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The Role of Institutional Digital Platforms in Shaping the Perception of the National Economy among Algerian Citizens: A Survey Study

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Abstract:

This descriptive exploratory study investigates the possibility of constructing a mental image of national economic institutions through their utilization of institutional digital platforms, encompassing internet applications, official websites, and citizen service platforms. The study seeks to explore the extent to which a comprehensive mental image of the national economy can be formed by employing all available institutional communication technologies within the Algerian economic environment. This study belongs to the category of descriptive survey studies, where the characteristics of the mental image and stereotypes held by citizens of Setif city about the national economy were observed. This was achieved by adopting a random sampling method in which a questionnaire was distributed. The results revealed the extent to which institutional communication technologies, such as digital service platforms, facilitate the provision of various services and cultivate a culture of communication between citizens and institutions. Additionally, the continuous availability of economic information contained in digital news and promotional tools has facilitated the presentation of a fluid and continuously evolving image of the national economy and its institutions.

Keywords: Mental Image, Institutional Digital Platform,National Algerian Economy

Jel Classification Codes:

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I. INTRODUCTION

Communication technology has revolutionized the communication process, especially with the advent of the internet and its accompanying applications. This has made it possible to communicate effectively and exchange information through various digital applications such as email, social media, remote payments, branding and advertising, and other applications available on the internet.

With such remarkable and rapid advancements across various aspects of communication, it has become imperative to keep pace with technological progress, which is now an inevitable necessity for both individuals and organizations alike. Modern communication technologies and internet applications have become the focal point for many public institutions due to the ease of communication, abundance of information, precision in product promotion, and the ease of access for citizens who have become aware of the importance of digital services in reducing travel and associated costs, whether in job searching, product information, obtaining services, or paying bills. Moreover, the intense competition from local and foreign private companies has compelled national public economic institutions to rise to the challenge and increase their presence in the virtual space, providing their services transparently to cultivate a positive image in the minds of citizens who now face difficult choices amid the increasing digital noise.

Furthermore, directing citizens towards specific products or services contributes to the development of the national economy and promotes public institutions. These institutions now bear a significant responsibility to improve their services and adapt to market demands, while also considering the needs and desires of citizens who are a vital artery in the national economic process. This requires public institutions to employ specific mechanisms on digital platforms to shape the public's perception of the national economy, given the multitude of opportunities and services available online.

1. Research question

Today, Information technology and networks have enabled a quantitative and qualitative leap for human society, which McLuhan termed the "digital wave." This wave has facilitated the accessibility, collection, storage, and instant dissemination of information, transcending the constraints of time and distance. These innovations are exemplified by the internet, Web 2.0 developments, coaxial cables, multimedia, and direct connections to information databases and networks. Integrated networking processes such as digital platforms; email, social media, and the vast array of applications available on operating systems

like Android have further propelled this digital revolution.

John Hartley, in his book "Communication, Cultural and Media Studies," describes the general digital communication situation as an ensemble of newly developed communication technologies that exert a transformative impact on society in a continuous manner. These novel technologies have reshaped the conventional communication landscape within the societal structure by their ability to distribute information at an incredibly rapid pace, conveying immense volumes of data. Consequently, they have altered economic patterns, forms of knowledge, and cultural possibilities (cyber democracy, cyborg, and virtual communities). This communication pattern is characterized by digitization and compressibility, where large amounts of digital information can be stored in small spaces. Moreover, information can be easily reshaped, enabling interactive services. The capacity for networking digital media signifies that information can be distributed to numerous users simultaneously. (Hartley, 2011 ,p165-166)

These communication technologies have enabled the integration and application of new technology across all fields of institutional communication, marketing activities, commercial and banking transactions. They have also expanded the forms of human and commercial communication, opening up new avenues for innovative uses and concepts. This has given rise to terms like e-marketing, e-commerce, and online services. These online services have, in themselves, become a competitive market for service and economic institutions to connect with their customers efficiently. This has led to a shift in global trade from traditional to electronic forms. Global economic forecasting studies predict that service transactions will account for more than 80% of all transactions by the beginning of 2024, having risen from 25% in 2005, 45% in 2011, and 65% in 2019. However, the practical application of these services remains tied to the digital and economic systems of each country.

