

تأثير الخطاب الإشعاري التلفزيوني على السلوك الاستهلاكي للمرأة الجزائرية

The effect of television advertising speech on consumer behavior of Algerian women

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Abstract:

Advertising has become a source of funding for many communication means, including television, which is considered the most influential media outlet on the audience of spectators because it contains sound, image, idea and text, which makes the television advertising message occupy the top in its impact on the psyche of consumers.

Therefore, this field study aims to address a topic related to the influence of the television advertising discourse on the consumer behavior of Algerian women. The questionnaire was used as a tool to extract information from the study sample consisting of 60 individuals randomly selected from the original community.

We concluded that the television advertising speech has a great role in influencing the consumer behavior of the study sample by attracting their attention, arousing their interest and creating their desires to buy the product, but this effect diminishes upon the purchase process.

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Key words: Advertising - behavior television - consumer influence - television - television advertising - women.

- Abstract in French:

La publicité est devenue une source de financement pour de nombreux moyens de communication, dont la télévision, qui est considérée comme le média le plus influent sur l'audience des spectateurs vu qu' elle offre le son, l'image, l'idée et le texte, ce qui permettant ainsi au message publicitaire télévisé d'avoir un impact maximal sur le psychique des consommateurs.

Ainsi, cette étude de terrain vise à aborder le sujet de l'influence du discours publicitaire télévisé sur le comportement de consommation des femmes algériennes. Le questionnaire a été utilisé comme outil pour extraire des informations de l'échantillon de l'étude composé de 60 personnes sélectionnées au hasard dans la communauté d'origine.

Aussi, notre étude nous a permis de conclure que le discours publicitaire télévisé a un grand rôle dans l'influence du comportement des consommateurs de l'échantillon de l'étude en attirant leur attention, en suscitant leur intérêt et en créant un désir d'acheter le produit, néanmoins, cet effet diminue sur le processus d'achat.

Mots clés: comportement des consommateurs – femmes – influence – publicité – publicité télévisée – télévision.

- Abstract in Arabic:

أصبح الإشهار مصدر تمويل العديد من الوسائل الاتصالية منها التلفزيون، الذي يعتبر الوسيلة الإعلامية الأكثر تأثيراً على جمهور المتفرجين لاحتوائه على الصوت، الصورة، الفكرة والنص، الأمر الذي يجعل الرسالة الإشهارية التلفزيونية تحتل الصدارة في تأثيرها على نفسية المستهلكين. لذلك تهدف هذه الدراسة الميدانية لمعالجة موضوع يرتبط بتأثير الخطاب الإشهاري التلفزيوني على السلوك الاستهلاكي للمرأة الجزائرية. وقد استخدمت الاستمارة كأداة لاستيقاء المعلومات من عينة الدراسة المتكونة من 60 مفردة تم اختيارهم بطريقة عشوائية من المجتمع الأصلي.

وقد خلصنا إلى أن للخطاب الإشهاري التلفزيوني دور كبير في التأثير على السلوك الاستهلاكي لأفراد عينة الدراسة من خلال جذب انتباهها، إثارة اهتمامها فخلق رغباتها لشراء المنتج، لكن هذا التأثير يتقلص عند عملية الشراء.

الكلمات المفتاحية: الإشهار - التأثير - التلفزيون - الإشهار التلفزيوني - السلوك الاستهلاكي - المرأة.

First: The problem of the study:

Today's publicity speech is an effective technique used by economic commercial enterprises to promote their products, and it is also an important part of daily socio-economic life, and it has witnessed great development and greater interest by researchers of all specialties.

Since ancient times, advertising was not only a means of identifying or informing about a good or service, but with the developments in the industrial field, a new vision of advertising appeared, as an impersonal means of presenting ideas, goods and services, promoting them, confirming their presence and praising them.

With the intensification of competition, the interest in advertising and its techniques and methods increased, in order to ensure the impact on consumers, and here appeared what is known as specialized advertising, which addresses a specific group or a specific and targeted group as it searches for their interests and interests.

