

The Impact of Electronic Advertising on Consumer Purchasing Behaviour in Algeria

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ABSTRACT

Through this study, we seek to identify the impact of electronic advertising on the purchasing behaviour of the Algerian consumer, and to reach the goal of the study, we designed a questionnaire and distributed it to a sample of 128 people via the Internet, and to process and analyse the data, we used the statistical processing programme SPSS v22. The results of the study confirmed the existence of a positive relationship between electronic advertising in its four dimensions (characteristics of electronic advertising, credibility of electronic advertising, incentives for electronic advertising, content of the advertising message) and the purchasing behaviour of the Algerian consumer.

KEYWORDS: *Internet, advertising, electronic advertising, purchasing behaviour, Algerian consumer*

JEL CLASSIFICATION: *M37, M31*

1. INTRODUCTION

Increasing profits is among the most important goals that companies seek to achieve, and they can reach this goal through good marketing of their goods and services (Sindhushree, 2021). To compete with competing companies in the market and achieve survival, there is always a constant need to set a high level of advertising (Nuseira & El Refaea, 2024). The primary goal of advertising is to attract consumers' interest in the product and push them to buy it.

Technology has brought ads closer to consumers with a single click, which allows them to collect information about the product (Meenakshi et al., 2022). The Internet is the most reliable and important source for information of any kind. Many organisations use the Internet to promote their business online. It is also easy to determine the demand of the customer through the internet, what is the expectation and requirement of the customer and how it changes over time, place, and market (Ranjitha and Jayakumar, 2019). Advertising on the Internet is now the most effective way to attract target customers and increase sales (Munachoonga et al., 2021).

1.1 The Search Problem

People nowadays look online for products and services, even if they require something local to them, such as plumbers or mechanics. It is important for a business in the present day to advertise online in order to gain more customers, because this is where the customers are. There are many benefits to marketing online, and there are also a number of ways in which a business can promote its services (Munachoonga et al., 2021). On this basis, through this study, we seek to address the following problem: To what extent does electronic advertising affect the purchasing behaviour of the Algerian consumer?

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1.2 Research Hypotheses

We have developed a main hypothesis to answer the study's problem, which is: **H1**: There is a positive and statistically significant relationship between electronic advertising and the purchasing behaviour of the Algerian consumer.

Four sub-hypotheses branch out of this hypothesis:

H1(a): There is a statistically significant effect of the characteristics of electronic advertising on the purchasing behaviour of the Algerian consumer.

H1(b): There is a statistically significant effect of electronic advertising incentives on the purchasing behaviour of the Algerian consumer.

H1(c): There is a statistically significant effect of the credibility of electronic advertising on the purchasing behaviour of the Algerian consumer.

H1(d): There is a statistically significant effect of the content of the advertising message on the purchasing behaviour of the Algerian consumer.

2. LITERATURE REVIEW

Several studies have addressed the relationship between electronic advertising and consumer purchasing behaviour; the most important of these studies are (Srishti, 2012): This paper sought to study the impact of electronic advertising on the purchase decision, as it included a survey of 100 professionals and university students. The study concluded that there is a positive relationship between electronic advertising and consumer purchasing behaviour.

A study (Afzal & Khan, 2015) aimed to highlight the impact of online and conventional advertisement on consumer buying behaviour of branded garments. Results revealed that quality, design, content of advertisement, loyalty of consumer towards the brand and previous buying experience of the consumer are significant factors which influence consumer buying behaviour and affect the direct impact of online and conventional advertisement on consumer buying behavior through their strong mediating effect.

These are the same results reached by the study of Singh and Singh (2016) and also the study of Khandare and Suryawanshi (2016). Study (Dhore & Godbole, 2018): The research report focused on studying the impact of online advertising on consumer purchasing behaviour. The results of the study, which was conducted on 100 people, proved that online advertising has a moderate impact on customers' purchasing decisions, as only about half of the respondents were affected by the purchasing decision. The results also confirmed that online advertising is a major factor in determining customers' purchasing decisions. Another investigation made by Bhat, Ratnakar Shetty and Maiya (2019), findings reveal that online advertisement do generate positive attitude on consumers buying behaviour. The same findings were found by Enehase and Sağlam (2020) study.

