

DEMARKETING STRATEGIES IN THE AUTOMOTIVE FUEL MARKET IN ALGERIA (2015-2024)

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Abstract

This study investigates the marketing strategies deployed in Algeria's automotive fuel sector, a domain of critical importance to the nation's economic and ecological frameworks. As a sector deeply intertwined with multiple spheres, including environmental and economic domains, its dual impacts necessitate a strategic approach to balance its benefits and drawbacks. To address this challenge, the Algerian government has implemented a demarketing strategy designed to regulate and redirect demand in line with broader ecological and economic goals. Within a descriptive - analytical approach; This paper analyzes key analytical data from recent years, identifying traditional fuel products as demarketed products and highlighting liquefied petroleum gas (LPG) as a viable and strategic alternative.

Keywords: Demarketing; demarketed product; alternative product; automotive fuel market.

JEL Codes: B22, B4, L11, Q11, Q47

Introduction

The energy market has long been a cornerstone of traditional economic development. However, as global priorities evolve, many nations have reoriented their strategic energy policies to address emerging challenges and opportunities. These shifts often emphasize sustainability and ecological preservation alongside economic and social imperatives.

Fuel, as a foundational component of the energy sector, plays a pivotal role in these transitions. Its widespread use comes with considerable ecological consequences, prompting countries to explore alternative energy solutions that reduce environmental harm while retaining functionality. Algeria, recognizing these imperatives, has embraced a demarketing strategy over the past decade. This strategic framework aims to manage

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demand for traditional fossil fuels, classified here as demarketed products, while promoting alternatives such as LPG, which offer enhanced efficiency and significantly lower environmental risks.

This study examines Algeria’s approach to demarketing, addressing the following core research question: What demarketing strategies have been implemented in Algeria’s automotive fuel market between 2015 and 2024?

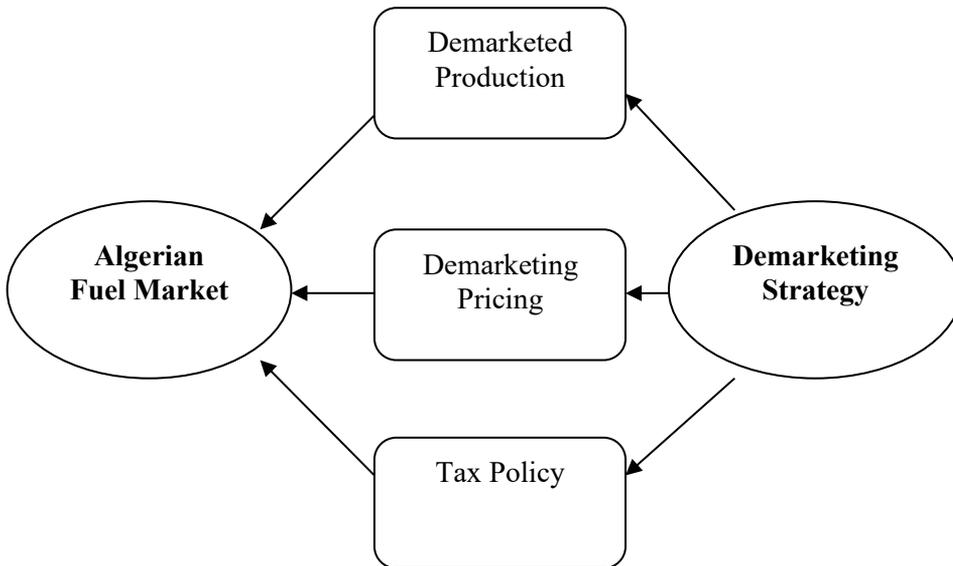
Research hypothesis

The study posits the following hypothesis: Algeria’s demarketing strategy in the automotive fuel market seeks to reduce demand for gasoline and diesel, two fossil fuels associated with significant environmental and health risks. In their place, the strategy promotes LPG as a superior alternative, emphasizing its greater efficiency and lower ecological footprint.

