

## The Impact of Digital Advertising on the Marketing Performance of Condor Company in Bordj Bou Arreridj

Leila HAMRIT<sup>1</sup> / Abdou AICHOUCHE<sup>2</sup>

<sup>1</sup> LEZINRU Laboratory, University Mohamed El Bachir El Ibrahimi of Bordj Bou Arreridj,  
leila.hamrit@univ-bba.dz

<sup>2</sup> LERDR Laboratory, University Mohamed El Bachir El Ibrahimi of Bordj Bou Arreridj,  
aichouche.abdou@univ-bba.dz

Received: 06/05/2024

Accepted: 26/06/2024

Published: 30/06/2024

### Abstract:

The study aimed to determine the impact of digital advertising on the marketing performance of Condor Company in the province of Bordj Bou Arreridj, from the employees' perspective. The researchers used a questionnaire as a data collection tool, employing various statistical methods to test the hypotheses.

The study concluded that digital advertising has an impact on the marketing performance of Condor Company in Bordj Bou Arreridj. It was found that only the content and characteristics of the digital advertising significantly influence the marketing performance of the studied institution, while the other dimensions have a weak effect that cannot be statistically inferred.

Recommendations were made to emphasize the importance of digital advertisements in terms of design, format of the advertising message, and content.

**Keywords:** Digital advertising; content and characteristics of digital advertising; marketing performance; Condor Company.

**Jel Classification Codes:** M300, M370.

Corresponding author: Leila HAMRIT: leila.hamrit@univ-bba.dz

## 1. INTRODUCTION

Keeping up with advancements has become an urgent necessity to leverage them for the advancement of societies and achieve tangible progress in various aspects of life, thereby enhancing their well-being. With the widespread adoption of information and communication technology in all facets of life, the focus of institutions has increasingly shifted towards finding the most effective ways to communicate with consumers and meet their needs and desires. This has led to a transition from physical call centers to virtual call centers through digital media, accompanied by the emergence of new marketing tools and channels, with digital advertising being one of the most prominent. In a short period of time, digital advertising has experienced significant growth, making it an important means to introduce products and increase sales.

### Statement of the Problem

- Does digital advertising have an impact on the marketing performance of Condor Company in Bordj Bou Arreridj?

To address the above problem statement, the following sub-questions were formulated:

- Does the content and characteristics of the advertisement affect the marketing performance of Condor Company in Bordj Bou Arreridj?
- Does the type of advertisement affect the marketing performance of Condor Company in Bordj Bou Arreridj?
- Does the duration of the advertisement display affect the marketing performance of

Condor Company in Bordj Bou Arreridj?

- Does the nature of the websites where the advertisement appears affect the marketing performance of Condor Company in Bordj Bou Arreridj?

### **Study Hypotheses:**

#### **Main Hypothesis:**

- There is an impact of digital advertising on the marketing performance of Condor Company in Bordj Bou Arreridj.

Derived from the main hypothesis, a set of sub-hypotheses were formulated as follows:

- There is an impact of the content and characteristics of the advertisement on the marketing performance of Condor Company in Bordj Bou Arreridj.
- There is an impact of the type of advertisement on the marketing performance of Condor Company in Bordj Bou Arreridj.
- There is an impact of the duration of the advertisement display on the marketing performance of Condor Company in Bordj Bou Arreridj.
- There is an impact of the nature of the websites where the advertisement appears on the marketing performance of Condor Company in Bordj Bou Arreridj.

#### **Importance of the Study:**

The significance of the study lies in:

- The importance of digital advertising in Algeria, which has witnessed significant development in facilitating communication and disseminating information to consumers at both local and international market levels, with lower costs compared to traditional advertising.
- Digital advertising is considered one of the promotional activities that contribute to the introduction of products and services through digital channels.

#### **Aims of the Study:**

The study aims to:

- Investigate the extent of Condor Company's interest in modern communication methods and their utilization.
- Shed light on the digital advertisements adopted by Condor Company while determining the impact of these advertisements on the marketing performance of the company.
- Highlight the significance of digital advertisements and their usage in Algerian enterprises.

