

**Enunciation of mobile advertising and determinants of customer satisfaction, scope and limits of subjective indicators
“Case of mobile telephone operators in Algeria”**

Nait Ibrahim boussad ^{1♦}, Nouala meriem ²

¹ SDSAT Laboratory, University of Ain Temouchent (Algeria),

boussad.naitibrahim@univ-temouchent.edu.dz

² SDSAT Laboratory, University of Ain Temouchent (Algeria),

meriem.nouala@univ-temouchent.edu.dz

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Abstract:

In the era of unstable business environment and economic conditions, consumer satisfaction is one of the top concerns of companies; the purpose of this study is to measure consumer satisfaction with mobile advertising offered by telephone operators mobile in Algeria namely Djezzy, Mobilis and Ooredoo, based on well-defined criteria that encompasses the value of this advertising namely credibility, informativeness, irritation and entertainment. The results of the inquiry showed that the consumer is satisfied with the quality of the information contained in the advertisement, however, concerning the credibility, irritation and entertainment of the advertising message, consumers confirm their insatisfaction toward these criteria.

Keywords: Mobile advertising, customer satisfaction, subjective indicators.

JEL Classification: M3, M31, M39.

♦ Corresponding author

1. Introduction:

Customers' satisfaction is a top concern for businesses today. This awareness about its importance takes place in the context of an increasingly open global competition, which makes conquering and retaining customers difficult and costly. Customers have much more varied expectations in terms of interactions with their company.

If customer satisfaction is increasingly attracting the interest of companies having understood that the key to success is based on a philosophy of action centred on the customer, the interest shown by researchers with regard to the studied satisfaction is also significant. The birth of research on consumer satisfaction dates back to the mid-1970s. Since then, the number of published articles has continued to increase. Evrard (1993) mentions that consumer satisfaction clearly appears to be a major field of marketing research, the subject of both academic research and applied studies in business.

Advertising, for its part, has had several advances since its creation, technological development like the Internet has enabled this transition from classic mass advertising to personalized and customised advertising, also the latest technological innovations have enabled the access to the internet via new mobile devices (Smartphone, Tablet, etc.), which constitute new advertising channels, introduced under the name of Mobile advertising or mobile advertising. It represents a new challenge for marketers, because it offers them the opportunity to reach consumers in a direct, individual and interactive way. Mobile has been transformed into a marketing tool allowing companies to be omnipresent with consumers, anywhere and at any time (Vernali. KetToker. A, 2010).

However, the commercial benefits of this mobile advertising are determined and arbitrated by the consumer's attitude towards the latter. Okazaki. T (2004) attests that attitude towards mobile advertising is an important determinant of user behaviour and its intention to participate in advertising campaigns. For their part, Jun and Lee (2007) specify that the more the consumer has a positive attitude towards advertising, the more receptive they are to receiving advertising messages and the more inclined they are to participate in marketing campaigns. On the other hand, numerous researches confirm that the formation of a lasting attitude is the result of cumulative satisfaction, that means, ensuring satisfaction guarantees a favourable attitude towards the object concerned.

The Algerian economic landscape nonetheless remains influenced by this new so-called digital era. Mobile advertising exists in Algeria, it is sensitive to be developed very strongly in the years to come driven by the development of mobile terminal offers such as Smartphones, and unlimited mobile internet packages offered by mobile telephone operators. The figures show that the penetration rate for the 4th generation (4G) telephone service in 2017, for example, is 9.87 million subscribers according to the ARPT (the regulatory authority for La Poste and telecom) compared to 1.46 million in 2016, a growth rate of around 573%, and the numbers continue to skyrocket. Indeed, the Algerian consumer is invaded by several marketing requests on their mobile devices and in an increasingly personalized manner in space and time, particularly through mobile telephone operators in Algeria. It is in this context that our research theme falls, stated as follows:

To what extent does mobile advertising offered by Algerian telephone operators meet customer satisfaction criteria?

We also wonder about the determining factors of consumer satisfaction with mobile advertising. In order to identify the concerns raised, we found it useful to put forward the following hypotheses based on previous work:

- H1: consumers are not satisfied with the informativeness and credibility of mobile advertising (Haghirian and Inoue, 2007);
- H2: consumers are not satisfied with the intrusive nature of mobile advertising (Stewart and Pavlou, 2002);
- H3: consumers are not satisfied with the entertaining nature of advertising (Tsang et al, 2004).