Research methodology and objectives

To tackle the research problem and validate the proposed hypothesis, this study employs a descriptive-analytical approach. It aims to dissect and understand the dynamics within Algeria’s fuel market, identifying and assessing the demarketing strategies in place and their efficacy in aligning with contemporary economic and environmental challenges.

Figure 1. Research model



Source: Prepared by the researchers

Literature Review

This section reviews key studies that have addressed demarketing strategies in different contexts, shedding light on their findings and distinguishing them from the present research.

1. Zakia Makeri and Zakaria Akari (2018): *"The Impact of Demarketing Application on Rationalizing Household Water Consumption: An Exploratory Study of Families in the City of Batna"*.

This study explores the influence of demarketing techniques on household water consumption in Batna, Algeria. Using a structured survey distributed to 300 families in the city of Batna, the researchers examined whether demarketing strategies could effectively promote water conservation. The findings revealed a weak but positive correlation between the implementation of demarketing techniques and more rational water consumption behaviors.

While this study aligns with the current research in its use of demarketing as an independent variable, it differs in its application domain, focusing on water consumption rather than fuel usage. These differences shape the objectives and outcomes of each study. Nonetheless, the research highlights the potential of demarketing as a strategic tool for influencing consumer behavior in ways that align with broader societal goals, a concept that resonates with the present study's focus on guiding demand within the automotive fuel market.

2. Zahafi Adda and Gueddal Zinedine (2021): *"Demand for Electrical Energy and Demarketing Strategies in Algeria"*.

This research addresses the role of demarketing strategies in mitigating the adverse effects of escalating demand for electrical energy in Algeria. By examining how these strategies influence consumer behavior, the study highlights their capacity to steer demand toward more sustainable energy consumption practices. The authors argue that such strategies not only alleviate the pressure on natural resources but also align with broader goals of sustainable development.

Similar to the current research, this study considers demarketing as the independent variable and focuses on its role in shaping consumption behavior. However, the application domain electricity, rather than automotive fuel, sets it apart, as do the methodological frameworks and resulting insights.

3. Hamache Walid and Talbi Riad (2019): *"Towards Clean Energies as a Strategic Choice for Sustainability - A Case Study on Liquefied Petroleum Gas (LPG) in Algeria"*.

This study explores the strategic role of LPG as a clean energy alternative to conventional fossil fuels, specifically gasoline and diesel, which are identified in the context of our research as demarketed products. The authors highlight LPG's potential to

serve as a pivotal resource in advancing Algeria's sustainable development goals. By reducing the environmental impact associated with traditional fuels, LPG is positioned as a cleaner and more efficient energy source that aligns with contemporary sustainability frameworks.

The findings underscore the necessity for policymakers to implement targeted strategies that actively direct consumer demand toward LPG. This conclusion resonates with the current research, which similarly examines the mechanisms and strategies employed to redirect demand under the umbrella of demarketing.

Section One: Theoretical Framework of Demarketing

In marketing theory, it is considered that an undifferentiated “one-product-fits-all” marketing strategy is not very effective (Dimitrieska & Efremova, 2022, p. 48). As marketing continues to evolve into a cornerstone of organizational and governmental operations, its various strategies and concepts have garnered increasing attention. Among these strategies, demarketing has emerged as a critical approach, particularly in contexts where regulating consumer demand is essential. This approach has become an indispensable tool in managing specific challenges and achieving well-defined strategic objectives.

1. The concept of demarketing

The concept of demarketing was first articulated by Kotler & Levy (1971) in their influential article titled *"Demarketing, Yes, Demarketing"*, they posited that *"the role of a successful marketer is not to blindly maximize sales but to shape demand in accordance with broader strategic goals."*

Building on this premise, demarketing was defined as: *"The aspect of marketing that aims to discourage consumer demand—either broadly or within specific segments—using available marketing tools in a targeted manner, whether temporarily or permanently"* (Kotler & Levy, 1971, p. 75).

