

The Construction of Algerian Television Advertisements and Their Impact on Consumer Behavior -A Descriptive Analytical Study Based on a Sample of Consumers

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Abstract

This study examines the construction of television advertisements in Algeria regarding form, content, and their alignment with the cultural and social characteristics of Algerian society. It also evaluates their impact on consumer behavior and audience engagement. The findings reveal significant gaps stemming from weak regulatory frameworks and a lack of adaptation to digital advancements and creative demands. Based on these results, the study offers recommendations to improve advertisement quality and marketing effectiveness, aligning with local consumer needs while enhancing academic knowledge.

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Introduction

Television is a pre-eminent medium in the domain of advertising, owing to its advanced technical capabilities, which encompass sound, image, movement, colour and music. This renders it an efficacious conduit for disseminating marketing messages to a substantial audience.

Notwithstanding the advent of digital transformations and the elevated demand for advertising on social media sites, television continues to maintain its status as a mass medium with the capacity to influence consumer behaviour, particularly in regard to high-consumption products that necessitate access to a substantial audience base.

Television advertising is regarded as an interconnected medium, incorporating visual and auditory components, thereby facilitating a broad spectrum of creative opportunities for advertisers in the formulation of advertising messages. The contemporary advertising industry is predicated on a scientific foundation, encompassing the disciplines of communication arts, psychology and sociology. Consequently, advertising agencies are compelled to possess a comprehensive understanding of their target audience, encompassing their needs, desires and response patterns.

In this context, the construction of television advertising is argued to be subject to influences beyond purely technical or aesthetic factors. Rather, it is asserted that the development of such advertising must align with the cultural and value system of its intended local audience. The efficacy of advertising influence is contingent upon the alignment of the advertising message with the cultural and social milieu of the target audience. In Algeria, the liberalisation of the audiovisual sector and the proliferation of private and public television channels have engendered novel opportunities for advertisers to communicate their messages to diverse segments of the audience, particularly through the reiteration of advertising messages during specific seasons and events. However, this quantitative expansion has not always been accompanied by sufficient qualitative development in the form and content of advertisements. Indeed, many of these lack innovation and creativity, exhibiting a high degree of similarity in form and content, in addition to relying on traditional methods of production and processing.

In the absence of a definitive legal and regulatory apparatus to govern this sector, challenges arise in the context of Algerian television advertising. This has given rise to the propagation of advertising content

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without consistent standards, potentially compromising ethical and cultural norms. This state of affairs has had an adverse impact on the relationship of the public with advertising, with implications for acceptance and behavioral responses. The gradual shift of the public towards digital advertising, especially among young people, cannot be ignored, thus giving rise to important questions regarding the relative effectiveness of television advertising compared to interactive digital advertising that precisely targets specific audience segments.

In view of the findings, it is imperative to undertake a comprehensive study of the reality of television advertising in Algeria, encompassing its structural characteristics and its capacity to influence consumer behavior. This study should be focused on the relationship between advertising and local culture, and the public's response to it. The overarching question guiding this study is as follows:

- What is the nature of television advertising in Algeria and how does it influence consumer behavior?

It is the intention of this study to provide an answer to the following sub-questions, in accordance with the central question that has been posited:

- 1) What are the characteristics of the technical structure of television advertising in Algeria?
- 2) How do the advertisements under study influence Algerian consumer behavior ?
- 3) To what extent do advertisements consider the cultural and social specificities of society ?
- 4) To what extent do television advertisements influence the purchasing decisions of Algerian consumers?
- 5) How do consumer responses differ according to demographic variables?

Objectives of the Study:

The objective of this study is to highlight and clarify a number of variables. The scientific methodology has been meticulously formulated to support the study's aims and ensure the reliability of the findings.

- To identify the criteria that advertisers follow when constructing and producing television advertisements, and the controls that are applied in this process.
- To comprehend the nature of Algerian television advertising in terms of its visual and auditory components, colour schemes, and the utilisation of visual effects to capture consumer attention.
- To provide a comprehensive analysis of the legal and legislative controls that govern Algerian television advertising.
- To evaluate the relationship between the content of Algerian television advertisements and Algerian consumers.
- To examine the impact of Algerian television advertisements on consumers, and conversely, the impact of consumers' preconceived mental images on the success of these advertisements.
- Ascertain the impediments to effective advertising communication via television and to formulate recommendations that will enhance the efficacy of television advertising.
- Provide results that can assist advertisers and marketing organisations in refining their strategies.

