

The impact of digital promotion on enhancing the image of the organisation _ a case study on followers of the Brandt organisations Facebook page_

أثر الترويج الرقمي في تعزيز صورة المؤسسة "دراسة حالة متابعي صفحة فايس بوك لمؤسسة برا ندت"

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Abstract:

This study aims to determine the impact of digital promotion on enhancing the Brandt organization's image and to test the nature of its dimensions from the perspective of its Facebook page followers. We used a descriptive-analytical method and designed an electronic questionnaire to collect data by sharing it with the followers through the Messenger feature. Of the 68 responses obtained, we entered the data into an Excel program and transferred it to the Statistical Package for the Social Sciences (SPSS) to analyze the results using a set of statistical methods.

Through this study, we found that digital promotion positively impacts the Brandt organization's image.

Keywords: digital promotion; digital advertising; digital sales activation; digital public relations; organizational image

Jel Classification Codes : M30, M31, M37, M39

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Introduction:

Recently, the world has become heavily associated with the technology that brought about another kind of revolution. Today's technology is no longer limited to communication, information or making the world a small village, but it has created a virtual world characterized by speed, instability and stability. The work in it takes place within a few minutes or even seconds with a click of a button that may buy something or sell things and with a push of a button that may even change plans or opinions.

Today, this world is no longer limited to individuals, but extended to enterprises in various fields and may facilitate their business and promotional activities. This world has become the destination of all enterprises, especially after the pandemic hit the world and affected most businesses, where they are unable to reach their customers and clients as usual, making them dependent

On various digital tools as a mechanism to reach its audience and to maintain its place in their minds based on promotion and various elements to enhance or at least preserve the image of the enterprise, based on the above, we have decided to raise the following problem:

What has been the impact of digital promotion on enhancing Brandt's image?

In order to address this problem, we have included the following question:

_ What is the impact of digital promotion dimensions on enhancing Brandt's image?

Study hypotheses

In order to answer the problem and sub-questions, the hypothesis was formulated as follows:

Main hypothesis: Digital promotion has a positive impact on enhancing the image of the institution in question Brandt

Sub-hypotheses were included as follows:

- 1_ Advertising has a positive impact on enhancing the image of the company under study, Brandt.
- 2_ Digital personal selling has a positive impact on enhancing the image of the company under study, Brandt.
- 3_ Digital sales activation has a positive impact on promoting the company under study, Brandt.
- 4_ Digital public relations has a positive impact on promoting the company under study, Brandt.

The objective of this study is to:

_ Refer to the concept of digital promotion in its four dimensions, both digital advertising, digital personal sale and digital activation of sales and public relations.

_ Refer to the concept of the image of the enterprise and its importance to the institution and the customer or followers via the Facebook platform.

_ Examining the nature of digital promotion dimensions (digital advertising, digital personal selling, digital sales activation, and public relations) from the perspective of followers of Brandt's Facebook page.

_ Interpreting the results and presenting a set of recommendations to enhance the performance of digital promotion in its dimensions, namely digital advertising, digital personal selling, digital sales activation, and public relations.

Study Methodology

Given the nature of the study, we adopted a descriptive and analytical approach, as it is appropriate for the topic in terms of data collection and the most important information that contributed to describing the various concepts related to the study topic, both theoretical and applied, in addition to the statistical methods whose results were relied upon in the analysis.

Previous studies

I: Studies on e-promotion

1_ Qa 'id Ibrahim, Bakhti Ibrahim: **The role of electronic promotional mix in influencing Algerian consumer behaviour, (2016)**: This study aimed at knowing the elements of the electronic promotional mix (Electronic advertising, electronic public relations, electronic sales activation, online marketing and its role in influencing Algerian consumer behaviour in responding to electronic means according to the AIDA model. The identification was used to gather information that targeted the Algerian consumer using technology in both the valley and Arqa Biskara and Gardia. The study sample size was estimated at 381 individuals and followed the analytical descriptive curriculum.

This study found that:

_ There is a statistically significant relationship in the impact of e-promotional mix on Algerian consumer behaviour.

_ E-advertising in its various forms is one of the most influential elements of e-promotion of Algerian consumer behaviour, followed by direct e-marketing, e-public relations and revitalization of sales in order.

2_ Qasim Mohammed Al Khazali, **e-promotion has influenced customer loyalty in Jordanian commercial banks, (2019)**: This study aimed to recognize the impact of e-promotion on customer loyalty in Jordanian commercial banks. The analytical descriptive curriculum was used. The researcher developed his questionnaire as a tool for collecting data from members of the study sample of Jordanian commercial banks in the Northern anian region.

