

The Impact of Electronic Distribution on Consumer Behaviour Based on the AIDA Model: A Case Study of Delivery Companies in M'sila.

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Abstract:

This study aimed to explore the impact of electronic distribution on consumer behaviour among delivery companies in M'sila, using the stages of the AIDA model. The relationship between the impact and consumer behaviour was tested on a sample of 100 customers. After data analysis using the Statistical Package for Social Sciences (SPSS 25), the findings indicated that respondents had a favourable response towards the electronic distribution of services by the delivery companies under study. Additionally, a statistically significant effect of electronic distribution on consumer behaviour according to the AIDA model was observed.

Keywords: Electronic distribution, AIDA model, purchasing decision

Jel Classification Codes: : M310, M300

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1. INTRODUCTION

Phil Barden states in his book *Decoded*, "I am no longer designing coupons; I am designing choices." Barden transitioned from being a designer of promotional codes to a designer of options, reflecting the shift in marketing from sales enhancement to shaping consumer orientations. As marketing evolves in response to human behaviour, modern communication technologies—particularly social media—have erased geographical and political boundaries, disrupting the monopoly of traditional marketing practices. These platforms now play a critical role in influencing consumer choices and determining the stages of their purchasing decision-making process. Consumers have increasingly become active participants in defining an companies strategic direction, with interactions between companies and consumers, as well as consumer-to-consumer interactions, influencing marketing strategies.

The institution's openness to consumer interaction requires constant engagement from both parties, transforming marketing from a reactive to a proactive approach, and in some cases, towards a market-shaping strategy. For instance, OpenAI, the developer of ChatGPT, exemplifies an innovation leader in market influence. Social media and the expanded use of the internet have given rise to distinctive virtual communities that marketers must account for. As a result, personalization has emerged as a central tenet of electronic marketing for goods and services, influencing various elements of the marketing mix, from product customization to tailored pricing and promotional messaging. Distribution, too, has become increasingly complex, impacting consumers at multiple stages of consumption. This complexity raises the following question:

1.1 Research Problem:

To what extent does electronic distribution influence purchasing decisions according to the AIDA model?

1.2 Sub-questions:

- Is there a statistically significant effect of electronic distribution on the 'Attention' stage?
- Is there a statistically significant effect of electronic distribution on the 'Interest' stage?
- Is there a statistically significant effect of electronic distribution on the 'Desire' stage?
- Is there a statistically significant effect of electronic distribution on the 'Action' stage?

Main Hypothesis:

There is a statistically significant effect of electronic distribution on purchasing decisions according to the AIDA model.

Hypothesis:

- There is a statistically significant effect of electronic distribution on the 'Attention' stage;
- There is a statistically significant effect of electronic distribution on the 'Interest' stage;
- There is a statistically significant effect of electronic distribution on the 'Desire' stage;
- There is a statistically significant effect of electronic distribution on the 'Action' stage.

1.3 Study Objectives

The study seeks to achieve several objectives, notably:

- Identifying the impact of electronic distribution on the elements of the AIDA purchasing model among delivery companies;
- Understanding the dimensions of electronic distribution used by delivery companies;
- Exploring the factors influencing the choice of electronic distribution channels among delivery companies.

1.4 Study Significance

The significance of this study lies in its focus on a crucial topic for both companies and consumers: electronic distribution. This method enables companies to engage with their target audiences, both internally and externally, providing them with relevant information and offers about the company and its services. This, in turn, shapes consumers' perceptions of the company. For companies, understanding the primary methods used in electronic distribution can facilitate reaching and influencing potential customers, as these methods drive purchasing decisions.

1.5 Literature Review

1. **Study by Raho Mohamed Abdelouaheb and Cheikhi Kamel: "The Impact of Distribution Quality on Customer Loyalty in E-Commerce: A Case Study of Jumia Customers"**

This study aimed to demonstrate the impact of distribution quality in e-commerce on customer loyalty. The theoretical part explored the general concept of distribution quality, while the practical section focused on Jumia Algeria as a case study. An online questionnaire was distributed to 120 Jumia Algeria customers, with 95 responses received, of which 76 were valid. The study found a statistically significant impact of distribution quality on customer loyalty in e-commerce.

2. **Study by Abdelmalek Hebal and Abdelrezak Brahimi: "The Impact of E-Service Quality Dimensions on Consumer Behaviour According to the AIDA Model – A Field Study on Algeria Post"**

This study sought to understand the impact of e-service quality dimensions provided

by Algeria Post on consumer behaviour according to the stages of the AIDA model. The impact was tested on a sample of 174 customers. Data analysis indicated that the respondents largely agreed on the quality of e-services at Algeria Post. The AIDA model effectively explained consumer behaviour from the sample's perspective in obtaining services. The study concluded that a statistically significant relationship exists between e-service quality dimensions and consumer behaviour according to the AIDA model at Algeria Post.