With the emergence of television that combines sound and image, it became clear to everyone that it is the best, strongest, and most influential media outlet on consumer behavior and buying habits, and this is what made it one of the most expensive technologies for broadcasting advertising speeches compared to other media, because it has the advantages that make it the first in persuasion, influence and degree of spread (نادية العارف، 1993.P145). It can be said that the history of advertising speech on television is relatively recent, and that the latter, like any other phenomenon, passes through different stages of development until it reaches its optimum level, as these advertisements today have their own laws and methods and depend on the results of various sciences, especially psychology

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in explaining human behavior and how to influence and change it (ايناس محمد غزال ، (2001، ص179).

It should be noted, that the advertising speeches in the sixties differed remarkably from those we see today in terms of artistic quality in the method of investigation, directing, diversity of ideas, time and space as well as developed method, style, language and means of expression. So, they differed in form and content, and became an influential factor in a way effective not only in the mechanism of the national economy, but also in the formation of women's behaviors, in particular, their daily lifestyles, traditions and other cultural elements, as television advertising speeches in various countries of the world, especially the developed world, have specialized in enriching women's culture, so that they can respond to this progress.

We find that Western societies are interested in this field by combining branches of knowledge to prepare the advertising message. As for Algeria, advertising is a new phenomenon, especially when we enter the market economy. It appeared during the colonial era to serve the economy, and the Havasse Agency was in control of the advertising policy in the country. However, this did not last long, because after independence, advertising in Algeria knew two important stages in its history, namely:

A- Pre-1990s: It is the stage of the emergence of the national publishing and advertising company, which was operating under the tutelage of one party until 1956. And between 1968 and 1969, the company became interested in advertising, and it was shown in cinemas, and in the seventies the production of advertising stopped. This is due to the absence of a surplus in production. It is considered a period between the seventies and eighties, as a stage of stagnation in the Algerian television advertisement, as only a small number of advertising speeches appeared on the screen, in addition to tapes of an informational nature that raise awareness, and there were no specialized advertisements directed at a specific group of society.

B - the nineties and beyond: It is the entry of Algeria into a new phase characterized by a free economy, with all that it requires from the privatization of public and social institutions, price liberalization, free competition in addition to lifting the state's monopoly on advertising. This situation affected in one way or another advertising field. Today, as a result of women breaking into work circles and liberating them, buying habits have changed. After they were subordinate to men in everything, even in their consumer behavior, today they are the ones who make the purchase for themselves and even for their children and husband in most cases, and this is what made advertisers take into account this characteristic of women and formulate the speech advertising according to women wishes.

This is what led to the emergence of specialized advertising, that focuses on a specific category of society, and women are considered an effective component in it, as they have enjoyed a lot of the interests of specialists in advertising, so they designed advertising messages that are compatible with their privacy, where they focused in the first step on bringing the women attention to the products offered then. They aroused their interest by showing the advantages of these products, and this creates the desire that is followed by the adoption of a certain behavior. With the emergence of concave antennas and their spread in Algerian society, Algerian women have become vulnerable to the huge amount of publicity speeches broadcast on Arab and foreign satellite channels, and the latter has become providing the necessary information to women in terms of products, services and cultures different from them, which prompted us to ask the following question:

What is the impact of the television advertising discourse on Algerian women?

This is divided into the following questions:

1. What is the importance of the television advertisement speech for Algerian women?
2. What are the most important characteristics that must be present in a television advertising discourse in order to achieve its impact on Algerian women?

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3. How might the television advertising discourse affect the consumer behavior of Algerian women?

Second: Defining the most important concepts:

- **The concept of publicity:**

The first Arab writer and intellectual to define publicity was "Boutros Al-Bustani" in the year 1819 A.D, when he said that advertising is showing and publishing (عاطف العبد عبدلي، (1997، ص13).

Whereas the American Marketing Association defines it as: The various aspects of activity that lead to the publication or broadcast of advertising messages, whether audio-visual or written, to the public with the purpose of inducing them to purchase goods or services, or in order to solicit them to the kind acceptance of ideas, people, or facilities advertised (ايناس محمد غزال ، 2001، ص179).

Armand Dayan defines it as: "the transfer of information from the advertiser to a specific audience of consumers about a good or service, aimed at creating an impact on the behavior of these consumers, making them more acceptable and demanding of the advertised good or service, or less reluctant or likely to divert from it." (Armand Dayen ,1990, P07).

