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Professional master degree in Management  
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**FINAL DESSERTATION**

**IMPACT OF VISUAL DESIGN ELEMENTS VIA SOCIAL MEDIA  
ON CONSUMER'S PERCEPTION AND PURCHASE INTENTION**

**Case: IFRUIT - 100% juice  
Agency: Allegorie Group**

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## ABSTRACT

Fruit juices have an important role in the human diet by their contribution of vitamins, mineral salts, sugars. Adapting natural juices in people's life is a strong challenge due to the saturated market by the artificial juices. We tried to study how the visual design elements can impact consumers perception and purchase intention through a quantitative research approach with a positivist epistemological of hypothetical- deductive type by a data base of 110 respondents, applied to the case IFRUIT 100% where we studied the effect of colors, typography, and image on consumers attitudes. The results obtained indicate that there is a statistically significant effect between the variables studied.

**Key words:** Social media, Image, Color, Typography, perception, purchase decision.

Les jus de fruits jouent un rôle important dans l'alimentation humaine par leur apport en vitamines, sels minéraux et sucres. Alors que le marché des jus artificiels est saturé, incorporer des jus naturels dans la vie des gens est un énorme défi. Nous avons cherché à examiner comment les éléments de conception visuelle affectent les perceptions et les intentions d'achat des consommateurs en utilisant une approche de recherche quantitative d'épistémologie positiviste déductive hypothétique à travers une base de données de 110 répondants et l'avons appliquée à notre étude IFRUIT des effets de couleur 100% cas, typographie et imagerie pour le consommateur attitudes. Les résultats obtenus montrent qu'il existe un effet statistiquement significatif entre les variables étudiées.

**Mots clés :** Réseaux sociaux, image, couleur, typographie, perception, intention d'achat.

لعصائر الفاكهة دور هام في النظام الغذائي للإنسان من خلال مساهمتها في الفيتامينات والأملاح المعدنية والسكريات. يعد تكيف العصائر الطبيعية في حياة الناس تحديًا قويًا نظرًا للسوق المشبع بالعصائر الاصطناعية. حاولنا دراسة كيف يمكن لعناصر التصميم المرئي أن تؤثر على إدراك المستهلكين ونية الشراء من خلال نهج بحث كمي بنوع معرفي إيجابي من 100% حيث درسنا النوع الاستنتاجي الافتراضي من خلال قاعدة بيانات من 110 مشاركين ، مطبقة على حالة افروي التأثير الألوان والطباعة والصورة على مواقف المستهلكين. النتائج التي تم الحصول عليها تشير إلى وجود تأثير ذي دلالة إحصائية بين المتغيرات المدروسة.

الكلمات المفتاحية: وسائل التواصل الاجتماعي ، الصورة ، اللون ، أسلوب الطباعة ، الإدراك ، قرار الشراء .

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**LISTE DES ABREVIATIONS, SIGLES ET ACRONYMES**

**Acp** Analyse en composantes principales  
**Csp** catégories socioprofessionnelles  
**SMM** Social media marketing  
**SM** Social media  
**Spss** Statistical Package for the Social Sciences  
**Vif** Variance Inflation Factor

# **INTRODUCTION**

The consumption of fruits has a recognized health effect which can be associated with their antioxidant and nutritional potential, however the recommended daily consumption of 5 servings seems difficult to achieve. Among the obstacles to the consumption of these products, their high price, their seasonality, their fragility, their short duration of consumption are the reasons commonly cited by consumers.

Fruit juices, because of their convenience, can be an attractive way to help meet more health nutrition objectives.

In Algeria, the juice and fruit-based drinks industry has developed considerably in recent years. The manufacture of juices uses fruit concentrates or pulp, which are often imported, as a base material, adding synthetic substances to them in order to better preserve their quality and taste.

Thus, the beverage market is evolving following the increase in the number of private players, due in particular to the diversification of the products put on the market, which has led researchers and producers to develop new beverage formulas based on fruit and vegetable mixtures which will be organoleptically, nutritionally and economically satisfactory.

Ifruit is an extension of the range of the parent brand ifri directed by the Allégorie Group agency in the digital department.

It is in this context that this study takes place, which aims to study the impact of visual design elements used via social networks on perception and purchase intention. The methodology used is a quantitative method, by launching a questionnaire that contains different headings.

At the end, we will start our study by introducing some previous studies and concepts in the theoretical chapter. Then, moving to another chapter under the name of methodological frame in order to present the methods used to study the case. Ending by, a results and discussion chapter that will present the data results and discussed which hypothesis have been validated and which ones have been rejected.

# **CHAPTER I: PROBLEMATIC**

## **1 Research context and objectives**

The world has changed in a surprising way in recent years and the economic era of the 21st century has imposed itself. For businesses, the environment and markets have changed and are constantly changing in the face of new economic demands, as competition has become tough and global, technologies are changing rapidly, and consumer demands are ever-increasing. .

Thus, products and services have become an essential issue, and in order to increase their market share, companies must put in place products or services that meet the specific expectations of consumers, and acquire new ones.

## **2 Research Relevance**

The choice of the theme of this research is not the result of chance. But, that of a long period of research and observation on the Instagram account of the IFRUIT brand. Looking at the elements of visual design via social networks in terms of perception and purchase intention could have relevant implications both theoretically and managerially for promoters of the 100% range.

### **2.1 Theoretical Relevance**

Few researches have dealt with issues related to visual design elements via social networks and especially by crossing them with two dependent variables such as perception and purchase intention, it is for this reason that it seemed relevant to us. to deal with the case by following this path, moreover contributing to explaining the purpose of the 100% range of the IFRUIT brand.

### **2.2 Managerial Relevance**

This research aims to provide managerial support for the IFRUIT brand on its new range 100%, the host organization. Highlight the value and purpose of the campaign (a 100% fruit product, without preservatives, without artificial flavors, without artificial coloring, and without added sugars) as well, see the perception of the digital advertising sheets published on the social networks of the brand and its impact on purchase intention.

### 3 Organizational Context

In this title, we are going to present the company where we did our end-of-study internship, which lasted 3 months. This is the ALLEGORIE GROUP agency. We contacted various departments of the company during our visit in order to collect the following information:

#### 3.1. ALLEGORIE GROUP:



Figure 1 Logo ALLÉGORIE GROUP

- Strategic advice
- Brand management
- Marketing services
- Image advice
- Advertisement
- Creations
- digital-services
- Press relation

When it comes to communication and advertising in Algeria, we automatically think of Allégorie.

Allégorie group quickly climbed to the top of the classification of communication consulting companies on the national territory. Within it, nearly 200 employees in various communication professions (advertising, creation, consulting, production, media, studies, and digital). Thanks to its mastery and its very creative digital culture, the agency supports the performance of large emerging economic entities on the national market but also internationally.

More than twenty clients from different sectors outsource their marketing to the Allégorie group, which provides them with advice, studies, creation, production, statistics and satisfaction.

#### 3.2. ALLEGORIE COUNCIL:

This department of Allegory specializes in consulting Algerian companies in communication, marketing and digital marketing. Strategies, advice, follow-up, organization and implementation are the steps generally taken to help clients succeed in their ways of communicating about their brands.

### 3.3. BRAND CREATIVITY:

The Brand creativity department is a branch of the group that abounds in creativity. This part of the company which brings together many graphic designers and artists who know how to handle creative software such as: Photoshop and Illustrator; make the Allégorie group an extraordinary content creator. This, in particular thanks to the visuals they create for brands, whether in digital but also offline.

### 3.4. FIFTY 4:



**Figure 2 FIFTY 4**

- Media planning
- Media buying (purchase of space)
- Performance
- Advice
- relationship me
- Media
- Trading

The FIFTY4 media agency advises Algerian advertisers on their media planning strategy as well as the purchase of space to optimize their marketing investment. Thanks to an individualized knowledge of local media and a large global purchasing surface, FIFTY4 builds the most efficient and agile media plans on the Algerian market. FIFTY4 regularly hosts round tables bringing together Algerian marketing decision-makers and the media, in order to present current media trends.

### 3.5. TADA RESEARCH:



**Figure 3 TADA RESEARCH**

- Opinion survey
- Media study
- Product & services
- Market framework
- Satisfaction

The TADA RESEARCH Marketing and Survey Institute has the ability to conduct strategic studies and recruit respondents in the most rural locations. It relies on a national network of qualified field agents and supervisors. TADA RESEARCH has an innovative survey management application whose responsiveness and quality are exclusive in Algeria. TADA RESEARCH has conducted numerous studies relating to Algerian consumer trends. The insights collected create strategic value for all the entities of the allégorie group as well as for the clients it advises.

### 3.6. SIXTY2:



Figure 4 SIXTY2

- Advertisement
- Entertainment
- Brand & web content
- Documentary
- Tray issue
- International formats

The first Algerian producer of modern content streams for entertainment. SIXTY2 imagines and produces a new generation of multi-channel content (Mobile, web, TV) for television channels and brands. Among its creations, SIXTY2 includes highly successful web series as well as original TV creations. SIXTY2 also led the production of over 150 commercials. Since 2016, SIXTY2 has been the exclusive partner of “ENDEMOL SHINE”. It has the largest technical and artistic platform for Algerian production and post-production.

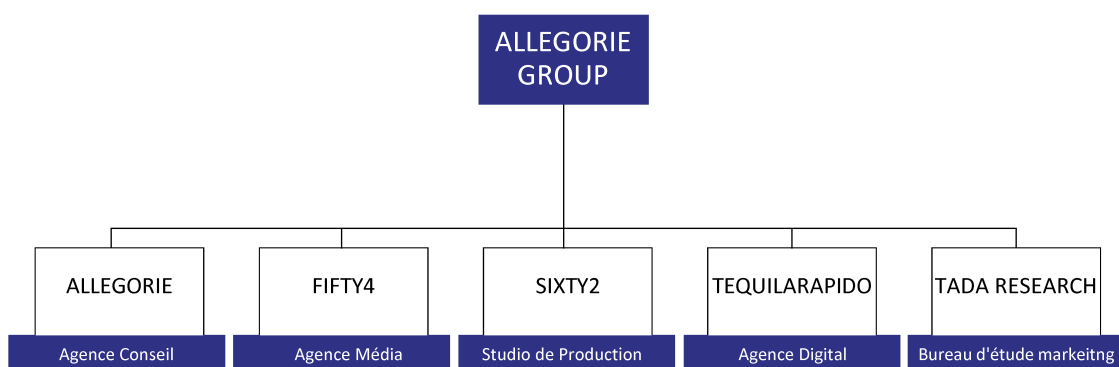
### 3.7. TEQUILARAPIDO:



**Figure 5 TEQUILARAPIDO**

- Digital strategy
- Digital transformation
- social-marketing
- social influence
- web building
- E-reputation

TEQUILARAPIDO is one of the 05 most successful independent French digital agencies. She specializes in accelerating the digital transformation of companies. Its clients include 18 CAC40 groups and prestigious brands for which the agency brings its know-how in: strategy and activation, social media intelligence, technology and creation. TEQUILARAPIDO, thanks to its position on the French market, allows the building of strong synergies around the Mediterranean basin and disseminates within the group the watch and the acuity in terms of new uses and innovation.



**Figure 6 Allégorie Group**

### 3.8. ALLEGORIE GROUP CLIENTS SERVED



Figure 7 ALLEGORIE GROUP CLIENTS SERVED

## 4.Presentation of the IFRI manufacturing unit

SARL IBRAHIM et FILS "IFRI" is an industrial company operating in the food industry. It is located in Ighzer Amokrane, daïra of Ifri Ouzellaguene, in the wilaya of Bejaia. It is located at the entrance to the Soummam valley, below the Djurdjura mountain range which is its natural water reservoir.

Originally, there was the IBRAHIM et FILS lemonade factory, founded in 1986 with the activity of producing various lemonades and syrup.

In 1996, the company inaugurated its first mineral water bottling workshop, the same year the company inherited the status of SARL (limited liability company), composed of six partners.

IFRI is present in more than ten countries, its main market being Algeria followed closely by France, England, Spain, Italy, Germany, Belgium, Luxembourg, Sudan and the united arab emirates.

### 4.1 IFRUIT

Natural fruit juice drinks with no preservatives, artificial colors or artificial flavors. If Ifruit drinks are naturally rich in flavor, it is thanks to the revolutionary aseptic process of their bottling. Just water, fruit and a little sugar are needed to make these gourmet drinks, intended for the whole family!



Figure 8 Logo IFRUIT

## **CHAPTER II: THEORITICAL FRAME**

# 1. Literature Review

In this chapter we will present the literature review, then the conceptual framework of our research with the main concepts used

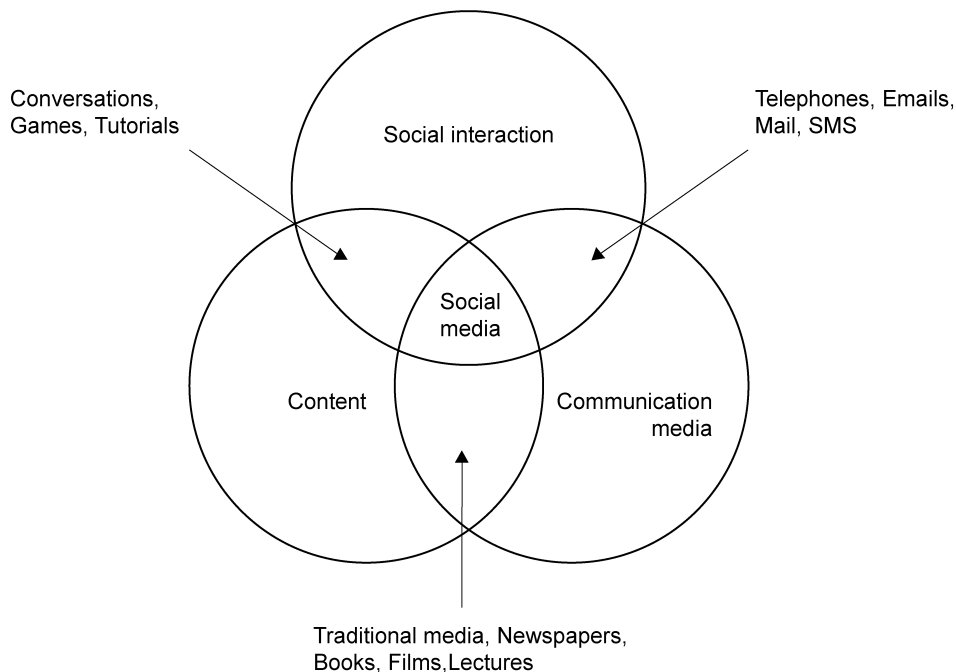
## 1.1. Social Media Marketing

According to Weaver Insights, social media marketing refers to the method by which marketers use social media sites to provide promotions or information to their target market. Social media marketing also increases brand awareness among existing as well as potential customers. By using social media marketing, marketers try to promote their brands and sometimes the entire company. (Weaver, 2012)

did some research on social media and claimed that promoting a company's product, social media marketing is the best tool of this decade. Social media can target a wider level of customers and create brand awareness among them. Basically, social media marketing shows and facilitates how to share more information about a product or brand with a large number of customers. (Meyer A. , 2011)

On second thought, it was claimed that visual contents used by marketers on social media sites for marketing purposes have a more solid effect on customers' minds than traditional market

ing ways. In addition, another study stated that the use of social media marketing allows marketers to specifically express their product or brand features and it is the most effective way to make promotions (Harmatz, 2008). And, another researcher added that marketers give high priority to the preferences of the customers and it also increases the effectiveness of the promotions while using social media marketing (Heinonen, 2011). The following figure shall provide us with an idea of the components that are involved in Social Media



**Figure 9: Utilization of Social Media**Source: (Zhang and Mao, 2016)

## **1.2. Digital Advertising and its impact**

With the wide availability of smartphones, the internet has provided the digital advertising medium to deliver brand information interactively and at low cost (Venkatraman, Dimoka, Vo, & Pavlou, 2018). By investing in digital media advertising, marketers can develop marketing strategies for a wider range of regions and targeted audiences, and it is easier to measure outcomes compared to traditional advertising (Deshwal, 2016). As social media has grown in popularity this decade, it enables consumers to engage with brands more profoundly and widely than ever before. Social media has become a strategic tool for quick development, marketers consider social media as their important advertising channel because it enables them to create personalized messages to target audiences and get feedback effectively (Wisnblit & J., 2019).

