The Contribution of Electronic Promotion to Activating Corporate Social Responsibility in Algerian Economic Enterprises: A Descriptive and Analytical Study of a Sample of Followers of Condor's Home Appliances Facebook Page

KHODJA Noureddine*	Kechairi Mustapha
University of Algiers 3, Laboratory of Media Regulations and Professional Ethics - Algeria	University of Algiers 3, Uses and Reception of Media and Cultural Products in Algeria - Algeria
khodja.noureddine@univ-alger3.com	kechairi.mustapha@univ-alger3.com

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Abstract

This field study aimed to examine the contribution of electronic promotion to the activation of corporate social responsibility (CSR) in Algerian economic enterprises, through an applied investigation of a sample of Facebook users following Condor Home Appliances' official page. The study sought to explore the role of electronic promotion in addressing CSR and its dimensions in both societal and environmental contexts, as well as its impact on fostering interactive relationships online between the enterprise and its audiences. Data were collected using an electronic questionnaire administered to a purposive sample of 100 respondents. The findings revealed that Condor's promotional activities significantly contribute to the activation of CSR. Moreover, the age group of 30–40 years was found to be the most responsive and aware of the social dimension of Condor's CSR initiatives. The results also indicated that most respondents possessed a high educational level, which facilitated their understanding of the relationship between promotional activities and CSR, and encouraged their engagement with the enterprise in the digital sphere, particularly through messages directed to the company and the rapid responses they received.

Keywords: Electronic Promotion; Corporate Social Responsibility (CSR); Economic Enterprises; Condor Home Appliances.

الملخص

هدفت هذه الدراسة الميدانية إلى معرفة مساهمة الترويج الالكتروني في تفعيل المسؤولية الاجتماعية للمؤسسات الاقتصادية الجزائرية من خلال الدراسة على عينة من متصفحي صفحة فيس بوك لمؤسسة كوندور للصناعات الكهرومنزلية ، لمعرفة دور الترويج الالكتروني في ما يخص المسؤولية الاجتماعية وأبعادها في حياة المجتمع والبيئة معا ومدى تأثيره في ربط العلاقات التفاعلية على النت بين المؤسسة والجمهور، باستخدام أداة الاستمارة الالكترونية على عينة النهرية قوامها

* *Corresponding author* **KHODJA Noureddine Email** : khodja.noureddine@univ-alger3.com

100 مفردة، وتوصلت الدراسة الى مجموعة من النتائج أهمها أن الأنشطة الترويجية لمؤسسة كوندور ذات تأثير كبير على تفعيل المسؤولية الاجتماعية وإضافة الى الفئة العمرية 30–40 سنة هم أكثر تفاعلا ووعيا للبعد الاجتماعي للمسؤولية الاجتماعية لمؤسسة كوندور كما أن معظم المبحوثين ذوي مستوى تعليمي عال ساعد في فهم أبعاد الأنشطة الترويجية بالمسؤولية الاجتماعية ورغبتهم في تواصلهم عبر الفضاء الرقمي من خلال رسائلهم اتجاه المؤسسة والإجابة عنها سريعا.

الكلمات المفتاحية: الترويج الالكتروني؛ المسؤولية الاجتماعية؛ المؤسسات الاقتصادية؛ مؤسسة كوندور للصناعات الكهرومنزلية.

Introduction

Contemporary enterprises, regardless of their field of activity or position within the economic environment, have found themselves compelled to adapt to the digital age. This transformation has enabled them to establish a presence in the digital sphere, not only to benefit from its advantages but also to achieve efficiency in economic performance, remain competitive, and respond to market demands. The rapid diffusion of digital technologies such as smartphones, websites, electronic platforms, and the growing ease of their use has allowed enterprises to promote goods and services through their official online channels, engage with actors in the economic environment, and pursue their objectives in alignment with predefined strategies.

Promotional activities have thus shifted from traditional practices to a broader digital space that facilitates interactive communication between enterprises and customers. This space fosters the exchange of information and the creation of links that align users' aspirations and needs with the offers and objectives of the enterprise within social, ethical, and economic contexts. Today, enterprises are no longer perceived merely as production units focused on generating goods, providing services, and maximizing profits. Rather, they are increasingly expected to play broader roles in social, ethical, and environmental domains, which obliges them to assume responsibilities before society and the law. In this regard, enterprises are required to be more proactive in integrating their activities into sustainable development efforts and in addressing the responsibilities arising from the potential harm caused to human life and the environment.

