

ECOLE DES HAUTES ETUDES COMMERCIALES



**Thesis at the end of the cycle for the Master's Degree in Commercial
Sciences diploma**

Option : Marketing

THEME :

**The influence of Social Media
Advertising on consumer behavior**

**Etude de cas : SARL Force
Xpress**

Elaborated by :

Houssaine Hadj

Supervisor :

Mr. Ali Hammoutene

7th Promotion

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Abstract

Nowadays, Internet access is widespread massively, that made consumers fully converted to the digital age which made the online presence something essential for companies' marketing strategy and took us from the traditional communication to the digital one.

The arrival of social media and its emergence with advertising create a whole new concept of advertising which is more effective and lower cost, this combination pushed companies to adopt it since it's one of the best ways whether to promote or to enticing customers to buy products or services.

In order to to be able to address and treat our main subject which is on understanding the Influences of Social Media advertising on consumer behavior, we subdivided our work into two principal axes, starting with the theoretical one where we will have two chapters, the first one will be about The place of Ads in social media marketing. The second one will be about consumer behavior.

The second ax will be a practical study where we will address these notions and check the theoretical concepts by taking the case of Facebook ads of Force Xpress company.

Keywords: Social media advertising, consumer behavior, influence, marketing strategy, Digital communication.

Résumé

Aujourd'hui, l'accès à l'internet est massivement répandu, ce qui a fait passer les consommateurs à l'ère du numérique. La présence en ligne est devenue un élément essentiel de la stratégie marketing des entreprises et nous a fait passer de la communication traditionnelle à la communication digitale.

L'arrivée des médias sociaux et leur émergence avec la publicité créent un tout nouveau concept de publicité plus efficace et moins coûteux, cette combinaison a poussé les entreprises à l'adopter car c'est l'un des meilleurs moyens de promouvoir ou d'inciter les clients à acheter des produits ou des services.

Afin de pouvoir aborder et traiter notre sujet principal qui est la compréhension des influences de la publicité dans les médias sociaux sur le comportement des consommateurs, nous avons subdivisé notre travail en deux axes principaux, en commençant par l'axe théorique où nous aurons deux chapitres, le premier sera sur La place de la publicité dans le marketing des médias sociaux. Le second portera sur le comportement des consommateurs.

Le second axe sera une étude pratique où nous aborderons ces notions et vérifierons les concepts théoriques en prenant le cas des publicités Facebook de la société Force Xpress.

Mots-clés : Publicité dans les médias sociaux, comportement des consommateurs, influence, stratégie marketing, communication digitale.

ملخص

في الوقت الحاضر، أصبح الوصول إلى الإنترنت منتشرًا على نطاق واسع، مما جعل المستهلكين يتحولون تمامًا إلى العصر الرقمي مما جعل التواجد عبر الإنترنت أمرًا ضروريًا لاستراتيجية التسويق الخاصة بالشركات ونقلنا من الاتصال التقليدي إلى الاتصال الرقمي.

أدى وصول وسائل التواصل الاجتماعي وظهورها مع الإعلان إلى إنشاء مفهوم جديد تمامًا للإعلان يكون أكثر فاعلية وأقل تكلفة، وقد دفع هذا المزيج الشركات إلى اعتماده لأنه أحد أفضل الطرق سواء للترويج أو تحفيز العملاء على شراء المنتجات أو خدمات.

من أجل أن نكون قادرين على معالجة موضوعنا الرئيسي وهو فهم تأثيرات إعلانات وسائل التواصل الاجتماعي على سلوك المستهلك، قمنا بتقسيم عملنا إلى محورين رئيسيين، بدءًا من المحور النظري حيث سيكون لدينا فصلان، الأول سيتناول مكانة الإعلانات في التسويق عبر وسائل التواصل الاجتماعي. والثاني سيكون حول سلوك المستهلك.

المحور الثاني سيكون دراسة عملية حيث سنتناول هذه المفاهيم ونتحقق من المفاهيم النظرية من خلال أخذ حالة إعلانات الفيس بوك لشركة Force Xpress.

الكلمات المفتاحية: الإعلان على وسائل التواصل الاجتماعي، سلوك المستهلك، التأثير، استراتيجية التسويق، التواصل الرقمي.

Dedication

I dedicate my dissertation work to my family and many friends. A special feeling of gratitude to my loving parents, the ones whose words of encouragement and push for tenacity ring in my ears. My sister Khawla and my two brothers Taki and Mohamed have never left my side and are very special. I also dedicate this dissertation to my many friends and AIESEC family who have supported me throughout the process. I will always appreciate all they have done. I dedicate this work and give special thanks to my best friends Aïmene, Akrem, Ahmed, Mohamed, Oqeyl, Radouane and Iheb.

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Our most sincere feelings of gratitude go to our **teachers at EHEC Kolea** who must see in this work the pride of a well-acquired knowledge.

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Thank you all

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General Introduction

General introduction

The technological developments are having considerable impact upon any organization in variety of ways. The emergence of online technology has revolutionized the marketing operations all over the world.

Now a days there is a high competition in the market and the customers have opportunities to take better decision for the available range of goods and services. In this competitive situation, the organizations need to be vigilant to retain customer's loyalty. Reducing the communication gap between the company and the consumer could be a good way to create a better relationship, which can further be helpful to develop a better understanding of consumer's needs and wants. Social media is playing crucial role in this regard and the enterprises are taking the benefit from social media's friendly approach to build brand. Social media sites are the communication ties being used to bind people together. Research have proven that the people are moving towards utilizing the social media for getting access to information, ideas and opportunities.

The emergence of Advertising in social media makes a revolutionary impact on the marketing concept in general and in inbound marketing in particular which allowed marketers to spend less money to create ads campaigns and promoting products and services. In addition, it brought a new concept of targeting by helping to reach the ideal audiences who really have a particular interest or desire to consume this product or service.

The customer now is considered the key element of the market, his behavior is based on how far his needs and desires are satisfied. Before arriving at the decision making, he is getting influenced by many variables all along the purchase process such as social media advertising.

This study focuses on understanding the Influences of Social Media advertisements that have the primary goal of enticing customers to buy products and services. It would be valuable to know whether the Influence of Social Media advertisements lead to Purchases of the advertised products or services. For that we will try to answer the following problematic:

How can social media advertising contribute to influencing consumer behavior?

This problematic puts forward three secondary questions to better define the subject:

- What is the place of social media advertising in the communication strategy of the company Force Xpress?

- Does social media advertising used by Force Xpress incite consumer to buy their products?
- What strategies Force Xpress must implement in order to improve the impact of Facebook ads to attract potential customers?

In order to test the validity of these assumptions, we opted for a descriptive and analytical methodology, using as a research tool the documentary study (books, reports, articles, scientific works, websites.), and a quantitative study in which we described the variables by basic sorting, then analyzed the existing relations between the variables thanks to the cross-sorting based on the results of a questionnaire carried out with a sample of 75 Algerian consumers.

Our work will be structured around three chapters, each chapter will be divided into three sections:

- **First chapter:** This chapter will be entitled “ The place of Ads in social media marketing” and it will consist of three sections as follow: Generalities about social media marketing, Social media marketing and Steps and strategies to obtain an efficient social media Ads campaign.
- **Second chapter:** will be devoted to consumer behavior and purchasing decisions. We will discuss Consumer behavior and the factors that influence it, then the stages of the purchasing process. And finally effect of Social Media Ads on consumer.
- **Third chapter:** The first section will be dedicated to the presentation of the company Force Xpress, then we will analysing Force Xpress social media Ads. Finally, we will present the methodological approach of the quantitative study carried out and the analysis of the data collected with respondents.

We may then be able to draw a conclusion and offer suggestions and recommendations.

Chapter01:
**The place of Ads in Social
Media Marketing**

Introduction

Marketing realities today have changed significantly over the last years, especially with the increased popularity of social media platforms like Facebook, Instagram, Twitter, and Snapchat. These mediums have enabled the consumer to access even more information and give them increased power and involvement with organisations.

It has also given organisations easier direct access to the consumer, and with the assist of social media advertising, the access is even greater. Recently an increased awareness towards advertising on social media amongst consumers has raised the question whether influencers and organisations are being straightforward when it comes to advertising on social media.

Therefore, we will develop in this chapter the different aspects and principles of social media advertising, the social media advertising strategies and the development of an advertising campaign, as well as the measurement of social media advertising effectiveness.

Section01: Generalities about social media marketing.

1. Definition of Social Media Marketing

“Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements”¹.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

2. A quik overview of social media marketing.

Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites and, hopefully, sales. However, social media has matured far beyond being just a place to broadcast content.

Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it is performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly targeted social media ads (social media advertising).

As a whole, these are often also known as social media management.

¹ <https://buffer.com/social-media-marketing>. Consulted in 19/06/2020 at 5:15 pm

3. The Five core pillars of social media marketing.

3.1 Strategy.

Before you dive right in and publish something on social media, let's take a step back and look at the bigger picture. The first step is to think about your social media strategy.

3.1.1.What are your goals?

How can social media help you achieve your business goals? Some businesses use social media for increasing their brand awareness, others use it for driving website traffic and sales. Social media can also help you generate engagement around your brand, create a community, and serve as a customer support channel for your customers.

3.1.2.Which social media platforms do you want to focus on?

The major social media platforms, mentioned above, are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also smaller and up-and-coming platforms, such as Tumblr, Tik Tok, and Anchor, and social messaging platforms, such as Messenger, WhatsApp, and WeChat. When starting out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms.

3.1.3.What type of content do you want to share?

What type of content will attract your target audience best? Is it images, videos, or links? Is it educational or entertaining content? A good place to start is to create a marketing persona, which will help you answer these questions. And this doesn't have to be fixed forever; you can always change your strategy according to how your social media posts perform.

3.2. Planning and publishing

Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000!) use social media. By being present on

social media platforms, you give your brand an opportunity to be discovered by your future customers.

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It is just like how you would share on your personal Facebook profile. However, you will want to plan your content ahead of time instead of creating and publishing content spontaneously. In addition, to ensure that you are maximizing your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

3.3 Listening and Engagement.

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.

People might even talk about your brand on social media without letting you know. Therefore, you will want to monitor social media conversations about your brand. If it is a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worse.

You can manually check all your notifications across all the social media platforms but this is not efficient and you will not see posts that did not tag your business's social media profile. You can instead use a social media listening and engagement tool that aggregates all your social media mentions and messages, including posts that did not tag your business's social media profile.

3.4 Analytics.

Along the way, whether you are publishing content or engaging on social media, you will want to know how your social media marketing is performing. Are you reaching more people on social media than last month? How many positive mentions do you get a month? How many people used your brand's hashtag on their social media posts?

The social media platforms themselves provide a basic level of such information. To get more in-depth analytics information or to easily compare across social media platforms.

3.5 Advertising

When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to. You can create target audiences based on their demographics, interests, behaviors, and more.

When you are running many social media advertising campaigns at once, you can consider using a social media-advertising tool to make bulk changes, automate processes, and optimize your ads.

Section02: Social Media Advertising

The usage of social media has been increased very quickly in recent years and the marketing application of social media is being spread and popularized most extensively with the active participation of various firms. Social media has become a newly marketing tool for firms to maintain the existing customers as well as to capture the new ones. Customers can create ideas, adjust contents, share opinions and discuss topics through social media.

1. Definition of Advertising

“The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas”¹.

2. Social Media definition

A technocratic definition of social media reads: “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content”².

3. Social Media advertising definition

Social media advertising is an offshoot of digital marketing where paid ad campaigns are run on social media platforms to reach target audiences. Marketers and advertisers can promote their brands and inspire sales through the social channels that users frequently use.

¹ Ivanovic A. & Collin P H, Dictionary of Marketing, Bloomsbury Publishing Plc, third edition, Italy, 2003, p. 6.

² Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53(1), 59—68.

4.Characterestics of social media Ads

4.1. Entertainment

As consumers are exposed to hundreds of messages each day, it is not easy to attract their attention. For an advertisement's message to immediately capture consumers' attention, it is essential for it to be concise and funny¹. Consumers like and prefer to see advertisements that have more entertainment and pleasure elements. Web advertising highly enriched with entertaining contents achieves a more positive appraisal by recipients and leads to a higher target to revisit the homepage than websites without entertainment features².

Research on web advertising show that entertainment in advertising can fulfill audience needs for escapism, diversion, aesthetic enjoyment, or emotional release, and thus, have a positive impact on consumers' perception of the advertisement value. Many academicians found that entertainment is positively correlated with advertising value, which may have an effect on consumers' overall attitudes towards web ads³.

The entertainment value of advertising involves the hedonic pleasure consumers experience when exposed to an advertisement and is a salient element in emotionally involving consumers with marketing messages thereby influencing the effectiveness of the advertisement. The multimedia, interactive capabilities of Web advertising serve to increase the potential enjoyment experienced, which, in turn, contributes to the formulation of a positive web advertisement value⁴.

In this regard, entertainment can be considered as an important predictor of the value of advertising besides being a crucial factor for internet advertising. On the basis of the extant literature, it can be stated that entertainment is a key factor that should be incorporated into advertising messages in order to increase web advertising value by capturing recipients' interest and attention.

¹ Zia, H. (2009). E-mail Advertising: A Study of Consumer Attitude toward E-mail Advertising Among Indian Users. *Journal of Retail & Leisure Property*, 8(3): 207- 223.

² Raney, A. A., L. M. Arpan, K. Padhupati & D. A. Brill. (2003). At The Movies, on the Web: An Investigation of the Effects of Entertaining and Interactive Web Content on Site and Brand Evaluations. *Journal of Interactive Marketing*, 17(4): 38-53.

³ Munusamy, J. & Wong, C. H. (2007). Attitude towards Advertising Among Student at Private Higher Learning Institutions in Selangor. *Journal of Unitar*, 3(1): 35-38.

⁴ Wang, Y., Sun S., Lei, W. & Toncar M. (2009). Examining The Beliefs and Attitudes Towards Online Advertising Among Chinese Consumers. *Journal of Direct Marketing: An International Journal*, 3(1): 52-66.

4.2 Informativness

According to authors, information quality is one of the most important factors for effective website design. It is noted that unreliable, inaccurate and insufficient information can lead to the deterioration of online customer trust. Due to highly informative nature of online advertisement, valuable and clear information, they are more powerful and stable than any other factor in influencing customer behaviour. Therefore, marketing managers should consider the importance of quality and quantity of information on online sites while designing their websites for advertising¹.

The quality of information placed on a company's web site shows a direct influence on the customers' perceptions of the company and the company's products. This is true for information carried through advertising. In other words, advertising creates awareness to consumers about products and services different². Accordingly, information delivered to them via online media also needs to show qualitative features, such as accuracy, timeliness and usefulness for the consumers. Informativness refers to the ability of adverts to effectively convey and pass information to the targeted consumers³.

When consumers' need for information is taken into consideration, the importance of informativeness of social media advertising can be better identified. There are several advantages of the informativeness of social media ads to the consumers. For example, users can just click on the advertisements and transmit to another website having useful information. Therefore, a moderate and appropriate level of information captured in the social media ads will create value for the advertisements and affect the overall attitudes of the target customers. For instance, according to the informativeness of the ads can be regarded, as an important predictor of the value of adverts and it is crucial to the effectiveness of advertising. There are several similar studies that share the similar point of view. For example, in a study by Schlosser, it was pointed out that people's attitude towards social media advertising is affected by informativeness and entertainment of the ads.

¹ Ducoffe, R.H., 1996. Advertising value and advertising on the Web. *Journal of Advertising Research* 36 (5), 21-35.

² Soberman, D.A. (2004). Additional Learning and Implications on the Role of Informative Advertising. *Management Sci.* 50(12): 1744-1750.

³ Rubin, A. M. (2002). *The Uses and Gratifications Perspective of Media Effects: Advances in Theory and Research*. Mahwah, NJ: Lawrence Erlbaum

4.3 Irritation

Authors identified irritation as a unique characteristic that influences attitudes toward online advertising and noted that the irritation nature of online influences could weaken the relationship between the consumer and the organization¹.

Irritation can be defined as an advertisement that generates annoyance, discontent, and even brief intolerance. Web advertising can provide an array of information that can confuse, distract and even overwhelm the recipient². In these situations, consumers are likely to feel unhappy about it and react negatively to those ads that generate irritation. Therefore, whenever advertising employs techniques that end up annoying, offending, insulting or are overly manipulative, consumers are likely to perceive it as unwanted and irritating.

Advertisements may be viewed as irritating and an unwelcome disruption in the consumer's consumption of a particular medium's content. This sense of irritation relates to advertisements employing techniques that annoy, offend or insult individuals, or that appear to be overly manipulative. While consumers are accustomed to the idea of exposure to advertising in traditional media in exchange for receiving free or subsidized programming and content, the same does not hold true on the Social media where advertising is considered as an invasive interruption of their online activities.

There may be several reasons that cause irritation towards web ads. Whereas some studies have identified several potential factors that may trigger perceived advertising irritation, such as advertised products, advertising intrusiveness, and perceived loss of control in one's behavior³, others have focused on the characteristics of advertising that could cause irritation such as targeting the wrong audience, manipulative messages, misplacements, frequent and rather excessive advertising placements, and forced exposures⁴.

¹ Peng, K.F., Fan, Y.W., Hsu, T.A., 2004. Proposing the content perception theory for the online content industry-a structural equation modelling. *Industrial Management and Data Systems* 104 (5-6), 469.

² Aaker, D.A. & Bruzzone, D. E. (1985). Causes of Irritation in Advertising. *Journal of Marketing*, 49(2): 47.

³ Edwards, S. M., Li, H., & Lee, J. (2002). Forced Exposure and Psychological Reactance: Antecedents and Consequences of the Perceived Intrusiveness of Pop-up Ads. *Journal of Advertising*, 31(3): 83-95.

⁴ Li-Ming, A. K., Wai T. B., Hussin, M., & Ma, N. K. N. (2013). The Predictors of Attitude towards Online Advertising. *International Journal of Applied Psychology*. 3(1): 7 -12.

4.4 Credibility

Nowadays, people have a vast choice of information sources. However, in many cases, certain information appears to be "better," or "more trustworthy" than other information. The challenge that most people then face is to judge which information is the more credible¹. Credibility is "judgments made by a perceiver (e.g., a message recipient) concerning the believability of a communicator"². In general, credible information sources may be described as trustworthy and therefore credibility is closely related to a general concept of trust.

Advertising credibility can be defined as the extent to which the consumer perceives claims made about the brand in the ad to be truthful and believable³.

Credibility is an important source for customers while evaluating web advertisements and formulating attitudes towards them⁴. Consumers assess an advertising message within the context of the medium through which it is presented. Hence, a medium's reputation can either enhance or detract from the perceived trustworthiness and believability of advertising messages placed in that media.

¹ Hilligoss, B. & Soo Yung, R. Developing a unifying framework of credibility assessment: Construct, heuristics, and interaction in context. *Information Processing & Management*, 2008, 44 (4), pp. 1471-1479.

² O'Keefe, D. J. (1990). *Persuasion: Theory and Research*. Newbury Park, CA: Sage.

³ Indu, R. & Jagathy R. V. P. (2012). Developing a Theoretical Framework for a Study on the Impact of Advertising Credibility of Consumer Healthcare Products. *European Journal of Commerce and Management Research*, 1(1). pp. 14-24.

⁴ Brackett, L.K. & Carr, B.N. Cyberspace Advertising vs. Other Media: Consumer vs. Mature Student Attitudes. *Journal of Advertising Research*. (2001). pp. 23-32.

5. Type of Social Media ADs

Social networks have different types of advertising offerings that allow you to take advantage of the unique features of their platforms. These offerings are constantly evolving as social networks find more effective ways for you to target users. Here are some of the advertising options currently available to you on the major social channels:

5.1. Facebook

Facebook Advertising is now one of the most effective tools out there to grow your business, create loyal customers, and generate leads and sales. There are now over 3 million businesses advertising on Facebook and there has never been a better time to start than now.

5.1.1. What they offer

Facebook offers a wide array of targeting options and the biggest social media audience in the world, with 1.79 billion users as of the third quarter of 2016 (Statista, 2016). Ad formats are based on desired objectives (which we will discuss in the next section). Their pricing can vary significantly based on a number of factors, but their ad platform is intuitive, and Facebook Analytics gives you a lot of information you can use to optimize ad performance¹.

