International Journal of Engineering &Technology, 7 (4) (2018) 6760-6767

SPC

International Journal of Engineering & Technology

Website: www.sciencepubco.com/index.php/IJET
doi: 10.14419/ijet.v7i4.23217
Research paper



The effects of advertiser-web site congruity on the responses to advertising and the mediating role of emotions

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Abstract

This exploratory research aims to study how the effect of perceived congruence between advertising and the website, in the online context, affects the attitudes of Moroccan Internet users (consumers) and consequently their behavior towards advertisers and publishers. The goal, more specifically, is to identify the effect of congruence and incongruence between advertising and its context (support) on advertising responses in order to better understand which approach is most effective in our context. And also identify the factors that interact in this relationship. Through an experiment, we explored the field. The results are presented and commented on in this article.

Keywords: *Advertisement; Advertising Responses; Online Advertising; Perceived Congruence; Website.*

1. Introduction

Today, the internet has established itself at the head of the most widespread media and whose evolution is the fastest. Advertising has not been insensitive to the evolution of the internet media. Indeed, among the research topics that have benefited the most from the development of advertising on the internet are issues related to advertising effectiveness.
Taking into account the influence of the evolution of the media on consumer behavior towards them, it would be interesting to ask, in the light of the news provided by the internet media, about the impacts it has on topics advertising effectiveness and media planning practices. This opportunity is all the more confirmed for the issues of selection of advertising space on the internet, which suffers from a relatively low research work devoted to it.
We can conclude the importance of conducting a study around the quantitative and qualitative effects of the interaction between the context (support) and advertising. As a result, this interaction can be represented by the concept of congruence perceived between advertising and support site.
Our research aims to analyze and understand the interactions between advertising and context through the study of the effects of the perceived congruence of this couple (advertising / support site) on the responses to advertising. More specifically, this study aims to study how the perceived congruence between online advertising and the website affects the attitudes of Moroccan Internet users (consumers) and consequently their behavior towards advertisers and publishers. From the above, our research question could be phrased as follows: What are the effects of the perceived congruence between advertising and support on advertising responses in the context of online advertising?

2. Literature review

Our review of the literature focuses on the presentation of the issue of the effectiveness of online advertising and the role of the context of advertising insertion in the same context through the concept of perceived congruence.

2.1. The effectiveness of online advertising

For marketing researchers, as for professionals in the sector, the question of the effectiveness of advertising proves to be a central issue. Certainly the measurement of advertising effectiveness remains a key issue for both advertisers and publishers. Indeed, it is for advertisers, advertising on the internet, like those using conventional media, a part of a framework set by the advertiser's marketing strategy. The choice of the realization of any campaign and its media of diffusion must answer to defined criteria of effectiveness [1].
Faced with the lack of tools and effective measures for professionals to evaluate the effectiveness of advertising, we see that the literature offers a wealth of work dealing with the subject. Research on advertising effectiveness is linked to advertising and also context (support). There are studies in the literature that address the issue of the effectiveness of Internet advertising in three prisms: cognitive effects, emotional effects and behavioral effects.
Regarding the measurement of receiver reactions, the literature presents different tools and concepts, which differ depending on the medium studied. In the case of Internet advertising, it is the concept of attitude that remains the most used in this area [2]. According to Fishbein &Ajzen, attitude is defined as "a predisposition acquired by the individual to react in a certain way, unfavorable or favorable, to an external stimulus [3]".
In this respect, in the context of studies relating to advertising, attitude is evaluated mainly in relation to four objects:

- The attitude towards the advertised product

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- Attitude towards the advertised brand
- Attitude towards internet advertising in a global way
- The attitude towards the support.