Electronic promotion, as a communicative activity, establishes a functional relationship with corporate social responsibility (CSR), particularly in its customer-related dimension in the online environment. Such promotional activities influence psychological, social, and ethical aspects over time, contributing to shaping perceptions of products or services both before and after consumption, while fostering trust between the enterprise and the customer through the exchange of ideas, information, and post-service feedback.

Algerian enterprises are no exception. They too employ digital platforms to promote their products and services, benefiting from these features to enhance relationships with

stakeholders, achieve their strategic objectives, and consolidate their CSR commitments across various dimensions. Among these enterprises is Condor, a leading Algerian manufacturer of home appliances. Against this background, the present study raises the following main research question:

- **How does electronic promotion contribute to activating corporate social responsibility in Condor Home Appliances?**

This central research question generates the following sub-questions:

- Do electronic promotional activities influence the corporate social responsibility of Condor Home Appliances?
- What types of electronic promotional offers does Condor provide to its external audience that are related to corporate social responsibility?
- What criteria do users consider essential in Condor's electronic promotional activities for the effective adoption of corporate social responsibility?

To address the main question and its sub-questions, the study was divided into three sections: the first covers the methodological framework, the second addresses the theoretical framework, and the third presents the applied dimension, which includes the field study.

Significance of the Study

This scientific study carries multifaceted importance in deepening our understanding of the impact of electronic promotional activities from different perspectives related to corporate social responsibility (CSR) in economic enterprises, with a particular focus on Condor Home Appliances in Algeria. It highlights the psychological, social, and behavioral dimensions resulting from the influence of promotional activities in the digital sphere on users and their relationship with the company's CSR commitments. The study also underscores the economic dimension of these activities on online platforms and their subsequent effects on customer satisfaction or dissatisfaction. Furthermore, such activities generate implications for both society and the environment, alongside the ethical significance of CSR, which entails institutional responsibility toward the community and its surrounding environment.

Research Objectives

This study seeks to:

1. Examine the effects of electronic promotional activities and their relationship to corporate social responsibility (CSR) within Condor Home Appliances.
2. Enhance electronic promotion and its various formats in supporting and activating Condor's CSR initiatives.
3. Attain a precise understanding of electronic promotional activities and their connection to the dimensions of CSR, with the aim of reinforcing their value within Condor Home Appliances.

1. Study Concepts

1.1 Electronic Promotion

Numerous researchers have addressed the concept of electronic promotion in terms of the tools employed and its impact on both the consumer and the enterprise. It is often

regarded as an extension of traditional promotional activities and their objectives, but carried out within a virtual environment or through the use of web pages directed at users.

It has been defined as *"the use of all Internet communication tools to connect with the enterprise's environment in order to strengthen relationships"* (Abu-Fara, 2008, p. 257)

Another definition describes it as *"a process of reciprocal communication between the customer and the seller through the use of the Internet, aimed at stimulating customers to engage with a given enterprise, depending on the motivational factors employed by the latter"* (Al-Taie & Al-Dabbas Al-Abadi, 2008, p. 271)

Operational Definition

In this study, electronic promotion refers to the various communicative activities employed by Condor Home Appliances on its official website, including the publication of information, images, videos, and comments about its products, with the aim of persuading consumers and fostering long-term customer loyalty.

1.2 Corporate Social Responsibility (CSR)

The concept of corporate social responsibility has been defined in various ways, depending on context and disciplinary perspectives, particularly within the fields of communication and economic environments.

It has been defined as *"the commitment toward the general public and stakeholder groups—including employees, shareholders, suppliers, and distributors—in meeting their expectations of the organization's existence. Accordingly, CSR arises from organizational activities that impact society on a social level to a greater extent than the organization's ordinary operations"* (Al-Shehab, Amman, p. 77)

Another definition describes CSR as *"the decisions and regulations that determine the interests and requirements of organizations of different types within a given society, based on the extent of their interaction and fulfillment of social responsibilities"* (Al-Saqi & Noor, 2009)

Operational Definition

For the purposes of this study, CSR refers to the ethical, legal, and behavioral commitment demonstrated by Condor Home Appliances and its members in carrying out their activities within the economic environment, particularly toward customers before and after service, with the aim of improving relationships and achieving mutual benefits.

