

The contribution of the quality of online advertising in consumer engagement through attitude

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Abstract:

This article studies the impact of the quality of advertising on consumer engagement in the context of a booking platform and transport solutions in Algeria. The dimensions of advertising quality examined are form, information, relevance, irritability and trust. As part of our study, we opted for a quantitative approach by questionnaire, which allowed us to interview a sample of 215 persons. The results analyzed via multiple regressions indicate that form, information and trust have a positive and significant impact on user engagement. Attitude also plays a mediating role between the quality of advertising and engagement. These conclusions offer managerial perspectives to improve advertising design, communicate relevant messages and strengthen consumer confidence, thus promoting loyalty and platform performance.

Keywords : Advertising, Online advertising, Advertising quality, Engagement, Attitude, Multiple regression.

Jel Classification Codes : M370, M310

INTRODUCTION

* - Author correspondent.

Online advertising has become omnipresent in our daily lives; whether browsing news sites, browsing social networks, or searching online, consumers are constantly exposed to this type of advertising. Its quality can therefore be decisive in its effectiveness and its impact on consumers.

The question of the study:

What is the impact of the quality of online advertising on consumer engagement?

Hypothesis:

The form of advertising positively influences the user's engagement.

The relevance of advertising positively influences the user's engagement.

The information from advertising positively influences the user's engagement.

The irritation of advertising negatively influences the user's engagement.

The trust of advertising positively influences the engagement of the Internet user.

Attitude plays a mediating role between the quality of advertising and engagement.

The Objectif of the study:

The concept of advertising being broad, and the dimensions that compose it being multiple, we decided to focus, in this modest work, on the treatment of the quality of online advertising; and this, through five dimensions namely: form, relevance, information, trust and irritability.

Quality is also linked to the attitude towards the brand which, in turn, is closely linked to engagement. We will therefore try, secondly,

to confirm the mediating role of attitude in the relationship between the quality of online advertising and engagement.

The importance of the study:

The enthusiasm built around online advertising, both by the communities it engages, and by brands who are increasingly expressing their desire to take advantage of this new path by integrating it into their communication strategies has led us to delve deeper into the subject

Methodology:

We carried out this study using a questionnaire intended for 215 people. the results obtained were statistically tested via a factorial analysis and then via the multiple regression methods with the SPSS software. We have also studied the effect of mediation of the attitude according to the method of A.F HAYES which treats the indirect effect of the variable X (advertising) on the variable Y (engagement)

1.Literature review

In this part, the main concepts building our topic, namely the quality of online advertising, engagement and attitude, will be defined.

1.1.The quality of online advertising

Initially, the term online advertising refers to advertising carried out on the Internet and its various terminals (computers, smartphones, tablets, etc.) and which is essentially in the form of display advertising or commercial links.

According to Lendrevie (2014, p.430): "*Online advertising is a partisan communication made on behalf of a clearly identified issuer who pays for online media to insert promotional messages*

and broadcast them to online audiences". This is a narrow definition of online advertising centered on paid inserts, purchased from online media independent of the advertiser. Indeed, if the definition of online advertising is considered as a simple transposition of that of traditional advertising, it must be emphasized that its forms, its modes of action, the methods of purchasing advertising space on the Internet as well as the implementation of online campaigns are completely different from advertising in conventional media.

Our study will focus on the quality of online advertising. The concept of quality has received sustained attention from researchers; we therefore consider it necessary to define it.

According to Rust and Oliver (2004), several approaches to treating this construct are possible, it would then perhaps be risky to define what exactly quality is (Hallil Amalou, 2019).

Vanhamme (2002) considered the perceived quality as "*a global evaluative judgment vis-à-vis a product/service bearing on the relative superiority of the latter (Zeithaml, 1988; Taylor and Baker, 1994; Rust and Oliver, 1994) or, more precisely, an evaluation relative to the excellence of the product/service (Oliver, 1997)*".

Perceived quality is considered as the subjective assessment by the consumer of the superiority of a product. Thus, it depends from one individual to another according to his past experiences and his learning. It arises, according to Zeithaml (1985), from a comparison between what the customer considers should be the service offered by a company and his perceptions of the performance of this organization.