2.2. The perceived congruence between banner advertising and support site

Many studies conducted about advertising have shown that the way the message is treated does not only depend on the message itself, but also on how it is presented in its context. Indeed, it has been shown that the same message can have different effects depending on the context in which it is presented [4], [5].
In the light of literature, the context of advertising can have an impact on advertising responses. Thus, the effectiveness of advertising is linked to the ad and to the context (support). This interaction can be represented by the concept of congruence perceived between advertising and support site. The study of the effect of perceived congruence makes it possible to explain changes in consumer behavior in response to the context of online advertising. This explains the importance of incorporating this variable into this study.
We can summarize the work on congruence in advertising in two categories:

- The first approach is based on the concept of priming and argues that the coherence between an advertisement and its context, through congruent advertisements, allows a better advertising effectiveness [6], [7]. The main argument of this approach is that advertising relies on its congruence with its context to be easily assimilated by the individuals, thanks to the common points contained in the context and which facilitate the recognition of the classification marks helping the processing in memory information present in advertising [8]. Thus, congruent advertisements can attract the attention of individuals through memorial reminders that the context allows [9].
- The second approach predicts that advertisements will perform better when presented in a contrasting environment, that is, when they are incongruous due to cognitive interference. The main argument of this approach is that the similarity between context and advertising causes a "merging" effect where the context and advertising elements merge together. The result is an alteration of advertising effects [10], [11]. Thus, incongruous advertisements may attract more attention since they stand out and could be more visible [12].

Although there has been little research with consistent results published on comparing the effects of congruent and incongruous advertising, media planners often use congruent advertising, usually in an intuitive default setting. Also, despite the presence of a number of studies that have dealt with this issue from a qualitative point of view, the question of how the context influences the effects of advertising has not received a clear answer to date.
Academic work and managerial practices are also not unanimous as to the use of congruent or incongruous advertising. For this reason, the purpose of our field investigation is to determine the effects of the perceived congruence of the advertising / support pair on advertising responses, and on the other hand to identify the individual and contextual factors influencing congruence.

2.3. Mediating process of felt emotions

According to Mehrabian, emotion is a reaction that the individual shows towards an environment [13]. This is the set of tangible and intangible stimuli that influence the perception and response of the individual [14].
Gouteron defines this same concept as a "momentary, multifaceted and more or less intense affective response to a disruptive factor external to the individual [15] ". Emotion is part of the emotional system and as Bagozzi et al., affect is "a generic term for emotions, moods, feelings and drives [16]". It is sudden, more or less intense, having a relatively short duration and linked to a given object. It gives rise to expressive and physiological manifestations in the form of accelerations of the heart rate in case of a situation of fear or joy.
Compared to the question of dimensionality, the literature review reveals two categories of approaches. The first approach is dimensional in nature. It states that emotion is activated by two kinds of dimensions: the PAD (pleasure-arousal-dominance) and the dimension based on the distinction between the positive affect on the one hand and the negative affect on the other hand. The second approach is called discrete. It is characterized by the identification of specific categories of emotions.
As part of our research, we opted for Richins' approach to emotion which states the existence of two dimensions of emotion: positive and negative [17].

2.4. Conceptual model

Our conceptual framework thus presented is of dual interest:

- Beyond a research and an in-depth study of a still little studied concept, we put congruence perceived as a central explanatory variable of consumer attitudes in a particular context that is the internet, while congruence work has so far focused on the effect of the congruence perceived between the ad and the support only in the context of television or paper (magazine).
- While research around congruence is still limited, we propose to study the moderating processes of perceived congruence from the literature, specifically information processing theories and models of persuasion.

We seek to advance knowledge about the effects of perceived congruence between an ad and support in the context of the internet. Other concepts could be mobilized as part of this research; however, we have chosen the advertising responses limited to attitude concepts in order to better capture the positive and negative effects for the main actors, namely the consumer, the advertiser and the publisher (support site).
As we have seen, the majority of previous research has led us to assume a positive influence of congruence on attitudinal responses. Although some authors have concluded that there is a negative influence of the congruence between advertisement and media on the attitude towards the advertisement and the brand, this is the case of Dahlen et al. observe a negative influence on the attitude towards the brand and the advertisement, the congruence between medium and advertisement, their conclusions remain an exception compared to the general trend of the studies carried out on this theme, and it does not seem wise to take into account[18]. We therefore make the following assumptions about the effects of congruence on the attitude toward the brand and the ad.
H1: The perceived congruence between an ad and a support positively influences the attitude toward the ad.
H2: The congruence perceived between an advertisement and a support positively influences the attitude toward the brand.
H3: The congruence perceived between an advertisement and a support positively influences the attitude towards the site.
Several researches have shown that positive emotions positively influence consumer attitudes, so negative emotions generate negative attitudes towards the ad, the brand, and the site as we have already explained.
We consider these hypotheses to be based on the theories dealing with the organization of representations: Osgood and Tannenbaum's congruence theory [19], Festiger's theory of cognitive dissonance [20], or the theory of equilibrium [21]. These theories suggest that each person is in constant search of a balance and congruence between the information that he perceives and the various components of his psyche.
This permanent search for balance gives rise to adjustments of the discordant information received in the form of distortion, rejection or avoidance, which leads to the formation of emotions during this process. These emotions act accordingly on the manifested attitude. Therefore we posit the following hypothesis:

H4: the felt emotion mediates the relation between the perceived congruence of the ad / site couple and the attitudes towards the announcement (4.1), the mark (4.2) and the site (4.3).

3. Research methodology

After presenting our model and our hypotheses in the context of our study of the influence of congruence on the attitude of individuals following exposure to an online advertisement, we will go on to explain our experimental approach and its protocol allowing the collection of the data whose treatment and the analysis allowed to test our hypotheses and postulates resulting from the review of the literature.

One of the objectives of our doctoral work is to evaluate the effects of congruence on the responses of people exposed to advertising. Experimentation is at a place of choice in marketing research. This is the preferred way to evaluate the causal link that links variables. For the sake of our work, we have chosen to resort to a provoked experience, especially in view of the relative ease of the manipulation of congruence. Following the choice of a provoked experiment, the next step is to decide whether it will be conducted in the laboratory or in a real context. We opted for a laboratory experiment. We remain aware that this choice is likely to affect the external validity of our model. As a result, we found ourselves obliged to adopt the classical pattern of similar research using the answers provided by a group of students in higher education in the classroom.

For our experimental work, our choice was on an "after-only" protocol. This choice is justified by several factors (the use of foreign brands and products to ensure the function of unknown products for respondents).

In order to carry out the test of our hypotheses, we will proceed to the comparison of the observations obtained in front of different congruence situations:

- The same ad will be inserted in multiple sites to create variance.
- In order to improve the external validity of our results, we will use three advertisements for three different product categories.
- We also wanted to test the effects of congruence on known and unknown brands, we have selected for each category of products two brands, one is known in the Moroccan market, the other corresponding to an unknown brand that is not marketed to the Moroccan market.

This will allow our experimentation to be based on six advertisements that will be inserted into three different sites in order to provoke the variance about the perceived congruence. The deployment of our experimental protocol requires the selection of media, brands and advertising announcements. Thanks to a pre-survey, we selected three Moroccan well-known information sites (Lavieeco, Aujourd'hui leMarocand Le360sports) as well as six ads corresponding to three categories of products (student loans, deodorant and energy drink) and finally for the well-known brands (Banque Populaire -largest bank in Morocco-, Axe and RedBull), unknown foreign brands (CIC, Coslys and Mirage).

The experimental protocol we selected is summarized as follows:

Table 1: The Experimental Protocol of Research

		website1	website 2	website 3
Know Brand	Product A	Congruous	Uncongruous	Moderatly congruous
	ProductB	Uncongruous	Moderatly congruous	Congruous
	ProductC	Moderatly congruous	Congruous	Uncongruous
Unknow Brand	Product1	Congruous	Uncongruous	Moderatly congruous
	Product2	Uncongruous	Moderatly congruous	Congruous
	Product3	Moderatly congruous	Congruous	Uncongruous

It is important to note that our protocol is not intended to provide a comparison of results by groups. In fact, the classifications presented in the table correspond to general expectations intended to give rise to variances between products and supports and not to predetermined orientations of the results to be obtained.

A convenience sample is advisable in our problem, except that this type of sample gives rise to problems of external validity [22]. To reduce possible bias, we sought to use products and sites that could relate to our sample. The data were collected from a sample of 301 students in the fourth year of engineering cycle. We made the choice to limit the profiles interviewed and not to include in this sample students from other formations. In addition, in order to reduce the influence of the respondents' own characteristics on the dependent variables, the respondents will be assigned to the experimental conditions in a random manner.