According to some studies, digital and social media empower consumers and brands play an important role in promoting dialogue between consumers and themselves (Advincula, Austin, Graiko, & Snyder, 2012). However, a brand can establish a strong contact with customers through interaction, and engagement and brand associations can be easily generated by making good promotions (Chahal, Wirtz, & Verma, 2019). In addition, according to Sama's research (Sama, 2019), traditional advertising is effective in sustaining high brand recall, but digital advertising has a greater impact on the pre-purchase and post-purchase behaviors that affect consumers (Sama, 2019). Pre-purchase is where customers research products before making purchase decisions, and post-purchase is an important stage for brands (Sama, 2019). All depends on whether the positive experience is generated by consumers after consuming the products, which is the key stage in building brand loyalty, thus increasing repeat purchases (Oliver, 2010).

## **1.3. Major social media advertising platforms**

Nowadays, there are plenty of social media networking sites that are available all over the world. In a study, it was stated that these social media sites are used differently by different merchants (Djukic, 2011).

### **1.3.1. Facebook Advertising**

Facebook is the most common, used and popular social media site in the world. There are more than 2.5 billion Facebook users worldwide. According to research by Dorenda-zaborowicz, more than 700 million visitors visit Facebook every day, (Dorenda-Zaborowicz, 2012). This huge number of daily visitors makes Facebook one of the best sites for the marketers to promote their brands. More people can see what the marketers want to describe about their products and brands. Facebook ads are more detailed than other social media sites. Facebook hosts their ads on their own server. The ads on Facebook are more descriptive.

Researchers like Blythe found that 90% of the people prefer Facebook ads rather than traditional ads. That proves the strong effect of Facebook on the people's minds (Blythe, 2010). Facebook holds the strongest position in the social media marketing process. As mentioned by Dutta Facebook earns a huge amount of money by their ads and thus it is developing new ways for the marketers to post their ads in a different way (Dutta, 2014). Gajjala and Chopra on the other hand said that there are two types of Facebook ads, one that directs customers to the business's own website and the other one that directs the customers to the official page of the business to get more visitors and "likes". These existing fan pages are

more effective than a business's own websites as these pages contain customers' reviews about products and services. Harmatz said that for the users it is not mandatory to put a like on the official Facebook page of the business, that makes the customers more comfortable about using Facebook on a daily basis. People see Facebook ads in different ways, for example, if a friend likes a page it shows on the homepage of the user (Harmatz, 2008). Another way to see Facebook ads is that it automatically appears on the home page randomly. Gajjala and Chopra again said that Facebook helps marketers by capitalizing on information about people that allows the marketers to know what types of ads they need to post on Facebook to attract the maximum number of customers. They also added that the usage of Facebook for marketing also allows the marketers to provide customized ads to the viewers and the marketers can specify their target market such as gender, location, age etc. The customized ads posted on Facebook may only be visible for the specified target market as a result Facebook ads are now more effective than any other social media ads. Facebook provides a significant path for marketers to connect with a large group of people and influence customer perception (Gajjala & Chopra, 2011). YouTube remains the most important player in terms of video sharing but Vimeo is also important, with 170 million monthly viewers (Smith, 2010)

### **1.3.2. Instagram Advertising**

When 1st presented Instagram was a free social media location focused on image sharing. However, right presently Instagram is obtained by Meta company and the number of users is expanding quickly. There are more than 350 million clients who log in to Instagram every day. Based on some researchers, 93% of the prestigious and requesting corporate brands are presently focusing on Instagram based advertisements to communicate and promote their (Smith, 2010). Moreover, he also included that the rate of development in the case of viewers is higher on Instagram than on Facebook or LinkedIn. On the other hand, according to Lievrouw the use of Instagram for little businesses isn't as successful as for the bigger enterprises since the bigger businesses have their claim fan base on Instagram and they utilize their popularity to gain more viewers (Lievrouw & Livingstone, 2010).

Instagram only emerged in 2010 but has since become a dominant player in the visual social media arena. Due to its 300 million active monthly users and its capability to run ads, it is currently used by 85% of top brands. Now, it also has video capability and because of its acquisition by Facebook, it provides important cross-platform marketing opportunities.

### **1.3.3. YouTube Advertising**

Nowadays within the time of the cutting edge web, individuals are pulled in by recordings of distinctive sorts. YouTube is the greatest social media stage based on as it were recordings. Marketers too utilize brief 10 sec or more recordings to advance their brands on YouTube. These advertisements pop up one the start of the recordings or in a specific time position of the video. According to a researcher, marketers are able to demographically recognize the target clients all through the location service of YouTube and after that create appropriate promoting procedures (Lim Y. , 2012). Marketers are too permitted to utilize sponsorship of a video that will pop up on the clients on the off chance that he is logged in on YouTube. In addition, individuals who attempt YouTube each day are able to see advertisements posted by distinctive marketers or recordings supported by other marketers (Lievrouw & Livingstone, 2010)

## **1.4. Consumer Behavior**

The process of marketing communication (advertising) takes the consumer through three stages of reaction: perception, attitude and behavior stages” Ace (2001) quoted from Alcheva et al. (2009, p. 22) Therefore, in order to attract target audiences, marketers must be able to encourage consumers to perceive information and respond effectively (Evans et al., 2009). Therefore, we chose perception and buying behavior for consumer analysis and describe it below

### **1.4.1 Consumer perception**

Consumers can form an opinion about a product, brand or organization in a variety of ways, such as watching an advertisement for the product, hearing reviews from friends and family, reading reviews from other consumers, etc. Van Dolen added that marketing organizations should focus on understanding the customer's perception because it has a great influence on the customer's purchase decision making process. Marketers should analyze what affects customer perception and how to develop these strategies with these influential aspects.

Harmatz said that marketers use customer perception theory when they want to launch a new promotional campaign for the product or brand. Customer perception has a direct implication on the process of attracting customers. (Harmatz, 2008).

### **1.4.2. Social Media and Customer Perception**

Agreeing with Leong social media marketing increases the adequacy of the trade whereas positively influencing the client perception. For several businesses organization social media and social media marketing played the foremost vital part to choose up ubiquity for the item furthermore as for the entire business (Leong, 2010). This popularity during this way increases client discernment positively. In his research Mandiberg, found that the increased number of web clients and social media clients permitted business organizations to capture a large portion of the market by utilizing social media marketing. Social media marketing permits organizations to reply to the clients and their queries rapidly (Mandiberg, 2012).

On the opposite hand, Smith said that the numerous a part of social media marketing is that it supports organizations to sacking an enormous portion of the market which was difficult some of an extended time back.(Smith, 2010).

Marketing analyst Livingstone said that social media marketing impacts customer's perception and helps organizations to achieve believe of the shoppers (Lievrouw & Livingstone, 2010). As a entire social media marketing and customer perception together progresses the customer's buying deciding process. Leong all over again said that the client perception can increment deals income and social media can increase client perception (Leong, 2010). So customer perception and social media marketing are two parallel components which will increase deals income. Jaakkola indicates that there is a strong association between customer perception and social media marketing as social media

marketing increases client mindfulness and during this way customer perception of the brand or item (Jaakkola, 2007).

### **1.4.3. Impacts of Social Media Marketing on Customer Perception**

Social networking is both a data distribution phase and a data connection phase. It offers increasingly interesting ways and means of disseminating brand data compared to traditional media. (Kim & Ko, 2012) For example, data can be disseminated through the brand's real-world online scenarios, or through online customer submissions of brand data, or through online demos and online shopper engagement exercises. Data from social networks is likely to capture the attention and interest of buyers (Hudson, Huang, & Madden, 2016). The intuitive corresponding nature of social networks allows buyers to meet different parties on the Internet. They are buyers, citizens, legislators, communicators and commentators (Gensler, Simmons, Armstrong, & Feame, 2012)

As shoppers validate their needs, they will discover ways to find important item data, especially for high-contributing items (Trusov, Bucklin, & Pauwels, 2009). At this point, social networks can provide buyers with more and more useful sources of data, and positive brand awareness can increase buyer interest. In this sense, companies must implement both measures at this stage. First, install social communication channels on scales (Solomon, Dahl, White, & Polegato, 2014) . The amount of relevant comments on social networks will influence the amount of thinking of the customer about the item (brand) during the survey phase. The greater the amount of audits online, the less have to be taken under consideration within the research process and therefore the more justifying the purchasing power of the client (Andzulis et al., 2012). By building a sequenced correspondence in social networks, it's conceivable to retort in an exceedingly sustainable manner to the big amount of knowledge that customers must evaluate a brand agreement at this stage (Trusov, Bucklin, & Pauwels, 2009).

### **1.5. Social media and consumer purchase intention**

Social media has spawned a slew of new business and marketing initiatives that are influencing consumers' willingness to buy. According to Permatasari and Kuswadi (2018), Social media has changed the dynamics of consumer behavior by shortening the consumer buying process. The consumer buying process is a continuous process where consumers go through different buying stages. These stages are needs identification, information search, alternative evaluation and purchase. Permatasari and Kuswadi (2018) thus point out that social media marketing reduces the sequential process for consumers, as consumers can skip other stages and form purchase intents that are more likely to lead to purchase behavior.

Through social media, consumers are now exposed to more information. This improves the second stage of the consumer buying process, the information search. Social media is a rich highway with product-related information available through plain text, hypertext, or downloadable magazines and brochures (Bruno and Dariusz, 2013). Social media enables people to access information everywhere. There are no geographic restrictions on marketing

goods and services on social media. Actually Coolimula (2020) Point out that through social media, a company's marketing communications are accessible to a large audience from different backgrounds. This increases consumers' purchase intention by reducing the effort to obtain product information (Never, 2019). Furthermore, Never (2019) hypothesizes that readily available information reduces consumers' various forms of search costs, which predicts high levels of purchase-intent behavior

Arguably, the most basic and unique element of social media influencing consumer buying behavior is the ability of social networking platforms to facilitate a dual mode of communication between users and businesses (Lilima, 2020). Web 2.0-based social media allows users to send information through posts, comments, ratings, and likes. That Information primarily serves as feedback to organizations, but has a greater impact on other consumers on social platforms. Regarding this discussion, Yoong and Lian (2019) argue that user-generated content is more attractive to consumers than company-generated communication. In this way, through dual communication channels, consumers are motivated by the motivations generated by other consumers on the social network. Nikita (2019) made the same point that there is a positive correlation between user-generated content and positive consumer behavior.

## **1.5.1 Factors Influencing Consumers' Purchase Decisions**

### **1.5.1.1 Social factors**

Social factors significantly influence consumer behavior. Everyone has people around them who influence their buying decisions. Important social factors are: affinity group, family, role and status. (Perreau, 2014.) Families provide an environment in which individuals acquire values, develop, and shape their personality. This environment affects the purchasing behavior of individual consumers. A family develops initial perceptions of a brand or product and consumer habits. (Kotler & Armstrong 2010, p. 169; Khan 2006, p. 68.)

### **1.5.1.2 Personal factors**

The occupation and purchasing power of consumers influence purchasing decisions and behaviors. Income levels affect consumers' affordability and how they feel about money. Income levels affect consumers' affordability and how they feel about money. (Solomon 2004, p. 12.) People from low-income groups are more likely to be interested in buying necessities rather than spending money on luxury or designer clothing.

### **1.5.1.3 Psychological factors**

Buyer decisions are also influenced by four psychological factors, namely motivation, perception, learning, beliefs and attitudes. Consumers are people with different needs. These needs can be physical, such as thirst, or psychological, stemming from a need for approval or belonging. It can be stimulated to a sufficient intensity when the motivation needs to be

changed. Motivation is basically the need that drives a person to seek fulfillment. Abraham Maslow is arguably the most famous psychologist to study these human needs. He tries to explain why people are driven by different needs at different times. (Kotler and Armstrong, 2010, p. 173.)

## **2. Visual content**

Visual content is currently experiencing a significant increase as a means of communication (eg infographics, comic strips), it is not actually a modern creation (Lankow, Ritchie & Crooks, 2012; Byrne & Cook, 2013). The use of graphics to convey information dates back at least to Cro-Magnon charcoal illustrations, but also to Native American wood and stone carvings etched between 200,000 and 100,000 years ago. These are used to convey information and/or visual aids. (Ford, 1993; Byrne and Cook, 2013; Lester, 2011; Cook, 2013).

However, the use of visual content as a means of communication has seen a resurgence in digital marketing, a space previously dominated by textual content (Bullas, 2012). This is further corroborated by the following recent statistical trends: online articles containing videos or images receive 94% more user views than online articles without such visual content (Bullas, 2012); Products are twice as likely to sell as expected (Binkley, 2016); when consumers interact with shopper photos, an observed conversion rate of 9.6% (Instagram, 2016).

As previously mentioned, this may be in response to the need for a more efficient way to consume the vast amounts of content produced and shared online every day, resulting in the growing need to capture the attention of viewers and keep them going for a formidable challenge (Lankow, Ritchie and Crooks, 2012; Mai and Schoeller, 2009; Shifman, 2013).

As a result, visual content as a means of quickly communicating with users is the way forward; a strategically designed infographic may convey more information about a brand than multi-page text-based content. Furthermore, intangible concepts and ideas can be logically and easily translated through visual content (Hembree, 2006; Lankow, Ritchie & Crooks, 2012).

### **2.1. Fundamental elements of visual content as a tool of communication**

The impact or effectiveness of visual content as a means of communication can be assessed or assessed in terms of three basic elements: attractiveness, comprehension, and memory. (Vitruvius Pollio and Smith, 2003; Moere and Purchase, 2011; Lankow, Ritchie, and Crooks, 2012). These elements have been described in other studies as aesthetics, solidity, and practicality (Vitruvius Pollio and Smith, 2003; Moere and Purchase, 2011); however, in this study, "appeal, understanding, and reservation" were used (Lankow, 2011). Ritchie and Crooks, 2012).

#### **2.1.1 Appeal**

Visual content used as a means of communication must first grab the attention of the target audience (Lazard and Atkinson, 2014). Attraction can be described as influencing the intention to participate in or purchase something and the behavior associated with that

intention; appeal can be rational or emotional (Li, Ngai, and Xin, 2015). For brands, strong communication means a mix of emotional and rational addresses; rational attraction refers to a message that appeals to them because they logically think it is valuable or beneficial to them (Akbari, 2015; Fog, Budtz, and Yakaboylu, 2005). Emotional appeal refers to information spoken to a person because it evokes positive emotions in the person or has a positive connection to their personal experience (Mohanty and Parida, 2014; Akbari, 2015). These appeals are deployed based on the type of responses that brands want from users (Klein, 2013).

Brand information that can arouse users' positive perceptions and reactions on social networks may have a "word-of-mouth" effect (Lee and Hong, 2016). Therefore, some studies have stated that images and graphics should always be visually appealing, as this encourages audience engagement with the content, and brands must identify the main features or elements in the visual content that lead to this actual appeal (Lankow et al., 2012; Humbrée, 2006). [Appeal] Forcing the recipient to focus on what the company wants to convey is considered the main and theoretically most challenging stage of conveying the message (Lankow et al., 2012). Therefore, the following outlines the characteristics of visual content that can increase appeal.