A quality online advertisement is one that is relevant, creative, engaging and adapted to the target audience. It must be able to attract the attention of consumers and convince them of the interest of the brand or product. Crête (2016) mentions five dimensions of the quality of online advertising: form, relevance, information, trust and irritability.

1.2. The engagement

The interest in relationship marketing and the study of the links between consumers and brands has contributed to the development of several researches on engagement.

Engagement is often seen as a factor in the stability and maintenance of the relationship even if circumstances prove to be occasionally unfavorable (Morgan and Hunt, 1994; Garbarino and Johnson, 1999). According to Garbarino and Johnson (1999), engagement refers to the feeling of affiliation and identification of the consumer towards the brand as well as his involvement in the commercial relationship. From a relational perspective, engagement refers more to the process of identification with the brand than to a simple evaluation (De Wulf, Odekerken-Schroder and Iacobucci, 2001 ; Verhoef, Franses and Hoekstra, 2002; Verhoef, 2003; Johnson, Hermann and Huber, 2006).

Authors who are supporters of the relationship marketing approach such as Anderson and Weitz (1992) have emphasized two main major foundations of engagement: stability and sacrifice. These two foundations refer to two main approaches: the behavioral or "behaviorist" approach and the attitudinal approach (Hallil, Amalou, 2019; Hachemi Kemouche, Hallil Amalou , 2022).

Some authors argue that the attitudinal approach is complementary to the behavioral approach by taking into account time (Allen and Meyer, 1990; Anderson and Weitz, 1992; Morgan and Hunt, 1994; Fournier, 1998; N'GOALA, 2003). Thus, the psychological state precedes and succeeds the behavior of the individual. In this case, past choices and acts influence future choices and acts through engagement (Hallil, Amalou, 2019; Hallil Amalou W., Hachemi Kemouche N. (2022)).

1.3. The attitude

According to Nizet (2018, p.23), an attitude is: "*the disposition of an individual to respond favorably or unfavorably to an object, a person, an institution or an event, or to any other aspect of the individual's world*". There are several definitions of attitude, but researchers converge on the fact that the characteristic attributes of attitude are its evaluative dimension (favorable or unfavorable) (Ajzen, 1977; Schuman, 1990).

The definition proposed by Allport (1935), declaring the attitude as "*the mental state of an individual constituted by his own experience, which allows him to structure his perceptions of the environment and his preferences and to orient the way of responding to them*" complements that of Nizet since the author considers the attitude dependent on the events that the individual has encountered in the past. Fishbein (1977), on the other hand, considers that beliefs exert a strong influence on the attitude of the individual who, when he is convinced that a product or service is good for him, he will adopt a positive attitude towards him (Amalou Hallil, 2023).

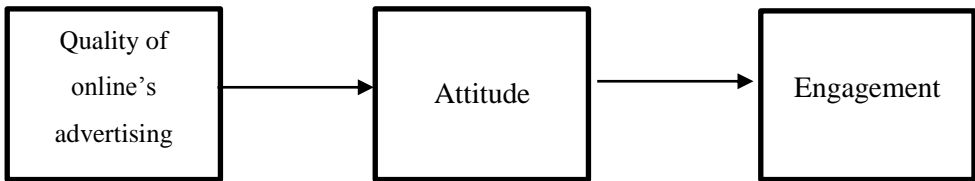
We therefore consider the attitude as an overall assessment, positive or negative, of the consumer towards a product, a service or a brand. It is generally considered as a mental and emotional state that guides our thoughts, often influenced by our experiences, beliefs, values, culture and social environment.

In this logic, the attitude towards advertising is considered as a favorable or unfavorable assessment of advertising in general.

Studying the attitude to online advertising, Schlosser and his colleagues (1999) define the latter as any form of commercial content available on the Internet and created by companies to inform consumers about a product or service. They have proven that Internet users' perception of online advertising is generally positive.