Moreover, Vipin and Faizal (2021) in their research on understanding the effect of online advertising on consumer buying behaviour. The study showed that online advertising influences consumer purchasing behaviour. (Olusegun et al., 2021): This study was designed to: (i) examine the effect of digital advertising platforms on consumer purchasing behaviour in Lokoja metropolis; (ii) determine how digital advertising information affects consumer purchasing behaviour in Lokoja metropolis.

The study used a descriptive survey design. Using the Yaro Yamani formula, a sample size of 399 respondents was selected for the study. The findings of the study showed that there was a statistically significant correlation with $r = 0.973$ at the significance level of 0.001. The

second hypothesis showed that digital advertising information has a significant effect on consumer buying behaviour with $r = 0.887$ at the significance level of 0.000. The study concluded that the online update information, digital message coding, social media platform information and buyers' patronage information affect consumer buying behaviour.

Study (Priya, 2023): The aim of the study is to determine the impact of digital advertising on online consumer buying behaviour in Sivakasi, Tamil Nadu. Primary data has been collected through structured questionnaire with open and closed-ended questions through google forms. Due to an unknown population, the data was collected from 150 consumers on a convenient basis. The study found that there is a significant effect of consumer perception on digital advertising, and its effectiveness. It was also found that digital advertising is highly preferred due to the emergence of social media, which induces the consumer to take online buying decisions. The online advertisement has a great impact on buying behaviour and purchase decision making on online consumers. These results are the same as those found in the study by Lenin and Manivannan (2022).

In Algeria, there is also a group of studies that dealt with the relationship between electronic advertising and consumer behaviour, and other studies touched on one of the two variables and linked it to other variables, including the following: Study (Benkachoua & Reg, 2016). This study aimed to determine the impact of electronic advertising on consumer behaviour through an analytical study of the opinions of a sample of consumers for the services provided by Air Algérie.

The study was determined by an independent variable represented in electronic advertising with its four dimensions represented in (characteristics of electronic advertising, type of electronic advertising, duration of display of advertising, and display sites), and a dependent variable represented in consumer behaviour. To achieve the objectives of the study, a questionnaire was developed for the purpose of collecting data from the members of the sample, and reached its census (103) singles. The study concluded that there is an impact of the dimensions of electronic advertising adopted by Air Algérie on consumer behaviour.

Study (Mohammadi Val et al., 2020): This study aims to measure the extent of the impact of commercial advertising on the purchasing behaviour of the final consumer of mobile phone services in the city of Nouakchott. To achieve this goal, a field survey was prepared to obtain primary information through an appropriate random sample of the study population. For this purpose, a questionnaire was prepared and designed in accordance with the scientific standards adopted in this field.

The data were processed by the statistical packages for the social sciences SPSS 20.0 to test hypotheses and achieve the objectives of the study. The study found that the buying behaviour of the final consumer of mobile services in the city of Nouakchott is significantly affected by the type of advertising, the type of advertising medium, and the components and characteristics of advertising.

Study (Guenoune, 2022): The aim of this study is to shed light on the various factors that can influence the behaviour of the Algerian consumer, as well as to recognise the importance of electronic advertising in the purchase decision. The study concluded that there is a positive and significant relationship between the dimensions of electronic advertising and the purchasing behaviour of the Algerian consumer.

Study (Refice & Benabid, 2022): This study aimed at analysing the tourism consumer behaviour after being exposed to the advertisements issued by the tourism companies by measuring the degree of the impact of advertising as one of the most important elements of the promotional mix on the behaviour of the tourism consumer. This study concluded that the advertising effect significantly affects the different dimensions of tourism consumer behaviour at varying rates.