Significance of the Study

This investigation constitutes a pivotal nexus between three foundational domains: scientific (academic), a pragmatic dimension, and a socio-cultural dimension. It offers a scientific elucidation of one of the most potent instruments of social influence in contemporary societies, namely television advertising, while concomitantly ensuring its relevance to socio-cultural developments in Algeria, rendering it of paramount importance for decision-makers, media professionals, marketers, and even consumers themselves.

Scientific and Academic Importance:

Enriching Scientific Knowledge

This academic study makes a significant contribution to the scientific literature in the field of media and communication, particularly in the area of television advertising in Algeria. The paucity of field studies in this area is a notable shortcoming, and this study aims to address this lacuna by providing a comprehensive and detailed analysis.

The Focus of This Study Is the Algerian Environment:

The majority of studies of television advertising in Algeria concentrate on the behavior of consumers, rather than exploring the role played by the construction of television advertising and the technical standards that underpin its design in achieving the communication objective of the advertisement.

Advertising Linked to Consumer Behavior:

The study adopts a multidisciplinary approach, integrating advertising, marketing and social psychology, thereby conferring upon it enhanced academic worth.

Practical and Applied Significance:

Understanding the Target Audience:

This research assists professionals in the domain of television advertising (i.e., advertising agencies, television channels, and companies) in acquiring a more profound comprehension of Algerian consumers' behavior and their response to advertising stimuli.

Improving The Quality of Television Advertisements:

The findings of the comprehensive study provide a solid foundation upon which practical recommendations can be formulated for advertisers. These recommendations are designed to enhance the content and quality of television advertisements, thereby ensuring their enhanced effectiveness and impact among target audiences.

- Developing an effective marketing strategy.

The study offers a number of indications that may be employed in the development of advertising strategies which align with local culture, whilst also incorporating components that resonate with Algerian consumers.

Social and Cultural Significance:

-Preserving Cultural Identity

The study sheds light on the extent to which television advertisements adhere to social values and customs.

Promoting Media Awareness:

The present analysis provides a comprehensive overview of the techniques employed in the realm of advertising, offering individuals the tools to navigate the landscape with a discerning and critical eye, resisting the allure of consumerist content without rigorous examination.

Research Methodology

The present research adopted a descriptive analytical approach, as it is considered the most appropriate for studying social and communication phenomena as they are in reality. The objective of this approach is to provide a comprehensive description of the reality of television advertising in Algeria in terms of structure, and to analyse its impact on consumer behavior by collecting data from a field sample using a questionnaire.

Data Collection Tools

The present research was predicated on the utilisation of a singular data collection instrument, namely the questionnaire. The study utilised a questionnaire comprising 20 questions, administered to 50 individuals representing various demographic groups to ascertain their perceptions and dispositions regarding television advertising and its impact on purchasing decisions and consumer behavior.

The questionnaire comprised a series of questions, which were grounded in six principal themes:

- 1- **Respondent's general data:** gender, age, education, occupation, and social status.
- 2- **Exposure to television advertisements:** favourite channels, time spent watching, favourite types of advertisements.
- 3- **Consumer opinion on Algerian television advertisements:** to evaluate advertisements' form and content.
- 4- **The impact of television advertisements on consumer behavior:** to understand the relationship between television advertisements and purchasing decisions or product interactions.
- 5- **Credibility of television advertising:** to determine the extent to which consumers trust Algerian television advertising and its suitability to social values.
- 6- **Consumer suggestions and opinions:** to determine the public's opinions and suggestions for developing and improving television advertising in Algeria.

The Research Population and Sample:

The study population comprised Algerian consumers of various age groups and educational levels, with the objective of assessing the differential impact of television advertising based on gender, age, educational attainment, social status, and occupation.

The study sample was purposive, consisting of 50 individuals, both male and female, aged between 18 and 60, in order to obtain more comprehensive and realistic data from different age and psychological groups, especially with regard to their exposure to and interaction with television advertisements.

Basic Concepts in the Study

1- **Television advertising** is predicated on a set of audiovisual characteristics and features to convey its message, thus leveraging the advantages of television in terms of sound, image and movement. The possibility of achieving this combination has attracted attention and reinforced the idea contained in the

advertising message, especially in the presence of a large number of advertisements for similar goods and services (Safwat, 2007, p. 66).

