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The Relationship Between Social Media Use and the Corporate Image of Startups– A Case Study of Yassir Company –

العلاقة بين استخدام وسائل التواصل الاجتماعي والصورة الذهنية للمؤسسات الناشئة - دراسة حالة مؤسسة يسير–

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Abstract :
This study examines the relationship between social media use and the corporate image of startups, with Yassir Company selected as a case study. The study adopted a descriptive-analytical approach, relying on an electronic questionnaire distributed via Facebook during August 2025. Data collected from 300 respondents in Algeria were analyzed using SPSS software. The findings revealed a positive and statistically significant relationship between respondents' social media usage habits and preferences and their perceptions of Yassir's overall corporate image ($R = 0.645$; $R^2 = 0.416$). Positive associations were also observed across the three dimensions of corporate image, with stronger relationships recorded for the cognitive and affective dimensions ($R = 0.416$ for each) than for the behavioral dimension ($R = 0.358$). Facebook and YouTube emerged as the most preferred platforms for following institutional information among respondents. Based on these findings, the study recommends developing more relevant and interactive digital content, encouraging audience engagement, and regularly evaluating digital communication performance to support the development of Yassir's corporate image..

Keywords: Social media platforms; corporate image; startups; Yassir Company.

JEL classification codes: M31, M13, M14, L86

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Introduction:

In light of the rapid digital developments and transformations taking place worldwide, social media platforms have become a powerful and influential force in reshaping communication patterns, marketing practices, and mechanisms of public opinion formation. These platforms are no longer limited to being mere channels of interpersonal communication; rather, they have evolved into strategic tools used by institutions of different sizes to build sustainable relationships with their audiences, increase visibility, and strengthen their competitive position in the market.

Startups, in particular, are among the institutions that benefit most from these platforms, especially given their limited financial and organizational resources compared with established companies. Social media platforms therefore provide startups with valuable opportunities for direct communication, wider outreach, rapid interaction, and cost-effective promotion.

Within this context, the corporate image formed by the public about an institution has become increasingly important. This image plays a central role in shaping consumer perceptions, influencing decision-making processes, and strengthening trust in the brand. The corporate image is closely linked to the way an institution communicates with its audience, the quality and nature of the content it publishes, and the values it conveys through its digital presence.

Accordingly, this study examines the relationship between respondents' social media use and their perceptions of Yassir's corporate image. The questionnaire addresses respondents' platform preferences and general usage patterns. On this basis, the study addresses the following main research question:

What is the relationship between respondents' social media use and their perceptions of Yassir's corporate image?

This main question is addressed through the following sub-questions:

- **RQ1:** What is the relationship between respondents' social media use and the cognitive dimension of Yassir's corporate image?
- **RQ2:** What is the relationship between respondents' social media use and the affective dimension of Yassir's corporate image?

- **RQ3:** What is the relationship between respondents' social media use and the behavioral dimension of Yassir's corporate image?

Study Hypotheses:

Main Hypothesis:

H: There is a statistically significant relationship between respondents' social media use and their perceptions of Yassir's overall corporate image.

Sub-Hypotheses:

- **H1:** There is a statistically significant relationship between respondents' social media use and the cognitive dimension of Yassir's corporate image.
- **H2:** There is a statistically significant relationship between respondents' social media use and the affective dimension of Yassir's corporate image.
- **H3:** There is a statistically significant relationship between respondents' social media use and the behavioral dimension of Yassir's corporate image.

StudyImportance:

This study derives its significance from its close association with one of the most prominent contemporary trends in institutional marketing: the use of social media platforms as strategic tools for constructing and strengthening the corporate image of organizations. This significance becomes particularly evident in light of the intense competition among startups, which seek to gain public trust, reinforce their market presence, and consolidate their institutional identity within a rapidly changing and highly dynamic environment.

The study also seeks to address a relevant knowledge gap by highlighting the experience of "Yassir" Company as an emerging and prominent model in the Algerian market. It examines the relationship between respondents' social media use and the cognitive, affective, and behavioral dimensions of Yassir's corporate image. In this respect, the study provides an opportunity to explore how these variables are associated within the surveyed sample. Furthermore, the findings of this study may offer practical recommendations for decision-makers and corporate communication managers within startups. They may also support the development of more effective digital communication strategies aimed at improving institutional image and strengthening relationships with target audiences. In addition, the study contributes to enriching the scientific literature on