## **2.2. Visual content over text content on social media**

Visual content is better than text content on social media Another major feature of the image phase of social media appears to be the growing popularity of visual content over textual information in social media (Walter and Gioglio, 2014). Examples of such visual content include cartoons, videos, images, screenshots, graphics, infographics, logos, memes or charts (Digital marketing-glossary.com, 2016). An example of the growing dominance of visual content can be seen where users have traditionally engaged in relevant online or social content simply by posting their feelings or opinions as online comments. However, a popular technology called "visual blogging" currently allows users to generate and publish personal visual content and narratives of stories (Sadler, 2014).

## **2.3. The effect of design elements for social media ads on consumer's purchasing decision**

Research shows that colors are associated with subconscious meaning through experience. Kumar studies the psychological impact of color on advertising. It shows that a marketer's understanding of color is critical to the way a brand is formed, communicates its quality, and meets customer needs. Zailskaitė believes that color is one of the top three factors that determine a consumer's purchasing decision. Bonnardel research found that good optics also help increase customer loyalty, satisfaction and trust in the brand. Nordeborn also showed that color helps drive positive consumer behaviors and attitudes toward products, which are related to ease of use and efficiency. This facilitates advertisers' reliance on color to create specific associations with brands, people, places and public ideas, or through its implicit ability to communicate based on symbols, inspiration or ideas.

## **2. Conceptual Frame**

### **2.1 Social Media Marketing (SMM)**

According to Hayes, A. (2021), the term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing offers businesses the opportunity to connect with existing customers and reach new ones, while also being able to promote the culture, mission or atmosphere they want. Social media marketing has specifically designed data analysis tools to enable marketers to track the success of their efforts. Social media is organized for marketing purposes and many other ways. So, social media marketing refers to the process by which marketers try to attract potential customers by offering unique content on their social media pages. Additionally, marketers use social media sites as a communication tool to acquire potential new customers, retain existing customers, and provide product updates (Sidjanin, 2012).

### **2.2. Perception definition**

Perception is defined by (Kotler, Keller, & Manceau, Marketing Management, 2015) as: “The process by which individuals select, organize, and interpret external information items to create a coherent picture of the world around them.

They also claim that when multiple people are exposed to the same stimulus, they may perceive it differently depending on the environment and personal characteristics. In marketing, however, customer perception is more important than reality.

Perception is the process of selecting, organizing, and interpreting bodily sensations such as sight, sound, and smell. The final interpretation of the stimulus allows it to be given meaning. Perception is the process by which humans select, organize, and interpret these sensations. The final interpretation of the stimulus makes it possible to give it meaning. This is critical for marketers.

### **2.3. Consumer purchase intention**

A study by (Sook-Fern, Cheng-Ling, Kah-Boon, and Yong-Hwi, 2020) shows that a high level of competitiveness in a business environment undoubtedly enhances a product's ability to meet customer needs and desires. In order to capture and maintain customers' purchasing intent, packaging has become an important tool for commercial organizations to sell merchandise. Strategic packaging can increase sales and market share for a particular product as it can also restore and reduce a company's marketing and advertising costs as it makes the product more attractive.

The researchers conducted the study with the main objective of measuring the impact of these four factors: packaging color, packaging materials, packaging design, and packaging graphics on consumer purchase intentions. . The method chosen is quantitative. Questionnaires were

distributed to 250 respondents and items were measured using a 5-point Likert scale. The findings show that consumers' purchase intention is influenced by the following variables: the color of the packaging, the material of the packaging, the graphics of the packaging, the size and shape of the packaging, confirming the essential role of packaging in creating attractiveness and influencing consumers' purchase intention .

## **2.4. Image**

Images are considered the language of today because of their ability to quickly communicate, engage and persuade recipients of advertisements to learn the basic themes of advertisements in seconds . By contrast, because of this, it takes about forty seconds to get the full message, which is consistent with visual rhetoric theory. It postulates that visual dimensions (such as image and color) affect recipient behavior without cognitive responses and play a key role in associating ideas. Trefzger et al. identified imagery as the most successful element for capturing customers' attention. "

## **2.5. Typography:**

Lettering and typography share many of the same concepts, but they are completely different fields. Typography is essentially a study of how letterforms interact on the surface and is directly related to how types are composed when ultimately printed. .. Typography is the science of communication using type formats. We use letterforms extensively in our daily life in a variety of media such as newspapers, billboards, apps, letters, notes, textbooks, banknotes, posters, tickets, text messages and emails. There are many digital fonts available for graphics. Designer used in design projects. One definition is the stylistic placement or appearance of compositional material. It is related to typesetting and may include character design. Typography is really similar to lettering. It's still about letters, but in the context of typefaces and their proper use.

## **2.6.Color:**

Color is a very important visual design element that sets the mood of the design. For example, red conveys emotions like passion, orange seems energetic, yellow indicates brightness, and green conveys coolness (Lohr, 2008). However, keep in mind that different cultures have different interpretations of the meaning of colors (Ware, 2008).

## **3. Research question**

In order to achieve the objectives of this research and taking into consideration the aforementioned context, our reflection began from a question that can be summarized as follows:

## What is the impact of visual design elements via social media on consumer perception and purchase intention?

It was inevitable for us to answer this question without neglecting secondary questions, which were of great use to us, and allowed us to better frame our work:

### 3.1. Sub Questions

Q1: What is the impact of visual design elements on consumer perception?

- What is the impact of image on consumer perception?
- What is the impact of color on consumer perception?
- What is the impact of typography on consumer perception?

Q2: What is the impact of visual design elements on consumer purchase intention?

- What impact does image have on consumer purchase intention?
- What is the impact of color on consumer purchase intention?
- What impact does typography have on consumer purchase intention?

### 3.2. Hypothesis

H1: Visual design elements positively impact consumer's perception

H1a: Color positively impacts consumer's perception

H1b: Typography positively impacts consumer's perception

H1c: Image positively impacts consumer's perception

H2: Visual design elements impact positively consumer purchase intention

H2a: Image impacts positively consumer purchase intention

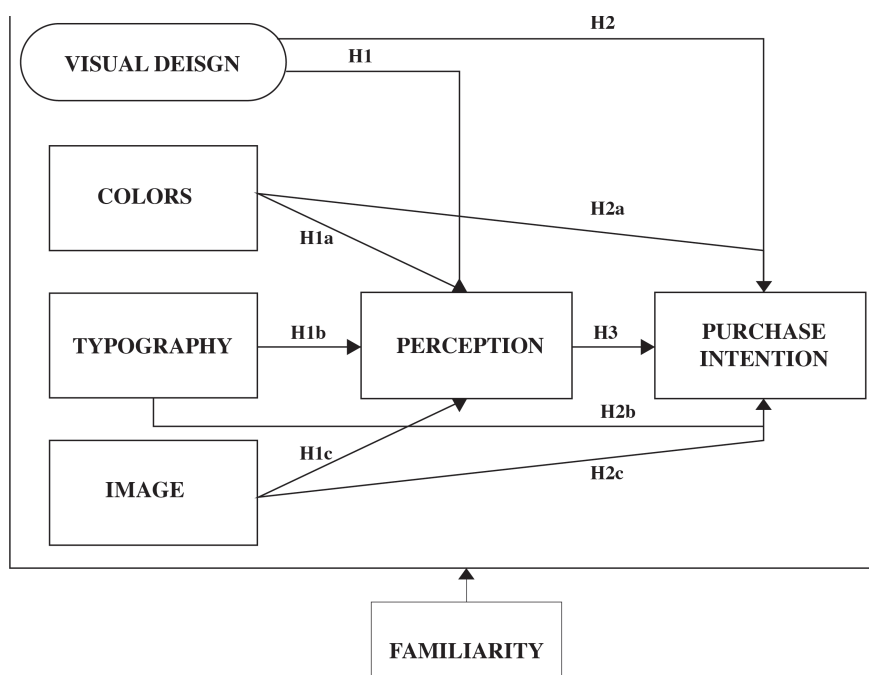
H2b: Color impacts positively consumer purchase intention

H2c: Typography impacts positively consumer purchase intention

H3: Clients and non clients: Visual design elements positively impact consumer's perception

H4: Clients and non clients: Visual design elements positively impact consumer's purchase intention

Figure 10 Conceptual Frame



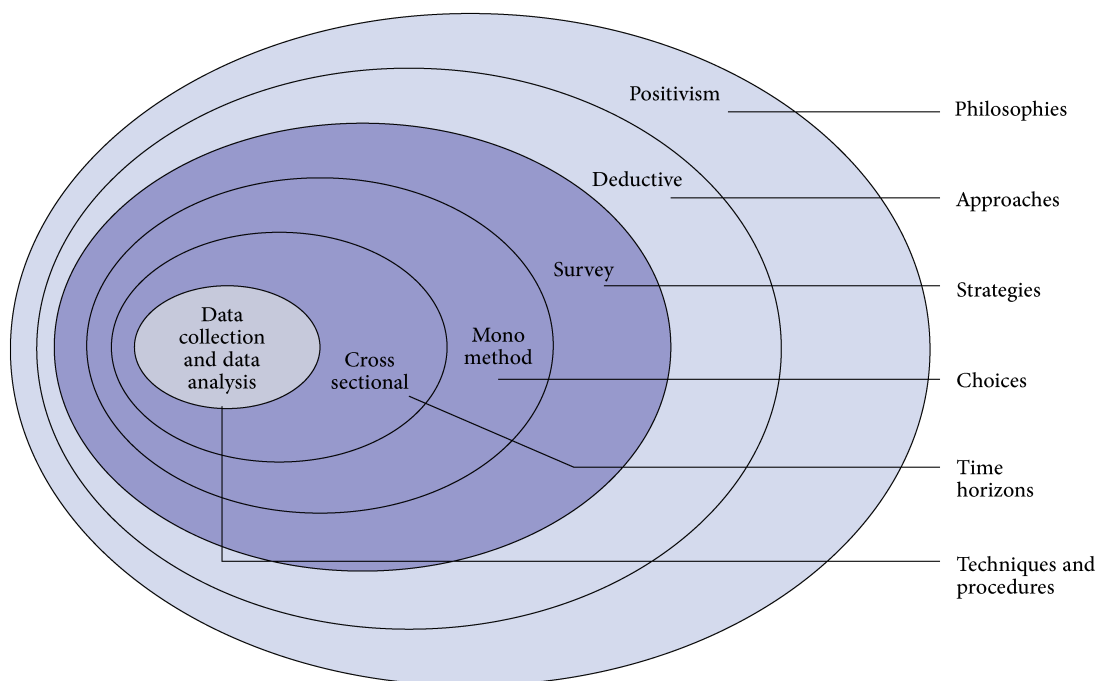
## **CHAPTER III: METHODOLOGICAL FRAME**

In this chapter, we will discuss the pragmatic methodological approach chosen to conduct our study in terms of methods, and instruments for collecting and analyzing the information collected . We will present the obtained results as well as their discussion.

## 1. Methodological approach

In our study, we opted for a mono approach, quantitative methods which is part of a positivist epistemological posture of the hypothetico - deductive type. This approach is also suitable for measuring the variables considered in our conceptual framework. The quantitative approach aims to gaining measurable data such as consumer perception and purchase decisions.

**Figure 11 Research onion**



**Source: Mark Saunders, Philip Lewis and Adrian Thornhill, 2018, Research Methods for Business Students, P14.**

## 2. Methods and instruments to collect information

A survey method was used for collecting information from online utilizers. The rationale for using this is based on its effectiveness in collecting participants' descriptive information concerning individuals' attitudes knowledge and preferences Goodrich K (2011). A self administered electronic questionnaire (created on google form) was used for collecting data. It comprised 23 questions which reflected personal and demographic aspects of the participants and elements of advertising design on social media as factors that affect the purchasing decision. All the questions were based on the 5-point Likert Scale, ranging from 1 strongly

agree, 2 for agree, 3 for neutral, 4 for disagree and 5 for strongly disagree. However, the last two items of the questionnaire reflected opposite scaling, i.e., 5 for strongly disagree to 1 for strongly agree.

## **2.1. Used instruments**

### **2.1.1. Questionnaire**

The survey was conceived based on pre-established objectives that we deemed fitting to help answer the research questions, to get the most relevant information is from our audience, and to be able to quantify the results, so we can measure theme.

We segmented our survey into five sections:

**Respondents' profile:** a descriptive part that allows to define each respondent's characteristics. The questions used to obtain such information are: gender, age, socio-professional category, socio-professional, family situation, region and monthly income.

**Eligibility:** this section contains three questions which are used to filter respondents to keep only those who consume fruit juices, who know the brand IFRUIT, and who know the new range of 100% of the brand Ifruit

**Consumer behaviour:** this rubric includes buying frequency, the habit of buying fruit juices, and the media they knew about the new product.

**Perception:** this section contains questions about perception. In the beginning we directed the respondent to advertising spots applied to the new "100%" range of the IFRUIT brand, and then he was asked to answer questions concerning his perception of the design elements used in the new range of ads.

**Buying Intention:** In this rubric, the question asked are about the buying decision behaviour. In the beginning we oriented the respondent to evaluate impact the elements used on the consumer buying decision behaviour. Than, we directed them to agree or disagree with each item.

## **3. Sampling**

The studied population is composed of IFRUIT's customers, all ages, genders and all socio-professional categories combined

### **3.1.Sampling method We have selected the research sample**

We have selected the research sample according to a convenience method, so it is a non-probability sampling. To do so, we have share out survey online via Google forms platform.

### **3.2. Sample size**

According to specialists, for the sample to be representative it is necessary to have a large number of respondents, but not too large so the analysis can be done rapidly and the costs are minimized. We set a target of 150 respondents, but we were able to validate only 110 questionnaires.

## **4. Practical modalities of the survey**

In this part, we will present the duration and period of the survey, as well as the administration mode of the selected questionnaire.

### **4.1. Research period**

Data collection took place from 11/05/2022 to 16/05/2022 in all districts of Algeria. We also performed a pretest of the questionnaire from 08/05/2022 to 09/05/2022 to make sure everything was clear.

### **4.2. Administration mode**

We administered the questionnaire over the Internet via Facebook, LinkedIn, and Instagram. Mainly in groups and pages, since we are targeting a wide commercial business. Respondents were invited to share and distribute the questionnaire to people who last watched the 100% Ifruit ads.

# **CHAPTER VI: RESULTS AND DISCUSSION**

This chapter will be devoted to the analysis of the results of the field survey. In other words, our evaluation of visual design elements and its impact on the perception and purchase intention of customers of the IFRUIT brand.

We would present the overall structure of the sample using descriptive statistics as well the results of the analyses. We first proceed by exposing methods, processing and analysis techniques used, then present the profile of respondents and finish with the analysis carried out. These are descriptive, exploratory analyzes for the validation of scales and explanations for hypotheses tests.