Study (Boukens & Benahcene, 2023): The study aimed to identify the impact of electronic hotel advertising through social networking sites on consumer behaviour according to the AIDA model. A questionnaire was designed for the purpose of the study and distributed to a survey sample of Instagram users, and the number of questionnaires reached 100. The statistical service program for social sciences (SPSS 26) was used to process data. The results of the study concluded that there is an impact of electronic hotel advertising in its dimensions (ad content, ad duration, ad type) via social networking sites on consumer behaviour.

2.1 Electronic Advertising

Digital advertising, also called online advertising or web advertising, is a type of marketing and advertising that uses the Internet to transmit promotional advertising communications to consumers (Ranjitha & Jayakumar, 2019).

Online advertising refers to the type of marketing strategy that involves the use of internet for promotion of products by delivering the marketing messages to the larger consumers. (Dhore & Godbole, 2018). There are different types of online ads. Some of these are: Direct Mails, Social Media Marketing, Video Ads, Banners on web page, E-Mail Marketing, Search Engine Optimization (Jogi & Kant Vashisth, 2021)

In this study, we propose four dimensions of electronic advertising: characteristics of electronic advertising, incentives of electronic advertising, credibility of electronic advertising, content of the advertising message. (Theophilus Tobi et al., 2020)

2.1.1 Characteristics of Electronic Advertising

The characteristics of electronic advertising are: (Benkachoua & Reg, 2016)

Clear promotional phrases that are easy and expressive in proportion to the target audience, also the advertising information must be of high quality and interesting.

Images: must be chosen in proportion to the product and try to highlight its advantages compared to competing products.

Colours: they should be chosen very carefully to match the product and the characteristics of the site.

2.1.2 E-advertising incentives

It is often the triggers that have the last word in making the purchase decision. Triggers as a phenomenon, together with the influence of consumer emotions and experience on purchasing decisions, were widely studied in the works of Weiner (1980), Van Kleef (2009). Studies on how to overcome the impact of triggers on consumers should also be mentioned (Chen & Pham, 2018).

Special attention should be paid to the conditions of online purchase of goods/services and phrases found in online advertising: these are triggers for buying or returning to the site/application of the company. Factors such as availability of free and fast delivery, a site with simple navigation, a wide range of online payment options, ability to pay with coupons

and affiliate program points, as well as ability to pick up the purchase increase the loyalty of the modern "online consumer" (Karpova et al., 2020).

2.1.3 Credibility of Electronic Advertising

The degree to which a customer accepts the claims made in media or advertising is referred to as the media's or advertising's credibility. It involves how users perceive the trustworthiness, authenticity, and reliability of the advertisements they encounter. (Emuobosa et al. 2023). Credibility is consumers' perception of the trustworthiness of online advertisements. (Theophilus Tobi et al.).

Ling et al. (2010) highlighted that credibility is a believable perception which originates from the onlooker's mind but the source of credibility is the degree to which a source is considered as an expert and unbiased source. According to Buda and Zhang (2000) when a message is perceived as credible, consumers will pay more attention to the message and it will be more persuasive. The credibility of an ad is especially affected by factors such as the company's credibility and the message's credibility (Park et al., 2011). Zha et al. (2015) denoted that advertiser credibility is a key determinant and affects the formation of attitude and behaviour (Varkey Vellayil & Keller, 2020).

2.1.4 Content of the Advertising Message

Marketers now have the opportunity to be more creative in their advertising message content. Rodgers and Thorson (2000) explain that the critical features of advertising media, as well as the content itself, can lead to a specific set of behaviours (i.e., purchase intention) (Hashim et al., 2018).

Content is one of the important features of the E-advertisement. In case of e-advertisement organisation generally go for simple and static messages rather than multimedia messages as it loads faster than the multimedia files. For example, Google has always used simple html formats to upload their contents online. The company has managed to attract a wide range of consumers who perceive the published content as concise and online Publishers Association (2008) found that 66% of online consumers form brand familiarity and purchase intention on the basis of content website only (Bhakara et al. 2019).