3. **Study by Asia Bougnes and Nasreddine Ben Ahsan: "The Impact of Hotel E-Advertising on Consumer Behaviour Through Social Media According to the AIDA Model – A Survey of Instagram Users"**
This study aimed to identify the impact of hotel e-advertising through social media on consumer behaviour according to the AIDA model. A questionnaire was designed for the study and distributed to a sample of Instagram users, with a total sample size of 100 respondents. The findings indicated that elements of hotel e-advertising (advertisement content, display duration, and advertisement type on social media) significantly impact consumer behaviour according to the AIDA model on social media platforms.
4. **Study by Oukal Omar: "The Impact of the Promotional Mix of Islamic Banking Services on Customer Purchasing Behaviour Using the AIDA Model"**
This study aimed to explore the impact of the promotional mix of Islamic banking services on customer purchasing behaviour using the AIDA model. The study sample consisted of 133 individuals who dealt with Al Salam Bank in Algeria. The study confirmed the influence of the banking promotional mix on customer purchasing behaviour according to the AIDA model. According to respondents, public relations was the most influential element on the purchasing behaviour of Al Salam Bank customers, followed by direct marketing, while the remaining elements had a relatively similar impact on customer purchasing behaviour under the same model.
5. **Study by Mohamed Lamine Hesab: "The Role of Al Baraka Bank's Advertising in Persuading Customers According to the AIDA Model (A Field Study at Al Baraka Bank, Laghouat Branch)"**
This study aimed to investigate the role of advertising at Al Baraka Bank in Laghouat in persuading customers according to the AIDA model, which comprises the four stages of Attention, Interest, Desire, and Action. A questionnaire was administered to a random sample of 49 customers. The findings revealed that bank advertising had an impact on the 'Attention' and 'Interest' stages, but no effect was found on the 'Desire' and 'Action' stages. The study concluded that advertisements by Al Baraka Bank's Laghouat branch play a role in persuading customers according to the AIDA model.

Distinction of the Current Study from Previous Studies

Previous studies have addressed the AIDA model, primarily linking it with electronic advertising and promotion. Most research tends to follow this approach. However, in our current study, we consider the AIDA model as one of the most significant frameworks for explaining consumer behaviour during the purchasing decision-making process, specifically in relation to the impact of electronic service distribution.

2. Theoretical Framework of the Study

2.1 Definition of distribution

Distribution is one of the core functions in executing the framework and content of an e-business strategy, with websites being one of the main pillars for implementing this strategy. Definitions of electronic distribution vary, with some of the most prominent definitions being:

Electronic distribution is defined as "the activity whereby an electronic provider proposes or ensures the remote provision of goods and services to the electronic consumer through electronic communication" (Massad, 2021, p. 6). We define electronic distribution as the use of electronic means to deliver a product or service from the provider to the consumer.

2.2 Methods of Electronic Distribution

There are various methods used in electronic distribution, the most prominent being (Tahir, 2020, p. 135):

- **Distribution via Email:** Email is effectively used in distribution processes, where customer orders are sent, and order confirmations or processing notifications are received. Companies also receive confirmation notices from customers via email, verifying receipt of orders and compliance with required specifications.
- **Distribution through Downloading:** In this method, the customer downloads the purchased service onto their personal computer after the company receives the required payment. This method is widely used for software products.
- **Distribution via Website Access:** This method is used when the customer accesses the company's website using a password received upon paying for their purchases through electronic payment methods. This approach is commonly applied in educational courses and subscriptions to academic websites, such as platforms for purchasing electronic data.
- **Mixed Distribution:** This method combines an electronic component with an in-person element. An example is booking travel tickets, where the customer selects an airline and ticket class (e.g., First Class, Business Class, or Economy) but receives the actual service in the real world.

2.3 Benefits of Electronic Distribution

Electronic distribution offers numerous benefits to companies, summarised as follows (Al-Sumaidi, 2014, p. 250):

- **Ease of Access to Various Market Segments:** It enables companies to reach different market segments without restrictions, both locally and globally.
- **Strategic Marketing Insights:** It helps companies acquire critical information for shaping marketing strategies through interactive dialogue with electronic customers.
- **Encouraging Innovation and Global Reach:** It motivates companies to offer unique, non-traditional products, facilitating expansion from local to global markets, where there are extensive opportunities to grow their customer base.

- **Time and Cost Efficiency:** Electronic distribution saves time and effort in accessing global markets and allows communication with multiple customers simultaneously, receiving and responding to their messages at minimal cost.
- **Flexible Service Presentation Options:** It provides the flexibility to showcase services without limitations.

3. The AIDA Model for Explaining Purchasing Decision-Making

In 1898, E. St. Elmo Lewis introduced a communication theory known as the AIDA model, which stands for Attention, Interest, Desire, and Action. Initially developed through a study of the life insurance industry, the model describes the four mental steps individuals undergo when exposed to a new idea or product (**David Michaelson, 2011**).