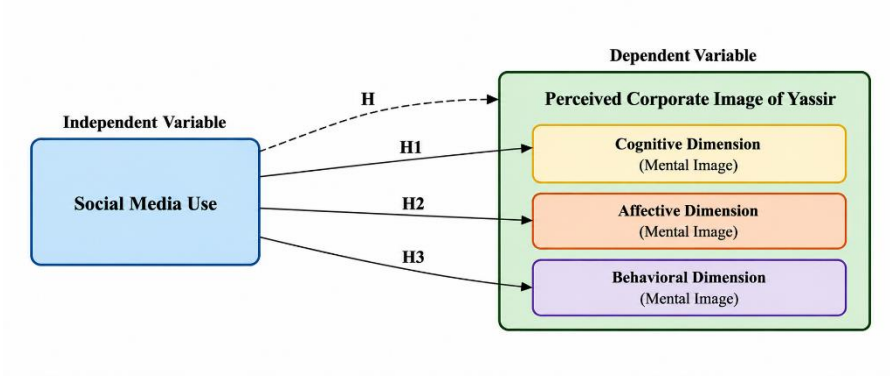
digital marketing, social media platforms, and corporate image, particularly within the Arab and Algerian contexts.

Study Objectives:

This study aims to examine the relationship between respondents' social media use and their perceptions of Yassir's corporate image. Specifically, it examines this relationship across the cognitive, affective, and behavioral dimensions of corporate image. The study also describes respondents' platform preferences and usage patterns, alongside their assessments of Yassir's corporate image.

Study Model:

Figure (1): Hypothetical Study Model



Source: Prepared by the researchers.

Previous Studies:

Study by Sadouk and Dahmani (2023), entitled: The Impact of Social Media Platforms on Enhancing the Brand Image of Mobilis: Facebook as a Model

This study aimed to determine the impact of social media platforms, particularly Facebook, on enhancing the brand image of Mobilis. It focused on the role played by this online platform through the content published by the company and the way the platform is managed, with the aim of consolidating and strengthening the components of brand image among its customers. To achieve this objective, the researchers conducted a field study based on a questionnaire distributed electronically to a random sample of 200 customers through the company's Facebook page. SPSS software was used to collect, process, and analyze the data. The study concluded that Facebook has a statistically significant effect on enhancing the brand image of Mobilis, and that there is a positive correlation between the two variables.

Study by Shabouti (2024), entitled: The Role of Social Media Platforms in Improving the Corporate Image of Travel Agencies: A Case Study of Tours Taiba Travel Agency

This study examined the impact of social media platforms on building the corporate image of service institutions. It aimed to analyze the role of Facebook, YouTube, and Instagram in improving the perceived image of the travel agency among its customers. The study adopted a descriptive-analytical approach through a field study based on a questionnaire distributed to a sample of the agency's customers. SPSS software was used to analyze the collected data and test the study hypotheses. The findings revealed a positive and statistically significant effect of social media platforms on improving the corporate image of the travel agency. The results further showed that Facebook was the most influential platform, followed by Instagram and then YouTube. These platforms also contributed to enhancing customer satisfaction and loyalty through continuous interaction and the provision of attractive digital content that reflects the agency's activities, services, and institutional identity.

Study by Mokaddem and Fares (2024), entitled: The Role of Digital Marketing Activities through Social Media Platforms in Improving the Corporate Image of Commercial Banks: A Study of a Sample of Algerian Bank Customers

This study aimed to determine the extent to which digital marketing, through its various dimensions, contributes to improving the corporate image among customers of Algerian commercial banks. It also examined the impact of digital marketing activities conducted through social media platforms on customers' perceptions of banking institutions. Data were collected using a questionnaire, and the study was based on a sample of 155 valid responses suitable for statistical analysis. The collected data were processed using SPSS 25. The findings revealed that the different dimensions of digital marketing, namely attraction, communication, retention, participation, and learning, contribute to improving the corporate image among customers of Algerian banks and have a measurable effect on this image. The study concluded with several recommendations, the most important of which was the need to give greater attention to customer communication and to make effective use of various digital media and technologies. This would enable banking institutions to better identify customer preferences, strengthen customer retention, and foster loyalty toward banking institutions.

Study by Naamoun and Berkous (2023), entitled: The Impact of Advertising through Social Media Platforms on Brand Image: A Case Study of "Coca-Cola" Beverage Company

This study aimed to determine the impact of advertising through social media platforms on brand image by developing a model that explains the nature of the relationship between the study variables. To achieve this objective, the study adopted a descriptive-analytical approach and relied on a questionnaire randomly distributed to a sample of consumers of "Coca-Cola" beverage products in the Wilaya of Guelma. The study sample consisted of 85 consumers. The collected data were analyzed, and the hypotheses were tested using the Statistical Package for the Social Sciences (SPSS V.25). The study ultimately concluded that advertising through social media platforms had no significant impact on the brand image of "Coca-Cola."

