



Impact of Various Food Advertising Campaign Channels on Consumer Behavior in France

Survey in the form of a Quantitative Questionnaire among French Generations

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**Impact of Various Food Advertising Campaign Channels on Consumer Behavior in France.
Survey In the form of a Quantitative Questionnaire among French Generations**

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Abstract

The number of food advertising campaigns has continued to grow across the various distribution channels for several years. Companies need to reinvent themselves to adapt to new trends constantly. Nevertheless, knowing whether the increase in these ads has led to an increase in consumer purchase intentions was a key issue for the companies in France. The French have a close relationship with food, deeply rooted in their traditions. 267 respondents answered an online quantitative survey among French generations. Targeting as many respondents as possible was one objective, to find out the impacts of advertising on three main channels, social media platforms, television, and billboards. The research questions were structured by Entertainment, Interaction, Trendiness, Word-of-Mouth, Purchase Intention, and Loyalty, and each was linked to the three advertising channels. The results show that food advertising campaigns statistically impact consumers' purchase intention and brand loyalty. The significance level was around 0.001 for 31 out of 32 tested hypotheses. The insignificant one was about the impact of Entertainment on social media on Purchase Intention, where the significance level was 0,365. The results show that marketing channel activities impact consumers' purchasing behavior and loyalty to the company or brand. Future studies could focus on interviews with marketing managers for food companies.

Keywords/tags (subjects)

Advertising, Food, Consumer, Purchase, Brand, and France

Miscellaneous (Confidential information)

Respondents' responses are kept confidential, and their anonymity is preserved.

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Introduction

1.1 Background, motivation, and purpose

Everyone can remember an advert from childhood that made us want to buy that product. We were still too young to understand, but advertising would set the pace and influence our purchasing behaviour. Marketing techniques became more diverse across media platforms. Companies must be innovative to maintain and guarantee their brand's reinforcement while retaining its image. To show that they are still competitive in the market, advertising is a crucial factor in the success of this product. Nowadays, our lives are shaped by digital technology through television, mobile phones, laptops, and advertisements. The food market is partly based on consumer desires and their budgets. In the past few years, the range of food products available in retail stores has expanded, allowing a vast rise in the market, and affecting both men and women.

The author has interned at one of the leading companies of the core food and care products industry, "Unilever," as a junior area manager in the food field. This company has various segments, such as core food or care products. During this internship, the author learned much about merchandising, a crucial element in retail stores to attract consumers to sales objectives. During her internship, the author saw how consumers' behaviours were influenced during promotional events. Merchandising methods are at the heart of the market share that competitors compete for throughout the year.

The goal is to comprehend how the advertising campaign influences consumer buying behaviour, to determine how individuals are willing to buy more or fewer food products thanks to or because of the ads, and to determine how advertising campaigns impact the French food industry. Also, the author would like to understand the satisfaction of consumers after the post-purchase feeling what have consumers.

1.2 Research objectives, questions, and approach

The aim is to determine whether advertising would impact buying consumers' behaviours through their purchases in the French food industry. Advertising campaigns are essential marketing strategies that companies have used for over a decade. The research objectives consist of gathering

knowledge from previous studies regarding developing advertising campaigns, buying consumer behaviours, and determining the impact on the French food industry.

The study aims to answer the research question and research objective that follow:

Research question 1: How do Various Food Advertising Campaigns Channels impact consumer behaviour in France?

Research objective 1: To find out the Impact of Various Food Advertising Campaign Channels on Consumer Behaviour in France through a survey in the form of a Quantitative Questionnaire across French Generations.

A quantitative study is conducted through a survey questionnaire filled out by Boomers II, Gen X, Gen Y, and Generation Z to collect their insights through the impact of advertising on their food purchasing behaviours.

1.3 Thesis Structure

The thesis has six chapters. The first one introduces the subject and the motivations of the author. This chapter introduces the research question and objective through a literature review. Chapter two relates to the literature review explaining the fundamental concepts of the thesis's subject. Therefore, it enables the reader to assimilate the subject better and understand the concepts involved before going into more detail in the following chapter. The next chapter will introduce the method used by the author through the research context and methodology used to administer the questionnaire. After that, the author begins to analyse the collected data, and then she can present the results of her research. This chapter is followed by discussing the study's limitations, reliability, and validity, answering the research question, and seeing the potential differences between the knowledge base and the results. The last chapter allows us to conclude the subject on the essential findings and the potential recommendations for future research.

2 Literature Review

2.1 Food Industry in France

In France, food is a part of French culture, and French citizens are a particular link to food traditions and food recipes. In addition, French cuisine is renowned and known worldwide, if only for its baguettes and croissants.

In the XVIIIth century, French cuisine asserts itself across borders, and the food culture is moving. In France, thousands of restaurants offer typical French food at different prices, levels, and quality. For instance, traditional restaurants with low prices in Paris or Lyon, called "Bouillon" in Paris and "Bouchon" in Lyon, are trendy. The prices of restaurants are no sign of high or low quality.

Food became a considerable industry; nevertheless, when the French took their lunch or dinner, keep its importance. In November 2010, UNESCO World Heritage-listed the gastronomic meal of the French as part of humanity's intangible heritage (Rambourg), (2019). The natural need to feed the French has transformed into the art of eating well. This part of the culture is also a way of promoting the country internationally.

In France, the industrial sector with the most employees and the highest turnover is the food industry. It is, therefore, the country's leading industrial sector. According to the Association Nationale Des Industries Alimentaires, in 2021, there were more than 17,000 companies in the food sector; they accumulated an income of around 200 billion euros. In total, more than 450,000 employees.

2.2 Marketing Channel Activities

A marketing channel comprises people and organizations working to create products from production to consumption. This entity has to consider several criteria to develop the product properly and attract the customer. Keeping the market's attractiveness is essential due to the potential profit from a brand or an industry.

Throughout the study, the author has decided to focus the research on four different marketing channel activities: entertainment, interaction, Trendiness, and word-of-mouth. Those correctly represent the research's aim and may be transcribed after an advertising campaign.

2.2.1 Entertainment

Entertainment has a crucial place in defining consumers' expectations or creating something unique to create entertainment, whether in a marketing campaign or strategy. Brand advertising strategies have been transformed into entertainment marketing due to the transformation of social media towards social entertainment.

Defining as "Entertainment marketing is the promotion of a product or brand, with entertainment being the main vehicle for disseminating your advertising message." this is what companies should expect from their marketing campaigns in the years to come (Beaton), (2022).

2.2.2 Interaction

The second marketing channel activity is interaction marketing, a set of practices designed to communicate with customers and encourage their involvement with the brand before increasing brand awareness (De La Vieja), (2020).

The interactive strategy has several advantages for a brand, such as increasing sales, increasing social media visibility, expanding consumer reviews, and redirecting online traffic to traditional shops (De La Vieja), (2020). Moreover, it allows a better comprehension of consumers and better management of company targets.

2.2.3 Trendiness

The author intends to examine and analyze how advertising campaigns affect consumer behaviour in this research. Consequently, advertisements are created by companies to show the latest information on a product. Show the latest information on a product is the purpose of an advertising campaign led by companies. In addition, new products invented by a strong marketing strategy are required to follow new trends. Nowadays, as we all know, most trends come from social media

platforms. In fact, they influence social media users, who are a specific target for companies. Companies must develop advertising campaigns on it and increase the number of clients.

Keep an eye on trends and apply them to products, allowing the companies to become the market leader. According to Amici. O (2021), "The trends are not set by the companies that define them, but by the companies that recognize and implement them early enough before others do." Analyzing market trends is a way to identify potential threats to the activity. The trends analysis may notify the changes in the market and react quickly to positive or negative insights (Amici), (2021).

2.2.4 Word-of-mouth

The one which generates interaction with family or close friends is word of mouth. When we see an ad on TV, billboards, or even social media platforms, customers' attention is about a product or a service. Word-of-mouth relies on this phenomenon, involving individuals sharing product information and recommendations with their family and friends (Interbrand, 2007), (p.21).

2.3 Advertising

The main function of advertising is to captivate viewers and listeners. It can reach large audiences with concise messages. Advertising can be displayed on TV, radio, social media, billboards, and newspapers. There are ads everywhere. Advertising campaigns can take either the written form or short or long film. The goal is to convince consumers to buy products or services of the brand or create interest in it.

According to Huddleston et al. (2018), "advertising is a vital component of the marketing strategy process between the product and its target market, and it is considered one of the most rapid ways to increase purchasing of a specific product." (main page).

Promotion through advertisement affects sales because the only reason for promoting a brand is to increase sales' company. Each company wants to influence the consumers in the long term to build brand loyalty, therefore reducing the competition with similar products. Attracting customers throughout the ad was transcribed thanks to the creativity used by the brand. Creativity may help the brand reach the targeted audience or not. Upstream of the advertising campaign, several market

studies have been done to define the target. Thanks to the advertising, the brand creates a brand experience in the customer's mind.

Food ads are considered to be the primary advertisements shown on TV. These are the ones that most influence consumers (L'équipe dynamique entrepreneuriale), (2021). This type of advertising should give consumers an appetite and affect their purchases. They are shown at breakfast in the morning, at lunchtime and dinnertime. These specific times are selected in order to target the widest audience. Companies are fighting for the best schedule to target and reach the best audience. In addition, the advertising campaign is a vast part of the marketing budget. Thus, it is crucial to gain a few customers compared to competing brands.

2.4 Different forms of advertisement

2.4.1 Advertising through Broadcasting

Broadcast advertising is divided into TV, radio, and Internet. The author has decided to focus on TV and radio for the research, which is essential to broadcast ads. Radio and TV reach a wider audience than print media. To structure the research, it is essential to define the following terms. A radio advert must be broadcast several times before it becomes ingrained in consumers' minds. Therefore, the advert's frequency is essential (Juneja), (2015). Television advertising is generally considered to be the advertising of giant companies, although small businesses can benefit from it (Juneja), (2015). The combination of audio and video is essential to the success of advertising. However, it is also vital that audio and video work well without each other to make a substantial impact on consumers. On radio and TV, spots are costly for companies, as they have to focus on the efficacy and clarity of their campaigns, which last between 30 to 60 seconds.

In France, time allocated for TV ads is governed by legal texts. French television channels are private or public. A television license fee primarily finances the public ones, and the Conseil Supérieure de l'Audiovisuel (CSA) ensures that the rules are respected. Consequently, advertising must not exceed six minutes per hour daily and is prohibited from 8 p.m. onwards. On private channels, the average daily duration of commercials is nine minutes per hour, but they can broadcast up to twelve minutes of advertising in any given hour (CSA), (2024).