Later, in 1925, Stong proposed this model as a behavioural framework to ensure that advertisements raise awareness and stimulate interest, ultimately leading to desire and purchase. This model has become one of the most recognised frameworks for interpreting consumer behaviour due to its emphasis on how organisational promotional efforts influence consumer actions. (**Hbal, 2022, p. 212**). American researchers Kotler and Armstrong described the AIDA model as "a series of stages describing consumer behaviour in response to a product, whether a good or a service, from awareness to action" (**Bousiri, 2023, p. 113**).

4. Stages of the AIDA Model

The original AIDA model comprises four stages through which the customer progresses in the purchasing decision-making process:

4.1 Stage One: Gaining Attention

The company must create information media to capture consumers' attention, which can be achieved by using powerful words and visuals that help customers notice and understand the conveyed message. This stage involves three essential elements (**Lamine, 2021, p. 117**):

- Advertisements should clearly display the service's benefits and appeal to consumers.
- The message conveyed by the advertisement should stand out and be superior to that of competitors.
- Consumers must find it credible, believing that it will provide them with the promised benefits.

4.1 Stage Two: Generating Interest

It is not enough for an company to merely capture the customer's attention; it must also stimulate their interest by presenting various offers, each containing multiple solutions to address their needs.

4.2 Stage Three: Creating Desire

The company should avoid leaving the customer confused by the numerous options in the interest stage. Instead, it must clarify the advantages of each option, encouraging the customer to make a single choice rather than considering alternatives. This can be achieved by enticing the customer to quickly access the service from the nearest available outlet.

4.3 Stage Four: Action

When customers are provided with more information and offers about the product, they decide to purchase and engage more deeply by buying and using it. Customers may make an actual purchase from the store or the companies website and use the product for the first time. They may also raise complaints if there is a defect or if the product does not match the advertised specifications (Kotler P. , 2018, p. 88).

5. Historical Development of the AIDA Model

The AIDA model belongs to hierarchical frameworks, which have undergone numerous modifications. Initially, the "Attention-Interest-Desire" (AID) model was used to describe the customer journey (Wijaya B. , 2011, p. 55). Its primary aim was to increase sales without a significant focus on customer needs. However, in 1900, Lewis modified the model to include "Action" as a key step in the process (Barry T. a., 1990, p. 122), making it the widely known AIDA model (Attention-Interest-Desire-Action).

Communication models in the pre-digital era can be divided into two phases: traditional and modern (Chakravarty, 2018, p. 38).

A-Traditional Phase

Over the years, many researchers have modified and interpreted the AIDA model in their own ways. However, in most redefined models, the elements of Attention, Interest, and Desire were retained, as the main objective of communication was to capture customers' attention and generate interest in the advertised products (Barry T. , 1987, p. 260). Although all traditional hierarchical models aimed to enhance sales, researchers also recognised that customer satisfaction was an essential component in the process. Thus, in 1911, Arthur F. Sheldon added "Satisfaction" as the final step in his model, known as "Attention - Interest - Desire - Action - Satisfaction," or AIDAS (Chakravarty, 2018, p. 39).

In 1915, Samuel R. Hall proposed that customers would not purchase a product unless they felt confident and convinced. This led to the development of a framework that included the additional element of Conviction, resulting in a new framework: "Attention - Interest - Confidence - Conviction - Action," or AICCA (Chakravarty, 2018, p. 39).

B-Modern Phase

In the modern phase, hierarchical communication models began to focus on measuring effectiveness. In this context, the works of Lavidge and Steiner (1961) and Colley (1961) are considered significant contributions.

Lavidge and Steiner (1961) proposed a more detailed customer journey through a six-stage framework for measuring effectiveness, ranging from generating awareness to the final purchase: "Awareness - Knowledge - Liking - Preference - Conviction - Purchase." Colley (1961), on the other hand, pioneered the ACCA model, which stands for "Awareness - Comprehension - Conviction - Action," in his work *Defining Advertising Goals for Measured Advertising Results* (DAGMAR).

According to Colley (1961), in the first stage of the customer journey, advertising generates awareness among audiences about the advertised products. In the next stage, the audience comprehends the message conveyed by the advertisement. In the third stage, they

are convinced of the advertisement's reliability, which drives them to take action by making a purchase.

With the advent of the digital communication era, trends and concepts shifted, leading to the division of the modern phase into two main stages: the pre-digital communication phase and the digital phase.

C. Pre-Digital Communication Phase

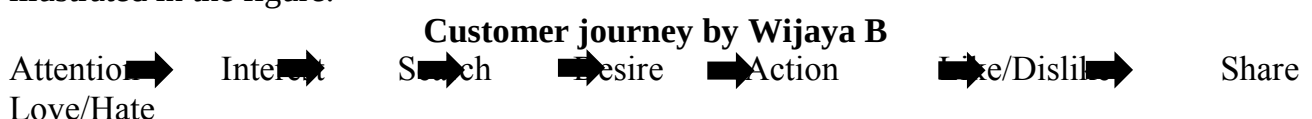
The framework proposed by Lavidge and Steiner (1961) captured an emerging trend during a period of significant expansion in print media and the rise of audio-visual media. In 1961, the Advertising Research Foundation identified and developed a five-step hierarchical model: "Exposure - Perception - Knowledge - Attitude - Action" (**Chakravarty, 2018, p. 42**). This model reflects the customer journey in hierarchical models from the pre-digital communication phase.