Demarketing is characterized by deliberate efforts to curtail, rather than eliminate, demand for a particular product or service. These strategies may be applied universally or directed at specific consumer groups, often in response to distinct market conditions. The Business Dictionary (2010) expands on this notion by defining demarketing as:

"Marketers attempt to reduce the demand for a product when the demand for the product is greater than the manufacturer's ability to produce it," employing the same tools and techniques used in traditional marketing but in pursuit of an opposing objective (Olowe & Ayeni, 2021, p. 2).

Similarly, Bradley and Blythe in 2013 describe demarketing as: "*Intentional marketing initiatives designed to reduce consumer demand for a product, leveraging the same methods typically used to stimulate demand*" (Solly, 2016, p. 230).

From a broader perspective, demarketing can be conceptualized as the strategic use of conventional marketing tools in a reverse manner to influence consumer behavior and encourage either partial or complete abandonment of a specific product.

2. Rationale for implementing demarketing

The adoption of demarketing strategies by organizations and governments include (Alsamydai, 2015, p. 977):

- ✓ Organizations may find themselves unable to supply adequate quantities of a product in response to high demand.
- ✓ The relative increase in distribution costs, particularly when they are economically unjustifiable.
- ✓ Products that yield declining marginal profits prompt organizations to reconsider their market strategy.
- ✓ In some instances, scarcity is leveraged to boost a product's perceived quality, thereby enhancing its value in the consumer market.
- ✓ Governments and organizations may employ demarketing to encourage the rational use of scarce resources, non-renewable energy sources, or health-compromising products, aligning consumption patterns with sustainability objectives.

In this context, in Kotler's podcast on 15 January 2025, titled "A History of Marketing" he says that the demarketing strategy falls under the social trends of marketing, and there are several reasons that call for institutions to adopt it (Mitrak, 2025).

3. Demarketing mix strategies

As previously noted, demarketing employs traditional marketing techniques in a reversed approach to discourage demand, aiming to achieve strategic goals related to sustainability and resource management. Kotler and Levy (1971) categorize these strategies into several functional are (p. 76):

- *Product strategies*

This involves modifying a product's attributes to reduce its attractiveness, either by the actual degradation of quality or alteration of consumers' perceptions to view the product as less desirable.

- *Pricing strategies*

Strategies related to pricing in demarketing focus on increasing the cost of a product, either directly or indirectly. This can involve eliminating commercial discounts or introducing additional costs that discourage purchase. These additional costs might include

effort-related expenses, such as making the product more difficult to obtain, or psychological costs, which heighten the perceived value of the product by emphasizing negative implications or barriers to consumption.

- *Promotion strategies*

Demarketing approaches in promotion aim to reduce the visibility and attractiveness of the product. This can be achieved by cutting back on advertising budgets, altering the content of promotional messages to diminish their appeal, reducing expenditures on sales activation initiatives, or scaling down investments in events like trade fairs. Such measures collectively lower the product's prominence in the marketplace.

- *Distribution strategies*

Distribution-focused demarketing strategies work to limit consumer access to the product. These may include reducing the time allocated for sales, intentionally limiting overly accommodating customer interactions, and decreasing the number of distribution outlets available for the product.

The underlying principle of demarketing lies in steering consumers toward reduced consumption. This can be accomplished through various measures, such as raising prices, restricting the availability of products, or imposing conditions that make their acquisition less convenient or desirable.

4. *General demarketing strategies*

Implementing the philosophy of demarketing, which seeks to reduce consumer demand for specific products, involves employing several strategic approaches. According to Olowe & Ayeni (2021), the key strategies include the following (pp. 3-4):

- *Price-discriminatory demarketing*: This strategy hinges on imposing significantly higher prices on products that consumers find particularly appealing compared to alternatives. Alternatively, organizations might double the effort or time required to obtain such products.

- *Demarketing through deterrent advertising or substitution*: In this case, organizations design advertising campaigns that deliberately downplay the attractiveness of the targeted product. These campaigns are crafted to make the product less appealing, prompting consumers to steer away from it and gravitate toward alternative offerings.