Algeria, with its institutions, is considered part of the global digital economic system. Algerian public and private, service and economic organizations have sought to keep pace with the technological advancements by leveraging networks and tools to conduct their business, transactions, and administrative functions. It has become imperative for institutions to adapt to these developments by adopting modern and advanced technologies to deliver quality services, thereby improving public service, employee service, and citizen service. These technologies offer high levels of efficiency and quality, ease of use, and reduced time and cost. Therefore, it has become essential to leverage information and communication technologies as a tool to enhance public service and ensure equitable access to services.

The corporate image and reputation are among the top priorities for organizations, especially in their promotional and social activities. This is because customer loyalty to a service or product is primarily linked to the symbolic and mental image they have of the company, based on the services and promotional or communication tools it provides in the market. This research aims to explore the extent to which national institutions can utilize information and communication technologies, such as websites and digital platforms in general, to build and enhance their image and improve the perception of the national economy among citizens, this raises the following question:

To what extent do digital platforms employed by public institutions contribute to shaping citizens' perception of the national economy?

1.1 Sub-questions :

- Which digital spaces on the internet are primarily offered by public institutions to citizens?
- What digital services and functions do these platforms enable for public institutions?
- What methods do public institutions use to inform citizens about the general state of the national economy?
- To what extent do citizens believe that public institutions are making efforts in digital communication?
- Based on the digital platforms, websites, social media, and applications provided by public institutions, what is the overall image of the national economy that citizens have?

1.2 Sub-hypotheses

From the scientific problem posed, we can propose the following hypotheses:

a.Public institutions provide on the internet several digital media such as official websites and digital platforms for consultation or service achievement.

b.Public institutions provide many digital services and activities such as prepayment service.

c. There are several mechanisms for public institutions to define the general situation of the national economy through several mechanisms such as advertising.

d. Public institutions exert digital communication efforts to expand activities to build a mental image such as social marketing campaigns.

e. The citizen has a fluctuating mental image about the national economy according to what public institutions provide of activities and means.

.13 Study concepts

From the research topic "The role of institutional digital platforms in shaping the image of the national economy among Algerian citizens" ,we can extract the following keywords that require the adjustment and measurement of their operational indicators:

1.3.1 mental image

The term "mental image" is linguistically defined in the Basic Arabic Dictionary as "everything that is depicted, such as a shape, a solid statue, a type, or an attribute. The image of a thing is its imagination in the mind or intellect. (Ben Ammar Al-Ahmar, 1991,p02)

Different scientific disciplines have varied in their interpretation of the concept of image, particularly between medical, psychological, and marketing sciences, According to researcher Kosslyn Stephen ,during the late 1970s and early 1980s there was vigorous debate about the nature of visual mental imagery. One position (championed primarily by Pylyshyn, 1973, 1981) held that representations that underlie the experience of mental imagery are the same type as those used in language; the other position (which my colleagues and I supported, e.g., Kosslyn, 1980, 1994) held that these representations serve to depict, not describe, objects. (M. Kosslyn, 2005,p333)

Beach argues that a mental image is a collection of accumulated and organized knowledge and information that an individual forms about themselves and the world around them. The elements of an image include imaginary and abstract concepts. He assumes that the information and knowledge related to the subject of the image are arranged and organized according to the individual's perceptions and biases. (Beach R, 1990,p264)

According to Encyclopedia of Media ,The mental image is the impression that an individual forms about the surrounding things, influenced by the stored information about them and their understanding of it. Thus, the mental image is the result of the interaction of elements of knowledge and perception. This mental image of things and surrounding subjects, in turn, affects our perception and evaluation of them. (Mounir, 2003,p1859)

In the context of this research, the operational concept of a mental image refers to the overall impression formed in the minds of the public about the institutions, products, or services encompassed by the Algerian national economy. This perception evolves over time as a result of experiences and interactions with this economic system, as well as through information received from various sources such as advertisements, media, and marketing.