This study has reached a number of results, most notably:

_ The electronic promotion in commercial banks came average from the customer's point of view.

_ There is a statistically significant effect at the $\alpha \leq 0.05$ level of electronic promotion elements on customer loyalty in Jordanian commercial banks.

3_ Aicha Amri , **The Impact of Personal Selling on Customer Purchasing Behavior, (2021)**:

The study aimed to learn the impact of personal selling on the consumer's purchasing behaviour. The questionnaire was used as a tool to study a sample of 57 individuals.

The study found a number of findings:

_ There is a statistically significant impact of Mobilis' personal sale on consumer purchasing behaviour.

_ Mobilis' selling man is able to attract the consumer in a compelling and interesting manner.

_ The selling man feels that he belongs to Mobilis, which has helped to strengthen his endeavor to satisfy the consumer with the service he receives

II: Studies on mental image

1_ Mahadi Salma, Mujahidi Fateh, **the impact of the brand's mental image on its perceived value, (2018)**: The aim of this study is to measure the impact of the brand's mental image on its perceived value by determining its dimensions of the cognitive dimension of the emotional and sensory dimension, relying on the questionnaire to collect data and distributed to a sample of actual and potential Algerian consumers of Condor and Samsung as many as 675 individuals.

The study found that there were:

_ Strong impact of the brand image on its perceived value especially the emotional component that has had the greatest impact.

2_ Fatima Hamal, **Managing Media Organizations' Mental Image via Social Networks, (2022)**:

This study was aimed at finding ways to immerse media organizations in the social media. It relied on a comprehensive inventory of the 113 "Here is Island" publications on the topic of the study, following the analytical descriptive approach.

This study found that Al Jazeera Network manages its image in two phases:

_ Image maintenance phase.

_ Photo restoration and restoration phase.

Based on communication strategies:

- _ Media strategy and information strategy in normal case.
- _ Hostility Strategy and Corrective Action Strategy and Crisis Silence.
- 3_ Hirsch Salim, **the impact of the digital marketing mix on the Algerian Foundation's mental image, (2022)**: The study aimed at highlighting the importance of digital marketing and analysing the impact of elements of its marketing mix in its four dimensions combined on the mental image of Algerian enterprise customers.

It concluded:

- _ There is an acceptable orientation of MAMA's managers towards digital marketing.
- _ A positive impact relationship between the elements of the combined digital marketing mix and the shaping mental images of its customers.
- _ Digital promotion is one of the most contributing elements in improving that image and pricing the least influential.

I I I: Studies on e-promotion and the Foundation's image

- 1_ Briggt Asia, Ben Zarouk Jamal, **the electronic declaration and its role in building the electronic mental image of the Algerian economic institution, (2020)**: the study aimed to highlight the role of electronic advertising and its role in building the electronic mental image of the Algerian economic institution Condor by following the descriptive approach and using the research tools of observation and questionnaire to gather information.

The study found:

- _ E-advertising is more effective and influential than traditional advertising.
- _ E-advertising helps shape trends and identify individuals' tendencies.
- _ E-advertising helps to build long-term relationships with its customers which contributes to the consolidation of the brand and cultivate trust and thus create a positive and good mental image of the enterprise.

- 2_ Djamila kadem, **digital PR and mental image industry for modern organizations, (2022)**:

The study aimed to learn about the role of digital public relations in shaping the enterprise's image and reputation to describe and analyze the phenomenon in question and determine its characteristics. The researcher used desk survey as part of this approach.

The results of the study include:

- _ The previous legacy of both contacting content marketing should be reviewed.
- _ Reconsider mental image management strategies.
- _ The necessity of enabling the fundamentals of contemporary digital marketing.

Study Topics

- _ A general conceptual introduction to digital promotion.
- _ Fundamentals of corporate image.
- _ The impact of digital promotion in enhancing the corporate image under study: Brandt's Facebook page.

I- A general conceptual introduction to digital marketing

As the world has become digitized, institutions are obliged to keep up and walk within it. Digitization has occupied various spheres of life and activities of various kinds, promoting one of which is practised at the new world level, which includes electronic and digital tools that permit and facilitate it in general in conjunction with it.

I-1 Digital promotion concept:

Digital promotion is defined as "a process of mutual communication between customers and vendors via the Internet and other electronic means of exciting customers to deal with this or that institution or in order to sustain communication and relationship between the enterprise and its users to exchange the benefit between them without barriers of time and space" (Hirsch, 2022, p.