- *Demarketing through stock-outs*: This strategy relies on creating intentional product shortages to frustrate consumers. Repeated stock-outs lead some consumers to abandon the product entirely, while others may eagerly purchase it during its brief availability, often at elevated prices. This dual effect helps organizations both reduce demand and extract additional profits from scarcity-driven purchases.

- *Demarketing through congestion costs*: This strategy involves lowering prices during peak periods of congestion can create an unpleasant purchasing experience.

Demarketing strategies necessitate a shift away from traditional marketing practices, requiring adjustments to established methods, particularly within the marketing mix (Solly, 2016, p. 230).

In general, demarketing strategy is a social orientation aimed at directing demand in a way that serves the interests of community members and protects the environment, as key objectives for organizations.

5. Strategic alternatives in demarketing

As outlined by Kotler and Levy (1971), demarketing incorporates three distinct strategic (pp. 77-79):

5.1 General demarketing (Product elimination)

General demarketing seeks to scale back the overall demand for a product, ensuring that loyal customers are not adversely affected. This strategy is often implemented under several circumstances:

- ✓ When an organization's production capacity drops temporarily.
- ✓ In instances where there is an unexpected surge in demand.
- ✓ When discontinuing a product due to high production costs, poor profitability, or obsolete technology.
- ✓ To curb high demand for essential resources like water, gas, and electricity.
- ✓ Aimed at reducing the consumption of products harmful to health and the environment, such as tobacco and fossil fuels (Akyıldız & Koçoğlu, 2022, p. 37).

5.2 Selective demarketing

This approach focuses not on reducing total demand but on discouraging consumption among specific, less desirable customer segments. Selective demarketing helps preserve the quality of service for more profitable or valued customers by minimizing the impact of those deemed less favorable.

5.3 Ostensible demarketing

Ostensible demarketing employs a paradoxical strategy by using demarketing tactics to ultimately enhance a product's appeal. By creating a perception of scarcity, such as limiting the availability of a product, this approach inadvertently increases its attractiveness. This perceived scarcity often enables organizations to charge higher prices and potentially increase sales volumes in the future.

Despite limited scholarly attention, demarketing remains critically important for 3 types of products (Cintrón et al., 2017, p. 100):

- ✓ Products with limited availability including items either in short supply in corporate inventories or naturally scarce resources like non-renewable fuels and gases.

- ✓ Environmentally or socially harmful products such as tobacco and fuels, which have significant adverse effects on health and the environment.
- ✓ Technologically or logistically challenging products such as services and products that are difficult to deliver due to high-tech requirements or logistical constraints.

Building on this significance, it is irrefutable that such a marketing strategy holds substantial value in advancing economic and social objectives, whether applied at the micro or macro level.

6. The significance of demarketing

The demarketing strategy model embodies a concept, philosophy, and practice that has evolved significantly over time. Once limited to a specialized activity within commercial enterprises, it has transformed into a creative and innovative approach with a prominent and influential role in shaping the economic and social dynamics of individuals' lives. Its importance can be articulated across various levels:

For organizations

Demarketing compels numerous organizations to reconsider their marketing objectives, steering away from merely boosting sales volumes toward emphasizing quality and value. This strategic pivot aids organizations in achieving sustainable economic and social objectives, thus enhancing their long-term viability.

For consumers

Demarketing also significantly contributes to rationalizing consumer behavior and safeguarding their economic and social interests by reducing the demand for non-essential or harmful products (Solly, 2016, pp. 231-232).

For governments and nations

At the governmental level, demarketing acts as a strategic instrument to support sustainable development initiatives. It assists in lowering the demand for products that cannot be supplied sufficiently due to economic, material, political, or other constraints. Moreover, demarketing helps to curtail consumption of harmful products, such as those detrimental to health, reliant on non-renewable resources, or damaging to the environment and redirect demand towards more sustainable and environmentally friendly alternatives. (Dermann, 2014, p. 145)

In general, the importance of demarketing strategy is particularly evident in achieving a balance between supply and demand, based on controlling and guiding consumer behavior, which contributes to achieving the organization's overall goals.