## 1. Results presentation

### 1.1. Sample Description

As mentioned above, the questionnaire was administered online. The platforms used in this data collection allowed us to reach the population targeted study, the response rate was very satisfactory, 166 responses achieved. At the end, we only retained 110 of the respondents, but despite this, we found this acceptable since the initial objective was 70 respondents per sub-sample. The sample is mainly composed of men (54%), aged between 18 yo and 25 yo (54%), of socio-professional category: single (74%), mostly from the north region with (71%). The detailed profile of the sample is presented in the following table:

**Figure 12: Profile Of Respondents**

<b>Variables</b>	<b>Modalities</b>	<b>Frequencies</b>	<b>Percentages</b>
Genders	Men	59	54%
	Women	51	46%
Age	Between 18 – 25	59	54%
	Between 26 – 35	44	40%
	Between 36 – 45	2	2%
	Between 46 – 55	1	1%
	56 and more	4	4%
Marital Status	Single	81	74%
	Married without kids	19	17%
	Married with kids	10	9%
SPC	Students	51	46%
	Businessmen	3	3%
	Employee	40	36%
	Senior executives	7	6%
	Retiared	3	3%
	Unemployed	6	5%
Region	East	24	22%
	West	8	7%
	Center	77	71%

Source:Elaborated By The Student via SPSS

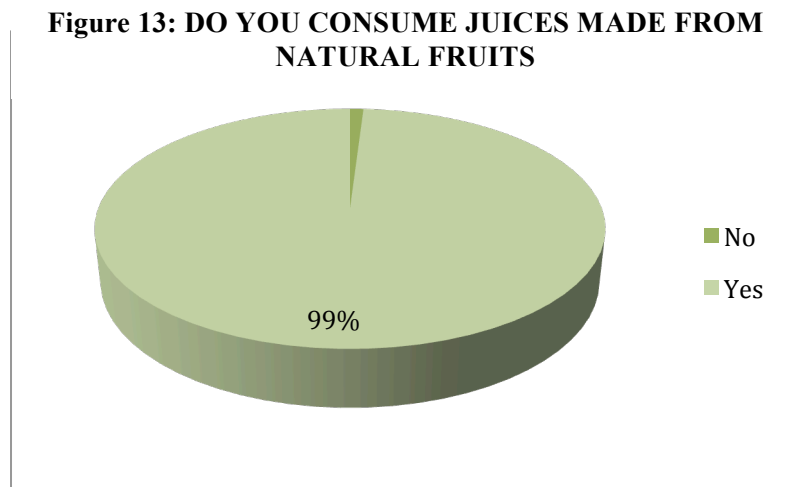
## 1.2. Univariate descriptive analysis

In what follows, we will present the univariate descriptive analysis for the variables of our theoretical model.

### *Natural Fruits Consumption:*

Q1: DO YOU CONSUME JUICES MADE FROM NATURAL FRUITS?

We conclude that the majority of the respondents consume natural juices based on fruits with 99% and 1% they don't consume it.

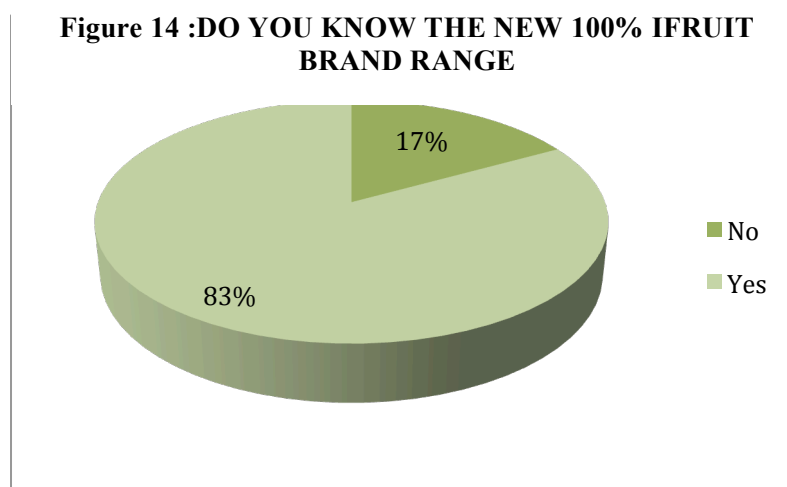


Source: Made by the researcher from SPSS outputs

### *Range recongintion*

Q2: DO YOU KNOW THE NEW 100% IFRUIT BRAND RANGE?

We conclude that the majority of the respondents know the new 100% IFRUIT brand range with 83% and 17% they don't know it.



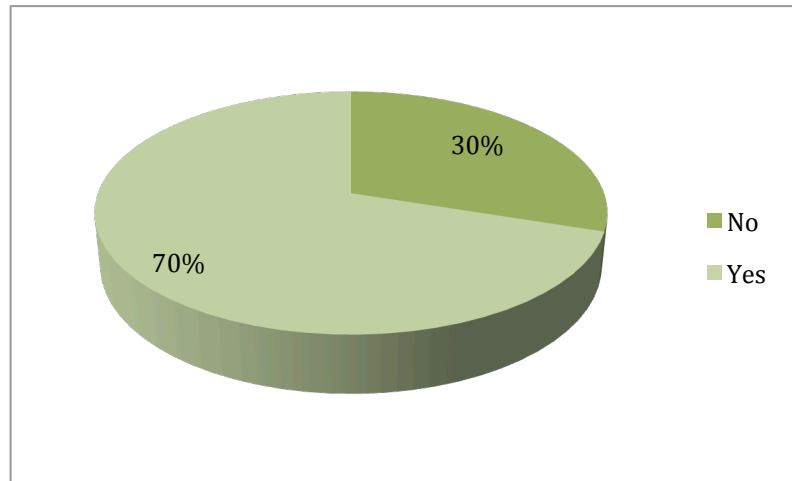
Source: Made by the researcher from SPSS outputs

***Purchasing habit***

Q3: DO YOU USUALLY BUY 100% IFRUIT BRAND JUICE?

We conclude that the majority of the respondents buy the 100% juices from the IFRUIT brand with 70% and 30% they don't buy it.

**Figure 15 DO YOU USUALLY BUY 100% IFRUIT BRAND JUICE?**



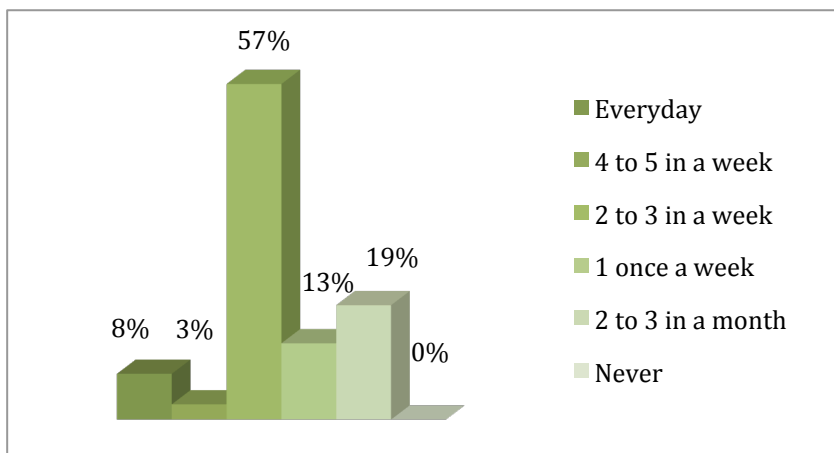
Source: Made by the researcher from SPSS outputs

***Consumption frequency***

Q4: HOW OFTEN DO YOU CONSUME FRUIT JUICES?

We conclude that 57% of our respondents consume natural fruits juices 2 to 3 times in a week, 19% of them drink it 2 to 3 times in a month, and 8% drink it everyday.

**Figure 16 HOW OFTEN DO YOU CONSUME FRUIT JUICES?**



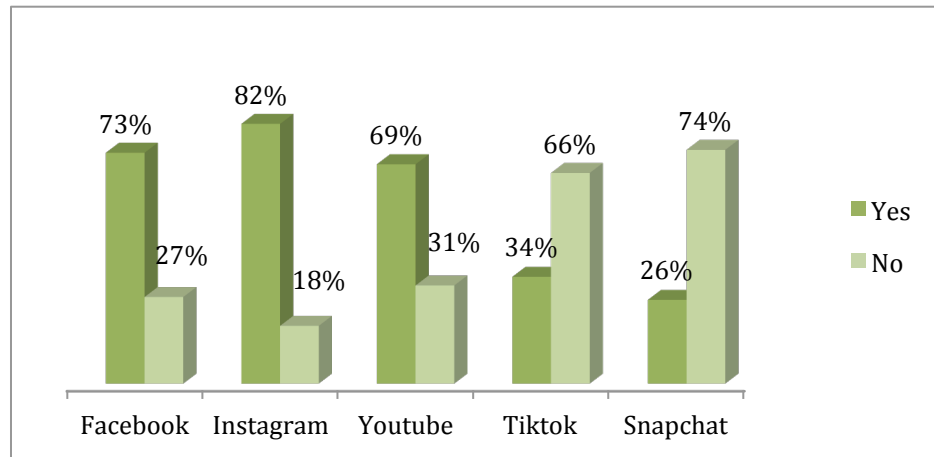
Source: Made by the researcher from SPSS outputs

### *Social Media users*

Q5: WHICH SOCIAL MEDIA PLATFORMS DO YOU USE THE MOST?

We conclude that 82% of our respondents use Instagram more than Facebook and Snapchat with approximately 10%. While, YouTube and TikTok are used with 69% and 66%.

**Figure 17 WHICH SOCIAL MEDIA PLATFORMS DO YOU USE THE MOST?**



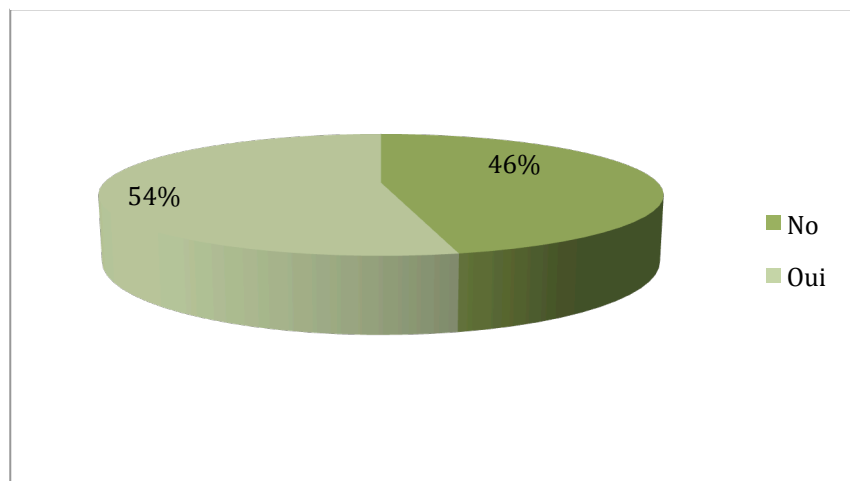
Source: Made by the researcher from SPSS outputs

### *Social media exposure*

Q6: HAVE YOU BEEN EXPOSED TO IFRUIT'S "100%" SOCIAL MEDIA AD CAMPAIGN?

In the result showed, we conclude that 54% from our respondents have been exposed to the 100% range of IFRUIT campaign in their social media, while a very important number they haven't seen it with 46%.

**Figure 18 HAVE YOU BEEN EXPOSED TO IFRUIT'S "100%" SOCIAL MEDIA AD CAMPAIGN ?**



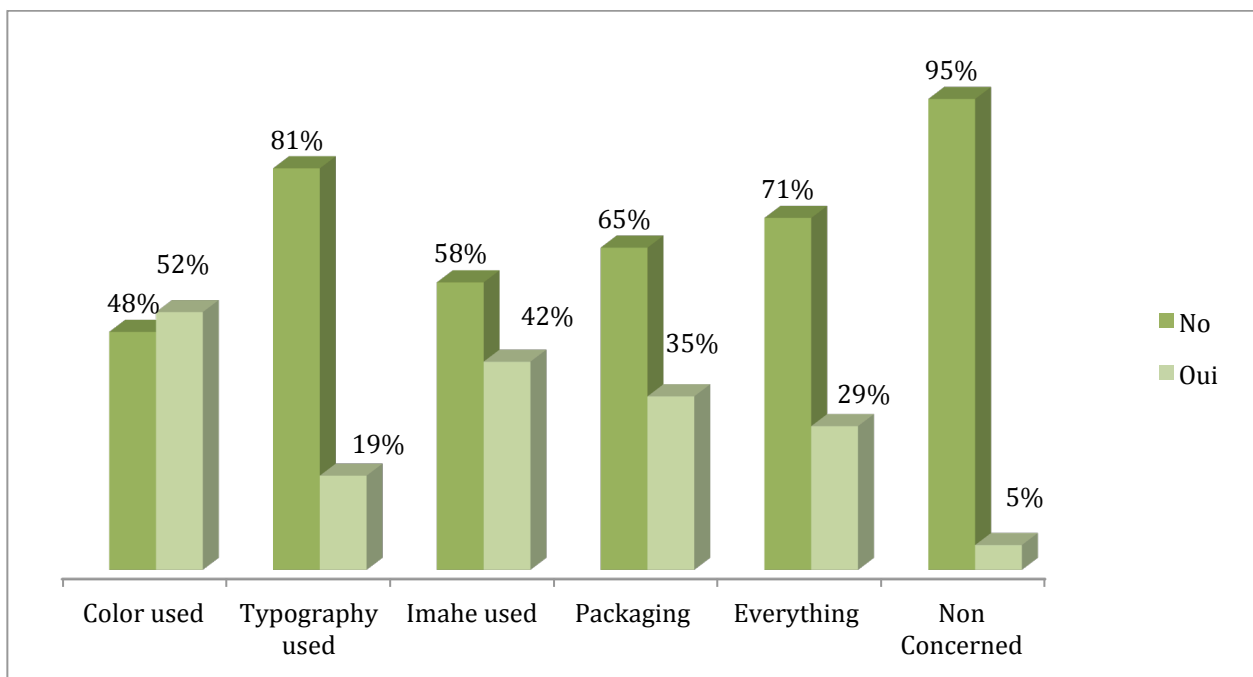
Source: Made by the researcher from SPSS outputs

## Campaging modalities

### Q7: WHAT ATTRACTED YOU THE MOST IN ADVERTISING COMMUNICATED VIA SOCIAL NETWORKS?

The results show that the main factor that attract the respondents when they saw the campaign is the colors used with 52% and it follows it the image used with 42%. While 29% they found that everything was attractive ( image, colors, typography and packaging). To onclude Packaging was one og the main factors that attracted their attention with 35%.

**Figure 19 WHAT ATTRACTED YOU THE MOST IN ADVERTISING COMMUNICATED VIA SOCIAL NETWORKS?**



Source: Made by the researcher from SPSS outputs

### ***Purchase intention:***

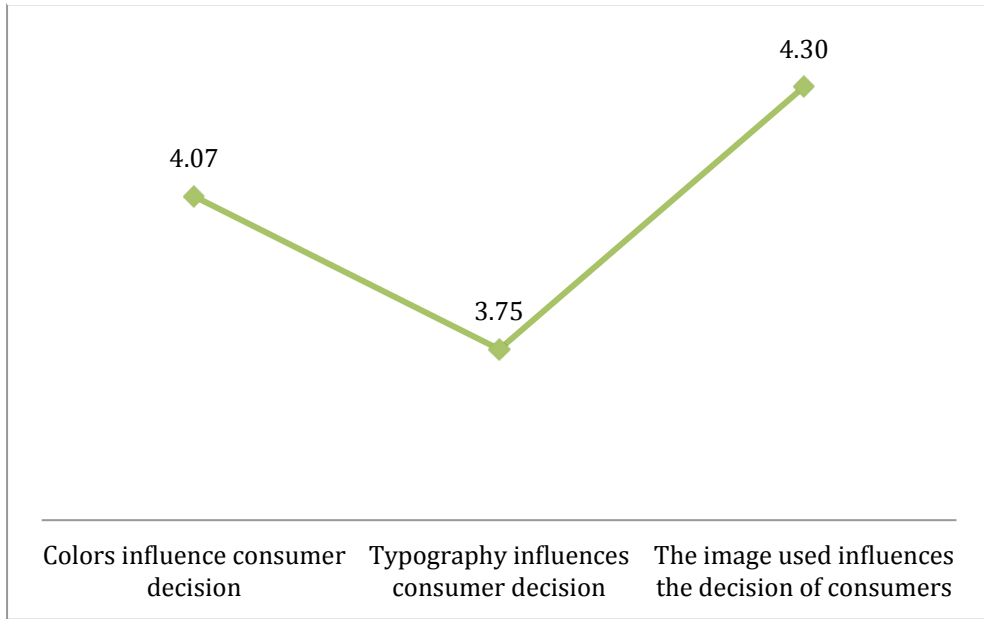
Q7: How much do you find that the colors used influence consumers' purchase intention?