1.3.2 Institutional Digital Spaces

The digital space is a virtual realm interconnected by a global network. It is a computer-based world, accessed via computers. It is multi-dimensional, and in everyday usage, the term (digital space) encompasses the internet, email lists, discussion forums, chat rooms, email, and social media networks. (Nasr, 2015,p10)

Digital spaces can be defined as digital spaces and areas where the group of beneficiaries is real, consisting of individuals who benefit from these spaces according to their interests. The resources shared by the beneficiaries are digital, and communication or the communication process is virtual, i.e., through the network. (Tashour, 2015,p77)

The operational definition of (Institutional Digital Spaces) as new concept in marketing studies, is the environments created by the internet and web applications, such as electronic platforms, social networks, and Android applications, which give rise to a system that includes the content creator, the user, interactivity, and all components of the space in general.

1.3.3 Algerian Economy

The Algerian economy is a product of various political, historical, and natural factors, And the historical factor of French colonial dependency can be considered one of these factors.

Immediately following independence, the revolutionary leadership adopted a socialist model for the Algerian economy. This economic system persisted for nearly thirty years (1962-1992) before being replaced by a capitalist economy. However, neither the socialist system nor the subsequent capitalist model, adopted in 1992, was fully implemented. Moreover, a distinct economic model or system tailored specifically to Algerian society has yet to emerge. (Mokhtari, 2018,p946)

The chronic dependence of the Algerian economy on revenues from

hydrocarbons has always made it vulnerable to the international energy market and its fluctuations. That is why Algeria's macroeconomic balances have always remained at the mercy of these fluctuations and their repercussions. The crisis of low oil prices in 1986 and then 2014 clearly shows this**.** (Shafir, 2021,p08)

2. Research literature

Research literature forms the cornerstone of any scientific research, as it provides the knowledge foundation upon which new research is built. By reviewing previous literature, researchers can identify what has already been accomplished in the field and determine the knowledge gaps that the research needs to fill. Furthermore, research literature assists in formulating research questions and hypotheses, and in selecting the appropriate research methodology.

2.1 Previous studies

The previous studies aim to establish a broad theoretical and reference background about the research topic or phenomenon, as well as to utilize them in analyzing the obtained results and comparing them with the results achieved. Despite the novelty of the topic, some studies that we have relied on can be presented as follows:

In This study "External perception of the service organization" (Zelilia, 2010) the researcher aimed to identify the nature of the Algerian service institution's image among its external audience, to uncover the impact of this image on the audience's future attitudes, and to determine the main reasons behind the formation of this image. This was achieved by posing the following main research question: What is the nature of the image that the external audience forms of the Algerian healthcare institution? The researcher adopted a descriptive-analytical approach, conducting a comprehensive survey of patients who had actually stayed in the institution's facilities, using a questionnaire. The study concluded with a number of significant findings, the most important of which was a noticeable improvement in the level of services provided. However, some problems and many shortcomings still exist, some of which are related to the patient-healthcare provider relationship, while others are due to favoritism and inequality in the provision of healthcare services, which has led to the formation of a negative image among many citizens.

As for the second study, it is titled "Promoting the brand in the digital space, shaping the economic institution's image through social media." (Bousedjra, 2016,p703), The researcher sought to discover and elucidate how to utilize

promotional activities through digital spaces to enhance the institution's image. The researcher discussed the emergence of the internet and how it transformed traditional methods of institutional communication for economic institutions by creating websites and establishing dedicated pages on social media platforms. These platforms have become a primary channel for building relationships with the public. Therefore, the researcher believed that it is crucial for institutions to develop their online presence. The online image can be both valuable and destructive. The researcher has narrowed down the role of social networks in shaping the institution's image to the following points: a new space for dialogue, a new space for market testing, the possibility of publishing, distributing, and promoting, and wide audience coverage.