Section Two: Demarketing Strategies in Algeria's Automotive Fuel Market

The automotive fuel market is one of the most critical sectors in Algeria, as it attracts a broad customer base and plays a pivotal role in the country's economic and social

framework. In response to the substantial consumption of fuel products and their significant environmental, social, and economic repercussions, Algeria has recently adopted a demarketing strategy tailored to this market. The primary aim of this strategy is to curb overall demand for products with severe negative impacts while promoting alternatives that are more sustainable and less harmful.

The automotive fuel market forms part of the broader fossil fuel energy sector, which has a profound influence on national development pathways. Conceptually, this market represents a temporal and spatial domain where the interests of energy producers and distributors intersect with those of consumers. It spans renewable and non-renewable energy products, with its scope varying depending on the diversity of its offerings.

To effectively regulate this market and integrate it within the framework of national strategic objectives, governments rely on energy policies. As defined by Khebaz & Nouche (2023), energy policy is: "A set of measures and decisions undertaken by the government concerning supply and demand in the fuel market (or energy production and consumption) to achieve strategic developmental goals" (p. 167).

In line with global trends, Algeria's energy policy prioritizes reducing the consumption of non-renewable fossil fuels for two key reasons:

- ✓ Exhaustibility: Non-renewable energy sources are finite and susceptible to depletion.
- ✓ Environmental and Health Impacts: These fuels are associated with severe ecological damage and pose significant risks to public health and safety.

To address these pressing issues, Algeria has implemented several demarketing strategies within the automotive fuel market:

1. Reducing fossil fuel reliance and promoting liquefied petroleum gas (GPL/C) in the automotive sector

As part of its commitment to implementing an environmentally and socially responsible energy policy, Algeria took a decisive step in 2021 to phase out two major types of fossil fuels for automotive use: *premium gasoline* and *regular gasoline*. This decision was motivated by the significant harm these fuels inflict on the environment and ecosystems, as well as their detrimental effects on human health due to emissions such as carbon monoxide (CO) and carbon dioxide (CO₂). The government opted to retain only *unleaded gasoline* and *diesel fuel* (mazout), which, although less harmful, still pose notable risks.

In this context, Algeria also prioritized the production and adoption of liquefied petroleum gas (GPL/C) as a sustainable alternative to gasoline and diesel. Defined as "*a liquid fuel produced through natural gas processing and petroleum refining, comprising light hydrocarbons like propane and butane*" (Kaouane, 2023, p. 739), GPL/C offers

several advantages. It is less damaging to the environment and human health and demonstrates superior economic efficiency at both the macroeconomic and individual levels.

Fuel production in Algeria is concentrated in refineries located in Algiers, Skikda, Arzew, Hassi Messaoud and Adrar. Together, these facilities have an annual production capacity of 10.5 million tons of gasoline and 8.4 million tons of diesel, meeting approximately 74% of the country's domestic fuel demand (Ministry of Energy, 2021).

By 2023, Algeria's gasoline production reached 3.7 million tons, while diesel production amounted to 10.3 million tons. In contrast, the production of liquefied petroleum gas (GPL) stood at 1.7 million tons (Bouzenoun, 2024).

Production trends

Over the past five years, Algeria has achieved a significant 35.27% increase in fuel production, growing from 27 million tons in 2018 to 30.5 million tons in 2023.

In this regard, the production of gasoline rose by 1.52%, increasing from 2.2 million tons in 2018 to 3.7 million tons in 2023. Similarly, diesel production experienced a 2.5% increase, rising from 7.8 million tons in 2018 to 10.3 million tons in 2023. By 2020, this level of output ensured Algeria's self-sufficiency in diesel, reinforcing its energy independence while enhancing its ability to export surplus quantities. (Bouzenoun, 2024)

As for liquefied petroleum gas (GPL/C), in 2023, Algeria produced 9.2 million metric tons of GPL/C; projections suggest that production will climb to 9.4 million metric tons by the end of 2024 and reach 9.5 million metric tons in 2025. These impressive production levels place Algeria as the sixth-largest producer globally and the second-largest exporter of GPL/C, solidifying its competitive standing in the international energy market (Soualili, 2024).

