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END OF STUDY Dissertation

With a view to obtaining an academic Master's degree in:

Marketing Management

Theme:

**The Impact of Personalized Advertisements on
Consumer Behaviour
Case Study Tchina Juice Cevital**

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ABSTRACT

This study aims to investigate the impact of personalized advertisements for Cevital Tchina juice on consumer behavior. It seeks to understand how personalized advertising affects consumer attitudes, purchase intentions, and the moderating role of demographic factors. The results showed that personalized ads enhanced consumers' perceptions of the product's relevance and usefulness, leading to more favorable attitudes and higher purchase intentions. The study also found that demographic characteristics such as age, income, and occupation were important moderating factors.

Key words: personalized advertisements, consumer behaviour, digital

RESUME

Cette étude vise à examiner l'impact de la publicité personnalisée pour le jus Cevital Tchina sur le comportement des consommateurs. Elle cherche à comprendre comment la publicité personnalisée affecte les attitudes des consommateurs, leurs intentions d'achat et le rôle modérateur des facteurs démographiques. Les résultats ont montré que la publicité personnalisée a amélioré la perception des consommateurs de la pertinence et de l'utilité du produit, entraînant des attitudes plus favorables et une plus grande intention d'achat. L'étude a également révélé que des caractéristiques démographiques telles que l'âge, le revenu et l'occupation étaient des facteurs modérateurs importants.

Mots-clés : publicités personnalisées, comportement du consommateur, digital

الملخص

تهدف هذه الدراسة إلى التحقيق في تأثير الإعلانات الشخصية في المجال الرقمي لعصير سيفيتال تشينا على سلوك المستهلك. وتسعى إلى فهم كيف تؤثر الإعلانات الشخصية على مواقف المستهلكين ونوايا الشراء ودور العوامل الديموغرافية المعدلة. وأظهرت النتائج أن الإعلانات الشخصية عززت إدراك المستهلكين لأهمية المنتج وفائدته، مما أدى إلى مواقف أكثر إيجابية ونوايا شراء أعلى. كما وجدت الدراسة أن الخصائص الديموغرافية مثل العمر والدخل والوظيفة كانت عوامل معدلة مهمة. **الكلمات الرئيسية:** الإعلانات الشخصية، سلوك المستهلك، الرقمي

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LISTE OF OBBREVIATIONS

IMC: Integrated Marketing Communication

ADV: advertisements.

ELM: elaboration likelihood model.

AIDA: attraction, interest, desire, action.

SWOT: strengths, weaknesses, opportunities, threats.

GENERAL INTRODUCTION

1. General context

In the digital era, personalized advertising has become a prominent marketing strategy, aiming to deliver targeted and relevant ads to consumers based on their characteristics, preferences, and behaviours. While personalized advertisements offer the potential to enhance consumer engagement, attitudes, and purchase intentions, there remain significant challenges and gaps in understanding their full impact on consumer behaviour.

Privacy concerns and the potential for ad avoidance and skepticism pose important obstacles to the effectiveness of personalized advertising. Therefore, a comprehensive investigation into the impact of personalized advertisements on consumer behaviour is essential to provide insights into the underlying mechanisms, the interplay between personalization and privacy, and the implications for marketers.

This research study seeks to address these critical gaps in knowledge by examining the impact of personalized advertisements on consumer attitudes, purchase intentions, and behaviour, specifically in the context of Cevital Tchina juice. It aims to explore how personalized advertising affects consumer perceptions of product relevance and usefulness, and the moderating role of demographic factors.

By addressing the proposed research questions and testing the hypotheses, this study will contribute to a deeper understanding of the effects of personalized advertising strategies and their implications for marketers in the food industry. The findings will provide valuable insights that can guide the development of effective personalized advertising approaches, balancing relevance, privacy, and consumer acceptance to foster positive consumer behaviours and optimize marketing outcomes.

The literature review in the following chapter will synthesize and analyse key findings, theories, and empirical evidence from relevant studies to establish a strong foundation for the current research and further advance the knowledge in this important field

2. Problem Statement

In today's digital era, personalized advertising has emerged as a prominent marketing strategy, aiming to deliver targeted and relevant ads to consumers based on their characteristics, preferences, and behaviours. While personalized advertisements offer the potential to enhance consumer engagement, attitudes, and purchase intentions, there remains a need for a comprehensive understanding of their impact on consumer behaviour. Furthermore, privacy concerns and the potential for ad avoidance and skepticism pose significant challenges to the effectiveness of personalized advertising (Ziyi Huang1(B))

Therefore, a thorough investigation into the impact of personalized advertisements on consumer behaviour is essential to provide insights into the mechanisms underlying consumer responses, the interplay between personalization and privacy concerns, and the implications for marketers. By addressing these gaps in knowledge, this study aims to contribute to the development of effective personalized advertising strategies that strike a balance between relevance, privacy, and consumer acceptance, ultimately fostering positive consumer behaviours and optimizing marketing outcomes (Chu, 2023)

The present research aims to highlight the importance of examining the impact of personalized advertisements on consumer behaviour, considering factors such as consumer engagement, attitudes, purchase intentions, privacy concerns, and ad avoidance. It emphasizes the need for research to provide insights that can guide marketers in developing effective personalized advertising strategies that address consumer needs and preferences while respecting privacy and promoting positive consumer behaviours.

To address this research objective, the following research questions and hypotheses are proposed:

Key research question: *What is the impact of personalized advertisements of Cevital Tchina juice on consumer behaviour?*

3. Research Questions

- 1- How does personalized advertising affect consumer attitudes and purchase intention towards Cevital Tchina juice?
- 2- To what extent do demographic factors moderate the impact of personalized advertisements on consumer behaviour in relation to Cevital Tchina juice?

4. Hypotheses

H01: Personalized advertising significantly influences consumer perceptions of Cevital Tchina juice's relevance and usefulness, leading to a higher likelihood of purchase.

H02: The impact of personalized advertisements on consumer behaviour is moderated by demographic factors.

By exploring these research questions and testing the hypotheses, this study seeks to provide valuable insights into the effects of personalized advertisements on consumer behaviour, specifically in the context of Cevital Tchina juice. These findings will contribute to a deeper understanding of the role of personalized advertising strategies and their potential implications for marketers in the food industry.

Chapter I: Literature Review and Conceptual Model

Introduction

This chapter provides a comprehensive review of the existing literature on the impact of personalized advertising on consumer behaviour. It aims to synthesize and analyse key findings, theories, and empirical evidence from relevant studies in order to develop a deeper understanding of how personalized advertising influences consumer attitudes, perceptions, and purchase behaviour. By examining the effectiveness of personalized advertising and its implications for consumer behaviour, this chapter sets the foundation for subsequent research and contributes to the knowledge in the field.

Section O1: Literature Review

1.1 Summarizing the recent studies

Several researches have focussed on the influence of personalized advertisements on social media and their impact on consumer purchase intention. Accordingly, the work of Reena and Udit (2020) has aimed to understand how personalized advertisements affects consumers' psyche and behaviour in making purchases. In quantitative demarch, and using a questionnaire, they collected 110 respondents. Following this, they examined the frequency, relevance, and usefulness of personalized ads encoun (Mehta REENA, 2020)tered on social media- , as well as consumers' perceptions of privacy. Consequently, the findings indicate that the frequency of personalized advertisements exposure, perceived relevance and usefulness of advertisements, concerns about privacy, and cognitive and affective attitudes significantly impact consumers' perceptions and subsequent purchase intention. Indeed, their findings highlight the increasing importance of personalized marketing through social medi. (Mehta REENA, 2020)

a platform due to their ability to reach a larger consumer base and facilitate direct interaction, organic reach, data collection, and consumer targeting. It also mentions the challenges faced by firms in terms of negative outcomes from personalized ads, such as concerns about privacy and personal intrusion. Furthermore, the study contributes to the understanding of how consumers perceive personalized ads on social media and its influence on their purchase intention. However, they briefly discussed the integration of electronic marketing, the advantages of online marketing measurement, the role of social media marketing, and the concept of personalized advertising

By the same token, Abid M.'s (2021) study falls within the disciplinary domains of Business Management (Marketing & Digital Advertising) and Information Technology (social media & Digital Communication). the author has explored the effectiveness of personalized

advertisement on social media. She emphasizes the importance of considering the relevance of personalized ads, as it has not been adequately addressed in the existing literature. Besides, she has suggested that instead of relying solely on predetermined effectiveness measures, it is crucial to understand the role of relevance in determining the effectiveness of personalized ads on social media. The author proposes several key points based on a literature analysis.

- Firstly, the author states that the emotional experience of consumers plays a significant role in their response to personalized ads.
- Secondly, she highlights that the relevance of a personalized ad on social media is an antecedent of advertising value. By examining these aspects, the author aims to provide a holistic understanding of consumers' attitudes, perceptions, and behavioural responses to personalized ads on social media.

The study concludes by suggesting that further research is needed to gain a comprehensive understanding of the effectiveness of personalized social media ads. (Maryam, 2021)

In the same vein, the study of Hisham Nagy Abdel Monem explores the effectiveness of advertising personalization from a consumer psychology perspective. Relying on mixed method research, the author work acknowledges the impact of advertising on people's behaviour, perceptions, and lifestyle. With the advent of information technology and digital platforms, advertising has evolved, incorporating high-quality components, interactivity, and instant feedback. Understanding consumer psychology has become crucial for advertising success. The research problem focuses on the overwhelming exposure of individuals to numerous advertising messages, which can have a negative effect. Personalization in advertising is identified as a new paradigm facilitated by information technology and big data. The purpose of the study is to investigate the impact of personalization on advertising effectiveness by measuring consumer attitudes towards personalized advertising and their behavioural intention to interact with it. The research employs a mixed methodology, combining quantitative online surveys and a focus group experiment to assess the level of interactivity. The findings indicate that a majority of people perceive personalized advertising positively, generating the desired intention to interact with it. The research demonstrates that personalized advertising has the potential to increase effectiveness, but further empirical studies are needed to explore its impact on market share. The study concludes that understanding consumer psychology and delivering personalized experiences are essential for successful advertising in the digital age. (Monem, 2021)

Our following selected study is the study realized by Trang P. Tran (2017). His work explores the impact of personalized advertising on Facebook from the perspective of customer attitudes and behaviours. The study acknowledges the significant changes in advertising strategies

brought about by the rise of social media, particularly Facebook, as a platform for connecting customers with companies. With statistics showing Facebook's popularity and effectiveness as an advertising platform, the article highlights the collaboration between IBM (International Business Machines Corporation) and Facebook to enhance advertising campaigns through personalized targeting. The authors propose a comprehensive model to examine the effects of perceived personalized ads on Facebook on customer reactions, such as ad credibility, ad avoidance, ad skepticism, ad attitude, and behavioural intention. The research utilizes online surveys to collect data, and both formative and reflective measurement models are employed. The study also includes mediation tests and cluster analysis to identify customer segments based on their perspectives on personalized ads. The findings provide theoretical implications for understanding the role of personalization in enhancing customer responses to ads on social networking sites and offer managerial insights for advertisers and marketers utilizing personalized advertising on Facebook. The article concludes with limitations and suggestions for future research, including expanding the range of product categories and employing experimental designs to validate the findings. (Tran, 2017)

However, the study of Jolene Chu (2023), as a third selected one, has focused on « the Effects of Personalized Advertisements on Consumer Decision-Making Behaviour ». The study falls the behavioural economics, and investigates the impact of personalized advertisements on consumer decision-making behaviour. While personalized ads have gained popularity among advertisers as a means to increase profitability, there is limited empirical evidence supporting their effectiveness. Contrary to expectations, the study finds that consumers experience less enjoyment and have lower purchase intentions when exposed to personalized ads. These effects are attributed to a lack of trust in personalized ads and increased vulnerability caused by online targeting, leading to epistemic fragmentation. The findings highlight the importance of understanding consumer behaviour in the technological sphere and have implications for improving advertising strategies. (Chu, 2023)

Remaining on same concern, the study of Huzaiifa Aslam (2021) treats the "Impact of Personalized Social Media Advertising on Online Impulse Buying Behaviour", it explores the phenomenon of personalization in social media marketing and its effect on online impulse buying behaviour. The study aims to understand the power and impact of personalized advertisements on consumers' impulsive purchasing decisions in the online realm. A conceptual model has been developed and tested using various factors, including perceived novelty, perceived relevance, online payment facility, and privacy concerns. A survey was conducted with 250 participants, and correlation and regression analysis were performed. The findings

support ten hypotheses, highlighting the significant influence of personalized advertisements on online impulse buying behaviour. The article concludes with a discussion of the results, practical implications, and the importance of understanding personalized advertising in the context of online retail. (Aslam, 2021)

Regarding to the importance of this bachelor thesis, which we regard as very interesting research, the authors Maria Arvidsson, Mina Carlsson & Iris Qvennerberg (2021) examined the emotional experience of consumers when they receive personalized marketing messages that they are designed using their private data collected from mobile devices. The study adopts a qualitative approach, employing semi-structured interviews to collect primary data. The data analysis reveals that consumers can simultaneously experience positive and negative emotions. Negative emotions arise from the knowledge that the advertisements are created from their private data, while positive emotions are linked to the benefits of receiving tailored advertisements. The findings suggest that it is not the personalized marketing messages themselves that generate negative emotions among consumers; but rather the awareness of their private data being utilized. This study sheds light on the complex emotional dynamics associated with personalized marketing and underscores the importance of trust and transparency in the use of private data for marketing purposes. The insights from this research contribute to the understanding of consumer attitudes towards personalized marketing and can inform marketers in developing strategies that resonate positively with consumers. (Maria Arvidsson & Qvennerberg, 2021)

Our last selected research explores the emerging trend of data-driven personalized advertising in the advertising industry. In the digital era, where technology and data have advanced significantly, personalized advertising has become a significant strategy to deliver customized ad experiences to consumers. The author Jing Wu article discusses the origin and current status of data-driven personalized advertising, highlighting its main features such as consumer targeting and segmentation, personalized content and creativity, and real-time and dynamic delivery.