As for the study "Managing the institution's image through social media networks: a technological imperative in the digital age"(Chaaban, 2021,p246), The researcher in this study confirms that social media networks are a crucial tool for building a company's image. This is achieved by identifying the target segments of the offerings presented through social media networks to further motivate them to purchase and foster loyalty to the company's brand.

2.2 The importance of digitizing public spaces as a strategy for improving the national economy's image.

Digitization has become an increasingly valuable initiative for information institutions of all kinds. It has also gained significant importance among librarians and information specialists. Building a digital library necessitates making information resources electronically accessible. Numerous initiatives revolving around the concept of the (information highway) have driven the conversion of traditional materials into digital collections.

Digital collections have offered users easy access and enabled simultaneous sharing among multiple users. Consequently, they have been able to accommodate the growing number of users compared to traditional collections. This has been achieved by publishing and making text collections available online through the World Wide Web or the library's or information institution's intranet.

To understand the significance of digitization, it is worth noting that digitizing a traditional information source has enhanced its usability by facilitating access and browsing. It has enabled full-text searching and the use of hyperlinks that direct users to relevant texts and external sources.

It is important to emphasize that digitization does not solely aim to replace traditional library collections and services with electronic ones. Instead, it aims to

enhance the value of existing collections, improve services, and preserve traditional materials, especially rare ones.

3. Methods and Materials

This study is categorized as a descriptive survey, Moreover, surveys are considered to analyze and investigate any social phenomenon, problem, or population, using a structured scientific approach to attain specific goals. (Shelbi, 1999,p99), A field survey was conducted on a random sample of Algerian local social media platform users. A link to an online questionnaire was shared on accessible pages and groups where sharing the link was facilitated. Responses were collected from April 10th to June 27th, 2024, with 94 participants completing the questionnaire.

Based on our analysis and interpretation of the data collected through our field study, we were able to arrive at the following results:

Table (1): presents The types of digital spaces provided by the public institution for citizens.

types of digital spaces	Frequency	Percentage	Observation percentage
Official social media pages	81	48.2	100.0
Official website	66	39.3	81.5
Android apps	17	10.1	21.0
Other	2	1.2	2.5
Advertising displays	2	1.2	2.5
Total	168	100	207.4

The source : Utilizing SPSS for descriptive data analysis

Reading : the Table(01) presents the types of digital spaces provided by public institutions for citizens. The results show that official social media pages are the most common, accounting for 48.2% of the total digital spaces offered. This is followed by official websites with 39.3%, and then Android applications with 10.1%. Other categories, including digital advertisements, constitute a very small percentage. The table utilizes SPSS software for descriptive data analysis.

Table (2) : presents The most important institutions providing digital spaces for citizens according to the respondents.

Entity	Frequency (N)	Percentage of Responses	Percentage of Observations
Sonelgaz	74	68.5%	100.0%
Sonatrach	15	13.9%	20.3%
SEMPAC	1	0.9%	1.4%
ENIEM	2	1.9%	2.7%
SONACOM	1	0.9%	1.4%
Other Companies	15	13.9%	20.3%
Total	108	100.0%	145.9%

Table 2 presents the most important institutions providing digital spaces for citizens according to the survey respondents. The results indicate that Sonelgaz is the most significant institution, mentioned by 68.5% of the respondents. Sonatrach follows with 13.9%, and other companies with 13.9%. The remaining companies constitute a very small percentage.

Table (3) : The table presents the most visited official pages on Facebook.

Organization Pages on Facebook	Frequency	Percentage of Respondents	Valid Percentage
Postal Services Pages	54	57.4%	57.4%
Sonelgaz Group	15	16.0%	16.0%
Sonatrach Group	12	12.8%	12.8%
Pages for puplic Electrical Electronic Products	7	7.4%	7.4%
Public Transport Routes Pages	6	6.4%	6.4%
Total	94	100.0%	100.0%

The table reveals that postal service pages are the most popular among users, with 57.4% of survey respondents visiting them. This is followed by Sonelgaz Group pages at 16% and Sonatrach Group pages at 12.8%. Pages related to electrical and electronic products, as well as public transportation, ranked lower.