2.4.2 Advertising in Printed Media

Even though we are living in a digital age, and everything is computerized, print advertising is still used by companies. There are some in newspapers, magazines, and flyers and mailers. Those are still efficient; print advertising targets a specific audience who reads newspapers and magazines. In magazines, reviews of actual trends promote brands and products. Consequently, it keeps people's attention. Nonetheless, print advertising is only effective when people see it because they will likely miss it if they do not go through the whole newspaper or magazine (Juneja), (2015). To earn a significant source of income, a strategic place in print advertisements is crucial because if it were placed on the front page, the impact would not be the same as an advertisement at the end of the newspaper (Juneja) (2015).

2.4.3 Advertising on Social Media Platforms

Ads on social media are an efficient, direct way to reach a target audience and even more. Without realizing it, social networking platforms have integrated several types of advertising that fit perfectly into this digital world. Among these different types of ads are photos and videos that refer to fairly ordinary content, whether on posts or stories and the carousel, for-format allows web users to scroll through several photos or videos (Newberry, McLachlan), (2021). The objective of social media advertising typically involves enhancing brand awareness, expanding the social media follower base, boosting sales of a particular product within a designated timeframe, driving traffic to the website, and augmenting online store visits (Goorevich), (2019).

2.4.4 Advertising in outdoor spaces

Outdoor advertising communicates and informs the message of a brand or a specific product to a massive public through billboards, highway billboards, transit posters, and posters on buses and train stations. There are outdoor ads everywhere, and it is an exciting part of marketing campaigns to reach a vast target and be visible to one and all (Juneja), (2015). Nonetheless, those ads are costly for companies. Consequently, campaigns must be recognizable, striking, and practical to attract the broadest target possible.

The message conveyed by these advertisements can be for a good, a product, a trip, a political event, or a special occasion. Every year, millions of dollars are invested in outdoor advertising, with the

market poised for further expansion in the upcoming years, according to the Outdoor Advertising Association of America (OAAA).

2.4.5 Classification methods in advertising

Advertising has five categorizations: source, message, recipient, media, and place.

The source identifies manufacturers who promote the brand to end-users and traders who use advertising to attract customers, known as merchandising. Occasionally, retailers and producers engage in cooperative advertising, signifying collaboration between these entities (Fill & Turnbull, 2019).

The message is informational advertising that conveys information about products and services. Through this type of ad, consumers feel emotional, and the message delivered in the ad can alter an individual's perception or feelings toward a product.

The recipients of the advertising campaign are either consumers or companies. For consumers, businesses create ads intended to reach a specific population after choosing the target audience during the marketing campaign process. At the same time, companies may use BtoB advertisements such as industrial or trade ads (Fill & Turnbull, 2019).

The term "media" pertains to the various channels utilized by companies to showcase advertising messages. Print media such as newspapers, books, journals, magazines, and catalogues are likely used by the oldest generations, whereas Gen Y and Z use digital advertising. The digital one is the prominent type of ad; we can find it on social media platforms and the Internet. The last one is the out-of-home, which refers to billboards, transports, and posters (Fill & Turnbull, 2019).

Place advertising often takes the form of international advertising, where companies create standardized advertising campaigns featuring a single message that is utilized across all countries. Nevertheless, it may be adapted to reflect local needs (Fill & Turnbull, 2019). In the case of the study, the source, the media, and the place advertising are the most appropriate types of advertising used for marketing campaigns.

2.4.6 Emotional and visual advertising

Transferring emotions is very important in an advertising campaign. "The use of emotion might create new feelings about the brand because the ad affected us and, therefore, influences the change of attitudes towards this brand or this product." (Fill & Turnbull, 2019), (p.419). "Ads are considered an experience because during the time of the ad, our mind imagines us using this product, which can create a sudden desire to own this product. Therefore, this experience, their interpretation has already been formed memories" (Fill & Turnbull, 2019), (p. 413). Moreover, emotions aim at the heart rather than the head (Arnold, 1993), (p.166). In addition, these feelings determine whether or not we want to purchase the advertised product.

"Visual advertising is a form that relies on visual content to create the brand image. The visual elements allow them to convey a message, promote their products and create brand awareness. A brand owns its identity through colours, simplicity, graphics." (Fill & Turnbull, 2019), (p.340-341). Each type of advertising has several characteristics to attract consumers effectively. Out-of-home ads are prominent examples of this visual content because consumers focus on pictures; that is why there are small quotations. On social media platforms, the quality is higher than that of other ads to capture viewers' attention (Fill & Turnbull, 2019). For years, companies have been trying to integrate ethics into their fields. Consumers, especially in the marketing department, would like to buy products from companies that respect ethical principles.

2.4.7 Goals of advertising

Advertising is one of the best ways for a company to communicate because it informs consumers about what products are available in a market and builds their brand awareness. One of the main strengths of the ad is the target audience from kids to young and old (Juneja), (2015).

Inform, persuade, and remind are three primary objectives of advertising:

- Information advertising: creating brand awareness but also on products and services. It announces newly released products and informs about their characteristics and advantages (Lumenlearning), (2016).

- Persuasive advertising: trying to convince customers of the superiority of a company's products. It can influence a customer's behaviour by encouraging them to try another product or to remain loyal to a brand. (Lumenlearning), (2016).
- Reminder advertising: reinforcing the necessity of a product and the advantages it offers if purchased promptly (Lumenlearning), (2016).



Figure 1: Examples of Primary Objectives of Advertising. Source: Lumenlearning, 2016

Left: Informative advertising **Middle:** Persuasive advertising **Right:** Reminder advertising

2.5 Influence of marketing on consumers behaviour

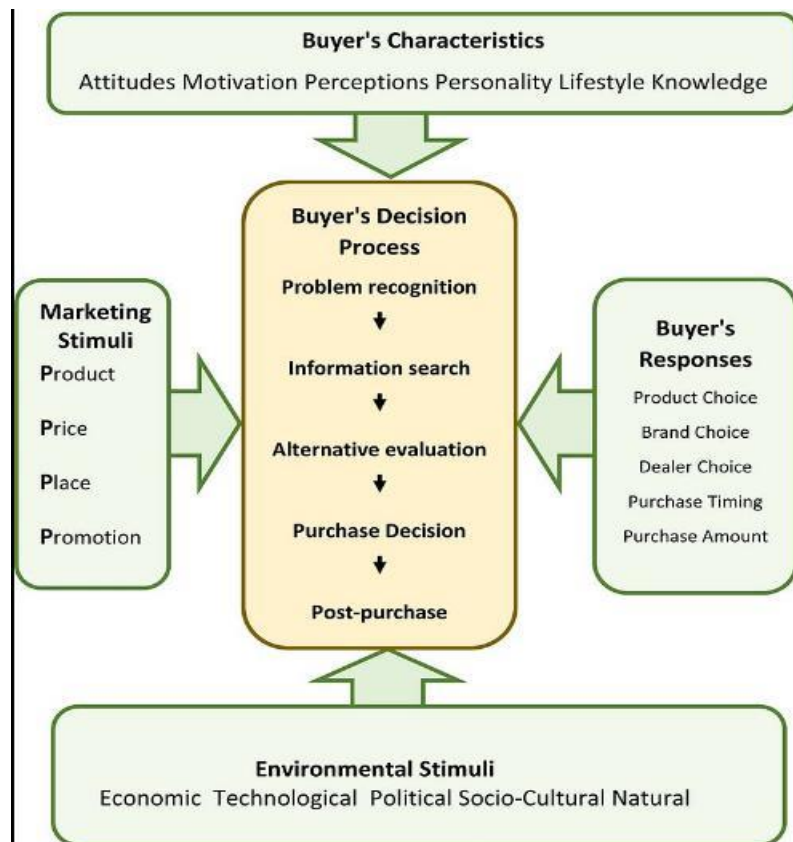


Figure 2: The Purchasing Decision Process. Source: Siddiqui and Agarwal, 2017

The framework shows the consumer decision process with the five different concepts related to the purchasing consumer process and what are the key factors. When purchasing, the consumer goes through several steps to define the characteristics, such as motivation, personality, perceptions, lifestyle, and knowledge about the buying decision. The second section is the marketing stimuli, the Marketing Mix or 4Ps. Marketers use this method to formulate a new product or service marketing strategy. It encompasses all operational aspects. The four P's refer to:

- The product encompasses design, packaging, quality, and features.
- Packaging, discounts, timing, location, shipping, and promotional elements determine pricing.

- The place encompasses retail, digital, and the drive.
- The promotion involves content creation, communication strategies, and merchandising to persuade the customers to purchase.

This is where advertising plays an important role (Twin, 2023) (main page).

Overall, these four P's (Product, Pricing, Place, and Promotion) explain the vital components of marketing.

In the decision-making process, buyers need to ask themselves a few questions to define their product choice according to their needs, then the brand choice where they select a specific brand when faced with multiple brands for a given product category. The dealer choice refers to selecting a particular seller or dealer from whom the buyer will purchase. This decision is significant, especially when multiple sellers or dealers offer the same product. Therefore, several factors can influence this choice, such as the price, which plays a consequential role in the decision. Buyers would prefer a seller offering competitive pricing or discounts; then, the seller's location and reputation would heavily impact the buyer's decision. Moreover, consumers want reliable and efficient customer service available in case of problems after the purchase. Purchase timing relates to the timing of decisions within the customer journey.

Finally, the purchase amount is the last response but one of the most important because consumers want a reliable product for an attractive price.

The last factor is environmental stimuli through economic, socio-cultural, natural, political, and technological factors. External factors can impact a consumer's perceptions, preferences, and choices (Fill & Turnbull, 2019).

All these factors constituted the buyer's decision process with these several steps: understanding the problem, seeking information, examining alternatives, making the purchase decision, and post-purchase evaluation.

2.6 Brand loyalty and brand awareness

According to Interbrand, 2007 – The Brand Glossary, a brand encompasses a blend of attributes symbolized by a trademark, which, when effectively managed, generates value and influence. The concept of "value" holds diverse meanings:

- From a marketing or consumer standpoint, it signifies the promise and delivery of an experience.
- From a business perspective, it represents the assurance of future earnings.
- From a legal viewpoint, it constitutes a distinct piece of intellectual property.

The primary purpose of a brand is to cultivate relationships that foster future earnings through cultivating customer preference and loyalty. Brands streamline decision-making processes, guarantee quality, and provide a relevant, distinctive, and trustworthy option among competing offerings (p.14).