We chose this theme with the aim of understanding knowledge on the subject where we noted a limitation of research in Algeria. The studies devoted to this issue are still very fragmented, almost all of them have been carried out in Asian and European contexts, while the work carried out in the North African context is still in its infancy. To do this, we have structured our article into two complementary parts, the first consists of providing some avenues for reflection of a strategic and operational nature to marketers, advertisers and those involved in mobile advertising, where the fact of knowing the level of satisfaction or dissatisfaction of consumers with marketing stimuli, companies will be able to design, improve and control their content on mobile in response to their expectations. The second presents the research methodology chosen to conduct the empirical study among consumers and present the main results obtained.

2. Literature review:

The literature provides a fairly rich theoretical corpus on consumer satisfaction and mobile advertising. In what follows, we will present an overview of each of these two aspects.

2.1. Consumer satisfaction

Let us point out from the outset that there is no consensus on the definition and measurement of satisfaction. Nevertheless, it is possible to identify some theoretical elements which have acquired a certain notoriety over the years. According to Oliver (1981), the designer of the famous disconfirmation model, defines satisfaction as an evaluation of the “surprise” inherent in the acquisition of a product and/or a consumption experience. In the same vein, Vanhamme (2002) defines it as a psychological state resulting from a purchasing and/or consumption experience and relative. If we opt for a clearer definition, satisfaction is the result of a process of psychological and complex comparisons. The comparison of a theoretical value with an actual value: confirmation/disconfirmation paradigm (Boris Bartikowski, 1999).

These definitions attest that satisfaction has a relative nature which refers to the fact that the judgment of satisfaction is the result of the comparison between the subjective experience lived by the consumer and a standard of comparison. That said, a comparison between one's expectations before having the experience in question and one's perception after actually having the experience, this is why we say that satisfaction is relative, it differs from one person to another depending on its standards of comparison.

In the literature, the concept has often been confused with three other constructs: attitude, emotion and service quality. Beginning with attitude, it is defined as “a learned predisposition to respond to an object or class of objects in a consistently favorable or unfavorable manner (Fishbein and Azjen, 1975). In this sense, attitude can have positive tendencies, as it can also have negative tendencies regarding a particular product. It is from this perspective that there is every opportunity for marketers to create and further direct this trend towards the desired meaning with regard to their products, to reinforce this state of mind of consumers, and to maintain its stability for as long as possible, in order to generate favorable and long-term reactions with consumers (Nait Brahim B, Nouala. M and Reguig M. K, 2019).

So, we see that we are not born with attitudes, these are learned, they are formed through our lived experiences, consequently, a cumulative satisfaction or dissatisfaction relating to several transactions or experiences forms a favorable attitude or unfavorable lasting over time with regard to the object concerned.

As for emotions, several researchers propose that satisfaction is purely emotional in nature (Bagozzi, Gopinath and Nyer, 1999; Nyer, 1997; Westbrook and Reilly, 1983). According to (Westbrook and Reilly 1983), satisfaction is an emotional reaction... That means, satisfaction is the pleasant state of mind which results from the observation that a product, a service, a point of sale or an action leads to the realization of personal values. However, this definition has been strongly criticized where the explanation that has been retained is that satisfaction reflects an evaluative judgment of the emotional reactions experienced.

Regarding service quality, confusion has arisen because of the definition proposed by (Parasuraman, Zeithaml and Berry 1985), defining service quality as the gap between their expectations and their perceptions of service performance. provision of this service. On the other hand, three years later, they clarified the difference between these two constructs: the distinction between service quality and satisfaction is consistent with that which exists between attitude and satisfaction: service quality represents an overall judgment, or attitude, which concerns the superiority of service, while satisfaction is associated with a specific transaction.

To conclude, we can argue that the four concepts, satisfaction, attitude, emotion and quality of service are different but strongly correlated.

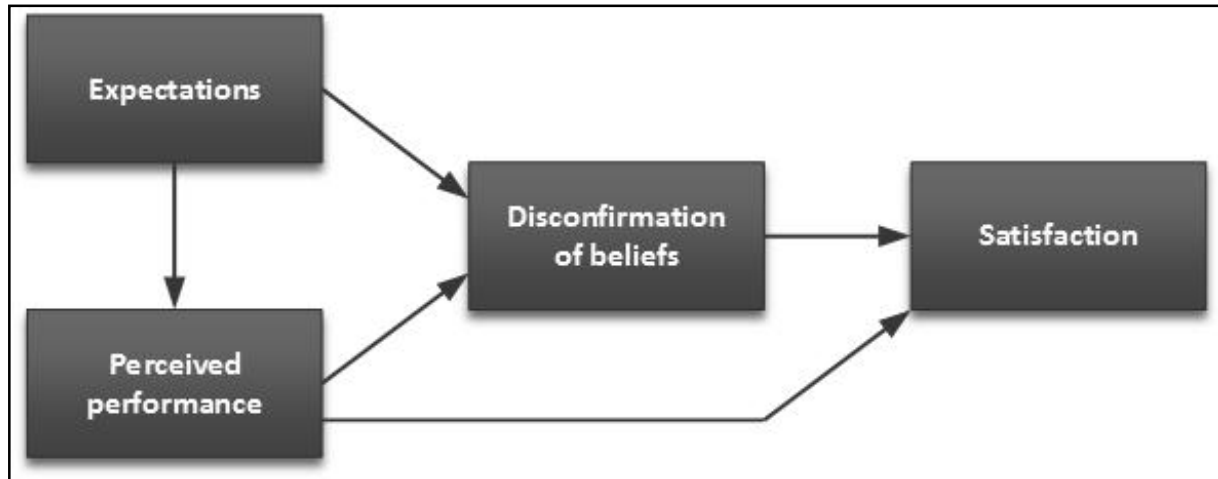
2.1.1. The determinants of satisfaction:

Satisfaction integrates both cognitive and affective processes, they will be presented and discussed in the following:

- **The cognitive process:**

The cognitive process was introduced by (Oliver, 1980) and known under the name model of disconfirmation of expectations. According to this model, satisfaction is the result of the comparison between perceived performance and expectations as shown in the following figure:

Fig.1. The “Expectation confirmation theory” model



Source: (Oliver, 1980)

This model therefore has three main constructs:

1. the consumer's prior expectations in relation to the product (or service);
2. the judgment made on the performance of the product (or service) during the consumption experience;
3. disconfirmation (positive, negative or neutral) which results from the comparison between performance and expectations. When perceived performance is lower than expected, dissatisfaction results, when perceived performance is higher than expected, satisfaction results. Finally, when perceived performance equals expectations, it results from indifference.

However, several authors have criticized the sole use of expectations as a standard of comparison and have proposed other variants: desires (Swan and Trawick, 1979), standards based on brands and products (Cadotte, Woodruff and Jenkins, 1987; Erevelles and Leavitt, 1992), values (Westbrook and Reilly, 1983) and the ideal (Tse and Wilton, 1988). For example, Cadotte et al (1987), who compared the model based on expectations to the model based on the norm, reported that the second is significantly superior to the first in terms of the percentage of explanation of the variance in satisfaction.

• **Affective process:**

The cognitive approach dominated research on satisfaction until the end of the 1980s, however the low predictive value of the cognitive model of disconfirmation of expectations encouraged other researchers wonder the absence of taking into account affective dimensions in the evaluation of satisfaction (Filser, 1996). The following table provides an overview of the main results of this research.

Table 1. Summary of studies relating to the impact of emotional reactions on satisfaction

STUDY	PRODUCT/ SERVICE	SAMPLE	MAIN RESULTS
Westbrook (1987)	Automobile and cable TV	200 automobile owners and 154 heads of households	Positive and negative emotional reactions independently influence satisfaction
Mano et Oliver (1993)	Miscellaneous products	118 students	There is a positive relationship between positive emotional reactions and satisfaction and vice versa
Ladhari (2003)	Cinema films	470 cinema enthusiasts	The pleasure and stimulation dimensions have significant effects on the satisfaction of the cinema enthusiast

Source: Riadh Ladhari (2005)

Westbrook (1987) is the first researcher to put forward and empirically validate the hypothesis according to which the integration of emotional reactions made it possible to improve the power of explanation of the variance in satisfaction, subsequently given the observed importance of This component, several researchers in the field have gradually integrated emotional reactions into satisfaction formation models.

2.1.2. Measuring satisfaction:

In the field of evaluation and measurement of a given phenomenon, we generally recognize two major sets of measures. First, objective measures of performance, also called “hard” measures (Brudney and England 2001). They consist of a series of specific performance measures associated with certain functions or as indicators of progress in completing a mission. The second broad set of measures includes subjective measures of performance, also called “soft” measures (Brudney and England 2001). Customer satisfaction measurement methods (CSM) as a whole are part of “soft” measures.

Customer satisfaction measurement (CSM) is a feedback operation which consists of knowing "customers' opinions on their needs, expectations and experiences with regard to the services received" and which allows companies to verify to what extent they improve the satisfaction of their customers (Eiglier, Langeard 1987). It is among the essential marketing actions for a company keen to preserve its positioning on the market and face competition, with the aim of knowing the customer's point of view with regard to the company's offer, to detect weaknesses and always be able to make the necessary improvements in order to have a satisfied and loyal customer developing favourable and long-term behaviour with the brand, the product and/or the company.