Table (4) : Downloading Public Institutions' Apps on Mobile

Response	Frequency	Valid Percentage	Cumulative Percentage
Valid	45	47.9%	47.9%
Not Valid	49	52.1%	100.0%
Total	94	100.0%	100.0%

Table 4 illustrates the prevalence of downloading public institutions' apps on mobile devices. The results indicate that 47.9% of survey participants had downloaded such apps, while 52.1% had not. This suggests that a segment of the population utilizes these apps, but there is also a significant portion that does not, indicating opportunities to enhance these apps and raise awareness about them. In summary, the table reveals a moderate interest in public institution apps, but there is a need for further efforts to increase their adoption.

Table (5): Reliance on Institutional Apps for Services

Response	Frequency	Percentage	Valid Percentage
Sometimes	66	70.2%	70.2%
Depending on economic and national conditions	22	23.4%	23.4%
Always	6	6.4%	6.4%
Total	94	100.0%	100.0%

Table 5 illustrates the extent to which individuals rely on institutional apps for service delivery. The results show that the vast majority (70.2%) of respondents use these apps occasionally, suggesting that these apps are not an integral part of their daily routine but are rather used as needed.

The table also reveals that a proportion (23.4%) of individuals use these apps depending on economic and national conditions, indicating that usage may be influenced by external factors.

Finally, a small percentage (6.4%) of individuals rely entirely on these apps for service delivery. Overall, it can be concluded that individuals' reliance on institutional apps for services varies and is influenced by several factors.

Table (5): The table presents the most institutional websites visited

Visited Website	Frequency	Percentage	Valid Percentage
Official Website of Sonatrach	25	26.6%	26.6%
Official Website of Sonelgaz	32	34.0%	34.0%
Official Website of SGP	12	12.8%	12.8%
Official Website of Naftal	13	13.8%	13.8%
Official Website of ONIAM	12	12.8%	12.8%
Total	94	100.0%	100.0%

The table provides a breakdown of website visits, indicating the number of times each website was accessed and the corresponding percentage of total visits.

Key Insights from the Table: Sonelgaz and Sonatrach Dominance: The websites of Sonelgaz and Sonatrach, two major Algerian energy companies, were the most visited, accounting for 34% and 26.6% of total visits, respectively. This suggests a significant interest in these companies and their activities.

Other Institutional Websites: Websites of other institutions, such as SGP, Naftal, and ONIAM, received a smaller share of visits, ranging from 12.8% to 13.8%. This indicates a lower level of interest in these institutions compared to Sonelgaz and Sonatrach.

Table(6) : Digital Services Provided by Public Institutions

Main Reason for Using the Platform	Frequency	Percentage	Valid Percentage
To pay bills and make transactions	77	81.9%	81.9%
To access government services	11	11.7%	11.7%
To check bank balance	4	4.3%	4.3%
To find job opportunities	1	1.1%	1.1%
To find information about products and services	1	1.1%	1.1%
Total	94	100.0%	100.0%

The table titled "Digital Services Provided by Public Institutions" presents the primary reasons why individuals use digital platforms provided by public institutions.

The most common reason, cited by 81.9% of respondents, is to pay bills and make transactions. This suggests that these platforms are primarily used for financial services. A smaller proportion of respondents use these platforms to access government services (11.7%), check bank balances (4.3%), find job opportunities (1.1%), or find information about products and services (1.1%).

Table 7: The opinion of the researchers on the services provided by public institutions through digital spaces.