696_697), also defined as a promotional activity geared towards the use of the Web, which contains interactive aspects of various digital communications that have the ability to reach customers despite their dispersion and multiplicity as well as the features of digital media and its multiplicity, has greatly helped to provide information more accurately and more quickly, especially as it comes from the enterprise to customers without the need for an intermediary, which has achieved interaction between the parties. (Bin Amarah and Salmi, 2023, p. 194), however, there must be steady steps to achieve this interaction through digital promotion, which requires the availability of both technology, information and human resources. (Al Wafi and Rabah, 2021, p. 885), good product development, website development, plan development (Al Nawrah, 2010, p. 207_208)

Through the above, digital promotion is an activity that depends entirely on the availability of the Internet and the presence of the Foundation through various websites and social media platforms that achieve the ability to reach out to the public on an ongoing basis. Thus, digital promotion is a double-sided activity, first to provide products and publicize them to create a positive impression and build a good image of the institution in the public mind.

Digital promotion is now essential because it is able to use various digital focal points, which are a broad and new area and allow enterprises to target customers through digital media in more modern and innovative ways. It is just as important as communication, allowing the enterprise to be closer to its customers and facilitating the creation of new contacts. (Mokrani & Hadjp 48_49 2022).

One of the advantages of digital promotion is its ability to **"provide information"** in the most accurate details from home and here it achieves to the consumer **"appropriate"**. The product presents it with a press, that is, as soon as its enquiries are raised, it finds all answers to it through **"interaction and communication"** between it and the producing institution or one of its representatives, All this happens **"at the lowest cost"** and within a **short period** of time (Qaid and Bakhti, 2016, p. 52).

I-2 stages and dimensions of digital promotion

Digital promotion like other activities is done through a rigorous promotional plan built according to the following stages:

_ **Setup phase:** Even from a database containing public preferences and tendencies and focusing on their needs and desires through continuous and uninterrupted research.

_ **Contact Phase:** The direct next stage where it is based on the built database and starts with direct interaction with the potential audience through various available means of communication.

_ **Utilization phase:** After the purpose of the communication is achieved, the parties here have a beneficial exchange for the achievement of interests. The enterprise receives a material exchange from the public such as electronic payment for its purchases.

_ **After-sales:** Enterprises adopt it to gain public satisfaction and loyalty by not breaking the relationship directly once the sale process is completed but consolidating it after achieving the beneficial exchange. This is especially necessary as cyberspace greatly facilitates this process (Trabia, Arabi, 2021, p. 398_399).

From the foregoing, we note that these stages contribute significantly to the practice of digital promotion from a previously collected database that can exercise its dimensions:

_ **Digital advertising:** "Non-personal communication process for dissemination of information through various media, which is of a compelling nature about products (goods, services or ideas), and is usually paid by the advertising sponsor to websites or e-mail" (Ben Qashwa and arik, 2016, p. 68).

_ **Digital Personal Sale:** is a two-way communication designed to inform and offer demos to create and maintain new relationships for as long as possible (Amri, 2021, p. 170).

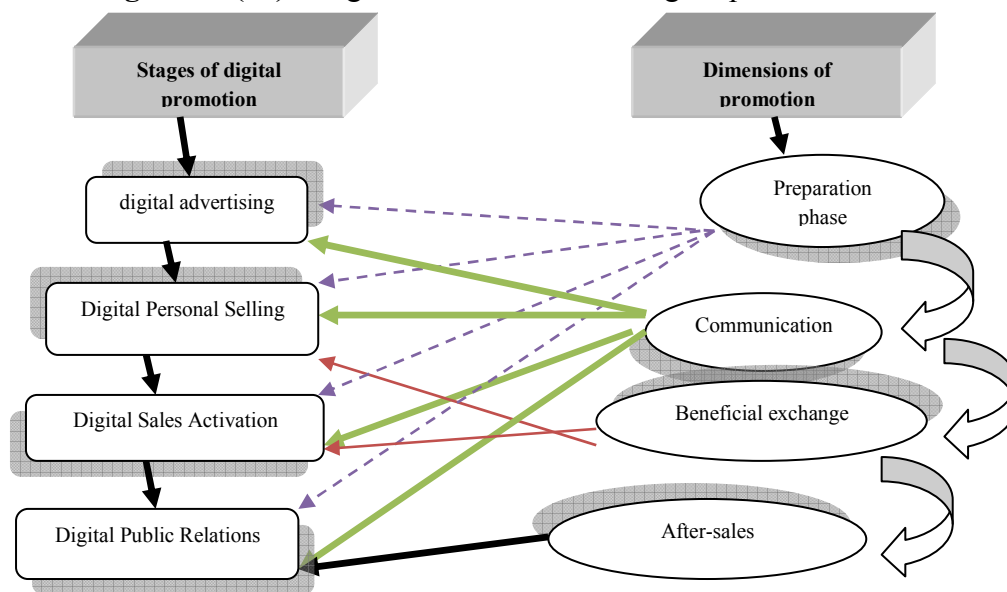
_ **Digital Activation of Sales:** "Sales activation is defined as attracting the attention of customers to use web pages and supporting them with useful information according to customers' interests. Open