1.3 Economic Enterprises

Several definitions have been proposed for the concept of the economic enterprise. One definition states: *"An economic enterprise is a financially independent economic organization operating within a specific legal and social framework, whose objective is to integrate factors of production in order to produce or exchange goods or services with other economic actors, aiming to achieve appropriate outcomes under economic conditions that vary depending on spatial, temporal, and activity-related factors"* (Sakhri, 1993, pp. 25-26)

Another definition describes it as: *"An organization that brings together individuals with diverse competencies, utilizing capital and capabilities to produce a particular good, which can then be sold at a price higher than its cost"* (Al-Adlouni, 2002, p. 98)

Operational Definition

For the purposes of this study, economic enterprises are understood as social entities with an economic character that combine production resources with human and technological inputs to produce goods or services, thereby generating profit and growth for the enterprise while simultaneously meeting customer needs over time.

1.4 Condor Home Appliances

Condor is an Algerian company specialized in electronics, home appliances, and multimedia technologies. It is part of the Benhamadi Group and is headquartered in the industrial zone of Bordj Bou Arréridj.

The company markets its products across Algeria as well as in African and European markets. Its Chief Executive Officer and Chairman of the Board is Mr. Abdelrahmane Benhamadi.

Established in 2002, Condor had achieved a 35% share of the Algerian information technology and home appliances market by 2012. The company also maintains an official website at condor.dz.

2. Research Methodology

2.1 Method

This study falls within the scope of descriptive research, which is concerned with examining situations, conditions, and relationships as they exist in their present state, with the aim of diagnosing them and revealing their dimensions, particularly through identifying the interrelations among their elements and with other phenomena. The descriptive approach involves quantitative representation through the collection of standardized data and information on the phenomenon, followed by their classification and analysis for rigorous examination (Abdel-Aal, 2004, p. 166)

Accordingly, we adopted the survey method, which we consider most appropriate for this research. This approach enables the exploration of all dimensions of the phenomenon under study and facilitates both quantitative and qualitative analysis of the collected data in order to generate findings that effectively address the research questions.

2.2 Research Population and Sample

The research population in this study consists of individuals who use information and communication technologies, smartphones, and those who browse or follow the official Facebook page of *Condor Electronics*.

2.2.1 Study Sample

In order to test any study or phenomenon representative of a research population which is often relatively large, the researcher selects a portion of that population that is homogeneous, known as the sample. The sample is defined as: *"a portion of the*

population selected in a scientific manner to provide data representative of the population from which it is drawn" (Salahuddin, 2012)

In this study, we employed one of the sampling techniques specific to the virtual environment, namely the *river (or intercept) sample*. We initially identified respondents through our observations of those actively engaging with Condor's Facebook page. These individuals were contacted via private messages on Messenger, through which they received a link to the questionnaire and were invited to complete it. Respondents, in turn, shared the survey link with other page followers. Data collection was conducted over the period from July 6 to July 21, 2025, yielding a total of 100 valid responses.

2.2.2 Research Instrument

This study relied on the use of an electronic questionnaire as the primary research instrument, given that the focus of the research is on users who browse the official Facebook page of *Condor Electronics*. The questionnaire was structured into three main sections.

3. Previous Studies

3.1 Study (Nesrine Ismail & Lahcen Douri, 2021)*"The Contribution of Electronic Marketing to the Development of Social Responsibility"*

This study aimed to explore the reality of electronic marketing and the status of corporate social responsibility within *Algérie Télécom – Batna Agency*. It further sought to highlight the extent to which electronic promotion contributes to strengthening social responsibility by identifying the key dimensions that explain CSR within the digital environment. The researchers employed the descriptive–analytical method to describe the phenomenon and analyze the results based on the data collected through relevant research instruments.

The most significant findings reported were as follows:

1. **A statistically significant impact** at the set significance level was found for electronic marketing with its components (website, electronic product, electronic pricing, and electronic promotion) on the social responsibility of *Algérie Télécom – Batna Agency*.
2. The institution relies on **standardized scales and evaluative indicators** to assess the quality of its marketing policies and the services it provides.
3. **Electronic distribution enhances CSR practices** by improving the marketing policies related to digitally delivered services for customers.