Sufficiency of Information	Frequency	Percentage	Valid Percentage
Information is sufficient and comprehensive	34	36.2%	36.2%
Information is insufficient and requires more details	50	53.2%	53.2%
Information is adequate	10	10.6%	10.6%
Total	94	100.0%	100.0%

The table titled "The opinion of the researchers on the services provided by public institutions through digital spaces" presents data on how researchers perceive the sufficiency of information provided by these institutions through digital platforms. the following ratios can be observed:

- Majority finds information insufficient: A significant majority (53.2%) of researchers believe the information provided is insufficient and requires more details.
- A smaller portion finds information sufficient: Approximately 36.2% of respondents consider the information to be sufficient and comprehensive.
- A small percentage finds information adequate: Around 10.6% of researchers find the information provided to be adequate.

Overall, the table indicates that there is a general perception among researchers that public institutions need to improve the quality and quantity of information provided through digital spaces.

Table 8: Researchers' Attitudes Towards the Adequacy of Services Provided by Public Institutions Through Digital Spaces.

Reason for Using the System	Frequency	Percentage	Valid Percentage
To reduce paperwork	51	54.3%	54.3%
To speed up the process	34	36.2%	36.2%
To access information easily	7	7.4%	7.4%
To eliminate errors	2	2.1%	2.1%
Total	94	100.0%	100.0%

This table presents the main reasons why researchers use digital services offered by public institutions. The data shows that the primary motivation for using these services is to reduce paperwork, with 54.3% of respondents citing this as their main reason. The second most common reason is to speed up processes, mentioned by 36.2% of respondents.

A smaller proportion of respondents (7.4%) use these services for easy access to information. The least cited reason is to eliminate errors, mentioned by only 2.1% of respondents.

In summary, the table highlights that researchers primarily utilize digital services provided by public institutions to streamline processes and minimize paperwork**.**

Table 9: Illustrates the Mechanisms Used by Public Institutions to Promote Their Digital Spaces and Services.

Responses	Percentage of Observations (N)	Percentage
Social Media	76	38.0%
Traditional Media and Mass Media	52	26.0%
Internet and Electronic Advertising	33	16.5%

News and Reports on Official Electronic Websites	24	12.0%
Screens and Displays	5	2.5%
Guidance at the Point of Sale	5	2.5%
Social Media and Marketing Campaigns	4	2.0%
Through Place-Based Advertising Services	1	0.5%
Total	200	100.0%

The table reveals that social media is the most commonly used mechanism, accounting for 38% of the responses. This indicates that public institutions are leveraging the power of social media platforms to reach a wider audience and engage with citizens.

Traditional media and mass media come in second, with 26% of respondents indicating their use. This suggests that traditional channels like television, radio, and print media are still relevant in promoting digital services.

Internet and electronic advertising and news and reports on official electronic websites follow, with 16.5% and 12% of respondents, respectively. These methods highlight the importance of online advertising and content marketing in promoting digital services.

Other methods, such as screens and displays, guidance at the point of sale, social media and marketing campaigns, and place-based advertising services, are used to a lesser extent.

Overall, the table demonstrates the diverse range of strategies employed by public institutions to promote their digital spaces and services. Social media and traditional media remain dominant channels, while digital advertising and content marketing are also playing a significant role.

Table 10: Illustrates Respondents' Opinions on the Extent to Which Public Institutions Address Citizens' Inquiries and Consultations in the Digital Space.

Response	Frequency	Percentage	Cumulative Percentage
Yes	21	22.3%	22.3%
No	73	77.7%	100.0%
Total	94	100.0%	

This table presents data on citizens' satisfaction with the responsiveness of public institutions to their inquiries and consultations through digital channels. The majority of respondents (77.7%) indicated dissatisfaction with the level of responsiveness from public institutions. Only 22.3% of respondents were satisfied. This suggests a significant need for public institutions to improve their digital services and communication with citizens.

Table 11: Adequacy of Public Institution's Communication Efforts on Virtual Platforms According to Researchers

Response	Frequency	Percentage	Cumulative Percentage
Yes	24	25.5%	25.5%
No	70	74.5%	100.0%
Total	94	100.0%	

This table presents the results of a survey assessing the adequacy of communication efforts by public institutions on virtual platforms.