Regarding the scales of measures of the variables, they all come from the literature review. The choice of these scales is guided first and foremost by their psychometric quality. Also, for practical reasons, we opted as possible for scales that are simple, short and available in French language. For the scales resulting from the Anglo-Saxon literature, we resorted to the retro-translation. Then, we validated the quality of the experimental protocol and proceeded to the validation of the measuring instruments. After purification, all the scales of measurement employed benefit from a satisfactory psychometric quality.

4. Results and discussion

4.1. Search results

In this section, we will present the results of the test of the research design. In other words, it is a question of testing the direct influence of the congruence perceived between an advertisement and the support site on the attitude towards the advertisement, the brand and the site. In addition, in the next section, we test the mediating role of felt emotion between congruence and attitudinal responses.

To test our hypotheses H1, H2 and H3, we used structural equation methods to simultaneously analyze all the relationships underlying our research design. For this purpose, we used the Amos software, with estimation by the method of maximum likelihood. A bootstrap procedure was performed on 200 replications, in order to verify the stability of the data and to ensure the robustness of the results obtained. We used regression coefficients in the analysis to judge the meaning and the strength of the links between the different variables. In addition, the Student's t-test allowed us to assess the significance of each regression coefficient, and was used to assess the statistical significance of the causal relationships between the variables. Confirmatory factor analysis hasallowed empirical data to be compared on the relationships between observed and latent variables [23]. As a result, we have selected some clues to judge the quality of fit of the model (χ^2reported at degree of freedom, RMSEA, and GFI indices, AGFI, NFI and CFI).

The impact of perceived congruence on the attitude towards the ad, the brand and the site is positive and significant. The results show that the model provides a good representation of existing relationships. Thus, the results from this table thus make it possible to validate the hypotheses H1, H2 and H3.

Table 2: Results of the Direct Effects of Congruence on Attitudinal Responses

			Standardized Regression Weights	Regression Weights	S.E.	C.R.	P
Attitude_site	<---	Congruence	0,288	0,313	0,041	7,664	***
Attitude_Banner	<---	Congruence	0,279	0,233	0,037	6,345	***
Attitude_Brand	<---	Congruence	0,342	0,259	0,036	7,142	***

The adjustment indices of the second-order model are a good fit of the studied model with the data collected. The results for the adjustment of the structural model below show that the χ^2 index for the degree of freedom is of a very good level, since it is 2.201. RMSEA, which is much less than 0.08 (0.037), reflects a very good fit of the theoretical model with the empirical data. On the other hand, the other indices, more specifically the GFI, the AGFI, the NFI and the CFI are also above the recommended thresholds generally required in the research in management sciences [24].

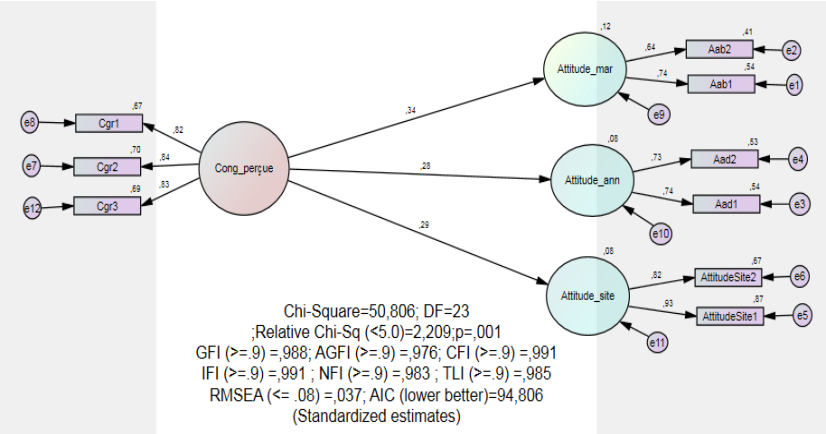


Fig. 1: Latent Variables of First.