2.2 Consumer Purchasing Behaviour

Consumer behaviour is the study of how, why, and where individuals purchase or do not purchase items. It is a synthesis of psychological, sociological, social anthropological, and economic concepts (Lenin & Manivannan, 2022). Understanding consumer behaviour is critical to marketers (Soti, 2022).

Consumer buying behaviour is the field of internal and external factors that influence the decision-making process. Consumer behaviour is the study of "the processes involved when individuals select, purchase, use, or dispose of goods, services, ideas, or experiences to satisfy needs and wants" (Khandare & Suryawanshi, 2016).

Consumer buying behaviour is the sum of consumer attitudes, preferences, intentions, and decisions about consumer behaviour in the market when purchasing a product or service. Several factors influence consumer behaviour, including economic status, beliefs and values, language, personality, age, and education (Dhore & Godbole, 2018).

3. RESEARCH METHODOLOGY

This study is based on the descriptive analytical approach, which aims to provide data and facts on the subject of research to interpret them and stand on their evidence to reach accurate and detailed knowledge of them and achieve a better and more accurate perception of the studied phenomenon "the impact of electronic advertising on consumer purchasing behaviour" where the data was analysed based on the statistical package programme (SPSS.22) using the following methods: Mean method Standard deviation, Cronbach alpha, KMO coefficient (Bartlett's sphericity).

The study population is represented by the group of individuals connected to the Internet and received by electronic advertisements, especially consumers who have made purchases online. To reach an acceptable sample representative of the study population, we published the questionnaire link that includes a number of questions related to the characteristics of the sample members and others to the study variables. We were able to obtain 128 questionnaires that met admission requirements, where their data were processed based on the statistical analysis programme SPSS.22.

The questionnaire was adopted as the main tool in data collection, which was designed to formulate a set of questions addressed to all Internet surfers to whom electronic advertisements are received. It was divided into two parts as follows:

The first section: includes general questions related to the personal data of the members of the research sample and consists of gender - age - educational level - income - residence .

The Second section: It consists of 36 paragraphs distributed over 6 axes:

The first axis: deals with the extent of interest followed by the sample members to the electronic advertisement that they receive via the Internet and consists of 6 paragraphs

The second axis: dealing with the characteristics of electronic advertising and consists of 04 paragraphs (**the first causative variable**)

The third axis: consists of electronic advertising incentives and consists of 05 paragraphs (**the second causative variable**)

The fourth axis: the credibility of the electronic advertisement consists of 06 paragraphs (**the fourth causative variable**)

The fifth axis: the content of the e-mail consists of 06 paragraphs (**the third causative variable**)

The sixth axis: the purchasing behaviour of the consumer (we distinguish in the behaviour 3 stages before, during and after the purchase process) consists of 09 paragraphs (**dependent variable or output**)

The level of response for each paragraph of the questionnaire was graded according to the five-point Likert scale (strongly disagree - disagree - neutral - agree - strongly agree) as shown in the following table:

Table 1. Distribution of weights on questionnaire answers according to the Likert scale

Strongly disagree	Disagree	Neutral	I agree	Strongly agree	Answer
1	2	3	4	5	Weight

Source: Prepared by researchers

To calculate the length of the cells of the Likert scale, the range was calculated ($5-1 = 4$), then divided by the number of scale categories to obtain the correct cell length, i.e. ($4/5 = 0.80$), after that this value was added to the lowest value in the scale (or the beginning of the scale, which is the correct one), in order to determine the upper limit of this cell, and so the length of the cells becomes for the phrases as shown in Table no. 02.