"Brand awareness and loyalty are fundamental concepts for companies because, without that, they are not able to remain in existence." (Clifton & Simmons, 2004), (p.13)

Loyalty is characterized by the allegiance a brand garners when it consistently provides unique and significant benefits, leading customers to choose it repeatedly. Additionally, loyalty arises from satisfied customers advocating for the brand to others. Thus, loyalty denotes the successful shift from viewing a brand merely as one I use to considering it my brand (Interbrand, 2007), (p.75). Thanks to the loyalty of consumers, companies win in brand awareness. Brand loyalty is established when consumers consistently purchase from the same brand, even when competitors offer similar products (Iglesias et al., 2017). Companies have set up programs for the most loyal customers that offer many benefits such as discounts, point programs, special offers or free goods and services.

"It is an important aspect for businesses; it allows them to increase their revenue growth and reduce marketing, one of the most expensive fields; their consumers use word of mouth, which means they talk about products to their family and friends. Thanks to it, businesses win instability." (Clifton & Simmons, 2004), (p.21-22).

2.7 Identified Research Gap

In the literature review, the author found relevant publications with similar vital concepts, such as how the food industry is impacted by advertising campaigns or how the ads impact consumers. Precoma. P. (2021) studied how different factors affect food advertising and how consumers reacted to it from the beginning of the 20th century to the present in Italy. She did secondary data research among Italian citizens. Nonetheless, no framework was used in her research. Bratt. V. (2023) has focused his research on the new types of advertising channels and their impacts on consumers. He has structured it on a framework with a dependent variable, buying behaviour, and several independent variables that will trigger a purchase by the customer. A large sample answered a quantitative questionnaire; however, the respondents' nationality is not mentioned. Pilátová. A. (2015) studied the language of advertising through slogans in the fast-food industry. The research method was a mono-method, a qualitative analysis through archival results. Her research has focused on four brands in this industry. Kostková. P. (2008) studied the advertisements of food products through qualitative research conducted by analysing several brands' ads, such as Häagen-Dazs, Dolmio, Arla, and Kellogg's. Qualitative and quantitative analyses were carried out, given precious data concerning the consumer's behaviour. Those studies were conducted using different methods and structures. Tabie. J. (2021) has focused his research on comprehending how advertising influences purchasing decisions. He conducted a case study dealing with one of the most potent fast-food companies. In addition, that analysis of consumer behaviour only was done on North Americans. Moreover, the subjects are slightly different but have allowed the author to comprehend the global aspects of the food industry and the marketing opportunities through advertisements.

To create a quantitative questionnaire, the author based several questions on the article "Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience" from Wibowo. A., Chen. C., Wiangin. U., Ma. Y., and Ruangkanjanases. A. Researchers used a research framework to understand the link between marketing channel activities on social networks and consumer experiences.

The author has incorporated several constructs deemed most pertinent to the research from the research framework below. These relevant constructs include:

- Marketing Activities: entertainment, interaction, trendiness, and word-of-mouth
- Purchase Intention and Loyalty Intention

The research framework has played a pivotal role in comprehending and analysing consumer behaviour and evaluating the influence of advertising campaigns.

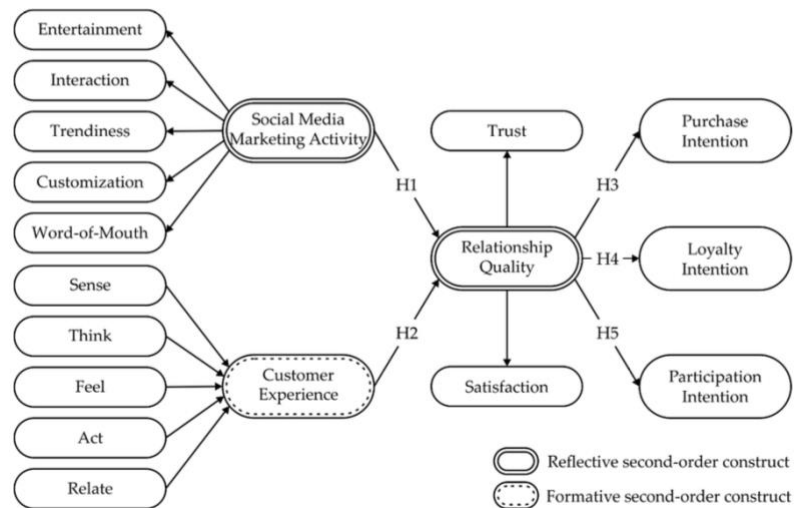
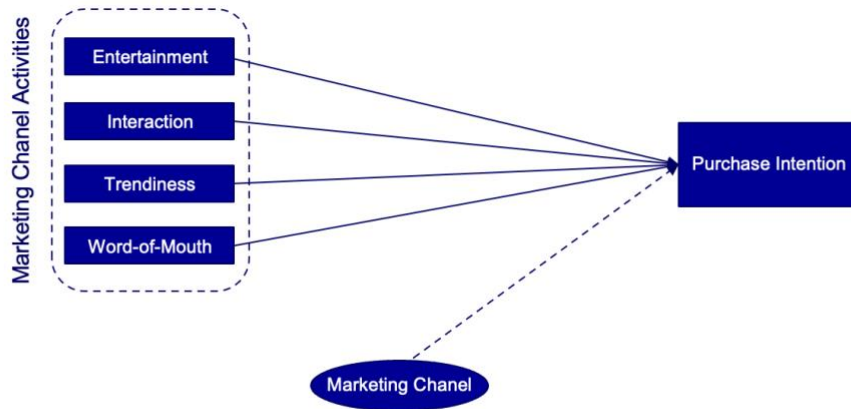


Figure 3: Research Framework. Source: Wibowo, Chen, Wiangin, Ma & Ruangkanjanases, 2020

2.8 Theoretical Framework

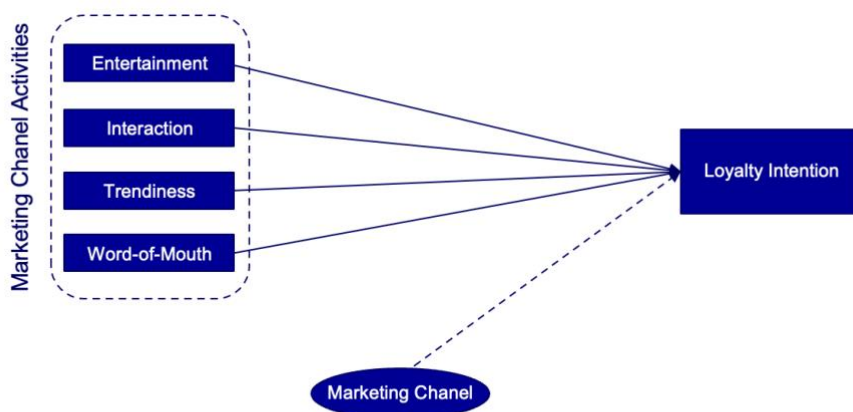
To better comprehend the subject of the thesis, the author has chosen a theoretical framework related to the main concepts of the subject apart from the French food industry. These frameworks are a valuable tool for visualizing concepts and links between them. Purchase and loyalty intentions are the main concepts for advertising campaigns because advertisements aim to attract new customers while retaining long-standing customers thanks to marketing channel activities such as entertainment, interaction, trendiness, and word-of-mouth. The variables allow an understanding of how the advertising campaign influences the consumer's behaviours with the perception of the advertising appeal to expand brand loyalty and awareness.

Based on the literature, two regression models are formulated and used to test research hypotheses. The model variables are constructed and calculated as averages of appropriate items from the questionnaire (Appendix 1) (p57).



$$\text{Purchase_Intention}_i = \beta_0 + \beta_1 \text{Entertainment}_i + \beta_2 \text{Interaction}_i + \beta_3 \text{Trendiness}_i + \beta_4 \text{Word-of-Mouth}_i + \varepsilon_i$$

Figure 4: Theoretical Framework related to Purchase Intention through Marketing Channel Activities.



$$\text{Loyalty_Intention}_i = \beta_0 + \beta_1 \text{Entertainment}_i + \beta_2 \text{Interaction}_i + \beta_3 \text{Trendiness}_i + \beta_4 \text{Word-of-Mouth}_i + \varepsilon_i$$

Figure 5: Theoretical Framework related to Loyalty intention through Marketing Channel Activities.

3 Research methods and implementation

3.1 Research context

The research aims to comprehend the influence of advertising campaigns on consumer behaviour within the French food industry. To achieve this, the author has concentrated on gathering primary data via a quantitative survey sent to many French consumers. The study aims to discover various concepts studied thanks to some explanations in the literature review. Then, the questionnaire allows the author access to consumer behaviour patterns with the data collection of many respondents. Thanks to the data collection, data analysis aims to extract meaningful knowledge of data and answer the research questions based on the research topic.

3.2 Research design

The author had to use various approaches and tools to obtain a reliable and effective research method.

3.2.1 Research purpose

Positivism is often used in quantitative data with a broad sample, and the author decided to survey French consumers. The aim is to understand the behaviour of a sample of a population through advertising, which is a subject that concerns most of the targeted people. The target is often exposed to advertising campaigns on social media platforms or the Internet.

3.2.2 Research approach

The author conducted a deductive approach for the study. This research method is often used in quantitative research methods such as a survey on this research topic. The author aims to confirm or disprove hypotheses through the analysis of data. It must be structured because the research is based on the results of data analysis.

3.2.3 Research strategy/method

The research method allows the author to gather primary data from a targeted sample to facilitate data analysis in the Research Results part. The author has chosen to target French consumers

because the study focused on the impact of advertising on consumer behaviours in the French food industry. Therefore, French consumers are the most suitable to answer the questionnaire. The only primary data collection in the questionnaire is due to the reliability or sometimes the difficulty of analyzing secondary data by rating the justification in a few words. Hence, it facilitated the collection of quantitative data.

3.2.4 Methodological choice

A mono-method design is used by collecting only quantitative data. Through this method, the author could understand the behaviour of consumers and to what degree advertising has impacted them. Therefore, for this subject, quantitative data allows targeting many French consumers. The only primary data collection in the questionnaire is due to the reliability or sometimes the difficulty of analyzing secondary data by rating the justification in a few words. Hence, it facilitated the collection of quantitative data.

3.2.5 Time horizon

The research adopts a cross-sectional study design since data was collected from the sample at a particular time (Olsen and St George), (2004).

3.3 Data collection

This primary data is acquired through a quantitative survey. Quantitative data is related to numerous data, allowing us to understand the behaviour of consumers from the research topic. Quantitative data collection aims to interpret the behaviour of the targeted population thanks to the questionnaire's answers. Therefore, the author must collect many answers for meaningful analysis and give more credit to the research to achieve reliable data results.

3.4 Data analysis

3.4.1 Quantitative data analysis

The author has constructed a quantitative questionnaire in alignment with the research questions, thereby incorporating quantitative analysis into the study. The data can be split into various categories: string, categorical variables (ordinal and nominal), and scale variables (count and

continuous). The author used statistical analysis to establish relationships between variables and test research hypotheses.