Commentary on Previous Studies:

Taken together, the reviewed studies show that findings on social media and organizational image are not uniform. Studies focusing on Mobilis, a travel agency, and customers of Algerian commercial banks reported positive results, whereas the study of social media advertising and Coca-Cola's brand image found no statistically significant effect. This difference is important because it cautions against assuming that social media activities are associated with corporate image in the same way across organizations. The reviewed studies also vary in the type of activity assessed, the populations surveyed, and the sectors examined. Although most employed questionnaires and descriptive-analytical approaches, these methodological similarities do not eliminate differences in what they measured. However, none of the four studies reviewed specifically examined the relationship between social media use and the cognitive, affective, and behavioral dimensions of corporate image within the context of an Algerian startup. The present study addresses this contextual gap by examining Yassir and considering its corporate image through the cognitive, affective, and behavioral dimensions. Its contribution lies in examining these dimensions within a startup context and assessing their statistical relationships with respondents' social media use (Sadouk& Dahmani, 2023; Shabouti, 2024; Mokaddem & Fares, 2024; Naamoun&Berkous, 2023).

First: The Theoretical Aspect:

1/ Social Media Platforms:

1-1 An Overview of the Emergence of Social Media Platforms:

The concept of social media platforms refers to Internet-based websites and applications that emerged with the development of the second generation of the web, commonly known as Web 2.0. These platforms provide a virtual environment that enables individuals to communicate and interact according to their interests, affiliations, and social or professional orientations. This interaction occurs through the exchange of messages, the creation and sharing of personal profiles, and access to the news, activities, and published content of other users.

Social media platforms are also defined as electronic applications and digital platforms based on the Internet, designed to facilitate interaction and communication among individuals and groups. They enable users to share content and exchange information, opinions, and ideas in different forms. These platforms include blogs, social networking sites, photo- and video-sharing platforms, microblogging services, and other interactive digital spaces. The development of these media has contributed to transforming communication from a one-way model into an interactive form based on participation, engagement, and the direct exchange of content and ideas (Ben Said Al-Hassan, 2016, p. 5)

Based on the foregoing, social media platforms can be defined as interactive digital platforms operating through the Internet, which allow individuals and groups to communicate, interact, and exchange information and various forms of content within a participatory communication environment.(Abdelmoneim Tawfik, 2018)

1-2 Definition of Social Media Platforms

Social media platforms refer to internet-based websites and applications that emerged with the development of Web 2.0. These platforms created a virtual space where people can communicate, interact, and connect with others based on their interests, relationships, and shared affiliations. Through these platforms, users can exchange messages, share personal profiles, follow others' updates, and engage with different types of published content.

Social media can also be understood as a set of digital applications and online platforms designed to make communication and interaction easier among individuals and groups. They allow users to share content, exchange information, express opinions, and

participate in discussions in various forms. These platforms include blogs, social networking sites, photo- and video-sharing platforms, microblogs, and other interactive tools. Their development has played an important role in changing communication from a one-way process into a more dynamic and participatory form of interaction, where users can directly exchange ideas, content, and experiences (Kim & Ko, 2012, p. 1481)

Social media platforms can be defined as interactive digital platforms that operate through the internet and enable individuals and groups to communicate, share information, and exchange different forms of content within an environment based on interaction, participation, and mutual engagement.

1-3Advantages of Social Media Platforms for Institutions:

Social media platforms have become important marketing and communication tools that enable institutions to strengthen their market presence and build closer relationships with customers. Their main advantagesinclude the following (Fellaq, 2017, p. 5):

- They enable institutions to reach a broad audience quickly and at a lower cost than traditional marketing methods.
- They facilitate continuous interaction with customers, helping institutions identify their needs, address their concerns, and maintain stronger relationships.
- They provide valuable customer feedback that can support the improvement of products and services.
- They allow institutions to target specific customer segments based on demographic characteristics, interests, and behaviors, thereby improving marketing effectiveness.
- Through relevant content and continuous communication, they help strengthen corporate image, brand value, online reputation, and customer trust

2 / Corporate Image:

2-1 Definition of Corporate Image:

The concept of corporate image began to gain wider use with the development of customer relationship management in the United States of America, particularly after the publication of *Developing the Corporate Image* by the American writer Lee Bristol in 1960. This work played a significant role in spreading the concept of corporate image among business professionals. Since then, the concept has been applied across various fields, including commerce, politics, media, and professional practice.Jenkins indicates that, in

the field of public relations, corporate image refers to the impression formed by individuals about a particular entity or institution, whether this impression is accurate or inaccurate. Corporate image may be based on precise and factual information, but it may also be formed on the basis of inaccurate or misleading information. Therefore, it reflects what individuals perceive and believe, rather than necessarily reflecting reality itself (Yassine and Masnoua, 2022, p. 7).

Corporate image is also defined as the impression retained by consumers in their memory toward a product or institution. This impression is formed through previous experiences and direct interactions, whether positive or negative, as well as through information received through word of mouth and various means of communication. Corporate image is also influenced by the messages and communication efforts that institutions seek to convey to their target audiences, whether or not these efforts succeed in forming the intended image (Fateh and Hadj Naas, 2018, p. 3).