Table 2. Cell length according to the Likert scale

Levels	Category in Likert scale	Cell length
Very weak	Strongly disagree	From 1 to less than 1,80
Weak	Disagree	From 1.80 to less than 2.60
Medium	Neutral	From 2,60 to less than 3,40
High	I agree	From 3,40 to less than 4,20
Very high	Strongly agree	From 4,20 to 5

Source: Prepared by researchers

Our study model is represented in Figure 1.

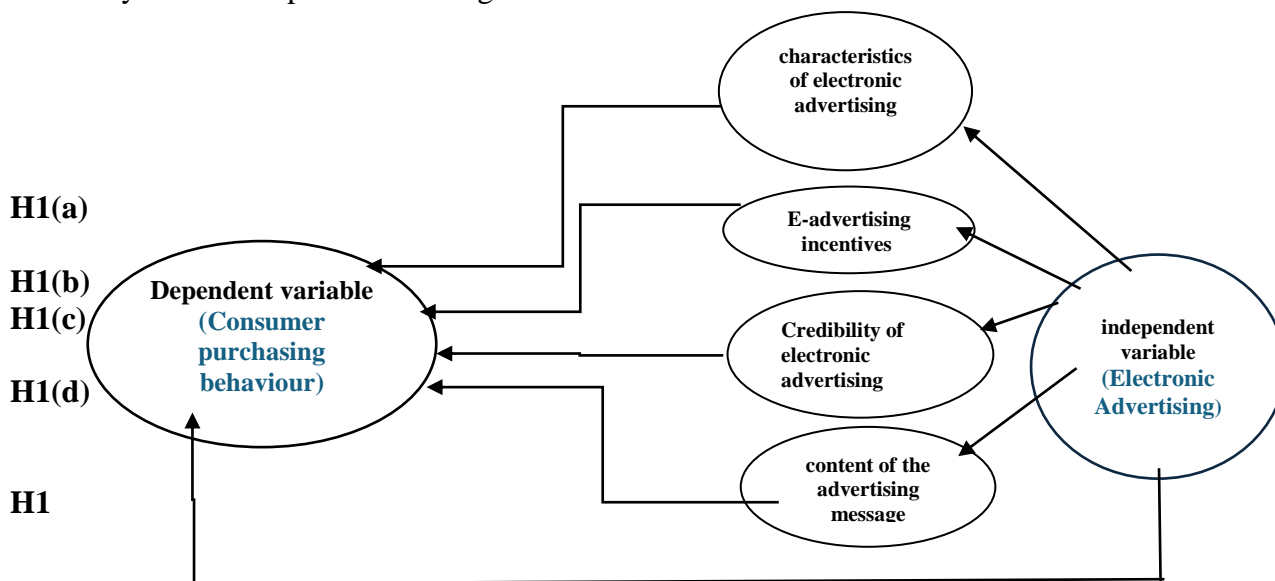


Figure 1. Model of study variables

Source: Prepared by researchers

4. DISCUSSION OF RESULTS

4.1 Calculation of the Cronbach’s Alpha Resolution Stability Coefficient

We verified the stability of the questionnaire through the method of Cronbach's alpha coefficient to measure the total stability of the resolution paragraphs; the table below shows the results of the Cronbach alpha test:

Table 3. Stability coefficient (Cronbach's Alpha) resolution

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,957	,958	36

Source: Prepared by researchers based on SPSS v22 outputs

Through the table, we note that the value of the Cronbach alpha coefficient has far exceeded (0.6), which indicates that the questionnaire statements have a high degree of stability, the value of the alpha Cronbach coefficient for all paragraphs amounted to (0.958), meaning that all the statements of the study scales have high reliability and stability.

4.2 KMO and Sphéricité de Bartlett sample adequacy test for all questionnaire paragraphs

Sample adequacy test (Kaiser-Meyer-Olkin): called the MSA test (measure of simple adequacy) or KMO in order to measure the partial correlation between two pairs of variables, the value must be greater than 0.6 to ensure the quality of factor analysis; as the low value indicates that the factor analysis of the variables is inappropriate, the quality of factor analysis can be determined according to (1974. kaiser et rice) in Table 4.