## **2. Digital Advertising**

### **2.1 Definition of Digital Advertising**

Digital advertising is the practice of delivering promotional content to users through various digital channels and the internet. Digital advertising has evolved in terms of format and content since the first banner ad appeared in 1994, shaping the advertising industry as a whole over the past quarter-century. This evolution includes academic research, with advertising literature referring to the emergence of interactive advertising as the first stage of digital advertising, followed by programmatic advertising as the second stage, and recently, smart advertising representing the third stage of digital advertising.

Digital advertisements leverage channels such as social media, email, search engines, mobile applications, affiliate programs, and websites to display ads and messages to the audience effectively, aiming to reach and interact with them in a more intelligent manner, from person to person (Rania, 2021, p. 514).

Digital advertising is a non-personal conveyance of information through various internet mediums such as social media platforms, search engines, and email, where companies disseminate their advertisements across various digital platforms and websites (Ja'ijaa & Farah, 2021, p. 96).

Digital advertising is the presentation of information through technology-based digital media with relatively interactive and somewhat immediate interaction between marketers and consumers using digital technologies. Digital advertising tools include internet communities, SMS, transferring photographic images through computers, the internet, and mobile phones... (Abdellatif, n.d, p. 185).

It constitutes an integrated informational communication process targeting specific impact events, manifested in persuading the target audience by the designer who should possess knowledge expertise in art and design as well as technical skills and blend them together into one entity (Mohammed, 2020, p. 489).

In this context, digital advertising has evolved gradually over the past decade, with recent advancements in Artificial Intelligence (AI) technologies contributing significantly, with a 154% growth rate in 2019. As brands gather and analyze digital consumer touchpoints beyond the internet every hour, the use of AI technologies has become imperative to change the rules of the game for excellence in digital advertising. In other words, the more extensive consumer big data collected and assimilated by the brand, the more opportunities arise in digital advertising. Consequently, it is expected that Artificial Intelligence will capture up to 80% of global spending on digital advertising (Thabit, 2023, p. 643)

## **2.2 Advantages of Digital Advertising**

The advantages of digital advertising outlined as follow: (Al-Jindi, 2021, p. 1031)

- Diversity and multiplicity of content and ease of access to it;
- Open communication that reduces official control over the media, transcends geographical boundaries between countries, and empowers the private sector;
- Cultural diversity and differences in orientations between the parties involved in the media process;
- Digital advertising allows tracking the audience's interest in the product and their response to the advertisement by measuring the number of clicks on the ad. (Salem, 2022, p. 370)

## **2.3 Objective of Digital Advertising**

The objectives of digital advertising, as outlined by (Doumi & Ziyat, 2021, p. 1089) include:

- Building brand awareness, which plays a significant role in marketing, by providing exclusive information possessed by the brand that can persuade customers to purchase the products.

- Increasing sales by showcasing products on brand websites, which currently represents an extremely easy method for purchasing goods with just a click.
- Creating demand for products and then fulfilling it.

## 2.4 Digital Advertising Elements Affecting Marketing Performance

Among the most influential elements of digital advertising on marketing performance are: (Wissam & Na'im, 2020, pp. 310-311)

**1. Content and Advertisement Characteristics:** Digital advertisements typically include:

- **Headline:** Contributes to defining the nature and content of the advertisement. It may also feature auxiliary subheadings to support the main headline.
- **Body Text:** One of the essential elements focused on conveying the idea of the digital advertisement, presenting information and ideas, and simplifying them for the recipient.
- **Colors:** Colors contribute to creating the visual image of digital advertisements, effectively conveying the idea in each step, including attracting attention, creating an emotional atmosphere, and eliciting responses from viewers. They serve as an additional language for visual discourse.