By way of summary, we conclude that satisfaction is a judgment that can be made on a product, service, consumption experience and all kinds of commercial actions issued by the company. In this work, we have chosen to evaluate customer satisfaction with mobile advertising given the importance it has gained in recent years. In what follows, we will present a summary of the literature review on mobile advertising.

2.2. Mobile advertising:

Mobile advertising is defined as communication about products and services that involve the use of mobile devices (Li, 2004). In other words, it is a marketing communication technique which allows you to interact with the target via mobile terminals or connected objects such as smartphones, tablets, etc. Mobile has been transformed into a marketing tool allowing companies to be omnipresent with consumers anywhere and anytime (Vernali and Toker, 2010). They make it possible to provide personalized information to consumers in order to promote products, services or ideas (Scharl, Dickinge, Murphy, 2005).

Currently, we are witnessing an impressive evolution and significant growth in North Africa, particularly in Algeria, this can be explained by the novelty, practicality, and controlled costs of this media, and the high penetration rate in terms of internet. and connected objects over the last ten years. Consequently, advertisers are becoming more and more aware of the profit that can be made thanks to these new channels, which has pushed them to take the risk of investing in this direction. However, in the years to come, according to researchers' forecasts, mobile will take over in terms of allocated budgets compared to the press, TV and radio.

2.2.1. Mobile advertising formats:

There are several mobile advertising formats that are generally inserted on mobile websites, mobile applications, email, SMS/MMS and social networks, we have presented the most used formats in the following table:

Table 2. Mobile advertising formats

<i>Format</i>	<i>Characteristic</i>
<i>Text link</i>	It is a clickable link and its location is at the publisher's choice
<i>Banner</i>	There are static (JPG, PNG) and animated (GIF) banners, clickable
<i>Interstitial</i>	Recommended duration 3sec when starting the application, the location is the editor's choice
<i>Expand banner</i>	This format expands when clicked then returns to its original size if there is no interaction after a few seconds
<i>Bill board video</i>	This format is presented when consuming video content, recommended duration 5sec (video pre, mid or post roll)

Source: Produced by us from the different readings

When it comes to mobile advertising, not all formats are created equal, it is essential to find a format that will both suit the company's objectives and not detract from the user experience (Vlamynck, A 2017). We can thus deduce that several factors must be taken into consideration before choosing the appropriate format such as timing, intensity, etc.

2.2.2. The characteristics of mobile advertising:

We have identified through the literature review some characteristics which are directly linked to the content of mobile advertising making it possible to increase or decrease the value of the latter, namely:

- **Credibility:**

Mackenzie and Lutz (1989) described advertising credibility as the degree to which consumers trust companies' promises about their brands. According to (Chowdhury et

al.2006), credibility is consumer trust, honesty and plausibility of advertising (Brackett and Carr, 2001) states that credibility of advertising plays an important role in creating the value of mobile advertising.

• **Informativeness:**

In advertising, information plays an important role, it can convey useful information (Daugherty et al. 2008), and also provides utility and practical information (Okazaki, 2005). Advertising with good quality of information shows a direct influence on customers' perception of the company and its products.

• **Irritation:**

According to Aaker & Bruzzone (1985), irritation in advertising can be termed as advertising that creates embarrassment, sadness and brief intolerance. Irritation constitutes the only negative dimension of consumer attitudes towards mobile advertising (Altuna, et. Al., 2009). Irritation is one of the main problems people have when criticizing advertisements. A large number of consumers still feel quite uncomfortable with the concept of mobile business and wonder whether companies that engage in mobile advertising are reasonable and safe (Siau and Shen, 2003).

• **Entertainment:**

According to Ducoffe (1995) and Hoffman and Novak (1996), the distribution of entertaining advertising information is closely linked to advertising value. A high degree of satisfaction and involvement during interactions with mobile connected objects lead to the coexistence of positive subjective perceptions and consumer mood. Customers' emotion and enjoyment related to advertisements play a primary role in determining their general attitudes toward them (Shavitt et al, 1998).

In the following lines, we will evaluate consumer satisfaction with mobile advertising by taking into account the criteria that we presented above, namely credibility, informativeness, irritation and entertainment. We are content with SMS-type mobile advertising for reasons of precision and given that it is the most used in our Algerian context by mobile telephone operators.

3. Research methodology:

We chose the convenience sampling method because we do not have a list of the parent population, and it is the most used method in market research. Our sample is made up of 125 individuals of which 36.8% are men and 63.2% represent women in our entire sample. In addition, the latter is made up of a majority of young people since 81 respondents are between 25 and 35 years old (64.8% of respondents). For reasons of feasibility and practicality, the data was collected using a questionnaire administered face-to-face equitably across 05 wilayas of Oranie, namely, Mostaganem, Oran, Tlemcen, Ain Temouchent and Sidi Belabes. The study extended for almost 02 months, from September 10 to November 8, 2022. The questionnaire is subdivided into two parts, the first is dedicated to the respondent's data sheet, the second contains all of the variables retained in the research, measured by five-point Likert scale.