Attitude and engagement are two important indicators of the relationship between a consumer and a brand. Consumers who have

a positive attitude towards a brand tend to be more committed to it. Thus, marketers seek to influence consumers' attitude towards their brand, using communication and persuasion strategies such as online advertising, with the aim of increasing their engagement by creating positive and memorable experiences around the brand. Based on this postulate, we propose the following model :



2. Empirical part

At a time when the transport and merchandise market is evolving at full speed, new companies have been created and now have powerful tools to meet the needs of customers in this rapidly evolving market.

ADSIL is a booking and transport solutions platform that is part of the GLINTED Group. Created in 2020, it offers various services such as public taxi transport inter-wilaya (1st service launched by the platform), B to B taxi service for professionals, parcel delivery and their return, exchange and collection.

For the launch of its delivery service, Adsil delivery, the company filmed an advertising spot highlighting the speed of the delivery service and its efficiency in order to ensure a good penetration into the Algerian market as the fastest delivery service in Algeria.

Below is the QR code of the commercial allowing access to the video on the Adsil Facebook page.



2.1. Selection of measuring instruments

As part of our study, we opted for a quantitative approach by questionnaire, which allowed us to interview a sample of 215 people by defining beforehand a mode of response through a chain of questions.

The questionnaire is composed of six distinct parts including a promotional video.

The first part is dedicated to the presentation of the objective of the questionnaire, and the remaining five parts are dedicated to the questions of the theme, where the fifth part includes an advertising video of the company ADSIL with a duration of 0.48 min, to allow those who have never seen the ad to give answers. For this, we have opted for an online survey which allows a wider dissemination by electronic means and which offers interesting possibilities to encourage respondents to respond and complete the surveys.

The measurements of the different constructs were derived from pre-existing scales in the literature, according to the approach proposed by Churchill (1979), which we adapted to the context of our study.

The measurement of the various dimensions of the study is composed of a five-point agreement Likert scale. This is an evaluation scale that allows the respondent to indicate his opinion or attitude by giving a grade for each proposal.

2.1.1. Quality of online advertising's measurement scale

To treat the quality of online advertising, we have opted for the measurement scale developed by Crête (2016), in his research work "*Quality of online advertising: development of a new measurement scale*", which consists of five dimensions and 17 items as illustrated in the following table :

Table 1. measurement scale developed by Crête (2016)

Form	Relevance	Information	Irritation	Confidence
The advertisement is original	It is a relevant advertisement.	I think that the advertisement shown is a good source of information	This advertisement clashes with my values.	I can rely on what is advertised
This advertisement is surprising	This advertisement is targeted at people like me	The information conveyed by the advertisement seems complete	This advertisement is disturbing.	This advertisement is credible
The advertisement is amusing	I sometimes need the product or service shown in this advertisement	The advertisement shown offers up-to-date information on the product or service	This advertisement expresses one or more prejudices	The advertiser is reliable
		I think the advertisement helps consumers make a better choice		This advertisement is trustworthy

Source: Crête (2016)

2.1.2. Engagement's measurement scale

The three-dimensional structure of the attitudinal engagement and its applicability to multiple objects has been validated by several works (organization; service provider; brand; etc.) (d'allen and Meyer, 1991; Meyer et al., 1993; Allen and Meyer, 1997; Irving et al., 1997; Gruen et al., 2000; Herscovitch and Meyer, 2002; Bansal et al., 2004; Moulins and Red-haired, 2010)

The work in relationship marketing identifies three dimensions of engagement, due to the complex character and the different facets of it (Geyskens & Steenkamp, 1995; Morgan et al., 2020; Hallil Amalou, 2019; Hallil Amalou, Iskounen; 2021) affective, cognitive and behavioral.