It should also be noted that the explanatory power (R2) of the model is satisfactory, it is given by the following table:

Table 3: Explanatory Power of the Basic Model Results of the Direct Effects of Congruence on Attitudinal Responses

	Attitudes towards		
	Banner	Brand	site
R^2	0,078	0,117	0,083

Table 4: Summary of the Results

H1: The perceived congruence between an ad and a support positively influences the attitude toward the banner	supported
H2: The congruence perceived between an advertisement and a support positively influences the attitude toward the brand.	supported
H3: The congruence perceived between an advertisement and a support positively influences the attitude towards the site.	supported

4.1.1. Tests of the structural relations between first and second order variables

We already know in this research the latent variables equipped with measurement indicators. These latent variables are first order variables. It is common to meet in the management sciences constructs with a high level of abstraction. They are characterized by latent constructs whose indicators are themselves latent constructs. These second-order constructs are therefore not connected to any obvious constructs [25].

The existence of a second-order variable is based on two conditions. The first is that the theory supports the presence of a construct whose level of abstraction requires first-order variables and second-order variables. The second condition is that first-order factors are sufficiently correlated, that is, with a correlation of about 0.6 - 0.7, to converge well to one or more higher-order factors [26] and thus become its reflexive indicators [27].

Among the second-order constructs developed in our literature review and likely to interest our research model, we have the emotion. The presence of emotions as a second-order variable that converges two first-order variables is verified. Positive and negative emotions have significant effects on perceived interactivity for almost 1%.We will present the evaluation of the quality of the second-order model before presenting the validation results of the mediation hypothesis.

The fit indices of the second-order model appear to be a good fit of the studied model with the data collected. The results show that the χ^2 index is of a very good level (2,771), the RMSEA (0,044), the other indices (GFI, AGFI, NFI and CFI) are also above thresholds recommended in management science research. It should also be noted that the explanatory power (R2) of the model is satisfactory (attitude_banner advertising(0.078), attitude_brand(0.117), attitude_site (0.083) and emotions (0.118)).

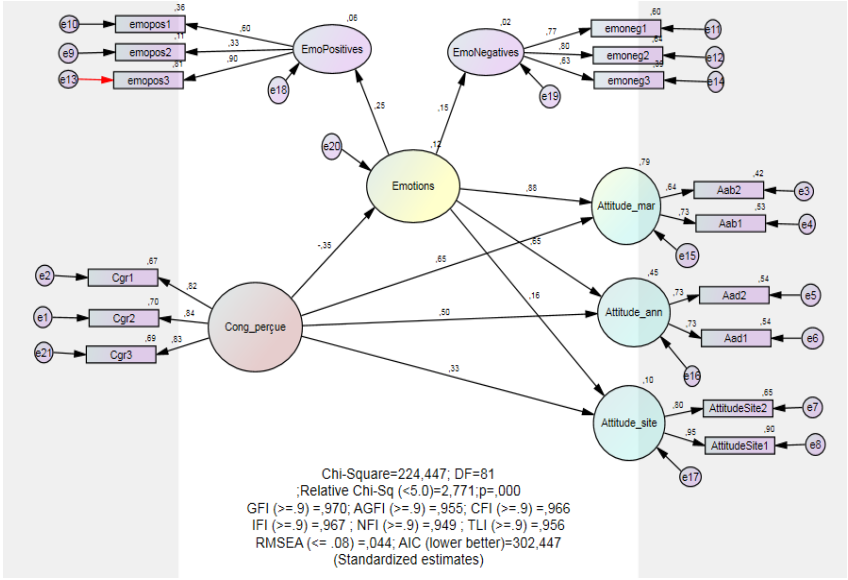


Fig. 2: Latent Variables of First and Second Order.