From the above, we conclude that advertising is a paid impersonal communication process, in which a visual advertising message is conveyed by a media outlet: television, to a specific audience of consumers, with the intention of persuading them to purchase a specific commodity, or in order to change their way of thinking and behavior depending on certain cultural and social values.

- **The television concept:**

It is a means of communication that depends on sound and image at the same time, and it has been combined between the properties of audio broadcasting and the properties of visual media. The word Television is composed of two words: Tele meaning

from a far place, and the second meaning vision, meaning that it transmits the image and the visuals from afar.

- **Concept of influence:**

The word influence has raised a lot of controversy in terms of its meaning, and in particular influence, the act practiced by (A) that may represent an individual, group or institution, is considered to be on (B) affected, and this desire to influence arises from an attempt to (A) change the direction of (B), And of course this change is in favor of (A).

In French, "Effet" means the impact that the advertising message has on the target audience, which is measured according to the degree of awareness of it.

- **The concept of television advertising speech:**

Television advertising discourse is a group of various technical messages used during the time sold by television to the public, with the intention of introducing it to a commodity, service, or idea, in the form and content that affects its information, preferences, consumer behavior, actions, and other cultural components (ايناس محمد ، 2001 ، P134غزال) It is also defined as: "The messages that advertisers send to the public to acquaint them with the goods and services provided by the establishments to users through television" (عبد الرحمان عيساوي، 1989 ، ص25).

We conclude from the foregoing, that television advertising speech is all the advertising messages that are broadcast on television, whether they are goods or services, or it is all that advertising agencies provide on television to stimulate consumer behavior.

- **Consumer behavior:**

It is all the purchasing and consumption operations that Algerian women carry out, based on their influence with television advertising.

Third: The methodological framework of the study:

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- **Study methodology:** This study falls within the descriptive research, which is defined as aiming to obtain sufficient and accurate information on the topics studied, and describing what is in reality from different angles (ص289، 1996، أحمد بدر).
- **Study Population and Sample:** The population of our study is the audience of Algerian women who view the television advertising speeches, 60 items were randomly selected.
- **Data collection tools:** These are the various means that the researcher uses to collect information and data targeted in the research, including:

The questionnaire: One of the most used field tools in social scientific research, in order to know the behavior of individuals and their attitudes towards a specific issue. The form can be defined as: "A printed form containing a set of questions, directed to a sample of individuals on the subject or subjects of study" (ص202، 2003، أحمد بن مرسلبي).

Fourth: Theoretical Framework:

A / the advertising letter:

Persuasive communication affects action, feeling, the unconscious, and the imagination. And for this purpose, advertising uses rhetorical techniques that are summarized in seven influential sources in advertising speeches, as follows (سامي عيد (P87)العزیز، 2002).

1- Automated guidance to the recipient of the message: This is by classifying, arranging and establishing a peaceful hierarchy of information instead of receiving and constructing information in an indicative manner and suggesting a mental picture to facilitate understanding, comparison, and the use of phrases, proverbs, judgment ... etc.

2- Addressing the audience directly: This is done by making the audience a participant, taking into account their way of thinking and making them a witness using different phrases.

3- Urgent repetition: Aims to consolidate the advertising message in the mind of the recipient, and it is the repetition that seeks to persuade.

4- Presenting the opinion and the opposing opinion: By using persuasive expressions, objection that may confront the content of the advertising speech and talk about it in the content of the speech, and this is to reach the greatest possible level of credibility.

5- Strengthening the word: To give it strength by using some spiritual, cultural and social values.

6- To take into account also the way in which the advertisement is given, for each presenter has a different method of speech and his ability to give realism to the advertisement.

7. Building a good conclusion: The conclusion of the advertising speech plays an important role in:

- Continue to convince the recipient of the correctness of the information contained in the promotional letter by summarizing all the arguments and proofs.
- Reaching the final recipient's decision to buy the product shown in the advertising

letter (Michelle Jouve , 1994, P85).

B / Stages of persuasion in publicity speech:

There are three basic stages, which are:

1. The knowledge level: As the advertising message at this level delivers information to the consumer, and in this case the latter is in the two states of listening and attention, and takes information about the advertised goods.