To analyse the questionnaire, we used the univariate and bivariate descriptive method using SPSS software. Then, we carried out a Multiple Component Analysis (MCA) to

determine the most determining factors of consumer satisfaction. We will present the results obtained followed by interpretations and analysis.

4. Result and interpretation:

The following tables present the results of the univariate and bivariate descriptive analysis which will allow us to confirm or refute the research hypotheses:

Table 3. The informativeness of SMS

Effective	Percentage	Valid percentage	Cumulative percentage	
strongly disagree	28	22,4	22,4	22,4
disagree	23	18,4	18,4	40,8
neutral	17	13,6	13,6	54,4
agree	33	26,4	26,4	80,8
strongly agree	24	19,2	19,2	100,0
Total	125	100,0	100,0	

Source: Survey result, 2022. (SPSS Output)

We note through table 03, the degree of satisfaction of respondents with regard to the informativeness of advertising SMS received from telephone operators, which means the quality of the information conveyed by the advertising message. We find that 26.4% of respondents say they agree and are satisfied with the information sent by SMS. Therefore, we can qualify them as being quite good and useful for the consumer. On the other hand, 22.4% do not completely agree on the usefulness of information transmitted by SMS.

Table 4. Reliability of SMS

Effective	Percentage	Valid percentage	Cumulative percentage	
strongly disagree	28	22,4	22,4	22,4
disagree	30	24,0	24,0	46,4
neutral	36	28,8	28,8	75,2
agree	26	20,8	20,8	96,0
strongly agree	5	4,0	4,0	100,0
Total	125	100,0	100,0	

Source: survey result, 2022 (SPSS output)

Table 4 illustrates the degree of satisfaction of the individuals observed on the credibility of the advertising messages received. The majority of respondents' responses (28%) have a neutral opinion on the reliability of SMS while 24% of responses disagree on the question. Therefore, we admit that consumers are not satisfied with the credibility of SMS and they declare that their operator in specific situations does not keep its commitments.

Table 5. SMS irritation

Effective	Percentage	Valid percentage	Cumulative percentage	
strongly disagree	10	8,0	8,0	8,0
disagree	26	20,8	20,8	28,8
neutral	21	16,8	16,8	45,6
agree	5	4,0	4,0	49,6
strongly agree	63	50,4	50,4	100,0
Total	125	100,0	100,0	

Source: survey result, 2022 (SPSS output)

Table 05, showing a dominance of the responses of the respondents (50.4%) attest that they completely agree on the fact that SMS are intrusive. We thus deduce that consumers find SMS messages annoying and do not always arrive at the right time and in some cases they intrigue their private lives.

Table 6. The entertaining nature of SMS

Effective	Percentage	Valid percentage	Cumulative percentage	
strongly disagree	67	53,6	53,6	53,6
disagree	21	16,8	16,8	70,4
neutral	12	9,6	9,6	80,0
agree	16	12,8	12,8	92,8
strongly agree	9	7,2	7,2	100,0
Total	125	100,0	100,0	

Source: survey result, 2022 (SPSS output)

Regarding the character “Entertainment of SMS-type mobile advertising”, 53.6% of respondents confirm that they strongly disagree that they feel pleasure from receiving SMS, and only 7% of respondents say they completely agree on the question. Consequently, the majority of consumers consider SMS-type mobile advertising unentertaining and they completely ignore it in the majority of cases, which suggests that operators should rethink on the mobile advertising channels used to convey information.