3.2 Study (Azizan Fatima Ezzahra, 2025)*"The Contribution of Web 2.0 Tools to the Development of Corporate Social Responsibility"*

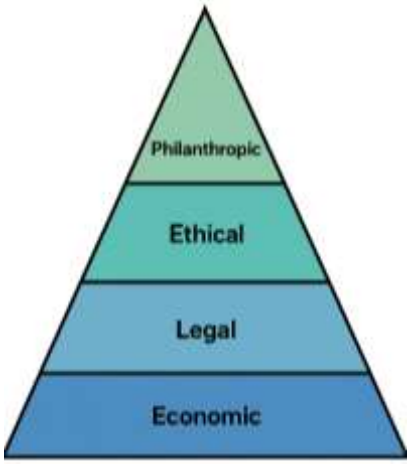
This study sought to understand how Web 2.0 tools contribute to expanding the concept of corporate social responsibility by examining the mechanisms through which these tools activate the vigilance and monitoring process necessary to ensure positive engagement with stakeholders.

Using the descriptive–analytical approach and an online questionnaire as the primary data-collection tool, the study reached several key conclusions:

- **Web 2.0 tools significantly enhance CSR communication** for *Air Algérie* through fostering positive interaction and dynamic information flows between the company and its stakeholders.
- The CSR approach adopted by *Air Algérie* possesses a **strategic dimension**, as it actively seeks to involve all actors connected to the institution's activities and objectives.

4. Carroll's CSR Pyramid

Figure 01 : Carroll's CSR Pyramid



Source: Carroll (1991, 2016)

5. Presentation and Analysis of Field Study Results

Table 1. Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	61	61%
Female	39	39%
Total	**100**	**100%**

Source : Prepared by the researcher

The table above indicates that the proportion of male respondents exceeds that of female respondents, with males representing 61% of the sample compared to 39% for females. This outcome may be attributed to the fact that men tend to show greater interest and engagement with the company's products, whether in terms of purchase, maintenance, or taking responsibility for researching such products within the context of household and social life.

Table 2. Distribution of Respondents by Age

Age Group	Frequency	Percentage (%)
20–30 years	21	21%
30–40 years	50	50%
Above 40 years	29	29%
Total	**100**	**100%**

Source : Prepared by the researcher

The table reveals that the highest proportion of respondents falls within the age group of 30–40 years, accounting for 50% of the sample. Meanwhile, those aged above 40 years represent 29%, and the 20–30 age group constitutes 21%. This suggests that individuals aged 30–40 occupy a distinctive social position, as they tend to show greater interest in home appliances. Most of them represent family households, which not only increases their reliance on such products but also reflects sufficient experience in their use. Furthermore, this group often engages in the exchange of information regarding innovations and updates in this field.

Table 3. Distribution of Respondents by Educational Level

Educational Level	Frequency	Percentage (%)
Secondary	11	11%
Below Secondary	1	1%
University (Bachelor/Master)	55	55%
Postgraduate Studies	33	33%
Total	**100**	**100%**

Source : Prepared by the researcher

The table shows that the majority of respondents (55%) hold a university degree at the Bachelor's or Master's level, followed by 33% with postgraduate qualifications. Meanwhile, 11% of respondents reported a secondary-level education, and only 1% had an education level below secondary.

This distribution highlights that the educational level of users of Condor's home appliances is relatively high. Such a trend can be explained by the fact that higher education enhances both digital literacy and the ability to search for, evaluate, and adopt technological innovations. Moreover, this reflects a predominantly youthful segment that remains engaged with the latest developments and more responsive to electronic promotional content.

Axis One: Types of Promotional Offers on Condor's Facebook Page Most Interactive with Its External Audience

Table 4. Prior Experience as a Customer of Condor Home Appliances

Question: Have you ever been a customer of Condor's home appliances?	Frequency	Percentage (%)
Yes	89	89%
No	11	11%
Total	**100**	**100%**

Source : Prepared by the researchers

The table indicates that 89% of respondents reported being customers of Condor, while 11% stated they had never purchased Condor's home appliances. This suggests that Condor enjoys a broad customer base at the national level. Furthermore, the expansion

of its market appears closely linked to improvements in product quality and value, reinforcing customer loyalty and extending its reach.