Based on the foregoing, corporate image can be defined as the general perception formed by individuals toward an institution or product on the basis of the impressions, information, and experiences they acquire through various means of communication and interaction. These perceptions may be positive or negative, and they reflect what individuals perceive and believe to be true, regardless of whether such perceptions correspond to actual reality.

2-2- Dimensions of Corporate Image:

Most researchers agree that the corporate image of an institution is structured around three main dimensions, which can be presented as follows (Massani and Massani, 2025, p. 6):

- **The cognitive dimension:** This refers to the set of information and knowledge that an individual forms about a particular institution, issue, or person. This knowledge constitutes the foundation upon which the corporate image is built. The more accurate, clear, and reliable the information is, the more realistic and coherent the corporate image becomes. Conversely, inaccurate or misleading information may lead to the formation of an incorrect or distorted corporate image.
- **The affective dimension:** This dimension consists of the feelings and emotions generated by the accumulated knowledge and information held by the individual, such as admiration, attraction, respect, or trust. Although information may change or fade over

time, the emotions associated with it often remain more stable and influential in shaping the individual's perception of the institution.

- **The behavioral dimension:** This dimension represents the practical aspect of corporate image, as it is reflected in the individual's behavior and actions toward the institution or the subject being perceived. It is influenced by both the cognitive and affective dimensions, and its importance lies in its ability to help predict individuals' behavior in different situations.

3/ Startup:

3-1- Definition of a Startup:

A startup is a newly established institution characterized by its ability to achieve rapid growth. It is based on offering an innovative product or service that targets a broad market. It also seeks to create added value and contribute to a better future within an environment marked by risk and uncertainty, with the potential to develop into a large-scale institution regardless of its field of activity or the sector to which it belongs (Ben Lakhdar, Chenbi, Mekhnach, and Brik, 2020, p. 5).

In Algerian legislation, a startup is considered any institution subject to Algerian law that meets a set of conditions and criteria stipulated in Executive Decree No. 20-254 of September 15, 2020, relating to the granting of the "Startup" label. The most important of these conditions are as follows (Gouasmia, 2022, p. 3):

- The institution must not be more than eight (08) years old.
- Its business model must be based on innovative products, services, or ideas.
- Its annual turnover must not exceed the threshold determined by the competent national committee.
- More than 50% of the institution's capital must not be owned by other institutions.
- The institution must have high growth and expansion potential.
- The number of employees in the institution must not exceed 250 workers.

3-2 – Characteristics of Startups:

Startups possess a set of characteristics that distinguish them from traditional institutions, given the nature of their activity, which is based on innovation and operates within an environment marked by rapid change and uncertainty. These characteristics also reflect their ability to adapt and grow in modern markets, particularly in light of technological development and digital transformation. The most

prominent characteristics of startups are as follows (Noui and Dehane, 2020, pp. 9–10):

- Startups rely on innovation and creativity in offering new and distinctive products or services.
- They are characterized by their ability to achieve rapid and strong growth compared with traditional institutions.
- They operate in an environment marked by uncertainty and high risk, whether in relation to the market, customers, or chances of success.
- They rely heavily on modern technology and digital solutions in developing their activities, products, and services.
- They are characterized by organizational flexibility and the ability to adapt quickly to changes in the competitive environment.
- They often begin with small teams that possess an entrepreneurial spirit and the ability to innovate and develop.
- They seek continuous expansion and development by searching for new opportunities for growth.
- They depend to a large extent on external financing and venture capital to support their growth and expand their activities.

3-3- Social Media and Corporate Image in the Algerian Startup Context:

Startups in Algeria develop their activities in conditions characterized by innovation, rapid change, and uncertainty. They often rely on small teams and digital solutions while seeking opportunities for growth. In addition, the Algerian institutional framework provides for the "Startup" label under Executive Decree No. 20-254 of September 15, 2020. These characteristics make visibility and public credibility particularly relevant concerns for emerging digital-service companies such as Yassir (Gouasmia, 2022; Noui &Dehane, 2020).

Social media provides organizations with opportunities to share information about their services and communicate with their audiences. Such communication may be associated with public perceptions of an organization, although the nature and strength of this relationship can vary across contexts. Previous studies focusing on Mobilis and Algerian commercial banks have reported positive relationships between social media or digital marketing activities and brand or corporate image (Sadouk& Dahmani, 2023; Mokaddem & Fares, 2024).

In light of the foregoing, social media can be viewed not only as a means of communication for startups but also as an environment in

which individuals form perceptions and attitudes toward organizations. These perceptions encompass what individuals know about a company, how they feel toward it, and their behavioral orientations toward its services. From this perspective, examining the relationship between social media use and corporate image through its cognitive, affective, and behavioral dimensions provides a relevant approach to understanding the case of Yassir within the Algerian startup context.

