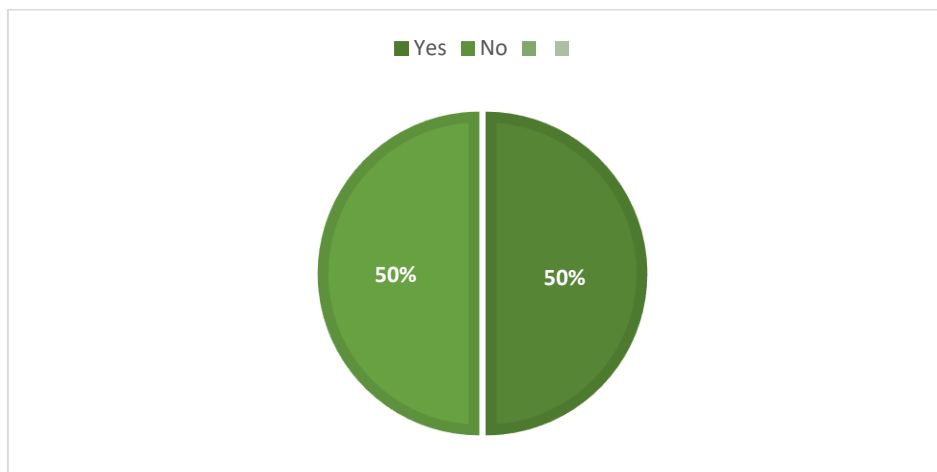
However, 17% of the replies were ambiguous and did not take a side. Their responses varied within this subset, with some giving oblique and vague answers. Some of them:

"Although it is difficult to identify a direct impact, we try to satisfy all linguistic preferences"

"It depends on the language preferences of the target audience."

"We offer choices in both Arabic and French, but not a clear preference has emerged"

The second question, much like the first, was also yes-no, revolving around the influence of two powerful languages which are French and English in 2024.



Graph 3.2: The Influence of English on French

Looking at graph 2, it is apparent that the result is equal; the rate of "yes" responses is represented by a darker shade of green in the pie chart and they added some justification:

"Yes, since the majority of page names and bios are written in English"

"It is true that English has taken over as the language of economics"

"Yes, without a doubt; our company has a lots of ads in English, especially with the development of the internet and social media"

While the rate of "no" answers is represented by a lighter shade. Some of their justification were:

"No, Algeria is still mentally colonized by France"

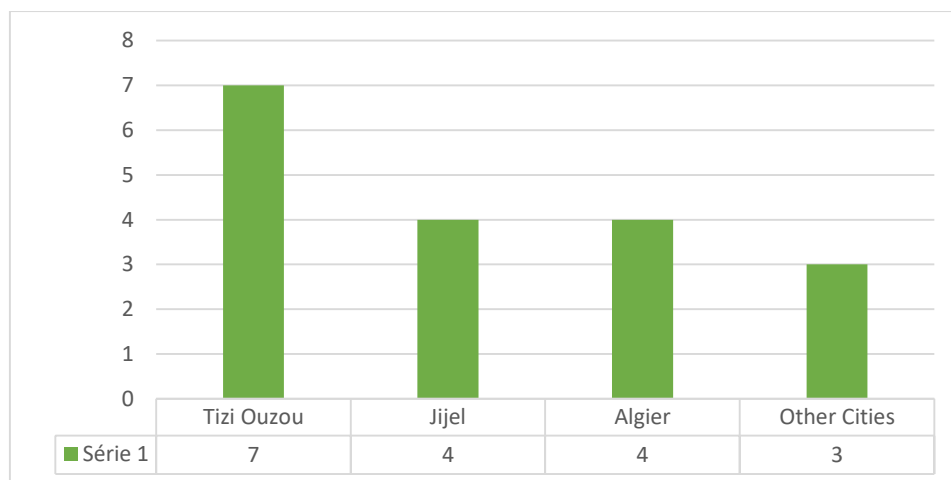
"No, English will never replace French, unless the future generations change that "

"No, despite the fact that both the seller and the buyer speak English well, they would rather communicate and conduct business in French"

"No, I can tell immediately if someone is speaking English; he is either a student or an English teacher"

"I do not think English will replace French in e-commerce, but it might in other settings"

The third question concerns the statistical examination of which Algerian cities has a positive response to the use of French.



Graph 3.3. The Positive Response of French in Algerian Cities

The third graph sheds light on the locations and cities where contacts in French resulted in favorable reactions. Tizi Ouzou stands out particularly well, receiving 7 replies indicating positive interactions. Jijel and Algiers came in second and third, respectively, with 4 replies, demonstrating a steady state of positive interaction. Participants also mentioned Oran, Bouira, and Tlemcen as places where they had great contacts in addition to these well-known locations.