It is widely accepted among researchers that television advertising constitutes an artistic form of communication that is presented through the medium of television for the promotion of products or services. The promotion is achieved by the use of elements of attraction and excitement, in addition to colour, movement and sound, with the intention of influencing viewers, irrespective of age (Al-Salamy, 1980, p. 10).

In consideration of the aforementioned definitions and the distinctive nature of the research, it can be posited that television advertising may be conceptualised as a remunerated, impersonal modality of communication that is employed for the promotion of concepts, goods, or services.

The Structure of Television Advertisements:

The structure of television advertisements pertains to the manner in which they are formulated, encompassing their form, content, visual and audio elements. It is through the medium's artistic framework that advertisements garner significant capacity to capture viewers' attention and exert influence. The judicious selection of an artistic template assumes paramount importance, given the heterogeneity of artistic templates across diverse media and advertising contexts (Al-Hadidi & Al-Salwa, 2005, p. 190).

It can thus be posited that the configuration of a television advertisement is indicative of its communicative composition, in terms of text, image, sound, music, message and persuasive style.

Consumer Behavior

Consumer behavior can be defined as 'the set of processes and activities that people prepare and evaluate in order to search for, select, purchase, use and evaluate goods and services to satisfy their needs and desires'. (George, 1998, p. 103).

In this study, consumer behavior is defined as the manner in which Algerian individuals engage with television advertisements, and the extent to which they are influenced by them to the point that they make a particular consumer decision.

The Reality of Television Advertising in Algeria:

Advertising in Algeria has historically received insufficient attention from policy-makers. Since the country gained independence in the late 1960s, the political and economic system has not adequately regulated this sector. Instead, successive governments have viewed advertising as being linked to the identity and movement of the capitalist system. Therefore, they have rejected it as being incompatible with national planning and subsidised pricing policies that leave no room for competition. In instances where it was present, which was uncommon, it was exclusively employed to serve national interests. From this standpoint, advertising could be regarded as a medium for guidance, direction and information only. (Ousuokin, 2019, pp. 25-26).

The evolution of television advertising in Algeria can be categorised into three distinct phases:

During the socialist regime (post-independence): following Algeria's independence, which was facilitated by the efforts of Algerian technical assistants and the support of a number of French individuals who remained in the country, television broadcasting continued uninterrupted after October 28, 1962. Subsequent to that period, national television has been, and continues to be, a symbol of national sovereignty.

In an effort to consolidate media sovereignty, Decree No. 67-279 of December 20, 1967 led to the nationalisation of the advertising sector, resulting in the establishment of a public institution known as the

National Agency for Publishing and Advertising (ANEP). Since the institution's inception, its remit has encompassed a number of areas. These include the publication, drafting, and financing of all activities related to advertising. Furthermore, the institution is responsible for the implementation of election campaigns, the production of designs, castings, billboards, and the placement of advertising signs.

In the context of restructuring the media sector, a ministerial decree was issued on July 1, 1987, establishing the National Television Corporation (ENTV), subsequent to the restructuring of the Algerian Radio and Television Corporation (RTA). During the programme's nascent phase, the creation of promotional content was the responsibility of the television network's commercial division. This department was tasked with the production of adverts in an impromptu manner, with the involvement of several actors who were employed in the field of television. This had a detrimental effect on the quality of advertising production, particularly in comparison to that produced in neighbouring countries such as Tunisia, Morocco and Egypt. (Algerian Official Journal, 1968, p. 1248).

For an extended period, public television (ENTV) retained a monopoly over television broadcasting and advertising. During this time, advertisements were infrequent and primarily served to raise awareness or promote specific national products. Notwithstanding the esteemed status of Algerian television within its populace as the most longstanding media establishment in the nation, this medium persists in encountering a plethora of regulatory, technical and professional impediments, which have exerted a deleterious effect on its calibre and efficacy. (Ousoukin, 2019, pp. 193-194).

Television Advertising at the Dawn of Economic Liberalisation: the early 1990s witnessed a pivotal shift in the landscape of media ownership, marking the transition from a state monopoly to a competitive environment characterised by political and media pluralism. This transition was catalysed by the promulgation of the Constitution of February 23, 1989, which laid the legal foundation for private newspapers, thereby paving the way for a more diverse and competitive media environment. The latter contributed significantly to the liberalisation of the advertising sector (Koussa, 2007, p. 165). On December 9, 1989, ANEP underwent a transformation into a joint-stock company within a market that, in theory, was free from state control. However, it continued to be subject to a policy of 'ebb and flow', which was in place against the backdrop of an authoritative text, whereby there were periods of withdrawal and action. This was Executive Decree 93-194 on 'advertising by public advertisers,' which was preceded by a new instruction in August 1992, Ministerial Circular No. 526, which prohibited dealing with anyone other than the National Advertising Agency.