4.1.2. Statistical tests of the mediating effect of emotion

The analysis model proposed by Baron & Kenny presents a series of four successive tests that are necessary to test the mediating effect of an XM variable in the impact process of the independent variable Xp on the dependent variable Y [28]. In our model, we will test the mediating effect of perceived emotions in the influence of congruence on perceived attitudes. According to Baron & Kenny, to speak of mediation, three steps must first be fulfilled:
Step 1: Model estimation shows a positive and very significant effect of perceived congruence on attitudes (R-two of the three sub-constructs of attitude are respectively for attitude towards the ad (44.6%), the brand (78.7%) and the site (10%).
Step 2: We notice that the estimation of the second condition gives very satisfactory results. The impact of perceived congruence on emotions is positive and significant (ß = -0.351, p = 0.033). Thus, the results from the table (in appendix) thus make it possible to validate hypothesis H4.
Step 3: By double regression of Y on Xp and XM, show that the regression coefficient (c) between XM and Y is significant when the independent variable Xp is controlled. Thus, the results from the table above make it possible to validate the sub-hypotheses relating to the impact of the felt emotions on the attitudes.
Step 4: In order to establish the existence of a complete mediation by XM (controlled variable), the coefficient (c ') binding Xp and Y becomes null. It is then necessary to check that c '= 0 in the presence of XM. If this is not the case, it is considered that the mediation is partial. In the case where the first three steps are validated and the fourth invalidated, it is considered that the mediation is partial. It appears that the first three stages of Baron & Kenny are validated, which is not the case for stage 4.
These statistical results allow us to confirm that the perceived congruence has a relation with the attitudes of indirectly through the endogenous effects of perceived negative and positive emotions. This mediation is not complete since the links between these remain significant.

4.2. Discussion of results

Several studies have tested hypotheses about the effects of congruence on attitude. Our review of the literature has highlighted two families of effects of congruence. Some studies conclude, following Mandler, that there is a better influence of moderate non-congruence on attitude [29]. Other researchers support the thesis of a better positive influence in case of total congruence between ad and site.
We concluded that these results are contradictory for several reasons, namely: contextual and cultural reasons, as well as for methodological reasons. In the case of our problem and its context, the results of this research show that the effects of the perceived congruence of the ad / site couple on the attitudes of Moroccan consumers are positive.
The results obtained from the structural equation modeling tests of our model reveal a positive and very significant effect of the relation between the perceived congruence of the ad and the site on the attitudes of the Moroccan consumer.
We have found from the literature review, three variables most studied in the relation to congruence: valence, intensity and psychological responses. Valence is the positive or negative direction of the response. It is assumed that valence shifts from context to advertising and influences advertising effects in the positive or negative direction [30,31]. Intensity is the strength of the answer and is divided into two main schools. The negative school predicts that the stronger the congruence, the effect on the effectiveness of the advertisement is negative whereas, on the contrary, the positive school predicts that the effect is more positive on the effectiveness of the advertisement [32, 33]. These researches are in the same direction of the results of our research.
Other research in the fields of advertising, psychology and consumer behavior has shown that the congruence between the characteristics of the banner and the context of the web page in which the advertisement is placed, have an influence on the Internet user behavior and attitudes ([34], ([35], ([36], ([37]).
In the same sense of these results, Moore and other researchers argue that "incongruence has a more favorable effect on memorization and recognition, while congruence has a more favorable effect on attitudes on online advertisements [38]". However, their study focused more on the visual congruence of banners than the context. On the contrary, the results of Yaveroglu and Donthu [39] conflict with the results of Moore. These researchers argue that the congruence of ads leads to an attitude toward the higher brand, and that repetition is necessary to achieve the same result with incongruous advertisements. The main objective of their study is the repeated display of advertising that could improve the effectiveness of advertising. Research by Shamdasani, Stanaland & Tan [40] reported similar results to Yaveroglu and Donthu. In this study, banner advertising had a performance when placed in a congruent environment, that is, on the site that corresponds to the content of the advertisement, that placed on a perceived web site incongruent. The latter concluded that banners placed on websites in congruence with these advertisements have a better attitude towards the brand.