A SWOT analysis is conducted to evaluate the strengths, weaknesses, opportunities, and threats of this advertising approach. The article also presents a case study of Luckin Coffee, showcasing how data-driven personalized advertising has contributed to its brand development and market success. The results highlight the potential of personalized advertising in achieving precise targeting, enhanced customer experience, data-driven decision-making, and meeting the growing demand for personalization. The article also acknowledges challenges such as privacy concerns, technological requirements, ad fatigue, and legal and regulatory issues. The study

emphasizes the potential and challenges of this trend and its impact on the advertising industry and society. Overall, this research aims to provide insights into the evolution and innovation within the advertising industry through the lens of data-driven personalized advertising (Jing, 2024)

1.2 Analysing and criticizing the selected studies

The first study related to Reena and Udit (2020), has examined the impact of personalized ads on consumers' psyche and behaviour in purchasing. The quantitative approach and a questionnaire to collect data from 110 respondents is a reasonable methodological choice. The findings highlighted the frequency, relevance, and usefulness of personalized ads, as well as concerns about privacy and cognitive and affective attitudes, significantly influence consumers' perception and subsequent purchase intention. Moreover, highlights the importance of personalized marketing through social media platforms and the challenges faced by firms in terms of privacy concerns. However, a critique of this study is the brief discussion of related concepts such as electronic marketing, online marketing measurement, social media marketing, and the concept of personalized advertising, which could have been elaborated further.

The second study related of Abid M.'s study (2021), has focused on the effectiveness of personalized advertising on social media and emphasizes the role of relevance in determining ad effectiveness. The author proposes that the emotional experience of consumers and the relevance of personalized ads are important factors in determining advertising value. The study aims to provide a holistic understanding of consumers' attitudes, perceptions, and behavioural responses to personalized ads on social media. While the study contributes to the literature by addressing the importance of relevance, it primarily relies on a literature analysis and does not present empirical findings. Therefore, future research should consider empirical investigations to validate the proposed hypotheses and provide more concrete insights into the effectiveness of personalized social media ads.

Thirdly, Hisham Nagy Abdel Monem's study has explored the impact of advertising personalization on consumer psychology and behaviour. The research employs a mixed-methods approach, combining quantitative online surveys and a focus group experiment. The findings suggest that personalized advertising has the potential to generate positive consumer attitudes and behavioural intentions. However, the study acknowledges the need for further empirical research to explore the impact of personalization on market share. Overall, the study contributes to understanding the importance of personalized experiences for successful advertising in the digital age.

For the fourth research, Trang P. Tran's study (2017) has focused on the impact of personalized advertising on Facebook and examines customer attitudes and behaviours. The study utilizes online surveys and employs measurement models, mediation tests, and cluster analysis. The findings provide theoretical implications for understanding the role of personalization in enhancing customer responses to ads on social networking sites. The study concludes with suggestions for future research, including expanding the range of product categories and employing experimental designs. However, a critique of this study is the lack of discussion on potential limitations and implications for marketers and advertisers.

Fifth study, Jolene Chu's study (2023) has investigated the effects of personalized advertisements on consumer decision-making behaviour. The study finds that consumers tend to experience less enjoyment and have lower purchase intentions when exposed to personalized ads due to a lack of trust and increased vulnerability caused by online targeting. The study challenges the expectation that personalized ads are always effective and highlights the importance of understanding consumer behaviour in the technological sphere. The study provides valuable insights into improving advertising strategies, but it would benefit from a more robust methodology, such as experimental designs, to strengthen the empirical evidence.

Sixth study related to Huzaifa Aslam's study (2021), has explored the impact of personalized social media advertising on online impulse buying behaviour. The study develops a conceptual model and conducts a survey with 250 participants. The findings support the significant influence of personalized advertisements on online impulse buying behaviour. The study emphasizes the importance of understanding personalized advertising in the online retail context. However, a critique of this study is the limited discussion of the theoretical foundations and the potential limitations of the research design.

The Seventh study related to Maria Arvidsson, Mina Carlsson, and Iris Qvennerberg (2021), has examined the emotional experience of consumers when receiving personalized marketing messages. The qualitative approach, employing semi-structured interviews, provides valuable insights into the complex emotional dynamics associated with personalized marketing. The study highlights the importance of trust and transparency in the use of private data for marketing purposes. Although the study contributes to understanding consumer attitudes toward personalized marketing, it would benefit from a larger sample size and potential generalizability of findings.

Eight study, Jing Wu's article has discussed the origin, current status, strengths, weaknesses, opportunities, and threats of data-driven personalized advertising. The study presents a case study of Luckin Coffee to demonstrate the potential of personalized advertising in achieving

targeting, enhanced customer experience, data-driven decision-making, and meeting the demand for personalization. The article acknowledges challenges such as a privacy concerns, ad fatigue, and legal and regulatory issues. The study provides insights into the evolution and innovation within the advertising industry through the lens of data-driven personalized advertising. However, a critique of this article is the lack of empirical research or primary data, as it primarily relies on a SWOT analysis.

1.3. Positioning regarding to our problem statement

The advent of personalized advertisements has revolutionized the advertising sphere, aiming to tailor messages to individual consumers. Gaining a comprehensive understanding of how these advertisements impact consumer behaviour is paramount for marketers and advertisers. Previous studies, notably the extensive meta-analysis conducted by Reena and Udit (2020), alongside investigations by Abid M. (2021), Hisham Nagy Abdel Monem, Trang P. Tran (2017), Jolene Chu (2023), Huzaifa Aslam (2021), Maria Arvidsson, Mina Carlsson & Iris Qvennerberg (2021) and Jing Wu have made significant contributions to this domain. Our research seeks to build upon these foundations, delving into specific factors such as cultural context, information relevance, and expectation confirmation.

The selection of a quantitative research methodology holds pivotal importance. Utilizing quantitative approaches enables us to accumulate substantial data and draw robust statistical inferences, thus bolstering the reliability of our findings. This approach facilitates an examination of the efficacy of personalized advertisements across diverse demographic segments, leading to a more comprehensive grasp of their influence on consumer behaviour. Moreover, aligning our methodology with previous studies that have also employed quantitative methods enhances the comparability and generalizability of our findings, fostering a more solid knowledge base within this field.

In addition, we recognize the significance of contextual factors and their potential impact on the outcomes and subject matter. By considering contextual elements, such as cultural norms and socioeconomic conditions, we aim to uncover the nuanced effects of personalized advertisements within different settings. This contextual awareness is crucial, as consumer behaviour is shaped by various situational factors. Understanding the interplay between these factors and personalized advertisements can guide marketers and advertisers in tailoring their strategies effectively, ensuring optimal consumer engagement within specific contexts. By shedding light on the contextual impact, our study adds depth and practical insights to the existing body of research on personalized advertisements and consumer behaviour.

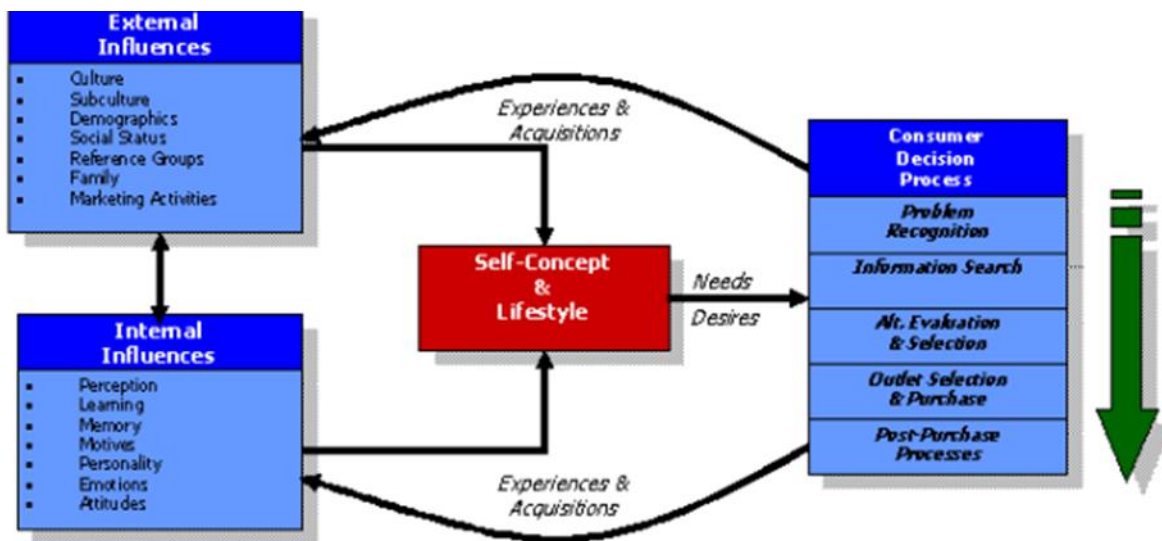
To conclude, our study endeavours to expand upon prior research by investigating the effects of personalized advertisements on consumer behaviour. The utilization of quantitative methodologies facilitates robust analysis, while the consideration of contextual factors enhances the relevance and applicability of our findings. By building upon previous studies and incorporating these additional dimensions, our research will contribute to a more profound understanding of the intricate relationship between personalized advertisements and consumer behaviour, providing valuable insights for marketers and advertisers to optimize their strategies across diverse contexts.

1.3.1 The impact of communication on consumer behaviour

In today's world, communication plays a vital role as it involves the exchange of ideas, information, and feelings among individuals and organizations. With the rapid advancements in technology and the growing need for effective communication in various domains, communication itself has evolved significantly. This evolution has been driven by the increasing demand for connectivity and the ability to share information seamlessly. In the realm of marketing, communication has become fundamental, especially in a global market that is characterized by high dynamism and intense competition. However, Integrated Marketing Communication (IMC) stands out as one of the most controversial areas of research. Different perspectives exist regarding its importance and development, with on going debates and varying viewpoints surrounding its implementation and effectiveness. Despite the controversies, IMC remains a topic of great interest and continues to shape the strategies and practices of modern marketing. (Kailani, 2021)

The impact of communication on consumer behaviour is significant, and it is shaped by the process of integrated marketing communication (IMC). Unlike a linear approach, IMC follows a circular process that begins with the potential consumer and aims to identify the most effective communication methods. This process adheres to the principle of "outside-in," where communication initiates from outside the company and focuses on understanding the communication needs of potential and actual consumers. To effectively influence consumer behaviour, communication strategies must be consumer-centered and take into account various factors that influence their decision-making process. By crafting impactful communicational messages, companies can positively shape consumers' attitudes towards a product, thereby influencing their buying behaviour. This highlights the crucial role of IMC in driving consumer behaviour and emphasizes the importance of tailored and persuasive communication strategies. (Mihaela, 2015)

Figure 1: Factors affecting buying behaviour



Source : <http://jcmc.indiana.edu/vol9/issue2/giaglisfigure1.gif>

1.3.2 How to implement digital communication?

A. Environmental analysis

Environmental analysis is a vital component of communication strategy development. It involves evaluating both internal and external factors that impact an organization's communication efforts. SWOT analysis helps identify strengths, weaknesses, opportunities, and threats, while market research provides insights into target audiences, industry trends, and competitors. By conducting these analyses, organizations can make informed decisions and design effective communication strategies that align with their goals and capitalize on market opportunities. (Gomes Teixeira, 2023)

Figure 2: SWOT Analysis



Source: <https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/swot.htm>

B. Defining objectives

The objectives of the digital communication campaign are the key elements that will structure and guide the entire campaign. Employing the SMART (specific, measurable, achievable, relevant and timely) framework provides a viable approach for establishing the objectives.

Figure 3: Setting SMART goals



Source : <https://www.bitesizelearning.co.uk/resources/smart-goals-meaning-examples>

It is crucial to clearly define the, (SMART) objectives for the campaign. Using the SMART method can help ensure the objectives are well-defined and actionable. And from it, the campaign can be planned

and executed in a way that aligns with the desired outcomes and impacts. (Gomes Teixeira, 2023)

Defining target audience

Once the environment has been assessed and the objectives have been defined, understanding the target audience is essential. If it hasn't already been established for the company, creating a "Buyer Persona" can help represent the ideal customer. Sociodemographic data and social characteristics should be gathered to determine the type of audience to target. Additionally, understanding the needs and motivations of customers is crucial, as these are the factors that drive them to learn about the brand or make a purchase. Studying the supply and demand in the market is necessary to identify what might be most profitable. This approach helps to pinpoint the needs of the target audience, making it easier to develop a digital communication strategy afterwards. (Gomes Teixeira, 2023)

Choosing the platforms

The digital landscape offers an array of communication channels for businesses to leverage, including a company's own website, newsletters, email, and social media. Once the marketing objectives are defined, the critical step is to carefully select the communication channels that best align with and can effectively showcase the campaign. To effectively reach the target consumers, it's crucial to identify the platforms where they are most active, such as Facebook, Instagram, Twitter, LinkedIn, or TikTok. Understanding the distinct features, user demographics, and primary uses of each platform—whether it's for professional networking, visual content sharing, short-form videos, or real-time updates—is essential. Ensuring the chosen platforms match the company's communication style and brand values will help multiply touchpoints with the target audience across the most suitable digital channels. This multi-pronged approach is key to achieving marketing success. By selecting the right objectives and targeting the appropriate platforms where the ideal customers are most active, marketers can design an impactful and well-executed digital communication strategy that enhances engagement and drives desired outcomes. (Gomes Teixeira, 2023)

Building a content strategy

To build a content strategy for a communication campaign, start by defining key messages that align with your objectives and resonate with your target consumers. Develop content themes to provide a consistent framework, and choose diverse formats like blog posts, videos, and social media updates tailored to each platform. Create a content calendar to plan and organize your content, ensuring it aligns with key dates and maintains a balanced mix. Develop high-quality, authentic content and engage with your audience by encouraging interaction and user-generated content. Monitor performance using analytics to track engagement, reach, and conversions, and continuously adjust your strategy to optimize underperforming content and capitalize on successful elements while staying updated with trends. (Gomes Teixeira, 2023)

Fixing the budget

To fix a budget for a digital communication campaign based on personalized advertisements, the key is for marketers to focus on the following: Marketers analyse their target audience and their behaviours across different digital channels to determine the most effective platforms for their ads. Marketers allocate a larger portion of their budget to high-performing channels that drive the most engagement and conversions. Marketers leverage data-driven targeting options, such as demographics, interests, and past browsing behaviour, to serve personalized ads to the right people. Marketers monitor campaign performance regularly and are willing to reallocate funds to optimize their spending across channels. By taking a data-driven, audience-centric

approach, marketers can efficiently manage their budget and maximize the impact of their personalized digital advertising efforts. (Gomes Teixeira, 2023)

Monitoring and evaluation

To effectively monitor and evaluate the content strategy, use a combination of KPIs, social media coverage, engagement metrics, and customer feedback. Start by defining relevant KPIs such as reach, impressions, engagement rate, and conversion rate, setting benchmarks and tracking these metrics with analytics tools. Monitor social media coverage by tracking mentions, analyzing sentiment, and measuring the share of voice against competitors. Assess social media engagement through likes, shares, comments, and other interactions, identifying which content formats perform best to refine your strategy. Gather customer satisfaction and feedback through surveys, polls and reviews to understand audience preferences and areas for improvement. Regularly analyze this data to adjust your content approach, ensuring it effectively resonates with and engages your target audience while achieving campaign objectives. (Gomes Teixeira, 2023)