On March 22, 1999, Instruction No. 007 was issued, absolving public advertisers from the necessity of referring their business to the National Agency, and it was subsequently repealed in 2004. It is evident that the prevailing circumstances persist in accordance with the rationale of a state monopoly on public advertising. This is further substantiated by an additional directive issued on April 18, 2013, which stipulates that state entities and institutions associated with the state, including ministries, public enterprises, governors, and others, are obligated to submit their promotional materials to the National Agency for Publishing and Advertising. (Ousoukin, 2019, p. 28).

Television advertising with the establishment of the audiovisual sector: the advent of television advertising in Algeria coincided with the emergence of the audiovisual sector in 2011, marking a pivotal shift in the landscape of advertising. The opening of private channels has precipitated a discernible metamorphosis within the advertising sector, characterised by the entry of private entities into the market and the subsequent emergence of competitive dynamics. The advertising that appears on such channels has become more diverse and is largely linked to commercial profit, with a noticeable development in form and content compared to public media. However, this paradigm also gives rise to a number of problems related to regulation, ethics and professionalism.

It is evident that private television channels in Algeria have contributed to the diversification of advertising formats and the enhancement of its diversity. However, the sustainability of this development remains uncertain due to the absence of robust legal oversight and the lack of established ethical and professional standards. It is imperative to implement reforms in this sector to ensure the responsible production and

dissemination of media content, whilst also safeguarding the interests of consumers and fostering the development of a healthy public interest.

The Legal Regulation of Television Advertising in Algeria:

To date, no specific, comprehensive legislation pertaining to the regulation of the Algerian television advertising sector has been implemented. Notwithstanding the legal fragmentation surrounding television advertising in Algeria, the authorities have identified methods to regulate it, albeit in a limited capacity. These measures are intended to regulate the market, protect consumers, and ensure professional ethics. It is impossible to discuss the subject of advertising on Algerian television without mentioning the following stations: (Ousoukin, 2019, pp. 197-198).

1-The promulgation of a new constitution in 1989: was instrumental in engendering a climate of openness, which was further consolidated by the enactment of a media law that permitted the broadcasting of satellite television channels in Algerian airspace. Following the adoption of a new constitution in 1989, which signalled the commencement of a period of political pluralism in Algeria, the nation's media legislation was further refined through the introduction of Media Law 90-07 of April 3, 1990. This legislative act sought to delineate the scope of media freedom within the country, encompassing provisions pertaining to advertising. However, these provisions were delineated in a manner that was both limited in scope and general in nature, thus failing to address the precise and comprehensive regulation that was requisite for the advertising sector. (Official Algerian Journal, 1990, p. 24).

The law established a High Media Council, whose remit included (Journal, 1990, p. Article 59):

- Defining regulations and supervising the impartial allocation of any subsidies, financial assistance or other forms of support provided by the state to media outlets.
- Monitoring compliance with standards relating to commercial advertising and to verify the subject matter, content and methods of programming of advertising information broadcast by the media.
- Developing and implementing a comprehensive strategy for the monitoring of the publication and distribution of written, oral and televised information in different regions of the country.

2- Media Law 2012: the media was subject to a series of political reforms in the aftermath of the 'Arab Spring' events of 2011. Among these reforms was Organic Law No. 12-05 of January 12, 2012, which was enacted as part of a broader political reform programme initiated by the then-President, Abdelaziz Bouteflika. This legislative act brought about an end to the state's monopoly on the audiovisual sector, albeit in a limited capacity, thereby paving the way for enhanced media pluralism and the emergence of private satellite channels.

The legislative framework stipulated the establishment of two distinct authorities, one of which was designated to oversee print media and was designated as the 'Print Media Regulatory Authority'. Chapter II of Title IV established the 'Audiovisual Regulatory Authority' ((Organic Law on Information, 2012, p. 28)), yet Articles 64 to 66 did not specify its powers, merely stating that 'The powers and duties of this authority, as well as its composition and functioning, shall be determined by the law on audiovisual activity' (Organic Law on Information, February 24, 2014, No. 14 04). Article 7 of the aforementioned legislation elucidates a number of concepts, including those pertaining to advertising. (Algerian Official Journal, 2014, p. 9).

