

**The impact of visual and audio effects of electronic advertising  
in the installation of the brand image of the institution  
Analytical study of the views of a sample of electronic  
advertising viewers of the Peugeot**

**Prepared by**



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## **Abstract**

This paper seeks to analyze the impact of visual and audio effects of electronic advertising on image stabilization through an analytical study of the views of a sample of electronic advertising viewers entitled "Senses" provided by the Peugeot Foundation on its channel in YouTube. The study was determined by an independent variable represented in (electronic advertising effects) in its two dimensions represented by (visual effects, sound effects). The study also included an external variable represented in the structure of the electronic advertisement determined by the (type of communication in the electronic advertisement, the nature of the sites on which the electronic advertisement appears) and a dependent variable represented in (the image of the trademark).

In order to achieve the objectives of the study, a questionnaire was developed for the purpose of collecting the data from the sample members. The total number of the sample was (52). Finally, the study reached a number of results. The most important of these was the effect of visual and audio effects of the electronic advertising adopted by Peugeot.

The study recommends that more attention should be given to the visual and audio effects of electronic advertising as they play an important role in establishing the image of the brand in the minds of target individuals.

Keywords: visual effects, sound effects, electronic advertising, mental.

## **Study problem:**

Institutions have realized the importance of managing their brand image prevailing in the minds of individuals, by making decisions to create this image in a way that reflects their personality, values, identity and fame. And since the effect of electronic advertising and its course of occurrence is one of the most complex areas in the field of marketing, this prompted us to search for the effect of the visual and sound effects of electronic advertising on fixing the mental image of the institution with the consumer. In order to make the research more practical and useful in the applied field, we supported the topic by studying the case of the electronic advertising presented by the Peugeot Foundation "Senses" on its Peugeot France channel, which is the advertisement promoting the Peugeot brand. Accordingly, we evaluate our problem that combines the visual and sound effects of electronic advertising as one of the

means of communication for the institution and the image of the brand, and we considered it in the following formulation:

**What is the impact of the visual and sound effects of the electronic advertising of the Peugeot Foundation on establishing its brand image with the consumer?**

**Study hypotheses:**

There may be an impact of the visual and sound effects of the Peugeot Foundation's electronic advertising in establishing its brand image with the consumer.

Under this main hypothesis falls a group of sub-hypotheses, which were formulated as follows:

- There may be an impact of the visual effects of the electronic advertising on the affirmation of the Peugeot brand personality to the consumer.
- There may be an impact of the electronic advertising sound effects on affirming Peugeot's brand values to the consumer.
- There may be an effect of the electronic advertising effects on confirming the identity of the Peugeot brand to the consumer.
- There may be an impact of the electronic advertising effects on the fame of the Peugeot brand to the consumer.
- There may be statistically significant differences in the quality of the electronic advertising effects and the dimensions of the brand's mental image.
- There may be statistically significant differences in the effect of electronic advertising on branding Peugeot image stabilization due to interaction with viewers of electronic advertising.
- There may be statistically significant differences in the effect of electronic advertising on brand image fixation due to the language of electronic advertising.
- There may be statistically significant differences in the effect of electronic advertising on brand image fixation, due to the nature of the websites where the electronic advertising of the Peugeot Corporation is broadcast.

## **Study objectives:**

The study aims mainly to shed light on the visual and sound effects of electronic advertisements adopted by the Peugeot Foundation while determining the effect of those influences on fixing the mental image of the brand among the target consumer through an analytical study of the views of a sample of the viewers of electronic advertising of the Peugeot Foundation, in addition to that there are goals Subsets that can be summarized in:

- Knowing the impact of the visual effects of electronic advertising on establishing the personality of the Peugeot brand on the consumer.
- Determining the impact of the sound effects of the electronic advertisement on the confirmation of the values of the Peugeot brand to the consumer.
- Knowing the impact of the visual effects of electronic advertising on establishing the identity of the Peugeot brand to the consumer.
- Knowing the impact of the sound effects of the electronic advertisement on establishing the reputation of the Peugeot brand with the consumer.
- Examining the effect of structuring electronic advertising (quality of communication in electronic advertising, interaction with viewers of electronic advertising, language of electronic advertising, nature of sites on which electronic advertising appears) on fixing the image of the Peugeot trademark to the consumer.
- Coming up with results and recommendations that can serve decision-makers in Algerian institutions.

## **The importance of studying:**

The study derives its importance with the steady increase in the use of the Internet among individuals, which requires institutions to keep pace with technological technological developments in order to communicate with these individuals and attract them in the interest of the institution. In addition to the above, this study contributes to:

- Scientific and practical knowledge in the field of the effect of electronic advertising effects in affirming the brand image of the institution.

- Benefiting from the experiences of leading global institutions in the field of its work, such as the Peugeot Foundation, and thus giving officials and decision-makers in Algerian institutions feedback on the use of visual and sound effects in electronic advertising programs and their role in fixing the brand image among consumers. This study can be used to develop their practices from during her recommendations.

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