Second: The Practical Aspect:

1- Method and Tools Used:

To achieve the objectives of this study, the descriptive-analytical approach was adopted, as it is considered one of the most appropriate methodological approaches for studying social phenomena and analyzing their various dimensions. This approach enabled an accurate description of the study topic and allowed for a systematic scientific analysis of the relationships between its variables. The theoretical aspect was based on a review of relevant scientific literature and previous studies, in addition to employing the concepts and theoretical foundations related to the research field.

As for the practical aspect, the case study method was adopted, using a questionnaire as the main tool for collecting data from respondents. The collected data were processed and statistically analyzed using the Statistical Package for the Social Sciences (SPSS) to examine the relationships between the study variables.

The questionnaire consisted of two main axes. The first axis addressed respondents' social media usage habits and preferences through twelve statements grouped into three aspects: platform preferences (five statements), daily duration of use (three statements), and daily usage habits, including times and frequency of use (four statements). The second axis examined respondents' perceptions of Yassir's corporate image through its cognitive, affective, and behavioral dimensions.

The questionnaire items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The first axis thus covers different aspects of respondents' general social media use rather than directly measuring their interaction with Yassir's social media accounts

.2- Study Sample:

The study involved 300 respondents from Algeria, surveyed through an electronic questionnaire distributed via Facebook during August

2025 using a non-probability sampling approach. Facebook was selected as a relevant channel for reaching users who may encounter institutional information and promotional content, particularly from digital-service companies such as Yassir. Since corporate image can develop through information and impressions without necessarily requiring prior service experience, the study examined the relationship between respondents' social media usage habits and preferences and the cognitive, affective, and behavioral dimensions of Yassir's corporate image.

3- Validity and Reliability of the Study:

- **Questionnaire Development and Face Validity**: The questionnaire was specifically developed for this study. Its statements were designed to address two main axes: respondents' social media usage habits and preferences, and their perceptions of Yassir's corporate image across its cognitive, affective, and behavioral dimensions. Before data collection, the questionnaire was submitted to a group of academic experts, including university professors, to assess the clarity, relevance, and appropriateness of its statements. Their observations and suggestions were taken into consideration, and the necessary modifications were made before administering the final version.
- **Reliability of the measurement instrument:**Reliability of the measurement instrument: The internal consistency of the questionnaire was assessed using Cronbach's alpha coefficient. The overall reliability coefficient for the 27 questionnaire items is presented in Table No. (1).

- **Table No. (1): Cronbach's Alpha Reliability Coefficient**

Reliability Statistics	
Number of Items	27
Cronbach's Alpha	0.885

Source: Prepared by the researchers based on SPSS outputs.

The overall Cronbach's alpha coefficient for the 27-item questionnaire reached 0.885, indicating a relatively high level of internal consistency across the questionnaire items considered together.

4-1- Descriptive Analysis of the Questions of the First Axis:

Table No. (2): Social Media Usage Habits and Preferences

Statements	**Arithmetic Mean**	**Standard Deviation**	**Rank**	**Degree of Agreement**
I prefer using Facebook to stay informed about institutions' services	4.00	0.774	1	Agree

I prefer using Instagram to follow institutions' news and offers	3.45	1.012	3	Agree
I prefer using TikTok to discover new institutions and learn about their services	3.05	1.279	4	Neutral
I prefer using YouTube to watch promotional or explanatory content about institutions' services	3.79	1.011	2	Agree
I prefer using LinkedIn to follow professional and startup institutions	3.20	1.134	9	Neutral
I use social media platforms for one hour or less per day	2.91	1.255	12	Neutral
I use social media platforms from one to two hours per day	3.12	1.204	11	Neutral
I use social media platforms from 3 to 5 hours per day	3.17	1.323	10	Neutral
I usually use social media platforms in the morning period, after waking up	3.24	1.170	8	Neutral
I prefer browsing social media platforms during midday or noon	3.35	1.038	7	Neutral
I usually use social media platforms in the evening before sleeping	3.88	1.007	5	Agree
I use social media platforms frequently throughout the day	3.53	1.244	6	Agree
Use of social media platforms	3.40	1.12	/	Agree

Source: Prepared by the researchers based on the outputs of SPSS.

The descriptive results reveal differences in respondents' preferences for social media platforms when seeking information about organizations. Facebook recorded the highest mean (M = 4.00, SD = 0.774), indicating that it was the most preferred platform among respondents for following information about institutional services. This finding highlights Facebook's prominent position as a channel for accessing institutional information and suggests its potential importance for organizations seeking to communicate with their audiences. YouTube ranked second (M = 3.79, SD = 1.011), reflecting respondents' preference for visual content that explains and promotes institutional services. Instagram (M = 3.45), LinkedIn (M = 3.20), and TikTok (M = 3.05) recorded comparatively lower mean scores, indicating differences in respondents' platform preferences.