Table 4. KMO coefficient values by (1974 kaiser et rice)

KMO > 0,70 Medium	KMO ≤ 0.50 Rejected
KMO > 0,80 good	KMO > 0,50 Somewhat rejected
KMO > 0,90 excellent	KMO > 0,60 below average

Source: Prepared by researchers

Bartlett's Sphericity Test Significance: It is important to be at the threshold of $p < 0.05$ " and through this indicator it is possible to find out whether the variables are related to each other and allow testing the following hypothesis:

- ✓ H0: All correlation coefficients are zero
- ✓ H1: There are non-zero correlation coefficients.

Therefore, if the significance of the Bartlett's test is less than 0.05 (the permissible error rate in social studies), we reject the null hypothesis and accept the alternative hypothesis, i.e., there are non-zero correlation coefficients.

Table 5. KMO and Bartlett's sphericity test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,926	
Bartlett's Test of Sphericity	Approx. Chi-Square	2971,567
	Df	435
	Sig.	,000

Source: Prepared by researchers depending on the outputs of SPSS v22

From Table 02: It is clear that the KMO value reached 92.6%, which is considered an excellent value, and Bartlett's sphericity was significant $\text{sig} = 0.000$, so we conclude that the variables are related to each other.

4.3 Analysis of data related to the dimensions of electronic advertising

In this part, we will deal with the analysis of data related to the dimensions of electronic advertising, which are: characteristics of electronic advertising, incentives for electronic advertising, credibility of electronic advertising, and content of the electronic message.

Table 6. Descriptive analysis of e-advertising dimensions data

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Electronic advertising features	3,045	2,734	3,281	,547	1,200	,053	4
Electronic Advertising Incentives	3,069	2,930	3,156	,227	1,077	,011	5
Credibility of electronic advertising	2,665	2,281	2,961	,680	1,298	,073	6
Content of the advertising message	3,262	3,063	3,375	,313	1,102	,013	6
Total	3,010	2,752	3,193	,441	1,169	,156	21

Source: prepared by the researchers based on the outputs of SPSS v22

Through the table, we note that the averages of the answers of the studied sample members tend towards neutrality, as the total arithmetic average for all dimensions of electronic advertising: 3,010 and a standard deviation estimated at: 1.169

4.4 Analysis of Data on the Purchasing Behaviour of the Algerian Consumer

In this part, we will deal with the analysis of data related to the dependent variable, which is the purchasing behaviour of the consumer.

Table 7. Descriptive analysis of consumer behavior data

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2,978	2,805	3,148	,344	1,123	,015	9

Source: Prepared by researchers based on SPSS v22 outputs

From the table, we can see that the total arithmetic mean of the statements of the dependent variable "consumer purchasing behaviour" reached 2.978 with a standard deviation of 1.123, meaning that the responses of the sample members were neutral.

4.5 Testing the Hypotheses of the Study

4.5.1 Main Hypothesis

H1: There is a positive and statistically significant relationship between electronic advertising and the purchasing behaviour of the Algerian consumer.

The results of the first hypothesis were as follows:

A. Coefficient of determination (R-square)

Table 8. Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,811 ^a	,657	,646	4,75763

Source: Prepared by researchers based on SPSS v22 outputs

The table above shows the correlation coefficient between the variables estimated at (0.811) It represents (65%) of the respondents determined by the determination factor

B. ANOVA**Table 9. ANOVA variance**

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5334,006	4	1333,502	58,913	,000b.
	Residual	2784,111	123	22,635		
	Total	8118,117	127			

Source: Prepared by researchers based on SPSS v22 outputs

We can see from the above table the significance of the mutual influence between electronic advertising and consumer purchasing behaviour, because the value (sig) was significant (0.000) and is smaller than the level of significance (0.05) and therefore the **main hypothesis**:

There is a positive and statistically significant relationship between electronic advertising and the purchasing behaviour of the Algerian consumer is acceptable and achieved.