Table 7. Relationship between gender and satisfaction with SMS

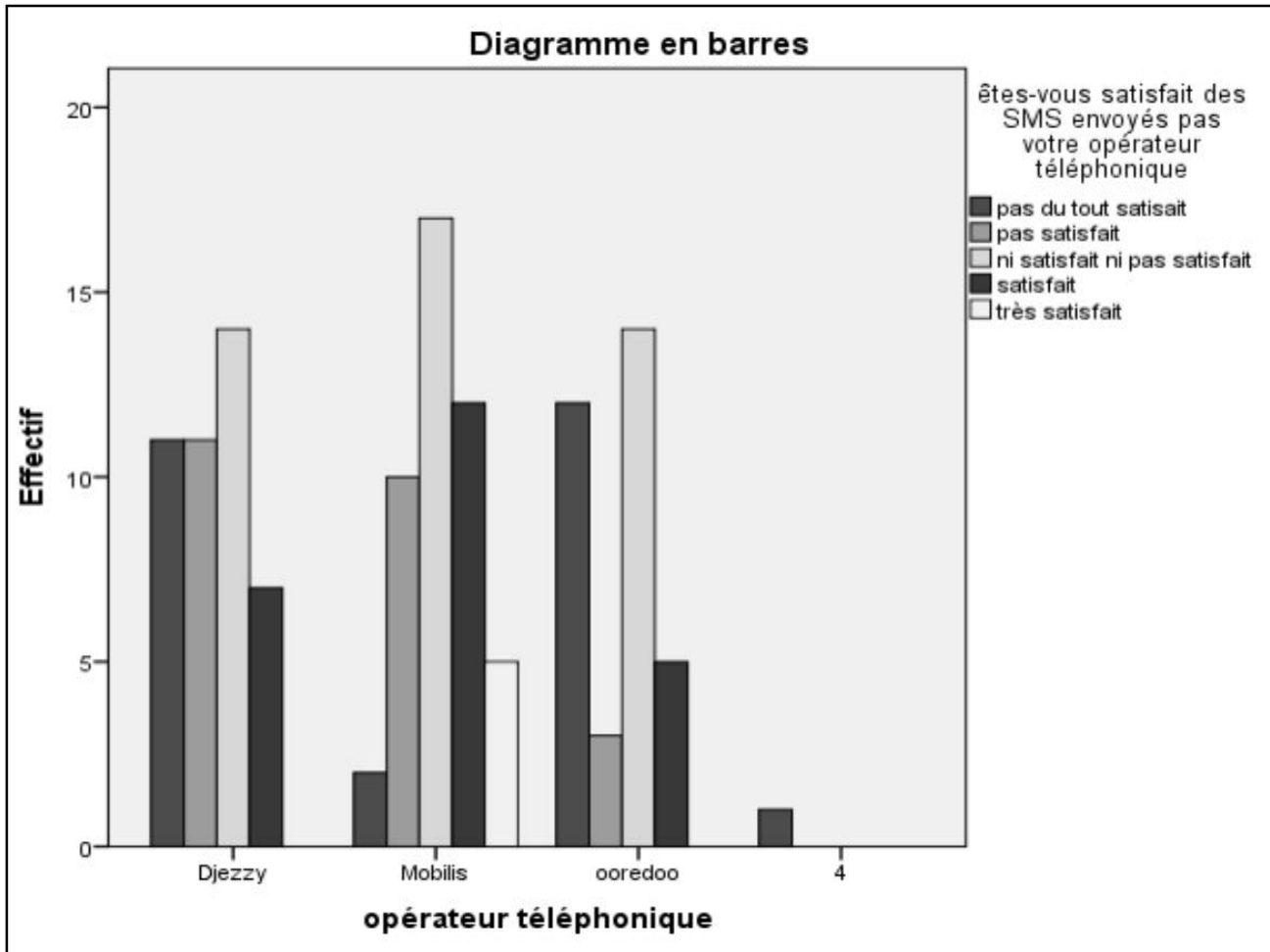
		Are you satisfied with the SMS sent by your telephone operator?					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Gender	men	11	14	12	6	3	46
	women	14	10	33	18	4	79
Total		25	24	45	24	7	125

Source: survey result, 2022 (SPSS output)

Table 7 represents a cross between the degree of satisfaction and gender. For men, we note that 14% of men declare that they are not satisfied with the SMS received by their operators, 12% declare that they have a neutral opinion on the question. However, for women, 33% of respondents attest that they are neither satisfied nor dissatisfied, and 18%

confirm that they are satisfied with the quality of advertising messages sent by SMS. From this we deduce that women are more satisfied with SMS-type mobile advertising than men.

Fig.2. Degree of satisfaction of Djezzy, Mobilis and Ooredoo subscribers with the SMS



Source: survey result, 2022 (SPSS output)

Figure 2 illustrates the degree of satisfaction of subscribers of each operator, namely Djezzy, Mobilis and Ooredoo, with regard to the SMS sent. We note that Mobilis subscribers are the most satisfied with the quality of advertising messages sent by SMS, followed by Djezzy in second place, while Ooredoo subscribers are the least satisfied.

4.1. Multiple Component Analysis application:

To carry out this analysis, the software used (SPSS) retained 17 variables to identify dimensions:

Table 8. Summary of models

Dimension	Cronbach's Alpha	Explained Variance
		Total (eigenvalue)
1	,849	4,971
2	,597	2,280
Total	,916a	7,252

a. The total Cronbach Alpha value is based on the total eigenvalue.