2. The emotional level: The advertising message at this level tries to introduce informative and suggestive elements, in addition to placing the consumer in a positive position towards the advertised product. And in this case, the consumer makes a certain opinion, whether positive or negative, so his perception of the commodity at this level does not become neutral, but rather:

- Has a certain opinion, whether for or against the message.
- Has the position of intention to buy the commodity or not.

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3. The behavioral level: At this level, the buying process explodes in itself, as he becomes convinced of the information that he received about the commodity and decides to buy it (، ص 2002159 سامي عبد العزيز).

The advertising letter in this case is based on the idea that communication includes only communicating information to the consumer about a new commodity, since the advertising message in this case is informational, the consumer learns about the characteristics that characterize the commodity in exchange for the commodities in the market. If he is convinced of them, he will buy the advertised product.

Honry Joannis believes that the delivery of satisfaction to a consumer audience is not only by direct description, but also by suggestion or inference.

C / Types of advertising targets:

Colly classifies advertising goals into three main goals:

1. Reporting objectives:

It is particularly useful for the introductory phase of the commodity, and is focused on informing or introducing consumers to the commodity (creating a preliminary demand for it).

This objective includes:

- Informing the market about a new service / commodity.
- Suggesting new uses for the commodity.
- Informing the market of the change in price.
- Explaining how the item works (instructions on operation, for example).
- Describing the services available.
- Correcting false impressions.
- Reducing buyer's concerns.
- Building a good corporate image.

2. The objective of persuasion "Enticement":

This goal is important in the competitive stage when the goal of the institution is to create selective demand for a specific type of its products offered in the market, and it contains:

- Building a preference for the class / trade name or trademark.
- Encouraging the transformation process to the product produced by the institution.
- Changing buyers' perceptions of a commodity's properties
- Encouraging buyers to buy immediately.
- Encouraging and persuading buyers to receive a sales appeal.

3. Purpose of reminder:

This type assumes a special place in the stage of maturity in the life of the product, as it does not aim to inform or persuade, but rather to remind the need to purchase this product, and includes:

- Reminding buyers that they may need the item very soon.
- Reminding buyers of where to buy the item.
- Reminding buyers during non-commodity seasons.
- Reminding buyers of the brand or name of the item constantly.
- Keeping buyers on the lookout.
- Keeping buyers' minds alive and enhancing awareness with constant reminders (سامي عبد العزيز، 2002، P172).

D / The psychological foundations of the advertising speech:

By it we mean, how the influence of advertising on the consumer is graded, starting from attracting his attention until the stage of making a purchase decision.

1. Attention-attracting stage: It is the first step in the path of advertising speech, as it can attract attention by movement and composition of lights, that are included in advertising, provided that this carries joy in the soul and not sadness and depression.

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2. **The stage of arousing interest:** this stage moves attention from the ear and the eye to the mind and emotion. Often these two stages differ in attracting attention and arousing interest.

3. **Desire:** It is the stage of the individual responding to the advertisement and feeling the need for the commodity.

4. **Persuasion:** advertising begins after creating a desire to provide persuasion by stating the merits of the commodity and the benefits it achieves. Persuasion is through mental stimuli, not emotional, because it is more effective and convincing.

5. **Execution:** If the means of persuasion are available, the advertisement is directed to the individual's desire to acquire the commodity and initiate the purchase, then the advertisement guarantees at this stage the implementation after the individual pulls the commodity and persuades him to acquire it and shows him the privileges of buying such as payment facilities, discount or installments (مصطفى فهمي، 1984، ص 147).

Fifth: data analysis and interpretation:

I. The socio-demographic side:

1 / Age variable: Based on the results, we note that most of the sample members range in age from 20 to 30 years, at a rate of 48.33%, followed by the proportion of those aged between 31 to 41 years, which was estimated at 21.67%, then The percentage of women over the age of 42 years was 20%, and finally the percentage of those under the age of 19 was 10%, due to the randomness factor in choosing the sample.

2 / A variable related to the civil status: We find that the percentage of single women is the highest, as it was estimated at 50%, followed by the percentage of married women at 36.66%, while the percentage of women who were willing to marry was only 13.34%.

3 / A variable indicating the educational level: Regarding the educational level of the members of the research sample, we found that the largest percentage was for those with

a university level at 35%, followed by those with a secondary level at 33.33%, while the percentage of those with a primary or intermediate level was 31.66%.