Table 5. Elements of Condor's Facebook Page that Attract Users' Attention

Question: In your opinion, while browsing Condor's Facebook page, what attracts your attention the most?	**Frequency**	**Percentage (%)**
Display of product images	24	24%
Product advertisements	76	76%
Total	**100**	**100%**

Source : Prepared by the researchers

The results reveal that 76% of respondents indicated that product advertisements are the primary element capturing their attention when browsing Condor's Facebook page, whereas 24% pointed to the display of product images. This suggests that users particularly existing customers are consistently attentive to new announcements made by the company, especially regarding product price, design, and specifications. These attributes appear to constitute the most significant factors influencing user engagement.

Table 6. Impressions Formed After Using Condor's Home Appliances

Impression	**Frequency**	**Percentage (%)**
Comfort and safety	43	43%
High level of trust in dealings	24	24%
Suitability for human life and the environment	21	21%
Products in the process of development	5	5%
Not of high quality	1	1%
Price	1	1%
Reasonable cost	1	1%
Left no impression	1	1%
Sometimes inconsistent with promotional offers	1	1%
I no longer trust Condor products	1	1%
Quality and type	1	1%
Total	**100**	**100%**

Source : Prepared by the researcher

The table indicates that 43% of respondents reported that the dominant impression formed after using Condor's home appliances is *comfort and safety*. Meanwhile, 24% associated their impression with *a high level of trust in dealings*, while 21% highlighted *compatibility with human life and the environment*. These findings demonstrate the positive impact of Condor's products on customers, particularly in providing safety and convenience and ensuring environmental suitability. Over time, this reflects the company's ongoing efforts to enhance its products in line with customer expectations.

Table 7. Do You Think the Promotional Offers on Condor's Facebook Page Reflect Any Dimension of Corporate Social Responsibility?

Response	Frequency	Percentage (%)
Yes	91	91%
No	9	9%
Total	**100**	**100%**

Source : Prepared by the researcher

The table shows that 91% of respondents believe that the promotional offers presented on Condor's Facebook page reflect at least one dimension of corporate social responsibility, while only 9% did not perceive such a link. This suggests that the majority of participants most of whom are Condor customers have experienced the company's products over time and found them suitable for various aspects of daily life. Such experiences have reinforced a positive perception of the brand and strengthened the association between its promotional activities and socially responsible practices.

Table 8. Dimensions of Corporate Social Responsibility Identified in Condor Electronics

Dimension	Frequency	Percentage (%)
Social dimension	62	62%
Legal dimension	10	10%
Environmental dimension	18	18%
Ethical dimension	10	10%
Total	**100**	**100%**

Source : Prepared by the researcher

The table indicates that 62% of respondents associated Condor's activities with the **social dimension** of corporate social responsibility, while 18% highlighted the **environmental dimension**, and 10% identified both the **ethical** and **legal dimensions**. This finding underscores the predominance of the social dimension in shaping customers' perceptions of Condor's responsibility. The social dimension carries significant weight for consumers, as it embodies values of trust, security, and the interactive exchange of information between the company and its audience. Consequently, the social dimension emerges as a fundamental pillar in Condor's CSR strategy, though attention to legal, ethical, and environmental aspects remains essential to consolidating a comprehensive and balanced approach to corporate responsibility.

Table 9 : **Have you ever been a customer of Condor for household appliances?**

Educational Level	Yes (Frequency/%)	No (Frequency/%)	Total	%
Secondary	08 (72.72%)	03 (27.28%)	11	11%
Below Secondary	01 (100%)	00 (0%)	01	1%
University (Bachelor/Master)	51 (92.72%)	04 (7.28%)	55	55%
Postgraduate	29 (87.88%)	04 (12.12%)	33	33%

Educational Level	Yes (Frequency/%)	No (Frequency/%)	Total	%
Total	89 (89%)	11 (11%)	100	100%

Source: Prepared by the researchers

The results indicate that **92.73%** of respondents at the university level (Bachelor/Master) reported having been customers of Condor, while only **7.27%** stated otherwise. Similarly, **90.90%** of respondents with secondary education answered "yes," compared to **9.1%** who answered "no." Among postgraduate respondents, **84.84%** confirmed being customers, whereas **15.16%** indicated they had not.