Algeria's sustained growth in fuel production is a cornerstone of its strategic energy policy, which emphasizes reducing reliance on fossil fuels such as gasoline and diesel. By maintaining a balance between domestic supply and export potential, Algeria aims to expand its production and export of GPL/C as a sustainable and economically viable alternative. This approach reflects the country's dedication to aligning its energy practices with broader environmental and economic sustainability goals.

Consumption trends

The table below illustrates the progression of automotive fuel consumption in Algeria over recent years.

Table no. 1. The progression of automotive fuel consumption in Algeria (2016-2023)

Year Fuel consumption	2016	2017	2020	2021	2022	2023	Growth Rate (%)
Gasoline	1.36	1.43	1.33	3.6	3.3	3.7	172.05
Diesel	10.32	10.08	9.23	9.7	10.1	10.3	-0.1
GPL/C	0.35	0.45	0.95	1.3	1.5	1.7	385.7

Source: Prepared by the researchers based on Bouzenoun (2024).

The data reveals that between 2016 and 2023, the most significant increase in consumption occurred with liquefied petroleum gas (GPL/C), which recorded a remarkable growth rate of 385.7%. This surge can largely be attributed to robust governmental support for this environmentally friendly fuel, as well as a growing number of vehicle owners transitioning to GPL/C. The shift was driven either by heightened environmental awareness or the fuel's lower cost compared to other alternatives.

Gasoline followed with a growth rate of 172.05%, reflecting a steady rise in consumption. In contrast, diesel usage remained almost constant over the same period, with a negligible growth rate of -0.1%, indicating relatively stable demand for this fuel type.

2. Strategic pricing adjustments for fossil fuels and support for liquefied petroleum gas (GPL/C) in Algeria

Fuel prices in Algeria are notably among the lowest both globally and within the Arab region. In 2022, Algeria ranked fifth globally for diesel prices and ninth for gasoline prices, with gasoline priced at \$0.328 per liter. Regionally, it held the second-lowest gasoline price among Arab nations, just behind Libya. Similarly, Algeria ranked third in the Arab world and fifth globally for liquefied petroleum gas (GPL/C), priced at \$0.207 per liter (Kaouane, 2023).

Despite these comparatively low prices, Algeria initiated a reverse energy pricing policy in 2016, aimed at discouraging the consumption of more harmful and costly fossil fuels. Between 2015 and 2024, the price of unleaded gasoline increased by 103.4%, while diesel prices surged by a striking 217.5%. Additionally, premium and regular gasoline were completely withdrawn from the market starting in 2021, further supporting this strategy.

On the other hand, GPL/C emerged as a strategic and sustainable alternative due to its superior production efficiency, economic viability, and environmental benefits. Recognizing its potential, Algeria heavily supported its production and maintained low prices to encourage widespread adoption among consumers.

The following table illustrates the evolution of automotive fuel prices in Algeria from 2015 to 2024, denoted in Algerian Dinar.

Table no. 2. Evolution of Automotive Fuel Prices in Algeria (2015–2024)

Fuel Type	2015	2016	2017	2018	2020	2021	2024	Growth Rate (%)
Premium Gasoline	23.00	31.42	36.72	41.97	45.97	45.97	/	99.86
Regular Gasoline	21.20	28.45	32.69	38.95	43.95	43.72	/	106.22
Unleaded Gasoline	22.60	31.02	36.33	41.62	45.62	45.62	45.97	103.40
Diesel	13.77	18.76	20.42	23.06	29.01	29.01	43.72	217.50
GPL/C	09.00	09.00	09.00	09.00	09.00	09.00	09.00	0.00

Source: Compiled by the researchers based on: <https://www.globalpetrolprices.com/>; <https://www.thefuelprice.com>.

The data vividly demonstrates a significant uptick in the prices of various gasoline types in Algeria from 2015 to 2024. Diesel experienced the most substantial increase at 217.50%, followed by regular gasoline, which climbed by 106.22%, unleaded gasoline at 103.40%, and premium gasoline at 99.86%. These sharp increases are part of the Algerian government's strategic reverse pricing policy designed to curb the demand for these environmentally detrimental fuels by making them economically less attractive. This policy aims to steer consumers towards more sustainable alternatives, notably liquefied petroleum gas (GPL/C).