In the fourth question I tried to figure out if the sellers can run into difficulties or barriers when incorporating this language into their online business ventures. The following table will clarify more.

Choices	No	Yes
Respondents	15	3
Percentage	84%	17%

Table 3.1. The Difficulties when Using French

From the data in table 1, it can be seen that more over half of them 84% said they saw no differences and encountered no difficulties when speaking French. While the remaining 17%, which consists of three sellers, offered other justifications. The first seller *stated: "yes, sometimes we face difficulties especially when some consumers cannot comprehend French, even when it is code switch with Arabic. Therefore, some customers request to converse in our native language which is A.A (Algerian Arabic) "*. And the second one called attention to one challenge, which is *"sometimes we are under a lot of work pressure, which forces us to bring on more admins in order to handle the workload; and the new admin can struggle to use the right language for the communication"* while the third said *"yes, there are occasions when we have difficulties when we perceive that the client is uncomfortable with the language, yet he continues to use it despite grammatical and linguistic mistakes "*

The fifth question aims to investigate the factors behind sellers' decision to add French to their Algerian e-commerce. The study collected 18 responses from the online interviews, the majority of them expressed similar views and mentioned common circumstances that prompted them to use this language. And here is how they answered:

"We speak French because it is a language we naturally speak, which means we do so without realizing it. I think this is because of French colonialism"

"Sometimes it is difficult to find the exact word in the source language, so we have to borrow it from French"

"In some cases the customers initiate the conversation in French, so it is only natural for us to respond in the language they have chosen"

"We see that most of our clients are teens and young adults, who tend to speak French more frequently. That's why we incorporate it into our business"

"Women make up the bulk of our clientele and are the main French language users. As a result, we code switch it with Arabic to satisfy everyone we serve"

The sixth question explores how sellers can successfully use both languages within the Algerian e-commerce landscape, focusing on their communication to resonate with the local

dialect, and how they can maintain a balance between Arabic and French while also integrating these languages into the Algerian spoken language. Since there was a degree of similarity among the responses, I have chosen the ones that were most common. The first seller articulated *"we provide a bilingual website with easy language switching between Arabic and French, making it accessible to a larger audience"*, followed by the second seller's assertion of *"through the discourse switches between Arabic and French codes"* with the third who said something along these lines *"using only a word or two in French and continuing the conversation in our dialect"*, and as for the fourth and final sellers highlighted: *"we speak French, but we employ Algerian grammar"*, *"posting content in both Arabic and French on our page"*

In the seventh and the last question I sought out the sellers to relate instances in which they discovered that speaking French had an impact on their business. The majority of respondents said that speaking French was beneficial, especially for attracting in clients who prefer this language. They thought it improved consumer comfort and created a friendly atmosphere. However, when I asked for specific instances or stories, most could not provide them. Although they acknowledged the general advantage, but they had difficulty in recalling specific instances in which French was crucial. Conversely, other participants described specific instances in which their business was greatly impacted by their ability to speak French, and they stated:

"When we collaborated with social media influencers who speak French and have a large following for our advertising campaigns, we received a significantly positive response"

"Yes, when we invested an amount of money, displayed a sponsored post in both languages, and promoted it on our page. Customer involvement increased significantly as a result of this strategy"

"Adding French hashtags gets lots of likes, and when a post gets many likes, it reaches a large audience"

"Yes, it enabled us to communicate with numerous big platforms and websites when we combined French with our mother tongue"

"Keeping up with French trends brings a lot of likes"

3.5.5. Findings and Discussion of Interviews

The data gathered from online interviews provides a nuanced picture of French's role in e-commerce. The vast majority of respondents categorically stated that it has a substantial impact, pointing out that it is effective in drawing customers and building product confidence. They said that in their business operations, French is an essential language that may compete with

English. These participants discuss the rationale behind their deliberate use of the language, pointing out that it may serve a wide range of clientele and foster a more welcoming online community. And they provide interesting examples to show how adding French has helped them reach a wider audience and increase sales.

Conversely, a minority of respondents take a different stand, indicating that they place less importance on language in their online business ventures. For them, the main emphasis is on commerce itself, and language is only a small part of their entire approach. They consider French to be secondary to other company concerns and see little to no noticeable influence from integrating it into their operations.

This difference of viewpoints highlights how complex language relations are in the digital economy. While some business owners understand and take advantage of French's potential to improve their e-commerce endeavors, others place a different priority on other aspects of their success.

3.6. Conversations

The conversations represent the secondbody of data in this study. As part of the research technique, Instagram conversations are screenshotted in order to shed light on the dynamics of interactions between buyers and sellers. The researcher can record by using this method the subtleties of communication, such as negotiating strategies, product questions, and transactional interactions. The study intends to present visual proof of the complex nature of these interactions inside the digital marketplace by utilizing screenshots, providing insights into seller actions and buyer behavior.