Responses to the three daily-duration statements ranged from M = 2.91 to M = 3.17, indicating neutral average agreement with the corresponding duration categories. Regarding daily usage habits, evening use recorded the highest mean among the time-of-day

statements (M = 3.88, SD = 1.007), while frequent use throughout the day recorded a mean of 3.53 (SD = 1.244).

Overall, the frequency and diversity of social media use may provide favorable opportunities for repeated exposure to digital content, which could contribute to the gradual formation of perceptions about organizations across cognitive, affective, and behavioral dimensions. These observations highlight the potential importance of social media as a communication channel through which startups can reach their target audiences and strengthen their visibility.

4-2- Descriptive Analysis of the Second Axis: Corporate Image with Its Three Dimensions:

Table No. (3): The Cognitive Dimension

Statements	Arithmetic Mean	Standard Deviation	Rank	Degree of Agreement
Yassir's posts on social media platforms provide sufficient and accurate information about its services and products	3.76	0.928	1	Agree
The content provided by Yassir on social media platforms is characterized by clarity	3.75	0.900	2	Agree
Yassir Company interacts well with inquiries related to its services through social media platforms	3.55	0.893	5	Agree
Yassir's posts on social media platforms contribute to highlighting the values and principles it seeks to consolidate	3.66	0.861	4	Agree
Yassir publishes sufficient educational content that helps users understand how to benefit from its services and new promotional offers	3.73	0.880	3	Agree
The cognitive dimension	3.69	0.85	/	Agree

Source: Prepared by the researchers based on SPSS outputs.

The results indicate a favorable cognitive perception of Yassir's corporate image through social media, with all items falling within the agreement level and mean scores ranging from 3.55 to 3.76. The highest mean was recorded for the provision of sufficient and accurate information about Yassir's services and products (M = 3.76, SD = 0.928), followed by content clarity (M = 3.75). Educational content also received a relatively high mean (M = 3.73), suggesting that Yassir's social media communication contributes not only to informing users about its services but also to improving their understanding of how to use them. In addition, respondents positively perceived the communication of the company's values and principles (M = 3.66), indicating that their knowledge extends beyond its services to aspects of its corporate identity.

By contrast, interaction with customer inquiries recorded the lowest mean (M = 3.55), although it remained within the agreement level, indicating room for improvement in direct communication with users. Overall, the findings suggest that social media contributes to strengthening the cognitive dimension of Yassir's corporate image by providing clear, accurate, and informative content, while more effectiveinteractionwith users could further reinforce this dimension

Table No. (4): The Affective Dimension

Statements	Arithmetic Mean	Standard Deviation	Rank	Degree of Agreement
I feel trust toward Yassir based on its content on social media platforms	3.54	0.955	4	Agree
The content provided by Yassir contributes to developing my sense of emotional belonging toward it	3.29	0.988	5	Neutral
The emotional content provided by Yassir through social media platforms, such as success stories, interactive videos, and user experiences, creates a positive feeling toward it	3.56	0.892	3	Agree
Yassir's posts on social media platforms enhance my sense of interest in it	3.59	0.867	2	Agree
The content provided by Yassir makes me feel that the company understands my needs	3.61	0.841	1	Agree
The affective dimension	3.50	0.89	/	Agree

Source: Prepared by the researchers based on SPSS outputs.

The results indicate a generally positive but moderate affective dimension of Yassir's corporate image, with mean scores ranging from 3.29 to 3.61. The highest mean was recorded for the perception that Yassir's content reflects an understanding of users' needs (M = 3.61), suggesting a positive response to customer-oriented communication. Emotional content, including success stories and user experiences, also generated favorable feelings toward the company (M = 3.56), while trust recorded a similar level (M = 3.54). However, emotional belonging recorded the lowest mean (M = 3.29), indicating that these favorable perceptions have not yet developed into strong emotional attachment. Compared with the stronger cognitive dimension identified earlier, the findings suggest that Yassir's social media communication is more effective in building awareness and understanding than in establishing deeper emotional connections. Overall, while the affective dimension remains positive, greater emphasis on emotionally engaging content, storytelling, and user experiences could help strengthen Yassir's relationship with its audience.

Table No. (5): The Behavioral Dimension

Statements	Arithmetic Mean	Standard Deviation	Rank	Degree of Agreement
I always interact with Yassir's posts on social media platforms	3.03	1.018	3	Neutral
Yassir's posts on social media platforms motivate me to purchase its products and services	3.45	0.926	1	Agree
I regularly follow the news and updates of Yassir Company on social media platforms	3.16	1.062	2	Neutral
I participate in the contests or promotional campaigns organized by Yassir through social media platforms	2.75	1.094	4	Neutral
I recommend Yassir's services and products to my family and friends based on the content I see on its social media pages	2.48	0.945	5	Disagree
The behavioral dimension	2.97	1.01	/	Neutral

Source: Prepared by the researchers based on SPSS outputs.