Q8: How much do you find that the typography used influences the purchase intention of consumers?

Q9: How much do you find that the visual image used influences the purchase intention of consumers?

The results show that the main factor that influences consumers' purchase intention in the image with a mean of 4.30 than colors with the mean of 4.07 and at the end their is typography with a mean of 3.75.

**Figure 20 Purchase intention**



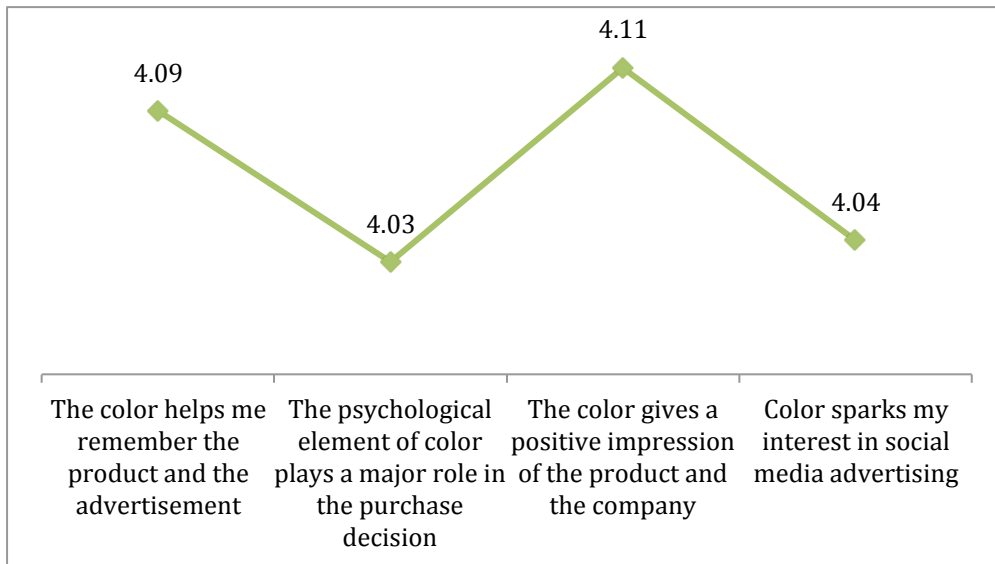
Source: Made by the researcher from SPSS outputs

**Colors:**

Q10: THE COLORS USED ON THE SOCIAL MEDIA POSTER IN THE NEW 100% RANGE

The results show that colors give a positive impression about the product and the company with a mean of 4.11 and than the rest are between 4.09 and 4.03

**Figure 21 Colors**



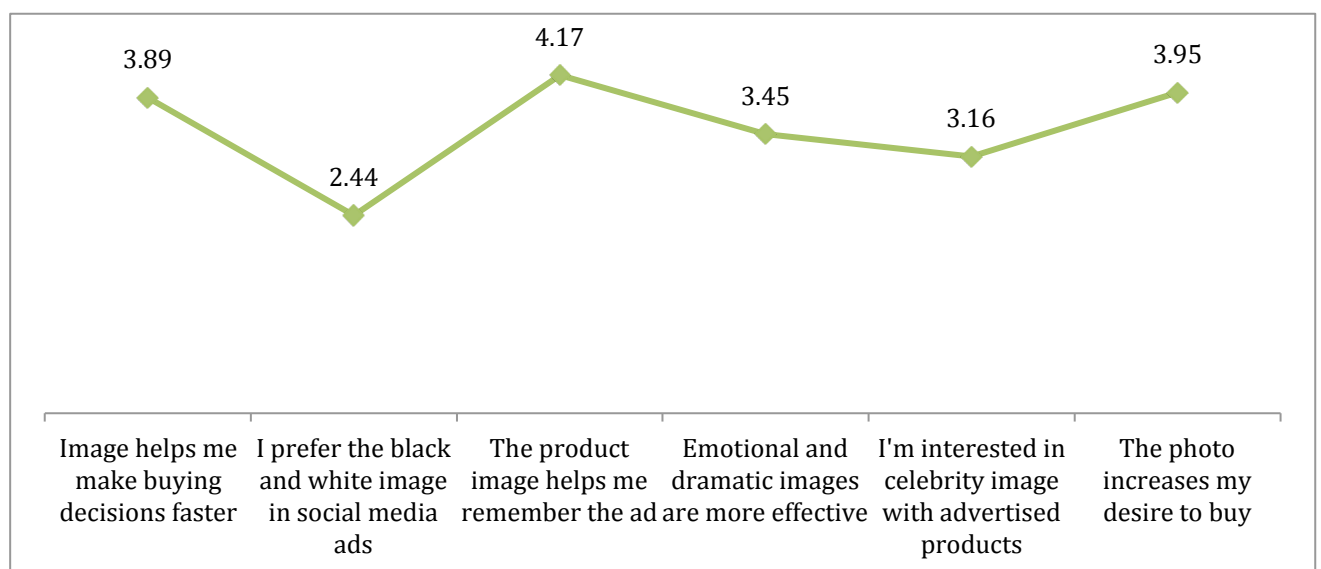
Source: Made by the researcher from SPSS outputs

### **Images:**

Q11: THE IMAGES USED ON THE SOCIAL MEDIA POSTER IN THE NEW 100% RANGE

We conclude that the product image helps consumer to memorize the ads with a mean of 4.17 and the other results are fluctuating between a mean of 3.95 to 3.16. Then, we have black and white image that had the lowest mean of 2.44.

**Figure 22 Image**

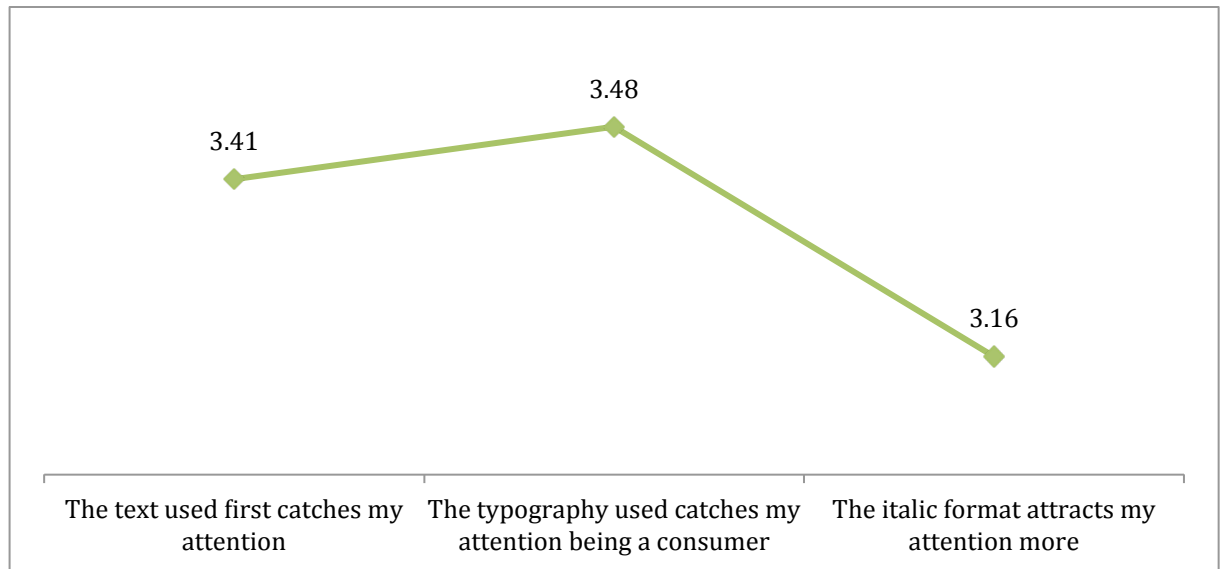


Source: Made by the researcher from SPSS outputs

### **Typography:**

Q12: THE TYPOGRAPHY USED ON THE SOCIAL MEDIA POSTER IN THE NEW 100% RANGE

In the result showed, we conclude that the typography used attract customers attention with a mean of 3.48 and the text attract their attention first with a mean of 3.41 and the italic form with a mean of 3.16

**Figure 23 Typography**

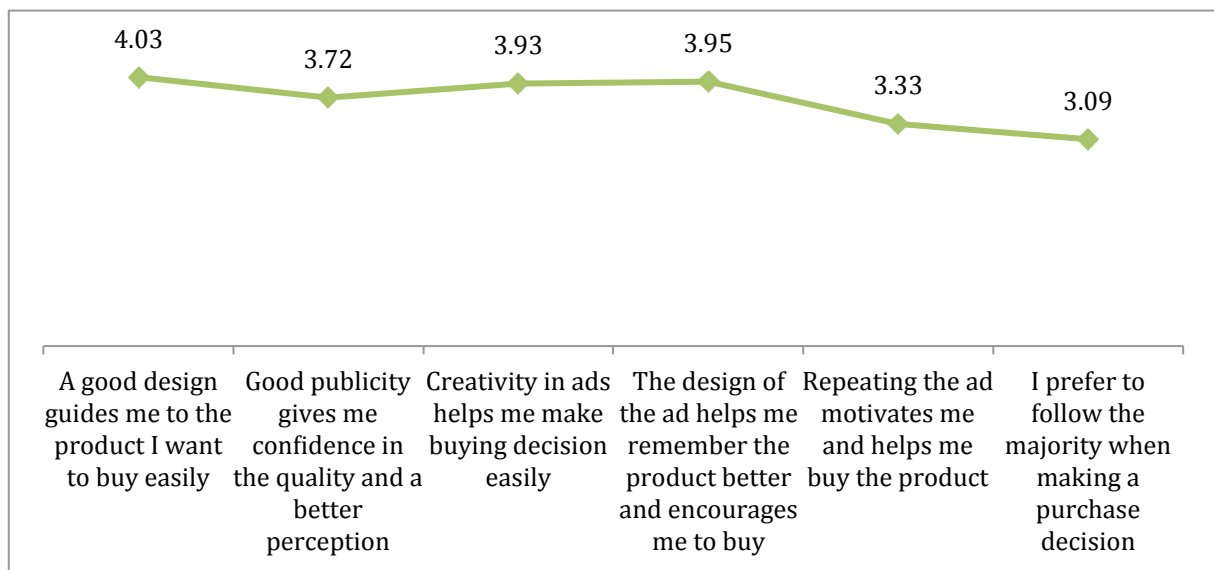
Source: Made by the researcher from SPSS outputs

### *Full ad design:*

Q13: THE PERCEPTION OF CONSUMER ATTITUDES TOWARDS THE PURCHASE DECISION IN THE NEW RANGE 100%

The results show that the main factor that a good advertising conception guide consumers toward the product that he wants to buy with a mean of 4.03 and it helps him to remember the product that he wants to purchase with a mean of 3.95.

**Figure 24 THE PERCEPTION OF CONSUMER ATTITUDES TOWARDS THE PURCHASE DECISION IN THE NEW RANGE 100%**



### **1.3 Preliminary analyzes of data suitability for multivariate analysis**

Before analyzing the data collected from our sample, it is important to check the suitability of these data for multivariate analysis. This verification consists of studying: missing values, extreme or outlying values, data normality and the absence of multicollinearity (Kline, 2010).

#### *Missing values*

Missing values should be treated before any analysis according to different methods. In this research, we collected complete questionnaires. This became possible thanks to the mode of administration (online administration) which required respondents to completely complete the questionnaires.

### ***The normality of the data and the absence of multicollinearity***

To assess the normality of the data, we first used the powerful Kolmogorov-Smirnov and Shapiro-Wilk tests. The results obtained reject the hypothesis of normality of data (appendix 3).

However, as such a situation is frequent in marketing, we checked whether our data follow a distribution close to normality (quasi-normality) by inspecting the coefficients of asymmetry (skewness) and flattening (kurtosis) which must vary respectively between [-1;+1] and [-1.5;+1.5]. The results show satisfactory univariate quasi-normality of the data (Appendix 3).

The absence of multicollinearity is assessed based on the VIF (Variance Inflation Factor) and on tolerance. The results do not indicate a collinearity problem between the variables, since the VIF values are less than 10 and those of the tolerance are less than 0.3 or are close (appendix 3).

These various preliminary results allow us to move on to the following analyses.

### ***Principal component analysis***

We have used PCRs in order to verify the validity and reliability of the quality of our measurements scales. We determined thresholds recommended in the literature. We only accepted correlations greater than 0.5

### ***Brand perception***

Total variance explained						
Component	Initial eigenvalues			Sums extracted from the square of the loadings		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	3,619	72,384	72,384	3,619	72,384	72,384
2	,609	12,176	84,559			
3	,318	6,367	90,926			
4	,292	5,836	96,763			
5	,162	3,237	100,000			
Extraction method: Principal component analysis.						

**Table 1 Brand perception**

Source: Made by the researcher from SPSS outputs

A principal component analysis performed on the brand trust items allowed us to confirm the unidimensionality of this scale established by Gurviez and Korchia (2002). This unidimensionality was represented by a single axis which summarized 72.384% of the initial information. The results obtained are presented in the following table:

By carrying out the principal component analysis of this variable made up of five items, we note that the total explained variance allows the maintenance of a single component where the eigenvalue is greater than 1. We also note, from the matrix of the components, that all the items are moderately correlated with each other, the strongest correlation is observed between the item “Related to fruits” and the item “Communicating” (0.833).

**Table 2 Indice KMO et test de Bartlett**

<b>KMO index and Bartlett test</b>		
Kaiser-Meyer-Olkin index for measuring sampling quality.		,833
Bartlett's sphericity test	Chi-square approx.	362,872
	ddl	10
	Signification	,000

Source: Made by the researcher from SPSS outputs

The KMO index is equal to 0.833 so we can say that all the items retained are very coherent. So the correlations between the variables are good. The Bartlett test tests the null hypothesis that all correlations are zero.

In addition, the component matrix indicates that all the items have a good structural coefficient, so we continue the analysis and we keep all the items for the rest of the analysis.

<b>Table 3 Component Matrix</b>	
	Component
	1
Communicating	,875
Outstanding	,873
Related to fruit	,866
Healthy	,826
Young	,811
Extraction method: Principal component analysis.	
a. 1 components extracted.	

Source: Made by the researcher from SPSS outputs

The reliability test, the homogeneity of this scale is satisfactory, because our Cronbach's alpha is 0.939. (The threshold for Cronbach's alpha is 0.7). So we continue the analysis. (APPENDIX C)

### *Purchase Intention*

A principal component analysis performed on the brand trust items allowed us to confirm the unidimensionality of this scale established by Gurviez and Korchia (2002). This unidimensionality was represented by a single axis which summarized 64,169 % of the initial information. The results obtained are presented in the following table:

**Table 4 Variance totale expliquée**

Total variance explained						
Component	Initial eigenvalues			Sums extracted from the square of the loadings		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	3,850	64,169	64,169	3,850	64,169	64,169
2	,896	14,932	79,102			
3	,451	7,511	86,613			
4	,364	6,075	92,688			
5	,247	4,116	96,804			
6	,192	3,196	100,000			

Extraction method: Principal component analysis.

Source: Made by the researcher from SPSS outputs

By carrying out the principal component analysis of this variable made up of five items, we note that the total explained variance allows the maintenance of a single component where the eigenvalue is greater than 1. We also note, from the matrix of the components, that all the items are moderately correlated with each other, the strongest correlation is observed between the item “ Creativity in ads helps me make buying decision easily” and the item “ The design of the ad helps me remember the product better and encourages me to buy” (0.780).