3.6.1. Procedure

In the process of collecting data for analysis, I curated a comprehensive selection of 8 conversations sourced from Instagram. In order to ensure a comprehensive representation, I carefully collected conversations from multiple pages. The initial discussion was with the organization I had previously interviewed with, which gave me a basic understanding of their communication style and approach, expanding beyond that, I chose other 3 conversations from well-known businesses that have a strong presence and reputation in their respective fields. Concurrently, I tried to incorporate perspectives from up-and-coming e-commerce firms, therefore, I selected 4 discussions from recently founded and small online business that showcase a new wave of creativity and entrepreneurship; among them; one from my page. Also I carefully balanced the inclusion of seller's conversations between genders (males and females), guaranteeing a varied representation of opinions, in order to further enhance the

credibility of the dataset. Furthermore, I asked all participating vendors to send me screenshots of their chats in order to preserve openness and clarity, these screen grabs, which preserved the real conversations in their actual setting, functioned as primary sources of information. After that, I translated every exchange into English so that readers who were not familiar with the original language could easily understand and follow along.

3.6.2. Purpose of the Conversations

The primary goal of gathering these conversations was to determine whether or not small and large businesses utilize French, and if so, how correctly it is. By looking at different conversations, the goal was to see if French is commonly used by all types of businesses or mostly by larger ones. Also, I wanted to see if the French they use is grammatically correct, and if there is any difference in the level of French between small and big companies, in addition to compare it with the English language

The study's secondary aim is also intending to investigate the effects that result from bilingual people interacting with one another when they switch between languages during a discussion. I want also to recognize and comprehend the different linguistic phenomena that arise from language contact by closely investigating these interactions. By doing a thorough analysis, I hope to reveal the most common patterns and outcomes that arise when people switch between two languages, highlighting the difficulties of bilingual communication and how it affects conversational dynamics.

3.6.3. Conversation Analysis

(I have gathered 8 conversations, and for each one the analysis will be provided below)

- Buyer: Bonjour docteur j'ai récemment eu des problèmes m3a le côlon dyali et je cherche quelque chose de naturel pour m'aider (Good morning doctor, I recently faced a problem with my IBS and I am looking for something natural to help me)
:Ela hsb le post c'est la spiruline (According to the post, it is the spiruline)
- Seller : Bonjour madame (Good morning madam)
:Oui c'est ça bsh machi whdha il faut ajouter whd les compléments meaha comme lMyco veggio et le Morinzhi (yes it is, but not alone you must add some supplements with; like Myco veggio and Morinzhi)
:Parce que hiya mliha en générale mais mea le Myco veggio et le Morinzhi tzid tamélioré la digestion et tliminé les ballonnements (Because it is beneficial in general but with Mycoveggio and Morinzhi; it will improve digestion and eliminate bloating)
- Buyer : Est-ce que les femmes enceintes peuvent la prendre ? (Can pregnant women Take it ?)
- Seller : oui il y a aucun problème mliha pour les femmes enceintes et même aux femmes qui allaitent (Yes no problem it is good for pregnant and breastfeeding women)
- Buyer: (Liked the message)
: Merci beaucoup (Thank you so much)

This First conversation is taken from DXN company the one that I did the interview with, as it provided above. The patient was enquired about the acceptability of a specific dietary supplement for her IBS and questioned a doctor about it. In addition to evaluating the first one, the doctor suggested taking two other dietary supplements in order to get a good result. In this interaction the analysis would be through:

- **Language choice:** Despite the fact that both individuals are Algerian, the conversation is primarily conducted most in French, demonstrating the impact of sociolinguistic elements including social conventions, professional environments, and education. In some situations, people may view French as the language of professionalism and knowledge, which could prompt both the patient and the doctor to use it when communicating.
- **Situational Code Switching:** The linguistic dynamics in the discourse are probably influenced by the doctor's position as a healthcare professional. According to phenomenon of situational code switching, people can modify their speech patterns to fit various social situations. Because of the doctor's legitimacy and experience in this situation, both parties can choose to speak in a more official register that uses French.
- **MLF:** The phenomena previously mentioned is demonstrated by a seamless transition between Arabic and French, while Arabic is the embedded language (EL), it is only seldom used; due to the terminology and expressions that have greater cultural significance or emotional resonance for the participants.
- **Language Competence:** The participants' excellent level of language competency and proficiency is indicated by the lack of grammatical errors in their use of French. This emphasizes how crucial language proficiency is in professional contexts, where it is necessary to communicate clearly in order to ensure that patients grasp complicated medical information.
- Buyer: «sent a post»
:Slm ça c des produits originaux 100% ? (salam are these 100% natural products)
- Seller: w ealikom slm, oui bien sur (w ealikom salam, yes of course)
- Buyer: vitamin C hadak lach mlh exact? (what does exactly the vitamin C benefit?)
- Seller: eando bzf des avantages ystimuli la production de collagène wtani uniformisi le teint de la peau. (It has many benefits, it stimulates collagen production and evens out skin tone)