4.5.2 The first sub-hypothesis

H1(a): There is a statistically significant effect of the characteristics of electronic advertising on the purchasing behaviour of the Algerian consumer

The results of the first sub-hypothesis were as follows

A. Coefficient of determination (R-square)**Table 10. Correlation coefficient**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,669	,448	,443	5,96565	,448	102,107

Source: Prepared by researchers based on SPSS v22 outputs

The table above shows the correlation coefficient between the variables estimated at (0.669) represents (44%) of the respondents determined by the coefficient of determination

B. Regression coefficients**Table 11. Regression coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,173	1,918		4,262	,000
	Advertising characteristics	1,530	,151	,669	10,105	,000

Source: Prepared by researchers based on SPSS v22 outputs

The relationship between the independent variable (the cause) the characteristics of electronic advertising and the dependent variable (the result) consumer behaviour.

We symbolise consumer behaviour (COMPTM) and advertising characteristics (CARACT), and from it we get the following:

$$\text{COMPT} 1.530 = \text{CARACT} + 8.173$$

From the table of regression coefficients, we notice that the rate of change was estimated at 1.530, which expresses that each increase by one unit in the characteristics of electronic advertising affects consumer behaviour positively at this rate. The value of the constant 8.173 expresses the amount of purchasing behaviour toward electronic advertising in the event that this reason is constant.

We also note from the above table the significance of the mutual influence between the characteristics of electronic advertising and the purchasing behaviour of the consumer, because the value (sig) was significant (0.000), which is smaller than the level of significance (0.05) and therefore the **first sub-hypothesis:**

There is a statistically significant effect of the distance of the characteristics of electronic advertising on the purchasing behaviour of the Algerian consumer acceptable and achieved

4.5.3 Second sub-hypothesis

H1(b): There is a statistically significant effect of electronic advertising incentives on the purchasing behaviour of the Algerian consumer

The results of the second sub-hypothesis were as follows:

A. Coefficient of determination (R-square)

Table 12. Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,779	,607	,604	5,03062	,607	194,784

Source: Prepared by researchers based on SPSS v22 outputs

The results of the table show that the correlation coefficient between the variables reached (0.779), which represents (60%) of the respondents who were identified by the coefficient of determination.

B. Regression coefficients

Table 13. Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,137	1,546		3,969	,000
	Advertising motivation	1,347	,097	,779	13,957	,000

Source: Prepared by researchers based on SPSS v22 outputs

The relationship between the independent variable (the cause) the incentives of electronic advertising and the dependent variable (the result) consumer behaviour.

We symbolize consumer behaviour (COMPTM) and advertising incentives (MOTIV), from which the regression equation is formulated as follows:

$$COMPTM1.347 = MOTIV + 6.137$$

From the table of regression coefficients, we note that each increase by one unit in electronic advertising incentives affects consumer behaviour positively at a rate of 1.347, while the

value of the constant 6.137 expresses the respondents' assessment of the extent of their behavior towards electronic advertising in the case of the stability of the variable of incentives. We note from the above table also the significance of the mutual influence between electronic advertising incentives and consumer purchasing behaviour, because the value (sig) was significant (0.000) which is smaller than the level of moral (0.05) and therefore **the second sub-hypothesis: There is a statistically significant effect of the dimension of electronic advertising incentives on the purchasing behaviour of the Algerian consumer acceptable and achieved.**

4.5.4 Third sub-hypothesis

H1(c): There is a statistically significant effect of the credibility of electronic advertising on the purchasing behaviour of the Algerian consumer.

The results of the third sub-hypothesis were as follows:

A. Coefficient of determination (R-square)

Table 14. Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,596	,355	,350	6,44509	,355	69,433

Source: Prepared by researchers based on SPSS v22 outputs

The table above shows the correlation coefficient between the variables estimated at (0.596). It represents (35%) of the respondents determined by the determination factor.