**Table 5 Indice KMO et test de Bartlett**

<b>KMO index and Bartlett test</b>		
Kaiser-Meyer-Olkin index for measuring sampling quality.		,854
Bartlett's sphericity test	Chi-square approx.	384,112
	ddl	15
	Signification	,000

Source: Made by the researcher from SPSS outputs

The KMO index is equal to 0.854 so we can say that all the items retained are very coherent. So the correlations between the variables are good. The Bartlett test tests the null hypothesis that all correlations are zero.

In addition, the component matrix indicates that all the items have a good structural coefficient, so we continue the analysis and we keep all the items for the rest of the analysis

	Component
	1
Good advertising gives me more confidence in the quality of the product and a better perception when buying products	,891
The design of the ad helps me remember the product better and encourages me to buy	,872
Creativity in the an0ces helps me make the purchase decision easily	,864
Good social media advertising design guides me to the product I want to buy easily	,778
Repeating the ad motivates me and helps me buy the product	,763
I prefer to follow the majority when making a purchase decision	,603
Extraction method: Principal component analysis.	
a. 1 components extracted.	

Source: Made by the researcher from SPSS outputs

The reliability test, the homogeneity of this scale is satisfactory, because our Cronbach's alpha is 0.939. (The threshold for Cronbach's alpha is 0.7). So we continue the analysis. (APPENDIX C)

### **Color**

A principal component analysis performed on the brand trust items allowed us to confirm the unidimensionality of this scale established by Gurviez and Korchia (2002). This unidimensionality was represented by a single axis which summarized 72.698% of the initial information. The results obtained are presented in the following table

Component	Initial eigenvalues			Sums extracted from the square of the loadings		
	Total	% of variance	% cumulé	Total	% of variance	% cumulé
1	2,908	72,698	72,698	2,908	72,698	72,698
2	,554	13,843	86,542			
3	,343	8,567	95,109			
4	,196	4,891	100,000			
Extraction method: Principal component analysis.						

Source: Made by the researcher from SPSS outputs

By carrying out the principal component analysis of this variable made up of five items, we note that the total explained variance allows the maintenance of a single component where the eigenvalue is greater than 1. We also note, from the matrix of the components, that all the items are moderately correlated with each other, the strongest correlation is observed between the item “ The color helps me remember the product and the advertisement” and the item “ The psychological element of color plays a major role in the purchase decision” (0.706).

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		,729
Bartlett's sphericity test	Chi-square approx.	237,816
	ddl	6
	Signification	,000

Source: Made by the researcher from SPSS outputs

The KMO index is equal to 0.729 so we can say that all the items retained are very coherent. So the correlations between the variables are good. The Bartlett test tests the null hypothesis that all correlations are zero.

In addition, the component matrix indicates that all the items have a good structural coefficient, so we continue the analysis and we keep all the items for the rest of the analysis.

**Table 7 Matrice des composantesa**

Components Matrix <sup>a</sup>	
	Composante
	1
The color gives a positive impression of the product and the company	,865
Color sparks my interest in social media advertising	,858
The psychological element of color plays a major role in the purchase decision	,845
The color helps me remember the product and the advertisement	,842
Extraction method: Principal component analysis.	
a. 1 components extracted.	

Source: Made by the researcher from SPSS outputs

The reliability test, the homogeneity of this scale is satisfactory, because our Cronbach's alpha is 0.939. (The threshold for Cronbach's alpha is 0.7). So we continue the analysis. (APPENDIX C)

### *Image*

A principal component analysis performed on the brand trust items allowed us to confirm the unidimensionality of this scale established by Gurviez and Korchia (2002). This unidimensionality was represented by a single axis which summarized 55.231 % of the initial information. The results obtained are presented in the following table:

Total variance explained						
Component	Initial eigenvalues			Sums extracted from the square of the loadings		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	3,314	55,231	55,231	3,314	55,231	55,231
2	,967	16,110	71,341			
3	,562	9,370	80,711			
4	,488	8,141	88,853			
5	,367	6,121	94,974			
6	,302	5,026	100,000			

Extraction method: Principal component analysis.

Source: Made by the researcher from SPSS outputs

By carrying out the principal component analysis of this variable made up of five items, we note that the total explained variance allows the maintenance of a single component where the eigenvalue is greater than 1. We also note, from the matrix of the components, that all the items are moderately correlated with each other, the strongest correlation is observed between the item “ The product image helps me remember the ad” and the item “ Image helps me make buying decisions faster” (0.578).

#### KMO index and Bartlett test

Kaiser-Meyer-Olkin index for measuring sampling quality.		,797
Bartlett's sphericity test	Chi-square approx.	247,220
	ddl	15
	Signification	,000

Source: Made by the researcher from SPSS outputs

The KMO index is equal to 0.797 so we can say that all the items retained are very coherent. So the correlations between the variables are good. The Bartlett test tests the null hypothesis that all correlations are zero.

In addition, the component matrix indicates that all the items have a good structural coefficient, so we continue the analysis and we keep all the items for the rest of the analysis.

**Table 8 Matrice des composantesa**

Components Matrix	
	Component
	1
The photo increases my desire to buy	,785
I'm interested in celebrity image with advertised products	,782
Emotional and dramatic images are more effective	,766

Image helps me make buying decisions faster	,734
The product image helps me remember the ad	,711
I prefer the black and white image in social media ads	,676
Extraction method: Principal component analysis.	
a. 1 extracted components.	

Source: Made by the researcher from SPSS outputs

The reliability test, the homogeneity of this scale is satisfactory, because our Cronbach's alpha is 0.939. (The threshold for Cronbach's alpha is 0.7). So we continue the analysis. (APPENDIX C)

### **Typography**

A principal component analysis performed on the brand trust items allowed us to confirm the unidimensionality of this scale established by Gurviez and Korchia (2002). This unidimensionality was represented by a single axis which summarized 73.274 % of the initial information. The results obtained are presented in the following table:

Total variance explained						
Component	Initial eigenvalues			Sums extracted from the square of the loadings		
	Total	% of variance	Total	% of variance	Total	% of variance
1	2,198	73,274	73,274	2,198	73,274	73,274
2	,464	15,459	88,733			
3	,338	11,267	100,000			
Extraction method: Principal component analysis.						

Source: Made by the researcher from SPSS outputs

By carrying out the principal component analysis of this variable made up of five items, we note that the total explained variance allows the Bartlett's sphericity test maintenance of a single component where the eigenvalue is greater than 1. We also note, from the matrix of the components, that all the items are moderately correlated with each other, the strongest correlation is observed between the item “ The typography used attracts my being a consumer” and the item “ The text used first catches my attention” (0.656).

**Table 9 Indice KMO et test de Bartlett**

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		,708
Test de sphéricité de Bartlett	Chi-square approx.	114,174
	ddl	3
	Signification	,000

Source: Made by the researcher from SPSS outputs

The KMO index is equal to 0.708 so we can say that all the items retained are very coherent. So the correlations between the variables are good. The Bartlett test tests the null hypothesis that all correlations are zero.

In addition, the component matrix indicates that all the items have a good structural coefficient, so we continue the analysis and we keep all the items for the rest of the analysis.

Table 10 Component Matrix	
	Component
	1
The typography used catches my attention being a consumer	,880
The text used first catches my attention	,860
The italic format attracts my attention more	,827
Extraction method: Principal component analysis.	
a. 1 extracted components.	

Source: Made by the researcher from SPSS outputs

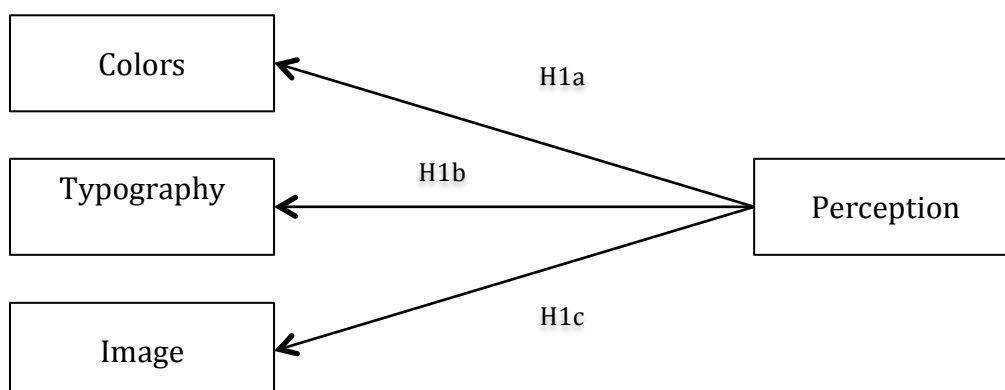
The reliability test, the homogeneity of this scale is satisfactory, because our Cronbach's alpha is 0.939. (The threshold for Cronbach's alpha is 0.7). So we continue the analysis. (APPENDIX C)

### ***Multiple regression***

The multiple regression analysis will be applied on the next theoretical model

### **Hypothesis test**

We have tested the first part of our research hypothesis by performing multiple regression analyses. The nature of the variables of the theoretical model allows us to perform these analyses. The threshold recommended in the literature for this type of analysis is the ANOVA significance level, which must be less than 0.05 and R<sup>2</sup> adjusted, which explains the validity of the model, and must exceed 10%.



**Figure 25 Test of color, image, and typography used via social media on consumer's perception**

Source: Made by the researcher

A multiple regression analysis will be proceed between different variables: independent and dependent.

Coefficients <sup>a</sup>								
Model		Non-standardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
		B	Standard Error	Bêta			Tolerance	VIF
1	(Constant)	,957	,338		2,832	,006		
	Typography	-,037	,078	-,039	-,477	,635	,758	1,320
	color	,602	,112	,553	5,362	,000	,489	2,044
	Image	,179	,096	,182	1,862	,065	,543	1,843

a. Dependent variable: perception

Source: Made by the researcher from SPSS outputs

**Table 11 Récapitulatif des modèles<sup>b</sup>**

Summary of Models <sup>b</sup>										
Model	R	R-square	R-square Adjusted	Standard error of the estimate	Modifier les statistiques					Durbin-Watson
					R-square variation	F Variation	ddl1	ddl2	Sig. Variation de F	
1	,670 <sup>a</sup>	,449	,433	,656	,449	28,793	3	106	,000	1,739

a. Predictors: (Constant), Image, Typography, color

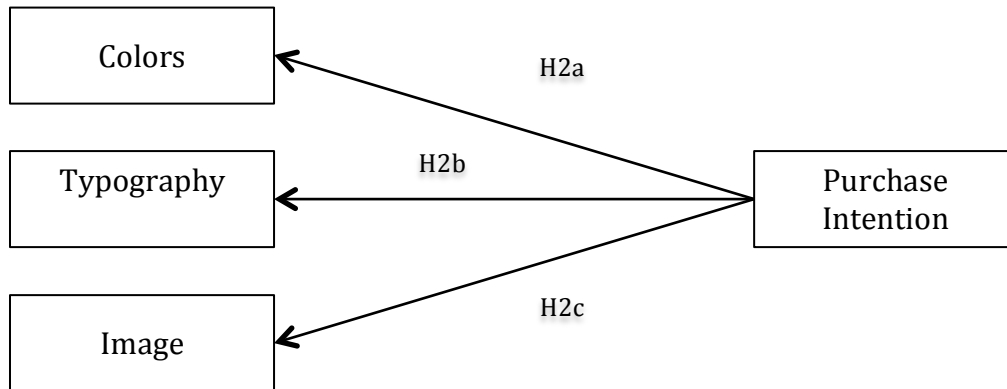
b. Dependent variable: perception

Source: Made by the researcher from SPSS outputs

A non significant effect between typography and perception, that means that it doesn't influence each other positively (beta= - 0;039 ; sig = 0;635). However, there is an effect between the two variables color and perception (beta= 0;553 ; sig = 0;000). In addition, we consider that image has an effect on consumer perception even with a ( beta= 0,128, sig= 0,06).

**H1a: Refused; H1b: Accepted; H1c: Accepted**

**Figure 26 Test of the effect of color, image, and typography used via social media on consumer's buying intention**



Source: Made by the researcher

A multiple regression analysis will be proceed between different variables: independent and dependent.

**Table 12 Coefficients**

Coefficients <sup>a</sup>								
Model		Non-standardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
		B	Standard Error	Bêta			B	Standard Error
		1	(Constant)	,492			,299	
	color	,154	,099	,140	1,553	,124	,489	2,044
	Image	,526	,085	,532	6,187	,000	,543	1,843
	Typography	,212	,069	,223	3,074	,003	,758	1,320

a. Variable dépendante : Intentiondachat

Source: Made by the researcher from SPSS outputs

Table 13 Récapitulatif des modèles					
Model	R	R-square	R-square adjusted	Erreur standard de l'estimation	Durbin-Watson
1	,759 <sup>a</sup>	,575	,563	,57970	1,698
a. Prédicteurs : (Constante), Typographie, Image, couleur					
b. Variable dépendante : Intentiondachat					

Source: Made by the researcher from SPSS outputs

A non significant effect between colors and purchase intention, that means that it doesn't influence each other positively (beta= - 0,140 ; sig = 0,124). However, there is an effect between the two variables image and purchase intention (beta= 0,532 ; sig = 0,000). In addition, we figured out that typography has an effect on consumer purchase intention with a (beta= 0,223, sig= 0,03).

**H2a: Refused; H2b: Accepted; H2c: Accepted**

***Test the familiarity effect of color, image, typography on consumer's perception***

We will proceed to the analysis of the multiple regression between the dependent variable the perception then the purchase intention variable and the independent variables color, typography, and image with the moderating effect of objective familiarity (customers vs non-customers)

A multiple regression analysis will be proceed between different variables: independent and dependent.

Mode l	R	R- square	R-square Adjusted	Standard error of the estimate	Modifier les statistiques					Model
					R-square variation	Variation de F	ddl1	ddl2	Sig. Variation de F	
1	,643 <sup>a</sup>	,414	,390	,635	,414	17,185	3	73	,000	2,122
a. Prédicteurs : (Constante), Typographie, Image, couleur										
b. Variable dépendante : perception										

Source: Made by the researcher from SPSS outputs  
( Clients)

**Table 15 Coefficients**

Model		Non-standardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
		B	Standard Error	Bêta			B	Standard Error
1	(Constante)	1,098	,446		2,461	,016		
	couleur	,602	,129	,547	4,655	,000	,582	1,719
	Image	,145	,102	,159	1,418	,161	,641	1,560
	Typographie	-,029	,089	-,031	-,325	,746	,857	1,167
a. Variable dépendante : perception								

Source: Made by the researcher from SPSS outputs  
( Clients)

Modèle	R	R-square	R-square Adjusted	Standard error of the estimate	Modifie the statistiques					Model
					R-square variation	Variation de F	ddl1	ddl2	Sig. Variation de F	
1	,647 <sup>a</sup>	,419	,359	,733	,419	6,966	3	29	,001	1,388
a. Prédicteurs : (Constante), Typographie, couleur, Image										
b. Variable dépendante : perception										

Source: Made by the researcher from SPSS outputs  
( Non Clients)

Modèle		Non-standardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
		B	Standard Error	Bêta			B	Standard Error
1	(Constante)	,910	,595		1,530	,137		
	couleur	,528	,246	,496	2,147	,040	,376	2,662
	Image	,294	,300	,249	,979	,336	,309	3,235
	Typographie	-,080	,189	-,089	-,424	,675	,452	2,212
a. Variable dépendante : perception								

Source: Made by the researcher from SPSS outputs  
( Non Clients)

Regarding the moderating role of objective familiarity with perception, the results show that customers (vs. non-customers) have a positive effect between perception and color (beta= 0.547, sig= 0.000) compared with non-clients (beta= 0;496, sig= 0;040) which is also interpreted as a positive effect. Moreover, the results show that the effect is not significant between the variable perception and image in the category of customers (beta= 0;159, sig= 0.161) as well as with non-customers (beta=0;249, sig= 0 ;336). Furthermore, the results show that the effect is not significant between the perception and typography variation (beta= - 0; 031, sig= 0;746) as well as with non-customers ( beta= -0;089, sig= 0.675).