- Seller: Et pour plus d'informations voici notre nmr 0778236690 ou bien contactez l'admin de la page yfhmk bien ela g3 les produits li rahom disponible (for more information here is our phone number 0778236690, or contact the page admin who will explain in details about the available products)
- Buyer: Merci + a white heart emoji (Thank you)

In the second conversation, the seller of Korean skincare products is having a discussion with a customer who is unsure about the items' authenticity and wants more information about their advantages, especially with regard to vitamin C from the Korean company Jaysuing. In response to these worries, the seller emphasizes the products' exceptional quality and uniqueness while offering thorough information regarding their originality. The seller also discusses the advantages of vitamin C, emphasizing how well it works to brighten and revitalize skin. Furthermore, acknowledging the need of continuous assistance, the seller offers additional contact details, comprising a phone number, to handle any follow-up questions or offer help when needed. In this language exchange between the buyer and the seller both French and A.A (Algerian Arabic) is used. They demonstrate their bilingual ability by skillfully fusing words from both languages into their discourse. They alternate between speaking these two languages throughout the same conversation, demonstrating the phenomena of code-switching. Their ability to successfully communicate oneself through a variety of language resources is demonstrated by their linguistic conduct. The female buyer exhibits her linguistic diversity by fluently moving between French and Algerian dialect, shortening words like "Ç'est" to "c," and using the intra-sentential code switching in the Arabic phrases like "lach mlh exact." In a similar vein, the seller combines French terms with Arabic grammar, like "ystimuli" and "uniformisi" which causes the phenomenon of relexification resulting from language contact.

- Buyer: Mrhch eandi modèle frasi khliha elik dirili a votre choix haja simple wt3jb une fille de 12 ans. (I do not have a specific model in my mind; I will keep it for you. Make as you prefer something simple and that 12 y.o girl will like it)
- Seller: N y ps de souci (No problem)
: Et pour la ganache chandirlik ? (What would you like for ganache?)
: On a ganache classique chocolat noire, crème fraîche, beurre et glucose aussi ganache caramel chocolat lactée, crème et beurre de cacao wkyn tani ganache framboise lifih pulpe de framboise et sucre (We have classic dark chocolate ganache, sour cream, butter and glucose; also milk chocolate caramel ganache, cream and cocoa butter, I also have raspberry ganache which has raspberry pulp and sugar)
- Seller: C parfait dirili ganache framboise hiya broha elle aime le rose (it is perfect, do

the raspberry ganache since she likes pink)

In the third conversation provided, I had a profound conversation with one of my regular clients who asked me to make a layer cake for her daughter's upcoming 12th birthday celebration (since I am an Algerian baker). I was able to explore deeper into the nuance of the conversation by taking a screenshot on Instagram (see appendix 2) of our exchange and had the chance to demonstrate my commitment to providing individualized service when the customer expressed her initial doubts about the details of the layer cake she had in mind. Notably the client used a distinct linguistic style by combining the vowels "a" and "e" to represent the Arabic letter "ع" and omitting vowels from words, such as "mrhch" instead of "marahch". These language selections exhibit a variety of informal Arabic usage. However, since French takes up more than half of the discourse, the baker (me) who is acting as the seller in this exchange, utilizes French as the matrix language (ML), as it dominates over half of the conversation. In addition, I employ the acronym "N y ps" for "il n'y a pas" which conveys an easy and effective communication style.

- Buyer: Slm 3likm khoya Dell latitude ch3l dayar? (Good morning bro, how much Dell attitude is?)
- Seller: W3likom salam 75000 da
- Buyer: Ch3n fih la Ram (How much RAM does it has?)
:L*
- Seller: (Sent a vocal)
- Buyer: (Liked the vocal)
: W E5470 ch3l? (And how much E5740 is?)
- Seller: Meme prix qu'avant (Same price as before)
: Fih Radeon R7 M360 Ecran 14 pouces full HD (It has Radeon R7 M360, screen 14 inch full HD)
Bluetooth 4.1. Ports USB 3.0 HDMI VGA. Autonomie de la batterie hata 10h selon la configuration et l'utilisation bien sur (Bluetooth 4.1. Ports USB 3.0 HDMI VGA. The battery can last up to 10h, depending on the configuration and, of course how it is used)
- Buyer : caractéristique kima fenetre w le design! (other characteristics like windows and design)
- Seller : Oui bien sur window 10pro (64 bits) preinstallé m3a lpossibilité de mise a niveau vers d'autres systèmes d'exploitation compatibles (sure, window 10pro (64 bits) comes pre-installed with the option to upgrade to other compatible operating systems)
: le pois fih x1.76 kg et le touchpad c de haute qualité wyji faha 4bouton m3a empreinte digitale w kyn tani une fenetre a coté pour les cartes SD li tnjm tchri

baha en ligne (It weighs x1.76kg and the touchpad offers a high quality. It has 4 buttons with digital print, also there is a slot next to it for your SD cards which help you purchase online)

- Buyer: Rabi yhfDQ (May god protect you)

In the fourth conversation the customer looks for comprehensive information about the features and quality of the laptop. He specifically asked for the performance of the batteries and the graphics cards. In response, the seller goes into further detail about the laptop's features, emphasizing its powerful graphics cards for improved visual performance.