You will have access to Facebook Ads Manager, which allows you to manage campaigns, ad sets, and individual ads. This is also available as an app.

5.1.2 Who uses it

83% of female-identified and 75% of male-identified Internet users use Facebook. The demographics are skewed toward the youth market, with 88% of 18 to 29-year-olds, 84% of 30 to 49-year-olds, and 62% of online users aged 65 and up using the platform 82% of users have some form of higher education².

¹ ROB STOKES AND THE MIND OF QUIRK, eMarketing: The essential guide to marketing in a digital world, 5th edition, Quirk Education, 2008, p319.

² <https://sproutsocial.com/integrations/facebook/>, consulted in 17/06/2020 at 5:45 pm.

5.1.3 Best suited to

Every business should have a Facebook page, as it is the bare minimum of what users expect. Your business should be on Facebook even if it is just listed with an address, website, and other basic details. Whether a business should use paid advertising to promote posts depends on what it wants to achieve, but if you plan to use social media advertising at all, you should consider starting on Facebook.

5.1.4.Objectives

Facebook offers several paid-for advertising solutions based on the action the advertiser wants the audience to take, the purpose of the ads. The core objectives are awareness, consideration, or conversions, which Facebook has broken down further into more specific objectives on which you can base your ad creation¹.

5.1.4.1 Awareness

- Brand awareness
- Local awareness (promoting to users nearby)
- Reach (show your ad to the maximum possible number of users).

5.1.4.2 Consideration

- Traffic (sending users to your website or app)
- App installs
- Engagement (encourage comments, page likes, shares, event responses, and offer claims)
- Video views
- Lead generation (collect lead information from interested parties).

5.1.4.3 Conversion

- Conversions (encourage valuable actions on your website or app)
- Product catalogue sales (create ads that automatically show products from your catalogue based on your target audience)
- Store visits (promote multiple business locations to users nearby) (Facebook, 2017).

The ad format you choose will match your advertising objective.

¹ Ibid.p327

5.1.5.Ad types offered

Once you have chosen an objective, Facebook offers a set number of ad formats to choose from that will help you meet that objective. Those formats are:

- Single image
- Single Video
- Carousel
- Slideshow (video-like ads)
- Dynamic ads
- Lead ads
- Boosted posts and promoted posts
- Collection
- Messenger ads
- Canvas (an ad type that offers different components in various configurations to tell a brand story).

5.2. Instagram

Instagram ads are posts or Stories that a business pays to promote to users' Instagram feeds. They can look just like regular Instagram posts, but are always identified by a "Sponsored" label. They can also include a call-to-action button to drive traffic or conversions¹. Instagram is a very large mobile platform with an engaged mobile audience, making it a good option for some businesses.

5.2.1 What they offer:

Instagram offers photo, video and carousel ads in a number of formats. Because it is owned by Facebook, it has many of the same features, including analytics (through Facebook Ads Manager), good targeting options, and various objectives to drive campaigns. Instagram stories is also a powerful feature, which is mentioned in the Social media platforms chapter. Finally, Instagram is

¹ <https://blog.hootsuite.com/instagram-ads-guide/> , consulted in 17/06/2020 at 5:51 pm

potentially the best platform at the moment to work with influencers. It has a very tight community culture with a focus on quality, unique content and creativity¹.

5.2.2 Who uses it

More women use Instagram than men, and more people in urban areas use it than in rural areas. Income is split fairly evenly among various income brackets, with 38% of users earning more than US \$75 000 annually active on the platform. The important thing to note for Instagram is age, 59% of users between 18 and 29 use Instagram, compared to only 8% above 65².

5.2.3 Best suited to

In theory, any business can use Instagram. The key attraction for Instagram is visually attractive pictures and videos, so businesses that lend themselves to visuals like this, such as food, decoration, or travel-related brands, will have an advantage, but any business that wants to capture that all-important 18–24 year-old demographic should be active here.

5.2.4 Objectives

Instagram offers three ad types driven by the objectives you want to achieve, which are not surprisingly, similar to Facebook ad objectives:

- Brand awareness
- Reach
- Traffic
- App installs
- Engagement
- Video views
- Lead generation
- Conversions

5.2.5 Ad types offered

Not every ad type is available for every objective. Once you choose an objective, you will be shown the ad types you can use. The ad types offered by Instagram are:

¹ ROB STOKES AND THE MIND OF QUIRK, op.cit. p 320.

² <https://sproutsocial.com/integrations/instagram/>, consulted in 17/06/2020 at 6:30 pm.

- **Single image ads:** which are exactly what they sound like.
- **Video ads:** which can share videos up to 60 seconds long.
- **Carousel ads:** which are similar to single image ads but include multiple images that users can swipe to see.
- **Slideshow ads:** which are like Carousel ads, except the images scroll on their own with music creating a mini video.
- **Instagram Stories Ads:** which include single image and single video ad formats that are placed within Instagram Stories

5.3 Twitter

The idea of communicating on the Internet is continually evolving, and with Twitter, you have the opportunity to reach millions of people in a matter of seconds. From a business marketing perspective, Twitter can help you create a sustainable communication model to drive more leads, revenue, and customer evangelists to your product. And with third-party tools, you can track your brand on Twitter, measure your Twitter effectiveness, and target Twitter users based on their location¹.

5.3.1 What they offer:

Twitter offers ad campaigns based on objectives, much like Facebook and Instagram, and the kind of targeting you would expect from a major social media platform. Many marketers point out that advertising on Twitter is a problem because the ads are expensive, the targeting is not as good as Facebook's, and user growth has stalled, but pay-per-click (PPC) on Twitter can be cheaper than other options.

Followers earned from a Twitter campaign tend to be fairly qualified prospects. They will have been chosen to see your tweets based on how well they fit your targeting profile, and they then choose to follow you based on how well your tweet speaks to their needs².

¹ <https://www.dummies.com/web-design-development/site-development/twitter-marketing-for-dummies-cheat-sheet/>, consulted in 18/06/2020 at 12:24 pm

² ROB STOKES AND THE MIND OF QUIRK, op.cit. p 321.

5.3.2 Who uses it:

Twitter's users are also skewed towards the youth market, 36% of adults aged 18 to 29, but only 10% of adults over 65, use it. And there is an equal percentage of men and women active on the platform. For location, 77% of Twitter accounts are from outside the US, with a fairly even distribution across urban, suburban and rural areas. Like Facebook, college graduates make up the largest audience for Twitter, 54% have some tertiary education or have graduated college. The income demographics are very similar to Instagram, with 30% of adults who earn more than US \$75 000 a year using Twitter¹.

5.3.3 Best suited to:

Any business that wants to reach an audience like the one described. Twitter audiences are used to instant gratification, Twitter feuds (check out the hashtag #cute_animal_tweet_off for a good example of this), and snappy comebacks. Twitter is a highly politicized space, so any slip-ups or faux pas on the part of your brand will be quickly picked up.

5.3.4 Objectives

Twitter offers a self-service ad platform with several options and allows a degree of specific targeting. The service does still tend to change frequently, and not all options may be available to all regions or user accounts.

The basic objectives are:

5.3.4.1. Promote your brand

- Website clicks or conversions
- Increase followers
- Awareness
- Tweet engagements

5.3.4.2. Promote your video

- Video views

5.3.4.3. Drive conversions

- App installs or re-engagements

¹ <https://sproutsocial.com/integrations/twitter/>, consulted in 18/06/2020 at 12:49 pm.

5.3.5 Ad Types offered

- **Plain text tweet** are tweets that appear at the very top of a user's timeline, or in Twitter mobile apps. There is no minimum spend, and advertisers pay when users retweet, @reply to, favorite, or click on a promoted tweet.
- **Single image card** is a tweet with a single image.
- **Multi-image card** includes up to four images that users can click on each image to enlarge.
- **Promoted video** a tweet that includes a single video.
- **Basic App card** a tweet that includes a call to action button that installs the app, or directs users to their App store.
- **Video app card** an app install tweet that includes a video.
- **Website card** a tweet that includes a button that takes the user to the website.
- **Lead Generation Card** a tweet card that enables a user's details to be auto filled in and sent to the brand with the simple click of a button
- **Conversational ads** are ads that enables brands to engage directly with users, and that users can share with their followers.

5.4. LinkedIn

"LinkedIn is a highly valuable tool to network with like-minded professionals. But here's something we don't talk about as much as we should: LinkedIn is also a highly useful inbound marketing platform."¹

5.4.1 What they offer

Most social media sites offer good targeting options, but in keeping with its position as a social network for business professionals, LinkedIn's targeting options involve someone's professional

¹ <https://blog.hubspot.com/marketing/linkedin-advertising-campaigns>, consulted in 18/06/2020 at 1:36 pm

abilities. It also tends to convert well on gated content that requires users to enter an email address or other information to download something¹.

5.4.2 Who uses it

Until 2017, LinkedIn was one of the few social networks that did not skew toward 18–29 year olds, however this shifted in 2017.

LinkedIn is used by:

- 34% of adults 18–29
- 33% of adults 30–49
- 24% of adults 50–64
- 21% of adults over 65.

More men than women use LinkedIn, 31% to 27%. On the LinkedIn press page; you can see a map of all their users.

LinkedIn is even more focused on users with some tertiary experience, 50% of adult college graduates and 27% of adults with some college experience use it. Higher levels of users are high earners, with 45% of adults making over US \$75 000 using the platform².

5.4.3 Best suited to

B2B marketers who want to target business professionals should start with LinkedIn, and companies that hire many people.

5.4.4 Objectives

LinkedIn ads allows you to create and place adverts on prominent pages on the LinkedIn website, including a user's home page, search results pages, groups and more. It has both self-service and premium options, and offer 'sponsored updates' as a self-service option. There is a minimum budget requirement of US \$10 a day, though no minimum spend, that is, you have to budget at least US \$10 a day, but you do not actually have to spend any of it. Ads can be served on a CPM or CPC basis.

LinkedIn offers three main objectives:

¹ ROB STOKES AND THE MIND OF QUIRK, op.cit. p 322.

² <https://sproutsocial.com/integrations/linkedin/>, consulted in 18/06/2020 at 3:54

1. Reach LinkedIn members in their LinkedIn feed and beyond.
2. Drive targeted ads across multiple LinkedIn pages.
3. Send targeted messages directly to those who matter the most to your business.

5.4.5 Ad types offered

LinkedIn offers five types of ad:

- Sponsored content
- Sponsored In Mail (reaching your audience through their LinkedIn inbox)
- Dynamic Ads
- Display Ads
- Text ads.

Sponsored stories are when content posted on a brand's profile is promoted through display ads or into the feeds of users across the LinkedIn network, according to your targeting preferences. Text ads can be shown on the right-hand side across desktop, mobile, and tablet.

5.5. Pinterest

Pinterest is a powerful platform for marketing if you use the site properly and follow standard etiquette. After you get the hang of interacting and networking on the site, you can use Pinterest to self-promote in small doses. You can also use tricks to see who is spreading the word about your company.

5.5.1 What they offer

Pinterest does not offer as many targeting options as some other social media platforms, but it still has basic location, device, gender, and language targeting. Users often visit Pinterest specifically to gather information about and plan potential purchases, and those who view ads on Pinterest tend to have greater awareness and purchase intent than those who do not¹.

5.5.2 Who uses it

Pinterest is a great platform for targeting women. 45% of women use it, while only 17% of men do. It is again skewed toward the younger market, with 36% of adults 18–29 using it, dropping

¹ ROB STOKES AND THE MIND OF QUIRK, op.cit. p 323.

steadily as age increases. Only 16% of adults aged 65+ use the platform. Pinterest is most popular in suburban areas, 34% of people living in suburban areas use it, while 30% of urban users are active. Like many social media platforms, its users tend to have at least some tertiary education¹.

5.5.3 Best suited to

Retailers tend to make the most use of this platform, though other businesses can create successful accounts as well. The key is to create beautiful, useful boards that people want to look at, and use advertising to capitalize on that.

5.5.4 Objectives

Pinterest advertising is still relatively new and has limited availability worldwide. A business account is necessary to advertise on this platform.

When creating a Pinterest Promoted Pin, you will be asked to choose a goal for your campaign.

Your options are:

- **Traffic campaign:** To draw users to your website
- **Engagement campaign:** To encourage close ups, repins and clicks on your Pin
- **Awareness campaign:** To reach a wide audience.

5.5.5 Ad types offered

The only ad type on Pinterest is Promoted Pin. Here, you select an already existing Pin to use. When you choose a Pin while setting up an ad, you have the option to filter your Pins to see which are your best performing (most clicked and most repinned) Pins from the last 30 days.

¹ <https://sproutsocial.com/integrations/pinterest/>, consulted in 06/18/2020 at 4:39 pm

Section03: Steps and strategies to obtain an efficient social media Ads campaign.

Marketing on social media can feel a lot like shouting in a crowded room; if you want to get any attention, you need to talk to only the people who are interested in what you have to say. Luckily, there are some advertising strategies you can use to create social media ads that get results.

1. Focus on One Campaign Objective

One of the worst mistakes you can make in a social media campaign is to try to do too many things at once with a campaign. Your campaign will wind up being disorganized and sloppy, and your audience will pass it over. Instead, you want to pick one specific goal for your campaign and focus your ads on that objective.

There are a few common goals for social media ad campaigns that you may want to pick from. You could aim to increase traffic, engagement, sales, visibility, or lead generation. Pick one of these goals, or a different goal for your company, write it down, and focus your ad development on meeting that goal¹.

2. Investigate your target audience.

The type of creative you use and the payment model you follow will largely be determined by the platform that you advertise on. Social media advertising is an acquisition and awareness channel. It does not require users to seek an interaction actively, as search advertising and email marketing do. Therefore, it is crucial that the adverts are placed in front of the audience that is most likely to convert².

¹ <https://drivesocialnow.com/paid-social-media-advertising-strategies-your-step-by-step-guide-to-creating-better-social-media-ads/> Conslted 17/07/2020 at 2:10 pm

² ROB STOKES AND THE MIND OF QUIRK, op.cit. p 312.

3. Pick Your Social Platforms

Where you advertise is just as important, if not more important, than what you advertise. Each of the main social media platforms – Facebook, Instagram, Twitter, Pinterest, LinkedIn, etc. – has a different community, vibe, and focus. You want to choose the platform that will best serve your audience and your message.

A good place to start when determining which platform to advertise on is the demographics of each. Try to find the platform that has the closest demographic to your company's target demographic. From there, look at the format and goals of each platform if your company is artsy and visual, Pinterest or Instagram might be good choices; if it is more business-focused, try LinkedIn or Facebook¹.

4. Set your target audience

Although you likely have a target demographic for your company as a whole, you want to set a specific target demographic for this advertisement. The more localized your targeting is (within reason), the better. This means the difference between shouting your message into a virtual room of millions of people versus delivering it to a room of a few thousand people who are interested in what you have to say.

Facebook lets you narrow down your target demographic to some specific groups. You can choose the usual options; age, gender, income, location, etc. However, you can also target people by interest, and this is where you really want to shine; set your ad to target anyone interested in topics related to your business and you will be more likely to find customers who will be receptive to your message.

¹ <https://drivesocialnow.com/paid-social-media-advertising-strategies-your-step-by-step-guide-to-creating-better-social-media-ads/> Consulted 17/07/2020 at 2:30 pm

5. Keep updating

While the rules we've mentioned are good rules of thumb, you never want to rest on your laurels when it comes to advertising. The world of the internet and social media is always changing, and you have to keep up. You need to make sure you're updating your advertising strategy to match the latest in internet trends.

Take a look at the data from all your ad campaigns and see which ones got more attention. What worked with your audience, what didn't, and how can you fold that information into new campaigns? Learn from experience and keep adapting your strategy to appeal to your customers¹.

6. Look like organic content

These days, ads are all around us every waking moment. From billboards on the highway to video advertisements at gas stations to email promotions, we live in an era where advertising is the backdrop of our world. Because of this, creating an ad that doesn't look like an ad can be a better way to engage with your customers.

It may seem counterintuitive, but creating an ad that looks like organic content can make your customers more willing to engage with it. If they feel like you're trying to sell them something – even though you are – they'll shut down. Customers want to feel like you care about them, not their money, and so having an ad that looks like it's trying to give them information about how to better their lives can be a smart strategy.

7. Set up a funnel

Many advertisers focus only on the part of advertising where you snag the customer's attention and convince them to click on your link. However, you have to focus on what happens after that, too. Where will your customers land when they arrive at your site and will what they see keep them looking?

¹ ¹ <https://drivesocialnow.com/paid-social-media-advertising-strategies-your-step-by-step-guide-to-creating-better-social-media-ads/> Consulted 17/07/2020 at 2:57 pm

You need to set up a marketing funnel to lead different customers to different portions of your website. In general, you want to focus on three subsets of customers: people who don't know you, people who have heard of you, and people who are about to buy something from you. You should target your ads to one of these groups and create landing pages tailored to the needs of each.

8. Optimize your bidding strategy

With so many companies advertising on social media, everybody is jockeying for screen time. How often your content gets put in front of our potential customers depends on how much you bid when you set up your advertisement. Lower bids will receive lower priority status, while higher bids will get much more screen time.

How much you bid on an ad can be a tricky thing to determine, since you want to be competitive without blowing your whole advertising budget on one campaign. In general, you want to calculate how much your cost per acquisition is by dividing your total cost per acquisition by your total conversions, and then decide how much each acquisition is worth to you.

Therefore, for example, if you got 50 clicks from an ad and paid \$1 for each of them, and you got a 2 percent conversion rate off that ad, your cost per acquisition is \$5; if you make \$20 off each sale, your investment has paid for itself¹.

9. Track, measure, optimize.

As with all online marketing tactics, you need to track what your ads are doing and the results they are generating, measure your returns and successes, and then optimize your online advertising campaigns to get even better returns in future².

¹ ¹ <https://drivesocialnow.com/paid-social-media-advertising-strategies-your-step-by-step-guide-to-creating-better-social-media-ads/> Consulted 17/07/2020 at 2:59 pm

² ROB STOKES AND THE MIND OF QUIRK, op.cit. p 313.

Conclusion

In conclusion, the arrival of social media ads made a huge impact on the marketing field in general and in advertising concepts in particular, which lead directly to influence more and more the consumer behavior due to its continuous development. Therefore, advertisers being more able to reach the ideal audiences that can be converted efficiently and more affected behaviorally.

The combination of using the right strategies for campaigns as well as creating strong content made social media ads one of the best methods to promote products, generating leads, influencing their behaviors, and realizing a higher conversion rate.

Chapter02: Consumer behaviour

Introduction

All of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy and, from which source or seller to buy. In some societies, there is a lot of affluence and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs. The marketers therefore tries to understand the needs of different consumers and having understood his different behaviors that require an in-depth study of their internal and external environment, they formulate their plans for marketing.

Section01: Consumer behavior and factors that influence it

The study of consumer behavior is considered as a source of information to create the most suitable product and services to the market. It's carrying out by understanding the decision process of the consumer and his reaction to advertising and marketing strategies by using psychologic techniques and qualitative studies.

1. Definition of consumer behavior

“Not many years ago, when students opened a textbook on consumer behavior, they read that consumer behavior (usually called buyer behavior) involves the study of how consumers decide to buy products. While this definition is accurate, it is an inadequate description of the full scope of activities in which consumers engage prior to purchase and during and after consumption. Contemporary definitions are much broader and try to capture the full range of consumer activities. Consumer behavior entails all consumer activities associated with the purchase, use, and disposal of goods and services, including the consumer is emotional, mental, and behavioral responses that precede, determine, or follow these activities”¹.

“The field of consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society”².

¹ Frank Kardes, Maria Cronley and Thomas Cline, Consumer Behavior, 1st Edition, South-Western Cengage learning, 2011, p8.

² David L. Mothersbaugh and Del I. Hawkins, Consumer Behavior: Building Marketing Strategy, 13th Edition, MC GRAW HILL EDUCATION, 2016, P06.

2. The different types of consumer behavior

2.1. Complex buying behavior

Complex buying behavior is encountered particularly when consumers are buying an expensive product. In this infrequent transaction, consumers are highly involved in the purchase decision. Consumers will research thoroughly before committing to invest.

Consumer behaves very different when buying an expensive product or a product that is unfamiliar to him. When the risk of buying a product is very high, a consumer consults friends, family and experts before making the decision.