B. Regression coefficients

Table 15. Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,076	2,319		3,483	,001
	Credibility of the Declaration	1,171	,141	,596	8,333	,000

Source: Prepared by researchers based on SPSS v22 outputs

The relationship between the independent variable (causation) the credibility of the advertisement and the dependent variable (the result) consumer behaviour.

We symbolize consumer behaviour (COMPTM) and advertising credibility (CREDB), from which the regression equation is formulated as follows:

$$\text{COMPTM}1.171 = \text{CREDB}+8.076$$

From the regression equation, we conclude that every change of one unit in the credibility of electronic advertising positively affects consumer behaviour with an average value of 1.171. As for the value of the constant we note from the above table also the significance of the mutual influence between the credibility of electronic advertising and the purchasing behaviour of the consumer, because the value (sig) was significant (0.000) which is smaller than the level of moral (0.05) and therefore **the third sub-hypothesis There is a statistically**

significant effect of the dimension of the credibility of electronic advertising on the purchasing behaviour of the Algerian consumer acceptable and achieved

4.5.5 Fourth sub-hypothesis:

H1(d): There is a statistically significant effect of the content of the advertising message on the purchasing behaviour of the Algerian consumer.

The results of the third sub-hypothesis were as follows

A. Coefficient of determination (R-square):

Table 16. Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,741	,550	,546	5,38648	,550	153,798

Source: Prepared by researchers based on SPSS v22 outputs

The above table shows the correlation coefficient between the variables, which was estimated at (0.741), which represents (55%) of the respondents determined by the coefficient of determination.

B. Regression coefficients

Table 17. Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,544	1,702		3,846	,000
	Message Content	1,035	,083	,741	12,402	,000

Source: Prepared by researchers based on SPSS v22 outputs

The relationship between the independent variable (the cause) the content of the advertising message and the dependent variable (the result) Consumer behaviour

We symbolize consumer behaviour (COMPTM) and the content of the advertising message (CONTENU), from which the regression equation is formulated as follows:

$$COMPTM = 1.035 \text{ CONTENU} + 6.554$$

From the regression equation, we conclude that each increase by one unit in the content of the advertising message affects consumer behaviour positively at a rate of 1.035

We note from the above table also the significance of the mutual influence between the credibility of electronic advertising and the purchasing behaviour of the consumer, because the value (sig) was significant (0.000) and is smaller than the level of moral (0.05) and therefore **the fourth sub-hypothesis There is a statistically significant effect of the dimension of the content of the advertising message on the purchasing behaviour of the Algerian consumer acceptable and achieved.**

4. CONCLUSION

Advertising through the Internet has benefited from the innovation of new ways in how to display goods and improve its message to influence the consumer audience according to a design far removed from traditional planning, to allow for the emergence of rich and intense content that achieves an effective response affecting the consumer. (Bhakara et al., 2019).

Online advertising creates increased awareness about businesses, a simpler and more effective way of distributing information, and also advanced means of targeting consumers. Online advertising provides sellers with direct contact with their target consumers. The World Wide Web has now become a standard advertising platform (Ranjitha & Jayakumar, 2019).

This study concluded the following results:

- Most of the respondents to the study's questionnaire agreed that online advertising has a strong impact on the Algerian consumer's purchasing decision.
- There is a strong statistically significant relationship between the dimensions of electronic advertising (characteristics of electronic advertising, incentives for electronic advertising, credibility of electronic advertising, content of the advertising message) and the purchasing behaviour of the Algerian consumer.
- Electronic advertising plays an important role in changing the perception of consumers, as it motivates them to buy the product. It also helps them remember their needs for the product.
- Online advertising is a convenient method for companies that have a national or international target market, and it is also the most cost-effective.
- Online advertising has a very useful role to educate online consumers about a variety of products and services through its multiple models and options.

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