**2. Type of Advertisement:** Different styles and designs are used to display products and introduce them, including: (Abou Khermah, 2011, pp. 7-8)

- **Banner Ads:** This advertising method is used by the advertiser on other websites and includes brief information about the company or product in an attractive format and colors. It prompts the website browser to click on this banner to access the company's website.
- **Animated Graphic Ads:** Used as a means to attract internet users, these advancements in advertising take various forms by modifying the basic formats of internet image files. They consist of a set of simple individual images in size and space that appear on website pages for a specific period of time and number of cycles.
- **Interactive Ads:** These ads are executed through a special programming language called Java. This language allows writing key phrases in advertisements and is considered one of the best types of ads because they are executed through databases, creating marketing opportunities that suit all network users.
- **Pop-up Internet Ads:** Ads that impose themselves on the network user as they appear suddenly on the page the person is viewing.

**3. Duration of Advertisement:** Digital advertisements should be displayed for a sufficient period of time to create the desired advertising impact on customers' behaviors and attitudes towards the advertised products, thus encouraging them to purchase these products (Al-Req, 2016, p. 70).

**4. Nature of Websites Where the Advertisement Appears:** The website where the advertisement appears should align with the interests of the service being advertised. This is a crucial factor for the success of the advertisement, and an attractive design should also be chosen. Everyone undoubtedly prefers to see an advertisement with high-quality design and attractive content. All of these factors positively influence users (Mezrak & Meer, 2020, p. 547)

### 3. Marketing Performance

#### 3.1 Definition of Marketing Performance

Marketing performance is effective when sales forces or marketers in the market can control the markets. It is undeniable that sales increase through the sales efforts and practices used by marketers in marketing their products to customers, utilizing appropriate skills and means in communication and interaction with customers, and understanding their needs and desires, especially the essential ones (Ola & Munther, 2022, p. 195)

Individual performance is the work undertaken by an individual after being assigned a task, which is quantified and has a specific level of quality and is performed in a specific style or method, representing the degree of success of the institution and the extent to which it achieves its marketing objectives by optimally utilizing its resources (Al-Saadoun & Al-Naimi, 2023, p. 118).

Marketing performance is represented by the outputs and results that the marketing function in the company seeks to achieve in its work environment, measured by metrics that reflect the efficiency and effectiveness of the marketing process (Hamadi & Mouataz, 2022, p. 301)

#### 3.2 Measuring Marketing Performance

Measuring marketing performance is not an easy task due to various changeable and interchangeable variables, amidst diverse conditions in nature and form. What distinguishes business organizations that operate at a global level is their ability to repeat success, maintain continuity, and consistently improve their performance. Therefore, possessing a comprehensive system of metrics for measuring marketing performance is essential (Bouteldja, 2019, p. 84).

Measuring marketing performance leads to obtaining data on marketing activities to develop corrective measures to achieve the organization's goals. It also increases the effectiveness of planning, organizing, coordinating, and energizing top management decisions by comparing performance levels with industry benchmarks. Achieving desired marketing performance for the company in light of one or more previous measures related to the concept of customer satisfaction and measuring customer satisfaction is crucial (Al-Sharqawi, 2021, p. 382).

#### 3.3 Dimension of Marketing Performance

Dimensions of marketing performance agreed upon by most researchers include market share, customer satisfaction, profitability, and sales growth. Based on this, the current research will address the dimensions of marketing performance as follows:

- **Profitability and Sales Growth:** Organizations strive to achieve high levels of profitability as net profit contributes to increasing the organization's value in its operating environment, helping it to survive and grow. This is achieved through product development in the markets and technology, which are considered factors in achieving high profitability. Profitability represents the net results of a large number of policies and decisions made by efficiently utilizing its assets (Aree, 2022, p. 455)

Sales growth is considered one of the most important indicators of marketing performance. Marketing activities aim to increase sales volume, and an increase in the sales

growth rate indicates an improvement in marketing performance, especially if sales growth is associated with increased profitability (Al-Azam & Al-Shadaifat, 2022, pp. 32-33)