For example, when a consumer is buying a car for the first time, it is a big decision as it involves high economic risk. There is a lot of thought on how it looks, how his friends and family will react, how his social status will change after buying the car, and so on.

In complex buying behavior, the buyer will pass through a learning process. He will first develop beliefs about the product, then attitudes, and then making a thoughtful purchase choice.

For complex buying behavior customers, marketers should have a deep understanding of the products. It is expected that they help the consumer to understand about their product. It is important to create advertising message in a way that influences the buyer's beliefs and attitudes.¹

2.2. Dissonance-reducing buying behavior

In dissonance-reducing buying behavior, consumer involvement is very high. This might be due to high price and infrequent purchase. In addition, there is a low availability of choices with less significance differences among brands. In this type, a consumer buys a product that is easily available.

Consumers will be forced to buy goods that do not have too many choices and therefore consumers will be left with limited decision-making. Based on the products available, time limitation or the budget limitation, consumers buy certain products without a lot of research.

¹ <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation.html>, consulted 26/07/2020 at 6:08 pm

For example, a consumer who is looking for a new collapsible table that can be taken for a camping quickly decides on the product based on few brands available. The main criteria here will be the use and the feature of the collapsible table and the budget available with him.

Marketers should run after-sale service camps that deliver focused messaging. These campaigns should aim to support consumers and convince them to continue with their choice of their brand. These marketing campaigns should focus on building repeat purchases and referrals by offering discounts and incentives¹.

2.3. Habitual buying behavior

Habitual Buying Behavior is depicted when a consumer has low involvement in a purchase decision. In this case, the consumer is perceiving only a few significant differences between brands.

When consumers are buying products that they use for their daily routine, they do not put a lot of thought. They buy either their favorite brand or the one that they use regularly – or the one available in the store or the one that costs the least.

For example, while a consumer buys a loaf of bread, he tends to buy the brand that he is familiar with without actually putting a lot of research and time. Many products fit into this category. Everyday use products, such as salt, sugar, biscuits, toilet paper, and black pepper all fit into this product category.

Consumer just go for it and buy it – there is no brand loyalty. Consumers do not research or need information regarding purchase of such products.

Radio, television and print media influence habitual buying behavior. Moreover, consumers are buying based on brand familiarity. Hence, marketers must use repetitive advertisements to build brand familiarity. Further to initiate product trial, marketers should use tactics like price drop promotions and sales promotions.

Marketers should attract consumers using visual symbols and imagery in their advertising. Consumers can easily remember visual advertisements and can associate with a brand².

¹ https://clootrack.com/knowledge_base/types-of-consumer-behavior/. Consulted 27/07/2020 at 5:50 pm.

² <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation.html>, consulted 27/07/2020 at 6:10 pm

2.4. Variety seeking behavior

In variety seeking consumer behavior, consumer involvement is low. There are significant differences between brands. Here consumers often do a lot of brand switching. The cost of switching products is low, and hence consumers might want to try out new products just out of curiosity or boredom. Consumers here, generally buy different products not because of dissatisfaction but mainly with an urge to seek variety.

For example, a consumer likes to buy a cookie and choose a brand without putting much thought to it. Next time, the same consumer might may choose a different brand out of a wish for a different taste. Brand switching occurs often and without intention.

Brands have to adopt different strategies for such type of consumer behavior. The market leader will persuade habitual buying behavior by influencing the shelf space. The shelf will display a large number of related but different product versions.

Marketers avoid out-of-stock conditions, sponsor frequent advertising, offer lower prices, discounts, deals, coupons and free samples to attract consumers¹.

3. Keys to understanding consumer behavior

3.1. Consumer behavior is based on motives and incentives

Consumer behavior results from motives and incentives. Motives are internal factors that urge the consumer to behave, whereas incentives are external factors representing reward the consumer expects from purchasing the product.

3.2. Consumer behavior includes several activities

Consumer behavior consists of a set of activities that eventually lead to the purchase decision a consumer takes.

¹ https://clootrack.com/knowledge_base/types-of-consumer-behavior/. Consulted 27/07/2020 at 6:15 pm.

The activities are:

- Thinking about a good or service.
- Discussing the issue with friends or family members and sometimes consulting them about it;
- Making the purchase decision.
- Visiting the stores displaying and offering the good or services for sale.
- Evaluating and comparing products properties.
- Finalizing purchase.

3.3. Consumer behavior goes through successive steps

Consumer behavior is a decision that consists of three stages

- Pre-purchase decision.
- Purchase decision.
- Post-purchase decision.

Examining these three stages, we find that the first stage involved thinking about available offers, comparing their properties, and making evaluation and consultation. In the second stage, purchase actually take a place, as one visits sales-outlets in order to carry out the purchase. In the third stage - after possessing and using or benefiting from the product- evaluation is made whether to judge the purchase decision.

3.4. Consumer behavior varies according to time and structure

Time refers to when a purchase take place and the length of purchase time. Both time dimension are affected by many factors.

As for structure, it refers to the number of purchasing steps or stages and the set of activities undertaken in each stage. So, time and structure are closely related.

3.5. Consumer behavior includes different roles

Consumer behavior differs from place to place, and this depends mainly on the roles consumer plays, which eventually associate with his behavior very closely. As we will see later, consumer behavior can be represented by several roles starting with finding a purchase idea, passing through the purchase process, and ending with using the product.

4. Influencing factors of consumer behavior

The consumer is influencing as well as being influenced by his environment, this influence can be viewed in his purchasing decision or in his behavior as a consumer. In this section, we will examine and understand the main factors that are associated to this phenomenon.

Whenever we buy anything our final decision, as a consumer will definitely be affected by certain factors. Some of these major factors are as given below:

1. Cultural
2. Social
3. Personal
4. Psychological

The first stage of understanding buyer behavior is to focus on the factors that determine his “buyer characteristics” in the “black box”. These can be summarized as follows:¹

¹ Rai Technology University, Understanding Consumer Behaviour, Dhodballapur Nelmangala Road, SH -74, Off Highway 207, Dhodballapur Taluk, Bangalore - 561204, p06.

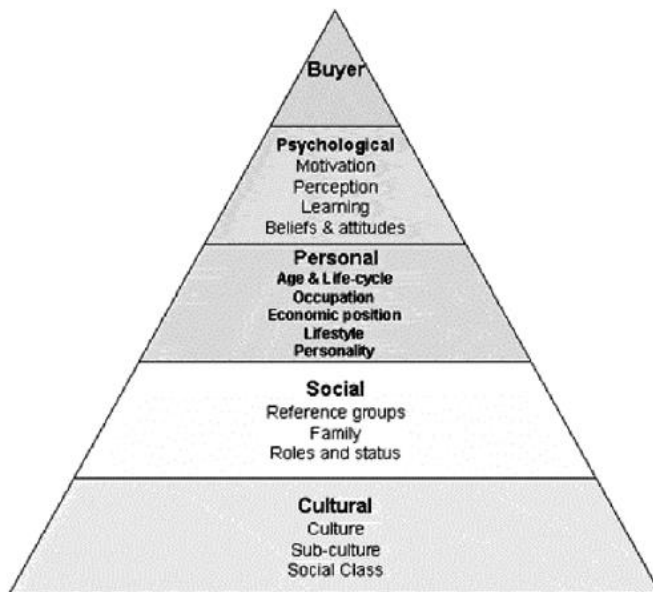


Figure2.1. Factors affecting Buyer behavior

4.1. Cultural factors

Culture is the most fundamental determinant of a person’s want and behavior. The growing child acquires a set of values; perceptions, preferences and behavior through a process of socialization involving the family and other key institutions. Cultural factors have a significant impact on customer behavior. Marketing are always trying to spot “cultural shifts” which might point to new products that might be wanted by customers or to increased demand¹.

Cultural factor divided into three sub factors:

4.1.1. Culture

The set of basic values perceptions, wants, and behaviors learned by a member of society from family and other important institutions. Culture is the most basic cause of a person’s wants and behavior. Every group or society has a culture, and cultural influences on buying behavior may vary greatly from country to country.

¹ Ibid, p.06.

4.1.2. Sub culture

Groups of people, which share values. Sub-cultures can include nationalities, religions, racial groups, or groups of people sharing the same geographical location. Sometimes a sub-culture will create a substantial and distinctive market segment of its own.

For example, the “youth culture” or “club culture” has quite distinct values and buying characteristics from the much older “grey generation”.¹

4.1.3. Social class

An open group of individuals who have similar social rank. US is not a classless society. US criteria; occupation, education, income, wealth, race, ethnic groups and possessions. Social class determines to some extent, the types, quality, and quantity of products that a person buys or uses. Lower class people tend to stay close to home when shopping; do not engage in much pre-purchase information gathering. Stores project definite class images. Family, reference groups and social classes are all social influences on consumer behavior. All operate within a larger culture².

4.2. Social factors

A customer’s buying behavior is also influenced by social factors, such as the groups to which the customer belongs and social status. In a group, several individuals may interact to influence the purchase decision.

4.2.1. Groups

Two or more people who interact to accomplish individual or mutual goals.

Many small groups influence a person’s behaviors. Groups that have a direct influence and to which a person belongs are called membership groups.

¹ Ibid, p.06.

² Ibid, p.09.

Some are primary groups includes family, friends, neighbors and coworkers. Some are secondary groups, which are more formal and have less regular interaction. These includes organizations like religious groups, professional association and trade unions¹.

The typical roles in such a group decision can be summarized as follows:

4.2.1.1. Initiator

The person who first suggests or thinks of the idea of buying a particular product or service.

4.2.1.2. Influencer

A person whose view or advice influences the buying decision.

4.2.1.3. Decider

The individual with the power and/or financial authority to make the ultimate choice regarding which product to buy.

4.2.1.4. Buyer

The person who concludes the transaction.

4.2.2. Family

The family members play a crucial role in designing one's preferences and behavior. It offers an environment wherein the individual evolves, develop personality and acquire values. A child develops his buying behavior and preferences by watching his parents and tend to buy the same products or services even when he grows old. The family can influence the buying behavior of an individual in either of the two ways:

- Influences the personality, attitude, beliefs, and characteristics of the individual.
- Influences the decision making of an individual with respect to the purchase of certain goods and services.

It is believed that an individual passes through two families: **Family of Orientation and Family of Procreation**. In the former type, it is the family wherein an individual has taken the birth, and the parents have a strong influence on his behavior. While in the family of procreation, it is the

¹ Archana Dadhe & Smashwords, Consumer Buying Behavior & Integrated Marketing Communications, 1st Edition, 2014, P. 39.

family created by an individual with his spouse and children and as such, the preferences tend to change with the influence of the spouse.¹

4.2.3. Role & Statuts

Individuals play many different roles in their lives. Each role consists of activities and attitudes that are expected from an individual to perform according to the persons around him. Social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation. In many societies, status is important and people want the admiration of others. Social status can be acquired by being successful in life or being born into money. Product and brand selection often reflects the social role and status.

- A person belongs to many groups, family, clubs and organizations.
- The person's position in each group can be defined in terms of both role and status.
- For example. "X" plays the role of father, in his family, he plays the role of husband, in his company, he plays the role of manager, etc. A Role consists of the activities people are expected to perform according to the persons around them.

4.3. Personal factors

An individual's decisions are influenced by personal factors such as a buyer's age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept.

It includes:

4.3.1. Age and life cycle

Consumers' change during their life and buying of products alter depending on age and stage of life. Age related factors are such as taste in food, clothing, recreation and furniture. Moreover, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime. Family life stages change purchasing behavior and brand selection. Traditionally a family life cycle included only young singles and married couples with children. Nowadays marketers are focusing on

¹ businessjargons.com/social-factors-influencing-consumer-behavior.html, Consulted 12/08/2020 at 12:26.

alternative, nontraditional stages such as unmarried couples, eight childless couples, same sex couples, single parents and singles marrying later in life. It can be assumed that consumers' taste can change during lifetime and has influence on coffee brand selection in different stages of life¹.

4.3.2. Occupations

A consumer's occupation and purchasing power influence purchasing decisions and buying behavior. The income level affects what consumers can afford and the perspective towards money. People, who share similar occupations, tend to have similar taste in music, clothing and leisure activities. They usually socialize with each other, and share the same kind of values and ideas. Income level affects on what consumer can afford and perspective towards money. Individuals from lower income groups are probably more interested in buying products that are necessary for survival than spending on luxury brands or designer clothes².

4.3.3. Life style

Consumers' life style tells how the person lives and spends money. It is combined from earlier experiences, current situation and congenital characteristics. The product choices that consumers make are related to their lifestyle. An individual's lifestyle consists of different life style dimensions. These dimensions are:

- Activities describe how consumers spends their time, e.g. work, hobbies or vacations.
- Interests are consumers' preferences and priorities e.g. family, home or food.
- Opinions tell how consumers feel about different issues, e.g. themselves, politics or products.

These life style dimensions express a person's pattern of living. Lifestyle will influence consumers' buying behavior and decisions.³

4.3.4. Personality & Self concept

Personality distinguishes one person from another by individual traits. These personal traits can be self-confidence, adaptability, sociability and dominance. Personality determines how we see ourselves and the world around us as well as how other people see us. Attitudes, values 9 and

¹ Kotler, P. & Armstrong, G, Principles of Marketing, Pearson Education, New Jersey, 13th edition, 2010, P.170.

² Solomon, M. Consumer behavior, Prentice Hall, 6th edition, 2004, P.12.

³ Kotler, P. & Armstrong, op. cit, P.170.

people around us shape our personality. Personality alters during life when a person grows up and changes surroundings. Self-concept is a multi-dimensional and complex term. It's described as the self-concept as follows "Self-concept is often described as the totality of an individual's thoughts and feelings regarding him/herself as an object." In another words, it is the image that people hold about their selves formed by attitudes and beliefs. Many brands have developed an image and personality that correspond with consumers' values and traits. It allows consumers to express themselves through brand choices.¹ There are five dimensions of brand personality: sincerity, excitement, competence, sophistication and ruggedness.

4.4.Psychological factors

A buyer's choices are also influenced by four psychological factors, i.e. motivation, perception, learning, beliefs and attitudes.

4.4.1. Motivations

A consumer is an individual who has different kind of needs. These needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it alters a motive. A motive is a need that drives a person to seek satisfaction. Abraham Maslow is probably the most know psychologist who has examined these human needs. He sought to explain why humans are driven by different needs at different times². Figure 2 shows Maslow's hierarchy of needs from the most pressing at the bottom and the least pressing at the top. The basic rule is to satisfy first the basic need before proceeding up the ladder. When that need has been fulfilled, it stops being a motivator and a person focuses on the next most important need. Maslow's needs are:

- Physiological: basic need such as sleep, food or water.
- Safety: need to feel secured and protected.
- Belongingness: need to feel loved and be accepted by others.
- Ego needs: to accomplish something and have status among others.
- Self-actualization: to have enriching experiences and feel self-fulfillment.

¹ Kardes, F. Cline, T. Cronley, M. Consumer behavior: Science and Practice, South-Western Cengage Learning, 2011, P.230.

² Kotler, P. & Armstrong, op. cit, P.173.

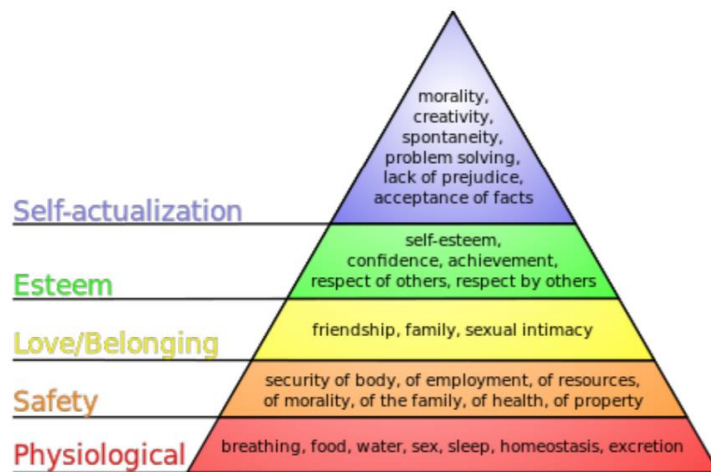


Figure 2.2. Maslow's Hierarchy of Needs

4.4.2. Perception

A person acts according to his or her perception of the situation. Each person receives thousands of sensory stimuli like light, color, sound, smell, taste and texture per day. Perception is the process through which these sensations are selected, organized and interpreted to form a meaningful picture of the world. People have a possibility to form different perceptions of the same stimuli due to three perceptual processes: selective attention, selective distortion and selective retention. At the selective attention process, an individual focuses only on a few stimulus that he is exposed. Consumers might neglect many stimuli in the environment and only focus on those related to their current need. For example, a consumer who desires to have a new car will pay more attention to different car ads while neglecting ads about houses. Selective distortion describes how people will interpret information in the way that it supports what they already believe. Every individual has different perception based on own experience, beliefs and attitudes. Selective distortion leads people to situations that are compatible with their beliefs and values. For example for brands, the message that brands communicate will never be the same among different consumers. When people are exposed to a huge amount of information and stimuli, they are not able to retain all of it. Selective retention means what a person will retain from particular stimuli or situation. This can

be seen when consumers remember good points about brand they favor and forget everything good about rival brand¹.

4.4.3. Learning

When people are motivated, they are ready to act. Learning comes from action. Learning illustrates changes in a person's behavior that emerge from experience. People can also learn by observing others without having their own personal experience. Learning can happen even unconsciously. Consumers can hum many jingles and recognize several brands even without using those themselves. This is known as incidental learning. People can learn all the time. Consumers' knowledge of the world changes constantly as they are exposed to new stimuli and situations. They can receive feedback that allows them to alter behavior when finding themselves in the same kind of situation than before². The consumer who has negative experience with a coffee is more likely to avoid that brand in the future because he remembers the previous experience with that.

4.4.4. Beliefs and attitudes

Through learning and experiencing, consumers acquire beliefs and attitudes. A belief is a vision that consumer has on something. It can be based on real knowledge, faith or opinion. External influence like family or neighbors combined with learning produces beliefs that will influence consumers' buying behavior. Different kind of people have different attitudes concerning religion, politics, food, music and many more. The attitude describes consumers' feelings or evaluations toward an object or idea. Both beliefs and attitudes are hard to change. Those are anchored deep in consumers mind and can be part of a person's personality³.

¹ Ibid, p.174.

² Ibid, p.175.

³ Ibid, p.175.

Section02: Stages of the purchasing process

A consumer engages in purchasing activities several times per day. The purchase itself is the only visible evidence of a more complex process that a consumer goes through for every decision he or she makes. However, every purchase decision is different and requires different amount of time and effort.

A consumer's decision-making process includes five stages that the consumer goes through before the actual purchase. During these stages, the consumer recognizes the need, gathers information, evaluates alternatives and makes the purchase decision. After the actual purchase comes post purchase behavior where the consumer evaluates the received satisfaction level. The consumer can skip a few stages during a routine purchase. However, when a consumer faces a new and complex purchase situation, all of these five stages that are shown in Figure 3, need to be used to complete the buying process.



Figure2.3: Consumer Buying Process

1. Need recognition & Problem awareness

A decision-making process starts with the recognition of need. There are a few types of classifications of need recognition. One type is where the buyer recognizes a need or problem that can be triggered by internal or external stimuli. Internal stimuli are a human's basic needs, for example hunger that makes stomach grumble and gets the consumer buy a hamburger. External stimuli can be for example an advertisement that can get you to thinking about buying a new computer¹. At this stage the consumer often sees a significant difference between the current state and desired state. The need recognition process can occur naturally but often marketers can set it in motion. Marketers are trying to create demand where consumers are encouraged to use a product regardless of the brand they choose. Marketers will try to convince consumers to choose their brand instead of others². Another classification type of need recognition includes:

- Functional need: the need is related to a functional problem. The consumer purchases a washing machine to avoid doing laundry by hands.
- Social need: the need comes when a consumer wants social recognition or desire belongingness. The consumer can purchase luxury items to look good in front of others.
- Need for change: the consumer feels need to change. This can result in the purchase of new clothes or furniture to change current appearance.

Sometimes consumers are not even aware that they want/need a product or service, until they see promotions informing them of their deficiency, or motivating them toward desire. For example, watching a commercial for a certain style, brand, or type of clothing can stimulate recognition that you need (or desire) a particular new item of apparel.