Key findings:

- Low perceived adequacy: A significant majority of 74.5% of respondents indicated that the communication efforts of public institutions on virtual platforms are inadequate.
- Room for improvement : The results suggest a clear need for public institutions to enhance their communication strategies and improve their online presence.
- Possible reasons for low satisfaction : Lack of responsiveness: Public institutions may not be responding to inquiries and feedback in a timely manner.
- Poor quality of communication: The content and delivery of information may be inadequate or unclear.
- Limited use of digital platforms : Public institutions may not be effectively utilizing digital platforms to reach their target audience

Table 12: Comparative Assessment of Public and Private Institutions in Promoting a Positive Image of the Algerian Economy

Response	Frequency	Valid Percentage	Cumulative Percentage
Significantly better	66	70.2%	70.2%
Both are equally good in improving the economy	18	19.1%	89.4%
Both are weak in providing a good image	6	6.4%	95.7%
No room for comparison of the specific with the general	4	4.3%	100.0%
Total	94	100.0%	

This table presents the results of a survey assessing the public's perception of the relative effectiveness of public and private institutions in promoting a positive image of the Algerian economy.

The majority of respondents (70.2%) believe that private institutions are significantly better than public institutions in this regard. A smaller proportion (19.1%) consider both sectors to be equally effective in improving the economy's image. Only a small minority (6.4%) think both sectors are weak in this area. A negligible proportion (4.3%) believe that it is not possible to compare the specific contributions of public and private institutions to the general economic image.

Overall, the table suggests that the public perceives private institutions as more effective than public institutions in promoting a positive image of the Algerian economy.

4. Results and discussion :

In light of the results obtained from this study, we were able to formulate the following proposals for public economic institutions:

a. Public institutions should intensify their presence on social media platforms, especially since young people are more likely to use these platforms than any other digital space, and this trend is increasing significantly.
b. It is essential to respond to citizens' inquiries about purchasing a product or service, as this builds trust and creates the potential for virtual customers.
c. Public institutions should create a system that rewards loyal virtual customers.
d. Public economic institutions should pay more attention to digital spaces due to recent developments that necessitate their presence in the market, in order to reduce costs and efforts related to payment processes, obtaining information about a service, or promoting a specific product.
e. Public economic institutions should also build transparency in the information available in the digital space and highlight its contribution to the national economy, in order to encourage citizens to contribute to the national economy by dealing with public economic institutions.
f. Factors Affecting the Formation of a Brand Image

2 Conclusion:

To achieve a positive image for institutions and the economy as a whole, it is essential to integrate all these efforts, which are as follows:

a. Marketing and Sales: The way a company presents its products and services, advertising messages, visual identity, and customer experiences play a crucial role in shaping the brand image. This includes elements such as branding, advertising campaigns, and customer interactions.

b. Public Relations: The role of public relations in crisis management, building relationships with the media, and participating in community activities significantly contributes to building a positive image for the organization. This involves activities like media relations, crisis communication, and corporate social responsibility.

c. Employee Behavior: How employees interact with customers, their professionalism, and their competence reflect a clear image of the organization. This includes customer service, employee attitude, and overall employee behavior.

d. Product and Service Quality: The quality of products and services offered is the most important factor in building customer trust. This includes product reliability, performance, and overall customer satisfaction.

e. Reputation: Rumors, hearsay, and news circulating about the organization, whether positive or negative, significantly impact its image. This includes media coverage, online reviews, and word-of-mouth.

f. Social Media Interaction: The organization's interaction with the public through social media platforms, responding to their inquiries, and sharing valuable content contributes to building a strong relationship with customers. This involves social media marketing, customer engagement, and content creation.

g. Personal Experiences: The audience's previous experiences with the organization, whether positive or negative, significantly affect the image they form. This includes direct interactions with the company, such as purchasing products or using services.

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