The items of the scale for measuring engagement to the brand are the following (Dessart and Verbustel, 2022):

- I felt pleasure watching this advertisement
- I don't feel "emotionally attached" to this company
- I was absorbed by the content of this advertisement
- I intend to share the information obtained from this advertisement
- I intend to turn to this company in case of need

2.1.3. Attitude's measurement scale

Concerning the mediating variable of the attitude, we used a measurement scale validated by Mackenzie, Lutz and Belch (1989) as well as Crête (2016) which is composed of three items:

- I like this advertisement (not at all / Completely)
- This advertisement is... (Uninteresting / Interesting)
- My first impression of the advertisement is... (Bad / Good)

2.2. Analysis of the data obtained

We processed our questionnaire using SPSS 26 software, with the help of which we tested the relationship between the quality of online advertising and consumer engagement with the multiple regression method.

2.2.1. Validity and reliability of measurement scales

According to Evrard, Pras and Roux (2009), reliability is defined as the quality of an instrument which, when applied several times to the same phenomenon, must give consistent results. The reliability of the different items used to measure a phenomenon is generally evaluated using an internal consistency estimator called the Cronbach's Alpha. This coefficient makes it possible to measure the degree of interrelation (correlation, covariance) between the items. It is sensitive to the number of items, and a value that is too high may indicate the presence of redundant items that do not bring conceptual significance (Rossiter, 2002).

Table 2. reliability of measurement scales

Scale	Cronbach's Alpha	Number of elements
Perceived quality of advertising	0,940	17
engagement to the brand	0,800	5

Source: Data extracted from the SPSS software

2.2.2. Factor analysis

The principal component factor analysis makes it possible to represent several dimensions simultaneously from synthetic factors. Its objective is to compress and classify the data by reducing the dimensionality of all the data, which leads to a reduction in information. Thus, the variables are grouped into a small number of new variables called principal components. These independent factors make it possible to summarize all the items of the constructed. In addition, at the level of the measurement scale, the Analysis of the Main Components (ACP) makes it possible to identify the most reliable items to measure the constructed (Charfi, 2012).

Table 3. Bartlett and KMO tests

Significance of the Bartlett test	0,000
KMO Index	0,96

Source: Data extracted from the SPSS software

The Bartlett test (<0.05) and the KMO index ($0.5 < \text{KMO} < 1$) are satisfactory.

2.2.3. The conditions for the realization of a multiple regression

After confirming the validity and reliability of our measurement scales, as well as our factor analysis, we can proceed to multiple regression. For this, four conditions must be met: the normality of the data, the independence of the errors, the collinearity of the variables, the absence of the extreme values.

a. The normality test

We used asymmetry tests (Skewness test) and flattening tests (Kurtosis test). The Skewness value must be between [-1, 1] and the Kurtosis value between [-1.5, 1.5]. Our coefficients belong to these intervals, so we can consider that the dimensions and the constructs have a normal distribution. The analysis can therefore be continued.

b. The independence of errors

The Durbin-Watson test is used to detect the presence of autocorrelation in the residuals of a regression model. It examines whether the residues have a linear dependence between them. The Durbin-Watson value must be between 0 and 4, where a value close to 2 indicates the absence of autocorrelation, a value less than 2 suggests a positive autocorrelation and a value greater than 2 suggests a negative autocorrelation

Table 4. Durbin-Watson test

Model	R	R-two	R-two adjusted	standard error of the estimation	Durbin-Watson
1	0,778 ^a	.606	.572	.063779	1.915

Source: Data extracted from the SPSS software

The value of the Durbin-Watson test is 1.7, this indicates an independence in the errors of the independent variables, that is, the five dimensions of advertising. This means that there is no significant correlation between the successive residuals of the regression model.

c. Collinearity of the variables

In a regression, multicollinearity is a problem that occurs when certain prediction variables of the model measure the same phenomenon. A pronounced multicollinearity proves to be problematic, as it can increase the variance of the regression coefficients and make them unstable and difficult to interpret.

To avoid this problem, in the table of coefficients, we observe the two indicators measuring the collinearity namely: VIF (variance inflation factor) which must be less than 10, as well as the tolerance which must be greater than 0.1

According to the data extracted from the software, there is no collinearity between the independent variables. The analysis can be continued.

d. The extreme values

To see if there are extreme values we refer to the MAHANALOBIS distance as well as the COOK'S distance.