3- Law of 2014 on audiovisual activity: in order to engage in audiovisual activity, Chapter III of Law No. 14-04 of 24 February 2014 contains Article 48, which contains general provisions in the form of conditions imposed by the specifications. These include the following:

- compliance with legal and regulatory requirements relating to advertising and sponsorship;
- refraining from broadcasting misleading information or advertising content;

- refraining from selling advertising space for electoral propaganda;
- establishing mechanisms and means to protect minors and adolescents in programmes that are broadcast, including advertising; and
- giving preference to the use of the two national languages in advertising slots and media, regardless of the method of broadcast or distribution.

The regulatory powers of the audiovisual regulatory authority are defined in Article 55, which stipulates that the authority 'shall determine the conditions under which audiovisual communication programmes may use advertising for products or broadcast acquisition programmes on television.' As stated in another paragraph: The exercise of censorship over the subject matter and manner of programming and advertising slots is to be carried out through all appropriate means. However, it is important to note that this legislation does not provide mechanisms for citizens, whether readers or viewers, to exercise control over print or audiovisual media.

4-Draft Law on Suspended Publicity: in November 2020, Ammar Belhimer, who was serving as the official spokesperson for the Algerian government at the time, made an announcement regarding the preparation of a draft advertising law by the ministry. The purpose of this law, as outlined by Belhimer, was to 'correct the imbalances observed in the field'. He articulated the necessity for prompt regulatory oversight in the advertising market, emphasising the imperative to forestall chaos and proactively address pernicious and unprofessional practices.

It can thus be posited that the Algerian government expressed a clear desire to regulate the advertising sector through a special law in 2020, with a view to setting standards for media companies to benefit from state advertising. However, the bill has not yet been passed. (<https://url-shortener.me/71SX>)

Television Advertising Sector Imbalance in Algeria:

Criticism of regulatory controls: the development of television advertising in Algeria has been previously examined, as has the state's monopoly in this sector and the closure of the media landscape for decades, which has hindered the advertising sector from keeping pace with developments in other countries. One of the regulatory criticisms of the television advertising sector in Algeria is the absence of a comprehensive law on advertising. Instead, the sector is subject to a number of disparate texts, resulting in a lack of coordination and regulation. This has led to a situation where the practice of advertising in Algeria is characterised by its lack of structure and organisation. In 2023, members of the Algerian parliament advocated for the immediate implementation of legislation pertaining to the allocation of state funds to media institutions. This advocacy emphasised the necessity for the distribution of support to diverse media outlets in a manner that fosters professional standards in performance. (Bahlouli Asma, 2023)

With reference to the matter of funding, television advertising is regarded as one of the most significant sources of media funding, both in Algeria and on a global scale. However, the regulatory environment in Algeria differs significantly in this aspect. The state exerts a high degree of control over public advertising, which gives rise to significant concerns regarding media freedom, the autonomy of press institutions, and the principle of equal opportunities among actors in the media landscape. Despite the measures implemented by Algeria since 2012 to liberalise the audiovisual sector, the majority of private channels have maintained a partial reliance on public advertising. This is primarily attributable to the underdeveloped state of the private advertising market and the absence of substantial advertising investments from the private sector.

It has been documented that in 2011, national television received a considerable amount of revenue, estimated to surpass 150 billion centimes. In contrast, the private channels' contribution to the television advertising market during Ramadan was comparatively negligible, with their revenue amounting to between 5 and 10% of the national figure, or approximately between 10 and 20 billion centimes. (Ousoukin, 2019, p. 199).

The following critique is directed towards television advertising producers:

The liberalisation of foreign trade, the opening of the Algerian market to foreign products, and the lifting of restrictions on television broadcasting have all had a significant impact on Algerian consumer behavior. The 1990s marked a significant turning point, with the proliferation of commercial advertising, particularly during Ramadan, which became a season of intense television advertising. However, this quantitative growth in advertising slots has not been accompanied by corresponding qualitative development; such content has been criticized for its weak technical structure, poor language and substandard content. There has been excessive reliance on the same actors, and repetition of scenarios in a way that sometimes suggests the promotion of the same product under different brand names – even when different advertisers are involved.