- **Customer Satisfaction:** Satisfaction is the act of fulfilling a need, desire, appetite, or the feeling acquired from this fulfillment. Satisfaction means that you are content, in a good way. When a product says "satisfaction guaranteed," it means you will like it or they will refund your money. Customer satisfaction is defined as a measure determining the extent to which customers are happy with a company's products, services, and capabilities (Al-Dilmi, 2023, p. 34). It is assessed based on customer behavior after consumption or purchase and their expression of their position towards the product, indicating the trust the customer feels towards a particular organization based on the expected or required performance and timing (Al-Jabouri & Al-Jalili, 2022, p. 124).
- **Market Share:** One of the most important indicators that help measure marketing performance is achieved through the formation of significant competitive advantages for the organization. Market share value is formed from several axes, including the proportion of customer purchases of the organization's products, the number of organization's customers compared to the number of customers in the market, under certain conditions, the most important of which is the price set by the organization compared to competitors (Jijab, n.d, pp. 215-216).

#### 4. FIELDS WORK

##### 4.1 Research Methodology:

- **Data Gathering Tools:** In order to implement the research methodology, several methods were employed to obtain data and information. References and journals were utilized to cover the theoretical aspect, while surveys were employed for the practical aspect. The questionnaire was designed in a structured format, with each axis encompassing a set of paragraphs as outlined in the following table:

**Table 1.** Questionnaire Sections

Section Number	Section Name
First Section	Digital Advertising Section
Second Section	Marketing Performance Section

**Source:** Prepared by the researchers

A Likert five-point scale was used in all questionnaire items. The digital advertising variable was measured by 14 statements, and the marketing performance variable was measured by 10 statements. Thus, the questionnaire included a total of 24 statements.

- **Study Population and Sample:** The study population consists of employees of Condor Company in Bordj Bou Arreridj, totaling 40 participants. 40 questionnaires were distributed to them, and 40 valid questionnaires were collected for analysis.

- **Validity and Reliability of the Study Instrument:**

**Questionnaire Reliability:** The reliability of the questionnaire was tested using Cronbach's alpha for each variable, as illustrated in the following table:

**Table 2.** Cronbach's Alpha Value

Variables	Cronbach's Alpha	Number of Items
Digital Advertising Section	0.779	14
Marketing Performance Section	0.851	10
Total	0.843	24

**Source:** Prepared by the researchers based on the outputs of SPSS.

Based on the table above, to determine the internal consistency of the questionnaire items, we found that the Cronbach's Alpha value for the Digital Advertising dimension is 0.779 and for the Marketing Performance dimension is 0.851. Meanwhile, the Cronbach's Alpha for the questionnaire as a whole is 0.843, which is greater than the minimum threshold of 0.60. This indicates that the study related to the problem under investigation is consistent across all questionnaire items.

#### **Questionnaire Validity:**

The validity coefficient was calculated by computing the square root of the Cronbach's Alpha reliability coefficient, which was 0.91. This high percentage, greater than 0.6, indicates the validity of the study.

## **4.2 Presenting Results and Testing Hypotheses**

### **- Describing the Characteristics of the Study Sample**

**Describing the Demographic Variables of the Study:** The table below illustrates the distribution of the sample individuals according to gender and age.

**Table 3.** Distribution of Sample Individuals by Gender and Age Variable

Gender	F	%	Age	F	%
<b>Male</b>	23	75.5	<b>Less than 30 years</b>	19	47.5
			<b>From 31 to 40 years</b>	20	50.0
<b>Female</b>	17	42.5			
			<b>More than 41 years</b>	1	2.5
<b>Total</b>	40	100	<b>Total</b>	40	100

**Source:** Prepared by the researchers based on the questionnaire results analysis

From the table above, it is evident that the highest percentage was for males, reaching 75.5%, while the percentage of females was 42.5%. This indicates that the institution tends to employ males more than females, which can be attributed to the nature of the institution, as industrial institutions tend to attract more male employees, as well as the nature of the industrial area.

Regarding age, we notice that the age group ranging from 31 to 40 years accounted for 50%, while the percentage of the age group of 41 years and above was the lowest at 2.5%. From this, we can infer that individuals aged between 31 and 40 are the most employed in the institution, and therefore, the institution tends to employ middle-aged groups.