D- Digital Communication Phase

All previous hierarchical models were developed during the pre-digital communication era, a time when the limitless potential of the internet was still unexplored. The digital revolution brought about by the internet has led researchers and marketing practitioners to reconsider hierarchical frameworks from a new perspective. The internet has profoundly impacted society, transforming communication processes (**Cappo, 2003, p. 190**). The advent of social media has introduced a new dimension through virtual electronic communities, which now serve as contemporary target groups for marketers.

The customer journeys outlined in previous hierarchical models are no longer sufficient in today's digital communication era, which has reshaped how people interact and communicate (**Wijaya B(2012** .. Notably, the customer journey in older hierarchical models lacked reference to the "follow-up action" necessary for understanding customer satisfaction and measuring post-purchase behaviour.

The scope of the AIDA model has expanded beyond merely promoting purchases, shifting focus towards customer preferences and brand development (**Wijaya B. , 2011**). In this context, a new customer journey has been developed within a hierarchical sequence, as illustrated in the figure.



Source: Wijaya B., 2011

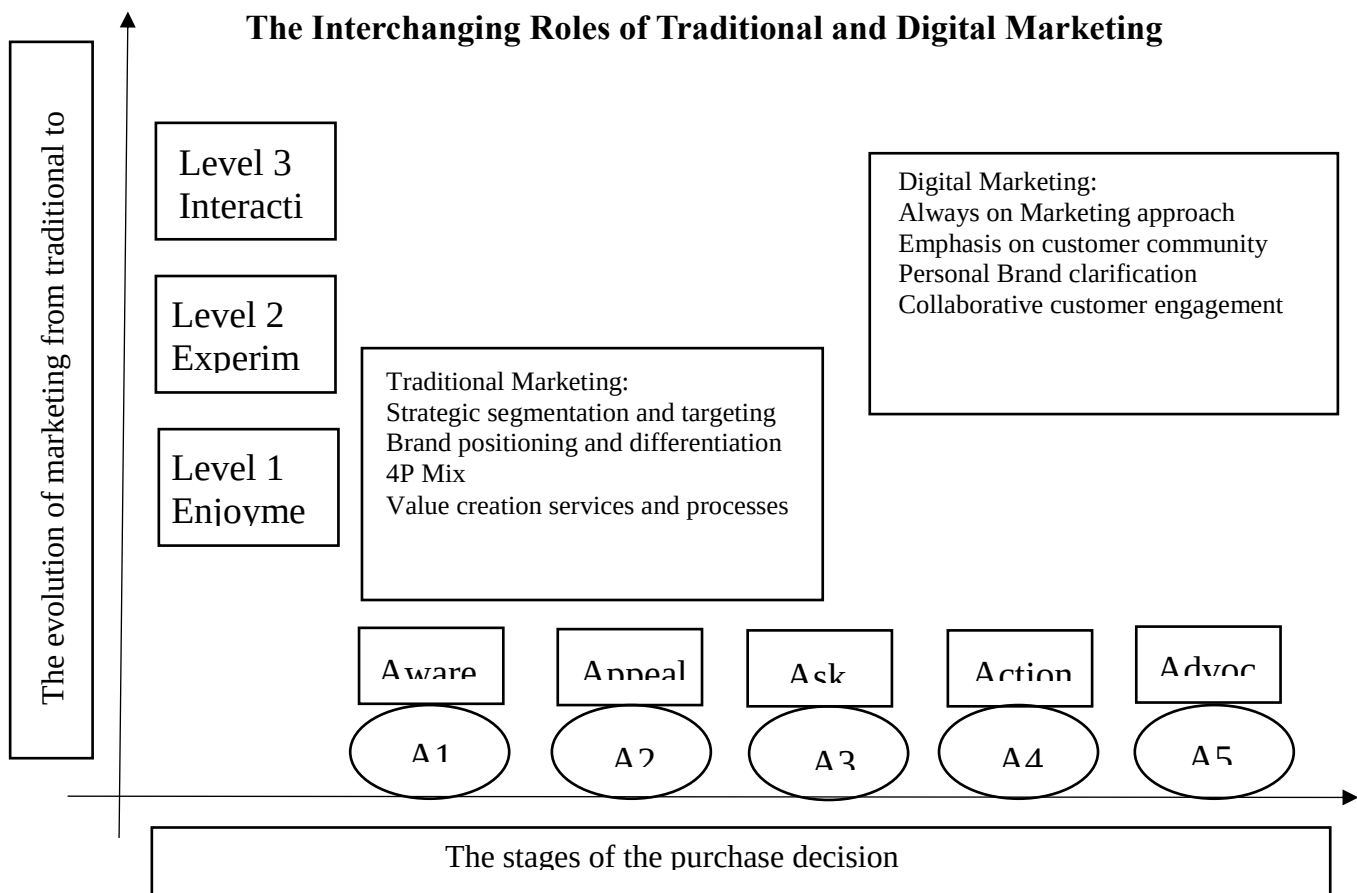
This model extends the traditional AIDA model by adding additional stages, such as Search (S), Like/Dislike (L), Share (S), and Love/Hate (L). This modification reflects that after developing an interest in an advertised product, a customer is likely to seek more information from various sources, which may include online communities where customers exchange opinions about products.