4 / Profession variable: The results related to the profession resulted in the rate of stay at home in the foreground, as it was estimated at 53.34%, followed by the percentage of female workers at 30%. Meanwhile, the percentage of female students does not exceed 16.66%.

II. The importance of the television advertisement speech for Algerian women:

1 / The extent of women's viewing of the advertising speech:

The results showed that all sample members see the promotional speech on TV at a rate of 100%, in addition to that most of the sample members attribute the reason for watching because the advertising speech provides information about new products and services by 72.72%, while 27.28% attributed the reason for watching to keep up with fashion.

This is explained by the great spread of television in our contemporary times, in addition to the advantages and characteristics that television enjoys as a means of advertising. TV publicity discourse is a collection of information and data related to a number of goods, products or services offered by the television station within its programs that take various forms for the purpose of promoting these goods, or Services or products, and the advertising speech on television is characterized by a number of characteristics and advantages, the most important of which are:

- Relying on the two senses of hearing and sight, as it uses sound, image and movement to bring the viewer's focus and full attention, in addition to the use of color, which supports and confirms the advertising idea in the viewer's mind, and achieves a high degree of realism and effectiveness for advertising (سامي عبد العزيز، 2002، ص120).

- The possibility of different sizes and types of shots, montage style and camera movement in television advertising, that provides its users with opportunities for clarification, exaggeration and control over the sizes of the presented image, such as enlarging the face

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or the shape to be photographed or moving it in normal size, making it similar to reality or different from it, according to the desire of the advertising designer and the director's vision, which serves the goals and objectives of the advertiser and the multitude of clips achieves the freedom to choose between them by the director, and television is seen as the most impersonal means of communication close to non-personal communication, which gives the viewer the feeling that he is living, watching and examining what he sees on the screen himself, and there are some announcements that reach to delude the recipient that he is trying the advertised thing through his use of celebrities, role models and people of confidence, each in his field, which conveys to the viewer a sense of credibility and reassurance, which is necessary to have the effect required to accelerate the purchase (منير ص24 الحديدي و عدلي السيد رضا، 2002).

- Television is the best means of communication in the case of advertising for goods that need visual aspects, such as showing packages in their shape, design and colors, or clarifying the components of the commodity, the method of use, or the results of using the good or service.
- The multiplicity and diversity of artistic templates that can be used to present a television advertising speech, such as: live movement, brides, cartoons, moving the commodity and consecutive images, and it helps the advertising contact person to choose the best choice between them according to the nature of the advertising goal, the content of the advertising speech, the public, and the nature of the advertised good or service.
- The flexibility that characterizes the advertising discourse on television, especially with the multiplicity of programs and channels and the multiplicity of advertising periods allocated for advertising without restrictions, and it is possible for the advertising contact person to cover a specific audience or specific markets at any time during the day (سامي ص130 عبد العزيز، 2002).

- The job of the advertising speech on television does not end at the point of communicating certain information, but the most important thing is to create specific effects that take on meanings and concepts that the receiving audience is convinced of and acts according to them through the fact that this advertising speech is a persuasive communication activity, and here the characteristic of attempts Impact and temptation.
- Paid TV advertising material, whereby the advertiser who issues the advertising speech bears the cost of television as the medium used (أيناس محمد الغزال، 2001، ص5).
- The increasing importance of advertising speech on television when dealing with services or consumer goods compared to its importance for services or industrial goods.

2 / Channels in which a woman watches the TV advertising speech:

With regard to the variable related to the channels in which Algerian women watch the TV advertising discourse, we found that the Arab channels had the highest percentage, as it was estimated at 57.58%, followed by national channels with 26.26%, while the percentage of Western channels was 16.16%.

From this, we conclude that the Arab channels are the favorite of Algerian women because the concave antennas have known great prevalence in our society, as well as the large number and diversity of programs and rations broadcast by these channels, which are distinguished by their strong influence, and for these reasons they are used by institutions to display their advertising messages, then national channels because they attract many people to find out the news and watch Some national programs, especially during the month of Ramadan, and finally, Western channels whose percentage decreases due to the different customs and values that are reflected in the content of the publicity discourse, and this is why we find that the study sample members have reservations about watching the latter.