Source: survey result, 2022 (SPSS output)

The first analyses show that the variables identified two dimensions with a total inertia of 72.52% which was considered satisfactory. These two factors comprise almost 72.52% of the information carried by the variables introduced.

We also note that the Cronbach's alpha which makes it possible to measure the reliability of the internal consistency of the variables is 91.6%, a satisfactory rate for the analysis.

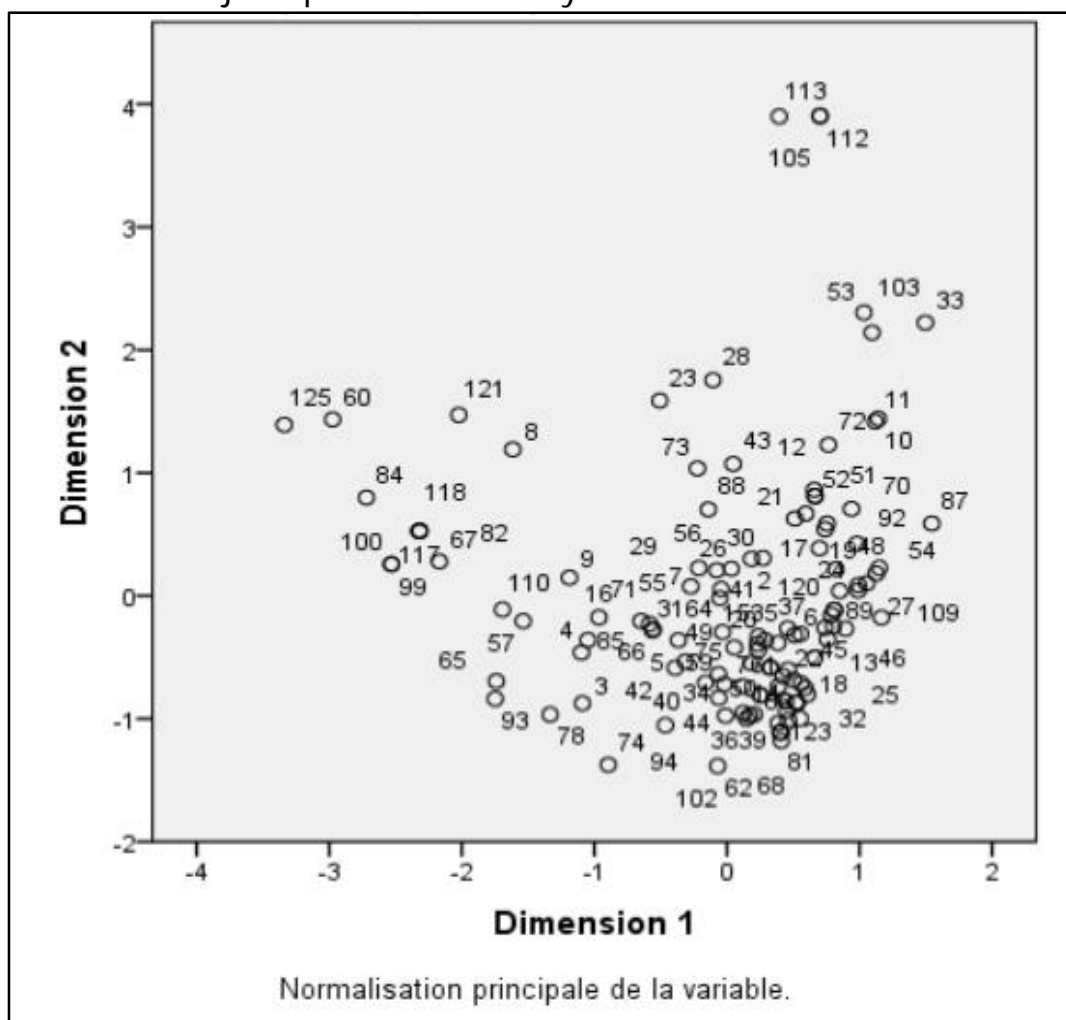
4.2. Observations diagram:

The observations diagram is used to group all the questionnaires. We notice that most of the observations are grouped in the same space with the exception of some of them. From this observation, we can deduce that the majority of those questioned have the same response tendencies.

We also notice that certain individuals do not follow the same trend of responses compared to others (e.g. questionnaire no. 113, no. 125, no. 8 etc.), this is explained by the fact that these two observations are far apart. other response areas.

Figure 3. Diagram of observations

Objects points labelled by several observations



Source: survey result, 2022 (SPSS output)

4.3. Discrimination matrix:

This matrix gives us a view of the degree of explanation of each variable for each factor (dimension). In order to identify the most important variables, we take the variables whose coefficient tends towards "01" whether it is positive or negative for each axis, it is then the set of variables for each axis which will determine the nature of the factor.