In this exchange there are several apparent French grammar errors, including "meme" for "même," "bien sur" for "bien sûr," "fenetres" instead of "fenêtres" also "preinstallé" in place of "préinstallé," and other ones such as: "a" and "4 boutons". These mistakes imply that the discussion was more concerned with the commerce itself and conveying detailed information about the laptop's features rather than adhering strictly to French grammar rules. With these grammatical errors, both parties were able to effectively convey their intents and comprehend each other's messages, suggesting that the sharing of product-related information was the main objective. Additionally, the seller employed certain linguistic elements like "baha" and "faha," which are a local dialects from Annaba. According to Labov's theory of speech communities (the notion of identity), suggests that language serves as a social identification and not only a tool for communication. By identifying himself as someone from Annaba through the use of these local phrases, the seller can build connection and trust with the buyer who might also be from this city.

- Buyer: سلام عليكم (hello)
: Grille pain ch3al dayra (How much the toaster is?)
- Seller: T3 2 tranches ahi en promo 3300 da (Of 2 slices is on sale)
- Buyer: Fiha la garantie? (Does it have a warranty?)
- Seller: Oui bien sûr garantie de 24 mois (Of course, warranty of 24 months)
: Puissance 850W et 7 niveaux de brunissage et poids net 1.16 w poids brut 1.73
: Modèle GP 130 (850W power and 7 browning levels, with a net weight of 1.16 and gross weight of 1.73)
: Buyer : Combien la livraison (How much is the delivery)
- Seller : C gratuite (it is free)
- Buyer : (Liked the message)

In the fifth conversation the dialogue centers around a buyer's question about the cost, guarantee, and features of a toaster during a sale. The seller promptly responds, stating the

toaster's 3300 da price tag and confirming its inclusion of a two-year warranty. In addition to these details, the seller provides extensive information about the toaster's power, design, and weight. Based on these data the researcher can analyse it through:

- **Borrowing:** The buyer began the conversation in Arabic, but when he could not find the suitable word for "toaster" in Arabic, he switched to French. When people move between languages because they cannot find the right word in their own tongue, they do it in a practice known as cultural borrowing.
- **Code Switching:** The seller spoke in both French and A.A (Algerian Arabic) during this exchange, using phrases like "t3 2 tranches" and "fiha la garantie" in the same line. This mixing, known as intra-sentential code switching, occurs when people speak various languages simultaneously and when they are able to communicate more complex meanings and express themselves more effectively.
- **MLF:** Throughout the discussion, French was mostly employed, particularly for expressions like "combien la livraison" and "c gratuite." This indicates that French was the primary language spoken (ML), making it easier for everyone to comprehend crucial information regarding the sale and the toaster.
- Buyer: سلام عليكم خصني كادو شباب لمادام كاش متبروبوزي عليا (Hello, I am looking for a beautiful gift for my wife, do you have any suggestions)
- Seller : Oui bien sûr qu'est-ce-que ta femme aime exacte (Yes, of course. What exactly does your wife like?)
- Buyer : haja unique (Something special)
- Seller : Que diriez-vous d'un collier sur mesure avec les initiales de son nom ou une date gravée dessus? (How about a custome made nacklace with initials of her name or a date engraved on it)
- Buyer : 3ndk haka des designs spécifiques (Do you have specific designs?)
- Seller : Nous avons quelques designs époustouflants juste consultez nos stories à la Une (We have some stunning designs, just check out our stories à la Une)
- Buyer : Dcr je verrai merci (Ok, I will see. Thank you)

In the sixth conversation, the buyer is asking for help in finding a unique gift for his spouse. The seller offers alternatives for making the necklace unique, including adding her name or a special date that means a lot to her. Derived from this; I used two techniques in order to get insightful analysis:

- **Language convergence:** is the process by which speakers modify their usage of language to more closely resemble their conversation partner. The buyer begins speaking Arabic, along with a few French words that are written in Arabic as well. However, the seller replies primarily in French, excluding any Arabic vocabulary. As a

result, the customer gradually stops using the Arabic-French mixture and adopts the seller's French language.

