

The role of electronic advertising in influencing the behavior of the Algerian consumer

دور الإعلان الإلكتروني في التأثير على سلوك المستهلك الجزائري

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Abstract:

This study aims to investigate the role of electronic advertising in influencing consumer attitudes toward the products offered by the economic institution from the view of consume. In order to achieve the objectives of this study, the analytical description method was used that fits this type of studies, a questionnaire was administered as a tool for data collection in the field study, which drew on a sample of the study population of the Algerian consumer user of technology, has resulted in a combined 381 valid form for the study, After statistical processing and testing hypotheses, it was reached many results including the most important ones: there is a statistically significant effect in the electronic advertising on the Algerian consumer behavior relationship.

Key words: *electronic advertising, consumer behavior, internet, AIDA model.*

ملخص:

هدفت هذه الدراسة إلى معرفة الدور الذي يلعبه الإعلان الإلكتروني في التأثير على سلوك المستهلك تجاه المنتجات التي تقدمها المؤسسة الاقتصادية من وجهة نظر المستهلك من أجل تحقيق أهداف هذه الدراسة استخدمنا المنهج الوصفي لتناسبه مع إشكالية البحث، واستخدمنا الاستبانة كأداة لجمع البيانات في الدراسة الميدانية والتي وجهت إلى عينة من مجتمع الدراسة المتمثل في المستهلك الجزائري المستخدم للتكنولوجيا، وقد تم جمع 381 استمارة صالحة للدراسة، وبعد المعالجة الإحصائية كانت أهم نتيجة هي وجود علاقة ذات دلالة إحصائية بين الإعلان الإلكتروني وسلوك المستهلك الجزائري

الكلمات المفتاحية: الإعلان الإلكتروني ، سلوك المستهلك ، الإنترنت ، نموذج AIDA

1. INTRODUCTION

ICTs have created a wide space for organizations and consumer to connect with each other through the means that these technologies allow from multiple media to allow them, through websites, social networking sites and others, and become a means of meeting and exhibiting products and marketing. Businesses advertise their products through electronic means or what is known as electronic advertising. On the other hand, the recipient or the consumer uses technology to change his behavior because he is aware of all the products that are offered and therefore his preferences through the information he receives about all his needs.

In light of the above, the following main problem can be found: What is the role of electronic advertising in influencing Algerian consumer behavior?

This study is based on the assumption that there is a relationship between e-advertising and consumer behavior. Therefore, the objective is to know the impact of electronic advertising on consumer behavior.

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2. Research Model and hypotheses

Before clarifying the model of the study and hypotheses and developing the theoretical basis for research, we present some previous studies that dealt with the subject of electronic advertising and its impact on consumer behavior, We will start with a study of (Priyanka, 2012)¹ which focused on the impact of online advertising on consumer behavior, with particular reference to e-mail messages. This paper attempted to detect Internet advertisements and the benefits they offer, and how they affect consumer behavior, through the interactive feature granted by the Internet, thus making customers more engaged in the enterprise project, thus forming attitudes about the brand, the author of this article relied on a sampling of 100 samples, 50 were taken from Rajaji Yuram in the Indian city of Kar, 50 from Olambah from the same city, and the study found that online advertising is rich Informative and descriptive For all age groups of people, it is mainly used to access e-mail. In a second study (Shahram Gilaninia, 2013)² being carried out in order to see how ads affect consumer purchasing behavior in the light of the emergence of new ICTs, the emergence of an intelligent society, the strategies adopted through online advertising, and the concepts of consumer behavior and characteristics , including communication with the public, low cost, as well as online advertising is effective on consumer behavior in the product purchase process because it contains sufficient information about the types of products, online advertising can identify factors that affect the behavior Consumer interaction through advertising. Another study (Gaurav Bakshi, 2013)³ which seeks to explore the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention, Internet advertising has grown rapidly over the past decade, with more people connecting and spending more time on the Internet and additional devices (such as mobile phones and televisions) capable of providing additional Internet connectivity and increasing reliance on the Internet as the ultimate source of information and communications, Another study (Deshwal, 2016)⁴ which aims at analyzing different types of online advertising and exploring how online advertisements affect consumers purchasing behaviour. The study concluded that the Internet offers the world of advertising more rich media tools and interactive and global services for the understanding of consumers and then strategically put in place to make the most of this new medium, because the actual impact of advertising is difficult to track and measure for both the media and the Internet, Interactive online advertising achieves with interested, In another study, that of (Khandare, 2016)⁵; a research report focusing on measuring the impact of the Internet advertising on consumer buying behavior, which raises the consumer's intentions towards the product as a result of the building of the declaration. The questionnaire was based on collecting the preliminary information for the study. The sample consisted of 100 items from different sectors. The web always has a big impact on the buying trends or buying behavior of consumers that are particularly using celebrities, For the current study we tried to know the role of electronic advertising in influencing the consumer and the various stages of behavior that go through the attention to attention to the action.