2. Information Search

At the second stage of the decision-making process, the consumer engages with information search. Sometimes consumers can choose products without any information and other times information need to be searched carefully for identifying all alternatives. The consumer can get information from multiple sources such as:

¹ Ibid, p.178.

² Solomon, op. cit, p. 297.

- Personal Sources: He might discuss his need with his friends, family members, co-workers and other acquaintances.
- Commercial sources: Advertisements, sales people, Packaging of a particular product in many cases prompt individuals to buy the same, Displays
- Public sources: News Paper, Radio, Magazine
- Experiential sources: Individual's own experience, prior handling of a particular product.

The amount of the searching will mostly depend on your drive, obtaining of the information and satisfaction got from the search. Nowadays consumers get a huge amount of information from commercial sources that are controlled by marketers. Still, the most effective sources tend to be personal such as family or friends. Consumers can obtain information and increase awareness towards available brands. This information helps consumers to drop some brands when making the final selection of the brand¹.

3. Evaluation of Alternative

After information is collected, the consumer will be able to evaluate the different alternatives. The evaluation of alternatives will vary among customers and purchases. In some cases customers make little or no evaluation and make their buying decision based on impulse and intuition. In cases where little or no evaluation of alternatives is used can be originated by a habitual decision process. On the other hand, the consumers who are engaged to an extended problem solving process may carefully evaluate among several brands. The alternatives that are actively considered during the selection process are known as consumers' evoked set. This evoked set consists of products or brands that are already in the consumer's memory plus important ones in retail environment. Even if a consumer ponders among many alternatives, the evoked set usually includes only a small number of alternatives. These alternatives share few similar features with each other.

As the consumer prepares to consider or to compare alternatives, there is a need to establish evaluation criteria. What features are most important as each alternative is evaluated? Having a set of criteria, will help the consumer to select which alternatives are more likely to satisfy his/her needs/desires? Also, keeping in mind his/her evaluation criteria (requirements), the consumer

¹ Kotler, P. & Armstrong, op. cit, P.178.

is able to rank/weigh alternatives, or even come to the conclusion that the search for acceptable alternatives needs to continue¹.

4. Purchase Decision

At the fourth stage, the consumer has evaluated alternatives and is ready to proceed to the actual purchase itself. Typically, the consumer's purchase decision is to buy the most preferred brand. There are factors that can affect the consumer's buying decision such as the attitudes of others or beliefs about the brand created by marketers². Sometimes to simplify purchasing decisions, consumers can make mental shortcuts that can lead to hasty decisions. Particularly when limited problem solving occurs before making a choice. These kinds of shortcuts can range from universal thoughts like "higher price products are higher quality" or "buy the same brand than last time" to specific "buy the same brand that my mother used to buy". These shortcuts can turn out to be unfavorable to the consumer.

5. Post-purchase evaluation

The purchase of the product is followed by post purchase evaluation. Post purchase evaluation refers to a customer's analysis whether the product was useful to him or not, whether the product fulfilled his need or not?

Consumer buying behavior is determined by the level of "involvement" required to make a purchase decision. Involvement hinges on the importance and intensity of interest in a product or service, in a particular situation.

A buyer's level of involvement will help determine why he/she is motivated to seek information about certain products and brands, but will virtually ignore others. A high level of interest in a product/service usually means the consumer will be highly involved, and will spend more time, when making a purchasing decision. The amount of risk involved in the outcome of the purchasing decision will also influence the amount of time spent in evaluating alternatives, and in making a final purchasing decision³.

¹ Archana Dadhe & Smashwords, op. cit, p.79.

² Kotler, P. & Armstrong, op. cit, P.179.

³ Archana Dadhe & Smashwords, op. cit, p.79.

Section03: Effect of Social Media Ads on consumer

As the world of social media continues to adapt and evolve, so do the way that consumers interact with brands online. For social media marketers, it is important to understand how consumers will respond to these heightened avenues of communication. Social media Ads indubitably plays a role in influencing consumer behavior.

Those effects are manifested in:

1. Well informed consumers

Social media ads has been around for quite a time and people now have learned how to fully utilize its power. As people become more aware of the modern communication technology, they use it more efficiently. This means marketers have to give their best in order to win well-informed prospects.

2. They want relevant and quick information

Excessive information and a variety of options have made people accustomed to getting the right and hazard-free solutions within seconds. For example, if your website is not responsive or slow, the visitors are likely to bounce back and move on to the next option. It is the instant gratification that makes a visitor love your site. So, while you build a website for your business, make sure that it provides engaging material and highly relevant information¹.

3. They share a lot

Online consumers have unlimited opportunities and platforms where they can talk about their experiences, share valuable information, ask for recommendations, provide reviews, and leave

¹ <https://www.reachfirst.com/understanding-digital-consumers/> consulted 14/08/2020 at 16:50.

comments. In other words, user-generated content plays a crucial role in your online success and promotion.

4. Their Characteristics

- A more active consumer, who is not limited to the few choices of the old time. He explores, he tracks, he learns about offers, solutions and brands.
- A more powerful consumer, who is less subject to brands, who has his own opinion and who says it on social media and review sites.
- A more volatile and less loyal consumer. He seeks more variety and above all, the field of possibilities has opened up considerably.
- A wiser consumer, because for the subjects that interest him, he is capable of a seeking in-depth information on a topic, using expert advice online.
- A more pragmatic consumer who values objects for their usefulness more than their possession
- A consumer in search of personalization and relationship. "The ability to tie an individualized relationship, to propose personalized answers to questions is an important point for generating and maintaining brand preference.

5. Decision making process¹

5.1. Social Media Ads role in problem recognition

Advertisers found that creating needs and wants is very useful especially with the innovative and new products in a market. An example of social media advertisement in need and want creation is an advertisement role in transferring the concept of using a car as a way of transportation to be a better life need and a sign of social level. In this stage, the advertisers use both rational and irrational advertisements. The rational advertisement helps more in creating the needs of the advertised product while the irrational advertisement help more in creating the wants.

¹ <https://medium.com/@ahmedessamsalem/advertisement-role-in-consumer-decision-making-process-3699b57e6ebf> Consulted 15/08/2020 at 11:30

5.2. Social media ads role in information search

Consumers in this stage are confused because of the many choices they see and comparing them to reach the best choice is not an easy task. Advertisers target consumers through the informational advertisement to create a shortcut road to specific products. Advertisements can take place on social media channels.

5.3. Social media ads role in evaluating alternatives

The psychological factors are usually attacked by irrational advertising. Through the irrational advertising, a social media advertiser will be able to form different other values than the core real value of a product or a service. A Nike shoe can be just something that protects your leg and makes you walk comfortably or can be a shoe that makes you look stylish in people's eyes. The previous example is showing the difference between the core value of a product and the irrational advertisement that a consumer can receive. The order winner in this phase is the social media advertiser who will manage to make his product to be superior over all the other products in the market. A social media advertiser role is not only to show that his product is superior but also to convert all negative associations to a product to be a positive point. The social media advertiser should work on decreasing the uncertainty that a consumer has toward a specific product. That all makes transformational advertising plays an important role in the evaluation of alternatives stage.

5.4. Social media ads role in purchase decision

This stage can be interrupted if the consumer received negative feedback through social media or a friend who has experience with such a product. Advertisers focus on this stage more on rational advertising to bring the core value on the table to persuade and influence the consumer purchase decision. They can also use the irrational advertisement here to make the wants have a higher power over the needs. Both transformational and informational advertisements can be utilized in this stage based on the message that the advertiser wants to deliver.

5.5. Social media ads role in post-purchase

Post-purchase advertisement aims to build a relation and loyalty between a customer and a company. This advertisement can be just for promoting new relevant products, showing more information about a sold product to the consumer, or providing product care to the consumer. The social media advertisement role in this stage is also to collect feedback about a sold product and build a better communication channel, targeting message and customer experience. Informational advertising can be utilized in this stage to help in promoting new products or customer service. The transformational advertising can help in keeping the consumers loyal for a longer time to the product they bought and appeal them more to it.

Conclusion

The huge number of internal and external factors that compete for a consumer's attention in a commercial environment made it a so complex discipline that requires a deep study by using many other sciences to understand it properly. For this, marketing managers give great importance and allocate a large budget to carry out the studies of the market and retention of differentiators.

Before every purchase consumers pass through a process in order to find the suitable product or service to satisfy their needs, marketers work to provide them with enough of information to take their decision and make the purchase. That can be happened with several ways such as social media ads.

Social media ads have led to many changes in the behavior of consumer. Their continuous development allowed an online gathering of numerous informations and details to well understand the consumers behavior and using the most appropriate targeting technichques for getting better results.

Chapter03:
Study of the influence of
Social media Advertising on
the Algerian consumer
behavior

Introduction

The arrival and the continuous development of social media ads push Algerian companies to use them whether to promote their products, to have a competitive advantage, or to influence consumer behavior. Throughout this chapter, we will discuss the contribution of the advertising via social networks to influence the Algerian consumer behavior.

In this chapter, the first section will be devoted to the introduction of the company that we selected to carry out our study about. Next, we will discuss the research methodology followed during our study. Finally, after processing the results, we will present the synthesis of our research.

Section01: Presentation of ForceXpress company

1. Historique de ForceXpress

Always at the service of consumers, SALD is there to meet their requirements. Created in 1999, SALD has been able to innovate and adapt to the needs of its consumers by offering a wide range of detergent products: Household care, laundry, deodorants, hand hygiene, insecticides and car cleaning, with the main objective of facilitating and improving the daily life of its consumers.

Joining forces with internationally renowned partners and with a dynamic, ambitious and highly qualified staff that SALD is constantly designing, developing and improving its products, it is thus adopting a winning strategy for a hygiene that does not deceive¹.

SALD continues to innovate in order to improve the daily lives of households and to honour the trust and loyalty of its customers by offering them quality products that meet the highest standards.

Discover the evolution of SALD through the history of our brands:

2002: Birth of the force xpress brand

Birth of the Force Xpress brand with the launch of innovative products on the Algerian market.

- First fabric softener,
- First liquid degreaser for kitchen surfaces and utensils,
- First anti-scale gel for surfaces (earthenware, taps...),
- First silicone-based dust remover,
- First anti-lime scale for a washing machine and dishwasher

2003: SALD innovates with the launch of the first insecticide for crawling insects and the first liquid deodorant in Algeria

2005: Launch of the first scented insecticide on the Algerian market and a new range of aerosols (dust and cockroach remover).

2007: Relooking of the whole range with sleeve packaging.

¹ <https://www.sald-dz.com/entreprise/presentation-de-lentreprise> Consulted 29/08/2020 at 14:24

2008: Launch of the new washing powder force xpress 3 in 1 and the deodorant aerosol range.

2009: An innovation with the launch of the organic product eco limp the waterless car wash.

2010: Launch of the professional degreaser for burnt surfaces and the range of liquid hand soaps

2011: SALD innovates with its new range of oriental air fresheners as well as its range of enzymatic liquid machine concentrate.

2013: Launch of the first Floor Washer for Marble and delicate surfaces and launch of the Multi-Purpose Bleach Gel in Berlingot.

2014: Launch of softeners in berlingot; a First in Algeria with the launch of softeners in berlingot.

2015: STOP-ODEUR initiation

SALD innovates by launching the new STOP-ODEUR deodorant generator.

2016: Launch of the 1ST MULTI-USAGE DESINFECTANT GEL In Africa.

SALD innovates by launching the 1st multi-purpose disinfectant GEL in Africa.

Up to 99% efficiency in eliminating bacteria.

2018: Launch of the 1st all-in-one dishwashing gel

SALD innovates by launching the very 1st GEL dishwasher made in Algeria.

Ultra degreasing, shine and total protection of the assuré crockery.

2. Data sheet

Table N°3.1 : Force Xpress Data sheet

Company name	SALD
Commercial name	Force Xpress
Year of creation	1999
Headquater	Oued El Alleug, ,Blida, Algeria
Legal form	SARL
Activity field	Detergent and cleaning products
Slogan	Une Hygiène qui ne tompe pas!

3. Objectives and Ethics

3.1. Objectives

- To place the customer at the heart of the professional commitment through active listening, in order to offer high quality, innovative products and ensure a plain satisfaction.
- Our watchword is innovation; we do not conceive that detergent products only encourage innovation at the very heart of our profession so that our daily life is better and our work is more efficient.
- We are a team, we are an evolving entity that progresses in a system called company. Our employees benefit from training in order to better progress and achieve the objectives set as any entity that progresses our employees will evolve by benefiting from promotions. We work so that the working conditions of our employees are always the most appropriate.
- We are sensitive to our environment and we are a company that works for transparency, our products will achieve a biodegradability rate of more than 60%. Our company works for the respect of the laws.
- We work to be a company which will go to the conquest of the potential markets without neglecting a strong presence of our products on the Algerian market by investing on a powerful and effective marketing.
- The company works for the investment of more efficient equipment and installation in order to improve our cost control and that in order to better conquer the market.
- To be among the leaders in the detergent market.

3.2. Ethics

- Use biodegradable products in our formulations to protect our environment.
- Communicate regularly and openly with our customers, business partners, employees, regional and local associations and institutions.
- Ensure the mental and physical well-being of our employees.
- Continuously improve our products and services.

- To compete fairly and to maintain close and transparent relationships with our business partners and suppliers in accordance with the rules and regulations of all countries in which we operate.
- Protect our company's confidential information.
- We act in the best interests of our company and spend its money only for business purposes.
- Refine the knowledge and skills of our employees as we help our team members reach their full potential.
- We use company resources responsibly and appropriately.
- We do not tolerate corruption in our business and actively oppose it.
- We ensure that our records and accounts are accurate, complete and maintained in accordance with legislation and industry best practice.

4. Marketing policy of the company Force Xpress

4.1. Product policy

Based on a deep study of the market needs, by analyzing and identifying the ideal target and detecting its purchase capacity, ForceXpress moved on to the production of its new products which are characterized by innovation, while respecting and offering multiple features for each product and offering a wide range of products.

4.1.1. ForceXpress Das

- **Laundry**
 - Force Xpress 3in1
 - Softener
 - Berlingot softener
 - Anti Limestone
 - Gel Javel
 - Enzymatic Machine Liquid
- **Domestic Care**
 - Dishwashing Liquid
 - General Degreaser

- General Aerosol Degreaser
- Professional Degreaser
- Dust Remover Aerosol Cleaner
- **Air fresheners**
 - Deodorant Stop Odor
 - Liquid Deodorizer
 - Air Fresheners Aerosols
- **Hand hygiene**
 - Hand Soap
- **Insecticides**
 - Sticky Insects
 - Crawling Insects
 - Aerosol Crawling Insects
- **Auto Cleaning**
 - Bio Eco Limp

4.2. Price policy

Before fixing prices, ForceXpress makes a benchmarking study and analyzing the consumer purchase capacity to come up with the optimal prices that can ensure a competitive advantage and a strong quality-price ratio.

4.3. Distribution policy

The availability of products in all the Algerian market is one of the main company objectives. It's striving to fulfill this objective by adopting an indirect distribution strategy by selling its products through intermediaries or regional distributors.

ForceXpress is also renting the shelves in the supermarkets of distributions so that its customers can find their products on the market.

4.4. Communication policy

ForceXpress devotes a big budget for communication to create an effective communication policy. Their presence on digital channels (TV, Social media, Site Web...) allows them to amplify their visibility, have strong notoriety, and stay in touch with their clients to hear their enquires or feedback and work to keep them satisfied.

On the other hand, ForceXpress does not neglect non-media communication supports. Thus ForceXpress can be found in different national events such as the national fair of local production and having stands in similar events and fairs.

5. SWOT matrix

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

We will now outline the most essential points of ForceXpress SWOT analysis:

Table N°3.2: SWOT analysis of the company

<p><u>Strengths</u></p> <ul style="list-style-type: none"> - Strong brand image in the market. - Diversification of the products offered. - Very competitive prices (Strong quality-price ratio). - Wide range of innovative products. - Availability of products throughout the national territory. - Digital presence (Social media, Site web...). - Effective client-centric strategy. - Qualified Labor force. 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> - Lack of information fluidity. - Prices on some products are more expensive compared to other competitors. - lack of communication in some regions.
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> - Strong presence at trade fairs and events related to the business area. - Brand image gains visibility. - Continooes demand growth. 	<p><u>Threats</u></p> <ul style="list-style-type: none"> - Intensive market competition. - Entrance of new competitors. - Degradation of the purchasing capacity of the Algerian consumer.

Source: elaborated by me

Section02: Analysis of Force Xpress social media Ads (Facebook Ads)

Like many companies, Force Xpress tends to use Facebook Ads instead of any other platforms because it's considered as the ideal platform where we can find the majority of the company's target audience which ensure effective ads campaigns.

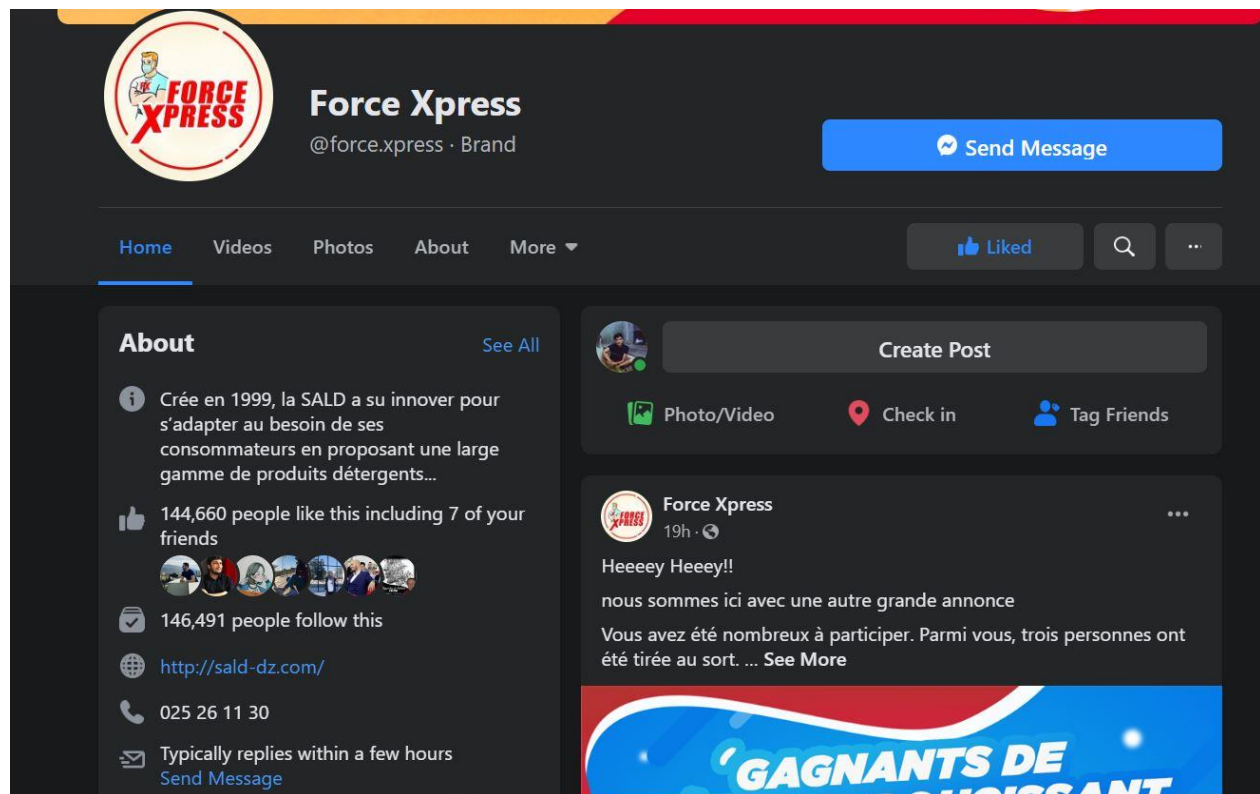
1. Force Xpress's Facebook page presentation

The Force Xpress company has a single Facebook page for its different products.

Facebook is the world's leading social network in terms of the number of users and time spent on its site and mobile applications. It brings together all age groups and categories of the population.

This is why the company Force Xpress gives too much importance to this social network because it facilitates the diffusion and visibility of the brand and also allows to federate a community and share with the novelty of these products, games, concours etc., and take the opinions of Internet users to deal with.