- **Process of Sound Change:** The central idea of Labov's theory is the way language evolves throughout time, especially in reaction to social influences. Social media vocabulary like "story à la une" is used in the chat, which illustrates a linguistic innovation influenced by modern communication platforms. This use illustrates how language changes as a result of exposure to new cultural norms and technological advancements. Sound change might happen gradually, as speakers embrace and adjust to new linguistic forms as a result of social dynamics and advances in technology
- Buyer: (sent a reel) + Prix svp (The price please)
- Seller: Le pack est en promo 18,800 da (The pack is on sale 18,800 da)
: Endk modo meuble TV+ table de basse avec une matière première aggloméré et des pieds et poignées en bois hêtre weandk tani deux large espace de rangements ouverture latérale (You have TV unit+ coffee table with agglomerate material and beech wood legs and handles, and you have also two large storage spaces with side openings)
Buyer: (Sent a vocal)
- Seller: Machi prblm beatina l'adress et le nmr (No problem, send us your address and phone number)

The seventh conversation shows a furniture seller and a customer discussing the specifications and prices of TVs and base tables that are being advertised on Instagram. In response to the customer's inquiry the seller gives thorough details about the specifications of the tables, including the cost and wood material composition. These information offers that furniture seller has a casual tone in this exchange, as evidenced by the abbreviations "promo", "nmr" and the usage of intra-sentential code-switching, especially when referring to "machi prblm". Also the presence of French phrases indicates its dominance, likely due to the context or the participants' linguistic background. The in-depth conversation regarding the features and costs of the products; illustrates the changing nature of online furniture sales by combining a variety of languages and casual language usage.

- Buyer: Bonjrr hbiba jit mn 3nd sarah chftha hdra 3la tes produits f story (I came through Sarah, I saw her advertising your products on her story)
- Seller : Oui bonjour ma chérie mrhba bik (Yes, good morning my darling, welcome)
- Buyer : yslmk hdik écran total ch3l dayra (Thank you, how much this sunscreen is)
- Seller: 2500 da
- Buyer: pour la peau grasse ou bien sèche (For an oily or dry skin)
- Seller : Hiya pour la peau sèche +50 ms c tu as une peau mixte tu peux aussi l'utiliser (It is for dry skin +50; but if you have a dry skin you can also use it)
Buyer: merci bcQ + emoji (Thank you so much)

In the eighth and the last conversation the buyer strikes up a discussion on the seller's cosmetics, particularly the sunscreen product; while the vendor answers right away, confirming the relevant details. This conversation appears to be between a buyer and a seller in a casual and friendly setting where both French and Arabic are spoken. with the use of terms like "hbiba" and "ma chérie" suggest a kind and polite tone, alongside the informal language like "bonjrr" and "bcQ" which adds a casual flair to the exchange. Additionally, the conversation seems to be flexible, possibly indicating the speakers' bilingual proficiency, as evidenced by the code-switching between French and Arabic such as "hiya pour..." within the same sentence suggesting a fluidity in the communication.

3.6.4. Findings and Discussion

It is clear from the analysis of these 8 conversations that most of them code switch between the two languages "French and A.A". Every discussion makes use of a variety of linguistic techniques, including identity concepts, language convergence, borrowing, relexification, code-switching, MLF model and sound-change processes.

The analysis highlights how well these techniques work to provide satisfying consumer experiences. Notably, customers express their satisfaction through the use of affectionate emojis, to convey how satisfied they are with the exchange and how much they valued it. Furthermore, their timely order confirmation is concrete proof of their involvement and approval. Moreover, the intentional application of courteous language is found to be a crucial element in engaging and keeping the interest of the consumer.

And upon analysing the dataset, it becomes evident that the majority of e-commerce sellers, use French as their primary language regardless of their level of proficiency in the language. This interesting language choice seems to be the most common means of communication in the Algerian e-commerce environment, sometimes combined with the use of **Arabic coding**. This deliberate combination not only serves prospective customers but also serves as a draw for the goods or services provided.

The data also show that employees of larger companies are more likely to speak French well, while simpler terminology is used by newer online businesses and they turn to Arabic as a backup language when they come upon challenging terms.

Additionally, the research revealed a noteworthy pattern showing that a significant percentage of the clientele, primarily female, actively participated in French conversations and continuously showed positive responses.

Following our investigation, we discovered that some of vendors chose to use a French jargon, a custom that was engrained in their business dealings. These people regularly used this jargon, which is representative of their industry, as part of their standard business procedures.

One observation that shows up in all eight of the discussions is the total lack of English vocabulary. No conversation takes place outside of the boundaries of the mother tongue and French, with no English vocabulary inserted.

On the other hand, there is one conversation in which neither participant seemed to place much importance on the subtleties of language or speech pattern; instead, the main focus was on the discussion topic.