These findings suggest that across the three major educational levels, the majority of participants reported being customers of Condor. This can be attributed to their familiarity with the company's products, their ongoing use, and the satisfaction derived from them, which over time has generated a positive and voluntary response toward the brand. The interaction of these consumers with Condor's promotional campaigns through its official Facebook page reflects not only their interest but also their active engagement facilitated by information and communication technologies. Consequently, educational level emerges as a significant factor for the company in shaping consumer trust, loyalty, and responsiveness to its promotional content.

Axis Three: Criteria Considered Necessary by Users for Promotional Activities on the Facebook Page as a Support for Corporate Social Responsibility

Table 10: Do you think improvements should be introduced in the promotional activities on Condor's Facebook page?

Response	Frequency	Percentage
Yes	97	97%
No	3	3%
Total	100	100%

Source: Prepared by the researchers

The table above indicates that 97% of respondents believe that improvements are necessary in the promotional activities presented on Condor's official Facebook page, while only 3% see no need for modifications. This finding highlights the strong interest of the majority of customers and page visitors in the company's products, as well as their active engagement with its digital content. It also reflects users' expectations for innovation, diversity, and continuous improvement in promotional offers for new products. Such feedback demonstrates a positive driver that enhances the company's proximity to its audience, reinforcing both the scope and the value of participation and interaction between the institution and its consumers.

Table 11: What do you consider necessary for Condor to implement in its promotional activities on its Facebook page in relation to social responsibility?

Response	Frequency	Percentage
Providing convincing and prompt responses to users' messages via the official page	50	50%

Response	Frequency	Percentage
Aligning promotional offers with what is available in the market	27	27%
Expanding its social contributions during national and religious occasions	14	14%
Taking followers' suggestions and ideas on the page seriously	1	1%
Addressing product shortcomings and introducing improvements quickly and effectively	1	1%
Enhancing after-sales service and ensuring prompt responsiveness	1	1%
Organizing special contests	1	1%
Continuous product improvement while considering consumers' purchasing power	1	1%
Total	**100**	**100%**

Source: Prepared by the researchers

The table demonstrates that 50% of respondents emphasized the importance of providing prompt and convincing responses to users' inquiries through Condor's official Facebook page as a key practice linking promotional activity to corporate social responsibility. Meanwhile, 27% pointed to the need for aligning promotional offers with actual market availability, and 14% stressed the importance of broadening social contributions during national and religious occasions. This highlights the extent of interaction and interest expressed by Condor's audience, particularly regarding product-related inquiries, usage, and information. Such findings constitute a significant indicator of the company's engagement with dimensions of social responsibility, especially in terms of responsiveness and maintaining trust with its consumers.

6. Field Study Findings

Following the processing of the collected data and the analysis of the tables, a number of key results were obtained:

- The study revealed that the majority of respondents were male (61%), compared to 39% female. This distribution is linked to the specific nature of household appliances, which often require familiarity with handling, transportation, and technical use, factors generally associated more with men than with women. This is further affirmed by Carroll's approach regarding stakeholders and their interest in the various services provided by the institution, through which it seeks to achieve shared goals and mutual benefit between both parties.
- The age distribution showed that the category of 30–40 years represented 50% of the sample, while 29% were over 40 years, and 21% belonged to the 20–30 age group. This indicates that the majority of respondents are in mature age groups, often associated with family responsibilities and greater interaction with

appliances due to accumulated experience over time. This further reinforces the positive interconnectedness between the services provided by Condor to various segments of Algerian society and the relative increase in its audience over time, which can be attributed to strengthened consumer trust and continuous product improvement..