In 2024, the Audiovisual Regulatory Authority (**ARA**) initiated legal proceedings against multiple television channel representatives due to concerns regarding advertising. The Authority asserted that the channels' persistent broadcasting of advertising messages that exceeded the stipulated time limit was prejudicial to the interests of viewers. In light of the fact that the majority of television channels persisted in contravening these provisions, the Authority deemed it necessary to impose punitive measures and ensure compliance with the laws of the Republic. (<https://url-shortener.me/71TK>) In an observation made in 2025, the regulatory authority issued warnings to five television channels regarding the duration of advertising intermissions. In an official statement, the authority highlighted that these channels had placed a higher priority on profit motives, thereby compromising the interests of viewers and the quality of the programmes they offer. (<https://shorturl.at/9Hc2s>)

A body of research conducted by experts in psychology and sociology has indicated that one of the primary sources of concern and discomfort among citizens as Ramadan approaches is the intensity of television advertising. The respondents articulated profound discontent with the content of the advertisements, employing a range of pejorative terms that mirror the public's disapproval of this genre of media discourse (Ousoukin, 2019, p. 198).

The limits to which television and radio sector officials are subject are set out in Executive Decree No. 16 -222 dated Dhu al-Qaeda 8, 1437, corresponding to August 11, 2016. This decree contains the general terms and conditions that set out the rules imposed on every television or radio broadcasting service.

In Chapter X (10), which is dedicated to the subject of advertising, sponsorship and acquisition via television, the decree establishes a comprehensive set of legal and ethical rules that audiovisual communication service providers are required to adhere to. This set of regulations, delineated from Article 55 to Article 80, encompasses various provisions designed to ensure the integrity and ethical conduct of the industry. (Algerian Official Journal, 2016, pp. 14-15).

Article 60: the content of broadcast advertising messages is required to be vertical, honest and appropriate, with consideration given to the following:

- The demonstration of respect towards national values is imperative.
- The state's credibility remains uncompromised.
- Respect for human beings
- No vulgarity or violation of public morals and decency
- Not taking advantage of consumers' naivety and ignorance.
- Follow child, consumer and fair competition principles.
- Free from discrimination, violence, or elements encouraging recklessness or negligence.

Article 61: advertising messages relating to religions shall not be broadcast.

Article 62: advertising communications that depict women are required to ensure that any depictions do not cause harm, nor undermine the status, honour, or dignity of those depicted.

Article 63: audiovisual communication service providers are obliged to refrain from the dissemination of false, comparative, hidden or subliminal advertising.

Article 64: advertising messages directed towards children or adolescents must adhere to the principles established for the safeguarding of childhood and adolescence. It is imperative that the naivety of children is never exploited, nor should any reference or allusion be included that has the potential to cause them harm.

It is important to note that children may not be used to describe the product or service that is the subject of the advertising message. It is submitted that the utilisation of these entities as principal actors is to be avoided, unless there is a demonstrable and direct correlation between them and the product or service in question. Notwithstanding the plethora of regulations and directives, television advertising in Algeria is subject to censure from viewers, professionals and researchers in the domains of media and communication. This criticism is rooted in various factors, chief amongst them being the inadequate technical calibre and absence of imaginative profundity in advertising content. Numerous commercials are marked by monotony and the recurrence of similar scenarios and characters, rendering them aesthetically unappealing and ineffective.

Review and Analysis of Results

The findings of the study demonstrated that the Algerian public exhibited a high degree of critical awareness concerning television advertising, particularly with regard to its cultural content, artistic quality, and congruence with the social characteristics of the local community. Notwithstanding the substantial amount of criticism that has been leveled at television advertisements, they nevertheless retain a certain degree of relative influence over consumer behavior, particularly when they are associated with appealing commercial offers or brands that have achieved a high level of public trust.

Nevertheless, the utilisation of conventional and repetitive advertising formats, in conjunction with their extensive broadcasting during significant periods such as Ramadan and marketing seasons, serves as a deterrent that has the potential to erode the audience's trust in promotional messages and thereby compromise their persuasive effectiveness. This necessitates a re-evaluation of the processes involved in the creation of television advertising content, with a view to ensuring its compatibility with the cultural and social diversity of the target audience and its alignment with contemporary aesthetic and technical standards.