In the digital communication era, the customer journey from awareness to recommendation may not follow a specific order, as shown in the figure. Understanding buyer tendencies has become a complex process, as it is an "acquired tendency" that motivates the buyer to respond either positively or negatively to the advertisement (**Schiffman, 2004**).

According to Kotler (2016), the digital age has led to fundamental shifts in the customer journey, where customer loyalty is now defined by a willingness to make a strong recommendation in favour of the brand.

Customer preferences, such as dislike for advertised products, shape their attitudes and prompt them to decide whether to accept or reject the product. Consequently, an additional "follow-up action" stage has been added to assess post-purchase impact.

Hierarchical models developed during the traditional phase primarily aimed to boost sales, while models from the pre-digital phase focused more on shaping customer inclinations. Models developed in the digital phase, however, have centred on actual customer behaviours, such as repurchasing the advertised brand or advocating for it as loyal supporters. Thus, the evolutionary framework of hierarchical influence models reflects a notable shift in the customer journey, as illustrated in the figure.



Source: Kotler, 2016, P75

Each model, from the beginning of the last century until today, is closely tied to the time period in which it was developed. These models provide valuable insights into the customer journey. Newer models have evolved to capture emerging trends, with hierarchical communication influence models equipping marketers to develop targeted marketing strategies for each stage of the purchasing decision process individually, using mechanisms specifically suited to each stage.

6. Applied Framework of the Study

The applied study was conducted in the city of M'sila, targeting consumers of the services of delivery companies that are active in the city of M'sila (**DHD, Yaledine, Ziouane, ZR**) and touched on more than 100 consumers.

6.1 Study Methodology

6.1.1 Data Collection Tools

To implement the research methodology, several methods were employed to gather data and information. Available references and journals were used to cover the theoretical aspect,

while a questionnaire was utilised for the practical aspect. **The questionnaire was structured into three main sections, with each section containing a set of items, as outlined in the following table:**

Table 1: Survey Constructs

Section number	Section Name
Section 1	Personal Data Section
Section 2	Electronic Distribution Section
Section 3	AIDA Model Section

Source: Prepared by the researchers

The questionnaire included all questions based on the five-point Likert scale.

6-1-2 Validity and Reliability of the Study Tool:

6-1-2-1 Reliability of the Questionnaire:

The reliability of the questionnaire was tested using **Cronbach's Alpha** for each variable, as shown in the table below:

Table 2: Cronbach's Alpha Values

Variable Validity	Cronbach's Alpha Coefficient	Number of Items
0.927	0.86	20

Source: Prepared by the researchers based on SPSS program outputs at a significance level of 0.05.

From the table above, it is clear that the Cronbach's Alpha coefficient is 86.6%, which is above the minimum threshold of 0.6 for all questionnaire items, indicating that the study on the presented issue is reliable across all items.

6-1-2-2 Validity of the Questionnaire:

The validity coefficient was calculated by finding the square root of Cronbach's Alpha reliability coefficient. The result was high, greater than 60%, which indicates the validity of the data.

6-1-3 Study Population and Sample:

The study population consists of customers who benefit from the services of delivery companies in M'sila. A total of 110 questionnaires were distributed in front of the offices of the following delivery companies: (ZR EXPRESS, DHD, YALLIDINE EXPRESS, NOEST EXPRESS) in M'sila. A total of 104 valid forms were retrieved for analysis, while 4 forms were discarded due to being invalid for analysis.

6-1-4 Statistical Analysis Methods:

To analyze the results of the study collected through the questionnaire, the following statistical methods were used:

- **Frequencies and percentages**, to provide a comprehensive description of the sample's characteristics and traits, in addition to the frequencies and percentages for each item and section of the questionnaire.
- **Mean values and standard deviations** to assess the responses of the sample to the study variables.
- **Cronbach's Alpha reliability test** to ensure the validity of the questionnaire tool and verify its reliability.
- **Pearson correlation coefficient test** to examine the nature of the relationships between the study variables.
- **Simple and multiple regression analysis** to determine the effect of independent variables on the dependent variable.
- Statistical tools such as **R** and **t** tests were also used for analysis and conclusions.

6.2 Presentation of Results and Hypothesis Testing

6.2.1

Description of the study sample characteristics.