Section 02: Conceptual model

2.1 Consumer

A consumer is an individual or a group of individuals who purchase and use goods or services to fulfill their personal needs and wants. Consumers play a crucial role in the market economy as they drive demand for products and influence the success of businesses. (Mebarki, 2020)

2.2 Consumption

Consumption refers to the process of using goods or services to satisfy human needs and wants. It involves the acquisition, utilization, and disposal of products or services by individuals or households. (Mebarki, 2020)

2.3 Consumer behaviour

Consumer behaviour is an interdisciplinary social science that examines the activities of individuals, groups, and organizations related to the purchase, use, and disposal of goods and services. It encompasses the study of emotional, behavioural, and mental responses exhibited by consumers prior to making a purchase. This field aims to understand how attitudes, emotions, and preferences influence consumer buying behaviour throughout various stages, from pre-purchase to post-purchase activities. It takes into account internal influences like individual characteristics and external influences such as social influences from groups like family, friends, and society. Consumer behaviour draws insights from disciplines like

behavioural economics, sociology, anthropology, psychology, and ethnography. This field emerged in the mid-20th century, and early pioneers like Ernest Dichter, George Katona, and John Howard contributed to its development. Over time, consumer behaviour research has evolved with advancements in technology and continues to provide valuable insights for marketers in understanding and satisfying consumer needs and preferences. (Nelson, 2021)

2.4 Targeting

In the context of marketing and consumer behaviour « targeting » refers to the process of identifying and selecting specific consumer segments as the intended audience for a marketing campaign. It involves analysing consumer characteristics, needs, preferences, and behaviours of different consumer segments in order to effectively tailor marketing efforts to reach and maximize their effectiveness. The goal is to reach the right consumers with the right message at the right time, ultimately increasing customer satisfaction and achieving marketing objectives. (Hawkins, 2009)

2.5 Consumer behaviour and marketing strategy

Consumer behaviour has a direct impact on marketing strategy in several ways. It helps marketers identifying their target market, understand consumer needs and preferences, and developing products and services that meet those needs. Consumer behaviour research also influences pricing decisions, as marketers consider consumers' perceived value and willingness to pay. Effective promotion and communication strategies are developed by understanding how consumers perceive and respond to marketing messages. Distribution channels are chosen based on consumer shopping behaviours and preferences. Finally, consumer behaviour research aids in building strong customer relationships by personalizing interactions and delivering exceptional experiences. Overall, consumer behaviour insights guide marketers in developing strategies that resonate with consumers, drive sales, and foster long-term customer loyalty. (Hawkins, 2009)

2.6 Factors that influence consumer behaviour in the digital context

1. Internet Usage: Easy access to information, products, and services online.
2. Online Reviews and Ratings: Influence of consumer opinions on purchasing decisions.
3. Social Media Influence: Impact of recommendations, endorsements, and advertisements on social media platforms.

4. Personalization and Targeted Advertising: Customized marketing based on consumer preferences and behaviour.
5. Convenience and Ease of Use: Seamless online shopping experience and user-friendly interfaces.
6. Online Trust and Security: Building trust and ensuring secure online transactions.
7. Mobile Devices and Apps: Influence of smartphones and mobile apps on consumer behaviour. (Hawkins, 2009)

2.7 Definition of personalized advertisements

Personalized advertisements, also known as personalized ads or targeted ads, refer to advertisements that are tailored and customized to individual users based on their specific characteristics, preferences, and behaviour. Personalization in advertising aims to deliver relevant and engaging content to users by leveraging data and technologies. (Rodgers, Digital advertising: Theory and research (3rd ed.). Routledge. (UK), 2017)

2.8 Types of personalization in digital advertising

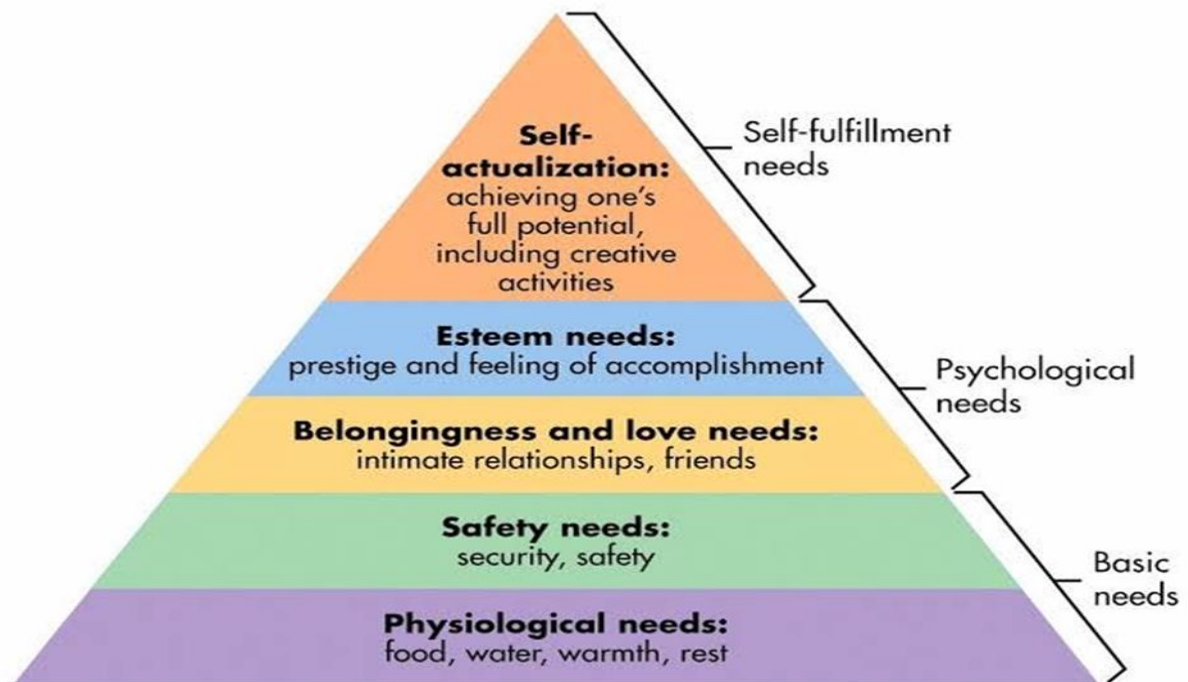
- Demographic Personalization: Ads target users based on demographic information like age, gender, location, language, or income level.
- User's past behaviour, such as websites visited, products viewed, search history, or interactions with previous ads.
- Contextual Personalization: Ads are selected based on the content of a webpage or the context in which they appear, using keywords, topics, or the overall theme of the webpage.
- Retargeting or Remarketing: Ads are shown to users who have previously interacted with a website or shown interest in a product or service.
- Geo-targeting: Ads target users based on their geographical location, allowing advertisers to promote location-based offers or local businesses.
- Device-based Personalization: Ads are customized for specific devices like desktops, mobiles, or tablets to enhance the user experience. (Rodgers, Digital advertising: Theory and research (3rd ed.). Routledge. (UK), 2017)

2.9 Theoretical Framework

2.9.1 Maslow's Hierarchy of Needs

This psychological theory proposes a pyramid of five needs, from basic physiological needs (food, water) to self-actualization (fulfilling one's potential). Marketers can target specific needs levels with their products and messaging. (Kotler, 2015)

Figure 4: Maslow's Hierarchy of Needs

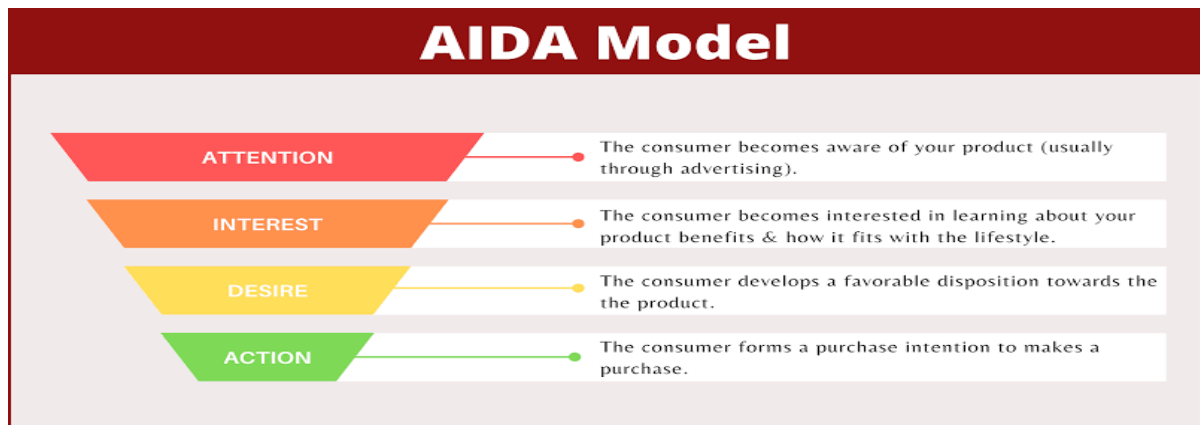


Source: (Kotler, 2015)

2.9.2 AIDA

The AIDA Model is an acronym for Attention, Interest, Desire, and Action. It is a marketing model that is used to describe the stages a customer goes through when considering a purchase. This model helps marketers understand how to create an effective marketing strategy that will lead to customer action. It is often used in digital marketing campaigns, such as search engine optimization and social media marketing.

Figure 5:A ida modell



Source: *(The AIDA Model Explained: What Is It & How to Use It?)*

Attention: The initial phase of the purchasing process is attention, where customers first encounter a brand through a store visit, website, or promotional materials. During this stage, the main goal for sales or marketing professionals is to reach as many potential customers as possible and grab their attention by highlighting the company's offerings. This phase often involves generating leads for future sales. Companies can attract customer attention through engaging commercials, personalized social media messaging, and creative or humorous guerrilla marketing. *(AIDA Model for Marketing: Definition, Use and Example)*

Interest: The second step is to create interest in a product or service by providing engaging and educational content to potential customers. The aim is to pique their curiosity and emphasize the product's added value. During this stage, customers often look for more information. Professionals use this phase to build trust with clients and convert leads into sales. Businesses can foster customer interest by incorporating a compelling story in their advertising, highlighting the product's features, and demonstrating how the product can solve a problem. *(AIDA Model for Marketing: Definition, Use and Example)*

Desire: The third step in the AIDA model focuses on making customers recognize their want or need for a product or service. This can happen simultaneously with the interest stage or afterward. Customers often shift from interest to desire when they compare different products. Sales and marketing professionals leverage this stage by highlighting the specific features that make their product more appealing than competitors. Companies can foster customer desire by linking the product with values like friendship or happiness, and by promoting positive reviews and product demos. *(AIDA Model for Marketing: Definition, Use and Example)*

Action: The fourth and often final cognitive stage is prompting the customer to take action. This is when a prospect takes the necessary steps to become a customer. Their action might be tentative, like trying a trial version or sampling a product, or it could involve a significant

commitment, such as making a purchase or subscribing. Sales and marketing professionals may use strategic closing techniques, such as face-to-face demos at exhibitions and events, or offering free shipping and discounts after ensuring product availability. (AIDA Model for Marketing: Definition, Use and Example)

2.9.3 Elaboration Likelihood Model

ELM explores the psychological processes that occur in response to advertisements. It provides insights into how individuals process and respond to persuasive messages based on two routes: the central route and the peripheral route. The central route involves a cognitive, thoughtful processing of the message, where individuals critically evaluate the arguments and information presented. On the other hand, the peripheral route involves a more superficial processing, where individuals rely on peripheral cues such as attractiveness or credibility of the source to make judgments about the message. The ELM offers a comprehensive understanding of the factors that influence persuasion and helps explain how different types of messages can impact individuals' attitudes and behaviours. (Rodgers, Advertising Theory, 2012)

2.9.4 Filter bubble theory

Refers to the concept that individuals in the digital age are increasingly exposed to personalized information and content that aligns with their pre-existing beliefs and preferences, while being shielded from diverse perspectives and contrasting viewpoints. It suggests that algorithms and personalized recommendation systems used by online platforms create a "bubble" around users, limiting their exposure to information that challenges or contradicts their worldview. This phenomenon can potentially lead to a reinforcement of existing beliefs, a reduction in exposure to diverse opinions, and a narrowing of the information and perspectives individuals encounter online. (Dahlgren, 2021)

CHAPTER II: METHODS AND ANALYSIS

Section 01: Methodological framework

This analysis will explore consumer perceptions and behaviours related to Cevital Tchina juice advertisements. It will begin with a descriptive overview of the data, followed by regression modeling to examine the impact of personalized ads on consumer attitudes and purchase intentions. Moderation analysis will also investigate the influence of demographics. Industry-standard software will be used for rigorous hypothesis testing and to provide comprehensive insights into consumer response to the advertisements.

1.1 Research approach

Epistemology, the study of knowledge, examines how we know what we know and the justification of belief. In this dissertation, a deductive approach is used to investigate the impact of personalized advertisements on consumer behaviour. This method is chosen because it starts with established theories about personalized advertising and consumer behaviour, allowing specific hypotheses to be tested systematically. By applying these general principles to the specific case of Cevital Tchina juice, the research can rigorously confirm or refute the hypotheses, providing reliable insights for effective marketing strategies.

Ontologically, this study aligns with post-positivism and is closely related to critical realism, acknowledging that while our understanding of reality is inevitably mediated by our perceptions and experiences, there are objective structures that can be systematically studied. To test the proposed hypotheses and answer the research questions. (AliBELAIDI, 2023)

1.2 Research Method

The research method employed in this study is quantitative. This is evident from the use of a questionnaire as the primary data collection instrument.

1.3 Data Collection

In this dissertation, a quantitative research method was utilized to examine the impact of personalized advertisements on consumer behaviour for Cevital Tchina juice. This method was chosen for its ability to collect and analyse numerical data through structured questionnaires, enabling statistical testing of consumer attitudes, purchase intentions, and demographic influences. The quantitative approach ensures objectivity and reliability, providing clear, actionable insights for developing effective personalized advertising strategies.

1.4 Questionnaire Description

Our questionnaire consists of 10 questions in various formats including:

- Dichotomous questions consist of two options and only one answer is accepted, typically they are affirmations or negations.
- Single-choice questions consist of multiple options and only one answer is accepted.
- Multiple-choice questions consist of multiple options and multiple answers are accepted.
- Likert scale contains a set of proposition questions which we must measure on a five-point scale, from 1 to 5.