The results indicate that the behavioral dimension of Yassir's corporate image remains relatively weak, with mean scores ranging from 2.48 to 3.45. The highest mean was recorded for purchase motivation (M = 3.45, SD = 0.926), suggesting that Yassir's social media content has some influence on users' purchase intentions, although this effect remains moderate. Regularly following the company's updates (M = 3.16) and interacting with its posts (M = 3.03) both remained at a neutral level, indicating limited active engagement.

Participation in contests and promotional campaigns also recorded a relatively low mean (M = 2.75), while recommendation behavior showed the lowest score (M = 2.48). These findings reveal a clear gap between the relatively favorable cognitive and affective perceptions identified earlier and their translation into actual behavior. Overall, Yassir's social media communication appears more effective in shaping perceptions and attitudes than in generating stronger behavioral responses such as interaction, participation, loyalty, and recommendation. This highlights the need for greater emphasis on digital strategies that encourage active engagement and concrete user actions.

5-3- Results of the Regression Analysis Between the Use of Social Media Platforms and the Corporate Image with Its Three Dimensions:

Table No. (6): Regression Analysis Between the Use of Social Media Platforms and the Cognitive Dimension

	T-test	Correlation Coefficient R	Coefficient of Determination R^2	Calculated F	Significance Level Sig

Cognitive Dimension	7.898	0.416	0.173	62.384	0.000

Source: Prepared by the researchers based on SPSS outputs.

The linear regression analysis revealed a positive and statistically significant relationship between social media use and the cognitive dimension of Yassir's corporate image (R = 0.416), indicating a moderate positive association between the two variables. The coefficient of determination (R^2 = 0.173) indicates that the regression model accounts for 17.3% of the observed variance in the cognitive dimension, while the remaining variance is not accounted for by the model.

The regression model was statistically significant (F = 62.384, p < 0.001), and the T-test also showed a statistically significant relationship (T = 7.898, p < 0.001). These findings suggest that respondents' social media use is positively associated with their cognitive perceptions of Yassir, particularly in relation to their knowledge and understanding of the company. Accordingly, the first sub-hypothesis, which posits a statistically significant relationship between social media use and the cognitive dimension of Yassir's corporate image, is supported.

Table No. (7): Results of the Regression Analysis Between the Use of Social Media Platforms and the Affective Dimension

	T-test	**Correlation Coefficient R**	**Coefficient of Determination R^2**	**Calculated F**	**Significance Level Sig**
Affective Dimension	7.886	0.416	0.173	62.192	0.000

Source: Prepared by the researchers based on SPSS outputs.

The linear regression analysis revealed a positive and statistically significant relationship between social media use and the cognitive dimension of Yassir's corporate image (R = 0.416), indicating a moderate positive association between the two variables. The coefficient of determination (R^2 = 0.173) indicates that the regression model accounts for 17.3% of the observed variance in the cognitive dimension, while the remaining variance is not accounted for by the model.

The regression model was statistically significant (F = 62.384, p < 0.001), and the T-test also showed a statistically significant relationship (T = 7.898, p < 0.001). These findings suggest that respondents' social media use is positively associated with their cognitive perceptions of Yassir, particularly in relation to their

knowledge and understanding of the company. Accordingly, the first sub-hypothesis, which posits a statistically significant relationship between social media use and the cognitive dimension of Yassir's corporate image, is supported.

Table No. (8): Results of the Regression Analysis Between the Use of Social Media Platforms and the Behavioral Dimension

	T-test	Correlation Coefficient R	Coefficient of Determination R^2	Calculated F	Significance Level Sig
Behavioral Dimension	6.609	0.358	0.128	43.678	0.000

Source: Prepared by the researchers based on SPSS outputs.

The linear regression analysis revealed a positive and statistically significant relationship between social media use and the behavioral dimension of Yassir's corporate image ($R = 0.358$), indicating a weak-to-moderate positive association between the two variables.

The coefficient of determination ($R^2 = 0.128$) indicates that the regression model accounts for 12.8% of the observed variance in the behavioral dimension, while the remaining variance is not accounted for by the model.

The regression model was statistically significant ($F = 43.678$, $p < 0.001$), and the T-test also showed a statistically significant relationship ($T = 6.609$, $p < 0.001$).

Compared with the cognitive and affective dimensions ($R^2 = 0.173$ for each), the behavioral dimension showed a relatively weaker statistical association with social media use. This difference suggests that respondents' social media usage patterns are more closely associated with their cognitive and affective perceptions of Yassir than with their behavioral orientations toward the company.