Before discussing the model and hypotheses, we will present definitions of the variables used in the study as follows:

2.1 electronic advertising

An electronic advertisement is defined as “any act or behavior that has a significant effect on the consumer's psyche in order to convince him of the advantages of the product or service to be marketed and regardless of the means used, and therefore the advertisement published through the Internet or any other electronic means is no different from the advertisement being made By traditional means only in terms of the means” (Kamil, 2014)⁶.

2.2 electronic advertising Tools

There are many tools that can be used in electronic advertising, which are shown in the following figure:

Fig.1. Electronic advertising tools



Source: <http://livertising.net>

Through the Figure can be said that there are many electronic advertising tools, so there are many forms of electronic advertising which we will mention in the following points:

- Advertising in the website
- Email Advertising
- Advertising in newsgroups
- Advertising on social networking sites
- Advertising Banners
- Sponsorship Advertising
- Interstitials
- Surprise advertising
- Links

2.3 Features of electronic advertising

The e-advertising features many features that were not available in the other type of advertising, Although advertising is an impersonal communication, there is some kind of mobility in e-advertising compared to the traditional advertising, and these features we will mention the following:

- The main web sites are one of the main forms of interactive advertising, but the maximum extent of interactive advertising. This is an important feature of e-advertising so that the consumer is in direct interaction with advertising, introduction and response, which is not provided by any other means (Macias, 2003)⁷.
- The interactive feature in the electronic advertisement that provides instant feedback through information from visitors to the site and this Feature is not available in traditional advertising. This feature comes from giving customers a space to express their opinions about the products offered, which organizations consider an opportunity to conduct consumer research.
- Electronic advertising costs are low compared to traditional methods This is especially useful for small and medium enterprises that are limited resources, because the online advertising is a space

available for organizations to publish their ads in many ways and formats, This is not available in TV, radio and magazine advertisements.

▪ Internet advertising is flexible, where the advertiser can modify the plan or cancel it whenever he likes, and he can follow the advertising campaign daily. This is what distinguishes Internet ads from advertisements published in newspapers that can only be modified in the next issue. If an ad campaign is modified, then an electronic ad gives consumers the information they need so quickly (Traver, 2001)⁸.

2.4 consumer behavior

Consumer behavior as defined by Bearden et al (1995) is “a set of mental and emotional processes and physiological activities by individuals associated with the selection, purchase, use and evaluation of goods and services that satisfy their personal needs and desires” (William O. Bearden, 1995)⁹.

and Belch E and Belch A (1998) see the consumer behaviour is “processes and activities prepared by people and evaluated by the search, selection, purchase, use and evaluation of goods and services to satisfy their needs and desires” (George E. Belch, 1998)¹⁰.

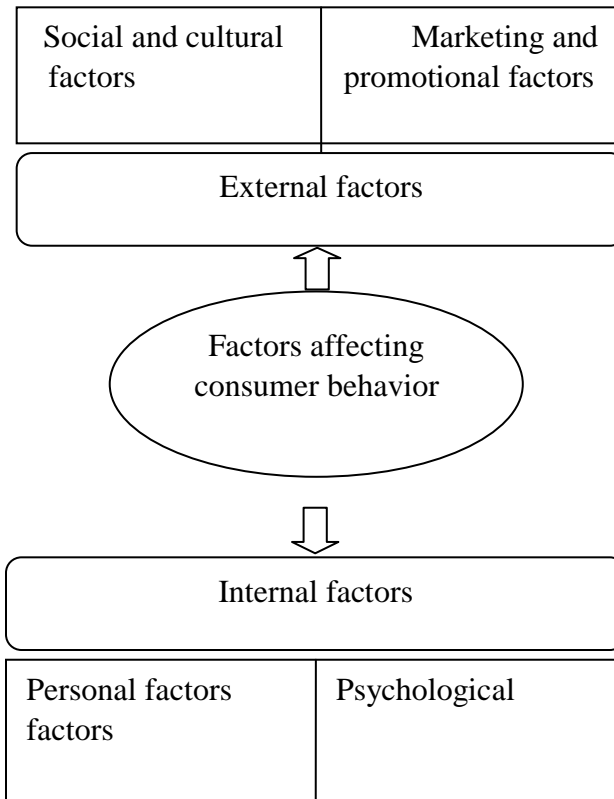
Consumer behavior is also “The behavior that the consumer stands out in the search for the purchase or use of goods or services Ideas or experiences that you expect will satisfy his wishes, her wishes, his needs or her needs, as well as available purchasing” (kanuk, 2004)¹¹ Through the previous definitions can be summarized consumer behavior in a set of points are:

- Consumer behavior is a set of actions by the human to satisfy his needs and desires of goods and services, in light of what is available;
- Consumer behavior is an act of the individual, a combination and a strong collision between the mind and emotion within him to choose the most appropriate products to satisfy his desires;
- There are many internal and external influences that affect the behavior of the consumer, which directs to adapt to these effects as needed;
- The behavior of the consumer is not limited to the purchase process, but rather leads to his behavior after making the purchase decision, and the purchase begins through the process of evaluating alternatives and selection;
- Identify the internal and external factors affecting consumer behavior more important than the behavior of the consumer in itself because those factors are to determine the behavior of the consumer.

2.5 Factors Affecting Consumer Behavior

Consumer behavior does not come from nothing, but consumer purchases are influenced by a combination of internal factors from the consumer in itself and others related to the environment in which he lives, lead to the conduct of certain behavior, and we will try to divide these factors into internal factors related to the consumer itself in person and psychology And external factors, including what is cultural and what is social, including what is related to the efforts of institutions in delivering their ideas through promotional methods to influence the behavior of the consumer, and we will shorten these factors before explaining in the following form:

Fig.2. Factors Affecting Consumer Behavior



Source: Prepared by

researchers

From the figure, we note that the factors affecting consumer behavior are divided into external and internal factors. Internal factors affecting consumer behavior are personal factors (age, family life cycle, job and lifestyle) as well as psychological factors (motivation, cognition, learning, and attitudes).

2.6 AIDA model

The AIDA model is a model of consumer behavior is “AIDA was created by Strong in 1925, a behavioral model that makes sure that ads raise awareness and stimulate interest, and lead to the desire of the consumer, and then purchase” (Karlsson, 07/06/2007)¹².

To illustrate the stages in which the consumer goes by the AIDA model, we draw the pro form that represents the consumer reaction hierarchy.

Fig.3. The AIDA hierarchy



Source: Rawal, P. (2013) AIDA Marketing Communication Model: Stimulating a Purchase Decision in the Minds of the Consumers through a Linear Progression of Steps. IRC’s International Journal of Multidisciplinary Research in Social & Management, ISSUE:1, VOLUME:1, p. 41.

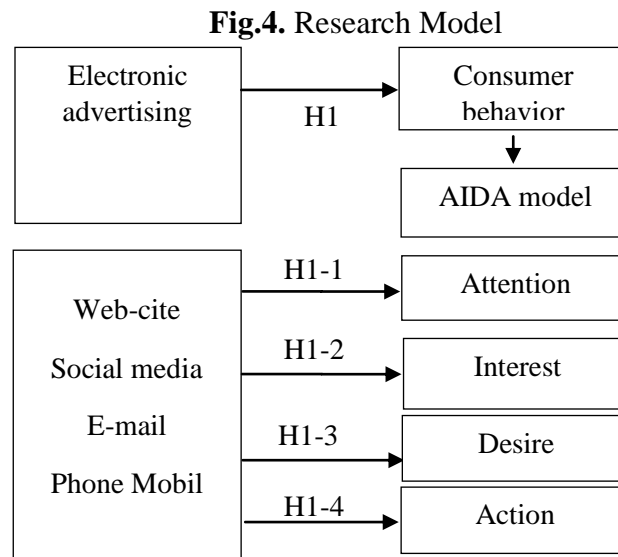
The consumer by this model goes through four steps to reach the actual purchase of the product, and these steps in the following points:

- Attention
- Interest
- Desire
- Action

The AIDA: A model is presented for measuring the effectiveness of advertising This model includes four stages: Stage one: to attract attention (and awareness) to mean that before you sell something you need to attract his attention For the attention of people, there are many ways As for big title, controversial or shocking content can be ways to attract visits to our promotional message (Barry T. a., 1990)¹³. Second step: generate interest in the client: This means that demonstrating product features and benefits, people get interested in their product Music and promoted language should benefit as well with experience and attitudes of customers In addition to promoting the client's target language, to speak, Layout and content of the customer must also be correct and acceptable (Barry T. , 1990)¹⁴. Third step: to create enthusiasm in the people that is very important Advertiser must know how to target customers think the advertising message must be able to convince customers that the intention is to introduce and supply of goods, Customer needs will be fulfilled (Barry T. a., 1990)¹⁵. Step Four: The last step is to end the purchase or sale at this stage of the customer you want to know about buying, and to take its final decision to end the process The advertiser must be able to give them reassurance that the decision was correct and also That people should be able use words to provide advertising content words when talking with others about the product (Bendixen, 1993)¹⁶

2.7 Research Model

This is the model of research:



Source: Prepared by researchers

From Figure 1 shows the study's hypotheses are:

H01: There is a statistical significance effect between e-advertising and consumer behavior.

H1-1: There is a statistical significance effect between electronic advertising and attention.

H1-2: There is a statistical significance effect between electronic advertising and interest.

H1-3: There is a statistical significance effect between electronic advertising and desire.

H1-4: There is a statistical significance effect between electronic advertising and action.

3. Research Methodology

We will clarify the methodology of research through the following points

3.1 Identification of study variables

The variables of the study are:

- Independent variable: is the electronic advertising in various tools and means
- The dependent variable: is the consumer behavior according to the aida model

3.2 Population

The society of the study consists of individuals who use ICT in the form of internet and mobile phones in Algeria because they will be subject to the electronic promotion used by the institutions to reach different segments of the Algerian consumer. Due to the large size of the population, we chose 04 states: Eloued, Ouargla, Biskra, And Ghardaia.

3.3 Selection of study sample

The size and selection of the sample is important to the success of the research, since it is very difficult to measure the phenomenon among all members of the study community because it requires a lot of possibilities and time, and therefore we relied on the method of sampling to collect the necessary data by selecting a sample of the study community The macro-society is accurate representation.

As for the sampling method, the random stratification method was based on the absence of an accurate database about the total population of the study. As for how the forms were collected, the paper questionnaire was distributed by 500 forms as well as electronic questionnaire by the following link: [https://docs.google.com / forms / d / 1ACAQIMtI4chJRw1p8OCNBO-XZPMm3zX_tAr0EdjeACM / viewform = usp = send_form](https://docs.google.com/forms/d/1ACAQIMtI4chJRw1p8OCNBO-XZPMm3zX_tAr0EdjeACM/viewform) and put the link on the Internet and send it via e-mail and social networking site Facebook has been received 102 answers, and finally we got 381 form valid for study, the following table details the process, The study was conducted from 12 September 2015 to 31 December 2015:

Table 1. The numbers and types of questionnaires used in the research

Statement	the number	The ratio
Paper resolution	283	74.27%
Electronic resolution	98	25.72%
Total questionnaires used	381	100%

Source: Prepared by researchers

3.4 Statistical tools and methods used in analysis

For the statistical analysis of the data we collected, we relied on the statistical package for social sciences (SPSS) version 19.0 for data processing, Many methods, tests and standards were used to describe the data first and methods of deductive statistics by means of multiple tests to test validity of hypotheses.

3.5 Testing hypotheses

In order to test the hypotheses of the study, we used descriptive statistical measures by calculating the arithmetical averages and standard deviations, and the computational statistics by

One-Sample Test, The following table shows the results of the main hypothesis test and the sub-hypotheses of the study:

Table 2. One-Sample Test results for the impact of e-adv on consumer behavior

Effect of e- adv on consumer behavior	SMA	standard deviation	Evaluation	T	The degree of freedom	Probability Value (Sig)
Effect of e-adv on attention	2.7638	0.54950	Agree	98.175	380	0.000
Effect of e- adv on interest	2.6667	0.64618	Agree	80.553	380	0.000
Effect of e-adv on desire	2.3438	0.76426	Agree	59.861	380	0.000
Effect of e-adv on action	1.8478	0.78668	neutral	45.847	380	0.000
The impact of e- adv on consumer behavior	2.4055	0.68665	Agree	68.396	380	0.000

Source: Prepared by researchers

For the purpose of testing this hypothesis and its subsidiaries, the One-Sample Test will be used to measure the arithmetic average of the responses to the effect of electronic advertising on the behavior of the Algerian consumer, based on the following decision base:

- We accept zero hypothesis H0 if the value of (T) is less than its tabular value and the value of the (moral level: Sig) is greater than the moral level (0.05);
- Region B We accept Alternative Hypothesis H1 if the value of (T) is greater than its tabular value and the value (the level of significance: Sig) is less than the moral level (0.05).