1.5 Sampling

The sampling technique used in this study is non-probability sampling. Specifically, a convenience sampling approach was utilized to select the 120 respondents who participated in the survey. Convenience sampling involves selecting participants who are readily available and accessible to the researchers.

1.6 Data Analysis

The quantitative data collected through the questionnaire survey will be analyzed using various statistical techniques. These include:

- **Frequency analysis:** This will provide an overview of the distribution and characteristics of the data, such as the frequencies and percentages of different response categories.
- **Regression analysis:** Regression analysis will be employed to examine the relationships between the independent variable (personalized advertisements) and the dependent variables (consumer attitudes, purchase intentions, etc.).
- **Moderation analysis:** To investigate the potential moderating effects of demographic factors on the relationship between personalized advertisements and consumer behaviour, moderation analysis will be conducted.

The statistical analyses will be performed using appropriate software tools to test the proposed hypotheses and answer the research questions.

This methodological approach allows the researchers to systematically investigate the impact of personalized advertisements on consumer behaviour, considering the relevant factors and their interrelationships, as outlined in the research objectives and hypotheses.

Section 02: Host organization

2.1 Presentation of Cevital groupe

The first private Algerian company to have invested in diversified sectors of activity, it has gone through significant historical stages to reach its current size and reputation, Agri-food industry and large-scale distribution, electronics and home appliances, steel industry, flat glass industry, industrial construction, automobile, services, media.

The Cevital Group has been built through investments around the strong idea of creating an economic entity.

Driven by 18,000 employees spread across 3 continents, it represents the flagship of the Algerian economy and continuously works towards job creation and wealth generation.

2.2 Vision, Mission & Values of Cevital Group

2.2.1 Vision

With its entrepreneurial spirit, Cevital Group seizes profitable growth and diversification opportunities to become a major player in Africa, Europe, and the Mediterranean basin.

2.2.2 Mission

To contribute to the economic development of Algeria and serve its citizens, Cevital Group is committed to playing its part

2.2.3 Values

Cevital Group's golden rules, which are Integrity-Respect-Initiative-Solidarity, are embedded in its philosophy and daily practice of human development, wealth creation, and environmental protection for the benefit of all its internal and external stakeholders.

2.2.3.1 Integrity

- Adopt impeccable professional ethics.
- Reject any form of corruption.
- Act with high moral and intellectual rigor.

2.2.3.2 Respect

Respect is a principle that Cevital intends to regularly and attentively accord and demonstrate to all its employees, stakeholders in the economic and social life, and the internal and external environment.

2.2.3.3 Initiative

To go beyond planned actions, anticipate potential problems, imagine and propose innovative solutions.

2.2.3.4 Solidarity

- To help each other mutually.
- To make oneself available for the company and team members.
- To spontaneously share our knowledge and experiences

2.3 Presentation of Cevital Agro-Industry

Established in 1998 and located within the port of Bejaia, Cevital Agro-industry operates multiple state-of-the-art production units for sugar, edible oils, mineral water, beverages, and sauces. It caters to the national demand and has facilitated Algeria's transition from an importer to an exporter of oils, margarines, and sugar. Its products are sold in several countries, including Europe, the Maghreb region, the Middle East, and West Africa.

Figure 6: Cevital products



Source: cevital's intern field

Figure 7 : Cevita Tchina juice



Source: cevital’s intern field

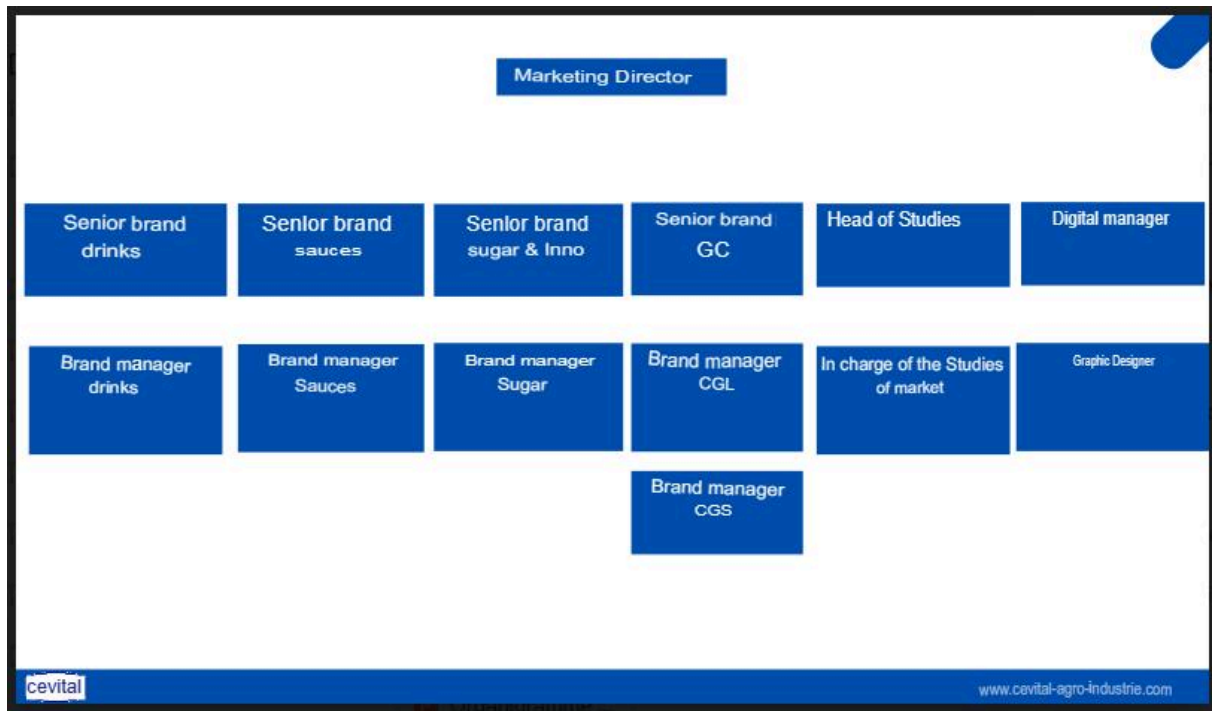
The photo showcases a variety of Tchina juice products, including bottles and juice bricks, arranged in an attractive manner. The products are presented against a white background, with the Tchina logo prominently displayed. The image suggests that the juices are available in different flavors and formats, catering to diverse consumer preferences. The overall composition of the image conveys a sense of freshness and quality, highlighting the appeal of Tchina juice products. This photo presents a diverse range of Tchina juice products, emphasizing the variety and options available to consumers. It underscores the freshness and quality of the products, which can be appealing to those seeking a healthy and delicious beverage choice.

Figure : Table of cevital & tchina’s social media followers (source: studiant’s research)

	FACEBOOK	INSTAGRAM	TWITTER	YOUTUBE
CEVITAL	912 k	70.2k	17.4k	4k
TCHINA	500.2k	1.8k	/	/

2.4 The organizational chart of Cevital

Figure 8 : organizational chart of Cevital (marketing direction)



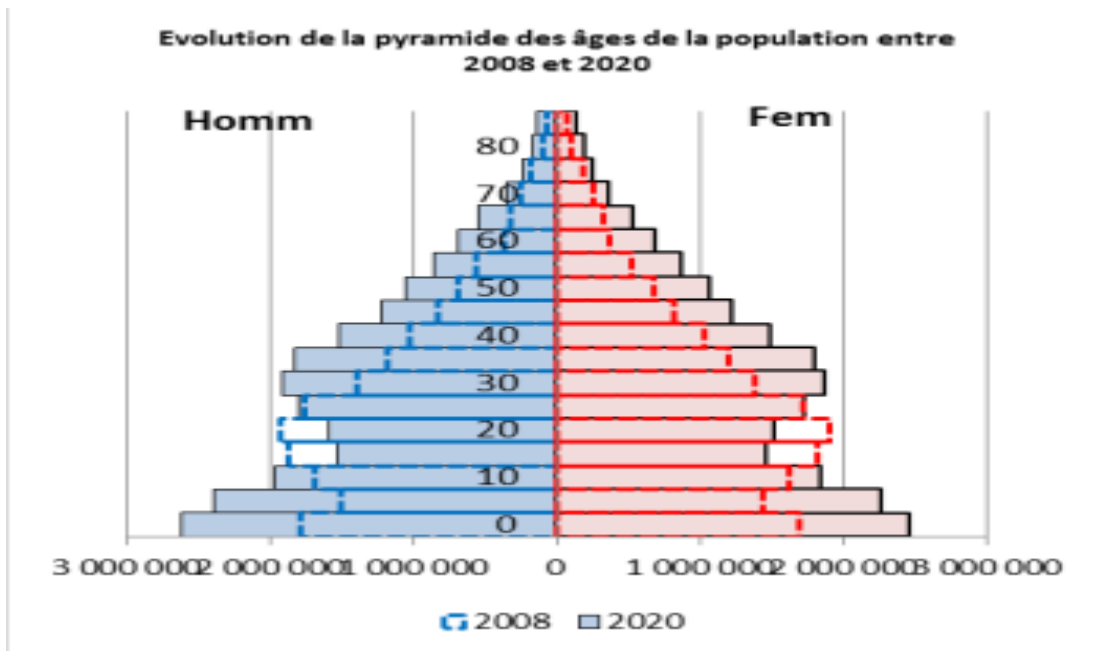
Source: cevital's intern field

2.5 Plan communication of Cevital Tchina juice

Cevital Tchina Juice aims to target the young consumer segment as its primary target audience. This business plan outlines key strategies and actions to effectively penetrate the market, establish a strong position, and increase brand recognition and sales. The plan focuses on market segmentation, product diversification, pricing strategy, branding, and personalized digital advertising.

- **Market Segmentation**

The Algerian population is a young and vibrant one, with a significant majority being youth and adolescents. This demographic landscape is particularly relevant in the context of the consumption patterns for Cevital Tchina juice. As the youth and teenagers constitute a substantial portion of the target market, their preferences and behaviours play a crucial role in shaping the demand and success of the product



Source : <http://www.ons.dz> Courriel: ons@ons.dz ou stat@ons.dz

To ensure maximum market reach, segmentation of the target audience is essential. The primary focus will be on the young demographic, with particular attention given to their preferences and tastes.

- **Positioning**

Market research will be conducted to identify the market's current challenges and consumer preferences. Based on these insights, the product range will be diversified to cater to the specific needs and perceptions of young consumers. The aim is to stabilize the product range and format based on the requirements and perceptions of families.

- **Targeting**

The segmentation of Cevital's Tchina juice targets young individuals aged 18-24, encompassing both students and non-students, who typically have a limited income. This demographic is primarily concentrated in North Algeria, a region known for its vibrant youth population and dynamic lifestyle. Given their budget constraints, these young consumers are likely to seek affordable yet high-quality beverage options that fit their active and health-conscious lifestyles. By focusing on this specific segment, Cevital aims to position Tchina juice as an accessible and appealing choice for young Algerians looking for a refreshing and nutritious drink that aligns with their financial and lifestyle needs.

- **Packaging and Formats**

Different packaging formats will be introduced to cater to various consumer needs. For larger families, a 2-liter plastic bottle will be available, while 33cl bottles will be targeted towards individual consumers.

The Cevital Tchina juice brand has a diverse portfolio of flavors that cater to the varied taste preferences of the Algerian consumer base. Among the most popular and highly consumed Tchina juice offerings, the top flavors in order of preference are orange, cocktail, pineapple, orange-carrot-lemon, and grape.

- **Pricing Strategy**

A penetration pricing strategy will be implemented to gain a competitive advantage over the rival brand, iFruit. This strategy will involve offering Cevital Tchina Juice at a lower price to attract customers and increase market share. This following figures shows the prices :

Conditionnements	Marques	Produits	PV
Eaux Fruitées 2L	CEVITAL	TCHINA 2L	180,00
	CEVITAL	E.F ORANGE MANDARINE 2L PET	
	RAMY	RAMY 2L	195,00
	N'GAOUS	N'GAOUS 2L	160,00
	HAMOUD	O'JU 2L	155,00
	IFRI	IFRUIT 2L	200,00
	ROUIBA	ROUIBA 2L	180,00
	RAMY	RAMY 1,5L	
	TAZEJ	Tazej 2L	185,00

(source: cevital’s inern fields)

- **Rebranding and promotion**



To enhance brand recognition, the logo and bottle color of Tchina Juice will be redesigned to create a more appealing and recognizable identity. Marketing efforts will include the creation of engaging promotional content through influencer collaborations, television advertisements, and social media campaigns. The marketing plan will be tailored to fit the allocated budget.

- **Enhancing Customer Satisfaction**

Personalized digital advertising campaigns will be implemented to measure and improve customer satisfaction. By utilizing targeted advertisements, customer feedback and preferences can be collected and analyzed, enabling the company to enhance its product offerings and customer experience.

- **Distribution**

Cevital, the renowned Algerian conglomerate, ensures the widespread availability of its popular product, Tchina juice, through a strategic mix of distribution channels. The company employs a balanced approach, utilizing both long and short distribution channels to maximize reach and efficiency. For 50% of its distribution, Cevital adopts a long channel strategy, where the juice

is passed through multiple intermediaries—from a dispositor to a wholesaler, then to a semi-wholesaler, and finally to the point of sale. This method enhances market penetration and ensures Tchina juice is accessible in the market at maximum. Meanwhile, the remaining 50% of the distribution leverages shorter channels, where the product moves directly from a Cevital platform to the point of sale, thereby reducing transit time and maintaining product freshness.

- **Application AIDA model:**

The Cevital Tchina juice advertisements are effectively capturing consumer interest during the AIDA framework's interest phase: - Over 44% of respondents report clicking on the ads, either always, often, or sometimes. - Nearly 50% of respondents indicate they like and comment on the ads, either always, often, or sometimes. - Over 44% of respondents say they share the ads, either always, often, or sometimes. - 40% of respondents state they save the ads for later, either always, often, or sometimes. This high level of engagement across multiple metrics suggests the ads are successfully sparking interest and resonating with a substantial portion of the target audience. The data points to the Cevital Tchina juice advertisements effectively capturing consumer interest during this crucial middle stage of the AIDA framework.

The data provided offers valuable insights into how Cevital Tchina juice performs across the different stages of the AIDA (Attention, Interest, Desire, Action) framework. The 23.3% of respondents who would definitely recommend the product directly corresponds to the "action" stage of AIDA. This high percentage indicates a significant portion of consumers have reached the point of taking the desired action - in this case, actively recommending the juice to others. This level of advocacy is a strong signal of overall satisfaction and purchase intent. Complementing this, the 55.8% of respondents who said they would recommend the juice if they had a positive experience aligns with the "desire" stage of AIDA. This suggests the product is successfully sparking the consumer's desire to try and purchase the juice, with the likelihood of recommendation contingent on a fulfilling usage experience. Cevital Tchina juice has two consumer categories - one in the Desire phase and another in the Action phase of the AIDA model.