Accordingly, the third sub-hypothesis, which posits a statistically significant relationship between social media use and the behavioral dimension of Yassir's corporate image, is supported, although the association is relatively weaker than those observed for the cognitive and affective dimensions.

Table No. (9): Results of the Regression Analysis Between the Use of Social Media Platforms and the Corporate Image

	T-test	Correlation Coefficient R	Coefficient of Determination R^2	Calculated F	Significance Level Sig
Corporate Image	14.561	0.645	0.416	212.019	0.000

Source: Prepared by the researchers based on SPSS outputs.

The linear regression analysis revealed a positive and statistically significant relationship between respondents' social media use and their perceptions of Yassir's overall corporate image. The correlation coefficient reached R = 0.645, indicating a relatively strong positive association between the two variables within the surveyed sample.

The coefficient of determination (R^2 = 0.416) indicates that the regression model accounts for 41.6% of the observed variance in Yassir's overall corporate image. This finding reflects a substantial statistical association between the variables, while the remaining 58.4% of the variance is not accounted for by the model and may be related to other factors beyond its scope.

The regression model was statistically significant (F = 212.019, $p < 0.001$), and the T-test also showed a statistically significant relationship (T = 14.561, $p < 0.001$). These results provide statistical support for the relationship between respondents' social media use and their overall perceptions of Yassir's corporate image.

From an analytical perspective, the findings reveal significant associations across the three dimensions of corporate image. The cognitive and affective dimensions recorded relatively stronger correlations with social media use (R = 0.416 for each) than the behavioral dimension (R = 0.358). This pattern suggests that respondents' social media usage habits and preferences are more closely associated with their knowledge and feelings toward Yassir than with their behavioral orientations. It also highlights the relevance of social media as a communication environment in which information about startups can be accessed and perceptions about their services may develop.

Accordingly, the main hypothesis, which posits a statistically significant relationship between respondents' social media use and their perceptions of Yassir's overall corporate image, is supported.

Study Results:

Based on the descriptive and regression analyses, the study reached the following main findings:

- A positive and statistically significant relationship was found between respondents' social media use and their perceptions of Yassir's overall corporate image (R = 0.645). The regression model accounted for 41.6% of the observed variance in corporate image (R^2 = 0.416).
- The cognitive dimension recorded the highest mean score (M = 3.69), reflecting respondents' generally favorable

perceptions of the clarity and informational value of Yassir's social media content.

- Facebook ranked first among respondents' preferred platforms for following institutional information (M = 4.00), followed by YouTube (M = 3.79), highlighting the relevance of these platforms for institutional communication.
- The affective dimension recorded a generally favorable mean score (M = 3.50), particularly regarding trust and positive impressions, while emotional attachment remained comparatively limited.
- The behavioral dimension recorded the lowest mean score (M = 2.97) and the weakest association with social media use ($R = 0.358$; $R^2 = 0.128$). Respondents also reported relatively low levels of participation and recommendation.
- Evening social media use recorded the highest mean among the time-of-day statements (M = 3.88), suggesting that evening communication may be worth considering in future digital engagement strategies.

Study Recommendations:

Based on the findings, the study recommends the following:

- Enhancing interactive and affective content across social media platforms, rather than relying solely on informational content. This can be achieved by focusing on customer stories, user experiences, and human-centered content that strengthens emotional attachment to the company.
- Developing behavioral marketing strategies aimed at transforming followers from passive recipients of content into active users by:
    - Encouraging comments, sharing, and participation;
    - Launching interactive digital campaigns;
    - Providing targeted digital offers and incentives.
- Placing greater emphasis on Facebook and YouTube in digital communication, as respondents expressed the strongest preferences for these platforms when following institutional information, while maintaining an appropriate presence on other social media platforms.
- Improving the speed and quality of responses to the public's inquiries and comments across digital platforms, as rapid and

effective interaction contributes to strengthening trust and reinforcing the company's positive corporate image.

- Refining Yassir's digital communication strategy to better address the cognitive, affective, and behavioral dimensions of corporate image, with particular attention to encouraging meaningful audience engagement.
- Considering evening publication schedules, as evening use recorded the highest mean among the time-of-day statements, while evaluating actual audience engagement to determine the most suitable posting times.
- Employing content marketing more professionally by producing content that provides real value to users, such as practical tips, guidance, and awareness-oriented content linked to the daily needs of the public.
- Developing digital loyalty programs that encourage users to recommend the company's services and share their experiences, especially since the study revealed weakness in recommendation and participation behavior.
- Regularly monitoring digital performance indicators and gathering audience feedback to evaluate communication outcomes and identify content formats associated with stronger engagement and more favorable perceptions.
- Integrating digital performance with actual service quality, as building a strong and sustainable corporate image cannot be achieved through social media activity alone. It also depends on the user's real experience and level of satisfaction with the services provided.

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