Table 3: Description of Study Sample Characteristics

Variable		Number	Percentage (%)
Gender	Female	58	58
	Male	42	42
	Total	100	100
Age	20-30	40	40
	31-40	32	32
	41-50	22	22
	Over 50	6	6
	Total	100	100
Education Level	Intermediate	4	4
	Secondary	28	28
	University	52	52
	Postgraduate	16	16
	Total	100	100

Prepared by the researchers based on SPSS outputs

From the table above, we observe the following:

- Females represent a larger proportion than males, with 58% being female and 42% male. This indicates almost equal usage of the delivery service between females and males, with a tendency to pick up from the delivery office rather than opting for home delivery, likely to reduce costs.
- The majority of the sample consists of young individuals, with ages ranging between 18 and 35 years, accounting for 72%. This represents the Y and Z generations, who are technology users.
- The majority of the sample holds a university degree, with 52%. This explains why three out of the four delivery companies are located near university areas, aiming to target the largest consumer group for the delivery service.

6.3 Analysis of Study Results

6.3.1 Analysis of Independent Variable: Service Quality

Table 04: Analysis of Independent Variable – Service Quality

Independent Variable	Standard Deviation	Mean
Electronic Distribution	0.63763	3.75

Source: Prepared by the researchers based on SPSS outputs.

From the table above, we observe a moderate agreement for the independent variable (electronic distribution), with an overall mean of 3.7500 and a standard deviation of 0.63763.

6.2 Analysis of Dependent Variable: Electronic Customer Relationship Management

Table 05. Analysis of Dependent Variable – Purchasing Decision According to the AIDA Model

AIDA Model Dimensions	Mean	Standard Deviation
Attention Stage	3.5800	0.85493
Interest Stage	3.5000	0.98985
Desire Stage	3.6000	0.82878
Action Stage	3.5800	1.12079

Source: Prepared by the researchers based on SPSS outputs.

From the table above, the following can be observed:

- There is moderate agreement on the Attention Stage, with an overall mean of 3.5800 and a standard deviation of 0.85493.
- There is moderate agreement on the Interest Stage, with an overall mean of 3.5000 and a standard deviation of 0.98985.
- There is moderate agreement on the Desire Stage, with an overall mean of 3.6000 and a standard deviation of 0.82878.
- There is moderate agreement on the Action Stage, with an overall mean of 3.5800 and a standard deviation of 1.12079.

6-3 Hypothesis Testing

6-3-1 Testing the First Sub-Hypothesis:

There is a statistically significant positive effect of electronic distribution in delivery companies on the **Attention** stage in the AIDA model.

Table 06. Results of Testing the First Sub-Hypothesis between Electronic Distribution and Attention

Electronic Distribution	R (Correlation Coefficient)	R ² (Coefficient of Determination)	Standard Error of Estimation	Significance Level	Sample Size
	0.417	0.174	0.78104	0	100
Attention Stage					

Source: Prepared by the researchers based on SPSS program outputs at a significance level of 0.05.

From the table above, we observe that the correlation coefficient between electronic distribution and attention is 0.417, indicating a weak positive correlation. This suggests a relationship between the two variables, meaning that as the level of electronic distribution increases, so does the level of attention. The coefficient of determination is 0.174, which is also an acceptable value, indicating that 17.4% of the variation in the attention dimension is caused by electronic distribution. Based on the results from the table, we can conclude that there is a statistically significant positive effect of electronic distribution on the attention dimension. Therefore, we accept hypothesis H1 and reject hypothesis H0.

6-3-2 Testing the Second Sub-Hypothesis:

There is a statistically significant positive effect of electronic distribution in delivery companies on the **Interest** stage in the AIDA model.

Table.07. Results of Testing the Second Sub-Hypothesis Between Electronic Distribution and Interest

Electronic Distribution	R (Correlation Coefficient)	R ² (Coefficient of Determination)	Standard Error of Estimation	Significance Level	Sample Size
	0.424	0.180	0.90098	0.000	100
Interest Stage					

Source: Prepared by the researchers based on SPSS program outputs at a significance level of 0.05.

From the table above, we observe that the correlation coefficient between electronic distribution and interest is 0.424, indicating a weak positive correlation. This suggests a relationship between the two variables, meaning that as the level of electronic distribution increases, so does the level of interest. The coefficient of determination is 0.180, which is

also an acceptable value, meaning that 18% of the variation in the interest dimension is caused by electronic distribution. Based on the results from the table, we can conclude that there is a statistically significant positive effect of electronic distribution on the interest stage. Therefore, we accept hypothesis H1 and reject hypothesis H0.

6-3-3 Testing the Third Sub-Hypothesis: There is a statistically significant positive effect of electronic distribution in delivery companies on the **Desire** stage in the AIDA model.

Table 08. Results of Testing the Third Sub-Hypothesis Between Electronic Distribution and Desire

Electronic Distribution	R (Correlation Coefficient)	R ² (Coefficient of Determination)	Standard Error of Estimation	Significance Level	Sample Size
	0.268	0.072	0.80261	0.000	100
Desire Stage					

Source: Prepared by the researchers based on SPSS program outputs at a significance level of 0.05.