- **Application Filter Bubble:**

To apply the filter bubble effect and create a buzz around the brand, word-of-mouth marketing strategies will be implemented. Additionally, call-to-action initiatives will be used to encourage customers to share their experiences and recommend Cevital Tchina Juice to others.

This business plan outlines strategies to successfully target the young consumer segment, establish a prominent market position, and increase brand recognition and sales for Cevital

Tchina Juice. By focusing on market segmentation, product diversification, pricing strategy, branding, and personalized digital advertising, the aim is to attract and satisfy customers while boosting brand loyalty and market share.

- **Application of Elm model :**

The data on consumer recommendations and perceptions of Cevital Tchina juice advertisements provides insights relevant to the Elaboration Likelihood Model (ELM) of persuasion. The relatively high 70.8% rate of consumers willing to recommend the product to friends and family suggests a degree of positive attitude formation and behavioural intention, indicating the potential for central route processing of the brand's messaging. However, the more mixed perceptions of the advertisements, with 28.4% finding them poor or mediocre, implies that the peripheral route of persuasion may also be at play. Consumers who are less engaged or motivated to actively process the advertising content may rely more on peripheral cues, such as the production quality or creativity of the ads, to form their evaluations. This could explain the less favorable views held by nearly a third of the respondents. The data points to a scenario where both central and peripheral routes of persuasion are likely influencing consumer attitudes and behaviours towards Cevital Tchina juice. Further research would be needed to fully understand the relative strength and interplay of these two routes, as well as the specific factors driving each. Nevertheless, the current findings suggest the brand's marketing efforts may need to consider both high-involvement, message-based strategies and more peripheral, cue-based approaches to effectively reach and persuade its target audience.

**CHAPTRE III: PRESENTATION
ANALYSIS AND RESULTS
INTERPRETATION**

Section 01: PRESENTATION, ANALYSIS

1.1 Statistical Processing Methods

In order to analyze the sample data, the Statistical Package for Social Sciences (SPSS) program was used. Among the most important statistical processing methods used in this study are the following:

- Frequencies and percentages: Frequencies and percentages were used to describe the characteristics of the research sample, and to determine the responses of its members regarding the different research axes.
- Cronbach's Alpha coefficient: It was used to know the stability of the questionnaire statements, so it takes values from 0 to 1. If there is no complete stability in the data, the coefficient value is equal to zero, but if there is complete stability in the data, then the coefficient value is equal to one, which means that an increase in the value of this coefficient indicates an increase in the credibility of the data.
- Simple linear regression: was used to analyze the relationship between the variables. This method allowed us to determine if there is a significant correlation between two variables and to evaluate the impact of one on the other.
 - **Data Reliability**

Before analyzing the collected data, the reliability statistics table (Cronbach's Alpha Coefficient) is presented, which measures the reliability between variables. Cronbach's Alpha is one of the most important statistical tests for analyzing questionnaire data, in order to give it legitimacy. Based on the results of this test, the questionnaire will be modified or accepted. This test is used to determine if the questionnaire questions are consistent with each other.

Tableau 1: Reliability Statistics

	Number of Items	Cronbach's Alpha Coefficient
Total	16	0.928

Source: Compiled by ourselves based on the results in SPSS.

The reliability coefficient value is between (0) and (1), and the value is acceptable starting from 0.60. We note that the Cronbach's Alpha coefficient is 0.928 (greater than 0.60), which indicates a strong correlation between the variables, allowing us to confirm the reliability of the questionnaire in our study.

- **Analysis of Personal Information**

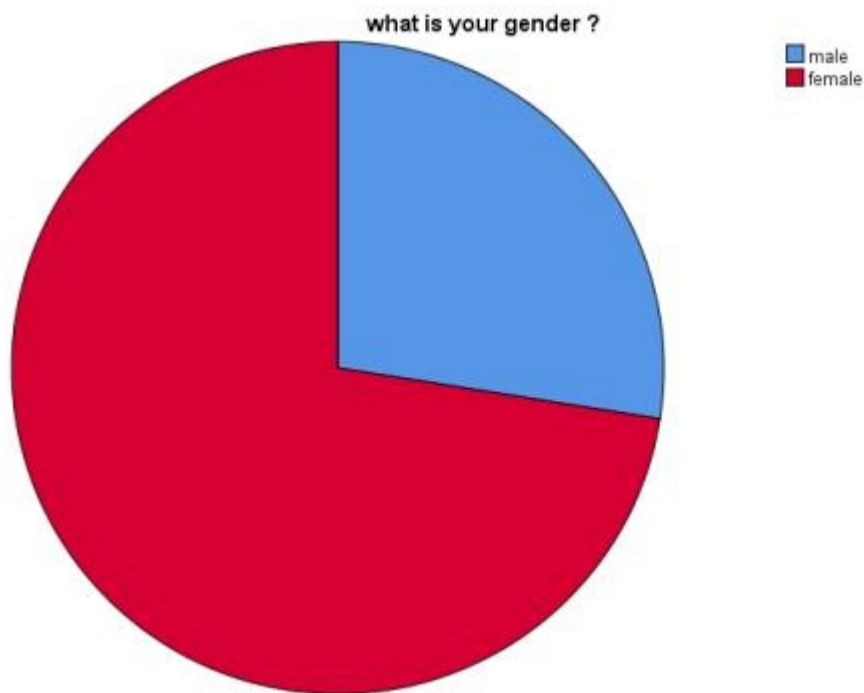
Q1: What is your gender?

Tableau 2: Distribution of respondents by gender

Variable	frequency	%
Male	33	27.5
Female	87	72.5
Total	120	100.0

Source: Compiled by ourselves based on the results in SPSS.

Figure 9 : Graphical representation of the sample distribution by gender



Source: Compiled by ourselves from EXCEL and SPSS

The distribution of respondents by gender indicates a marked majority of female participants, representing 72.5% of the sample, compared to only 27.5% male participants. This shows an unbalanced distribution in terms of gender, with a majority of female.

Q2: What is your age?

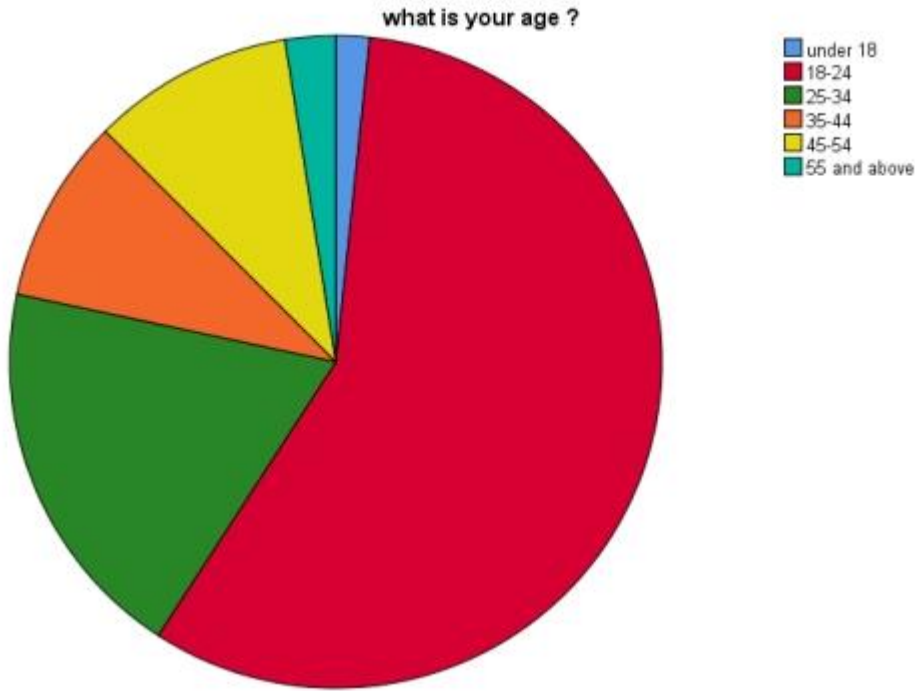
Tableau 3: Distribution of respondents by age

Variable	Frequency	%
Under 18	2	1.7
18 – 24	69	57.5
25 – 34	23	19.2
35 – 44	11	9.2
45 – 54	12	10.0

55 and above	3	2.5
Total	120	100.0

Source: Compiled by ourselves based on the results in SPSS.

Figure 10: Graphical representation of the sample distribution by age



Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by age shows a varied distribution within the sample. The majority of respondents fall within the 18-24 age group, comprising 57.5% of the sample. This is followed by the 25-34 age group, which represents 19.2% of the sample. The 35-44 age group accounts for 9.2% of the sample, while the 45-54 and 55 and above age groups each represent 10.0% and 2.5% of the sample, respectively. This distribution indicates a relatively young sample, with the majority of respondents being young adults. This groups may have varying perceptions and behaviours regarding advertising and purchasing decisions

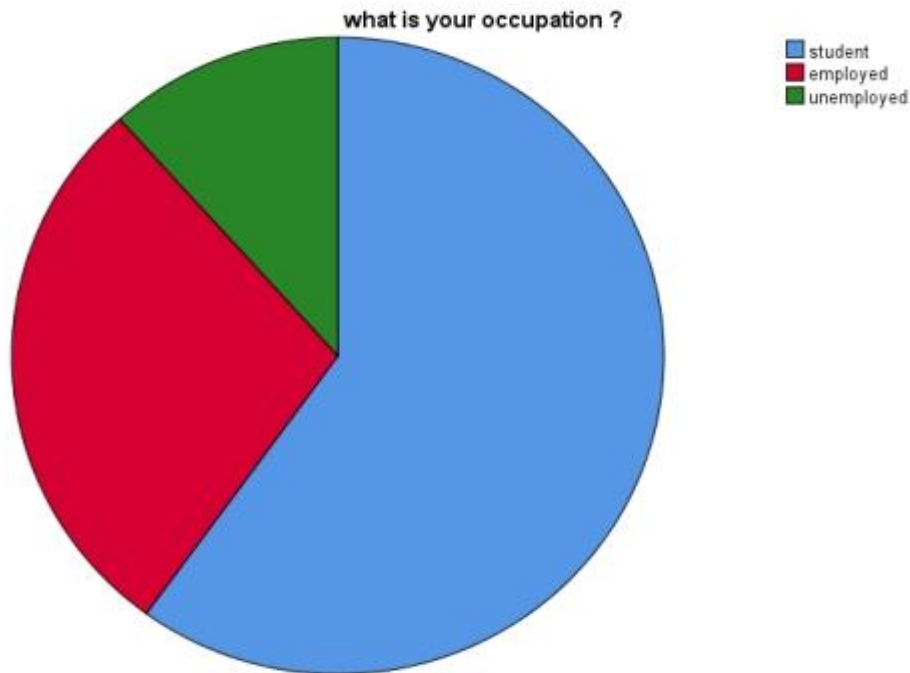
Q3- What is your occupation?

Tableau 4: Distribution of respondents by occupational category

Variable	Frequency	%
Student	72	60.0
Unemployed	34	28.3
Employed	14	11.7
Total	120	100.0

Source: Compiled by ourselves based on the results in SPSS.

Figure 11: Graphical representation of the sample distribution by occupational category



Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by occupational category shows that the majority of respondents are students, accounting for 60.0% of the sample. This is followed by unemployed respondents, who represent 28.3% of the sample. Then employed respondents comprising 11.7% of the sample. This distribution indicates that the sample is predominantly composed of students, which may impact their perceptions and behaviours compared to employed or unemployed individuals.

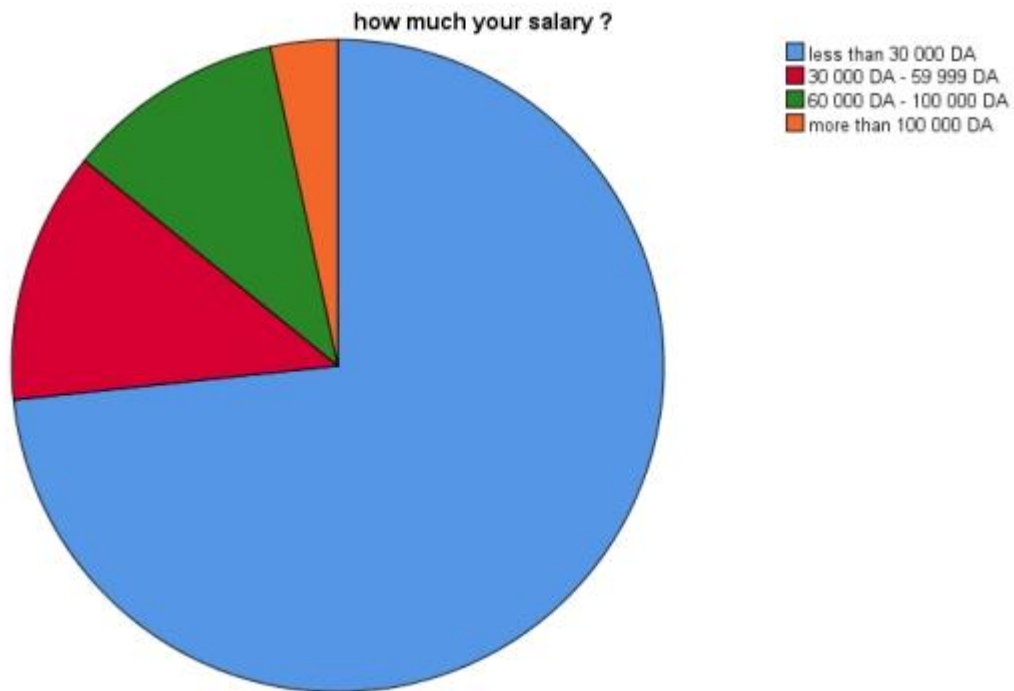
Q4- How much your salary is?

Tableau 5: Distribution of respondents by salary

Variable	Frequency	%
Less than 30 000 DA	88	73.3
30 000 DA - 59 999DA	15	12.5
60 000DA - 100 000DA	13	10.8
More than 100 000 DA	4	3.3
Total	120	100.0

Source: Compiled by ourselves based on the results in SPSS.