Figure N°3.1: Force Xpress's official Facebook page



Source: <https://www.facebook.com/force.xpress>, consulted 31/08/2020

The number of fans following the page is 144,660, a very active and reactive page, Force Xpress always keeps these fans up to date and sharing with all the news such as participation in national events and also to communicate these new products and promotions.

2. Force Xpress Facebook Ads

The continuous increase in the usage of social media ads made them a good advantage for companies to influence consumer behavior and promote their products.

Facebook ads are considered one of the most strong types of social media ads due to the continuous increase of Facebook users that is forecast to reach nearly 2.0 billion worldwide which made this platform the most used in the world.

That's why the company Force Xpress starts to give too much importance to this type of ads because it facilitates the distribution and visibility of the brand and also allows to federate a network of community and sharing with the novelty of these products, games, contests etc., and to take the opinions of the Internet users to deal with. In addition, it's an effective way to add new audiences and turn them into prospects than customers.

Being the first social network in Algeria with 21 million users, we will focus our study naturally on it in the analysis of the contribution of social media Ads in the influence on consumer behavior.

Force Xpress adopting a sharing regular ads strategy by using usually image ads which considered so attractive and can capture the consumer attention efficiently, this allowed it to create a large audience and federate many clients.

Figure N°3.2: Advertising poster for the new product Multi-Surfaces 6EN1



- **Poster analysis:**

This poster is dedicated to communicating on the new product “Dépoussiérant Multi-Surfaces 6EN1” by using attractive colors to capture the audience's attention, also they added an interactive option to this ads by asking a question, that can amplify the visibility of this ads and well ranking it on facebook feed.

Figure N°3.3: Graphical representation the MULTI-SURFACES 6EN1 campaign performance



The campaign was launched on February 26th. We can notice from the graph how it performed during the whole period, more than 26k person was affected by this ad, from them there is more than 2k people interact with it which means that they showed interest in the product, therefore, we can convert them into qualified prospects.

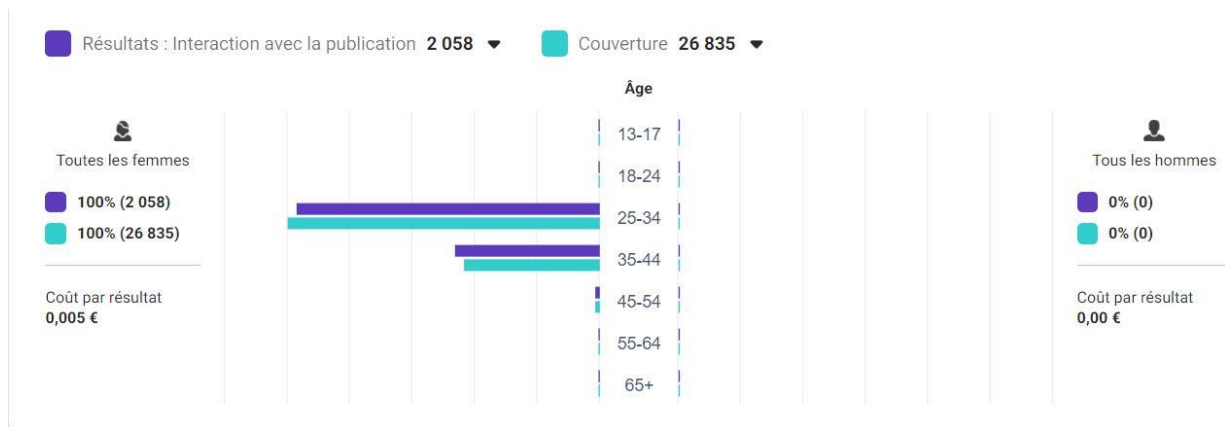
he small amount spent by this campaign proves the power of this campaign and how it affects a huge number of people.

- **Product presentation:**

Multi-Surfaces 6EN1 is a dedusting product with a strong combination to clean all surfaces without left any traces.

- **Main target:**

Figure N°3.4: Graphical representation the MULTI-SURFACES 6EN1 camapign main target



This campaign is adressed only for women, as we can see from the graph that women represent 100% from the affected audiences. Mainly women who are between 25 and 44 years old (Housewives, Housekeepers, maids...) are the ones that showed interest and interact with this ad.

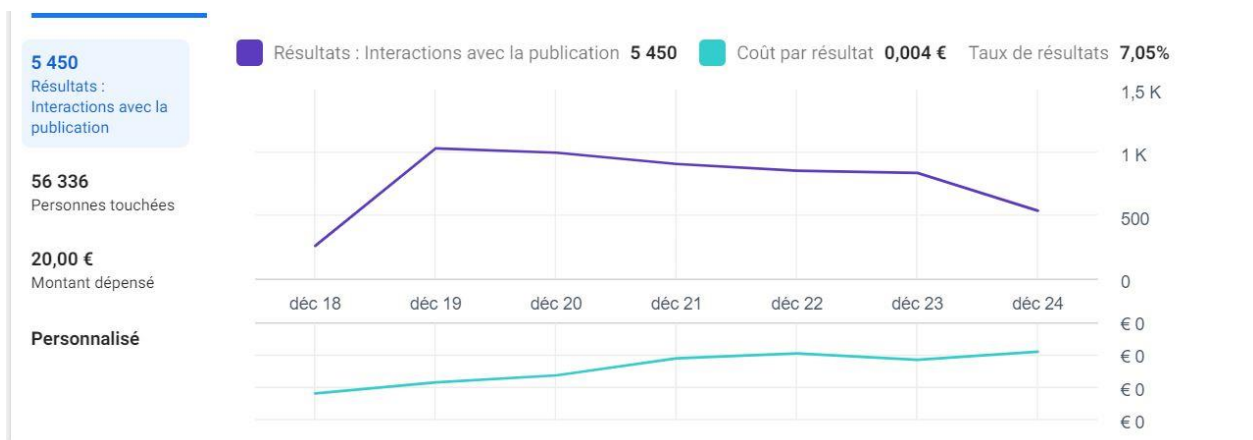
Figure N°3.5: Advertising poster for the new product Dishwashing Liquid



- **Poster analysis**

This post is dedicated to representing the Dishwashing Liquid by using an informative ad which is only focused on showing the characteristics as well as the efficiency of this product in an interactive way and by using attractive colors.

Figure N°3.6: Graphical representation the Dishwashing Liquid campaign performance



The Campaign was launched on December 18th and ran for 6 days. We can notice that this campaign reached a huge audience (more than 56k) because of many conditions such as:

- The visual aspect of this ad.
- The attractive and simple content.
- The budgeget of the campaign.

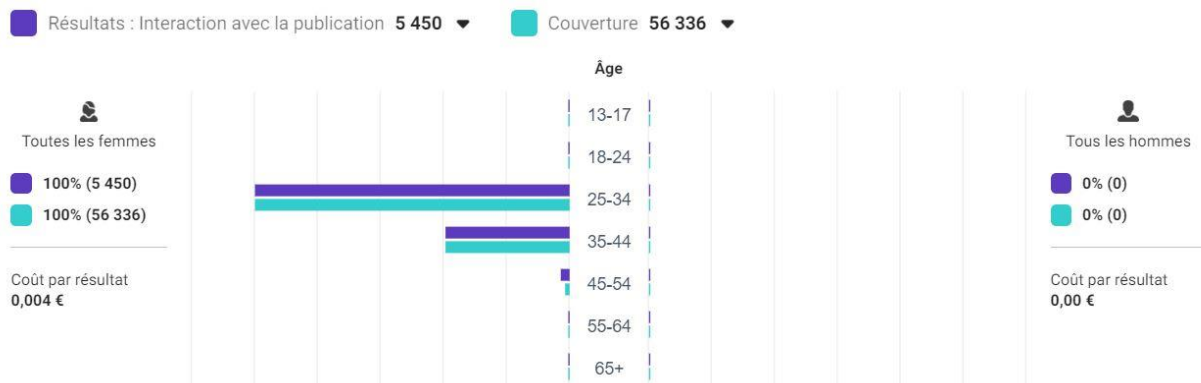
From this audience there is more than 5k people whose showed interest and interact with the post which make them a potential customer.

- **Product presentation**

Dishwashing Liquid is one of the laundry product of forceXpress which is launched lately and it's considered one of the innovative products created by the company.

- **Main target**

Figure N°3.7: Graphical representation of the Dishwashing Liquid camapign main target



Like the previous ad, women are the only target for this campaign as well. We can notice from the graph that women From 25 to 44 were the most reached category by this ad, also they are the ones who showed more interest with the product and interact with this campaign.

Section03: Presentation of the quantitative study

In order to understand how the company influence consumer behavior throughout Facebook ads, we gonna analyze from this session the results that we got from launching a survey that containing several questions relative to our study.

Thus, We started by clarifying our main objective from this study, going through the method of submitting the survey on internet and finally we did the data analysis and presentation of the results from our investigation.

1. The objective of the survey

The main objective of our sample survey is to study and analyze the impact that can have advertising on social media regarding Force Xpress brand products on the decision of purchase of the Algerian consumer, we took the case of Facebook Ads.

For this, we will test the previously established research hypotheses

- Social media advertising occupies a very important place in the communication strategy of Force Xpress.
- Social Media Ads campaigns used by Force Xpress incite consumers to buy their products.
- Adopting an efficient targeting strategy and knowing the ideal Fb Ads types are the best strategies to improve the influence of Force Xpress's Facebook ads on consumer behavior.

2. Research Methodology

In our survey, we gonna follow a quantitative study which is based on a questionnaire, in order to collect data about a chosen population sample and testing our research hypotheses.

Quantitative research is defined as a systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical, or computational techniques. Quantitative research collects information from existing and potential customers using sampling methods and sending out online surveys, online polls, questionnaires, etc., the results of which can be depicted in the form of numerical.

3. Questionnaire

3.1. Definition of questionnaire

Questionnaire is defined as objective questions used to gain detailed insights from respondents about a survey research topic. The answers received for this questionnaire are analyzed and a research report is generated based on this quantitative data. These questions form the core of a survey and are used to gather numerical data to determine statistical results¹.

3.2. Type of questions in a questionnaire

3.2.1. Open format questions

Open format questions or open-ended questions give your audience an opportunity to express their opinions in a free-flowing manner. These questions do not have predetermined set of responses and the respondent is free to answer whatever he/she feels right. By including open format questions in your questionnaire, you can get true, insightful and even unexpected suggestions.

3.3.2. Closed format questions

Multiple choice questions, where respondents are restricted to choose among any of the given multiple choice answers are known as closed format or closed-ended questions. There is no fixed limit as to how many multiple choices should be given; the number can be even or odd.

One of the main advantages of including closed format questions in your questionnaire design is the ease at performing preliminary analysis. These questions are ideal for calculating statistical data and percentages, as the answers set is known. Closed ended questions can also be asked to different groups at different intervals to efficiently track their opinion about a product/service/company over time. Closed-ended questions can be further classified into seven types².

This table resume the type of questions used in our questionnaire:

¹ <https://www.questionpro.com/blog/quantitative-survey>. Consulted 04/09/2020 at 3:22 pm.

² outsourc2india.com/kpo/articles/questionnaire-types-of-questions.asp. Consulted 04/09/2020 at 3:22 pm.

Table N°3.2 : Type of questions used in the questionnaire

Type	Question number
Open format questions	21
Closed questions with only one choice	3, 4, 8, 9, 13, 16 and 17
Multiple Choice Closed format Questions	2, 5, 10 and 19
Closed Questions Dichotomous	1, 6, 7, 11, 14, 15 and 18

4. Methods of processing results

The processing of results has been conducted by using “Google forms” and “Excel” which is used to analyzing data, carry out statistical analysis and generate various tables, graphs and charts after inserting data and questionnaire responses.

We have carried out two sorting of informations obtains:

- **Basic-sorting analysis:** It is an operation that reorganizes all the values taken into a single variable.
- **Cross-sorting analysis:** It is an operation that allows you to analyze the relationships between two variables or more.

5. Analysis and interpretation of the questionnaire results :

In order to make a concrete and tangible study, the answers provided by our respondents are essential. We’re gonna start by the basic sorting:

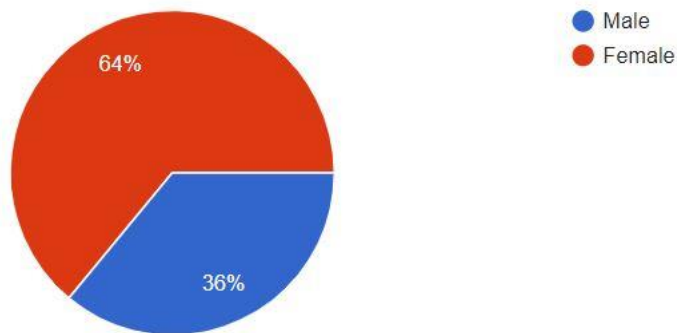
6. Basic-sorting analysis

- **Are you?**

Table N°3.4: Distribution of respondents by gender

Response	Frequence	Pourcentage
Female	48	64%
Male	27	36%

Figure N°3.8: Graphical representation of distribution of respondents by gender



Source: Google forms

Interpretation

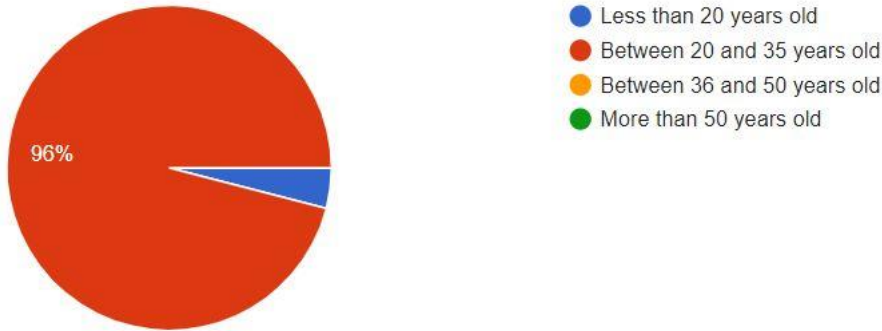
According to the results, of the 75 respondents, 64% were female and 36% male.

- **How old are you?**

Table N°3.5: Distribution of respondents by age

Response	Frequence	Percentage
Less Than 20 years old	3	4%
Between 20 and 35 years old	72	96%
Between 36 and 50 years old	0	0%
More than 50 years old	0	0%

Figure N°3.9: Graphical representation of distribution of respondents by age



Source: Google forms

Interpretation

Most of our repondents are in age between 20 and 35 years old, only (4%) are less than 20 years old.

- **What’s your professional status?**

Table N°3.6: Distribution of respondents professional status

Response	Frequence	Percentage
Student	59	78.8%
Employee	10	13.3%
Freelancer	1	1.3%
Retired	0	0%
Unemployee	3	4%
Other	2	2.6%

Figure N°3.10: Graphical representation of distribution of professional status



Source: Excel software

Interpretation

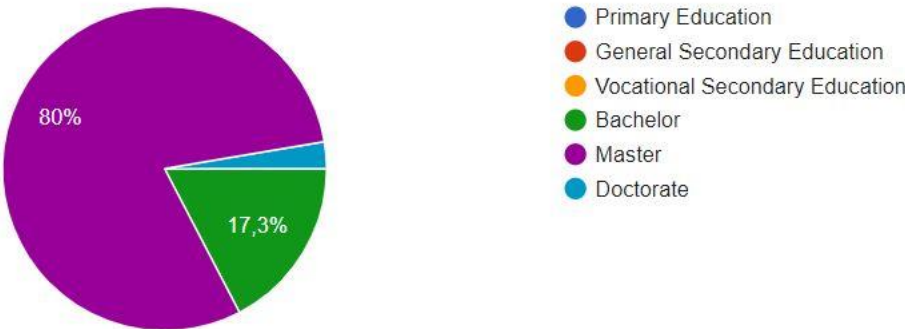
It can be seen that according to the distribution, firstly students represent a rate of (78.80%), secondly employees with a rate of (13.30%), thirdly the unemployed with a rate of (4%), then other (2.6%) and lastly freelancer (1.30%).

- **What’s your educational level**

Table N°3.7: Distribution of respondents educational level

Response	Frequence	Pourcentage
Primary education	0	0%
General secondary education	0	0%
Vocational secondary education	0	0%
Bachelor	13	17.3%
Master	60	80%
Doctorate	2	2.7%

Figure N°3.11: Graphical representation of distribution of educational level



Source: Google forms

Interpretation

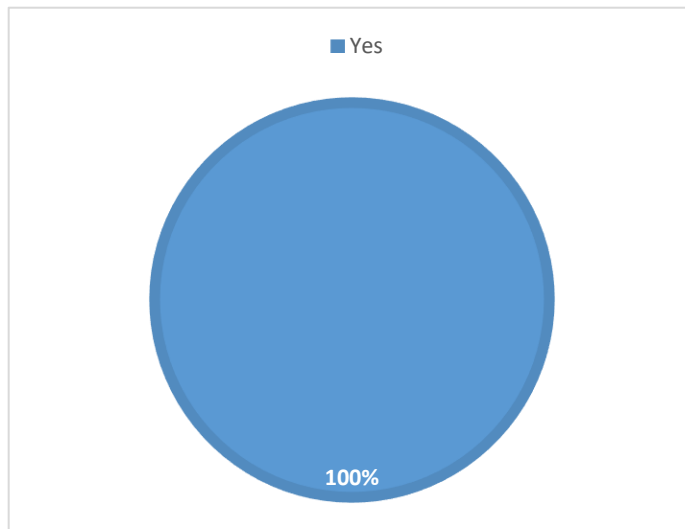
We can notice that the majority of our sample have a master degree, followed by the ones who have a bachelor degree (17.3%), than comes the ones with a doctorate degree (2.7%).

1st question: Do you use social media?

Table N°3.8: The usage of social media

Response	Frequence	Pourcentage
Yes	75	100%
No	0	0%

Figure N°3.12: Graphical representation of the distribution of our sample according to whether or not they use social media.



Source: Excel software

Interpretation

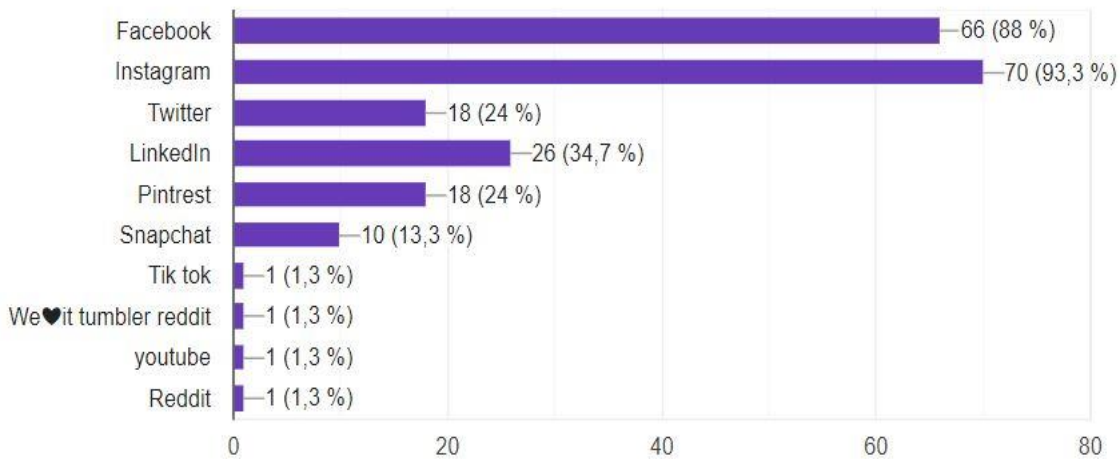
The results showed that all the population surveyed 100% are using social media.

2nd question: Which platforms do you use the most?