From the table above, we observe that the correlation coefficient between electronic distribution and desire is 0.268, indicating a weak positive correlation. This suggests a relationship between the two variables, meaning that as the level of electronic distribution increases, so does the level of desire. The coefficient of determination is 0.072, which is also an acceptable value, indicating that 7% of the variation in the desire stage is caused by electronic distribution. Based on the results from the table, we can conclude that there is a statistically significant positive effect of electronic distribution on the desire stage. Therefore, we accept hypothesis H1 and reject hypothesis H0.

6.3.4 Testing the Fourth Sub-Hypothesis:

There is a statistically significant positive effect of electronic distribution in delivery companies on the **Action** stage in the AIDA model.

Table 09: Results of Testing the Fourth Sub-Hypothesis Between Electronic Distribution and Action

Electronic Distribution	R (Correlation Coefficient)	R ² (Coefficient of Determination)	Standard Error of Estimation	Significance Level	Sample Size
	0.445	0.198	1.00868	0.00	100
Action Stage					

Source: Prepared by the researchers based on SPSS program outputs at a significance level of 0.05.

From the table above, we observe that the correlation coefficient between electronic distribution and action is 0.445, indicating a weak positive correlation. This suggests a relationship between the two variables, meaning that as the level of electronic distribution increases, so does the level of action. The coefficient of determination is 0.198, which is also an acceptable value, indicating that 19.8% of the variation in the action stage is caused by electronic distribution. Based on the results from the table, we can conclude that there is a

statistically significant positive effect of electronic distribution on the action stage. Therefore, we accept hypothesis H1 and reject hypothesis H0.

6-3-5 Testing the Main Hypothesis:

There is a statistically significant positive effect of electronic distribution in delivery companies on the purchasing decision according to the AIDA model.

After analysing and testing the validity of the sub-hypotheses, we then proceed to analyse and test the validity of the main hypothesis, relying on the correlation coefficient and simple regression between electronic distribution in delivery companies and the purchasing decision according to the AIDA model.

6.3.6 Main Hypothesis:

There is a statistically significant positive effect of electronic distribution in delivery companies on the purchasing decision according to the AIDA model.

Regarding the correlation coefficient between electronic distribution in delivery companies and the purchasing decision according to the AIDA model, this can be clarified in the following table:

Table 11. Correlation Coefficient between Electronic Distribution in Delivery Companies and the Purchasing Decision According to the AIDA Model

Electronic Distribution	R (Correlation Coefficient)	R ² (Coefficient of Determination)	Standard Error of Estimation	Significance Level	Sample Size
	0.562	0.315	0.60421	0.000	100
The decision according to AIDA model purchasing					

Source: Prepared by the researchers based on SPSS program outputs at a significance level of 0.05.

From the table above, we observe that the correlation coefficient between electronic distribution and the purchasing decision according to the AIDA model is 0.562, indicating a moderate positive correlation. This suggests a relationship between the two variables, meaning that as the level of electronic distribution increases, so does the level of the purchasing decision. The coefficient of determination is 0.315, which is also an acceptable value, indicating that 31.5% of the variation in the purchasing decision according to the AIDA model is caused by electronic distribution. Based on the results from the table, we can conclude that there is a statistically significant positive effect of electronic distribution on the purchasing decision according to the AIDA model. Therefore, we accept hypothesis H1 and reject hypothesis H0.

Regarding the regression coefficient between electronic distribution and the purchasing decision according to the AIDA model, it is explained by the simple linear correlation equation.

6.4 Simple Linear Regression Equation

This can be illustrated in the table below:

Table 12. Regression Coefficient Between Electronic Distribution and the Purchasing Decision According to the AIDA Model

Electronic Distribution	R (Correlation Coefficient)	R ² (Coefficient of Determination)	Standard Error of Estimation	Significance Level	Sample Size
	0.417	0.174	0.78104	0	100
Dependent Variable	: The Purchasing	Variable Decision	According	To the AIDA	Model

Source: Prepared by the researchers based on SPSS program outputs at a significance level of 0.05.

From the table above, we can derive the simple linear regression equation between electronic distribution and **the purchasing decision according to the AIDA model.**

The purchasing decision according to the AIDA model = 1.251 + (Electronic Distribution * 0.640)

$$Y = 1.251 + 0.640X$$

From the table above, we observe that the model coefficients are significant, with the regression coefficient valued at 0.640, which is a positive and statistically significant value. The t-statistic value is 6.718, which is greater than 2, indicating that the regression coefficient is significant. Additionally, the significance value in the table is less than 0.05, suggesting a statistically significant effect of electronic distribution on the purchasing decision according to the AIDA model.

This regression model demonstrates that the change in the purchasing decision, according to the AIDA model, is influenced by the change in electronic distribution, with a coefficient of 0.640.