lines of communication (Online) between advertisers and customers helped advertisers offer better and more efficient work to promote their products" (Abu Rakba, 2018, p. 26).

_ Digital PR: "The device that connects the organization and its internal and external audiences with technical progress in the various media is the link between the institution and its external environment and is responsible for the prevailing stereotype of the institution electronically" (Al Khazali, 2019, p. 18).

From the foregoing we note that all dimensions of digital promotion need information and data so that the organization can prepare well for its promotional campaign and who is contacting the public so as to make it fully informed of any activity it may undertake. Sales are achieved during the intensification of promotional efforts to achieve a beneficial exchange during interaction on social media sites. This phase is achieved in both digital personal sales and digital activation of sales because it is within a specified period of time and this is what distinguishes these two dimensions. In order for the Foundation to enhance its image in the mind of this audience, its promotional campaign does not stop with sales, but must continue beyond that, i.e., to move to the aftermarket where it works to sustain its audience by providing services, consolidating its relationship with it and enhancing it by hearing his complaints that have been found or asked about it in order to create a sense of interest, especially because social media sites give the institution access anywhere and at any time with it.

Figure n° (01): Stages and dimensions of digital promotion



Source: Prepared by researchers

II- Basics about the image of the enterprise:

The image of the institution is one of the most important points that institutions should stand on in general, because of its importance in strengthening their relationships and maintaining their customers, which is formed by everything that may come to the public's mind as soon as dealing or exposure to one of the promotional activities of the institution, it must be well established in his mind .

1_ definition of the image of the institution

The image of an organization is defined as "a set of mental associations within the minds of customers that are directly related to the brand, and are organized in such a way as to form an image and pattern around the brand and the organization" (Khodari et al., 2023, P. 547), and is also defined as the perception of the organization among customers, depending on how they are represented through the brand, PR efforts and the media (Alhadid & Kaddomi, 2016, p. 311).

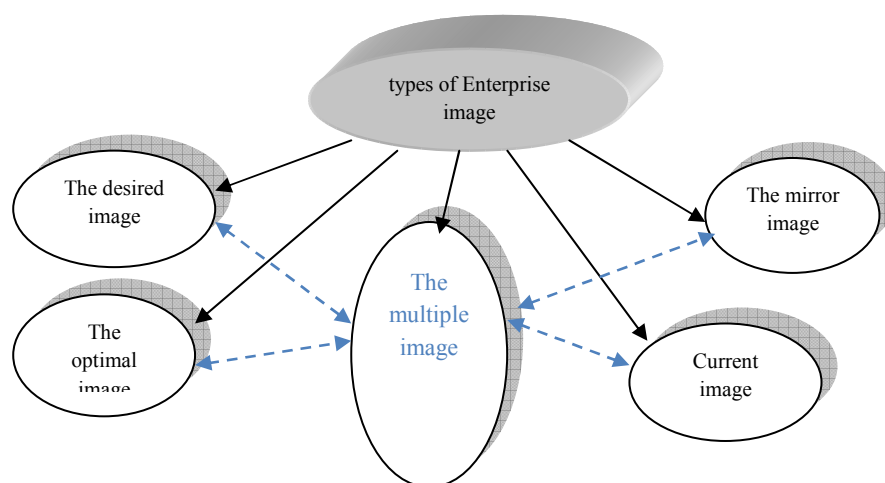
2_ elements of the formation of the image of the enterprise

The image of the institution has several elements that contribute to its formation, the first of which is the "personality" that takes root in the minds of customers about the institution through the method adopted by the institution in formulating its message addressed to them. the institution must create integration with the " cultural environment" in which it operates and develop a system of cultural values that are compatible with it so that its products "a close relationship with one of its products or brands is a strong bond that can be strengthened." Image building is also influenced by tangible aspects such as products and the structure of the enterprise ... ""Materials" are the first thing that may contribute to the formation of the customer's image (Soleimani, 2018, P. 211_212), and can be illustrated in the following figure:

From the above, it becomes clear that the components of the image, including what is moral, such as personality, mental processes, cultural environment and relationships, these elements all focus on the senses and feelings, in addition to the experience gained through personal experiences and information to which the audience is exposed .the material element expresses everything that is tangible and visible and has a major role in the formation of the image and the elements themselves combined have a role in enhancing the elements of digital promotion.