**Table 4.** Distribution of Sample Individuals by Educational Level and Experience Variable

Educational Level			Experience		
	F	%		F	%
Secondary	1	2.5	Less than 5 yers	19	47.5
License	9	22.5	From 5 to 10 years	18	45
Higher studies	30	75	More than 10 years	3	7.5
<b>Total</b>	<b>40</b>	<b>100</b>	<b>Total</b>	<b>40</b>	<b>100</b>

**Source:** Prepared by the researchers based on the questionnaire results analysis

From the table above, it is evident that holders of higher studies occupy the top position with a percentage of 75%. The license degree category came second with a percentage of 22.5%. The remaining percentage of 2.5% was for the secondary level, which is the lowest percentage. Therefore, the institution employs according to the organizational structure's need for employees with skills and competencies that align with the nature of the assigned tasks.

It also appears that in terms of the experience variable, the highest percentage was for the category of Less than 5 years with 47.5%, followed by the category of 5-10 years with 45%, and the category of More than 10 years with 7.5%. This explains that most employees have a short tenure of employment, which aligns with the analysis of the educational level variable.

### 4.3 Analysis and Discussion of Study Results:

To test the validity of the main hypothesis, the results of Table (05) are used, which illustrate the results of the analysis of variance for the effect of digital advertising on marketing performance.

**Table 5.** ANOVA Analysis of Variance for the Relationship between Digital Advertising Dimensions and Marketing Performance

Model	Sum of Squares	Degree of Freedom	Mean Square	F	SIG
Regression	2.652	4	0.663	3.504	0.017
Residual	6.623	35	0.189		
<b>Total</b>	<b>9.275</b>	<b>39</b>	<b>-</b>		

**Source:** Prepared by the researchers based on the outputs of SPSS.

From the results shown in Table (05), we notice that the F value is 3.504 at a significance level of 0.017, which is lower than the significance level of 0.05. This result confirms that there is a significant effect relationship between the dimensions of the independent variable (digital advertising) and the dependent variable (marketing performance). Thus, we accept the presence of a linear relationship between the variables, which allows for the study of the linear relationship between the dimensions of digital advertising and marketing performance.

#### - Model Interpretation

The model's interpretability can be clarified using the information provided in the model summary table.



**Table 6.** Model Summary

Model	Correlation Coefficient	Determination Coefficient	Adjusted Determination Coefficient	Standard Error
1	0.535	0.286	0.204	0.434

**Source:** Prepared by the researchers based on the outputs of SPSS.

From Table (06), the model summary, we observe that the correlation coefficient between the independent and dependent variables is 0.535, indicating a moderate positive correlation. The determination coefficient (R-squared) is 0.286, indicating that digital advertising explains 28% of the variance in marketing performance. This means that a change in the dimensions of digital advertising in Condor Corporation collectively accounts for a 28% increase in marketing performance.

**Table 7.** Results of Multiple Regression Analysis for the Effect of Digital Advertising Dimensions on Marketing Performance

Model	Transactions	Unstandardized Coefficients	Standardized Coefficients	T	SIG
	<b>B</b>	<b>Standard Deviation</b>	<b>Beta</b>		
<b>Constant</b>	<b>1.980</b>	<b>0.707</b>	<b>-</b>	<b>2.799</b>	<b>0.008</b>
<b>Content and Characteristics of Ads</b>	<b>0.447</b>	<b>0.169</b>	<b>0.480</b>	<b>2.645</b>	<b>0.012</b>
<b>Types of Ads</b>	<b>- 0.092</b>	<b>0.142</b>	<b>- 0.102</b>	<b>- 0.651</b>	<b>0.519</b>
<b>Duration of Ads</b>	<b>0.213</b>	<b>0.111</b>	<b>0.282</b>	<b>1.918</b>	<b>0.063</b>
<b>Nature of Sites</b>	<b>0.213</b>	<b>0.111</b>	<b>0.282</b>	<b>1.918</b>	<b>0.063</b>

**Source:** Prepared by the researchers based on the outputs of SPSS.

From the results of the multiple regression analysis testing the effect of digital advertising dimensions on marketing performance as shown in Table (07), we observe that there is one dimension of digital advertising that can be inferred to have an effect on marketing performance in Condor Corporation, the focus being on the Content and Characteristics of Ads dimension. As for the remaining dimensions, there is no evidence to suggest their effect on marketing performance.