➤ Find out the distance MAHALANOBIS

The Mahalanobis distance makes it possible to measure the similarity of a set of conditions with a known set of conditions. It accounts for the covariance between the variables.

In the Chi Square distribution table, we obtain the value of 40.79 for the number of our independent variables crossed with χ^2 of 0.001.

In the data view on SPSS we notice that the MAHANALOBIS values are less than 40.79.

➤ Find out the distance COOK'S

The Cook distance measures the effect of deleting a piece of data. Data with large residuals (outliers) and/or high leverage can distort the result and the accuracy of a regression. Points with a significant working distance are considered worthy of further consideration in the analysis.

The COOK'S values are all less than 1, so we confirm the absence of extreme values.

2.2.4. Multiple regression

The conditions for the realization of a multiple regression are met, so we can move on to the realization of the multiple regression of our model .

a. The adaptation of the model

In the context of multiple regression, model adaptation refers to the ability of the model to adjust the observed data accurately and precisely. More precisely, it is a question of determining to what extent the multiple regression model can explain the variance in the observed values of the dependent variable using the independent variables included in the model.

This will therefore allow us to know to what extent, the information of our independent variables (the dimensions of the quality of advertising) participate in the explanation of our dependent variable (engagement).

Model	R	R-two	R-two adjusted	standard error of the estimation	Durbin-Watson
1	0,778 ^a	.606	.572	.063779	1.915

Source: Data extracted from the SPSS software

b. The ANOVA significance test

The ANOVA table (via the F value) shows us the ability of the model to predict divided on the size of the error.

Table 5. ANOVA test

ANOVA ^a						
	Model	Sum of squares	ddl	Mean square	F	Sig.
1	Regression	123,037	17	7,237	17,792	,000 ^b
	Résidues	80,135	197	,407		
	Total	203,171	214			

Source: Data extracted from the SPSS software

In our case, the F is 17 (greater than 1) and its significance is less than 0.05, that is to say that there is at least one relationship between one of the dimensions of advertising and engagement.

c. The standardized regression coefficients (b)

The regression coefficients (B) and the standardized regression coefficients (b) are measures used to quantify the relationship between the independent variables and the dependent variable

Reading the table allows us to identify the standardized regression coefficients b (Beta) at the level of the Beta column. A coefficient expresses for an independent variable the explanatory weight that it exerts on the dependent variable. The larger this coefficient is (oscillates between + 1 and -1) the greater the weight of the variable.

The significance of the weight of each variable is given in the present case as follows :

b form = + 0.52, b relevance = + 0.06, b information= + 0.40, b irritability= -0.04 and b confidence = +0.35

The significance (sig < 0.05) is confirmed and the standardized regression coefficient b has a positive and important value only for the dimensions: form, information and confidence.

The three dimensions: form of advertising, advertising information and trust in advertising have a significant predictive role on the customer's engagement to the brand. As for the dimensions: relevance and irritability, they do not have a significant predictive role on engagement.

In other words, the variation in the form of advertising leads to a positive variation in engagement when the other variables remain fixed. The same is true for information and trust.

2.2.5. The mediating effect of the attitude

The attitude plays a mediating role between the quality of the advertising and the engagement of the Internet user.

The mediating effect of attitude shows that the relationship between advertising and engagement is an indirect relationship mediated by attitude. This means that advertising affects the attitude of the Internet user, which, in turn, affects his engagement.

The SPSS software studies the mediation effect according to the A.F HAYES method which treats the indirect effect of the variable X (advertising) on the variable Y (engagement). The value obtained must be included in the confidence interval [BOOT LLCI - BOOT ULCI] which is in our case [0.0346 - 0.2008].

The value obtained (confidence = 0.115) is part of the interval so the indirect relationship is significant.

We found that the direct effect of the variable X (advertising) on the variable Y (engagement) is also significant because $\text{sig} = 0.000$

So the mediation of the attitude between advertising and engagement is partial. This means that the quality of advertising has an impact on the consumer's attitude, and in turn, this attitude influences their engagement. The attitude acts as a mechanism that transmits the effect of the quality of advertising on consumer engagement.