### ***Test the familiarity effect of color, image, typography on consumer's purchase intention***

We will proceed to the analysis of the multiple regression between the dependent variable the purchase intention then the purchase intention variable and the independent variables color, typography, and image with the moderating effect of objective familiarity (customers vs non-customers)

A multiple regression analysis will be proceed between different variables: independent and dependent.

<b>Récapitulatif des modèles<sup>b</sup></b>										
Modèle	R	R-square	R-square Adjusted	Standard error of the estimate	Modifier the statistiques					Modèle
					R-square variation	Variation de F	ddl1	ddl2	Sig. Variation de F	
1	,750 <sup>a</sup>	,563	,545	,50749	,563	31,302	3	73	,000	1,801
a. Prédicteurs : (Constante), Typographie, Image, couleur										
b. Variable dépendante : intentiondachat										

Source: Made by the researcher from SPSS outputs (Clients)

<b>Coefficients<sup>a</sup></b>								
Modèle		Non-standardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
		B	Standard Error	Bêta			B	Standard Error
1	(Constante)	,989	,357		2,772	,007		
	couleur	,111	,103	,110	1,079	,284	,582	1,719
	Image	,509	,082	,602	6,227	,000	,641	1,560
	Typographie	,166	,071	,195	2,334	,022	,857	1,167
a. Variable dépendante : intentiondachat								

Source: Made by the researcher from SPSS outputs (Clients)

<b>Récapitulatif des modèles<sup>b</sup></b>										
Modèle	R	R-square	R-square Adjusted	Standard error of the estimate	Modifier les statistiques					Modèle
					R-square variation	Variation de F	ddl1	ddl2	Sig. Variation de F	
1	,738 <sup>a</sup>	,545	,498	,67188	,545	11,583	3	29	,000	1,578
a.Predictors: (Constant), Typography, Color, Image										
b. Dependent variable: purchase intention										

Source: Made by the researcher from SPSS outputs (Non Clients)

Coefficients <sup>a</sup>								
Model		Non-standardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
		B	Standard Error	Bêta			B	Standard Error
1	(Constant)	,393	,546		,720	,478		
	color	,168	,226	,152	,743	,463	,376	2,662
	Image	,253	,276	,207	,919	,365	,309	3,235
	Typography	,420	,173	,452	2,426	,022	,452	2,212

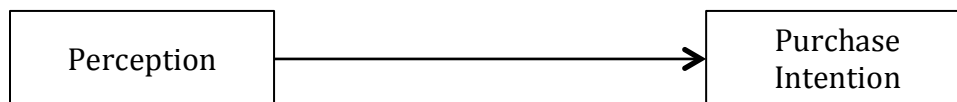
a. Variable dépendante : intentiondachat

Source: Made by the researcher from SPSS outputs  
(Non Clients)

Regarding the moderating role of objective familiarity with perception, the results show that customers (vs. non-customers) have a negative effect between purchase intention and color (beta= 0.110, sig= 0.287) as well as with non-clients (beta= 0;226, sig= 0;463) which is also interpreted as a negative effect. Moreover, the results show that the effect is significant between the variable purchase intention and image in the category of customers (beta= 0;602, sig= 0.000) compared to non-customers it has non significant effect (beta=0;207, sig= 0 ;365). Furthermore, the results show that the effect is significant between the purchase intention and typography (beta= - 0; 195, sig= 0;022) as well as with non-customers ( beta= - 0;452, sig= 0.022).

### *Test of the effect of consumer's perception on consumer's buying intention*

Figure 27 Test of the effect of consumer's perception on consumer's buying intention



Source: Made by the researcher

A simple regression analysis will be proceed between two variables: independent and dependent.

Coefficients <sup>a</sup>								
Modèle		Non-standardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
		B	Standard Error	Bêta			B	Standard Error
1	(Constante)	1,667	,407		4,096	,000		
	Purchase Intention	,615	,103	,569	5,988	,000	1,000	1,000

a. Dependent variable: perception

Source: Made by the researcher from SPSS outputs

<b>Récapitulatif des modèles<sup>b</sup></b>					
Model	R	R-square	R-square adjusted	Standard error of the estimate	Durbin-Watson
1	,569 <sup>a</sup>	,323	,314	,673	1,899
a. Predictors: (Constant), Purchase intention					
b. Dependent variable: perception					

Source: Made by the researcher from SPSS outputs

According to the results, perception affect positively the purchase intention of consumers, (beta= 0;569, sig= 0;000).

**Summary of hypothesis testing:**

		Hypothesis	Confirmation	
<b>H1</b>	H1a	Color positively impacts consumer's perception	No	Non Valid
	H1b	Typography positively impacts consumer's perception	Yes	Valid
	H1c	Image positively impacts consumer's perception	Yes	Valid
<b>H2</b>	H2a	Image impacts positively consumer purchase intention	No	Non Valid
	H2b	Color impacts positively consumer purchase intention	Yes	Valid
	H2c	Typography impacts positively consumer purchase intention	Yes	Valid
<b>H3.1</b>	H3.1.a	For client color positively impacts consumer's perception	Yes	Valid
	H3.1.b	For client typography positively impacts consumer's perception	No	Non Valid
	H3.1.a	For client image positively impacts consumer's perception	No	Non Valid
<b>H3.2</b>	H3.2.a	For non client image impacts positively consumer's perception	Yes	Valid
	H3.2.b	For non client color impacts positively consumer's perception	No	Non Valid
	H3.2.a	For non client typography impacts positively consumer's perception	No	Non Valid
<b>H4.1</b>	H3.1.a	For client color positively impacts consumer purchase intention	No	Non Valid
	H3.1.b	For client typography positively impacts consumer purchase intention	Yes	Valid
	H3.1.a	For client image positively impacts consumer purchase intention	Yes	Valid
<b>H4.2</b>	H3.2.a	For non client image impacts positively consumer purchase intention	No	Non Valid
	H3.2.b	For non client color impacts positively consumer purchase intention	Yes	Valid
	H3.2.a	For non client typography impacts positively consumer purchase intention	No	Non Valid

**Table 17 Summary of hypothesis testing**

Source: Developed by ourselves  
 TABLE: Summary of assumptions

## Discussion

The results analysis of our research permits us to make some observations regarding the impact of visual design elements: colors; images; and typography used via social media on consumer's perception and consumer purchase intention.

According to the quantitative results gathered via the online survey, consumer's perception is positively impacted by the design elements typography and image, which allow us to note that using a clear and attractive typography and image can lead consumers to have a positive perception about the product 100% of the brand IFRUIT.

Unlike the results of the variable color that has a negative impact on consumer perception about the product 100% of the brand IFRUIT.

In addition, a positive impact is detected between the two variables colors and typography on consumer's purchase decision about the product 100% of the brand IFRUIT. However, a negative impact was shown between consumer's purchase intention and image about the product 100% of the brand IFRUIT.

# **CONCLUSION**

We conclude our work by reviewing its objectives, methods used to answer research questions, findings, and formulated recommendations. We also cover the limitations of the study and future aspects of the research.

The objective of this research was to measure the impact each of image, typography, and color on consumer's perception and consumer's purchase intention, we were led to deal with the case of IFRUIT " 100% fruit" one of the leader in its sector.

To do so, we adopted a mono method "quantitative approach" with respondents who have previously know the brand extension IFRUIT, our results allowed us to validate the next hypotheses:

- Color positively impacts consumer's perception.
- Typography positively impacts consumer's perception.
- Image positively impacts consumer's perception.
- Image impacts positively consumer purchase intention.
- Color impacts positively consumer purchase intention.
- Typography impacts positively consumer purchase intention.
- For client color positively impacts consumer's perception.
- For client typography positively impacts consumer's perception.
- For client image positively impacts consumer's perception.
- For non client image impacts positively consumer's perception.
- For non client color impacts positively consumer's perception.
- For non client typography impacts positively consumer's perception.
- For client color positively impacts consumer purchase intention.
- For client typography positively impacts consumer purchase intention.
- For client image positively impacts consumer purchase intention.
- For non client image impacts positively consumer purchase intention.
- For non client color impacts positively consumer purchase intention.
- For non client typography impacts positively consumer purchase intention.

Consumer's perception can be positive when an attractive visual design elements: typography and image are present in the design shared via social media. Moreover, consumer's purchase intention can be impacted positively when visual design elements: typography and color are present in the design shared via social media.

The factors mentioned are the more impactful variables on consumers perception and purchase intention.

## **Research limits**

- The size of the respondents is an important factor in the reliability of the analysis. However, being limited by time negatively impacts this process.
- Another limit; a qualitative study would have facilitated the analysis and would have given a reliable meaning to the research.
- The lack of articles in this theme has limited the diversity of the study.

In addition, we suggest that IFRUIT 100% reinforce its marketing strategy by focusing on Image and typography while making the design conception.

As with any study, our study faced many obstacles, mainly the short execution time and the lack of literature sources directly relevant to us research topic.

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# **APPENDIX A- FIGURES**

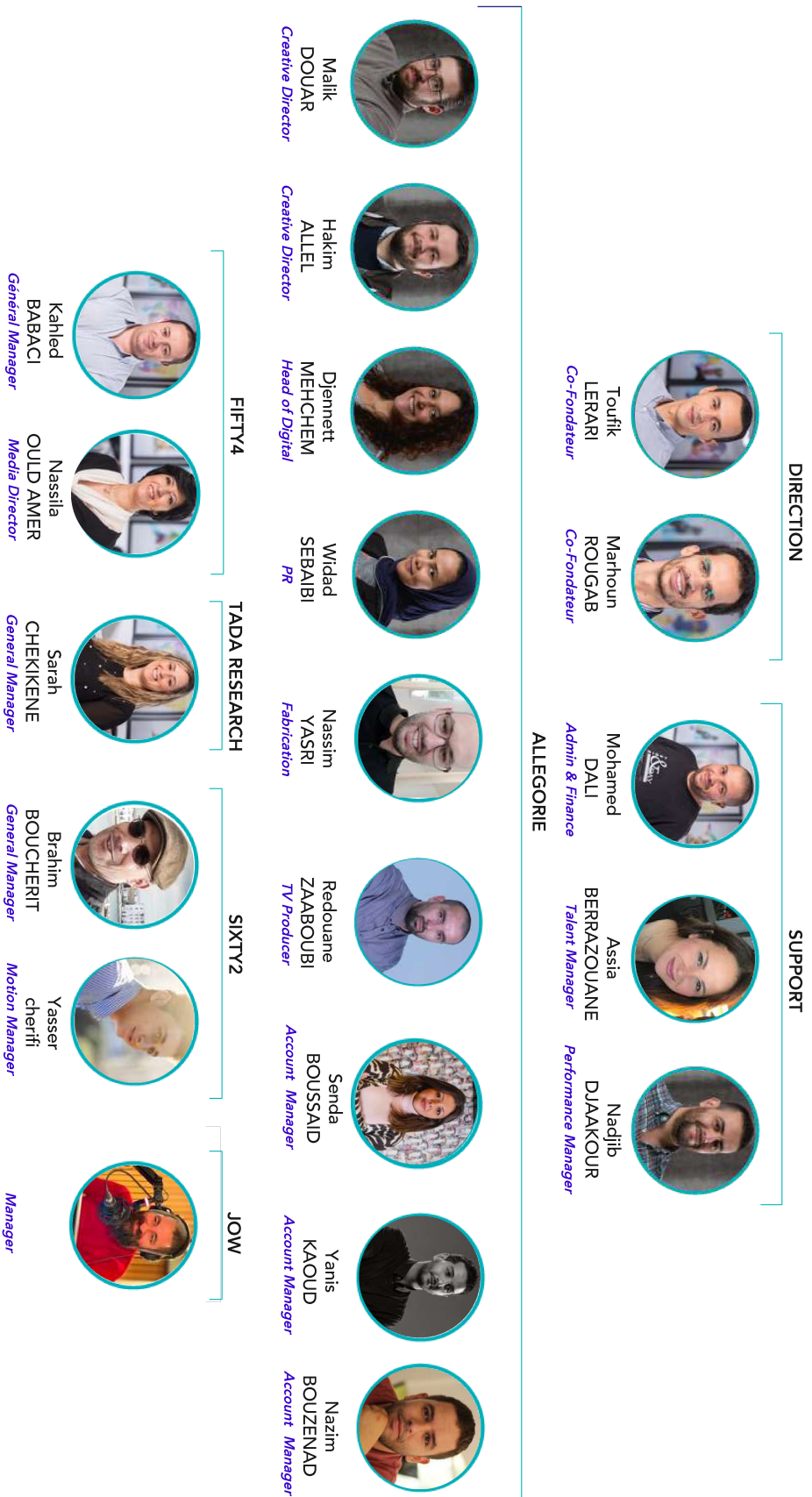


Figure 28 ALLEGORIE GROUP ORGANIGRAM

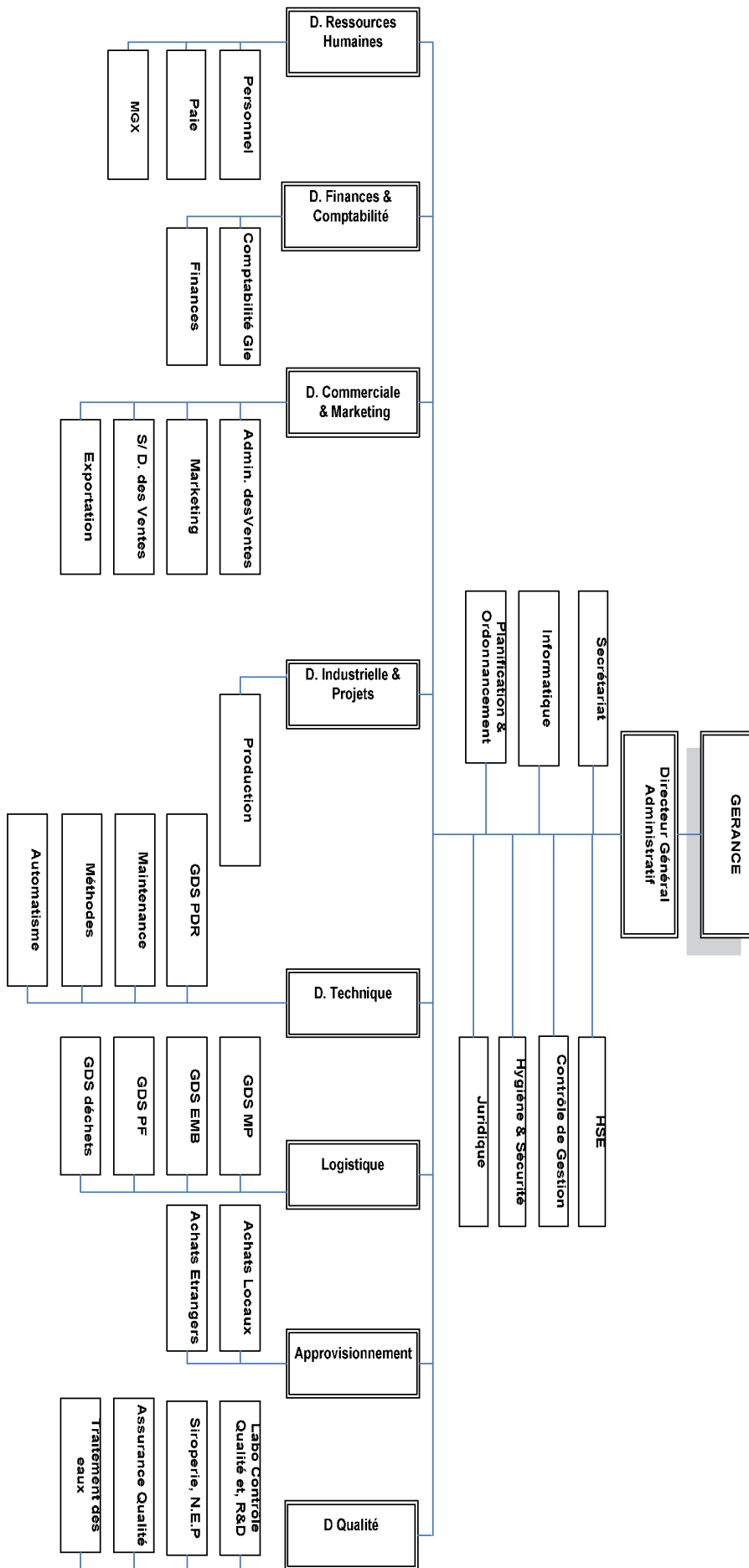


Figure 29 IFRI ORGANIGRAM



100% orange  
mandarine carotte



100% orange



100% pomme

•



100% raisin  
blanc citron



100% raisin

## **APPENDIX B- QUESTIONNAIRE**

## QUESTIONNAIRE

Bonjour, Je suis une étudiante en Master 2 à l'Ecole Nationale Supérieure de Management, dans le cadre d'un mémoire de fin d'étude, nous effectuons une enquête sur l'impact des éléments du visuel design via les réseaux sociaux sur la perception et l'intention d'achat du consommateurs, nous vous prions de bien vouloir nous accorder quelques minutes de votre temps pour répondre à ce questionnaire à usage académique tout en vous garantissant une totale confidentialité.