3.4.2 Qualitative data analysis

The author does not collect qualitative data to accomplish the research objectives.

3.5 Ethical considerations

The privacy and anonymity of respondents were protected; only aggregated data are included in this thesis. Extra due care has been taken to provide the references of the sources.

4 Research Results

The quantitative questionnaire yielded responses regarding "The Influence of Different Advertising Campaign Channels on Consumer Behavior in France." In total, 267 responses were gathered in the questionnaire. The purpose of the profiling questions is to know the characteristics of respondents with their gender, age, nationality, and consumption habits. Then, the research hypotheses are with the three main types of advertising campaigns on social media platforms, TV, and billboards across different marketing channel activities such as entertainment, interaction, word-of-mouth, and trendiness. Each research question is asked three times for each advertising campaign to comprehend the one that has the most significant impact on consumers.

4.1 Profiling questions

What is your gender?

Quel est votre sexe ? What is your gender?
267 réponses

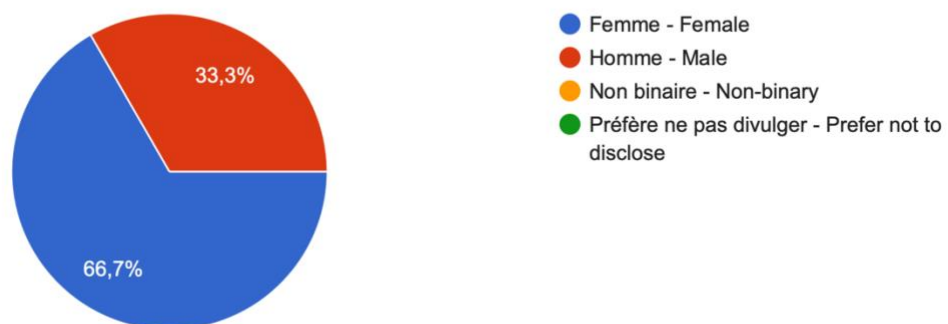


Figure 6: Pie Chart results answering 'What is your gender?'

The first profiling question is "What is your gender?" the aim is to know the gender of respondents. Of 267 respondents, 66,7% (178 people) are female, and 33,3% (89) are male. Thus, females are the most dominant gender for the answerers. Any respondents are non-binary and prefer not to disclose their gender.

What is your age?

Quel est votre âge ? What is your age?

267 réponses

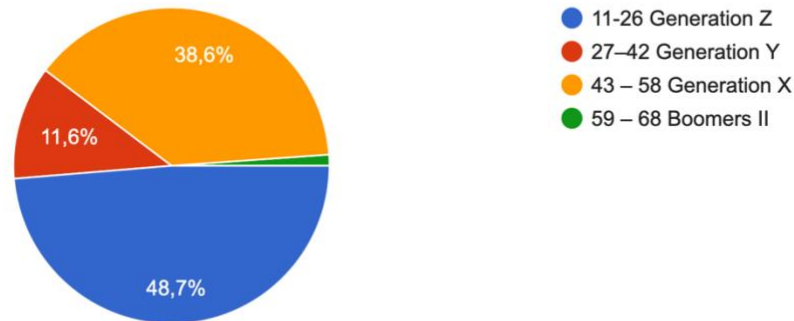


Figure 7: Pie Chart results answering 'What is your age?'

The respondents are mainly Generation Z, with 48,7% (130 people), almost half of respondents. Generation X is represented by 11,6% (31 people), and Generation Y is represented by 38,6% (103 people). Finally, Boomers II are represented by three people, representing 1,1% of answerers. Thus, the generations most represented are Gen Z and Gen Y. It is interesting to establish an analysis among those because of the gap in habits and use of electronic devices.

What is your nationality?

Quelle est votre nationalité ? What is your nationality?

267 réponses

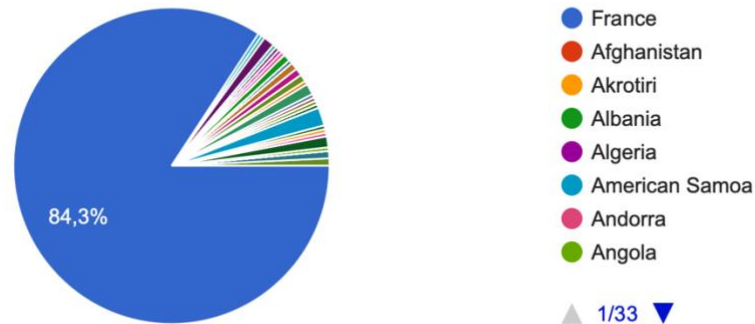


Figure 8: Pie Chart results answering 'What is your nationality?'

French people mainly represent the nationality question with 84,3% (225 people). Nonetheless, other nationalities are represented such as American Samoa (1), Argentina (1), Austria (3), Cameroon (1), Chad (1), Colombia (1), Comoros (1), Denmark (2), Egypt (1), French Guiana (2), French Southern and Antarctic Lands (2), Germany (2), Hong Kong (1), India (3), Indonesia (1), Italy (1), Japan (1), Mexico (1), Morocco (5), Peru (1), Portugal (1), Spain (3), Slovakia (1), Syria (1), United Kingdom (2) and, United States (2). Those nationalities are people who are living or have lived in France. Their answers are crucial and interesting to see differences with other customs regarding advertising campaigns and analyze them.

Do you regularly buy newly released food products?

Achetez-vous régulièrement des produits alimentaires étant des nouveautés ? Do you regularly buy newly released food products?

267 réponses

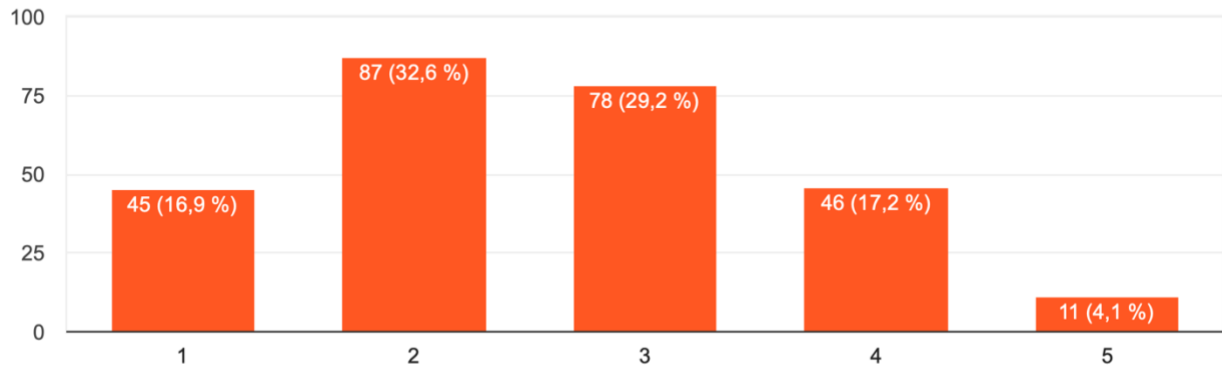


Figure 9: Bar Chart results answering 'Do you regularly buy newly released food products?'

initially, the x-axis ranges from 1 to 5, with 1 for "very unlikely" and 5 for "very likely." The y-axis depicts the number of respondents, ranging from 0 to 100. 100 is the last number referenced because the most significant number of answerers for the two on the x-axis is 87. All answers are allocated from 1 to 5.

The purpose is to understand how advertising impacts consumer behaviour. The advertising campaigns are often newly released products, and the advertisement aims to make known that product and attract the consumer's interest. Thanks to those campaigns, consumers are often more likely to buy new products. In that case, people are not too much influenced by the advertising campaigns with 32,6% of answers. On the other hand, only 4,1% of respondents regularly buy newly released products. Consequently, people refrain from trying to buy new products and keep their favourite older products they are satisfied with.

Are these new food purchases due to advertising?

Ces nouveaux achats alimentaires sont-ils dûs à la publicité? Are these new foods purchases due to advertising?

267 réponses

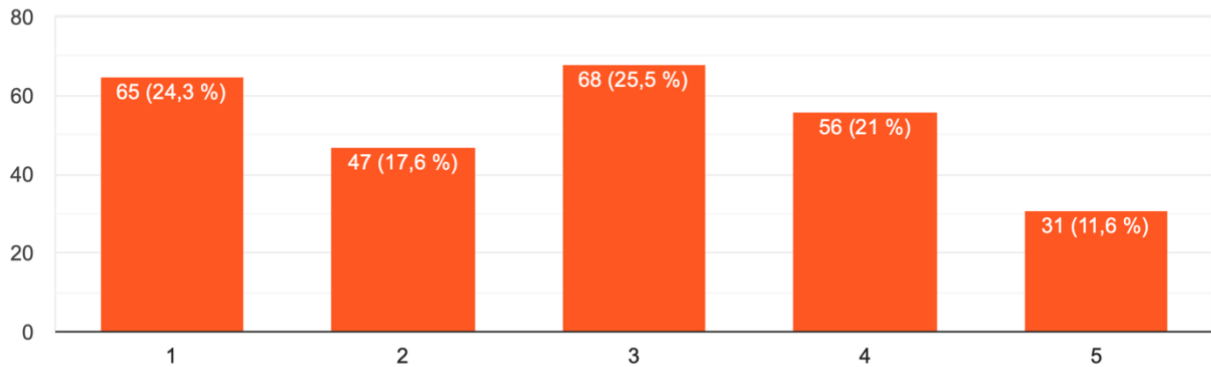


Figure 10: Bar Chart results answering 'Are these new food purchases due to advertising?'.
 1 2 3 4 5

Initially, the x-axis ranges from 1 to 5, with 1 for "very unlikely" and 5 for "very likely." The y-axis depicts the number of respondents, ranging from 0 to 80. 80 is the last number referenced because the most significant number of answerers for the three on the x-axis is 68. All answers are allocated from 1 to 5.

The question refers to the previous one regarding whether the newly released products are due to advertising. We can see if advertising campaigns have a tangible impact on newly released products. One-fourth (25,5%) find their new purchases do not depend on advertising; that statement depends on three on the x-axis. Sixty-five respondents (24,3%) completely disagree with that question. If the author refers to those answers, advertising campaigns do not impact consumers' purchases regarding their new product purchases.

On which channel(s) do you see the most advertising campaigns?

Sur quel(s) canal(aux) voyez-vous le plus de campagnes publicitaires ? On which channel(s) do you see the most advertising campaigns?