What others see is known as the current image of the institution, and the desired image is that image that the institution strives to form and build in the minds of others, and the optimal image is that image that is difficult to achieve, especially in the presence of competitors for the institution, and the exposure of customers to several representatives of the institution may leave different impressions however, they may disappear over time to settle on one type of image (Dabian, 2021, P. 581) and can Illustrate this by the following figure:

Figure n° (02): types of Enterprise image



Source: prepared by researchers

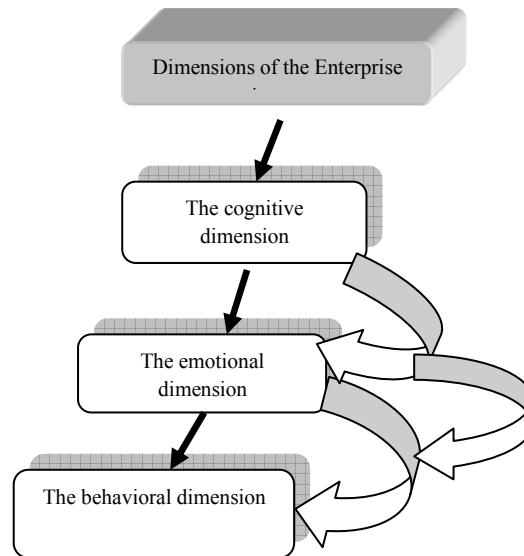
The above figure shows that an organization may build several images for itself, the first of which is the image that it sees about the organization as an entity (that is, about itself), that is, it looks at itself before others see it so that it can form one of the images associated with the audience it is dealing with.

As mentioned earlier, the institution may adopt several images at once, and this multiplicity is due to several factors, including demographic factors such as age, social status, etc., and even the environment or environment in which the audience is present.

The researchers have agreed on the existence of three dimensions of the image of the institution, which are manifested in the cognitive dimension, the emotional dimension and the behavioral dimension. it has been pointed out that each dimension is the outcome of the dimension that

preceded it. the cognitive dimension is the first, which is the stage of perception of the customer through the transmission and dissemination of information to build on the basis of an image in his mind about the institution. the "emotional dimension" concerns the customer's feelings and sensations, which are formed according to previous information and knowledge, as they remain for long periods despite fading or changing over time and May last, as we have indicated earlier. "the behavioral dimension" it is a product of the previous two dimensions, reflecting the previously invisible knowledge and sensations and embodying them in actions and behaviors that express About her (Marrakech, 2018, P. 31_32).

Figure n° (03): Dimensions of the Enterprise image



Source: prepared by researchers

Through the above and the above format, the three dimensions of its composition are those information received by the public through advertisements or competitions organized or even through their personal experiences with their products, where the last dimension is considered (Behavioral dimension) Extension of the two dimensions before it (cognitive dimension and emotional dimension) Behaviour is the product or reflection of a set of knowledge and sensations that cannot be observed by the eye, as opposed to actions that allow the institution to read, understand and absorb its audience and thus be able to meet its needs and desires as required to have a positive impact and thereby build or enhance its image.

III _The impact of digital promotion on enhancing the image of the institution in question Brandt _ Facebook page _.

1_ Descriptive analysis of the study sample

_ Five-point Likert scale

Table n° 01: The title should be very concise and comprehensive, containing space, time and unit of measure

Scale	Totally agree	Agree	Neutral,	disagree	completely disagree
Weights	5	4	3	2	1
Scope	From 4. 2 to 5	From 3.4 to less than 4.20	From 2,6 to less than 3,40	From 1,80 to less than 2,60	From1 to less than1, 80
Degree of approval	Too high	High	medium	low	very low

Source: prepared by researchers

To know the minimum and upper limits of the quinquennial scale of CRT the range was calculated at the value of 4 and received by subtracting the smallest value (1) from the largest value

(5) i.e. $[5-1 = 4]$ For the length of the category, the range was divided by the number of scale periods as follows $[4/5 = 0.80]$ and then the lowest order was added in the scale and estimated at b (1) i.e. $[0.8 + 1 = 1,80]$ to determine the upper limit of the first category (Balocha, 2016, p. 49).