Remarkably, the price of GPL/C remained stable throughout the period, consistently set at 9 DZD. This stability underscores the government's commitment to promoting GPL/C as an environmentally friendly option, given its economic and social benefits. By maintaining low prices and supporting infrastructure developments like GPL/C tank installations, the government encourages a shift towards this cleaner fuel.

In stark contrast, the market saw the withdrawal of two types of gasoline starting in 2021. Classified as demarketed products, these fuels were targeted for reduced consumption through increased pricing and the imposition of additional taxes.

3. Tax incentive strategy for liquefied petroleum gas (GPL/C)

In the context of Algeria's strategic energy policy, which supports shifting toward an increased consumption of liquefied petroleum gas (GPL/C) over traditional fuels such as gasoline and diesel, a suite of fiscal incentives has been introduced. These measures aim to facilitate this transition by making GPL/C a more attractive and financially viable option for consumers (Hamache & Talbi, 2019, p. 519).

- Vehicles powered by GPL/C are exempt from the annual vehicle tax, which typically ranges from 300 DZD to 2000 DZD for vehicles fueled by other types of fuel. This exemption reflects the government's commitment to encourage cleaner energy alternatives, as outlined in the 2011 Finance Law.

- Installation equipment for GPL/C energy systems benefits from a reduced VAT rate of 9%, a significant reduction from the standard rate of 19%.

- The government provides subsidies that cover up to 50% of the total costs associated with installing GPL/C systems, further reducing the financial burden on consumers.

Additional collaborative measures include:

- Through an agreement with the Local Development Bank, interest-free loans are available to support consumers in installing GPL/C systems.

- Naftal, the national petroleum company, offers the option to pay for GPL/C installation in installments over up to 16 months.

Conclusion and Recommendations

Demarketing is an important strategic approach, aimed at reducing or discouraging demand, for a particular product in an entire market, in order to achieve a set of advantages, most notably: achieving a balance between limited supply coupled with decreasing resources or weak production capacities on the one hand, and increasing demand on the other hand, and focusing the organization's resources on the most profitable and least costly sectors.

Governments also tend to adopt it in order to reduce demand for products that are harmful to public health or harmful to the environment, within the framework of promoting the principle of social responsibility and sustainable development.

In its pursuit of sustainable development across various dimensions, particularly economic and environmental, Algeria has embraced a comprehensive demarketing strategy within the automotive fuel market. As one of the most vibrant sectors due to its extensive consumer base, this market has become the focus of efforts to curtail demand for demarketed products—such as gasoline in its different forms and diesel—which have limited economic and ecological value. The strategy aims to redirect this demand toward cleaner alternatives, with liquefied petroleum gas (GPL/C) standing out as the most viable option during the study period. Other alternatives, such as electric energy, remain under consideration. GPL/C is recognized for its superior economic efficiency and significantly lower environmental impact, making it a key pillar of Algeria's sustainable energy transition.

In Algeria this overarching strategy includes several focused initiatives:

- Decreasing the availability of gasoline alternatives by discontinuing the most economically and environmentally detrimental options.

- Incrementally increasing the prices of traditional fuels while maintaining a stable, low price for GPL/C to encourage its adoption.
- Implementing substantial tax reliefs to support the installation and usage of GPL/C systems in vehicles, fostering a shift towards this cleaner alternative.

Based on the findings of this study, several strategies are recommended:

- ✓ It is crucial to utilize all available demarketing tools to rationalize the consumption of fossil fuels and direct demand towards alternative products. Techniques such as reverse promotion and reverse distribution should supplement the current strategies.
- ✓ Develop a clear, future-oriented marketing strategy that diversifies the range of alternative products beyond GPL/C.
- ✓ Implement a coherent strategy for managing finite energy resources while actively promoting renewable energy options, crucial for sustainable development.

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