267 réponses

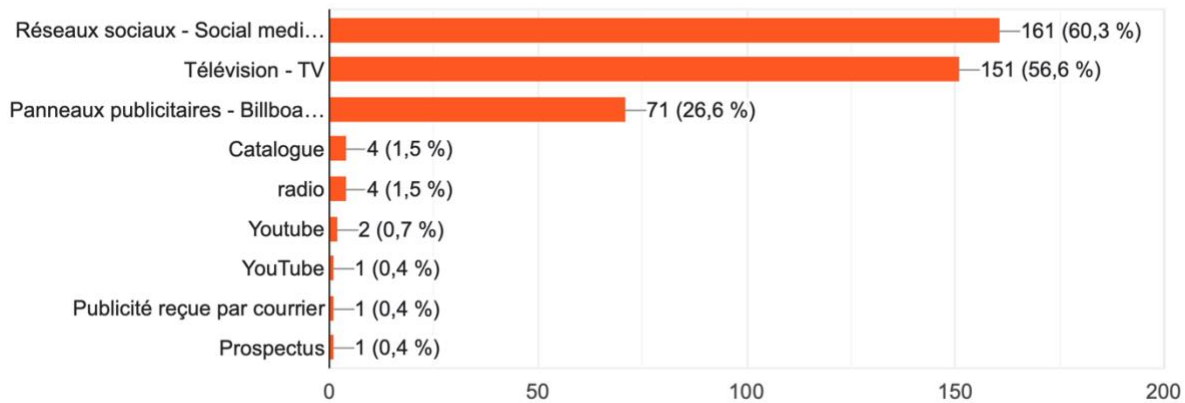


Figure 11: Bar Chart results answering 'On which channel(s) do you see the most advertising campaigns?'.
 campaigns?'

Initially, the x-axis represents the number of respondents, ranging from 0 to 200. Here, 200 is the last number referenced because the most significant number of answerers for a channel on the x-axis is 161. The y-axis refers to all channels where respondents see the most advertising campaigns.

The respondents could choose between social media platforms, TV, billboards, and others; they gave other channels such as magazines (4 people), radio (4 people), YouTube (3 people), advertising received by post (1 person), and leaflet (1 person). People see the most campaigns on social media platforms, with 60,3% of the answers. TV follows social media platforms closely, whereas billboards are an older way to promote brands. Among the other answers apart from YouTube, other answers are less used nowadays due to the ecology of magazines and leaflets.

Research objectives:

RO1: To find out the Impact of Various Food Advertising Campaign Channels on Consumer Behavior in France through survey in form of Quantitative Questionnaire across French Generations.

Research questions:

RQ1: What is the Impact of Various Food Advertising Campaign Channels on Consumer Behavior in France?

4.2 Research hypotheses:

WOM = Word-of-mouth, ENT = Entertainment, INT = Interaction, TRN = Trendiness, PUR = Purchase, LYL = Loyalty,

WOMSM = Word-of-mouth on Social Media, ENTSM = Entertainment on Social Media, INTSM = Interaction on Social Media, TRNSM = Trendiness on Social Media, PURSM = Purchase on Social Media, LYLSM = Loyalty on Social Media,

WOMTV = Word-of-mouth on Television, ENTTV = Entertainment on Television, INTTV = Interaction on Television, TRNTV = Trendiness on Television, PURTV = Purchase on Television, LYLTV = Loyalty on Television,

WOMBill = Word-of-mouth on Billboards, ENTBill = Entertainment on Billboards, INTBill = Interaction on Billboards, TRNBill = Trendiness on Billboards, PURBill = Purchase on Billboards, LYLBill = Loyalty on Billboards

RH1: WOM has a benefit on PUR.

RH2: ENT has a benefit on PUR.

RH3: INT has a benefit on PUR.

RH4: TRN has a benefit on PUR.

RH5: WOM has a benefit on LYL.

RH6: ENT has a benefit on LYL.

RH7: INT has a benefit on LYL.

RH8: TRN has a benefit on LYL.

RH9: WOMSM has a benefit on PURSM.

RH10: ENTSM has a benefit on PURSM.

RH11: INTSM has a benefit on PURSM.

RH12: TRNSM has a benefit on PURSM.

RH13: WOMSM has a benefit on LYLSM.

RH14: ENTSM has a benefit on LYLSM.

RH15: INTSM has a benefit on LYLSM.

RH16: TRNSM has a benefit on LYLSM.

RH17: WOMTV has a benefit on PURTV.

RH18: ENTTV has a benefit on PURTV.

RH19: INTTV has a benefit on PURTV.

RH20: TRNTV has a benefit on PURTV.

RH21: WOMTV has a benefit on LYLTV.

RH22: ENTV has a benefit on LYLTV.

RH23: INTTV has a benefit on LYLTV.

RH24: TRNTV has a benefit on LYLTV.

RH25: WOMBill has a benefit on PURBill.

RH26: ENTBill has a benefit on PURBill.

RH27: INTBill has a benefit on PURBill.

RH28: TRNBill has a benefit on PURBill.

RH29: WOMBill has a benefit on LYLBill.

RH30: ENTBill has a benefit on LYLBill.

RH31: INTBill has a benefit on LYLBill.

RH32: TRNBill has a benefit on LYLBill.

4.3 Results model 1

Table 1: Effect of Marketing Activities on Purchase Intention, Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,736 ^a	,541	,534	,64783355472 5687

a. Predictors: (Constant), WOM, Entertainment, Interaction, Trendiness

Table 2: Effect of Marketing Activities on Purchase Intention, ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128,809	4	32,202	76,729	<,001 ^b
	Residual	109,119	260	,420		
	Total	237,928	264			

a. Dependent Variable: PUR

b. Predictors: (Constant), WOM, Entertainment, Interaction, Trendiness

The regression is significant due to the significance level lower than 0,001, and the model explains 54,1% of the variability of the purchase intention.

Table 3: Effect of Marketing Activities on Purchase Intention, Coefficients

		Coefficients^a				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,116	,142		,813	,417
	Entertainmen t	,149	,060	,138	2,496	,013
	Interaction	,116	,042	,144	2,779	,006
	Trendiness	,395	,064	,401	6,140	<,001
	WOM	,217	,062	,196	3,490	<,001

a. Dependent Variable: PUR

WOM = Word-of-mouth, ENT = Entertainment, INT = Interaction, TRN = Trendiness, PUR = Purchase

The results are based on the model 1 above; we can test research hypotheses 1, 2, 3 and 4.

WOM has a positive significant effect on PUR.

WOM gets a significance level lower than 0,001; thus, when WOM goes up to one unit, PUR goes up to about 0,217 units. RH1 is confirmed.

ENT positively affects PUR; the significance level is 0,013, and the coefficient is 0,149. When ENT goes up to one unit on the measurement scale, the intention to purchase goes up to 0,149 units on average. Thus, RH2 is confirmed.

INT positively affects PUR; the significance level is 0,006, and the coefficient is 0,116. When INT goes up to one unit on the measurement scale, the intention to purchase goes up to 0,116 units on average. Thus, RH3 is confirmed.

TRN has a positive effect on PUR. TRN has a significance level lower than 0,001; when TRN goes up one unit, PUR goes up about 0,395 units. RH4 is confirmed.

4.4 Results model 2

Table 4: Effect of Marketing Activities on Brand Loyalty, Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,802 ^a	,643	,638	,51491136460 9118

a. Predictors: (Constant), WOM, Entertainment, Interaction, Trendiness

Table 5: Effect of Marketing Activities on Brand Loyalty, ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124,339	4	31,085	117,242	<,001 ^b
	Residual	68,935	260	,265		
	Total	193,274	264			

a. Dependent Variable: LYL

b. Predictors: (Constant), WOM, Entertainment, Interaction, Trendiness

The regression is significant due to the significance level lower than 0,001 and the model explains 64,3% of the variability of the brand loyalty.

Table 6: Effect of Marketing Activities on Brand Loyalty, Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,445	,113		3,928	<,001
	Entertainment	,233	,048	,238	4,893	<,001
	Interaction	,082	,033	,113	2,469	,014
	Trendiness	,349	,051	,393	6,815	<,001
	WOM	,218	,049	,219	4,425	<,001

a. Dependent Variable: LYL

WOM = Word-of-mouth, ENT = Entertainment, INT = Interaction, TRN = Trendiness, LYL = Loyalty

Based on model 2, the author can test hypotheses 5, 6, 7 and 8.

WOM has a positive effect on LYL—significance level lower than 0,001. Moreover, when WOM increases by one unit, LYL increases by about 0,218 units. Therefore, RH5 is confirmed.

ENT has a positive effect on LYL. The significance level is lower than 0,001. When ENT increases by one unit, LYL increases by about 0,233. RH6 is confirmed.

INT has a positive effect on LYL, and the coefficient is 0,082. When INT goes up to one unit on the measurement scale, the intention to purchase goes up to 0,082 units on average. The significance level is 0,014. Thus, RH7 is confirmed.

TRN has a positive effect on LYL. The significance level is lower than 0,001, so when TRN exceeds one unit. LYL goes up to about 0,349 units. RH8 is confirmed.

4.5 Results model 3

Table 7: Effect of Social Media Marketing Activities on Purchase Intention, Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,688 ^a	,474	,466	,79272362371 8546

a. Predictors: (Constant), WOMSM, EntertainmentSM, InteractionSM, TrendinessSM

Table 8: Effect of Social Media Marketing Activities on Purchase Intention, ANOVA

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147,060	4	36,765	58,505	<,001 ^b
	Residual	163,387	260	,628		
	Total	310,447	264			

a. Dependent Variable: PURSM

b. Predictors: (Constant), WOMSM, EntertainmentSM, InteractionSM, TrendinessSM

The regression is significant due to the significance level lower than 0,001. The model explains 47.4% of the variability in purchase intention on social media.

Table 9: Effect of Social Media Marketing Activities on Purchase Intention, Coefficients

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	,291	,149		1,957	,051
	EntertainmentSM	,048	,053	,051	,907	,365
	InteractionSM	,319	,057	,336	5,626	<,001
	TrendinessSM	,244	,066	,246	3,705	<,001
	WOMSM	,201	,063	,188	3,208	,002

a. Dependent Variable: PURSM

WOMSM = Word-of-mouth on Social Media, ENTSM = Entertainment on Social Media, INTSM = Interaction on Social Media, TRNSM = Trendiness on Social Media, PURSM = Purchase on Social Media

From model 3, PURSM is the dependent variable, and WOMSM, ENTSM, INTSM, and TRNSM are independent. The aim is to find out if one of those independent variables has an impact through advertising campaigns on social media.

Based on results from model 3, the author can test research hypotheses 9, 10, 11 and 12.