The data obtained from the study indicates that television advertising in Algeria is characterised by imbalances across various levels, including artistic and linguistic dimensions, as well as cultural and behavioral impact. Furthermore, these phenomena are indicative of a growing public awareness concerning discourse techniques employed within the domain of advertising, coupled with an escalating level of critical scrutiny directed towards content that is perceived to lack authenticity and credibility.

1- Television advertising quality assessment: the findings indicated that the majority of respondents (62%) expressed the opinion that Algerian advertisements were deficient in terms of creativity and innovation, thereby highlighting a conspicuous absence of technical and visual sophistication. 55% of respondents identified linguistic formulation as a key issue, citing instances of clumsiness or hybridity that fail to account for the specificity of the national language. Conversely, 48% of respondents noted the repetition of scenarios and the use of the same actors, which resulted in the loss of uniqueness and rendered the advertisements similar and uninteresting.

2- The cultural dimension in television advertisements: in relation to the representation of cultural values, 67% of respondents indicated that advertisements do not reflect Algerian values and instead

promote foreign consumption patterns that are incongruent with the local social and cultural environment. Conversely, a mere 30% of respondents expressed the opinion that advertisements adequately respect cultural particularities and accurately reflect social reality.

3- Evaluation of the repercussions on consumer behavior: with regard to the impact of television advertisements on purchasing decisions, 22% of participants believe that advertising always influences their purchasing behavior, 40% believe that it sometimes does, and 38% believe that it never does. While advertising does not appear to be a primary factor in the decision-making process of consumers, as indicated by the responses of the majority of participants, the partial interaction exhibited by more than half of them suggests an indirect psychological impact, particularly when advertisements are reiterated or associated with particular social contexts or events.

4- Advertisement density and timing: 66% of participants expressed dissatisfaction with the timing of advertisements, particularly during Ramadan, when commercial content was found to be intrusive and in excess. Furthermore, 70% of respondents expressed dissatisfaction with the excessive advertising density, which has been demonstrated to cause viewers to lose focus and diminish the value of the original media content. The analysis posits that this phenomenon of 'advertising rejection' can be attributed to the aforementioned advertising inflation, whereby advertisements are rendered less effective in their persuasive function and become a source of alienation, thereby threatening the relationship between the audience and the advertising institutions.

5- Digital advertising versus television advertising: the survey results indicated a preference for digital advertising on interactive platforms such as YouTube and social media, with 60% of participants expressing this preference. In contrast, 40% of participants indicated that they still rely on television as their main source of information. This data suggests a gradual shift towards digital advertising, particularly among younger demographics. Consequently, advertising professionals must adapt their strategies to focus on more interactive and effective digital environments in order to reach their target audience.

6- Audience recommendations: the following conclusions may be deduced from the survey results with respect to the most prominent recommendations expressed by participants:

1. Improving the technical and linguistic structure of advertisements using professional standards for visual appeal and linguistic eloquence.
2. Producing content that reflects the local cultural and social reality, thereby enhancing the sense of belonging and strengthening the relationship between the audience and the advertisement.
3. Avert advertising saturation by regulating the timing and duration of breaks during religious and social periods.
4. Organise workshops for local advertisers to improve production skills and learn about influence and persuasion.

Conclusion

The findings of this investigation demonstrate a mounting cognisance among the Algerian populace of the manifold deficiencies inherent to the fabrication of television advertisements, manifesting in both their structural and expressive characteristics. These deficiencies are further compounded by their suboptimal representation of the indigenous cultural and social milieu.

The data also indicates a significant discrepancy between the advertising content presented and the expectations of the public, which has a negative effect on the effectiveness of advertisements in influencing consumer behavior. Conversely, these issues cannot be disentangled from the overarching regulatory environment that governs the television advertising sector in Algeria. This environment is distinguished by a deficient regulatory framework and an absence of explicit standards to guarantee production quality and

to ensure respect for the rights of the audience. These imbalances result in the prevalence of stereotypical and unprofessional advertising models, thereby exacerbating the crisis of trust between the public and advertisers.

In view of the aforementioned points, there is an evident necessity for comprehensive reform of the television advertising sector. Such reform must be approached in accordance with two principal axes: firstly, the training of human resources and the improvement of professional practices in the field of advertising production; secondly, the implementation of strict and transparent regulatory and legislative frameworks that keep pace with digital transformations and take into account the cultural and social specificities of Algerian society. The implementation of such a framework would contribute to the development of an effective, responsible and credible advertising system that ultimately strengthens the relationship of trust between advertisers and the public.

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