III. Characteristics of a television advertising speech:

1 / Draw women's attention to the advertising speech:

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Through the results, we found that most of the sample individuals bring the publicity speech to their attention by 83.34%, while the percentage of 16.66% who do not attract their attention was the public speaking. We also noticed that what attracts the most attention of women is the product, followed by the performance and the characters, then the music, and finally, we find the colors.

This is explained by the fact that the advertising speech on television depends on characteristics and features that attract attention to watching it through its use of modern and advanced filming and directing techniques, but despite all these characteristics and features surrounding the advertising speech remains the main reason that attracts attention to women regardless of their age is the product itself.

While we find some girls pay attention to colors, music, acting and characters besides the product, and from it we conclude that the older the woman, the more interested in the product and overlooked other external characteristics.

2 / How to watch a TV advertising speech:

We notice that most of the sample members watch the advertising speech in a fleeting way, and this is reflected by 80%, while the percentage of those who view it in a deliberate manner was weak, as it was estimated at 20%, meaning that the majority of women are exposed to advertising speeches while they watch other programs. During the presentation of the classes, series and programs, they do not intentionally watch the advertisements, but rather it comes in a fleeting way with respect to the future and intentional with respect to the sender.

Whereas, we find that some women view the advertising speech in a deliberate manner, due to the fact that they want to know a specific product and certain features that are compatible with their desires, or in order to hear music or songs of celebrities or favorite personalities used as props in television advertising speeches.

3 / Presenting a televised advertising letter for information about the product:

We found that 70% of the study sample obtained the necessary information about the product by viewing the advertising speech, while 30% of them obtained the information from other sources. Through the results, we found that the first source after television, for additional information or for confirmation, is family and girlfriends, while the second source is colleagues, especially in the workplace.

This can be attributed to the fact that the woman is curious, and she is always looking for more explanations, proofs, and advice on using the product in a correct and accurate manner, as well as evaluating the experiences of others, so she brings them from family and friends because they are a reliable source.

VI. Women's consumer behavior:

1 / Feeling the desire to buy the product when viewing the promotional speech:

From analyzing the results of the variable related to the desire to buy the product when watching the promotional speech on television, we found that the percentage of women who feel the desire to buy the product is 70%, which is a large percentage if compared to the percentage of those who do not feel like it, which is estimated at 30%.

This is explained by the fact that the advertising speech, after bringing it to the attention of the woman, aims to stimulate her interest in the offered product and whoever creates a desire to buy it, and only one step remains after the television advertising discourse achieves its goal, which is the purchasing behavior of women, and thus he has been able to create the desire to buy in Algerian women.

2 / The aim of watching a television advertising speech:

Yielded results related to the purpose of viewing the advertising speech showed, that the percentage of women who watch the advertising speech in order to get to know the features of the product is 50.58%, followed by the entertainment factor (24.70%), while we find a percentage of 15.30% who show satisfaction in the product, and finally the purchase rate does not exceed 9.41%.

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We conclude that the woman watches the television advertisement in order to get acquainted with the features of the product in the first place, because any woman who wants to satisfy her daily needs finds it a good way to achieve this, and she returns to watching him sometimes for the sake of entertainment because it always comes during the show of the series by relying on music, colors and personalities. However, her conviction with it, especially its purchase, has been very little, especially in recent times, as most members of the community do not trust the content of publicity speeches, and this explains the decrease in the purchase rate.

3 / Purchasing the product since it was first introduced:

From the analysis of the results of purchasing the product since it was first introduced, we find that most of the answers were negative, with a rate of 90%, meaning that most women do not buy the products presented in the publicity speech from the first time, and the reason is primarily due to their lack of conviction and belief in what is broadcast by the publicity speech. As well, the price of the product is not in line with their financial capabilities, and other reasons, such as the location of the product and its lack of availability in the local markets and others.

This can be explained by the fact that Algerian women are not affected by the publicity speech since the first show. Rather, the advertising message must be repeated. Repetition is an important factor in pushing women to buy, and most of the sample members have a negative idea about publicizing because of the great exaggeration in presenting its advantages in addition to its incompatibility with their financial capabilities, and in contrast we found a weak percentage of 10% of the sample individuals who buy the product from the first offer.