WOMSM has a positive effect on PURSM. The significance level is 0,002. When WOMSM increases by one unit on the measurement scale, the purchase intention increases by 201 units. Thus, RH9 is confirmed.

ENTSM has no significant effect on PURSM; the significance level is 0,365. Consequently, RH10 is not confirmed.

INTSM has a positive effect on PURSM; the significance level is lower than 0,001; that is to say, when INTSM goes up by one unit, PURSM goes up by about 0,319. Consequently, RH11 is confirmed.

TRNSM has a positive effect on PURSM; significance level is lower than 0,001, which means that when TRNSM goes up by one unit, PURSM goes up by about 0,244. Therefore, RH12 is confirmed.

4.6 Results model 4

Table 10: Effect of Social Media Marketing Activities on Brand Loyalty, Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,752 ^a	,565	,559	,68691

a. Predictors: (Constant), WOMSM, EntertainmentSM, InteractionSM, TrendinessSM

Table 11: Effect of Social Media Marketing Activities on Brand Loyalty, ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159,524	4	39,881	84,521	<,001 ^b
	Residual	122,680	260	,472		
	Total	282,204	264			

a. Dependent Variable: LYLSM

b. Predictors: (Constant), WOMSM, EntertainmentSM, InteractionSM, TrendinessSM

The regression is significant due to the significance level lower than 0,001, the model explains 56,5% of the variability of the brand loyalty on social media.

Table 12: Effect of Social Media Marketing Activities on Brand Loyalty, Coefficients

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,568	,129		4,403	<,001
	EntertainmentSM	,226	,046	,251	4,882	<,001
	InteractionSM	,165	,049	,182	3,347	<,001
	TrendinessSM	,309	,057	,327	5,420	<,001
	WOMSM	,162	,054	,158	2,969	,003

a. Dependent Variable: LYLSM

WOMSM = Word-of-mouth on Social Media, ENTSM = Entertainment on Social Media, INTSM = Interaction on Social Media, TRNSM = Trendiness on Social Media, LYLSM = Loyalty on Social Media

From model 4, LYLSM is the dependent variable, and WOMSM, ENTSM, INTSM, and TRNSM are independent. The aim is to find out if one of those independent variables has an impact through advertising campaigns on social media.

Based on results from model 4, the author can test research hypotheses 13, 14, 15 and 16.

WOMSM has a positive effect on LYLSM, and the significance level is 0,003. When WOMSM goes up to one unit on the measurement scale, the purchase intention goes up to 0,162 units. Therefore, RH13 is confirmed.

ENTSM has a positive effect on LYLSM; the significance level is lower than 0,001; when ENTSM goes up by one unit, LYLSM goes up by about 0,226 units. Consequently, RH14 is confirmed.

INTSM has a positive effect on LYLSM; the significance level is lower than 0,001; when INTSM goes up by one unit, LYLSM goes up by about 0,165 units. Thus, RH15 is confirmed.

TRNSM has a positive effect on LYLSM; the significance level is lower than 0,001; that is to say, when INTSM goes up by one unit, LYLSM goes up by about 0,309. Therefore, RH16 is confirmed.

4.7 Results model 5

Table 13: Effect of TV Marketing Activities on Purchase Intention, Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761 ^a	,579	,572	,70409715031 9368

a. Predictors: (Constant), WOMTV, EntertainmentTV, InteractionTV, TrendinessTV

Table 14: Effect of TV Marketing Activities on Purchase Intention, ANOVA

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177,098	4	44,274	89,307	<,001 ^b
	Residual	128,896	260	,496		
	Total	305,993	264			

a. Dependent Variable: PURTV

b. Predictors: (Constant), WOMTV, EntertainmentTV, InteractionTV, TrendinessTV

The regression is significant due to the significance level lower than 0,001, the model explains 57,9% of the variability of the purchase intention on TV.

Table 15: Effect of TV Marketing Activities on Purchase Intention, Coefficients

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,039	,140		,280	,780
	EntertainmentTV	,194	,050	,199	3,865	<,001
	InteractionTV	,262	,050	,278	5,186	<,001

TrendinessTV	,256	,058	,269	4,421	<,001
WOMTV	,217	,056	,191	3,855	<,001

a. Dependent Variable: PURTV

WOMTV = Word-of-mouth on Television, ENT TV = Entertainment On television, INTTV = Interaction on Television, TRNTV = Trendiness on Television, PURTV = Purchase on Television

From model 5, PURTV is the dependent variable, and WOMTV, ENT TV, INTTV, and TRNTV are independent. The aim is to find out if one of those independent variables has an impact through advertising campaigns on TV.

Based on results from model 5, a test of hypotheses 17, 18, 19 and 20 is possible.

WOMTV has a positive effect on PURTV; the significance level is lower than 0,001; when WOMTV goes up by one unit, PURTV goes up by about 0,217 units. Therefore, RH17 is confirmed.

ENTTV has a positive effect on PURTV; the significance level is lower than 0,001; when ENT TV goes up by one unit, PURTV goes up by about 0,194 units. Consequently, RH18 is confirmed.

INTTV has a positive effect on PURTV; the significance level is lower than 0,001; when INTTV goes up by one unit, PURTV goes up by about 0,262 units. Thus, RH19 is confirmed.

TRNTV has a positive effect on PURTV; the significance level is lower than 0,001; that is to say, when INTTV goes up by one unit, PURTV goes up by about 0,256 units. Therefore, RH20 is confirmed.

4.8 Results model 6

Table 16: Effect of TV Marketing Activities on Brand Loyalty, Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,807 ^a	,651	,646	,56777

a. Predictors: (Constant), WOMTV, EntertainmentTV, InteractionTV, TrendinessTV

Table 17: Effect of TV Marketing Activities on Brand Loyalty, ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156,302	4	39,076	121,217	<,001 ^b
	Residual	83,814	260	,322		
	Total	240,117	264			

a. Dependent Variable: LYLTV

b. Predictors: (Constant), WOMTV, EntertainmentTV, InteractionTV, TrendinessTV

The regression is significant due to the significance level lower than 0,001, the model explains 65,1% of the variability of the brand loyalty on TV.

Table 18: Effect of TV Marketing Activities on Brand Loyalty, Coefficients

		Coefficients^a				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,397	,113		3,505	<,001
	EntertainmentTV	,245	,041	,284	6,054	<,001
	InteractionTV	,138	,041	,166	3,393	<,001
	TrendinessTV	,231	,047	,274	4,951	<,001
	WOMTV	,278	,045	,276	6,115	<,001

a. Dependent Variable: LYLT

WOMTV = Word-of-mouth on Television, ENTTV = Entertainment on Television, INTTV = Interaction on Television, TRNTV = Trendiness on Television, LYLT = Purchase on Television

From model 6, LYLT is the dependent variable, and WOMTV, ENTTV, INTTV, and TRNTV are independent. The aim is to find out if one of those independent variables has an impact through advertising campaigns on TV.

Based on results from model 6, a test of hypotheses 21, 22, 23 and 24 is possible.

WOMTV positively affects LYLT; the significance level is lower than 0,001; when WOMTV goes up by one unit, LYLT goes up by about 0,278 units. Therefore, RH21 is confirmed.

ENTTV has a positive effect on LYLT; the significance level is lower than 0,001; when ENTTV goes up to one unit, LYLT goes up to about 0,245 units. Consequently, RH22 is confirmed.

INTTV has a positive effect on LYLT; the significance level is lower than 0,001; when INTTV goes up by one unit, LYLT goes up by about 0,138 units. Thus, RH23 is confirmed.

TRNTV has a positive effect on LYLTV; the significance level is lower than 0,001; that is to say, when INTTV goes up by one unit, LYLTV goes up by about 0,231 units. Therefore, RH24 is confirmed.

4.9 Results model 7

Table 19: Effect of Billboards Marketing Activities on Purchase Intention, Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,734 ^a	,538	,531	,71311536609 2313

a. Predictors: (Constant), WOMBill, EntertainmentBill, InteractionBill, TrendinessBill

Table 20: Effect of Billboards Marketing Activities on Purchase Intention, ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154,207	4	38,552	75,810	<,001 ^b
	Residual	132,219	260	,509		
	Total	286,426	264			

a. Dependent Variable: PURBill

b. Predictors: (Constant), WOMBill, EntertainmentBill, InteractionBill, TrendinessBill

The regression is significant due to the significance level lower than 0,001, the model explains 53,8% of the variability of the purchase intention on billboards.

Table 21: Effect of Billboards Marketing Activities on Purchase Intention, Coefficients

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,180	,129		1,396	,164
	EntertainmentBi II	,159	,052	,163	3,092	,002
	InteractionBill	,266	,051	,291	5,236	<,001
	TrendinessBill	,224	,060	,234	3,732	<,001
	WOMBill	,229	,057	,216	3,997	<,001

a. Dependent Variable: PURBill

WOMBill = Word-of-mouth on Billboards, ENTBill = Entertainment on Billboards, INTBill = Interaction on Billboards, TRNBill = Trendiness on Billboards, PURBill = Purchase on Billboards

From model 7, PURBill is the dependent variable, and WOMBill, ENTBill, INTBill, and TRNBill are independent. The aim is to find out if one of those independent variables has an impact through billboard advertising campaigns.

Based on results from model 7, a test of hypotheses 25, 26, 27 and 28 is possible.

WOMBill has a positive effect on PURBill; the significance level is lower than 0,001; when WOMBill goes up by one unit, PURBill goes up by about 0,229 units. Therefore, RH25 is confirmed.

ENTBill has a positive effect on PURBill, and the significance level is 0,002. When ENTBill goes up by one unit, PURBill goes up by about 0,159 units. Consequently, RH26 is confirmed.

INTBill has a positive effect on PURBill; significance level is lower than 0,001; when INTBill goes up by one unit, PURBill goes up by about 0,266 units. Thus, RH27 is confirmed.

TRNBill has a positive effect on PURBill; significance level is lower than 0,001, that is to say, when TRNBill goes up by one unit, PURBill goes up by about 0,224 units. Therefore, RH28 is confirmed.

4.10 Results model 8

Table 22: Effect of Billboards Marketing Activities on Brand Loyalty, Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,754 ^a	,569	,562	,65516

a. Predictors: (Constant), WOMBill, EntertainmentBill, InteractionBill, TrendinessBill

Table 23: Effect of Billboards Marketing Activities on Brand Loyalty, ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147,265	4	36,816	85,772	<,001 ^b
	Residual	111,601	260	,429		
	Total	258,867	264			

a. Dependent Variable: LYLBill

b. Predictors: (Constant), WOMBill, EntertainmentBill, InteractionBill, TrendinessBill

The regression is significant due to the significance level lower than 0,001, the model explains 56,9% of the variability of the brand loyalty on billboards.