Table 9. Discrimination matrix

	<i>Dimension</i>	
	1	2
<i>Gender</i>	,134	-,054
<i>Age</i>	-,214	-,081
<i>Socio-professional category</i>	-,132	-,348
<i>Telephone operator</i>	-,361	,050
<i>Frequency of reception of SMS</i>	,111	-,687
<i>Information provided by the usefulness of SMS</i>	,746	-,078
<i>The timeliness of SMS</i>	,621	-,460
<i>The immediacy of SMS</i>	,693	,070
<i>Credibility of SMS</i>	,785	-,031
<i>Reliability and honesty of SMS</i>	,748	,010
<i>The commitment of the operator</i>	,733	-,073
<i>Intrusiveness of SMS</i>	-,549	,348
<i>SMS are intrusive and excessive</i>	-,440	,103
<i>Manipulative techniques of SMS</i>	-,263	,642
<i>Entertaining nature of SMS</i>	,483	,529
<i>Interaction with received SMS</i>	,488	,749
<i>Satisfaction with SMS</i>	,760	,247

Main variable normalization

Source: Survey result, 2022

Through the results, we will retain the variables relating to each factor. We obtained the following combinations:

Factor A is a function of these variables:

$$A = 0.746 X1 + 0,621 X2 + 0,693 X3 + 0,785 X4 + 0,748 X5 + 0,733 X6 - 0,549 X7 + 0.760 X8$$

Where:

X1: The usefulness of SMS;

X2: SMS news;

X3: The immediacy of SMS;

X4: Credibility of SMS.

All of the variables that make up factor A are positively correlated with it, which means that these variables evolve in the same direction as the value of the advertising message. On the other hand, SMS Intrusiveness is negatively correlated with this factor (-54.9%), this variable evolves in the opposite direction to this factor.

Factor B is a combination of these variables:

$$B = -0.687 X1 + 0,642 X2 + 0,529 X3 + 0.749 X4$$

Such as:

X1: SMS reception frequency;

X2: SMS manipulative techniques;

X3: entertaining nature of SMS;

X4: interaction with received SMS.

Factor “B” is explained by four (04) variables. It contains 22.90% information. This factor represents the interactive nature of SMS. We can say that these four variables influence consumer satisfaction. It is positively correlated with all the variables which contain except with the frequency of reception of SMS which evolves in the opposite direction compared to the interactive nature of SMS (-.687).

Therefore, we have determined two factors which explain the phenomenon of customer satisfaction concerned, namely: “the value of the SMS-type advertising message” and “the interactive nature of SMS”.

According to the ACM results, we conclude that the most determining factor in consumer satisfaction is the value of the advertising message because it contains more information that contributes to explain the phenomenon studied (49.71%). And all the variables it contains have a greater influence on consumer satisfaction with SMS Intrusiveness.

As a summary, the results of the study support the fact that consumers are satisfied with the quality of information contained in the advertising message. However, regarding the credibility of the message and the promises given by their operator, consumers are not satisfied. Therefore, the first research hypothesis is partially confirmed. Regarding irritation (the intrusiveness of the message). The second hypothesis is confirmed, where consumers are not satisfied at all. Finally, for the entertaining nature of the advertising message, consumers confirm that they are not at all satisfied with it, therefore the third hypothesis is refuted. That means, the greatest determinant of consumer satisfaction is the value of SMS.

5. Conclusion:

In a world where digital and electronics dictate new rules, companies today act in a context of increasingly open global competition, thanks to information and communication technologies which have invaded all areas of research (e-economy, e-commerce, etc.), including marketing through concepts such as digital marketing, mobile marketing or more precisely mobile advertising which is the subject of our study.

The consumer for his part, given the instability of the business world and the current economic situation, has become much more demanding, thus developing more varied expectations in terms of exchange with his company, that's why his satisfaction has become the objective to achieve and an essential strategic asset for companies worried to preserve their market share and maintain a favourable, long-term relationship with the customer of the company.

Therefore, in the present study we tried to measure the satisfaction of mobile telephone subscribers, namely Djezzy, Mobilis and Ooredoo, with regard to SMS-type mobile advertising that they use with well-defined criteria. defined. As a summary, the results of the study showed that consumers are satisfied with the quality of information contained in the advertising message. However, regarding the credibility, irritation and entertainment of the advertising message, consumers confirm that they are not satisfied with these criteria. This is why marketing people must intervene and modify the design of their advertising messages by taking into consideration the demands of the consumer while meeting their expectations at the risk of losing it as being essential.

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