We can present the hypothesis test as follows:

- H01: There is a statistically significant relationship in the impact of electronic advertising on consumer behavior in general
- H1-1: There is a statistically significant relationship in the impact of electronic advertising on attracting consumer attention
- H1-2: There is a statistically significant relationship in the impact of electronic advertising on consumer interest
- H1-3: There is a statistically significant relationship in the impact of electronic advertising on creating consumer desire
- H1-4: There is a statistically significant relationship in the impact of electronic advertising on Making the consumer buy the item is not very effective

So we accept the main assumption of 75% because it shows that the electronic advertising affects the behavior of the consumer to draw attention and raise interest and create the desire for the Algerian consumer, but does not affect the actual formality in making the consumer makes the purchase.

4. RESULTS AND DISCUSSION

After presenting the results of the statistical tests as shown in Table 2, we can formulate the results, analyzes and discussions through the following points:

- 99.5% of the respondents own and use the mobile phone, and the phenomenon of the spread of mobile phones among all members of the community as a result of economic openness and technological development that touched all aspects of life, due also to the large investments in the level of the telecommunications sector in Algeria, and the large competition between these companies Mobile phones and call pricing are available for everyone. It is also noticeable that the use of mobile phones has become numerous with the development of this field so that the individual can connect from the Internet via mobile and do various searches through it, and therefore does not need The individual to move to a particular place to connect to the Internet or to do any operation, but rather in place and wherever, and this is the advantage that accelerated the proliferation of mobile phones.
- 98.7% of the respondents use the Internet, a large percentage so that the majority of the community uses the Internet for several reasons, which is easy to use so that the use of the Internet does not require a high configuration so that anyone who can read and write from the use of the Internet, And the Internet is used by all age groups because it provides children with games and entertainment, and provides students with lessons that, and provide for students The university offers research, provides teachers with scientific and teaching curricula, provides housewives with cooking recipes, and despite all the benefits of the Internet, poor use will have negative effects on the individual and society.
- For those who have an e-mail account of the respondents, they were 89%. This percentage indicates that most of those who were used in the search have an e-mail, and the reasons why the Internet users open many e-mail accounts. In addition to exchanging messages, Images and videos, this can not be through traditional mail, in addition to transfer and exchange of messages and files is free via email and without a little cost, also the adoption of many departments in dealing with the request for e-mail to send any file or document needed by the client in the R electronic management.
- 85% of the members of the community have accounts in one of the social networking sites. This percentage confirms that the social networking sites have become an important part of the lives of individuals who use them to communicate with friends, read news, send messages, photos and videos, participate in discussions, Both educational and recreational and also for many other purposes as needed, so these networks become an outlet for many individuals to spend a lot of time in them to provide them with many characteristics and advantages.
- There is an impact of electronic advertising on consumer behavior, but this effect is on the behavioral stages attention, interest and desire, but not on the purchase process, and this indicates that the electronic advertising actually affects the behavior of the consumer electronic, but this effect is not the purchase process which is the maximum of this. This can be explained by the lack of electronic means of payment, especially in Algeria where we see some delay in the application of this technology and electronic payment, especially in terms of privacy and security, and the study showed that some of the people who make the purchase as a result of the impact of the electronic advertisement But the purchase is the traditional means.

5. CONCLUSION

This study shows that there is a significant impact of the electronic advertising on the behavior of the Algerian consumer for the South-East (El oed, Biskra, Ouargla and Ghardaia). In addition, respondents use the Internet extensively, and have e-mail and social networking sites. This is an option in advertising their products through the Internet, but it must take into account that the consumer is fully aware of all the characteristics and features, prices and descriptions of products through the Internet, so the consumer has become easy to access and difficult to satisfy, on the other hand, institutions must The Internet is used to advertise the goods and services it provides for the

low cost of online advertising, as well as the diversification of online advertising according to the need and possibilities, whether through the website, phones, email or social networking sites, by creating official pages of the company in which they display their products and interact with their consumers. As well as by the state electronic banking system and make the electronic purchase process this feature absent in Algeria, which made the impact of electronic advertising on consumer behavior does not amount to purchase, and the prospects that can be opened by this research is the search of how to build confidence between the consumer and the institution in a virtual world.

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