Table N°3.9 : The most used platforms

Response	Frequence	Pourcentage
Facebook	66	88%
Instagram	70	93.3%
Twitter	18	24%
LinkedIn	26	34.7%
Pintrest	18	24%
Snapchat	10	13.3%
Other	4	5.2%

Figure N°3.13: Graphical representation of the most used platform



Source: Google forms

Intepretation

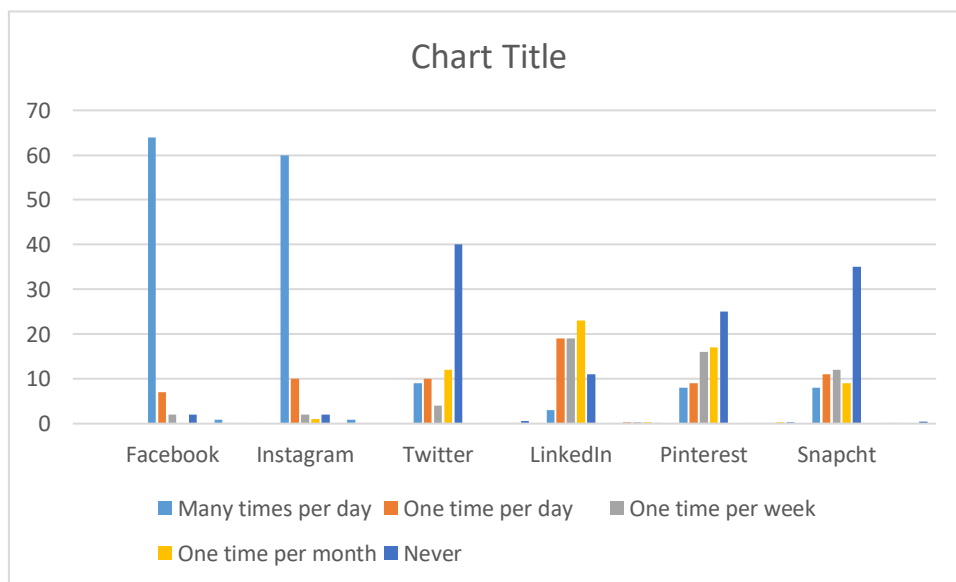
We observe that 93.3% of the population are using Instagram followed by Facebook with 88%. The rate of using Twitter, LinkedIn, Pinterest, and Snapchat by our population are respectively 24%, 34.7%, 24%, and 13.3%. We notice also that 5.2% of our population are using other platforms such as: Tik Tok, Reddit...

3rd question: How often do you use each platform?

Table N°3.10 : The frequency of using each platform

		Many times per day	One time per day	One time per week	One time per month	Never
Facebook	Frequency	64	7	2	0	2
	Percentage	85.33%	9.33%	2.66%	0	2.66%
Instagram	Frequency	60	10	2	1	2
	Percentage	80%	13.33%	2.66%	1.33%	2.66%
Twitter	Frequency	9	10	4	12	40
	Percentage	12%	13.33%	5.33%	16%	53.33%
LinkedIn	Frequency	3	19	19	23	11
	Percentage	4%	25.33%	25.33%	30.66%	14.66%
Pinterest	Frequency	8	9	16	17	25
	Percentage	10.66%	12%	21.33%	22.66%	33.33%
Snapcht	Frequency	8	11	12	9	35
	Percentage	10.66%	14.66%	16%	12%	46.66%

Figure N°3.14: Graphical representaion of the frequency of using each platform



Source: Excel software

Interpretation

- **Facebook**

We note that most of the respondents (85.33%) use Facebook many times per day, and (9.33%) use it one time per day, (2.66%) use it one time per week, and only (2.66%) never use it. As a result, Facebook is very much used by our sample.

- **Instagram**

We observe that the majority of the respondents (80%) use Instagram many times per day, (13.33%) use it one time per day, (2.66%) use it whether one time per week or never use it, and only (1.33%) use it one time per month, which make us confirm that instagram is a very used platform as well.

- **Twitter**

We note that more than the half of the respondents either (53.33%) never use Twitter, and (16%) use it one time per month, (5.33%) use it one time per week, (13.33%) use it one time per day (12%) use it many times per day. Therefore Twitter is not very used by our sample.

- **LinkedIn**

We note that the highest percentage (30.66%) is representing the people who use it one time per month, people who use it one time per week and one time per day are sharing the same percentage (25.33%), people whose never use it are representing (14.66%), than come the ones who use it many times per day (4%). Therefore Twitter is not very used by our sample.

- **Pinterest**

We notice the majority of the populatuion(33.33%) never use the platform, (22.66%) use it one time per month, followed by (21.33%) of people whose use it one time per week, (12%) of the population use it one time per day, then comes the people whose use it many time per day (10.66%). We can confirm based on the results that pinterest is not a common platform.

- **Snapchat**

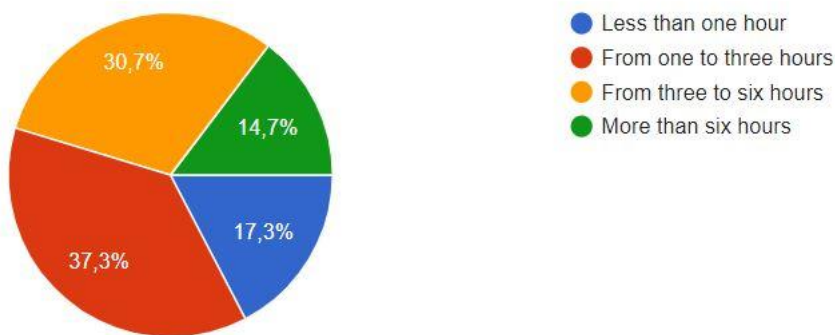
We find that most respondents (46.66%) never use Snapchat, and (12%) use it one time per month, (16%) use it one time per week, (14.66%) use it one time per week, and only (10.66%) use it many times per day. As a result, Snapchat is not very often used by our sample.

4th question: How long do you stay connected on average each time?

Table N°3.11 : Average time of staying conncted each time

Response	Frequence	Percentage
Less Than one hour	13	17.3%
Between one and three hours	28	37.3%
Between three and six hours	23	30.7%
More than six hours	11	14.7%

Figure N°3.15: Graphical representaion of the average of time our sample spent in social media



Source: Google forms

Interpretation

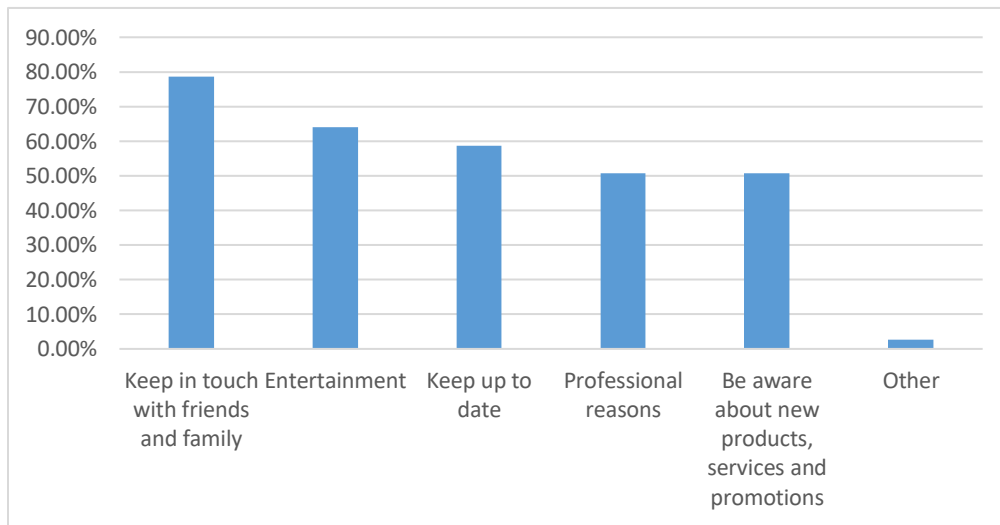
From the data we got we can notice that the majority of the population (37.3%) stay connected on average of one to three hours followed by the ones whose have an average between three and six hours(30.7%), (17.3%) of the population stay connected in an average of less than one hour, than comes the ones with an average of more than six hours (14.7%). From the results, we can say that our sample is active on social platforms.

5th question: For what reasons do you use these platforms?

Table N°3.12: Reasons to use these platforms

Response	Frecuence	Percentage
Keep in touch with friends and family	59	78.7%
Entertainment	48	64%
Keep up to date	44	58.7%
Professional reasons	38	50.7%
Be aware about new products, services and promotions	38	50.7%
Other	2	2.6%

Figure N°3.16: Graphical representaion showing the reasons of using social media



Source: Excel software

Interpretation

We can notice that the majority of the respondents of our sample are using Social platforms to keep in touch with friends and family (78.7%), followed by those who use'em for entertainment (64%). Thus, (58.7%) use'em to keep up to date, while those who are using'em whether for professional

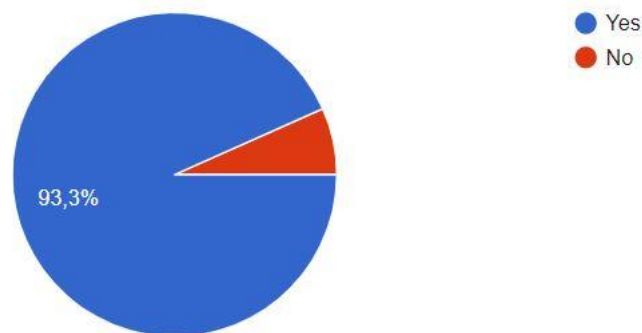
reasons or to be aware about new products, services or promotions are (50.7%). Finally, (2.6%) use it for other reasons.

6th question: Do you notice the ads that appear during your presence on social media platforms?

Table N°3.13: Appearance of Ads in social media

Response	Frequence	Pourcentage
Yes	70	93.3%
No	5	6.7%

Figure N°3.17: Graphical representaion of distribution of the sample according to whether or not they see Social media ADs



Source: Google forms

Interpretation

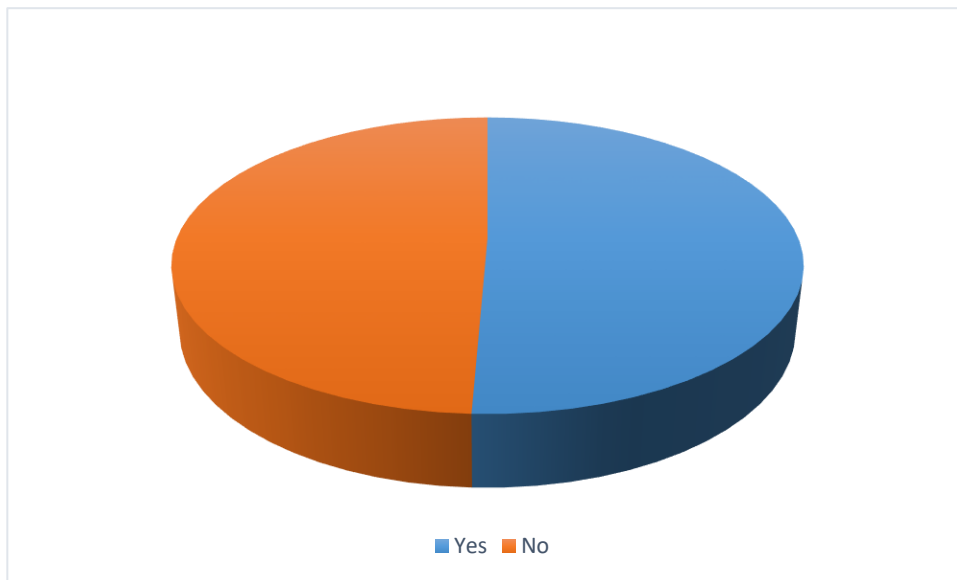
We note that 93.3% of the respondent are noticing Ads during their presence in social media platforms, while only 6.7% are not noticing'em. That leads us to figure out how social media Ads are so powerfull in order to reach a wide range of audience.

7th question: Do they affect your purchase decision?

Table N°3.14: Ads influence on purchase decision

Response	Frequence	Pourcentage
Yes	38	50.7%
No	37	49.3%

Figure N°3.18: Graphical representation showing if social media can effect purchase decision or not



Source: Excel Software

Interpretation

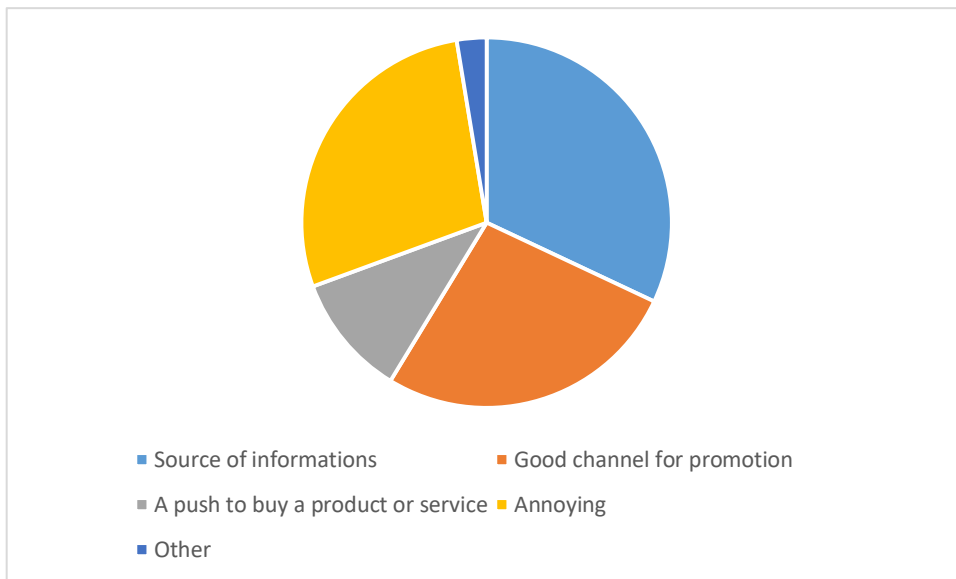
We note that (50.7%) Ads influence their purchase decision, while (49.3%) ads doesn't influence their purchase decision.

8th question: How do you find them?

Table N°3.15: Population opinion in Social media Ads

Response	Frequence	Percentage
Source of informations	24	32%
Good channel for promotion	20	26.7%
A push to buy a product or service	8	10.7%
Annoying	21	28%
Other	2	2.6%

Figure N°3.19: Graphical representaion showing how our sample see social media ads



Source: Excel software

Interpretation

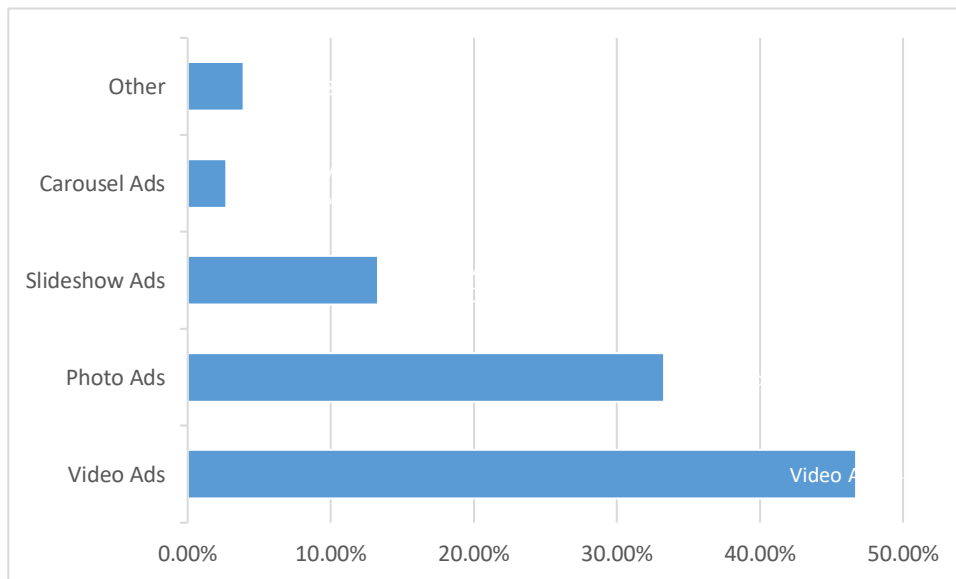
We notice that (32%) of the population is considering Social media ads as a source of information, followed by (28%) whose think that Ads are just annoying. Thus, (27%) say that social media Ads are a good channel for promotion, while 11% consider'em as a push to buy a product or service. Finally, (3%) have other opinions.

9th question: What type of Ads attracts you the most?

Table N°3.16: Most attractive Ads type.

Response	Frequency	Percentage
Video Ads	35	46.7%
Photo Ads	25	33.3%
Slideshow Ads	10	13.3%
Carousel Ads	2	2.7%
Other	3	3.9%

Figure N°3.20: Graphical representation showing the most attractive Ads type.



Source: Excel software

Interpretation

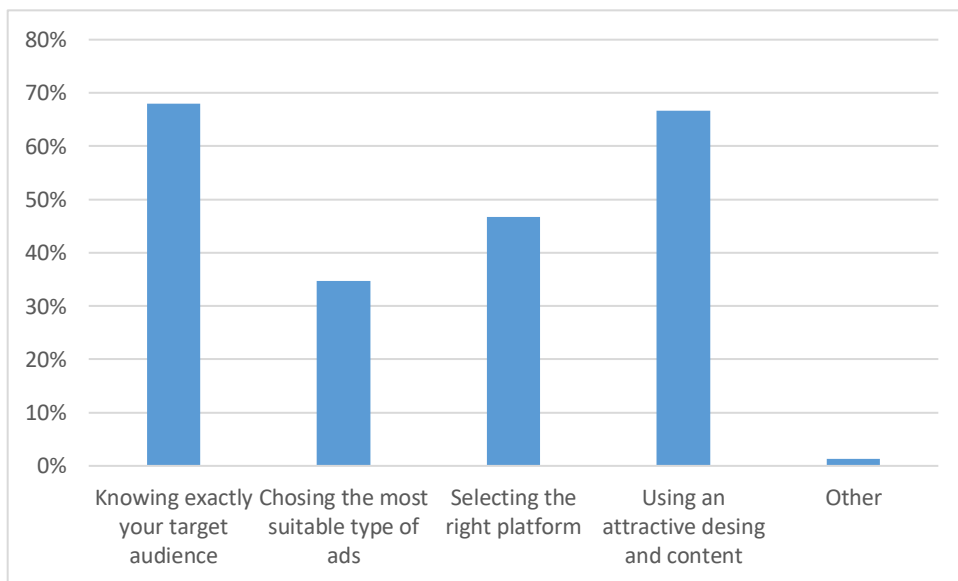
From the results, we can observe that (46.7%) agree on that Video Ads are the most attractive type, followed by (33.3%) who say that Photo Ads are most attractive. Thus, (13.30%) chose slideshow ads, while (2.7%) agree on Carousel Ads. Finally, (3.9%) chose other types of ads.

10th question: In your opinion, what makes social media ads so effective?

Table N°3.17: Conditions for effective ads

Response	Frequency	Percentage
Knowing exactly your target audience	51	68%
Chosing the most suitable type of ads	26	34.7%
Selecting the right platform	35	46.7%
Using an attractive desing and content	50	66.7%
Other	1	1.3%

Figure N°3.21: Graphical representation of the strategies used for an effective social media Ads.



Source: Excel software

Interpretation

We note that the majority (68%) of the respondents agreed that knowing exactly the target audience is what makes social media Ads so effective, followed by (67%) who think that using attractive design and content is the best way to enhance the influence of your ads. Thus, (47%) of the

population say that the right selection of the platforms makes ads more efficient, while, (35%) say that choosing a suitable type of ads makes them so efficient. Finally, (1%) goes for other options.

11th question: Do you find them as an effective way to promote product or service?

Table N°3.18: Effectivness of social media ads

Response	Frecuence	Pourcentage
Yes	70	93.3%
No	5	6.7%

Figure N°3.22: Graphical representaion showing the responses of our sample whether or not social media ads are effective to promote for a product or a service.



Source: Excel software

Interpretation

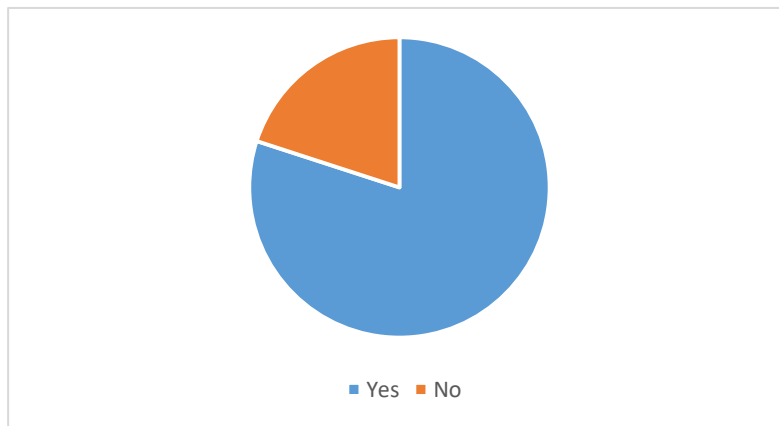
We observe that the majority of the respondents(93.30%) agree on the effectiveness of social media ads to promote product or service, which makes the one who doesn't agree on that only (6.7%).