4 / Who is affected by the woman when buying:

The results show that Algerian women are affected in the process of buying products primarily by the love of experimentation, at a rate of 56.25%, most women possess this

advantage. Women regardless of their age and status, whether working or staying at home, loves exploration and experimentation, while in the second place, the percentage of women relying on previous experiences of product users is 37.50%, meaning that women tend to imitate and believe those close to them from friends, family, or people they trust, while those affected in the purchase process by the personalities used in the advertising speech were 6.25%, which is a weak percentage if compared to the previous two ratios. This means that the purchase of Algerian women is influenced primarily by the love of experimentation and then by the previous experiences of product users with the weak influence of the personalities used in the television advertising discourse on them.

5 / Products that interest women:

Through the variable related to the products shown in the advertising speech on television, which interest Algerian women, it appears that cosmetics top the list of products with a percentage of 32.14%, followed by cleaning materials by 28.57%, then we find clothes and shoes by 22.32% and finally food items equivalent to 19.96%. From this it can be said, that the woman, whether she is a student, a worker, or a housekeeper, she focuses primarily on cosmetics, clothes and shoes, given that women by nature always strive to preserve their femininity, so the student is interested in her elegance and beauty, and the worker wants to see her distinction in the environment in which she works, as for the housekeeper, she cares about her beauty and strives to be always distinguished in the eyes of her husband and children. Whereas, the second class refers to cleaning materials, and this highlights the woman's concern for her cleanliness and the cleanliness of her surroundings in order to complete her brilliance and distinction and to preserve the health of her family members. And in the third degree, we find her interest in foodstuffs in order to have a balanced and healthy diet for her and her family.

6 / Women's use of Arab or Western products:

It is clear to us through the results related to women's use of Arab or Western products that 65% of the sample members use Arab products, and they attributed this to the fact that their price is consistent with their financial capabilities, as well as their availability in all places. On the other hand, we found an equivalent of 15% of the sample individuals use Western products, and this is due to their high quality and effectiveness in use, and this justifies their high price, and from the above we conclude that:

- Financial capabilities are the main motivation that leads Algerian women to acquire Arab products, as well as the high cost of living in our society, and the fact that Arab products are often of low price, in addition to their abundance as they are available in all markets and stores in large quantities that are easy to obtain, also the quality of Arab products sometimes surpasses the quality of western products.
- The users of western products look for high quality primarily in products to satisfy their needs, and we also find that they focus on the originality of the products.

V. The reaction of Algerian women to the advertising speech:

1 / The type of information derived from the publicity speech:

We note that the type of information that the study sample obtains from the publicity speech, related to the product only, is equivalent to 25%, compared to those who take additional information from it by 75%, represented in decoration, followed by the manner of dress, manner of speech and slogans. From the above, we conclude that women naturally love to organize the surroundings in which they live, so we find decoration at the forefront, in addition to that they like to keep up with fashion through the way they dress, hairstyle ... etc. However, most of them do not pay attention to slogans and speech, and even if we find some attention we find it from teenage girls.

2 / Carrying the publicity speech of a culture alien to the culture of Algerian women:

With regard to the variable of carrying the television advertising discourse of a culture alien to the culture of Algerian women, we found that 85% of women stated that the publicity speech sometimes carries a culture foreign to their own, while the percentage of those who stated that it does not carry a culture foreign to them did not exceed 15%. From this we conclude, that women in general are aware that television advertising is a tool for transmitting the culture of one community to another, explained by the high level of education, but there are some women who stated that television advertising does not carry any culture alien to them, and this is due to their lack of awareness of the advertisers' underlying ideas Behind broadcasts of advertising letters.

3 / A woman's view of TV commercial advertising:

With regard to the variable related to the publicity speech, we found that 68.50% of the study sample stated women's perception of that advertising is a means of identifying the product and making profit together, while the equivalent of 19.18% of them, consider it a means of introducing the customs and traditions of other societies. As well, the percentage of those who declare it as a means of achieving profit is 6.84% , while those who declare it as a means of identifying the product reaches 5.48%.

From this, we conclude that most women consider the publicity speech to be a means of introducing the product and making a profit together in the first place, for they are aware of the role that the advertising speech plays in relation to the institutions, which is to highlight the advantages of the product in the list of competing products and promote it, then they realize that the publicity speech is a means of identification with the customs and traditions of other societies, and this is because TV commercial advertising wants to implant the values of different societies to the audience.