3.7. Conclusion

In order to respond to the primary research questions and support the proposed hypotheses, we have conducted the analysis and described the results in this chapter review. The online interview and conversations clearly show that, in the 2024 Algerian market environment, hiring French can draw in business and greatly improve the chances of gaining new clients. This emphasizes how crucial language considerations are from a strategic standpoint when it comes to e-commerce, especially in Algeria where the population is bilingual

General Conclusion

As Wittgenstein once said, "The limits of my language mean the limits of my world." (1921, p.25) This quote emphasizes how important language is in influencing our interactions and experiences. The fact that French is still used in Algerian online transactions is evidence of France's enduring influence in Algeria, even though the official language is Arabic, yet French is still widely used in various fields; including online shopping which made these transactions useful as this language is widely supported on internet platforms and in foreign marketplaces.

As Algeria continues to grow digitally its use of both Arabic and French can enable it communicate with the outside world while maintaining its own linguistic traditions, and this is what the thesis has presented since the first chapter sets the groundwork with a detailed examination of language and its significance in the field of e-commerce. Moving on to the second chapter, the focus shifts towards theoretical frameworks that are necessary for the examination of the data that has been collected. The culmination of the thesis is witnessed in the third chapter, where meticulous data analysis takes center stage and robust analysis of gathered data yields interesting findings.

It becomes clear that through the examination of the online interviews and the conversations, I have arrived at some intriguing conclusions from my research, which are as follows:

Primarily, the significance of this data lies in its revelation of the pivotal role played by the French language in Algerian e-commerce. These businesses successfully interact with their target market by using French, despite any possible language barriers. This makes a good first impression and eventually turns the audience into loyal customers, which highlights how e-commerce vendors have a nuanced awareness of the significance of linguistic accessibility in attracting and retaining clients in the Algerian market.

Secondly, the incorporation of Arabic coding alongside French emphasizes how strategically sophisticated these traders are. This dual strategy strengthens a sense of cultural resonance and makes the vendors more accessible to Arabic-speaking clients, strengthening the bond between them and their audience.

Thirdly, the data show that in the Algerian e-commerce scene of 2024, English has not replaced French yet. Although the interviews point to a balanced use of both French and English

General Conclusion

but the actual conversations confirm French's persistent dominance and emphasize its relevance.

Fourthly, it is critical to remember that speaking French is not the only factor in decision-making, rather it has strong cultural and historical roots. Due to extensive historical contact between the two languages, numerous French words have found their way into Algerian everyday speech. Moreover, people often speak French without even realizing it, as it is so ingrained in their everyday lives. Thus, these elements support the continued use of French in Algerian conversation that extending beyond the individual performance.

As last words, I may say that these information clarifies the significant influence that language decisions have on the achievement of online business ventures in Algeria. sellers may effectively traverse language hurdles, promote meaningful engagement, and eventually aid in the growth and expansion of commerce within the region by acknowledging and using the prominence of French in the local market. This emphasizes how language, culture, and commerce interacts dynamically to shape Algerian e-commerce.

Limitations

In fact I did not have many overall problems when conducting my research, but I did run into a few noteworthy limits.

- One major obstacle was Algeria's inadequate internet connectivity, which caused issues for online interviews, especially in the early phases of the interviews, the internet connection was a little bit weak that it was difficult for us to hear one another well. Because of this, there were pauses in the talk, and it was necessary to repeat several points to make sure everyone understood.
- Compared to the online interviews, I encountered more substantial challenges when gathering conversational data. Several vendors declined to help me with my research by refusing to give screenshots of their chats. The completeness of the information I was able to collect was hampered by certain participants' lack of engagement. Furthermore, a few of the people who offered assistance simply gave fragments of their interactions, that's why the number of conversations was reduced from 10 to 8.
- Another limitation of this study is the difficulty in accurately translating specific French jargon, which may have led to nuances and contextual meanings being lost in translation

These were the main difficulties I ran into when gathering conversational data and conducting the online interviews.

Recommendations

Following this investigation and analysis of the data, the researcher is able to suggest a number of methods and techniques to improve language use in e-commerce. These suggestions are meant to enhance accessibility for a wide range of users and enhance the overall customer experience.

First and foremost, any e-commerce website must provide a completely bilingual interface that includes both Arabic and French throughout the whole purchasing process. This implies that all text, directions, and navigation elements should be accessible in both languages from the home page to the checkout page. Customers will be able to start their buying experience in their favorite language, which can greatly improve their comfort and convenience and possibly increase conversion rates.

Second, it is essential to take into account users' different levels of language knowledge. The sellers should instinctively adjust the level of difficulty of the language used in order to accommodate buyers who may not speak French fluently. This could entail employing simple language and reducing terminology. By reducing the barrier to buying for non-native speakers and increasing inclusivity, these adaptive language features can create a more welcoming and natural environment.