Based on the results from Tables (05), (06), and (07), where linearity was tested and interpreted, surpassing the 30% interpretation threshold, which is approximately the pivotal ratio in humanities sciences, the multiple regression table becomes the accepted model supporting the foundational hypotheses. From this, the regression equation is formulated, confirming the influence of digital advertising dimensions. The inference of this influence is drawn from the results of Table (07).

Consequently, we accept the alternative hypothesis, stating that there is an effect of digital advertising dimensions on marketing performance in Condor Company, Bordj Bou Arreridj. We reject the null hypothesis, which suggests that there is no effect of digital advertising dimensions on marketing performance in Condor Company, Bordj Bou Arreridj.

This indicates that Condor Company, Bordj Bou Arreridj, implements digital advertising dimensions, which in turn affect marketing performance.

#### 4.4 Testing Sub-Hypotheses:

We can rely on the outputs from SPSS to test the sub-hypotheses, utilizing the results shown in Table (07) as follows:

##### Testing Sub-Hypothesis 1:

- **Null Hypothesis:** There is no effect of advertising characteristics on marketing performance in Condor Company, Bordj Bou Arreridj.
- **Alternative Hypothesis:** There is an effect of advertising characteristics on marketing performance in Condor Company, Bordj Bou Arreridj.

Table (07) illustrates that the T-value was (2.645) at a significance level of (0.012), which is less than the significance level of (0.05). Here, the null hypothesis is rejected, and the alternative hypothesis is accepted. Therefore, there is an effect of advertising content and characteristics on marketing performance in Condor Company, Bordj Bou Arreridj.

##### Testing Sub-Hypothesis 2:

- **Null Hypothesis:** There is no effect of ad type on marketing performance in Condor Company, Bordj Bou Arreridj.
- **Alternative Hypothesis:** There is an effect of ad type on marketing performance in Condor Company, Bordj Bou Arreridj.

Table (07) shows that the T-value was (-0.651) at a significance level of (0.519), which is greater than the significance level of (0.05). Here, the null hypothesis is accepted, and the alternative hypothesis is rejected. Therefore, we cannot infer an effect of ad type on marketing performance in Condor Company, Bordj Bou Arreridj.

This confirms the necessity for the corporation to focus on using various advertising formats, such as banners, animations, interactive advertisements, and contextual internet ads, as they significantly attract the browser's attention due to their appealing visual cues and features that help showcase the advertised products.

##### Testing Sub-Hypothesis 3:

- **Null Hypothesis:** There is no effect of ad duration on marketing performance in Condor Company, Bordj Bou Arreridj.
- **Alternative Hypothesis:** There is an effect of ad duration on marketing performance in Condor Company, Bordj Bou Arreridj.

Table (07) shows that the T-value was (1.918) at a significance level of (0.063), which is greater than the significance level of (0.05). Here, the null hypothesis is accepted, and the alternative hypothesis is rejected. Therefore, we cannot infer an effect of ad duration on marketing performance in Condor Company, Bordj Bou Arreridj. Hence, the company should consider the appropriate duration for displaying digital ads to increase engagement.

##### Testing Sub-Hypothesis 4:

- **Null Hypothesis:** There is no effect of ad placement on marketing performance in Condor Company, Bordj Bou Arreridj.
- **Alternative Hypothesis:** There is an effect of ad placement on marketing performance in Condor Company, Bordj Bou Arreridj.

Table (07) indicates that the T-value was (-0.422) at a significance level of (0.675), which is greater than the significance level of (0.05). Here, the null hypothesis is accepted,

and the alternative hypothesis is rejected. Therefore, we cannot infer an effect of ad placement on marketing performance in Condor Company, Bordj Bou Arreridj. This suggests that the company does not prioritize the appearance of digital ads on specific sites such as advertising sites, media-related sites, or social media platforms, leading to the digital ads not reaching the target audience.