Sixth: the results of the study:

The effect of television advertising speech on consumer behavior of Algerian women

The main goal of any scientific research is to reach a clear answer to the main question that it started from, and this is after answering its sub-questions. Therefore, we will try to answer the sub-questions that we raised in the problem of our research:

1. The importance of the television advertisement speech for Algerian women:

The study showed the great importance that the television advertising discourse attains to Algerian women, as they watch it in order to learn about new products and services to keep pace with fashion. As for the channels in which women watch the advertisement, the Arab channels have occupied the forefront because they broadcast various good advertisements in terms of performance and photography that achieve a show for their products, followed by the national channels that attract the interest of many women, while the viewership of Western channels was low, due to the Algerian families' conservatism of their content.

2. The characteristics that must be present in a television advertising speech in order to attract the attention of Algerian women:

The study showed that the television advertising discourse attracts the attention of women in a great way, and what brings her most attention to it is the product, then the presentation and the characters, the music and the colors, so those in charge of the television advertising industry focus on the product, highlighting its characteristics, features and effectiveness, as well as not ignoring the sound effects and colors, in addition to displaying personalities and emotional appeals. The factor of repeating the advertising message plays a prominent role in attracting the attention of Algerian women and consolidating the idea of publicity in their minds. As for the information provided by the TV advertisement speech about the product, it is most often insufficient. Algerian women resort to seeking additional information from family and friends in the first place, followed by the workplace.

3. The impact of the television advertising discourse on the consumer behavior of Algerian women:

The study showed that Algerian women generally feel the desire to buy a product when they watch the TV advertisements because by nature they like to own everything that they see or watch, but they are often not followed by this desire by the act of buying and this is due to several reasons, including:

- In most cases, it is not compatible with the financial capabilities.
- Not believing in everything that is broadcast in the television advertisement speech about the product.
- Prioritize things more than those products.

In addition, we find that Algerian women buy the product out of love of experimentation, or imitating others regardless of the type of products that they acquire "cosmetics, cleaning materials, clothes and shoes, foodstuffs." We also found that Algerian women use Arab products most often for their availability and compatibility. Its price comes with the financial capabilities, but this does not negate the presence of some women who use Western products due to their quality.

4. The reaction of Algerian women to the television advertising speech:

Algerian women do not derive information about the product only from the latter, but rather take other things from it, such as the decoration, the manner of dress, the manner of speech and the slogans. In addition, it does not believe everything that is broadcast in advertising about the product, due to its reliance on exaggeration and suspense display methods. We also see that television advertising carries a culture that is alien to her culture as an Algerian woman, preserving her customs, traditions and values, because she considers it a means of profit and product identification, and a means of introducing the customs and traditions of other societies.

The effect of television advertising speech on consumer behavior of Algerian women

Through the above, we can answer the main question: What is the impact of the television advertising discourse on Algerian women?

The television advertising discourse is of great importance to Algerian women, as it greatly affects them by arousing their attention and interest, and creating a desire to buy in them, and this is due to the technical and scientific characteristics on which advertising is based, but it remains limited in terms of the buying process or consumer behavior, and that is due to several reasons, the most prominent of which is the lack of compatibility of the price of the products offered in television advertising with their purchasing power or financial capabilities, in addition to their lack of belief in what the advertisement broadcasts about the product, so they resort to other sources of information, such as friends and family, as they are considered reliable by them.

Conclusion:

What we can come out with in our study related to the impact of television advertising discourse on Algerian women, is that women, regardless of their age, civil or professional status, are interested in advertising because the latter has become an essential element required by market mechanisms, in addition to the development in media and communication technology that was left a tangible impact on the consumer culture of Algerian women, who have become very interested in the specifications of what they need, and her prior knowledge of what she wants to buy has become one of the main motivating factors for her.

This is at a time when most of the advertising letters are still based on exaggerating the features of products and services, as their focus on technical aspects, sound effects and temptation are all factors that help attract the attention of women, arouse their interest and create a desire to buy, but the financial capabilities and disbelief of what the advertisements broadcast remains a barrier, that prevents her from buying.

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