- The Mediating Effect of Felt Emotions

The statistical results allow us to confirm that the perceived congruence has a relation with the attitudes in an indirect way through the felt emotions. This mediation is not complete since the links between these are still significant. Therefore, the felt emotion partially mediates the relationship between the perceived congruence between attitudes towards the banner (H4.1), the brand (H4.2) and the Website (H4.3).
The confirmation of this mediation is consistent with the literature. According to the cognitive sciences, the type and intensity of the emotion generated by an event is a function of previous appreciation processes. In addition, some works in psychology have cited two types of stimulus that can induce emotions: the reinforcement of expectations and the confirmation (or denial) of expectations [41]. According to the first conception, emotions only appear after events deemed relevant to individual well-being. In the case of confirmation of expectations, defined as a process by which an individual compares the perceived performance of a product or service to a fixed level of comparison prior to consumption [42], emotions would be a function of the gap between what is expected and what actually happens.
The result of the test of this hypothesis confirms the results of previous studies around the role of emotions felt. In advertising, several researchers question the role of affective reactions triggered by ads and their impact vis-à-vis two essential constructs: the attitude towards the advertisement and the attitude toward the brand. These different researchers [42, 43] claim that understanding the affective reactions of the consumer is as important as understanding one's thoughts to explain the effects of advertisement. For this purpose, the experimental research model [44] states that consumer behavior is not only the result of an information flow, but also depends on sensations, emotions and feelings. Also, Batra and Ray showed that affective reactions have an impact on the attitude toward the advertising.

5. The contributions of the research

5.1. The theoretical contributions

First, the main contribution of this study is related to the theory. There is little research on the subject of online advertising congruence. Moreover, no study on the effect of perceived congruence on attitudinal responses in the context of advertising, especially online, exists.
The importance of the concept of perceived congruence lies in its ability to bring judgment into the process of persuasion. Indeed, the postulate is that from a certain threshold, the perceived con-

gruence can exceed the non-acceptance of the message to have an influence on the attitudes.
Concerning the relationship between congruence and attitude, two schools stand out. The first approach asserts a positive correlation between congruence and attitude. This current considers that strong congruence can only positively influence attitudes towards advertising and explains it by the cognitive scheme of the consumer is not disturbed. The second school addresses congruence from the premise that moderate incongruence would be even more effective than strong congruence. Hence the interest of studying this variable in different contexts in order to generate more contextualized and hence more precise results.
Finally, we helped to define the congruence between support and advertisement by dealing with the issue of the dimensionality of the concept. A two-dimensional approach seems conceptually tenable and operationalizable. But media planning practices lead to a complexity in the separation, in the context of online advertising, between the dimension of expectation and that of relevance. This thesis is confirmed in the Moroccan context. The results showed that the Moroccan consumer does not dissociate the relevance of advertising and its expectations when visiting a website.

5.2. Methodological contributions

In this work, the main methodological contribution concerns the use of experimentation to study the effects of congruence. Testing a model by integrating different levels of congruence allows one to understand the respective effects of congruence, and second, to account for the consequences of these effects.
Also, in order to better achieve the objectives of our research, experimentation was the best methodological choice to illuminate the relationships between perceived congruence and attitudes. In addition, we wanted to work on three support sites developed to ensure maximum exposure conditions as natural as possible.

5.3. Managerial contributions

Our work has given rise to two forms of managerial contributions. First, we took stock of several factors to consider when selecting an ad slot. Then, the experiment carried out on the effects of the congruence on the answers to the advertisement makes it possible to deduce some conclusions and recommendations.
Current results may have important implications for the selection of advertising space. Based on the results of this study, the advertisers can base their planning strategies, that is, the decision to use inappropriate planning or not, particularly in the case of strategy design of an online advertising plan. In addition, the results can also be applied to planning based marketing spaces for the publisher site. This allows site managers to add value to their web pages because they are able to determine the expectations and precautions to take to maintain the branding of the support.
This study also has a relative contribution to consumers. The results of this study could lead advertisers and publishers to effective advertising planning and hence to less pollution and clutter of advertising for consumers. As a result, online advertising players will ensure a favorable attitude with the product, the brand and the support site. We detail the implications cited above in the following paragraphs.
Following the selection of the support, some precautions can be adopted when selecting the advertising medium:

- Cognitive primers: The contents that are close to an advertisement can have an influence on the treatment of it by favoring certain interpretations. This implies that the necessary care should be given to the potential interference that the editorial content of the media can generate.
- Affect: Affective states induced by the context of the ad can influence the responses to the ad. The valence of the context may influence the attitude towards the ad, a context inducing a positive affect seems more likely to arouse favorable attitudes towards the announcement.