Figure 12: Graphical representation of salary range of salary of respondents



Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by salary shows that the majority of respondents earn less than 30,000 DA, accounting for 73.3% of the sample. Respondents earning between 30,000 DA and 59,999 DA make up 12.5% of the sample, while those earning between 60,000 DA and 100,000 DA represent 10.8% of the sample. Only 3.3% of respondents reported earning more than 100,000 DA. This distribution indicates that the majority of respondents have relatively low salaries. This may impact their purchasing power and attitudes towards advertising, as individuals with higher salaries may have different spending habits and preferences.

1.2 Personalized advertisements

- How often do you consume juice?

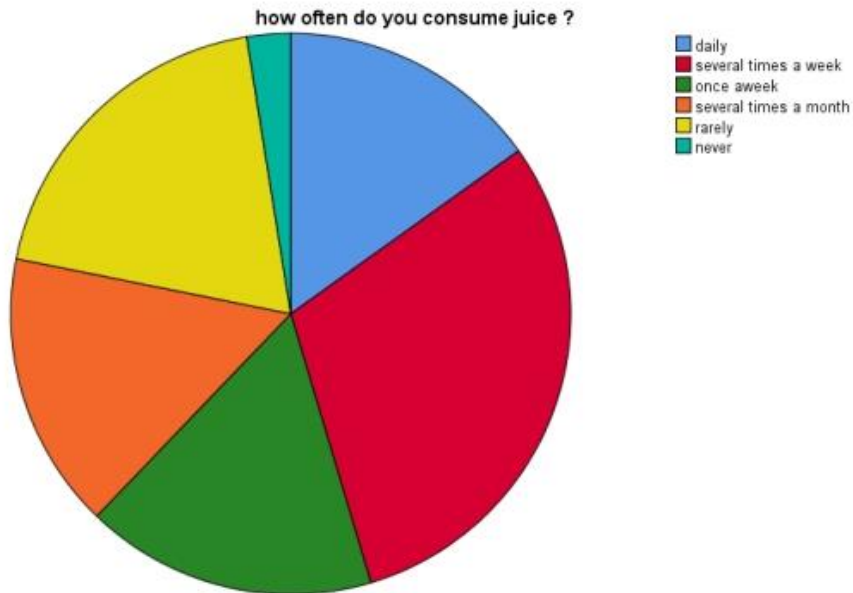
Tableau 6: Distribution of respondents

Variable	Frequency	Pourcentage
Daily	18	15,0
Several times a week	36	30,0
Once aweek	20	16,7
Several times a month	19	15,8
Rarely	23	19,2
Never	3	2,5

Total	119	99,2
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Source: Compiled by ourselves based on the results in SPSS.

Figure 13: Graphical representation of Juice consumption frequency



Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by juice consumption frequency shows that the most common frequency of juice consumption is several times a week, with 30.0% of respondents selecting this option. This is followed by those who consume juice once a week (16.7%) and those who consume it several times a month (15.8%). A significant proportion of respondents consume juice rarely (19.2%) or never (2.5%).

This distribution provides insights into the consumption habits of respondents, consumers who regularly consume juice may be more receptive to advertisements and more likely to purchase the product, while those who consume juice rarely or never may require different advertising strategies to engage with them effectively.

- What are the brands of juice that you know? and what is the first brand that came to your mind? (open question)

The responses indicate a variety of brand names, with some brands mentioned more frequently than others. **Rouiba** appears to be the most recognized brand, followed by Ramy and Ifruit. Other brands mentioned include Candia, Tchina, Danao, Ngous, and Touja.

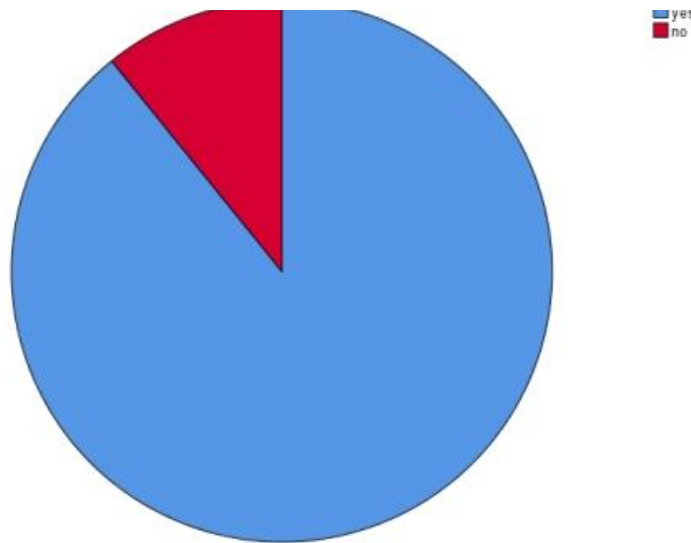
- Do you know Tchina juice?

Tableau 7: Distribution of respondents

Variable	Frequency	Pourcentage
Yes	107	89.2
No	13	10.8
Total	120	100.0

Source: Compiled by ourselves based on the results in SPSS.

Figure 14: Graphical representation of consumer's awareness of Tchina juice brand



Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by awareness of Tchina juice shows that the majority of respondents (89.2%) are aware of Tchina juice, while a smaller proportion (10.8%) are not aware of it. This indicates that Tchina juice has a relatively high level of awareness among the respondents, which could potentially impact their perceptions and behaviours related to the product. consumers who are already aware of the product may have different responses to advertising compared to those who are not aware. Understanding the level of awareness help tailor advertising strategies to effectively reach and engage with the target audience.

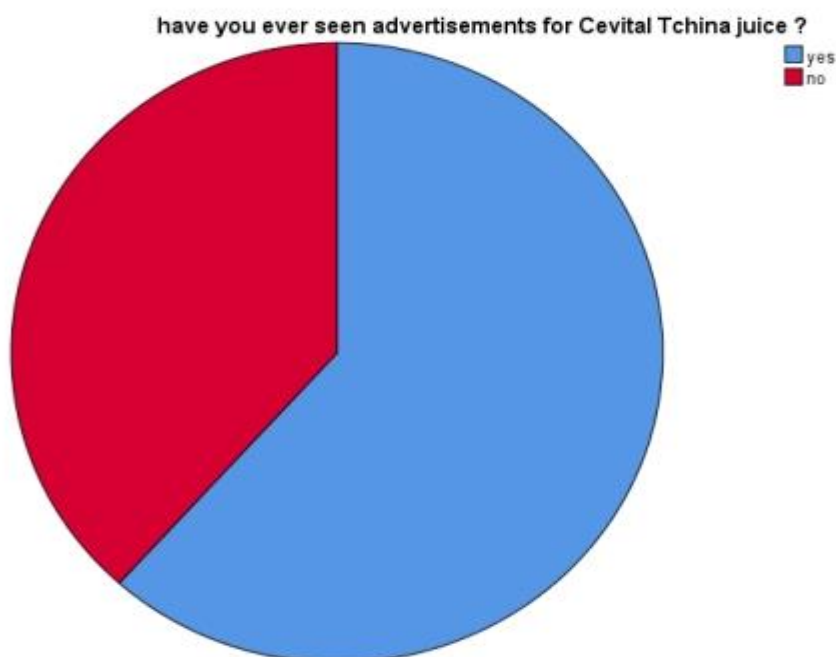
- Have you ever seen advertisements for Cevital Tchina juice?

Tableau 8: Distribution of respondents

Variable	Frequency	Pourcentage
Yes	74	61.7
No	46	38.3
Total	120	100.0

Source: Compiled by ourselves based on the results in SPSS.

Figure 15: Graphical representation of exposure of Tchina juice Ads



Source: Compiled by ourselves based on the results in SPSS.

This distribution shows that a majority of respondents (61.7%) have seen advertisements for the juice, while a significant proportion (38.3%) have not. This indicates that there has been some level of advertising presence for Cevital Tchina juice among the respondents, which could influence their perceptions and behaviours related to the product.

Consumers who have seen advertisements for the product may have different attitudes and intentions towards purchasing compared to those who have not been exposed to advertising.

-If yes, how do you usually come across these advertisements? (mutiple choice)

Tableau 9: Distribution of respondents

Variable	Yes	%	No	%
TV	47	39.2 %	73	60.8 %
Social media platforms (Facebook, Instagram, youtube...)	101	84.2 %	19	15.8 %
Journals	3	2.5 %	117	97.5 %
Websites or blogs	18	15.0 %	102	85.0 %
Other	12	10.0 %	108	90.0 %

Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by methods of encountering advertisements for Cevital Tchina juice shows that the most common method is through social media platforms, with 84.2% of respondents indicating this as a source of advertisement exposure. This is followed by TV advertisements, which 39.2% of respondents have encountered. Other methods such as websites or blogs (15.0%) and other sources (10.0%) are less common, while advertisements in journals are the least encountered, with only 2.5% of respondents reporting exposure through this medium. The occurrence of advertisements on social media platforms suggests that these channels are effective in reaching the target audience for Cevital Tchina juice. Understanding the most effective advertising channels can help optimize advertising strategies and allocate resources more efficiently.

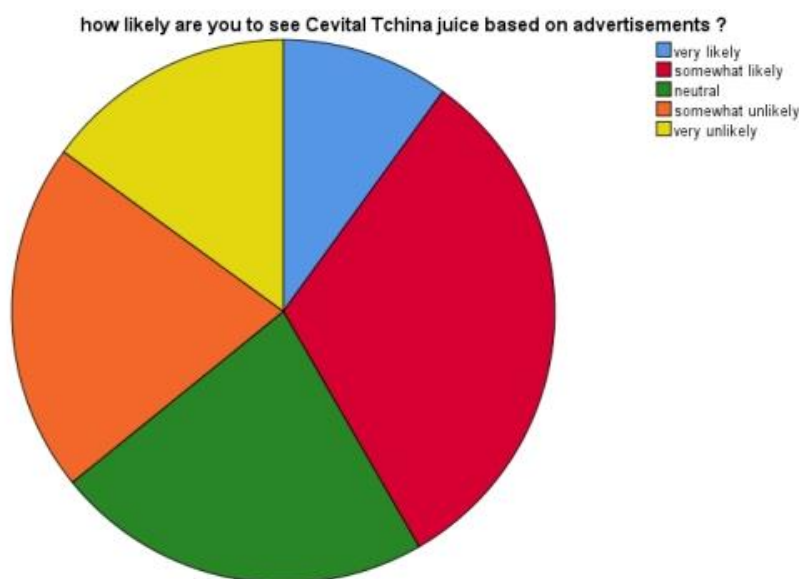
- How likely are you to see Cevital Tchina juice based on advertisements?

Tableau 10: Distribution of respondents

Variable	Frequency	%
Very likely	12	10.0
Somewhat likely	38	31.7
Neutral	27	22.5
Somewhat unlikely	25	20.8
Very unlikely	18	15.0
Total	120	100.0

Source: Compiled by ourselves based on the results in SPSS.

Figure 16: Graphical representation of consumers perception of Tchina juice Ads visibility



Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by likelihood of seeing Cevital Tchina juice based on advertisements shows that the majority of respondents are either somewhat likely (31.7%) or neutral (22.5%) to see the juice based on advertisements. A smaller proportion of respondents are very likely (10.0%) or somewhat unlikely (20.8%) to see the juice, while the least likely group is those who are very unlikely (15.0%) to see the juice based on advertisements.

The respondents who are more likely to see the juice based on advertisements may be more receptive to marketing messages and more likely to consider purchasing the product.

- How often do you engage with advertisements for Cevital Tchina juice?

Tableau 11: Distribution of respondents

Variables	Always		Often		Sometimes		Rarely	
	F	%	F	%	F	%	F	%
Clicking on the ad	11	9.2	11	9.2	31	25.8	67	55.8
liking and commenting on ad	6	5.0	15	12.5	38	31.7	61	50.8
Sharing the ad	7	5.8	9	7.5	37	30.8	67	55.8
saving the ad for later	8	6.7	19	15.8	21	17.5	72	60.0

Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by frequency of engagement with advertisements for Cevital Tchina juice shows that the majority of respondents rarely engage with the advertisements, with 55.8% indicating that they rarely click on the ad, share the ad, or save the ad for later. A smaller proportion of respondents sometimes engage with the advertisements, while a minority of respondents often or always engage with the advertisements.

Respondents who frequently engage with advertisements may be more likely to be influenced by advertising messages and more inclined to purchase the product.

- How do you find about advertisements for Cevital Tchina juice?

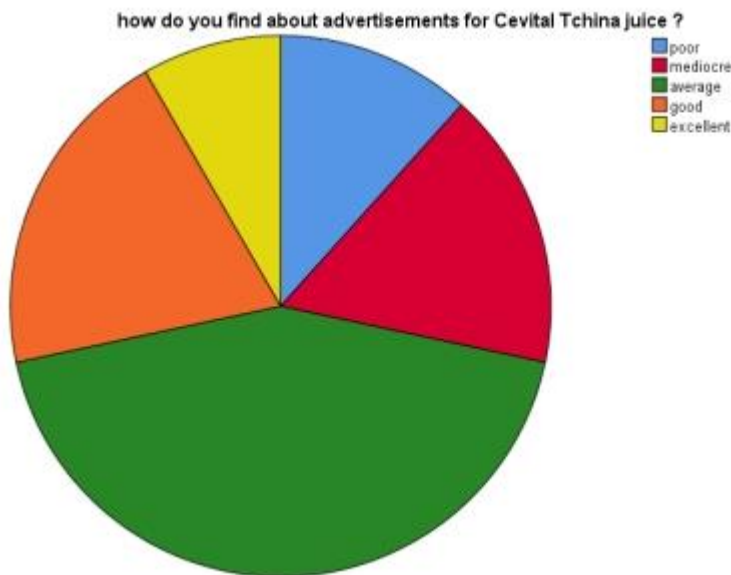
Tableau 12: Distribution of respondents

Variable	Frequency	%
Poor	14	11.7
Mediocre	20	16.7

Average	52	43.3
Good	24	20.0
Excellent	10	8.3
Total	120	100.0

Source: Compiled by ourselves based on the results in SPSS.

Figure 17: Graphical representation of consumer's ratings of the quality of tchina juice Ads



Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by perception of advertisements for Cevital Tchina juice shows that the majority of respondents perceive the advertisements to be average (43.3%) or good (20.0%). A smaller proportion of respondents perceive the advertisements to be mediocre (16.7%) or poor (11.7%), while the least common perception is that the advertisements are excellent (8.3%).

Respondents who perceive the advertisements to be good or excellent may be more likely to respond positively to advertising messages and consider purchasing the product.

- In your opinion, do advertisements provide you with relevant information about Cevital Tchina juice?