2_ Demographic data

2_1 Distribution of sample vocabulary by gender

Table n° 02: distribution of sample vocabulary by gender

Sex	Repetitions	ratio %
Male	16	23,5%
Female	52	76,5%
Total	68	100%

Source: prepared by researchers based on the SPSS program

The above table shows that the repetitions for the male category amounted to 16 males at a percentage estimated at 23.5%, while the number of repetitions for females reached 52 females estimated at a percentage estimated at 76.5%, of which we note a clear difference between them, which may be due to the fact that women are the most interested in this type of products and are the decision-makers in choosing as the most used.

2_2 distribution of sample vocabulary by age

Table n° 03: distribution of sample vocabulary by age

Age group	Repetitions	ratio %
Less than 20 years	3	4,4%
From 21 to 30 years	39	57,4%
From 31 to 40 years	19	27,9%
From 41 to 50 years	6	8,8%
Over 51 years old	1	1,5%
Total	68	100%

Source: prepared by researchers based on the SPSS program

The above table shows us that most of the sample members are limited to the age group from 21 to 30 years, where the number of 39 individuals exceeded 57%, followed directly by the age group from 31 to 40 years, in which the number of individuals reached 19 with an estimated percentage of 27.9%, while the rest of the categories had low percentages, as follows: 8.8% represents the age group from 41 to 50 years, the number of for 50 years, it was represented by only 1 person, or an estimated 1.5%.

This disparity in proportions may be due to the fact that individuals in the age group from 21 to 30 years and the age group from 31 to 40 years are the most young and the most users of social networking sites in addition to their interest in this type of products, especially since most of them are at the stage of starting a family unlike other age groups.

2_3 Distribution of sample items according to educational level

Table n° 03: Distribution of sample items according to educational level

Educational level	Repetitions	Ratio %
Intermediate and low	9	4,4%
Secondary	36	57,4%
University	20	27,9%
Postgraduate studies	3	8,8%
Vocational	0	1,5%
Total	68	100%

Source: prepared by researchers based on the SPSS program

The above table shows us that the highest percentage represented the secondary level, the number of individuals was 36 by 52.9%, followed by the university level by an estimated 29.4%, representing 20 individuals, followed by the intermediate educational level or less by 13.2% and 4.4%, representing graduate studies, and their number, respectively, was 9 individuals and 3 individuals, while the professionals were completely absent.

This disparity in the percentages may be due to the fact that the owners of the secondary and university levels are the most users of mobile phones and the most exposed to social networking platforms, considering that the category that represents the average, less rarely have phones or private accounts on the platforms, while graduate studies may be due to their preoccupations or lack of interest in such pages.

2_4 Distribution of sample items according to social status

Table n° 04: Distribution of sample items according to social status

Social status	Repetitions	Ratio %
Single	34	50%
Married	34	50%
Total	68	100%

Source: prepared by researchers based on the SPSS program

The table above shows that the percentage in the social situation is equal, with an estimate of 50% for both single and marital status, i.e. 34 persons each.

3_ Questionnaire Stability Test

Table n° 06: Alpha Chrombach Test

Variants	Number of phrases	Alpha Krombach	Rankings
Dimensions Of Digital promotion	Digital Advertising	0,884	2
	Digital Personal Sale	0,860	4
	Digital Activation of Sales	0,886	1
	Digital PR	0,880	3
Interlocutors			
Digital Promotion	20	0,944	2
organizational image	13	0,964	1

Source: prepared by researchers based on the SPSS program

We tested Cronbach's alpha to ensure the stability of the questionnaire and to know the consistency of the questionnaire statements. It became clear to us through the values of the study variables in the table above, ranging from 0.86 to 0.886. This is for the dimensions, while the axes were estimated at 0.944 for the digital promotion axis and 0.964 for the enterprise image axis, and therefore the questionnaire meets the condition of stability, and if this indicates anything, it indicates that the questionnaire is valid for the purpose for which it was designed.

That is, since all values are greater than 0.6, they are acceptable, and this is according to what Keith pointed out that some studies cite that the values of Cronbach alpha usually must be greater than the value 0.6 (Botaleb and Najimi, 2020, page 189).