#### **4.5 Results**

Among the most important findings are:

- Digital advertising has an impact on marketing performance in Condor Company, Bordj Bou Arreridj.
- There is an effect of ad content and characteristics on marketing performance in Condor Company, Bordj Bou Arreridj.
- It is not possible to infer an effect of ad type on marketing performance in Condor Company, Bordj Bou Arreridj.
- It is not possible to infer an effect of ad duration on marketing performance in Condor Company, Bordj Bou Arreridj.
- It is not possible to infer an effect of the nature of the websites where the ad appears on marketing performance in Condor Company, Bordj Bou Arreridj.

#### **4.6 Discussion of Results**

From these tests, we conclude that digital advertising affects the marketing performance of Condor Company in Bordj Bou Arreridj. This is based on the correlation between the independent variable and the dependent variable, with a statistically significant association suggesting the existence of a relationship. Moreover, the independent variable explains 28% of the variance in the dependent variable, indicating that digital advertising is among the factors influencing marketing performance. However, it's important to note that there are other influencing factors beyond the scope of this study, which may be explored in future research. This suggests that Condor Company in Bordj Bou Arreridj implements dimensions of digital advertising that impact marketing performance.

Furthermore, we found no evidence to suggest an effect of certain dimensions of digital advertising on marketing performance in Condor Company in Bordj Bou Arreridj. These dimensions include ad type, ad duration, and the nature of the websites where the ads appear. However, there is an effect of ad content and characteristics on marketing performance, indicating that the corporation creates advertisements with attractive designs containing only essential and quality elements, making its ads simple, creative, and aligned with the advertised products.

#### **5. CONCLUSION**

The study aimed to elucidate the impact of digital advertising on the marketing performance of Condor Company in Bordj Bou Arreridj by examining the effect of digital advertising elements (content and characteristics, ad type, ad duration, nature of the websites where the ads appear) on the marketing performance of Condor Corporation in Bordj Bou Arreridj. The study reached several conclusions as follows:

- Digital advertising adopts multiple patterns and different designs, characterized by

flexibility and rapid dissemination, making it more attractive.

- Confirmation of the main hypothesis: Digital advertising has an impact on the marketing performance of Condor Corporation in Bordj Bou Arreridj.
- Content and characteristics of the advertisement have an impact on the marketing performance of Condor Corporation in Bordj Bou Arreridj.
- No evidence suggests an effect of dimensions of digital advertising (ad type, ad duration, websites where the ads appear) on the marketing performance of Condor Corporation in Bordj Bou Arreridj.

### **Recommendations**

Based on the study findings, the following recommendations can be provided:

- There is a necessity to enhance the role and utilization of digital advertising by the studied organization, ensuring improvement and development of its marketing and advertising performance.
- Despite the availability of telecommunications and internet infrastructure, the adoption of digital advertising has not reached its expected potential. Therefore, the organization should pay more attention to digital advertising, considering it as one of the crucial requirements of the modern era.
- The organization should prepare training programs to educate staff involved in digital marketing organization to enhance their capabilities and keep up with modern developments.
- Digital advertising has a significant impact on marketing performance, especially for well-known organizations. Hence, direct adoption of digital advertising is recommended.
- Attention should be given to the design, message format, and content of digital advertisements, as well as the platforms where these messages appear, to ensure a favorable impression on consumers towards the advertised products.
- Emphasize the use of animated images in digital advertising to increase perceived product quality.
- Digital advertisements should be short in duration, as long ads can lead to boredom.
- The organization should use easily understandable language without complex terminologies that are difficult to comprehend.