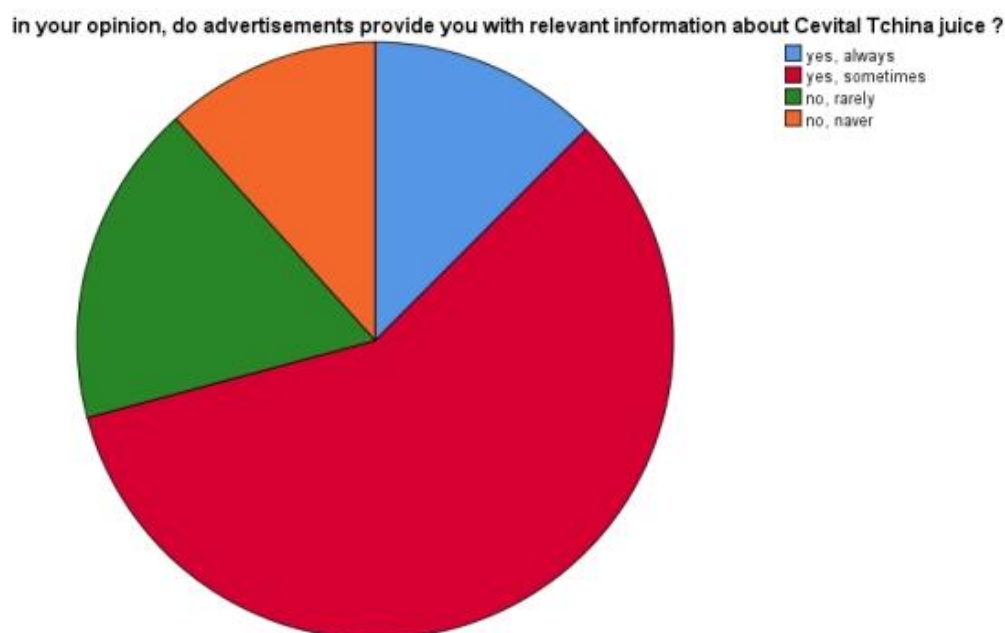
Tableau 13: Distribution of respondents

Variable	Frequency	%
Yes, always	15	12.5
Yes, sometimes	70	58.3
No, rarely	21	17.5
No, never	14	11.7

Total	120	100.0
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Source: Compiled by ourselves based on the results in SPSS.

Figure 18: Graphical representation of perceived relevance of Tchina juice Ads



Source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by opinion on the relevance of advertisements for Cevital Tchina juice shows that the majority of respondents (58.3%) feel that advertisements sometimes provide them with relevant information about the product. A smaller proportion of respondents feel that advertisements always provide relevant information (12.5%), while 17.5% feel that advertisements rarely provide relevant information, and 11.7% feel that advertisements never provide relevant information. Respondents who feel that advertisements provide relevant information may be more likely to engage with the advertisements and consider purchasing the product.

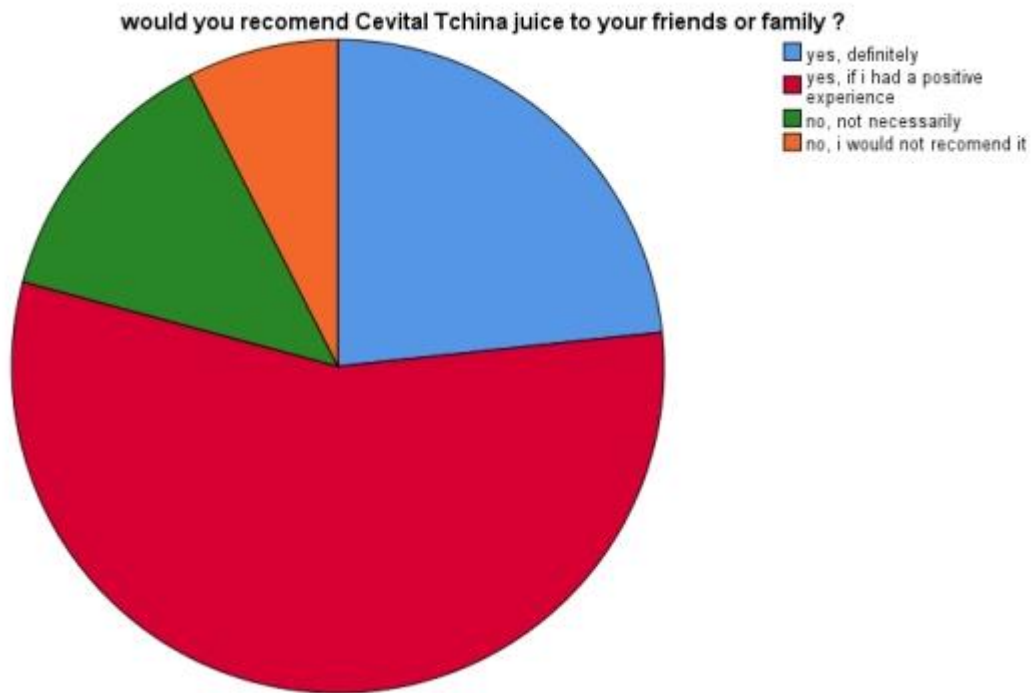
- Would you recommend Cevital Tchina juice to your friends or family?

Tableau 14: Distribution of respondents

Variable	Frequency	%
Yes, definitely	28	23.3
yes, if i had a positive experience	67	55.8
No, not necessarily	16	13.3
No, i would not recommend it	9	7.5
Total	120	100.0

source: Compiled by ourselves based on the results in SPSS.

Figure 19: Graphical representation of willingness to recommend Tchina juice



source: Compiled by ourselves based on the results in SPSS.

The distribution of respondents by likelihood of recommending Cevital Tchina juice shows that the majority of respondents (55.8%) would recommend the product if they had a positive experience. A smaller proportion of respondents (23.3%) would recommend the product definitely, while 13.3% would not necessarily recommend it, and 7.5% would not recommend it at all.

The likelihood of recommending a product reflects consumers' satisfaction and perception of the product's quality. Respondents who are more likely to recommend the product may have a positive perception of the product and be more inclined to purchase it based on the advertising messages they have seen.

Testing the hypotheses:

The hypothesis testing follows the following principle:

Accept the hypothesis: if the significance level is greater than (0.05)

Reject the hypothesis: if the significance level is less than (0.05)

1. Testing the first hypothesis

H01: Personalized advertising significantly influences consumer perceptions of Cevital Tchina juice's relevance and usefulness, leading to a higher likelihood of purchase

- Results of simple linear regression between personalized advertising and the consumer perceptions of Cevital Tchina juice's relevance and usefulness

Model Summary :

Model	R	R-deux	R-deux ajusté	Erreur standard de l'estimation
1	,788 ^a	,621	,618	,51407

- The correlation coefficient R is 0.788, indicating a strong correlation between personalized advertising and the consumer perceptions of Cevital Tchina juice's relevance and usefulness.
- Coefficient of determination (R^2): 0.621, meaning that 62.1% of the variation in the consumer perceptions of Cevital Tchina juice's relevance and usefulness can be explained by the personalized advertising variable.

ANOVA one-way

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.182	1	51.182	193.673	,000 ^b
	Residual	31.184	118	0,264		
	Total	82.367	119			

- The ANOVA F-value is 193.673, with a significance of $p < 0.001$, indicating that the regression model is significantly validated, thus supporting the hypothesis that personalized advertising significantly influences consumer perceptions of Cevital Tchina juice's relevance and usefulness, leading to a higher likelihood of purchase.

Coefficients :

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constante)	-0.853	0.161		-5.315	0.000
	personalized advertising	2.549	0.183	0.788	13.917	0.000

- Coefficient for the personalized advertising variable: 2.549, with a standard deviation of 0.183. This means that for every one-unit increase in the measure of personalized advertising,

the response to consumer's perceptions of Cevital Tchina juice's relevance and usefulness increases on average by 2.549 units, assuming all other variables remain constant.

- The standardized coefficient (0.788) indicates that personalized advertising has a significant positive effect on consumer's perceptions of Cevital Tchina juice's relevance and usefulness, even after taking into account other variables in the model.

In conclusion, the results of the simple linear regression analysis support the hypothesis that **personalized advertising significantly influences consumer perceptions of Cevital Tchina juice's relevance and usefulness, leading to a higher likelihood of purchase**

2. Testing the second hypothesis:

H2: The impact of personalized advertisements on consumer behaviour is moderated by demographic factors.

➤ Results of multiple linear regression between personalized advertisements and consumer behaviour moderated by demographic factors.

Model Summary :

Model	R	R-deux	R-deux ajusté	Erreur standard de l'estimation
1	,916 ^a	,839	,832	,35240

- The correlation coefficient R is 0.916, indicating a strong correlation between the independent variables (personalized advertising, gender, age, occupation, and salary) and the dependent variable (consumer behaviour), with an R-squared value of 0.839, indicating that 83.9% of the variance in consumer behaviour can be explained by the independent variables.

ANOVA one-way

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	73.658	1	14.732	118.628	,000 ^b
	Residual	14.157	114	0,124		
	Total	87.815	119			

- The ANOVA F-value is 118.628, with a significance of $p < 0.001$, indicating that the regression model is significantly validated, this suggests that at least one of the independent variables significantly predicts consumer behaviour.

Coefficients :

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constante)	-0.341	0.209		-1.629	0.106
	personalized advertising	1.745	0.312	0.523	5.590	0.000
	Gender	1.007	0.098	0.526	10.311	0.000
	Age	0.291	0.125	0.388	2.328	0.022
	Occupation	-0.414	0.166	-0.336	-2.487	0.014
	Salary	-0.120	0.108	-0.115	-1.112	0.269

- Personalized advertising (Beta = 0.523, p = 0.000), gender (Beta = 0.526, p = 0.000), and age (Beta = 0.388, p = 0.022) show statistically significant positive relationships with consumer behaviour. This suggests that higher levels of personalized advertising, moderated by the gender (being female), and age (being older) are associated with more positive consumer behaviour.
- Occupation (Beta = -0.336, p = 0.014) shows a statistically significant negative relationship with consumer behaviour. This suggests that certain occupations are associated with less positive consumer behaviour.
- Salary (Beta = -0.115, p = 0.269) does not show a statistically significant relationship with consumer behaviour $p < 0.001$

In conclusion, the results suggest that personalized advertising, moderated by gender, age, and occupation have significant effects on consumer behaviour, supporting the hypothesis that the impact of personalized advertisements on consumer behaviour is moderated by demographic factors. However, the non-significant relationship with salary indicates that this demographic factor may not play a significant moderating role in this context.

Section 02: results discussion

The results of the current study build upon and expand the findings from the existing literature reviewed.

Firstly, the studies by Reena and Udit (2020) and Abid M. (2021) both found that the frequency, relevance, and perceived usefulness of personalized advertisements on social media significantly impact consumer attitudes and purchase intentions. Additionally, the work by Hisham Nagy Abdel Monem and Trang P. Tran (2017) highlighted the importance of

considering demographic factors as potential moderators of the relationship between personalized ads and consumer responses.

The data analysis conducted for this study supports H01, revealing that personalized ads did enhance perceptions of the Cevital Tchina juice's relevance and usefulness among participants. Consumers reported more favorable attitudes towards the product and greater intention to purchase it after being exposed to the personalized advertisements. This aligns with the prior findings on the positive effects of personalized advertising on consumer behaviour. Moreover, the current research hypothesized that personalized advertising for Cevital Tchina juice would influence consumer perceptions of the product's relevance and usefulness, leading to higher purchase likelihood (H01).

Similarly, the current research hypothesized that demographic characteristics would moderate the impact of personalized Cevital Tchina juice ads on consumer behaviour (H02). The results of the analyses conducted for this study supported H02, indicating that factors such as age, income, and occupation did influence the extent to which personalized ads affected participants' perceptions, engagement with the ads and purchase intentions.

These findings provide important insights that can guide marketers in developing personalized advertising strategies that are tailored to the specific demographic characteristics of their target audience. By understanding how factors such as age, income, and education shape consumer reactions to personalized ads, companies can optimize their marketing efforts and improve the effectiveness of their personalized campaigns.

Overall, the results of the current study are consistent with and build upon the existing research on the impact of personalized advertising on consumer behaviour. The data analyses lend support to the hypotheses that personalized ads can enhance perceptions of product relevance and usefulness, leading to more favorable attitudes and higher purchase intentions. Moreover, the study underscores the need to consider demographic moderators when examining the effectiveness of personalized marketing strategies.

These findings contribute to the growing body of knowledge in this area and offer valuable practical implications for marketers seeking to leverage personalized advertising to drive positive consumer behaviours and improve marketing outcomes, particularly in the food and beverage industry.

Recommendation

We recommend that Cevital establish Tchina Juice as an independent brand with its own branding and marketing strategies. Additionally, Cevital should produce new, visually-

appealing cardboard packaging for the Tchina Juice product. Finally, setting up complimentary tasting stations for Tchina Juice at student-focused events would allow the brand to directly engage its key young adult target market through personalized product experiences. Implementing these recommendations could significantly enhance Tchina Juice's visibility and appeal.

How does Cevital plan to differentiate the Tchina Juice brand from its existing corporate branding and other product lines? What unique brand identity and marketing strategies will be developed to better connect with the young adult target market?

GENERAL CONCLUSION

The present research aims to provide a thorough investigation into the impact of personalized advertisements on consumer behaviour, focusing specifically on the context of Cevital Tchina juice. The research seeks to address the gaps in existing knowledge by examining the mechanisms underlying consumer responses to personalized ads, the interplay between personalization and privacy concerns, and the implications for marketers. It is important to note that the results of this study cannot be generalized due to the focus on a single case study and the use of non-probability sampling. Additionally, Tchina juice is not a leading product in its market.

The comprehensive literature review synthesizes and analyzes the key findings theories, and empirical evidence from relevant studies on the influence of personalized advertising, particularly in the social media domain. The review highlights the importance of factors such as the frequency, relevance, and perceived usefulness of personalized ads in shaping consumer attitudes, perceptions, and purchase intentions. It also underscores the challenges posed by privacy concerns and the potential for ad avoidance and skepticism, which can undermine the effectiveness of personalized advertising strategies.

Building on the insights from the literature, the dissertation proposes a research framework centered around two key research questions. The first question examines how personalized advertising affects consumer attitudes and purchase intentions towards Cevital Tchina juice. The second question explores the extent to which demographic factors moderate the impact of personalized advertisements on consumer behaviour in relation to the product.

To address these research questions, the study employs a quantitative research methodology, utilizing survey-based data collection and analysis techniques. This approach aims to provide empirical evidence to test the proposed hypotheses, which posit that personalized advertising significantly influences consumer perceptions of the product's relevance and usefulness, leading to a higher likelihood of purchase, and that the impact of personalized ads is moderated by demographic factors.