The results suggest that to improve consumer engagement, it is important to focus not only on the quality of advertising, but also on the attitude of consumers by providing them with a positive experience, building trusting relationships and responding effectively to their needs and concerns. A positive attitude towards the brand, can be influenced by consistent marketing messages, positive interactions with the company's staff and efforts to promote the values and benefits related to the services offered.

2.3. Results

The realization of this study based on three variables: online advertising as an independent variable, engagement as a dependent variable and attitude as a mediator variable shows that :

- The quality of advertising through its five dimensions (form, relevance, information, trust and irritability) has a direct and indirect impact on consumer engagement.
- the advertising frome participates in the explanation of the engagement of 52,%,
- the information of the advertisement participates in the explanation of the engagement of 40%,
- the advertising trust participates in the explanation of the engagement of 35%
- the relevance and irritability of advertising do not have a significant predictive role on engagement.
- Attitude plays the role of partial mediation between the quality of online advertising and consumer engagement

2.3.1. Form, information and trust as factors of engagement

Form of advertising: A visually appealing and well-designed advertisement can capture the attention of consumers and encourage them to become more involved with the platform. Elements such as layout, colors, images and videos can generate initial interest and encourage users to learn more about the services offered.

Advertising Information: When ads provide clear, relevant and useful information about the advantages and characteristics of the platform's services, they allow consumers to make informed decisions. Users are more inclined to engage with informative advertisements, as they better understand what the platform can offer them.

Trust in advertising: The perceived credibility and reliability of the ad strengthens consumer confidence in the platform. When

users have confidence in the ad and the brand behind it, they are more likely to consider the offers seriously and actively engage with the services offered.

2.3.2. Relevance and irritability as non-significant factors

Relevance of advertising: In the specific context of your booking platform and transport solutions in Algeria, it may be that users have varied motivations or needs, which makes it difficult to determine a universal relevance for all advertisements. Therefore, the perceived relevance of the ads may not have a significant impact on overall user engagement.

Irritability of advertising: Advertisements that are considered irritating can lead to a negative reaction from consumers and possibly push them to avoid or ignore the platform. However, it is possible that the majority of ads on your platform are not considered excessively irritating, which would explain the lack of a significant impact on overall engagement.

2.3.3. Attitude as a mediating variable

When a variable acts as a mediator, it means that it intervenes in the causal process between two other variables, explaining how and why these two variables are related.

a. Link between the quality of advertising and attitude

The quality of advertising, such as the attractive visual form, the relevant information and the perceived credibility, influences the attitude of consumers towards advertisements. Well-designed and informative advertisements usually elicit positive reactions from consumers, which translates into a favorable attitude towards the platform.

b. Link between consumer attitude and engagement

A positive attitude towards advertising and the booking platform can lead to a higher level of engagement on the part of consumers. When they have a favorable attitude, consumers are more inclined to interact, explore and actively use the platform's services.

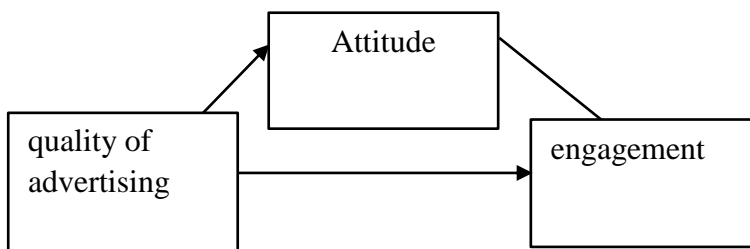
c. The mediating role of the attitude

The attitude acts as a mediator in the causal process between the quality of advertising and consumer engagement. In other words, the attitude of consumers towards advertising advertisements, which is influenced by the quality of these advertisements, plays a crucial role in determining their subsequent level of engagement with the platform.

When consumers have a positive attitude towards advertising, they are more likely to feel an emotional connection with the brand, to be inclined to use the services offered, to recommend the platform to others, and to become loyal customers.

We deduce that the quality of advertising directly influences the engagement of the Internet user but also via an indirect relationship explained by the attitude where the perceived quality influences the attitude of Internet users which, in turn, influences the engagement among Internet users.