12th question: Are you familiar with ForceXpress brand?

Table N°3.19: The knowing of Force Xpress brand

Response	Frequence	Pourcentage
Yes	60	80%
No	15	20%

Figure N°3.23: Graphical representation of distribution of the sample according to whether or not they know Force Xpress brand.



Source: Excel software

Interpretation

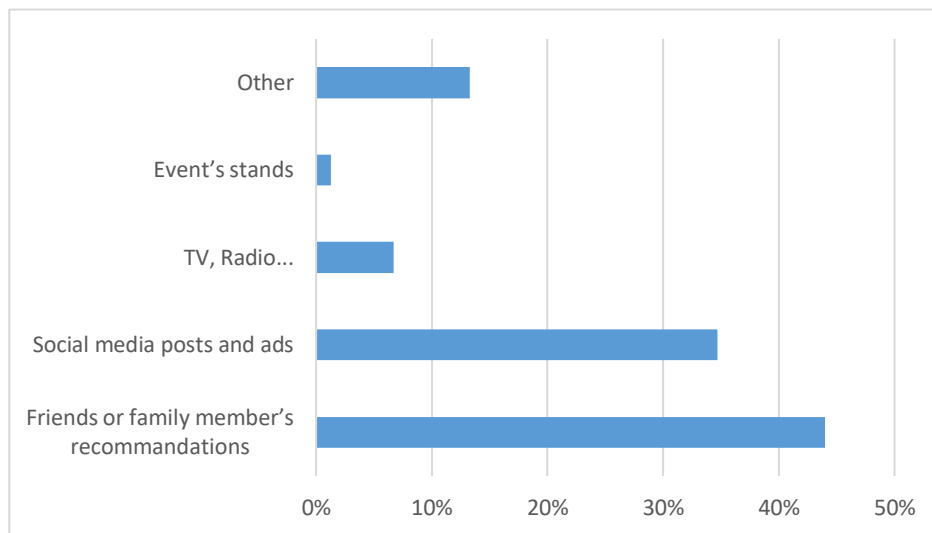
We note that (80%) of our sample know about Force Xpress brand, while only (20%) don't know about it.

13th question: How did you get to know it?

Table N°3.20: The distribution of the sample according to the media through which they get to know the brand.

Response	Frecuence	Percentage
Friends or family member's recommandations	33	44%
Social media posts and ads	26	34.7%
TV, Radio...	5	6.7%
Event's stands	1	1.3%
Other	10	13.3%

Figure N°3.24: Graphical representation the distribution of the sample according to the media through which they get to know the brand.



Source: Excel software

Interpretation

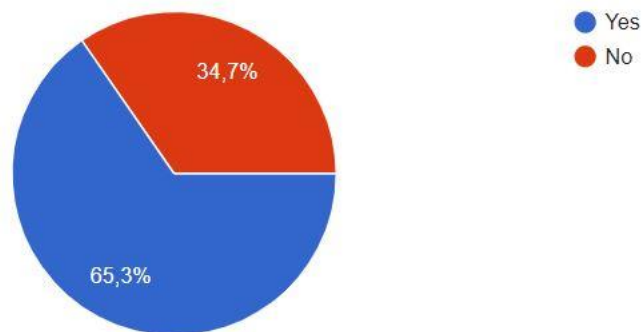
The first medium where our sample got to know Force Xpress brand was Friends or family member's recommandations with a rate of (44%), after(35%) got to know it through social media ads and posts, followed by other channels and TV, Radio with rates of (13%) and (7%) respectively. Than come who know it through event stands (1%).

14th question: Have you consumed any of its products

Table N°3.21: Consumption of Force Xpress products

Response	Frecuence	Pourcentage
Yes	60	80%
No	15	20%

Figure N°3.25: Graphical representation of the consumption of Force Xpress products



Source: Google forms

Interpretation

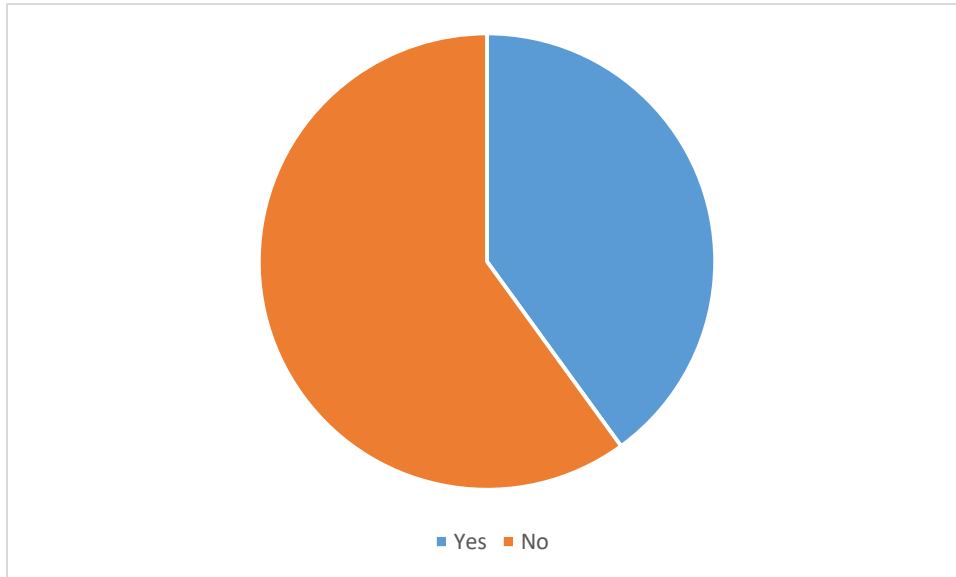
From the results, we can figure out that the majority of our sample (65.3%) consume Force Xpress products, while only (34.7) don't consume'em.

15th question: Have you ever noticed one of their ads on Facebook?

Table N°3.22: The visibility of Force Xpress Facebook Ads

Response	Frecuence	Pourcentage
Yes	30	40%
No	35	60%

Figure N°3.26: Graphical representation of the visibility of Force Xpress Facebook Ads



Source: Excel software

Interpretation

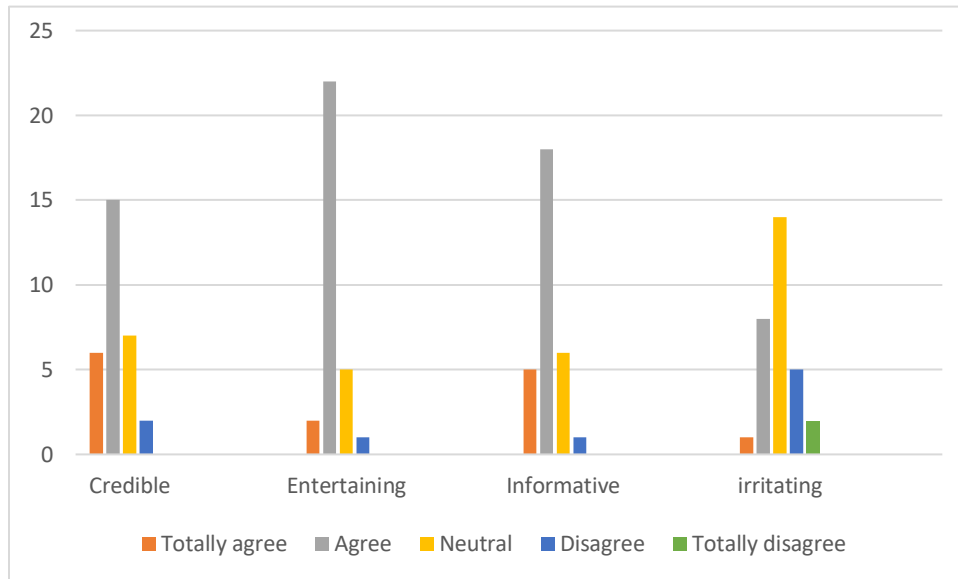
We observe that (60%) of the respondents don't ever notice Force Xpress Facebook Ads while their presence in the platform. (40%) already noticed those Ads.

16th question: Do you think that their ads are?

Table N°3.23: Features of Force Xpress Facebook Ads

		Totally agree	Agree	Neutral	Disagree	Totally disagree
Credible	Frequence	6	15	7	2	0
	Percentage	20%	50%	23.33%	6.67%	0
Entertaining	Frequence	2	22	5	1	0
	Percentage	6.67%	73.33%	16.67%	3.33%	0
Informative	Frequence	5	18	6	1	0
	Percentage	16.67%	60%	20%	3.33%	0
irritating	Frequence	1	8	14	5	2
	Percentage	3.33%	26.67%	46.67%	16.67%	6.66%

Figure N°3.27: Graphical representation of the features of Force Xpress Facebook Ads



Source: Excel software

Interpretation

- **Credible**

Most respondents agree and totally agree with a rate of 50% and 20% respectively, while 6.67% disagree. The remaining 23.33% are neutral.

- **Entertaining**

We note that the majority of respondents agree and 6.67% totally agree, while 3.33% disagree. The 16.67% are neutral.

- **Informative**

Most respondents agree and strongly agree with a rate of 60% and 16.67% respectively, while 3.33% disagree. The remaining 20% are neutral.

- **Irritating**

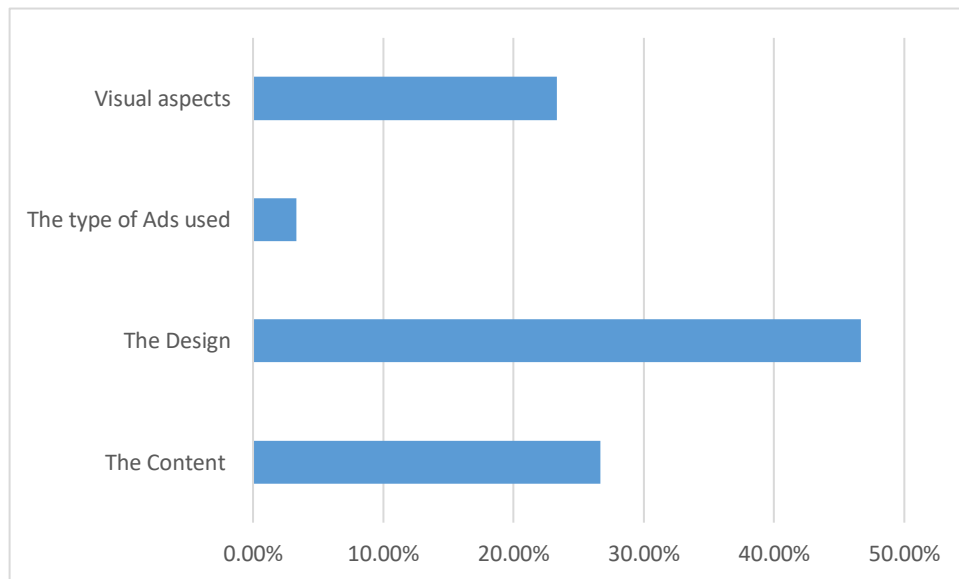
We note that 26.67% of respondents agree and 3.33% totally agree, contrary to 16.67% who disagree and 6.66% who totally disagree. The 46.67% are neutral.

17th question: What attracted you the most in their ads?

Table N°3.24: What attracts the respondents in Force Xpress Facebook Ads

Response	Frequence	Percentage
The Content	8	26.66%
The Design	14	46.66%
The type of Ads used	1	3.33%
Visual aspects	7	23.33%

Figure N°3.28: Graphical representation of what attracts the respondents in Force Xpress Facebook Ads.



Source: Excel software

Interpretation

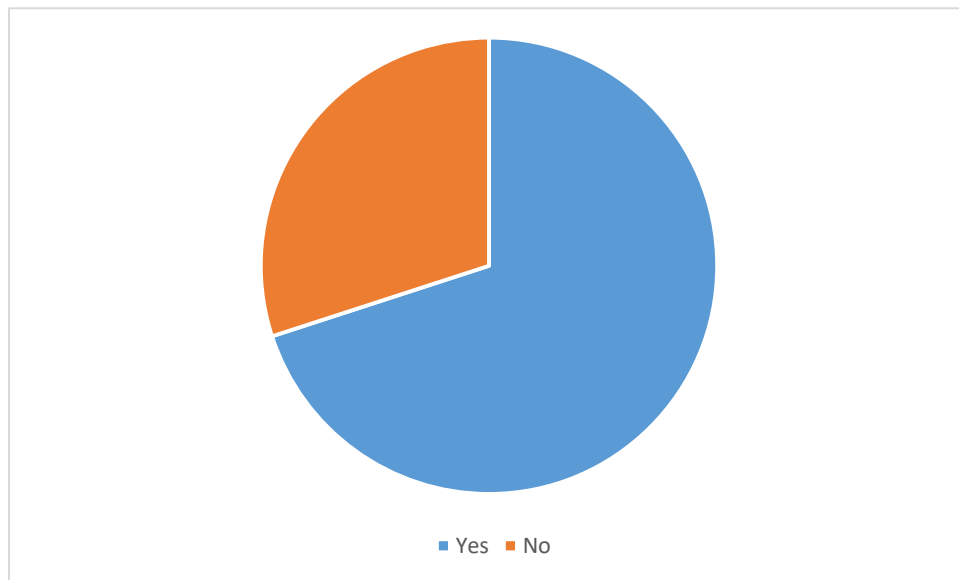
We note that the majority of the viewers of Force Xpress Facebook ads agree that the design is what attracts the most, followed by the ones who go for the content (26.66%). Thus, (23.33%) choose the visual aspects. Finally, (3.33%) choose the type of Ads.

18th question: Did you conduct a purchase after seeing one of those ads?

Table N°3.25: The effect of those ads in the respondents purchase decision

Response	Frequence	Pourcentage
Yes	21	70%
No	9	30%

Figure N°3.29: Graphical representation of the effect of those ads in the respondents purchase decision.



Source: Excel software

Interpretation

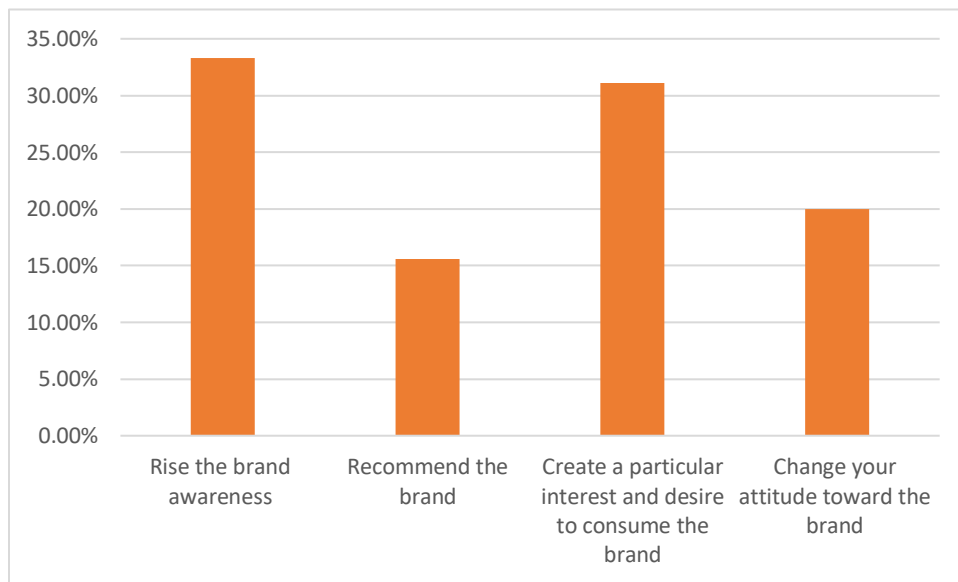
We note that 70% made a purchase of a product of the Force Xpress brand after seeing those ads, whereas 30% did not buy it.

19th question: The use of those ads allow you to?

Table N°3.26: Benifits of using these ads

Response	Frequence	Percentage
Rise the brand awareness	15	33.33%
Recommend the brand	7	15.56%
Create a particular interest and desire to consume the brand	14	31.11%
Change your attitude toward the brand	9	20%

Figure N°3.30: Graphical representation of the distribution of the sample according to the benifits of the ads used by Force Xpress



Source: Excel Software

Interpretation

We note that the majority of the respondents say that these ads rise their brand awareness, followed by the ones (31.11%) whose these ads created a particular interest and desire to consume the brand

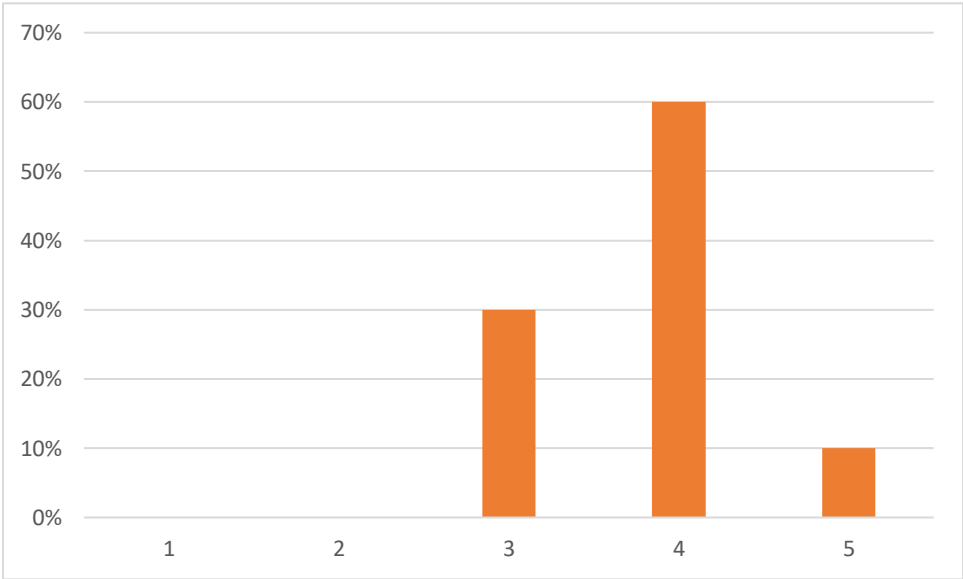
in their behavior, while (20%) these ads change their attitude toward the brand. Finally (15.56%) these ads allowed them to recommend the brand.

20th question: On a scale from 1 to 5, how would you rate the effectiveness of those ads?

Table N°3.27: The effectiveness of those ads

Response	Frecuence	Percentage
1	0	0%
2	0	0%
3	9	30%
4	18	60%
5	3	10%

Figure N°3.31: Graphical representation of the effectiveness of those ads



Source: Excel software

Interpretation

According to the results (60%) judge that the Force Xpress ads is in the 4/5 scale, then (30%) and (10%) judge it to be in 3/5 and 5/5 respectively. Finally, no one judge them either in the 2/5 scale or 1/5 scale.

21st question: what do you think of social media advertising and its impact on consumer behavior?