- With regard to educational level, 55% of respondents held a university degree (Bachelor's/Master's), while 33% had postgraduate studies, and 11% had a secondary level of education. This supports the extent of interest shown by Condor's audience particularly those with a high level of education given that the company strives to uphold the principles upon which social responsibility is based, in order to achieve the shared benefits of all partners and actors within the competitive environment. This reflects that the followers of Condor's official Facebook page predominantly belong to higher educational categories.
- The study also found that 76% of respondents considered product advertisements to be the most engaging content on Condor's Facebook page, while 24% reported being attracted primarily by product images. This highlights the substantial impact of promotional activity and its diversity on users' engagement. Additionally, 89% of respondents confirmed that they are Condor customers, which demonstrates the influence of the company's promotional strategies in attracting and retaining its client base over time, in alignment with market realities. Accordingly, the optimal use of all communication technologies on the web page enables Condor's audience to clearly understand the messages and content related to each product and to interact effectively with them. This falls within the ethical and legal dimensions adopted by Condor Home Appliances in the implementation of its social responsibility practices.
- Regarding corporate social responsibility (CSR), 62% of participants identified the social dimension as the most visible and impactful in Condor's practices. This aligns with Condor's ongoing efforts to strengthen trust and reassurance among its audience regarding the wide use of its products. Such confidence results from the continuous updates and improvements carried out by the company, which constitute one of the key pillars underpinning the social and economic dimensions of corporate social responsibility.
- In terms of consumer perception, 43% of respondents reported that Condor's appliances provided them with comfort and safety, while 34% highlighted their compatibility with human life and environmental standards, and 24% emphasized a high level of trust in dealing with the company. These findings indicate that Condor enjoys a solid reputation among its clientele, due to both pre-sale and after-sale services. This specificity falls within the framework of what is established in the scientific literature, particularly the imperative of meeting the expectations of all categories of stakeholders, ensuring quality, and consequently increasing customers' sense of safety and trust, while also preserving the environment in all its dimensions.
- The study further showed that 97% of respondents believe there is a need for improvements in Condor's promotional activities, compared to only 3% who saw

no such need. This reflects the audience's strong interest in continuous updates and their expectation for ever-improving promotional strategies. This allows us to conclude that there is a significant level of interaction among Condor's audience on its official Facebook page, expressed through various forms and modes of communication that have enhanced participatory engagement in exchanging ideas, opinions, and comments about the product and its characteristics. This aligns with what has been highlighted in scientific theories, particularly the Consumer Electronic Behavior Theory.

- Finally, 50% of participants stressed that quick and convincing responses to user messages on the official page are essential and directly related to CSR. Meanwhile, 27% emphasized the importance of aligning promotional offers with market realities, and 14% highlighted the company's role in contributing to social initiatives during national and religious occasions. This falls within the broader strategy that the company seeks to expand in order to achieve its objectives in line with the expectations of its audience. It does so by examining all forms of interaction recorded on its official Facebook page through the lens of scientific theories, including Social Interaction Theory, which emphasizes understanding all digital exchanges between the brand and its audience on the web. This continuous interaction and communication with customers positions every participant as an active and positive contributor to the overall experience.

Conclusion

Condor Home Appliances is a company that seeks to achieve leadership and excellence in the economic field, both domestically and internationally. Its promotional activity on the official Facebook page is characterized by dynamism, diversity, and clear targeting. Through its online promotional strategies, the company has strengthened its position and projected an image consistent with its audience's expectations by leveraging digital applications and employing creativity to facilitate understanding and foster interaction around its products.

This approach has enabled Condor to build relationships of trust, reciprocity, and shared participation in the company's success and development. Consequently, its role has extended beyond commercial objectives to encompass broader responsibilities toward its audience and the environment, reflecting the multidimensional nature of corporate social responsibility within the contemporary economic and digital context.

By continuously enhancing the professionalism of its online promotional campaigns, Condor reinforces its social bridges with its audience -trust, safety, and credibility- while expanding and diversifying its communication networks. Moreover, by engaging with user-generated ideas, comments, and feedback, the company ensures mutual benefit for both parties, thereby supporting sustainable growth, development, and the achievement of strategic goals.

Suggestions and Recommendations

Based on the findings of the field study, and in order to activate and strengthen corporate social responsibility through the optimal use of electronic promotion techniques and applications on Condor's official Facebook page, the following recommendations are proposed:

1. Establishing a specialized team in electronic promotion capable of bringing professionalism and innovation to product design and artistic presentation, ensuring alignment with the real features and specifications of the actual products.
2. Developing an integrated strategy that connects management with marketing department officials, focusing on addressing all audience comments and messages regardless of their nature, providing timely responses, and acting upon them in ways that foster trust and reinforce the company's social dimension.
3. Enhancing corporate visibility across social, environmental, and legal dimensions, as positioning within today's digital economic environment is crucial for consolidating institutional reputation, strengthening its societal role, and ensuring long-term sustainability.

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