Using these tools and techniques shows a dedication to accessibility and consumer happiness while also expanding the reach of e-commerce platforms to a larger demographic. Businesses can offer a more efficient and personalized purchasing experience for their customers by accommodating their linguistic preferences and abilities.

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Appendix (1)

Online Interviews

This interview is meant to evaluate the factors that lead the selected companies members to decide to use French, evaluate the effect on customer acquisition and retention, pinpoint regional response patterns, unearth integration-related challenges, compare customer responses in Arabic and French, investigate language balance strategies, and showcase any success stories or case studies that demonstrate the value of French language elements in promoting business growth in Algeria.

Interviews Questions

1. Have you noticed any impact on customer attraction and retention in Algeria since adopting French in your marketing efforts?
2. With the increasing prevalence of the English language in 2024, do you believe it has significantly influenced and surpassed the use of French in your business dealings?
3. Are there any specific regions or cities within Algeria where you have seen a particularly positive response to the use of French language?
4. Do you face any challenges or concerns you encountered when integrating French into your marketing strategy for the Algerian market?
5. What factors influenced your decision to include French in your marketing strategy?
6. How do you balance the use of French with other languages, such as Arabic, in your marketing materials for the Algerian market?
7. Can you share any success stories or cases where incorporating French into your marketing strategy led to significant business growth?

Appendix (2)

Sellers Screenshots

Bonjour docteur j'ai récemment eu des problèmes m3a le côlon dyali et je cherche quelque chose de naturel pour m'aider

Ela hsb le post c'est la spiruline

Bonjour madame

Oui c'est ça bsh machi whdha il faut tajouter whd les compléments meaha comme lMyco veggio et le Morinzhi

Parce que hiya mliha en générale mais mea le Myco veggio et le Morinzhi tzid tamélioré la digestion et tliminé les ballonnements

Est-ce que les femmes enceintes peuvent la prendre ?

oui il y a aucun problème mliha pour les femmes enceintes et même aux femmes qui allaitent



Mrhch eandi modèle frasi khliha elik dirili a votre choix haja simple wt3jb une fille de 12 ans

N y ps de souci

Et pour la ganache chandirlik

On a ganache classique chocolat noire, crème fraîche, beurre et glucose aussi ganache caramel chocolat lactée, crème et beurre de cacao wkyn tani ganache framboise lifih pulpe de framboise et sucre

17:31

C parfait dirili ganache framboise hiya broha elle aime le rose



Slm ça c des produits originaux 100%?

w ealikom slm, oui bien sur

vitamin C hadak lach mlih exact?

eando bzf des avantages ystimuli la production de collagène wtani uniformisi le teint de la peau

Et pour plus d'informations voici notre nmr 0778236690 ou bien contactez l'admin de la page yfhmk bien ela g3 les produits li rahom disponible

Merci 🍷

سلام عليكم

Grille pain ch3al dayra

T3 2 tranches ahi en promo 330 da

Fiha la garantie?

Oui bien sûr garantie de 24 mo

Puissance 850W et 7 niveaux d brunissage et poids net 1.16 w poids brut 1.73 : Modèle GP 130

Combien la livraison

C gratui

Slm 3likm khoya Dell latitude ch31 dayar?

W3likom salam 75000 da

Ch3n fih la Ram



W E5470 ch31?

Meme prix qu'avant

Fih Radeon R7 M360 Ecran 14 pouces full HD

Bluetooth 4.1. Ports USB 3.0 HDMI VGA. Autonomie de la batterie hata 10h selon la configuration et l'utilisation bien sur

D'autres caractéristique kima fenetre w le design!

Oui bien sur window 10pro (64 bits) preinstallé m3a lpossibilité de mise a niveau vers d'autres systèmes d'exploitation compatibles

W le pois fih x1.76 kg et le touchpad c de haute qualité wyji faha 4bouton m3a empreinte digitale w kyn tani une fenetre a coté pour les cartes SD li tnim tchri baha en ligne

Rabi yhfdQ

سلام عليكم خصني كا و شباب لمادام كاش متبروبوزي عليا

Oui bien sûr qu'est-ce-que ta femme aime exacte

haja unique

Que diriez-vous d'un collier sur mesure avec les initiales de son nom ou une date gravée dessus?

3ndk haka des designs spécifiques

Nous avons quelques designs époustouffants juste consultez nos stories à la Une

Dcr je verrai merci



Prix svp

Le pack est en promo 18,800 da

Endk modo meuble TV+ table de basse avec une matière première aggloméré et des pieds et poignées en bois hêtre weandk tani deux large espace de rangements ouverture latérale



Machi prblm beatina l'adress et le nmr

Bonjrr hbiba jit mn 3nd sa chftha hdra 3la tes produi

Oui bonjour ma ch

yslmk hdik écran total ch3

20:21

pour la peau grasse ou bie

Hiya pour la peau sèche tu as une peau mixte l'utiliser

merci bcQ 😊