Merci d'avance pour votre contribution.

## FICHE SIGNALÉTIQUE

**1. Êtes-Vous?**

Homme

Femme

**2. Votre âge est entre**

Entre 18 – 25 ans

Entre 26 – 35 ans

Entre 36 – 45 ans

Entre 46 – 55 ans

56 ans et plus

**3. Quelle est votre situation familiale ?**

Célibataire

Marié (e) sans enfants

Marié(e) avec enfants

**4. Quel est votre classe socioprofessionnelle ?**

Étudiant(e)s

Commerçant(e)s

Employé(e)s

Cadres supérieurs

Retraité(e)s

Chômeurs

**5. Vous êtes de quelle région ?**

- Est
- Ouest
- Centre
- Sud

**ADMISSIBILITÉ****1. Consommez-vous des jus à base de fruits naturels ?**

- Oui
- Non

**2. Connaissez-vous des jus de la marque Ifruit ?**

- Oui
- Non

**3. Connaissez-vous la nouvelle gamme 100% de la marque Ifruit ?**

- Oui
- Non

**HABITUDE D'ACHAT****1. Avez-vous l'habitude d'acheter le jus 100% de la marque Ifruit ?**

- Oui
- Non

**2. A quelle fréquence consommez-vous les jus à base de fruits?**

- Tous les jours
- 4 à 5 fois par semaine
- 2 à 3 fois par semaine
- 1 fois par semaine
- 2 à 3 fois par mois
- Jamais

**3. A quelle fréquence avez-vous l'habitude d'acheter les jus à base de fruits?**

- Tous les jours
- 4 à 5 fois par semaine
- 2 à 3 fois par semaine
- 1 fois par semaine
- 2 à 3 fois par mois
- Jamais

## RÉSEAUX SOCIAUX

1. **Utilisez-vous les réseaux sociaux?**
  - Oui
  - Non
  
2. **Quels sont les réseaux sociaux que vous utilisez le plus?**
  - Facebook
  - Instagram
  - Youtube
  - Tiktok
  - Snapchat
  
3. **A quelle fréquence utilisez-vous les réseaux sociaux?**
  - Plusieurs fois par jour
  - Plusieurs fois par semaine
  - Plusieurs fois par mois
  - Une fois par semaine
  - Moins souvent

## PERCEPTION

1. **Avez-vous été exposé à la campagne publicitaire “100%” sur les réseaux sociaux de Ifruit?**
  - Oui
  - Non
  
2. **Qu’est ce qui vous a attiré le plus dans la publicité communiquée via les réseaux sociaux ?**
  - Les couleurs utilisées
  - La typographie utilisée
  - L’image utilisée
  - Le packaging réalisée
  - Tout
  - Autre:

## AFFICHE 01



## AFFICHE 02



## AFFICHE 03



## AFFICHE 04



## AFFICHE 05



## AFFICHE 06



3. Selon vous, sur une échelle de 1 (Pas du tout d'accord) à 5 (Tout à fait d'accord), à quel degré êtes-vous d'accord avec les affirmations suivantes concernant la nouvelle gamme 100% :

La gamme 100%	Pas du tout d'accord	Pas d'accord	Ni d'accord, ni pas d'accord	D'accord	Tout à fait d'accord
Liée au fruits					
Communicante					
Remarquable					
Healthy					
Jeune					

4. Pouvez-vous dire si, pour vous, (C'est plutôt positif), (Neutre) ou (Plutôt négatif) pour la marque Ifruit d'avoir cette image ?

La gamme 100%	Très Négative	Négative	Neutre	Positive	Très Positive
Liée au fruits					
Communicante					
Remarquable					
Healthy					
Jeune					

1. Selon vous, sur une échelle de 1 à 5, combien trouvez-vous que les couleurs utilisées influencent la prise de décision des consommateurs?

Couleur	(1)	(2)	(3)	(4)	(5)
---------	-----	-----	-----	-----	-----

**2. Selon vous, sur une échelle de 1 à 5, combien trouvez-vous que la typographie utilisée influence la prise de décision des consommateurs?**

Typographie	(1)	(2)	(3)	(4)	(5)
-------------	-----	-----	-----	-----	-----

**3. Selon vous, sur une échelle de 1 à 5, combien trouvez-vous que l'image de visuel utilisée influence la prise de décision des consommateurs?**

Image de visuel	(1)	(2)	(3)	(4)	(5)
-----------------	-----	-----	-----	-----	-----

**4. Selon vous, sur une échelle de 1 (Pas du tout d'accord) à 5 (Tout à fait d'accord), à quel degré êtes-vous d'accord avec les affirmations suivantes concernant les couleurs utilisées sur l'affiche des réseaux sociaux dans la nouvelle gamme 100% :**

La couleur	Pas du tout d'accord	Pas d'accord	Ni d'accord, ni pas d'accord	D'accord	Tout à fait d'accord
La couleur m'aide à mesouvenir du produit et lapublicité					
L'élément psychologique dela couleur joue un rôle majeure dans la décision d'achat.					

La couleur donne une impression positive du produit et de l'entreprise					
La couleur incite mon intérêt pour la publicité sur les réseaux sociaux					

**5. Selon vous, sur une échelle de 1 (Pas du tout d'accord) à 5 (Tout à fait d'accord), à quel degré êtes-vous d'accord avec les affirmations suivantes concernant les images utilisées sur l'affiche des réseaux sociaux dans la nouvelle gamme 100% :**

**6.**

L'image	Pas du tout d'accord	Pas d'accord	Ni d'accord, ni pas d'accord	D'accord	Tout à fait d'accord
L'image m'aide à prendre plus rapidement les décisions d'achat					
Je préfère l'image en noir et blanc dans les publicités sur les réseaux sociaux					
L'image du produit m'aide à mémoriser la publicité					
Les images émotionnelles et dramatiques sont plus efficaces					
L'image de célébrité m'intéresse avec les produits annoncés					
La photo augmente mon envie d'acheter					

**6. Selon vous, sur une échelle de 1 (Pas du tout d'accord) à 5 (Tout à fait d'accord), à quel degré êtes-vous d'accord avec les affirmations suivantes concernant la typographie utilisées sur l'affiche des réseaux sociaux dans la nouvelle gamme 100% :**

La Typographie	Pas du tout d'accord	Pas d'accord	Ni d'accord, ni pas d'accord	D'accord	Tout à fait d'accord
Le text utilisé attire d'abord mon attention					
La typographie utilisée attire mon attention étant un consommateur					
Le format italique attire plus mon attention					

**7. Selon vous, sur une échelle de 1 (Pas du tout d'accord) à 5 (Tout à fait d'accord), à quel degré êtes-vous d'accord avec les affirmations suivantes concernant la perception des attitudes des consommateurs envers la décision d'achat dans la nouvelle gamme 100%:**

La perception des attitudes	Pas du tout d'accord	Pas d'accord	Ni d'accord, ni pas d'accord	D'accord	Tout à fait d'accord
Une bonne conception publicitaire sur les réseaux sociaux me guide vers le produit que je veux acheter facilement					
Une bonne publicité me donne plus confiance sur la qualité du produit et une meilleure perception lors de l'achat de produits					
La créativité dans les annonces m'aide à prendre facilement la décision d'achat					
Le design de l'annonce m'aide à					

mieux me souvenir du produit et me pousse à acheter					
Répéter l'annonce me motive et m'aide à acheter le produit					
Je préfère suivre la majorité quand je prends une décision d'achat					

**APPENDIX C- PRELIMINARY  
ANALYSIS TABLES**

<b>Tests de normalité</b>						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
Avez-vous été exposé à la compagne publicitaire "100%" sur les réseaux sociaux de lfruit?	,362	109	,000	,634	109	,000
Les couleurs utilisées	,347	109	,000	,636	109	,000
La typographie utilisée	,494	109	,000	,481	109	,000
L'image utilisée	,385	109	,000	,625	109	,000
Le packaging réalisée	,423	109	,000	,598	109	,000
Tout	,446	109	,000	,571	109	,000
Non concerné	,540	109	,000	,239	109	,000
Liée au fruits	,305	109	,000	,684	109	,000
Communicante	,358	109	,000	,720	109	,000
Remarquable	,335	109	,000	,733	109	,000
Healthy	,287	109	,000	,828	109	,000
Jeune	,344	109	,000	,780	109	,000
Liée au fruits	,229	109	,000	,821	109	,000
Communicante	,232	109	,000	,838	109	,000
Remarquable	,218	109	,000	,862	109	,000
Healthy	,202	109	,000	,865	109	,000
Jeune	,200	109	,000	,856	109	,000
Couleurs	,235	109	,000	,832	109	,000
Typographie	,187	109	,000	,879	109	,000
Image	,306	109	,000	,765	109	,000
La couleur m'aide à me souvenir du produit et la publicité	,290	109	,000	,796	109	,000
L'élément psychologique de la couleur joue un rôle majeur dans la décision d'achat	,254	109	,000	,831	109	,000
La couleur donne une impression positive du produit et de l'entreprise	,245	109	,000	,820	109	,000
La couleur incite mon intérêt pour la publicité sur les réseaux sociaux	,228	109	,000	,838	109	,000

L'image m'aide à prendre plus rapidement les décisions d'achat	,244	109	,000	,863	109	,000
Je préfère l'image en noir et blanc dans les publicités sur les réseaux sociaux	,233	109	,000	,817	109	,000
L'image du produit m'aide à mémoriser la publicité	,265	109	,000	,780	109	,000
Les images émotionnelles et dramatiques sont plus efficaces	,190	109	,000	,884	109	,000
L'image de célébrité m'intéresse avec les produits annoncés	,183	109	,000	,886	109	,000
La photo augmente mon envie d'acheter	,291	109	,000	,808	109	,000
Le texte utilisé attire d'abord mon attention	,238	109	,000	,888	109	,000
2 attire mon attention étant un consommateur	,240	109	,000	,892	109	,000
Le format italique attire plus mon attention	,191	109	,000	,912	109	,000
Une bonne conception publicitaire sur les réseaux sociaux me guide vers le produit que je veux acheter facilement	,245	109	,000	,835	109	,000
Une bonne publicité me donne plus confiance sur la qualité du produit et une meilleure perception lors de l'achat de produits	,265	109	,000	,861	109	,000
La créativité dans les annonces m'aide à prendre facilement la décision d'achat	,248	109	,000	,851	109	,000
Le design de l'annonce m'aide à mieux me souvenir du produit et me pousse à acheter	,274	109	,000	,825	109	,000
Répéter l'annonce me motive et m'aide à acheter le produit	,198	109	,000	,902	109	,000

Je préfère suivre la majorité quand je prends une décision d'achat	,198	109	,000	,891	109	,000
a. Correction de signification de Lilliefors						

Statistiques de fiabilité	
Alpha de Cronbach	Nombre d'éléments
,939	63

Matrice de corrélation <sup>a</sup>							
		Une bonne publicité me donne plus confiance sur la qualité du produit et une meilleure perception lors de l'achat de produits		La créativité dans les annonces m'aide à prendre facilement la décision d'achat	Le design de l'annonce m'aide à mieux me souvenir du produit et me pousse à acheter	Répéter l'annonce me motive et m'aide à acheter le produit	Je préfère suivre la majorité quand je prends une décision d'achat
Corrélation	Une bonne conception publicitaire sur les réseaux sociaux me guide vers le produit que je veux acheter facilement	1,000	,630	,594	,690	,489	,279
	Une bonne publicité me donne plus confiance sur la qualité du produit et une meilleure perception lors de l'achat de produits	,630	1,000	,773	,736	,597	,470

La créativité dans les annonces m'aide à prendre facilement la décision d'achat	,594	,773	1,000	,780	,524	,384
Le design de l'annonce m'aide à mieux me souvenir du produit et me pousse à acheter	,690	,736	,780	1,000	,531	,357
Répéter l'annonce me motive et m'aide à acheter le produit	,489	,597	,524	,531	1,000	,576
Je préfère suivre la majorité quand je prends une décision d'achat	,279	,470	,384	,357	,576	1,000
a. Déterminant = ,027						

<b>Matrice de corrélation<sup>a</sup></b>				
	La couleur m'aide à me souvenir du produit et la publicité	L'élément psychologique de la couleur joue un rôle majeur dans la décision d'achat	La couleur donne une impression positive du produit et de l'entreprise	La couleur incite mon intérêt pour la publicité sur les réseaux sociaux
Corrélation	La couleur m'aide à me souvenir du produit et la publicité	1,000	,706	,626
	L'élément psychologique de la couleur joue un rôle majeur dans la décision d'achat	,706	1,000	,561
	La couleur donne une impression positive du produit et de l'entreprise	,626	,561	1,000
				,755

La couleur incite mon intérêt pour la publicité sur les réseaux sociaux	,546	,620	,755	1,000
a. Déterminant = ,108				

### Matrice de corrélation<sup>a</sup>

	L'image m'aide à prendre plus rapidement les décisions d'achat	Je préfère l'image en noir et blanc dans les publicités sur les réseaux sociaux	L'image du produit m'aide à mémoriser la publicité	Les images émotionnelles et dramatiques sont plus efficaces	L'image de célébrité m'intéresse avec les produits annoncés	La photo augmente mon envie d'acheter
Corrélation	L'image m'aide à prendre plus rapidement les décisions d'achat	Je préfère l'image en noir et blanc dans les publicités sur les réseaux sociaux	L'image du produit m'aide à mémoriser la publicité	Les images émotionnelles et dramatiques sont plus efficaces	L'image de célébrité m'intéresse avec les produits annoncés	La photo augmente mon envie d'acheter
	1,000	,377	,578	,369	,415	,542
	,377	1,000	,260	,553	,559	,308
	,578	,260	1,000	,420	,370	,552
	,369	,553	,420	1,000	,558	,500
	,415	,559	,370	,558	1,000	,555
	,542	,308	,552	,500	,555	1,000
a. Déterminant = ,097						

<b>Matrice de corrélation<sup>a</sup></b>				
		Le text utilisé attire d'abord mon attention	2 attire mon attention étant un consommateur	Le format italique attire plus mon attention
Corrélation	Le text utilisé attire d'abord mon attention	1,000	,656	,548
	2 attire mon attention étant un consommateur	,656	1,000	,592
	Le format italique attire plus mon attention	,548	,592	1,000
a. Déterminant = ,345				