4_ Testing the nature of the distribution of variables

We relied on the coefficient of skewness and kurtosis to determine the nature of the distribution followed by the study:

Table n° 07: Coefficient of skewness and kurtosis

Variants		Coefficient of skewness	kurtosis coefficient
Dimensions Of Digital promotion	Digital Advertising	-0,592	0,092
	Digital Personal Sale	-0,674	0,691
	Digital Activation of Sales	-0,672	1,046
	Digital PR	-0,616	0,532
Institutional image		-0,794	0,714

Source: prepared by researchers based on the SPSS program

In order to say that the study variables follow a normal distribution, the values of the skewness and kurtosis coefficient must be less than 2 and 7, respectively (Bouqrit and Boutaleb, 2022, page 406), and the above table shows that the skewness values are limited to between -0.674 and -0.592, while the kurtosis values are limited to between 0.092 and 1.046 for the dimensions of digital promotion, which is therefore less than the value 2 for skewness and less than the value 7 for kurtosis. We observe the same for the institution image axis, where the skewness value was estimated at -0,794, while the kurtosis value was estimated at 0,714.

Hence, the study variables are subject to a normal distribution according to what is shown in the table above, and therefore these values meet the condition of a normal distribution.

5_ Descriptive analysis of the dimensions of digital promotion

Table n° 08: Arithmetic mean and standard deviation of digital promotion dimensions

Dimensions Of Digital promotion	arrangement	Arithmetic mean	Standard deviation	Degree of approval
Digital Advertising	4	3,380	0,839	Medium
Digital Personal Sale	2	3,420	0,716	High
Digital Activation of Sale	1	3,500	0,729	High
Digital PR	3	3,410	0,709	High
Digital promotion	1	3,430	0,636	High

Source: prepared by researchers based on the SPSS program

The above table shows that the overall arithmetic average of the digital promotion axis was estimated at 3.43 with a high degree of agreement on the part of the study sample members according to a five-card scale and a standard deviation of 0.636, which indicates the agreement and relative consensus of the study sample members on this result, which is reflected through the digital activation dimension. For sales, the arithmetic average was estimated at 03.5 and a high degree of agreement on the part of the study sample members according to a five-card scale with a standard deviation of 0.729. This can be attributed to the organization's efforts to increase its sales volume through competitions and incentive offers for purchases that it offers on the Facebook platform, followed immediately after the digital personal sale, with an arithmetic average of 3.42 and a standard deviation of 0.716. With a high degree of agreement on the part of the study sample members according to the five-card scale, as for digital public relations, its arithmetic average was 3.41 and a standard deviation of 0.709, with a high degree of agreement on the part of the study sample members according to the five-card scale. This may be due to the fact that communication between salesmen and customers is easy, simple, and almost direct. Between them, which contributes to strengthening and consolidating relationships in the digital space, while the lowest value of the arithmetic average was for digital advertising, which was estimated at 3.38, with a standard deviation of 0.839, with an average degree of agreement on the part of the study sample according to a five-card scale, and this is due to the stereotypicality of advertisements.

6_ Hypothesis Testing

6_1_ Testing the Main Hypothesis

Multiple regression analysis was used to test the validity of the main hypothesis, and the table below includes the results obtained:

Table n° 09: Results of the regression analysis of variance (dependent variable = corporate image)

specimen		Sum of squares	Degrees of freedom	Average squares	Calculated F value	Significance level	R ²	R
1	Descent	32,562	4	8,14	48,129	0,000	0,753	0,868
	The remaining error	10,656	63	0,169				
	Total	43,217	67					

Source: prepared by researchers based on the SPSS program

As shown in the above table, the main hypothesis is accepted because the independent variable (digital promotion) has a statistically significant effect on the dependent variable (organizational image), as indicated by a significance level of 0.000, which is less than the required level of 0.05. It is also clear from the same table that there is a strong positive correlation between digital promotion and organizational image, according to the correlation coefficient R value of 0.868. The coefficient of determination R² is 0.753, meaning 75.3% of the deviations in organizational image can be explained by digital promotion.

Thus, organizations' interest in digital promotional activity enables them to build a good image in the minds of their customers because they can use its various elements on the social media platform Facebook. Therefore, the main hypothesis is accepted, which states: **"Digital promotion has a positive impact on enhancing the image of the organization under study, Brandt"**.