By exploring these research objectives, the dissertation seeks to contribute to the development of a comprehensive understanding of the effects of personalized advertisements on consumer behaviour in the context of the Cevital Tchina juice market. The findings are expected to offer valuable insights that can guide marketers in crafting more effective personalized advertising strategies, balancing the need for relevance and consumer engagement with the imperative of respecting privacy and fostering positive consumer behaviours.

The implications of this research extend beyond the specific product context, as the insights generated can inform the broader discourse on the role of personalized advertising in shaping

consumer decision-making and marketing outcomes. Furthermore, the study's methodological approach and the theoretical foundations established in the literature review can serve as a springboard for future research in this dynamic and evolving field of consumer behaviour and marketing.

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APPENDICES

APPENDICES A : Questionnaire

Hypotheses

H01: Personalized advertising significantly influences consumer perceptions of Cevital Tchina juice's relevance and usefulness, leading to a higher likelihood of purchase

H02: The impact of personalized advertisements on consumer behaviour is moderated by demographic factors.

Questionnaire

Section 1: Demographic questions

1- What is your gender?

- Male
- Female

2- What is your age ?

- Under 18
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 and above

3- What is your occupation ?

- Student
- Unemployed
- Employed

4- How much your salary is?

- less than 30 000 DA
- 30 000 DA - 59 999DA
- 60 000DA - 100 000DA
- More than 100 000 DA

Section 2 : Personalized advertisements

1- How often do you consume juice?

- Daily
- Several times a week
- Once a week
- Several times a month
- Rarely

- Never

2- What are the brands of juice that you know? and what is the first brand that came to your mind? (Open question)

3- Do you know Tchina juice ?

- Yes

- No

4- Have you ever seen advertisements for Cevital Tchina juice?

- Yes

- No

5- If yes, how do you usually come across these advertisements? (multiple choice)

- TV

- Social media platforms (Facebook,instagram,youtube...)

- Journals

- Websites or blogs

- Other

6- How likely are you to see Cevital Tchina juice based on an advertisement?

- Very likely

- Somewhat likely

- Neutral

- Somewhat unlikely

- Very unlikely

7- How often do you engage with advertisements for Cevital Tchina juice?

	Always	Often	Sometimes	Rarely
Clicking on the ad				
Liking and commenting on ad				
Sharing the ad				
Saving the ad for later				

8- How do you find about advertisements for Cevital Tchina juice?

poor 1 2 3 4 5 excellent

9- In your opinion, do advertisements provide you with relevant information about Cevital Tchina juice?

- Yes, always
- Yes, sometimes
- No, rarely
- No, never

10- Would you recommend Cevital Tchina juice to your friends or family?

- Yes, definitely
- Yes, if I had a positive experience with the product.
- No, not necessarily.
- No, I would not recommend it

APPENDICES B

Fiabilité

Echelle : ALL VARIABLES

Récapitulatif de traitement des observations

		N	%
Observations	Valide	119	99,2
	Exclue ^a	1	,8
	Total	120	100,0

a. Suppression par liste basée sur toutes les variables de la procédure.

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,928	16

Table de fréquences

what is your gender ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	male	33	27,5	27,5	27,5
	female	87	72,5	72,5	100,0
	Total	120	100,0	100,0	

what is your age ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	under 18	2	1,7	1,7	1,7
	18-24	69	57,5	57,5	59,2
	25-34	23	19,2	19,2	78,3
	35-44	11	9,2	9,2	87,5
	45-54	12	10,0	10,0	97,5
	55 and above	3	2,5	2,5	100,0
	Total	120	100,0	100,0	

what is your occupation ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	student	72	60,0	60,0	60,0
	employed	34	28,3	28,3	88,3
	unemployed	14	11,7	11,7	100,0
	Total	120	100,0	100,0	

how much your salary ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	less than 30 000 DA	88	73,3	73,3	73,3
	30 000 DA - 59 999 DA	15	12,5	12,5	85,8
	60 000 DA - 100 000 DA	13	10,8	10,8	96,7
	more than 100 000 DA	4	3,3	3,3	100,0
	Total	120	100,0	100,0	

how often do you consume juice ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	daily	18	15,0	15,1	15,1
	several times a week	36	30,0	30,3	45,4
	once aweek	20	16,7	16,8	62,2
	several times a month	19	15,8	16,0	78,2
	rarely	23	19,2	19,3	97,5
	never	3	2,5	2,5	100,0
	Total	119	99,2	100,0	
Manquant	Système	1	,8		
Total		120	100,0		

do you know Tchina juice ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	yes	107	89,2	89,2	89,2
	no	13	10,8	10,8	100,0
	Total	120	100,0	100,0	

have you ever seen advertisements for Cevital Tchina juice ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	yes	74	61,7	61,7	61,7
	no	46	38,3	38,3	100,0
	Total	120	100,0	100,0	

Do you usually come across these advertisements on TV ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	yes	47	39,2	39,2	39,2
	no	73	60,8	60,8	100,0
	Total	120	100,0	100,0	

Do you usually come across these advertisements on social media ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	yes	101	84,2	84,2	84,2
	no	19	15,8	15,8	100,0
	Total	120	100,0	100,0	

Do you usually come across these advertisements on journals ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	yes	3	2,5	2,5	2,5
	no	117	97,5	97,5	100,0
	Total	120	100,0	100,0	

Do you usually come across these advertisements on websites and blogs ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	yes	18	15,0	15,0	15,0
	no	102	85,0	85,0	100,0
	Total	120	100,0	100,0	

Do you usually come across these advertisements on other places ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	yes	12	10,0	10,0	10,0
	no	108	90,0	90,0	100,0
	Total	120	100,0	100,0	

how likely are you to see Cevital Tchina juice based on advertisements ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	very likely	12	10,0	10,0	10,0
	somewhat likely	38	31,7	31,7	41,7
	neutral	27	22,5	22,5	64,2
	somewhat unlikely	25	20,8	20,8	85,0
	very unlikely	18	15,0	15,0	100,0
	Total	120	100,0	100,0	

How often do you engage by clicking on the ad with advertisements Cevital Tchina juice

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	alwys	11	9,2	9,2	9,2
	often	11	9,2	9,2	18,3
	sometimes	31	25,8	25,8	44,2
	rarely	67	55,8	55,8	100,0
	Total	120	100,0	100,0	

How often do you engage by liking and commenting on advertisements of Cevital Tchina juice

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	alwys	6	5,0	5,0	5,0
	often	15	12,5	12,5	17,5
	sometimes	38	31,7	31,7	49,2
	rarely	61	50,8	50,8	100,0
	Total	120	100,0	100,0	

How often do you engage by sharing the advertisements of Cevital Tchina juice

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	alwys	7	5,8	5,8	5,8
	often	9	7,5	7,5	13,3
	sometimes	37	30,8	30,8	44,2
	rarely	67	55,8	55,8	100,0
	Total	120	100,0	100,0	

How often do you engage by saving the advertisements for later of Cevital Tchina juice

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	alwys	8	6,7	6,7	6,7
	often	19	15,8	15,8	22,5
	sometimes	21	17,5	17,5	40,0
	rarely	72	60,0	60,0	100,0
	Total	120	100,0	100,0	

how do you find about advertisements for Cevital Tchina juice ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	poor	14	11,7	11,7	11,7
	mediocre	20	16,7	16,7	28,3
	average	52	43,3	43,3	71,7
	good	24	20,0	20,0	91,7
	excellent	10	8,3	8,3	100,0
	Total	120	100,0	100,0	

in your opinion, do advertisements provide you with relevant information about Cevital Tchina juice ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	yes, always	15	12,5	12,5	12,5
	yes, sometimes	70	58,3	58,3	70,8

no, rarely	21	17,5	17,5	88,3
no, naver	14	11,7	11,7	100,0
Total	120	100,0	100,0	

would you recomend Cevital Tchina juice to your friends or family ?

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	yes, definitely	28	23,3	23,3	23,3
	yes, if i had a positive experience	67	55,8	55,8	79,2
	no, not necessarily	16	13,3	13,3	92,5
	no, i would not recomend it	9	7,5	7,5	100,0
	Total	120	100,0	100,0	

Régression

Variables introduites/éliminées^a

Modèle	Variables introduites	Variables éliminées	Méthode
1	how likely are you to see Cevital Tchina juice based on advertisements ? ^b		Introduire

a. Variable dépendante : how do you find about advertisements for Cevital Tchina juice ?

b. Toutes les variables demandées ont été introduites.

Récapitulatif des modèles

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation
1	,900 ^a	,810	,808	,475

a. Prédicteurs : (Constante), how likely are you to see Cevital Tchina juice based on advertisements ?

ANOVA^a

Modèle		Somme des		Carré moyen	F	Sig.
		carrés	ddl			
1	Régression	113,264	1	113,264	502,403	,000 ^b
	de Student	26,602	118	,225		
	Total	139,867	119			

- a. Variable dépendante : how do you find about advertisements for Cevital Tchina juice ?
b. Prédicteurs : (Constante), how likely are you to see Cevital Tchina juice based on advertisements ?

Coefficients^a

Modèle		Coefficients non standardisés		Coefficients standardisés	
		B	Erreur standard	Bêta	t
1	(Constante)	,400	,082		4,860
	how likely are you to see Cevital Tchina juice based on advertisements ?	,787	,035	,900	22,414

Coefficients^a

Modèle		Sig.
1	(Constante)	,000
	how likely are you to see Cevital Tchina juice based on advertisements ?	,000

- a. Variable dépendante : how do you find about advertisements for Cevital Tchina juice ?

```
REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT QST10
/METHOD=ENTER QST9.
```

Régression

Variables introduites/éliminées^a

Modèle	Variables introduites	Variables éliminées	Méthode
1	how likely are you to see Cevital Tchina juice based on advertisements ? ^b		Introduire

a. Variable dépendante : how do you find about advertisements for Cevital Tchina juice ?

b. Toutes les variables demandées ont été introduites.

Récapitulatif des modèles

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation
1	,900 ^a	,810	,808	,475

a. Prédicteurs : (Constante), how likely are you to see Cevital Tchina juice based on advertisements ?

ANOVA^a

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	113,264	1	113,264	502,403	,000 ^b
	de Student	26,602	118	,225		
	Total	139,867	119			

a. Variable dépendante : how do you find about advertisements for Cevital Tchina juice ?

b. Prédicteurs : (Constante), how likely are you to see Cevital Tchina juice based on advertisements ?

Coefficients^a

Modèle		Coefficients non standardisés		Coefficients standardisés	
		B	Erreur standard	Bêta	t
1	(Constante)	,400	,082		4,860

how likely are you to see Cevital Tchina juice based on advertisements ?	,787	,035	,900	22,414
--	------	------	------	--------

Coefficients^a

Modèle		Sig.
1	(Constante)	,000
	how likely are you to see Cevital Tchina juice based on advertisements ?	,000

a. Variable dépendante : how do you find about advertisements for Cevital Tchina juice ?

```

COMPUTE personalized=MEAN(QST9,QST7,QST8_a,QST8_b,QST8_c,QST8_d,QST8_e).
EXECUTE.
COMPUTE relevent=MEAN(QST11).
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT relevent
  /METHOD=ENTER personalized.

```

Régression

Variables introduites/éliminées^a

Modèle	Variables	Variables	Méthode
	introduites	éliminées	
1	personalized ^b		. Introduire

- a. Variable dépendante : relevent
b. Toutes les variables demandées ont été introduites.

Récapitulatif des modèles

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation
1	,788 ^a	,621	,618	,51407

a. Prédicteurs : (Constante), personalized

ANOVA^a

Modèle	Somme des carrés	ddl	Carré moyen	F	Sig.
--------	------------------	-----	-------------	---	------

1	Régression	51,182	1	51,182	193,673	,000 ^b
	de Student	31,184	118	,264		
	Total	82,367	119			

a. Variable dépendante : relevent

b. Prédicteurs : (Constante), personalized

Coefficients^a

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.
		B	Erreur standard	Bêta		
1	(Constante)	-,853	,161		-5,315	,000
	personalized	2,549	,183	,788	13,917	,000

a. Variable dépendante : relevent

Régression

Variables introduites/éliminées^a

Modèle	Variables introduites	Variables éliminées	Méthode
1	personalized ^b		. Introduire

a. Variable dépendante : behaviour

b. Toutes les variables demandées ont été introduites.

Récapitulatif des modèles

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation
1	,808 ^a	,653	,650	,50849

a. Prédicteurs : (Constante), personalized

ANOVA^a

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	57,304	1	57,304	221,623	,000 ^b
	de Student	30,511	118	,259		
	Total	87,815	119			

- a. Variable dépendante : behaviour
- b. Prédicteurs : (Constante), personalized

Coefficients^a

Modèle		Coefficients non standardisés		Coefficients standardisés		
		B	Erreur standard	Bêta	t	Sig.
1	(Constante)	-,165	,159		-1,039	,301
	personalized	2,698	,181	,808	14,887	,000

- a. Variable dépendante : behaviour

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT behaviour
/METHOD=ENTER personalized QST1 QST2 QST3 QST4.

```

Régression

Variables introduites/éliminées^a

Modèle	Variables	Variables	Méthode
	introduites	éliminées	
1	how much your salary ?, what is your gender ?, personalized, what is your occupation ?, what is your age ? ^b		Introduire

- a. Variable dépendante : behaviour
- b. Toutes les variables demandées ont été introduites.

Récapitulatif des modèles

Modèle	R	R-deux	R-deux ajusté	Erreur standard
				de l'estimation
1	,916 ^a	,839	,832	,35240

a. Prédicteurs : (Constante), how much your salary ?, what is your gender ?, personalized, what is your occupation ?, what is your age ?

ANOVA^a

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	73,658	5	14,732	118,628	,000 ^b
	de Student	14,157	114	,124		
	Total	87,815	119			

a. Variable dépendante : behaviour

b. Prédicteurs : (Constante), how much your salary ?, what is your gender ?, personalized, what is your occupation ?, what is your age ?

Coefficients^a

Modèle		Coefficients non standardisés		Coefficients standardisés	
		B	Erreur standard	Bêta	t
1	(Constante)	-,341	,209		-1,629
	personalized	1,745	,312	,523	5,590
	what is your gender ?	1,007	,098	,526	10,311
	what is your age ?	,291	,125	,388	2,328
	what is your occupation ?	-,414	,166	-,336	-2,487
	how much your salary ?	-,120	,108	-,115	-1,112

Coefficients^a

Modèle		Sig.
1	(Constante)	,106
	personalized	,000
	what is your gender ?	,000
	what is your age ?	,022
	what is your occupation ?	,014
	how much your salary ?	,269

a. Variable dépendante : behaviour