Our model will be designed as follows :



2.4. Managerial contributions

This modest work could bring some managerial contributions for the brand in order to improve its booking platform and transport solutions in Algeria :

Improvement of advertising design: The results obtained highlight the importance of form, information and trust in advertising to generate higher engagement among consumers. Using this information, the brand's marketing managers can review and improve the design of their advertisements to make them more visually appealing, more informative and more credible. This could lead to an increase in the attention of users and a better reception of advertising messages.

Communication of relevant messages: Although the relevance of advertising was not identified as a significant factor in our study, we believe that this does not mean that this aspect should be neglected. Marketing managers can always seek to optimize the relevance of advertisements by adapting them to the specific needs of users and targeting them more precisely. By analyzing the demographic and behavioral characteristics of consumers, the platform can better personalize advertising messages to improve their relevance and appeal.

Management of advertising irritability: irritability was not significant in our study, however, it is essential to remain vigilant about this aspect because advertisements considered irritating can have negative effects on brand image and consumer engagement. Marketing managers should monitor user reactions and make sure to minimize any potentially irritating elements in their advertisements.

Strengthening consumer confidence: Trust in advertising has been identified as a significant factor in engagement. The platform managers must therefore work to strengthen consumer confidence in the brand and the services offered. This can be achieved by providing transparent and reliable information about the services, presenting testimonials from satisfied customers, ensuring the

security and confidentiality of user data, and offering excellent customer service.

Engagement and loyalty strategies: Given the mediating role of the attitude between the quality of advertising and engagement, it is essential to develop strategies to positively influence consumers' attitude towards advertisements. This may include marketing campaigns focused on enhancing the user experience, communicating a positive brand image, using emotional messages and promoting an interactive and engaging interaction with the platform.

CONCLUSION

This paper offers useful knowledge about the levers that influence consumer engagement in the field of reservations and transport solutions in Algeria. By effectively exploiting these factors, managers can establish stronger connections with their target audience, strengthen their position in the market and lead their platform to sustainable success in an ever-changing competitive landscape.

An advertisement broadcast on a website, an application or on social networks, and judged of quality by Internet users, will have a positive impact on the attitude and engagement of the latter. The results have highlighted that form, information and trust are crucial dimensions of advertising that have a positive and significant impact on user engagement.

The attractive visual form of the advertisements demonstrated its power to attract the attention of consumers, while informative and relevant messages made it possible to effectively communicate the advantages and characteristics of the services offered. In addition, the perceived trust in advertising has strengthened the credibility of the platform, thus generating a positive attitude among consumers and encouraging them to get actively involved with the services.

Interestingly, the study also revealed that the relevance and irritability of advertising did not have a significant impact on consumer engagement. This highlights the importance of focusing on the aspects that really influence the attitude and behavior of users, rather than simply trying to make advertisements relevant without considering other key factors.

In addition, the results demonstrated that attitude plays an essential mediating role between the quality of advertising and engagement. In other words, consumers react favorably to well-designed, informative and trustworthy advertisements, which leads to a positive attitude towards the platform, and, ultimately, leads to higher engagement.

Like any research work, this paper clearly has some limitations which are related to the exploratory nature of our study and to the reduced sample size (n=215). It would then be more judicious to validate the results on a larger sample of social network users in order to be able to cross-validate on two samples and thus be able to generalize the results. The mode of administration of the online questionnaire also constitutes a limit for this study since we have no way of controlling the environment in which the respondent is located when he answers the questionnaire at this moment and to know if he has assimilated the various questions well, especially since the measurement scales were a little long and contained difficult terms. Our sampling method, which is by convenience, is certainly efficient and fast, but it does not make it possible to generalize the results on the mother population.

Further subsequent research could delve deeper into the subject and improve certain aspects of this humble work. It would be interesting to consider studying the effect of the personalization of advertisements according to the individual characteristics of consumers or also to conduct a longitudinal study to examine the evolution of the impact of the quality of advertising on consumer engagement over time.

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