7.CONCLUSION:

Through the theoretical study of the topic, we found that electronic distribution is as important as any other element in the electronic marketing mix for services, as it plays a key role in providing rapid access to the target consumer segment, thus reducing the impact of being the first to market. Modern companies, such as ZR and DHD, which were founded in 2019, now compete on an equal footing with companies like YALIDINE, which was established in 2013.

The AIDA model has evolved from a framework for studying advertising into a tool for measuring customer trends, ultimately becoming a tool for evaluating the entire industry in the digital era.

Based on the field study, we concluded the following results:

1. The delivery market in M'sila is expanding rapidly. While delivery offices were initially located only in the provincial centre, delivery companies now have branches in every district of the province.

2. Companies are increasingly aware of the importance of their presence on social media and are establishing interactive channels between online traders and end consumers.
3. Delivery companies have developed a marketing strategy that focuses on consumer behaviour, leveraging technology to distribute their services and strategically positioning their offices, making it easier to target their consumer segments.
4. The focus on delivery services and e-commerce generally comes from young people, particularly from generations Y (born 1981–1996) and Z (born 1997–2012).
5. Electronic distribution of delivery services is a vital factor in attracting both online traders and end consumers.
6. Electronic distribution of services contributes to the progression of consumers through the stages of the AIDA model.
7. The weak correlation between electronic distribution of services and the four stages of the AIDA model can be attributed to other factors influencing consumer behaviour, such as the marketing mix, service quality, and competitive advantage.

Recommendations:

The efforts exerted by the marketing management of delivery companies are noteworthy. This is evident in their successful decisions, such as choosing the right locations, maintaining a constant online presence, and developing applications and platforms that facilitate communication between them and the consumers. Based on our field study, we provide the following recommendations to help them focus their efforts more effectively to achieve better results:

- 1- Leverage big data provided by social media platforms to better understand customer preferences and trends;
- 2- Develop a dedicated distribution model that simplifies the customer's transition through the purchasing stages, relying on consumer feedback obtained from social media;
- 3- Diversify methods of reaching customers by utilizing various digital marketing tools, focusing on viral marketing, content marketing, and collaborating with influencers, while minimizing the use of paid advertisements due to their lower return compared to the aforementioned strategies;
- 4- Rely on specialized teams to update information and monitor changes in algorithms to stay abreast of rapid developments and use them to enhance digital reach and improve visibility.

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Appendix :

Ministry of Higher Education and Scientific Research Ahmed Zabana University - Relizane Faculty of Economic, Commercial and Management Sciences

Questionnaire

Dear participant,

The researcher is conducting a study titled "The Impact of Electronic Distribution of Services on Purchasing Decision-Making: A Case Study of Delivery Companies in the Wilaya of M'sila" for the purpose of preparing a scientific article in marketing.

We kindly ask you to carefully read the attached questionnaire statements and respond objectively, as your input will greatly affect the accuracy of the results. We value your efforts and thank you for providing precise information.

Please note that all information you provide will be treated confidentially and used solely for scientific research purposes.

Please place a mark (*) next to the statements that reflect your opinion.

Section 1: Personal Information

Gender: Male ☐ Female ☐

Age: 18-25 year ☐ 26-35 years ☐ 36-45 years ☐ over 45 years ☐

Educational Level: Middle school of below ☐ High school ☐ University ☐

Postgraduate ☐

Section 2: Statements on the Electronic Distribution of Services

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Delivery services available via social media increase my purchasing options.					
2	The presence of delivery companies on social media makes it easier for me to access and compare them.					
3	The electronic platforms of delivery companies are user-friendly and provide a seamless customer experience.					
4	The website of the delivery					

	company I deal with allows me to access applications and social media quickly and easily.					
5	Having a package tracking app with the delivery company makes me feel more secure.					
6	The website of the delivery company maintains the confidentiality of my personal information.					
7	I receive the product after purchase at the specified time and place.					
8	The website of the delivery company consistently meets my needs without interruption.					

Section 3: Statements on the Purchasing Decision Model

Dimensions of the purchase decision model	No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Attention	1	The offers announced by influencers for delivery companies grab my attention.					
	2	Advertisements for delivery services catch my eye when browsing social media.					
	3	Notifications and alerts from electronic platforms help me learn about new offers.					
Interest	4	I'm interested in the variety of offers and options provided by delivery companies.					
	5	Detailed information about each offer increases my interest in it.					
	6	Learning about previous customer experiences enhances my					

		interest in the delivery company.					
Desire	7	Special offers and rewards increase my desire to deal with the delivery company.					
	8	I feel more inclined to engage with delivery companies present on all social media platforms.					
	9	Frequent customer discussions about an offer and its benefits increase my desire to take advantage of it.					
Action	10	I often decide to use a delivery company based on previous customer opinions and experiences.					
	11	Negative reviews in comments influence my decision to use a delivery company.					
	12	Offers providing instant discounts or rewards online influence my decision to engage with a delivery company.					