### **5. Bibliography List:**

- Abdellatif, T. (n.d). Features of Interactive Digital Advertising through New Media. *Architecture and Arts Journal*(10).
- Abou Khermah, T. (2011). The Impact of Electronic Advertising on Product Quality Perceptions. (N. A. University, Éd.) Nablus, Bachelor Degree in Marketing, Palestine: College of Economics and Administrative Science.
- Al-Azam, A. F., & Al-Shadaifat, A. A. (2022). The Impact of the Marketing Mix on Marketing Performance in Jordanian Pharmaceutical Companies. Amman, Jordan: Al-Bayt University.
- Al-Dilmi, H. N. (2023). The Mediating Role of Social Media in the Relationship between Digital Marketing and Marketing Performance: An Applied Study at Zain Telecommunications Company in Iraq. *Al-Riyada Journal for Finance and Business*, 4(4).

- Al-Jabouri, S. E., & Al-Jalili, A. H. (2022). Accelerated Manufacturing and its Role in Enhancing Marketing Performance An Analytical Study at the General Company for Phamaceuticals and Medical Supplies in Samarra. *Journal of Business Economics for Applied Research*, 3(3).
- Al-Jindi, R. M. (2021, April). The Impact of Social Changes on Digital Advertising. *Journal of Architectures, Arts and Humanities*(2).
- Al-Saadoun, M. H., & Al-Naimi, Y. A. (2023). Adopting the 5S Philosophy in Improving Marketing Performance - An Analytical Study of the Opinions of Workers in Mosul Dairy Factory. *Journal of Business Economics*, 5(1).
- Al-Sharqawi, N. A.-S. (2021). The Role of Electronic Customer Relationship Management in the Marketing Performance of Companies: An Application to the Egyptian Tourism Company from the Customer's Perspective. *12*(2).
- Aree, M. A. (2022). The Role of Entrepreneurial Marketing in Enhancing Marketing Performance. *Tikrit Journal of Administration and Economics Sciences*, 18(57).
- Bouteldja, D. (2019, December). Measuring the Marketing Performance of Telecommunication Companies in Algeria from the Perspective of Agency Directors and Commercial Spaces. *Arasad Journal of Economic and Administrative Studies*(2).
- Doumi, S., & Ziyat, A. (2021). Online Advertising as a Strategic Option for Algerian Economic Enterprises to Promote Their Products. *Journal of the Institute of Economic Sciences*, 24(2).
- Hamadi, Z. K., & Mouataz, S. A. (2022). Marketing Skills - A Field Study in Zain Iraq Telecommunications Company. *Journal of Economic and Administrative Studies*(28).
- Ja'ijaa, A., & Farah, R. (2021). The Impact of Internet Advertising on the Cognitive Image Perceived by Algerian Consumers: A Case Study of Oppo Company Customers. *Journal of Economic Sciences, Management and Commercial Scinces*, 14(1).
- Jijab, M. (n.d). Measuring the Marketing Performance of Al-Hadina Mills Establishment in M'sila through Financial Analysis Indicators - Financial Study. *Journal of Law and Humanities*, 36(1).
- Mezrak, W., & Meer, A. (2020). The Impact of Social Media Advertising on Brand Loyalty: A Sample Study of Condor Mobile Phone Users. *Journal of Economic Sciences, Management and Commercial Sciences*, 13(1).
- Mohammed, W. J. (2020). Simplicity and Complexity in the Structure of Digital Advertising Design. *Middle East Research Journal*(53).
- Ola, A. A., & Munther, K. (2022). Sales force skills and their role in enhancing marketing performance A field study of the opinions of a number of pharmacists in the city of Mosul. *Tikrit Journal of Administration and Economic Sciences*(57).
- Rania, F. A. (2021). The Effect of Media Literacy on Digital Ads. *Journal of Architecture, Arts and Human Sciences*, 6(25).
- Salem, K. (2022). University Students' Attitudes Towards Facebook Advertising. *Journal of Arts*(98).
- Thabit, G. S. (2023, March). Marketing Communication Strategies and the Future of Content Industry in Digital Advertising. *Egyptian Journal of Public Opinion Research*, 22(1).
- Wissam, A. A., & Na'im, H. (2020). Animating Images in Digital Commercial Advertising. *Al Academy Journal*(96).