6_2_Testing the sub-hypotheses

To test the sub-hypotheses, multiple regression analysis is required to find out the impact of each dimension of digital promotion in enhancing the image of the organization under study Brandt, and the results obtained will be included in the following table:

Table n° 10: Results of multiple regression analysis

specimen		Atypical transactions		Typical coefficients	Calculated T value	Significance level
—		B	Standard error	Beta	—	—
1	CONSTANTE	-0,33	0,297	—	-1,109	0,271
	Digital Advertising	0,279	0,108	0,292	2,583	0,012
	Digital Personal Sale	0,070	0,108	0,062	0,644	0,522
	Digital Activation of Sale	0,299	0,101	0,271	2,943	0,005
	Digital PR	0,431	0,097	0,381	4,447	0,000

Source: prepared by researchers based on the SPSS program

Based on the above table, we can see that the level of significance for digital advertising, digital sales activation and digital public relations is less than 0.05, respectively (digital advertising 0.012), (digital sales activation 0.005) and (digital public relations 0.000), it can be said that the study organization made an effort to design advertisements that are accepted by the members of the study sample who continuously visit the Facebook platform every time a product is introduced or displayed on its page, which allows the study organization to activate its sales and at the same time strengthen its relationships with its followers and link them to it by attracting them and drawing their attention to everything that may interest them, as we find that the significance level for the digital personal selling dimension is estimated at 0.522, which is greater than 0.05, which is greater than 0.05 and therefore statistically insignificant. This may be due to the fact that this particular activity needs effective communication and therefore there may be some kind of failure to create or exchange an effective dialogue with followers due to the lack of the necessary skill of salesmen in communication, which causes their inability to achieve the appropriate response.

From the table above, we can see that

— **The first sub-hypothesis** : advertising has a positive effect in enhancing the image of the institution under study, the brand is "**acceptable**", therefore, advertising has an effect in enhancing the image of the institution under study, because the significance level sig= 0,012, which is less than 0,05.

— **The second sub-hypothesis**: digital personal Sale has a positive effect in enhancing the image of the institution under study by calling it "**rejected**", therefore, digital personal Sale has no effect in enhancing the image of the institution under study because the level of significance sig= 0,522 which is greater than 0,05.

— **The third sub-hypothesis** : the digital activation of sales has a positive effect in enhancing the image of the institution under study by calling it "**acceptable**", therefore, the digital activation of sales has an effect in strengthening the institution under study because the significance level sig= 0,005, which is smaller than 0,05.

– **The fourth sub-hypothesis:** digital public relations has a positive impact on enhancing the image of The institution under study is considered "**acceptable**", therefore, digital PR has an impact on strengthening the institution under study because the significance level $\text{sig} = 0,000$ is smaller than 0,05.

Conclusion:

The digital environment today has become the link between institutions and their customers, as it has provided them with a great opportunity to promote their products through various platforms located in this electronic space, which has eliminated all boundaries at the push of a button to facilitate the process of access and communication with the public from around the world, although there are shortcomings in achieving interaction:

– The announcement had an impact on enhancing the image of the institution under study by Brandt.

– There is no effect of digital personal sales in enhancing the image of the institution under study by Brandt.

– Digital activation of sales has an impact on enhancing the image of the institution under study by Brandt.

– Digital public relations has an impact on enhancing the image of the institution under study by Brandt. Based on what we have found in this study .

we propose some recommendations as follows:

- Avoid stereotypical ads and work on innovation and innovation in them.
- Enhancing marketing and promotional skills, especially for sales men through social media platforms, to create and achieve constructive interaction between the organization and its customers.

– The need to work on improving and enhancing the skills of sales men in communication and communication processes through social media platforms to build the desired image in the minds of customers .

– The need to work on providing incentives to sales men due to the fact that they are the mirror reflecting the image of the institution.

- Digital promotion needs a strategic plan that touches on all aspects and marketing activities that contribute to building the image of the organization in the minds of its customers .

– Expanding its promotional efforts through the digital space and reaching its customers through various social platforms to build long-term relationships with the need to strengthen them to maintain them.

Study prospects

In this study, we focused on the elements of digital promotion represented in each of the digital advertising, digital personal selling, digital sales activation and digital public relations, and the nature of its impact on the image of the organization only, and we drew our attention to the lack of studies dealing with both digital personal selling and digital sales activation, and based on the above and in light of what was reached, we thought to open new horizons for researchers, by putting forward some suggestions that may be a broad area for research, as follows: Digital promotion as an activity in its four dimensions does not only affect the image of the organization, but its impact extends to several other elements:

– Digital promotion as an activity in its four dimensions does not only affect the image of the organization, but its impact extends to several other elements.

– The image of an economic institution can be influenced by variables other than digital promotion.

– Study the impact of each dimension of digital promotion on other variables.

– Study the impact of digital personal selling on the image of the organization.

– Studying the impact of digital sales activation on the image of the organization.

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