Table 24: Effect of Billboards Marketing Brand Loyalty, Coefficients

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,498	,118		4,208	<,001
	EntertainmentBill	,212	,047	,227	4,473	<,001
	InteractionBill	,128	,047	,147	2,740	,007
	TrendinessBill	,290	,055	,319	5,272	<,001
	WOMBill	,233	,053	,232	4,431	<,001

a. Dependent Variable: LYLBill

WOMBill = Word-of-mouth on Billboards, ENTBill = Entertainment on Billboards, INTBill = Interaction on Billboards, TRNBill = Trendiness on Billboards, LYLBill = Loyalty on Billboards

From model 8, LYLBill is the dependent variable, and WOMBill, ENTBill, INTBill, and TRNBill are independent. The aim is to find out if one of those independent variables has an impact through billboard advertising campaigns.

Based on results from model 8, a test of hypotheses 29, 30, 31 and 32 is possible.

WOMBill has a positive effect on LYLBill; the significance level is lower than 0,001; when WOMBill goes up by one unit, LYLBill goes up by about 0,233 units. Therefore, RH29 is confirmed.

ENTBill has a positive effect on LYLBill; the significance level is lower than 0,001; when ENTBill goes up by one unit, LYLBill goes up by about 0,212 units. Consequently, RH30 is confirmed.

INTBill has a positive effect on LYLBill, and the significance level is 0,007. When INTBill increases by one unit, LYLBill increases by about 0,128 units. Thus, RH31 is confirmed.

TRNBill has a positive effect on LYLBill; the significance level is lower than 0,001; that is to say, when TRNBill goes up by one unit, LYLBill goes up by about 0,290 units. Therefore, RH32 is confirmed

5 Discussion

5.1 Limitations, reliability, and validity

One primary constraint of the research is the complexity involved in constructing the quantitative questionnaire, primarily due to challenges in ensuring the reliability of the identified sources. Moreover, the author chose three different types of advertising campaigns (social media, TV, and billboards) to reach several generations.

Linear regression was used to ensure the reliability of the results, which allows for statistical test hypotheses. The research study demonstrates considerable validity attributed to the substantial sample size of nearly 270 respondents. This sizable number significantly enhances the reliability and validity of the gathered data.

5.2 Answering the research questions

This research study aimed to investigate and understand the influence of advertising campaigns on consumer behaviour concerning food purchases in France.

RQ1: What is the Impact of Various Food Advertising Campaign Channels on Consumer Behavior in France?

Those various food advertising campaign channels such as social media platforms, TV, and billboards have almost an impact on consumer behaviour in France. The quantitative study, conducted through a questionnaire, analyzed various aspects of consumer behaviour. The questionnaire was structured around six pillars, with four focusing on marketing channel activities, purchase intention, and consumer loyalty. Entertainment through advertised food products illustrates the attractiveness, and curiosity influences consumers' purchase intention. Advertisements encourage share of opinions, experiences, and reflection, giving consumers more confidence in their willingness to buy newly released food products. Nowadays, people want to follow trends influenced by social media or TV advertising. Therefore, brands need to focus on that trendiness way to increase their sales. Consumers seek advertising products following trendiness. Nevertheless, word-of-mouth does not

exert a significant influence on social media advertising. However, other marketing channels do affect purchase intention.

The findings revealed that different food advertising campaigns positively influence purchase intention. Additionally, entertainment, interaction, trendiness, and word-of-mouth significantly affect purchasing behaviour. Notably, all marketing channel activities exhibit an equally strong influence on purchase intention as they do on loyalty intention.

5.3 Dialogue between key results and knowledge base

In a prior investigation by G. Precoma in 2021, she studied the relationship between food consumption and consumer behaviours in Italy throughout the decades. The research study highlights how the relationship between people and food changed in the 19th century. Socio-political issues impacted that relationship in the early 19th century, and then during the 70s, advertisements had a broad impact and began to settle in people's minds. That played a role in brand awareness and keeping in touch with brands everywhere; advertisements could also reflect societal changes characterizing a country. Thanks to advertisement campaigns, companies gain credibility with consumers. To achieve this research study, G. Precoma was questioned by a large sample of Italians, according to her research in Italy in 2021.

Compared with this research, the purpose is not the same; her research deals with consumer behaviour for food in Italy during the 19th century, while the latter seeks to determine whether the various advertising campaigns impact consumer purchasing behaviour in France. Researchers have not used the same method. She based her research on secondary data, establishing consumer habits in Italy. However, G. Precoma did her research by analyzing the behaviour of Italians of several generations to compare the impact of food consumption. She deals more with the comparison of historical backgrounds. Research studies reached the same aims; that is to say, the advertising impact on consumers is significant, especially since the 80s.

The second most interesting study to compare is J. Tabie's 'The Impact of Advertising on Consumers' Buying Behaviour' in 2021. The researcher made a case study of McDonald's and its relationship with advertising to provide concrete examples. His research shows how advertising could stimulate consumer's intention through their purchases. In addition, all advertising channels impact

consumers differently due to generations, habits, use of online communication, and their need for information. That is why companies still use old advertising channels, such as print ads and newspapers, to target older generations who have built a massive brand awareness.

To conclude his research, advertising campaigns impact their buying behaviour. Nevertheless, many people are still unaware of the effect of advertising. Even though many people are unaware of it, advertising is expected to experience continued growth in the forthcoming years.

Our research aim is almost the same as this research. Nonetheless, our study method is not similar; J. Tabie conducted a case study to demonstrate the influence of advertising on a multinational corporation. As our research aim is almost the same, our results are similar. We found through several ways that advertising campaigns have impacted or will continue to impact people's purchase intention.

5.4 Compliance with research ethics guidelines

Respecting the guidelines, the anonymity of respondents was upheld, and their data remained undisclosed. Ensuring the credibility of the research and adhering to ethical principles, participants were informed about these practices before completing the questionnaire.

6 Conclusions

6.1 Key Findings

Table 25: Research hypotheses

Hypothesis	All media	Social Media	TV	Billboards
Positive effect of WOM on PUR	confirmed	confirmed	confirmed	confirmed
Positive effect of ENT on PUR	confirmed	not	confirmed	confirmed
Positive effect of INT on PUR	confirmed	confirmed	confirmed	confirmed
Positive effect of TRN on PUR	confirmed	confirmed	confirmed	confirmed
Positive effect of WOM on LYL	confirmed	confirmed	confirmed	confirmed
Positive effect of ENT on LYL	confirmed	confirmed	confirmed	confirmed
Positive effect of INT on LYL	confirmed	confirmed	confirmed	confirmed
Positive effect of TRN on LYL	confirmed	confirmed	confirmed	confirmed

Above are the results of all hypotheses related to the regression analysis for each questionnaire question. In total, 32 research hypotheses have been tested during the analysis of the answers questionnaire. Thirty-one have been confirmed, and only 1 "positive effect of ENTSM (Entertainment on social media) on PURSM (purchase intention on social media)" has not been confirmed due to the significance level, which is not relevant. Otherwise, all others have been confirmed thanks to a reliable significance level.

In conclusion, it is vital to emphasize the significance of addressing the genuine impact of food advertising campaign channels on consumer behaviours within the food industry in France, more precisely, through entertainment, interaction, trendiness, and word-of-mouth, which are marketing channel activities and purchase, intention and loyalty. In advertising campaigns, companies wish to impact consumers in several ways. Nowadays, social media are one of the best ways to get an attractive marketing activity. Gen Z is the generation that uses the most social media; they trust someone talking through a screen and follow their recommendations. It works for entertainment, interaction, and word-of-mouth between us and our friends or family.

To provide the author's perspective, advertising campaigns influence consumers, and the various display methods augment consumers' inclination to make purchases. The research is focused on social media, TV, and billboards to target as many respondents as possible. On social media, in addition to companies' advertising, everyone can make his advertising through posts and stories. Therefore, people could be more influenced by TV advertising to rejuvenate themselves to compete with social networks. Then, billboards are everywhere in the city centre; people can frequently see them near the roads. Getting respondents' points of view was a great way to know how it feels through advertising campaigns and their feelings about it. Everyone has been attracted once due to an advertising campaign.

6.2 Managerial implications

From a managerial standpoint, the findings offer valuable insights for refining marketing strategies and determining the most effective approach for targeting different generations or utilizing various marketing channel activities in advertising campaigns. This empowers managers to select the most credible marketing channel activities, including entertainment, interaction, word-of-mouth, and trendiness, and identify the most suitable channels for displaying advertisements. This study deals with the importance of advertisements in consumers' purchase intention in the French food industry. That research may be helpful to companies in their marketing campaigns thanks to the significant results of 31 out of 32 research hypotheses. Those significant results demonstrate concrete and reliable results thanks to a correspondingly large number of respondents. Throughout the analysis results, the significance level is around 0,001.

6.3 Recommendations for future research

In future research endeavours, the author can propose several recommendations to address potential challenges encountered during the research process. These suggestions aim to enhance critical aspects:

- Facilitating the research by reducing the number of marketing channel activities will allow the author to select the most important ones and develop a deeper understanding of them during the research. Moreover, throughout the research, finding reliable information about all these marketing channel activities was sometimes complicated.

- Clarifying the questionnaire to get more reliable data and improve the respondents' experience by reducing the number of questions. The survey offered to the respondents was quite long due to the large number of marketing channels. Several respondents gave her feedback about the length of the questionnaire.

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Appendices

Appendix 1. Quantitative Questionnaire

Quantitative questionnaire link: <https://forms.gle/bb1ZPWnJ5ywLLRxa9>

Quel est votre sexe ? *

What is your gender?

- Femme - Female
- Homme - Male
- Non binaire - Non-binary
- Préfère ne pas divulger - Prefer not to disclose

Quel est votre âge ? *

What is your age?

- 11-26 Generation Z
- 27-42 Generation Y
- 43 - 58 Generation X
- 59 - 68 Boomers II

Quelle est votre nationalité ? *

What is your nationality?

Sélectionner

Achetez-vous régulièrement des produits alimentaires étant des nouveautés ? *

Do you regularly buy newly released food products?

1 2 3 4 5

Très rarement - Very seldom Très souvent - Very often

Ces nouveaux achats alimentaires sont-ils dûs à la publicité? *

Are these new foods purchases due to advertising?

1 2 3 4 5

Très rarement - Very seldom Très souvent - Very often

Sur quel(s) canal(aux) voyez-vous le plus de campagnes publicitaires ? *

On which channel(s) do you see the most advertising campaigns?