- Good way to effect consumer behavior.
- The social media Ads are so attractive and they affect so much on the consumer behavior because they work so hard on the content and design and because we found them on the all-social media platforms.
- They give you a clear idea about what you wanna buy
- It effects it of course, it leads to more consumption
- Social media ads greatly affect consumers, especially with the development of technology, many people spend their time on these platforms
- This kind of advertising is relatively new to our society, therefore, they don't react nor do they answer to it effectively yet, but it is definitely going in the right direction because it is starting to impact larger groups of people as days go by. Therefore, it is indeed a good form of advertising for companies of all types.
- Well it's really effective when you know how to target your audience, personally i got convinced many times to buy from the ads I see on social media
- I think it's good way to make the consumer more up to date about the new products however some ads are always the same design the same format the same product with no modification plus it shows a lot on the update line it gets so bothering , as a client the most wise thing to do is to be moderated and to be constantly creative about what you show next
- Nowadays it is so important, it is becoming more and more necessary for a brand to be present, and active on social media, which has a great impact on consumer behavior by effecting his psychology and convincing him to buy and consume a particular product.
- It's a great a tool for advertising and constitute an attractive way to get a more seducing brand image

- Absolute control, millions of dollars are spent on ads in social media and it's only increasing, this only proves its effectiveness
- Its impact about 70% of interest but the credibility is another case, most companies in Algeria even if they have customer service they don't try to hear the insight of the clients. As representative of many products' clients do tend to give their feedback suggestions all the time, yet the company is very keen on hearing these feedback or to try improving their brand when it comes to quality and to price. They tend to only hear a category that it may or may not contribute and improve their products. The target is not really considered, neither the reality of the market nor the social media reality.
- This is a major cluster in all Algerian industrial sector, which is why even with usage of good marketing and attractive ads. The credibility is another dimension to tackle.
- I think that marketing nowadays is all about social media, the fact that you can choose the segment you are targeting and it's not expensive so it's a great way to market your product
- It's a very good idea since a lot of people spend many hours on social media, also if the consumers are satisfied, they will let an encouraging comment in the posts, so it can have an impact on other people and they will consume it.

7. Cross-sorting analysis :

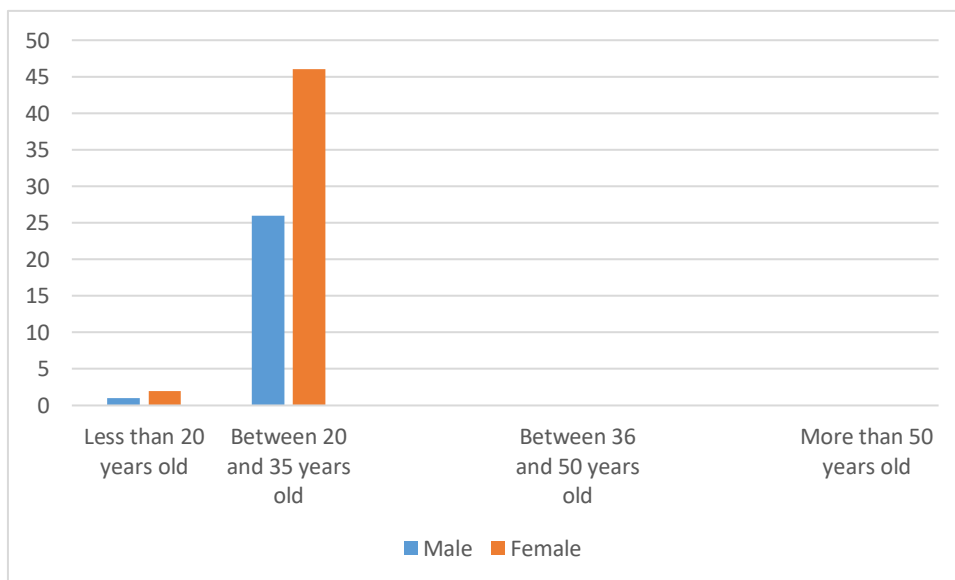
➤ **The most dominant category in the sample by age and gender :**

- Are you?
- How old are you?

Table N°3.28: The most dominant category in the sample by age and gender

Are you? How old Are you?	Male	Female	Total
Less than 20 years old	1	2	3
Between 20 and 35 years old	26	46	72
Between 36 and 50 years old	0	0	0
More than 50 years old	0	0	0
Total	27	48	75

Figure N°3.32: Graphical representation of the most dominant category in the sample by age and gender



Source: Excel software

Interpretation

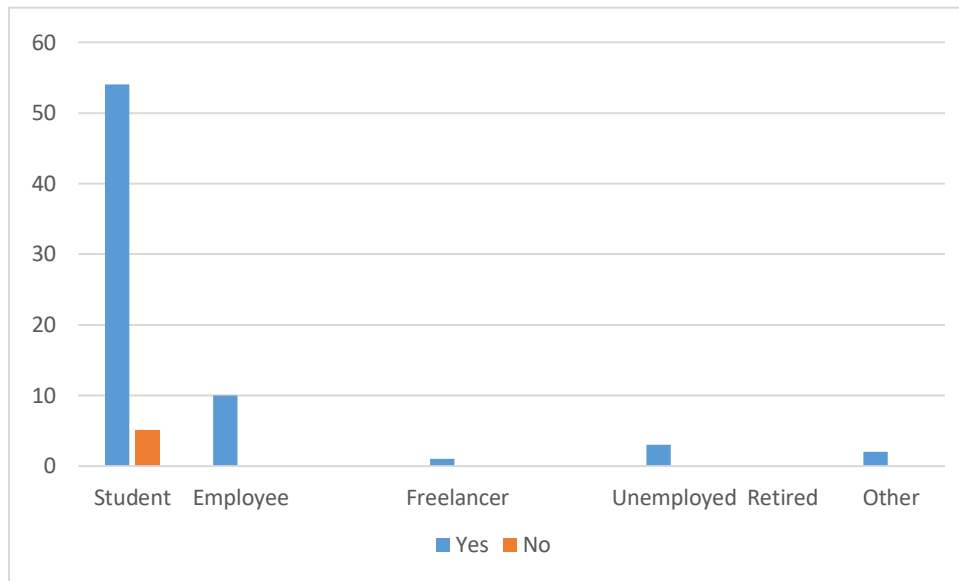
We note that the dominant category of our sample is between 20 and 35 years old of a female gender which represent 61.33% of the whole population.

- **The number of person who see that social media ads are effective to promote a product or service and their professional situation**
 - Do you find them as an effective way to promote a product/service?
 - Your professional situation is

Table N°3.29: The number of person who see that social media ads are effective to promote a product or service and their professional situation

Do you see this ads... Professional Situation?	Yes	No	Total
Student	54	5	59
Employee	10	0	10
Freelancer	1	0	1
Unemployed	3	0	3
Retired	0	0	0
Other	2	0	2
Total	70	5	75

- **Figure N°3.33:** Graphical representation of the number of person who see that social media ads are effective to promote a product or service and their professional situation.



Source: Excel software

Interpretation

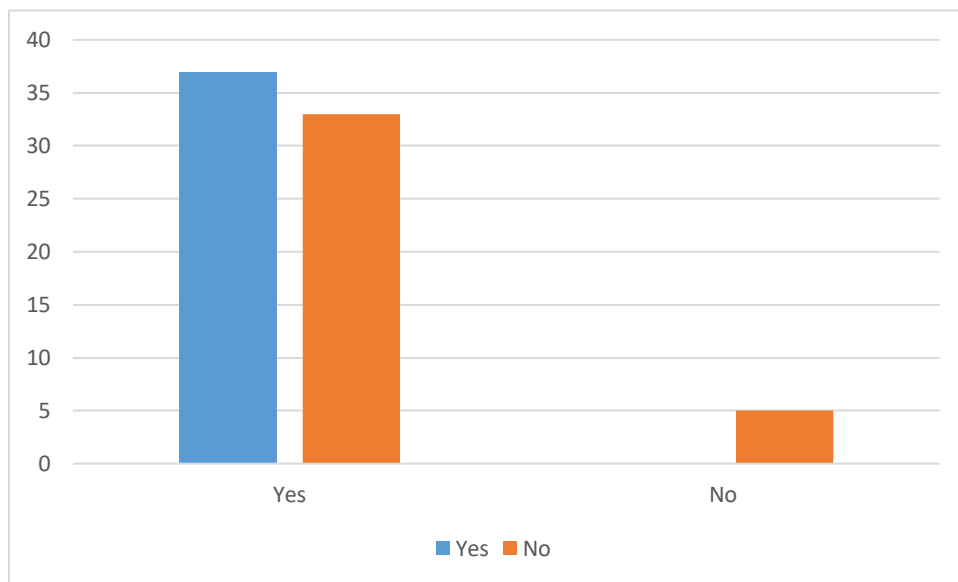
We observe that 72% of the respondents who are students confirm that the ads are an efficient way to promote for product or a service, followed by 13.33% of employees who share the same point of view, than come Unemployees and freelancers with (4%) and (1.33%) respectively who say yes as well. Finally, only (6.66%) of student say no.

- **Respondants who notice social media ads and their purchase decision got affected.**
 - Do you notice the ads that appear during your presence on social media platforms?
 - Do they affect your purchase decision?

Table N°3.30: Respondants who notice social media ads and their purchase decision got affected.

6.Do you notice ... 7. Do they Affect your purchase...	Yes	No	Total
Yes	37	0	37
No	33	5	38
Total	70	5	75

Figure N°3.34: Graphical representation respondents who notice social media ads and their purchase decision got affected.



Source: Excel software

Interpretation

We note that the majority of the sample 49.3% notice Facebook ads are affected by'em, while 44% not affected by those ads. Only (6.66%) don't notice those ads and are not affected.

8. Synthesis of results

Based on our analysis of the questionnaire, we summarize the results as follows:

- Out of the 75 respondents, the most dominant sex is Female with a rate of 64%; the highest age group is between 20 and 35 years old with a percentage of 96%, while the lowest percentage is between 35 and 50 years old and more than 50 years old with a rate of 0% for each.
- The most dominant professional status in the sample is that of students, with a total of 59/75 or 78.8%.
- The dominant educational level is the master degree with a total of 60/75 or 80%
- 100% of our sample use social media platforms.
- The most 2 used platforms are Facebook and Instagram with a rate of 88% and 93.3% respectively. The frequency of using these platforms is many times per day for both with a rate of 85.33% for Facebook and 80% for Instagram
- Our respondents are using social media platforms for many reasons but the most common one is to keep in touch with friends and family with a rate of 78.7%.
- 70/75 notice the appearance of social media ads during their presence on these platforms, 52% of their purchase decision is affected by these ads.
- 32% of the respondents, which represent the majority, see that social media ads are a source of information, 28% find them annoying, while 26.7% find them a good channel for promotion.
- The most effective type of ads our respondents agreed on is Video ads with a rate of 46.7%, followed by photo ads with a rate of 33.3%.
- 68% of the population see that knowing exactly the target audience makes social media ads so effective and amplifies their impact, while 66.7% agree on using an attractive design and content. Finally, come the ones who see that choosing the right type of ads and selecting the right platform with a rate of (34.7%) and (46.7) respectively.
- 80% of our sample are familiar with the Force Xpress brand, 44% of them know it by a recommendation of a friend or family member, while 35% of them get to know from social media posts and ads.

- Only 40% of our sample notice Force Xpress Facebook ads, knowing that 70% of them conducted a purchase after seeing these ads.
- 50% of the population agree on the Credibility of Force Xpress social media ads, 73.33% agree on their entertainment, 60% agree in their informativeness and 46.67% are neutral about their irritation feature.
- 46.66% of the viewers of Force Xpress ads are more attracted to its design, followed by 26.66% who go for the content.
- 33.33% of the viewers see find that these ads rise their brand awareness, followed by 31% who create a particular interest and desire to consume the brand.
- On a scale of 1 to 5, where 1 is less efficient and 5 is very efficient, the effectiveness of Force Xpress Facebook ads is mostly rated 4/5, i.e. a rate of 60%.

In this way we can test our hypotheses through the analysis and interpretation of the results of our quantitative survey:

➤ **1st Hypothesis**

Social media advertising occupies a very important place in the communication strategy of Force Xpress, is confirmed.

The synthesis of the results of the interview informs us that Force Xpress gives and importance place to social media advertising in it's communication strategy.

That is consolidated thanks to the results we obtained from the **8th and 13th questions** which stipulate that:

- 32% of the respondents which represent the majority see that social media ads are a source of informations, while 26.7% find them a good channel for promotion.
- 35% of the ones who are familiar to Force Xpress brand got to know it from social media posts and ads.

Social media advertising occupies a very important place in the communication strategy of Force Xpress (**Hypothesis confirmed**)

➤ **2nd Hypothesis**

Social Media Ads campaigns used by Force Xpress incite consumers to buy their products, is confirmed.

Thanks to the results we obtained from the cross-sorting of **the 6th and 7th questions**, from the **18th and from the 20th** questions which stipulate that:

- 49.3% from the ones who noticed Facebook ads their behavior are affected.
- 70% of the viewers of Force Xpress Facebook ads made a purchase after seeing those ads.
- On a scale of 1 to 5, where 1 is less efficient and 5 is very efficient, the effectiveness of Force Xpress Facebook ads is mostly rated 4/5, i.e. a rate of 60%.

Social Media Ads campaigns used by Force Xpress incite consumers to buy their products, is confirmed. (**Hypothesis confirmed**)

➤ **3rd Hypothesis**

Adopting an efficient targeting strategies and knowing the ideal Fb Ads types are the best strategies to improve the impact of Force Xpress's Facebook ads to attract potential customres, is infirmed.

The infirmation of those results came from the results of the questionnaire from the **10th and 17th questions**, which states that beside those strategies there are many others that can improve the effectiveness of Force Xpress Facebook Ads. These questions stipulate that:

- The majority (68%) of the respondents agreed that knowing exactly the target audience is what makes social media Ads so effective, followed by (67%) who think that using attractive design and content is the best way to enhance the influence of your ads.
- The majority of the viewers of Force Xpress Facebook ads agree that the design is what attracts the most, followed by the ones who go for the content (26.66%).

Adopting an efficient targeting strategies and knowing the ideal Fb Ads types are the best strategies to improve the impact of Force Xpress's Facebook ads to attract potential customres.

(Hypothesis infirmed)

Conclusion

After processing and analyzing the results we obtained from the quantitative study that we carried out, we tried to understand the influence of social media Ads on the consumer behavior, by gathering the necessary information we conclude that the usage of these channels allows Force Xpress to affect the consumers whether by pushing them to buy its products, change their attitude toward the brand or by creating a particular desire to consume its products. However, we realize that in order for Force Xpress to improve the effectiveness of these campaigns it should adopt many strategies to get better results.

GENERAL CONCLUSION

General conclusion

The principal objective of this study is to highlight the influence of social media ads on consumer behavior and the way in which they contribute to enticing audiences to consume a product or a service.

The behavior of the consumer has become very complex and difficult to understand, the company must focus its efforts in order to be able to differentiate itself from its competitors and develop its digital communication strategy based on this behavior.

Social networks have pushed us from a unidirectional communication where the interlocutor was passive, to a new multidimensional communication that offers a multitude of opportunities for exchange and interaction with a very large community.

The combination of social media and advertising reveals opportunities that go far beyond traditional advertising. With the social web, ad value will increase, it will have a deeper level of tracking and measurement and messages will be more targeted. All of this leads to increase the effectiveness of ads in influencing the consumer behavior.

In this research, we relied on a quantitative study carried out on a sample of 75 Algerian consumers that its main objective is to understand how social media ads contribute to influencing the behavior of whether the actual or the potential customers of Force Xpress company.

The purpose of any study is to provide an answer to a posed problem which is in our case” **How social media ads influence the Algerian consumer behavior?**”, that we have tried to answer by establishing three initial hypotheses.

After collecting, processing the data and interpreting the results, we came out with the following conclusions:

- Social media advertising occupies a very important place in the communication strategy of Force Xpress. Thus, the implementation of this strategy allows Force Xpress to affect the purchase decision of the consumers and promote its products.

- The results of our questionnaire demonstrated that social Media Ads campaigns used by Force Xpress incite consumers to buy their products.
- In order to enhance the effectiveness of social media ads, it requires many strategies such as: Choosing the right audience target, create good content and design, choosing the right platform to launch your campaign, knowing how to set your campaign budget, adopting an efficient strategy of tracking and measurement...etc

This results allow us to verify our hypothesis:

1st Hypothesis: Social media advertising occupies a very important place in the communication strategy of Force Xpress. **Is confirmed**

2nd Hypothesis: Social Media Ads campaigns used by Force Xpress incite consumers to buy their products. **Is confirmed**

3rd Hypothesis: Adopting an efficient targeting strategies and knowing the ideal Fb Ads types are the best strategies to improve the impact of Force Xpress's Facebook ads to attract potential customers. **Is infirmed**

During our research and the study we have conducted we find that it's useful to give some suggestions and recommendations that can be helpful for the company:

- Launching Ads campaigns in other platforms such as Instagram and Pinterest which know a big presence of Women who represent the main target of the company.
- Diversify the content and using attractive design.
- Creating a look like organic Ads because people are more interested to engage with organic posts.
- Setting a useful nurturing funnel to get a qualified customer who is ready to consume the products.
- Setting effective metrics to assess efficiently the ads performance.
- Using the Test, analyze, and repeat technic after defining the campaign objective.
- Using artificial intelligence tools in order to refine your ads.
- Choosing the right type of ads based on the campaign objective.
- Using retargeting technics in order to ensure the conversion of leads into prospects than into customers.

- Defining clearly the targeted audiences.
- Creating interactive ads for a better rank in Facebook feed.

However, our study certainly has limitations. The collection of data all along the elaboration of this thesis was not always easy given the impossibility of obtaining certain information to the lack of references and documents due to the COVID-19 pandemic.

Nevertheless, we encourage all the next generations students to conduct their researchs about the following themes:

- The place of social media ads in digital communication strategies
- The contribution of Artificial intelligence in creating effective social media ads.

Finally, we hope that this modest work has achieved its objectives and that this recommendations will be taken into consideration.

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APPENDECIES

Questionnaire

Hello everyone, I'm a senior student at EHEC-Kolea (Ecole des Hautes Etudes Commerciales), in order to obtain my Master's degree in the Marketing field, I'm preparing academic research to understand the Influence of Social media advertising on consumer behavior.

I'm humbly asking you to answer these questions as sincerely as possible, it won't take more than 5 min of your time and make sure that all the information's requested will be merely used for a scientific purpose.

Are you? *

- Male
- Female

How old are you *

- Less than 20 years old
- Between 20 and 35 years old
- Between 36 and 50 years old
- More than 50 years old

What's your education level *

- Primary Education
- General Secondary Education
- Vocational Secondary Education
- Bachelor
- Master
- Doctorate

Your professional situation is *

- Student
- Employee
- Freelancer
- Retired
- Unemployed
- Autre...

1. Do you use social media? *

- Yes
- No

2. Which platforms do you use the most? *

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pintrest
- Snapchat
- Autre...

3. How often do you use each platform? *

	Many times per...	One time per day	One time per w...	One time per m...	Never
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. How long do you stay connected on average each time? *

- Less than one hour
- From one to three hours
- From three to six hours
- More than six hours

5. For what reasons do you use these platforms? *

- Keep in touch with friends and family
 - Entertainment
 - Keep up to date
 - Be aware about new products, services and promotions
 - Professional reasons
 - Autre...
-

6. Do you notice the ads that appear during your presence on social media platforms? *

- Yes
- No

7. Do they affect your purchase decision? *

- Yes
 - No
-

8. How do you find them? *

- Source of informations
- Good channel for promotion
- A push for you to buy a product or a service
- Annoying
- Autre...

9. What type of Ads attracts you the most?

*

- Video Ads
- Photo Ads
- Slideshow Ads
- Carousel Ads
- Autre...

10. In your opinion, what makes social media ads so effective?

*

- Knowing exactly your target audience
- Choosing the most suitable type of ads
- Selecting the right platform
- Using an attractive design and content
- Autre...

11. Do you find them as an effective way to promote a product/service

*

- Yes
- No

12. Are you familiar with ForceXpress brand? *

Yes

No

13. How did you get to know it? *

Friend or family member's recommendation

Social media Ads and posts

TV, Radio...

Through a stand in an event

Autre...

14. Have you consumed any of its products? *

Yes

No

15. Have you ever noticed one of their ads on Facebook? *

Yes

No (if no go directly to question number 20)

16. Do you think that their ads are:

	Totally agree	Agree	Neutral	Disagree	Totally disagree
Credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irritating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What attracted you the most in their ads?

- The content
 - The good design
 - The type of ads used
 - Visual aspect
 - Autre...
-

18. Did you conduct a purchase after seeing one of those ads?

- Yes
 - No
-

19. The use of those ads allow you to

- Rise the brand awareness
- Change your attitude toward the brand
- Recommend the brand
- Create a particular interest and desire to consume the brand
- Autre...

20. On a scale from 1 to 5, how would you rate the effectiveness of those ads?

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. what do you think of social media advertising and its impact on consumer behavior? *

Réponse longue

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