For practitioners, highlighting the role that the perceived congruence between support and advertising can play, on the responses to it, represents a contribution of our research. The results obtained lead us to recommend the insertion of an advertisement perceived as congruent with the support.
In addition, it helps to understand the motivations that drive the consumer to choose a particular site. An individual would be a priori inclined to favor content aligned to his motivational state to allocate his cognitive resources. As a result, it is recommended that the advertisement correspond to the aspirations of the individual when visiting the site. A visitor will, for example, be more inclined to pay attention to an ad on the credit products offered by a bank if he visits a site for a need for information around studies and their fees abroad. From this perspective, congruence is meant to increase the likelihood of aligning advertising with consumer motivations. In fact, an advertisement aligned with the consumer's expectations will be more likely to meet the needs that he wishes to satisfy by consulting an individual's website.
The development of new communication and information technologies has had a significant impact on consumer behavior by significantly enhancing consumer interaction with advertisers and making information much more accessible. This entailed two closely related consequences. First, consumers can easily adapt to access to information in a logic of pull. Also, Interactivity made possible by the internet, allows individuals to have quick and easy access to a vast amount of information and choice where they can find the content they want at a time that suits them. This term has probably disappeared more and more with the development of viral marketing strategies, without taking into account the expectations of Internet users. And this causes resistance to advertising because of the advertising intrusion. Currently, among the manifestations of this resistance is the blocking of sites and the total rejection of advertising.
Of all that preceded, it is not understood the rejection of any incongruence between advertising and support. We have shown that a relevant or unexpected stimulus is likely to cause intense conscious treatment. An advertisement even if it does not match the expectations of the individual can lead to more elaboration. The conclusions of our experiment do not confirm that the ads considered incongruous have benefited from a positive effect, however this result can find its justification in 2 factors. The first is related to the high level of processing required to perceive the incongruence of these ads, when the participants in our experiment do not necessarily justify a level of hindsight and sufficient knowledge. The second factor concerns the motivation of respondents. Indeed, as we mentioned earlier, motivation is an important factor in promoting a thorough treatment of the ad.
The absence of a desire to deal with the incongruity of an advertisement, leads the individual to limit himself to a development of incongruence in a superficial manner that could be easily recognized by the process of unconscious treatment of the individual. The preservation of the consumer's attention is key to allow the profound treatment of an incongruence, this concern must therefore be found in the realization of the announcement.
In this perspective, an advertisement with a content congruent with the support but whose visual is incongruent (colors, images ...) may represent a more efficient choice because it constitutes a response to the two stated constraints.

6. Conclusion

The literature on advertising and its effectiveness is very rich, but there is little research on the role of support in advertising effectiveness even more in the context of the web. Notably, in the Moroccan context no research (to our knowledge) has investigated the effect of the insertion context (support) of advertising on its effectiveness and the integration of the concept of congruence to study the interaction between advertising and site.
Our study shows that the context of advertising insertion is critical to its effectiveness, and that therefore, perceived congruence plays

a role in advertising responses. The results of this study lead to recommending the choice of websites congruent with advertising. In other words, the congruence between advertising and the website gives better results in terms of the user's attitudes than when they are incongruous.

The conclusions drawn from this study are a source of enrichment for research around online advertising in the Moroccan context. At first, we highlighted the effects of the perceived congruence of the ad / site couple on the attitude towards the ad, the brand and the support site. In particular, we have seen that perceived congruence positively influences the brand's and the site's attitude toward the ad.

In the second axis, we discussed the mediating role of the felt emotions in the relation between the perceived congruence between ad and site on the attitudinal variables. We concluded that emotion mediates the relationship between congruency and attitudes in the context of online advertising.

The integration of congruence perceived in the model as an explanatory variable of the effects of advertising has been the source of theoretical and methodological contributions highlighted in this article. This work also proposed operational managerial implications.

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