Réseaux sociaux - Social media platforms

Télévision - TV

Panneaux publicitaires - Billboards

Autre : _____

ENT1 - J'achèterais, par curiosité, un produit alimentaire faisant l'objet d'une publicité sur les réseaux sociaux. *

ENT1 - I purchase a food product advertised on social media platforms because out of curiosity.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

ENT1 - J'achèterais, par curiosité, un produit alimentaire faisant l'objet d'une publicité à la télévision. *

ENT1 - I purchase a food product advertised on TV because out of curiosity.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

ENT1 - J'achèterais, par curiosité, un produit alimentaire faisant l'objet d'une campagne sur les panneaux publicitaires. *

ENT1 - I purchase a food product advertised on billboards because out of curiosity.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

ENT2 - J'achèterais un produit alimentaire faisant l'objet d'une publicité sur les réseaux sociaux, essentiellement parce que le contenu présenté est attractif. *

ENT2 - I purchase a food product advertised on social media platforms because the content shown is attractive.

1 2 3 4 5
 Peu Probable - Less likely Plus Probable - Most likely

INT1 - J'achèterais un produit alimentaire faisant l'objet d'une publicité sur les réseaux sociaux parce que cela me permet de partager avec d'autres mon opinion concernant ce produit. *

INT1 - I purchase a food product advertised on social media platforms because it allows me to share my opinion related to the advertised food.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

INT1 - J'achèterais un produit alimentaire faisant l'objet d'une publicité à la télévision parce que cela me permet de partager avec d'autres mon opinion concernant ce produit. *

INT1 - I purchase a food product advertised on TV because it allows me to share my opinion related to the advertised food.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

INT1 - J'achèterais un produit alimentaire faisant l'objet d'une publicité sur des panneaux publicitaires parce que cela me permet de partager avec d'autres mon opinion concernant ce produit. *

INT1 - I purchase a food product advertised on billboards because it allows me to share my opinion related to the advertised food.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

INT2 - J'achèterais un produit alimentaire faisant l'objet d'une publicité sur les réseaux sociaux parce que cela me permet de partager avec d'autres mon expérience sur ce produit. *

INT2 - I purchase a food product advertised on social media platforms because it allows me to share my experience related to the advertised food with others.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

INT2 - J'achèterais un produit alimentaire faisant l'objet d'une publicité à la télévision parce que cela me permet de partager avec d'autres mon expérience sur ce produit. *

INT2 - I purchase a food product advertised on TV because it allows me to share my experience related to the advertised food with others.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

INT2 - J'achèterais un produit alimentaire faisant l'objet d'une publicité sur les panneaux publicitaires parce que cela me permet de partager avec d'autres mon expérience sur ce produit. *

INT2 - I purchase a food product advertised on billboards because it allows me to share my experience related to the advertised food with others.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

TR1- J'achèterais un produit alimentaire faisant l'objet d'une publicité sur les réseaux sociaux parce que le contenu présenté est tendance. *

TRN1 - I purchase a food product advertised on social media platforms because the contents shown is trendy.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

TRN1 - J'achèterais un produit alimentaire faisant l'objet d'une publicité à la télévision parce que le contenu présenté est tendance. *

TRN1 - I purchase a food product advertised on TV because the content shown is trendy.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

TRN1 - J'achète un produit alimentaire faisant l'objet d'une publicité sur des panneaux publicitaires parce que le contenu présenté est tendance. *

TRN1 - I purchase a food product advertised on billboards because the content shown is trendy.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

TRN2 - J'achèterais un produit alimentaire faisant l'objet d'une publicité sur les réseaux sociaux parce qu'elle contient les dernières informations sur le produit. *

TRN2 - I purchase a food product advertised on social media platforms because it shows the latest product information.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

TRN2 - J'achèterais un produit alimentaire faisant l'objet d'une publicité à la télévision parce qu'elle annonce les dernières informations sur le produit. *

TRN2 - I purchase a food product on TV because it shows the latest product information.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

TRN2 - J'achèterais un produit alimentaire faisant l'objet d'une publicité sur des panneaux publicitaires parce qu'elle affiche les dernières informations sur le produit. *

TRN2 - I purchase a food product on billboards because it shows the latest product information.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

WOM1 - Je suis prêt(e) à transmettre à mes amis, des informations sur la marque *
alimentaire, les produits/services vus sur les réseaux sociaux.

*WOM1 - I'm keen to share information on the food brand, product/services from
social media platforms to my friends.*

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

WOM1 - Je suis prêt(e) à transmettre à mes amis des informations sur la marque *
alimentaire, les produits/services vus à la télévision.

*WOM1 - I'm keen to share information on the food brand, product/services from TV
to my friends.*

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

WOM1 - Je suis prêt(e) transmettre à mes amis des informations sur la marque *
alimentaire, les produits/services vus sur des panneaux publicitaires.

*WOM1 - I'm keen to share information on the food brand, product/services from
billboards to my friends.*

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

WOM2 - Je suis prêt(e) à partager/communiquer du contenu publicitaire vu sur *
les réseaux sociaux, sur mes réseaux sociaux ou mon blog.

*WOM2 - I'm willing to share/communicate advertising content from the social
media platforms on my social media or my blog.*

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

WOM2 - Je suis prêt(e) à partager/communiquer du contenu publicitaire vu à la télévision, sur mes réseaux sociaux ou mon blog. *

WOM2 - I'm willing to share/communicate advertising content from the TV on my social media or my blog.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

WOM2 - Je suis prêt(e) à partager/communiquer du contenu publicitaire vu sur les panneaux publicitaires, sur mes réseaux sociaux ou mon blog. *

WOM2 - I'm willing to share/communicate advertising content from the billboards on my social media or my blog.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

PUR1 - J'ai l'intention d'acheter des produits alimentaires faisant l'objet d'une publicité sur les réseaux sociaux. *

PUR1 - I am willing to purchase food products advertised on social media platforms.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

PUR1 - J'ai l'intention d'acheter des produits alimentaires faisant l'objet d'une publicité à la télévision. *

PUR1 - I am willing to purchase food products advertised on TV.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

PUR1 - J'ai l'intention d'acheter des produits alimentaires faisant l'objet d'une publicité sur des panneaux publicitaires. *

PUR1 - I am willing to purchase food products advertised on billboards.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

PUR2 - A l'avenir, j'envisage d'acheter plus souvent des produits alimentaires faisant l'objet d'une publicité sur les réseaux sociaux. *

PUR2 - I often consider purchasing food products advertised on social media platforms in the future.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

PUR2 - A l'avenir, j'envisage d'acheter plus souvent des produits alimentaires faisant l'objet d'une publicité à la télévision. *

PUR2 - I often consider purchasing food products advertised on TV in the future.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

PUR2 - A l'avenir, j'envisage d'acheter plus souvent des produits alimentaires faisant l'objet d'une publicité sur les panneaux publicitaires. *

PUR2 - I often consider purchasing food products advertised on billboards in the future.

1 2 3 4 5

Peu probable - Less likely Très Probable - Most likely

PUR3 - Je pense bientôt acheter des produits alimentaires faisant l'objet d'une publicité sur les réseaux sociaux. *

PUR3 - I think about buying food products advertised on social media platforms soon.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

PUR3 - Je pense bientôt acheter des produits alimentaires faisant l'objet d'une publicité à la télévision. *

PUR3 - I think about buying food products advertised on TV soon.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

PUR3 - Je pense bientôt acheter des produits alimentaires faisant l'objet d'une publicité sur des panneaux publicitaires. *

PUR3 - I think about buying food products advertised on billboards soon.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

LYL1 - Si le premier produit alimentaire acheté me donne satisfaction, j'achèterai un autre produit alimentaire de la même marque faisant l'objet d'une publicité sur les réseaux sociaux à l'avenir. *

LYL1 - If I am satisfied by my first purchase, I would purchase another food product from the same brand advertised on social media platforms in the future.

1 2 3 4 5
 Peu Probable - Less likely Très Probable - Most likely

LYL1 - Si le premier produit alimentaire acheté me donne satisfaction, j'achèterai *
un autre produit alimentaire de la même marque faisant l'objet d'une publicité à la
télévision à l'avenir.

*LYL1 - If I am satisfied by my first purchase, I would purchase another food product
from the same brand advertised on TV in the future.*

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

LYL1- Si le premier produit alimentaire acheté me donne satisfaction, j'achèterai *
un autre produit alimentaire de la même marque faisant l'objet d'une publicité sur
des panneaux publicitaires à l'avenir.

*LYL1 - If I am satisfied by my first purchase, I would purchase another food product
from the same brand advertised on billboards in the future.*

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

LYL2 - J'encouragerais mes amis et ma famille à acheter un produit alimentaire *
faisant l'objet d'une publicité sur les réseaux sociaux.

*LYL2 - I will encourage friends and relatives to buy a food product advertised on
social media platforms.*

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

LYL2 - J'encouragerais mes amis et ma famille à acheter un produit alimentaire *
faisant l'objet d'une publicité à la télévision.

*LYL2 - I will encourage friends and relatives to buy a food product advertised on
TV.*

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

LYL2 - J'encouragerais mes amis et ma famille à acheter un produit alimentaire faisant l'objet d'une publicité sur des panneaux publicitaires. *

LYL2 - I will encourage friends and relatives to buy a food product advertised on billboards.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

LYL3 - J'ai l'intention de continuer à utiliser les réseaux sociaux comme l'un de mes canaux publicitaires favoris. *

LYL3 - I intend to stay with social media platforms as one of my favorite advertising channels.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

LYL3 - J'ai l'intention de continuer à utiliser la télévision comme l'un de mes canaux publicitaires favoris. *

LYL3 - I intend to stay with TV as one of my favorite advertising channels.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

LYL3 - J'ai l'intention de continuer à utiliser les panneaux publicitaires comme l'un de mes canaux publicitaires. *

LYL3 - I intend to stay with billboards as one of my favorite advertising channels.

1 2 3 4 5

Peu Probable - Less likely Très Probable - Most likely

LYL4 - J'ai l'intention de recommander à d'autres personnes la publicité alimentaire vue sur les réseaux sociaux. *

LYL4 - I intend to recommend food advertisement seen on social media platforms to others.

1 2 3 4 5
Peu Probable - Less likely Très Probable - Most likely

LYL4 - J'ai l'intention de recommander à d'autres personnes la publicité alimentaire vue à la télévision. *

LYL4 - I intend to recommend food advertisement seen on TV to others.

1 2 3 4 5
Peu Probable - Less likely Très Probable - Most likely

LYL4 - J'ai l'intention de recommander à d'autres personnes la publicité alimentaire vue sur des panneaux publicitaires. *

LYL4 - I intend to recommend food advertisement on billboards to others.

1 2 3 4 5
Peu Probable - Less likely Très Probable - Most likely

Appendix 2. Title of the Appendix