

Exploring the impact of social networks advertising (SNA) on Brand's reputation

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Received on: 30/03/2025

Accepted on: 20/06/2025

Published on: 30/06/2025

Abstract :

Social media platforms play a growing role in shaping user perceptions and influencing purchasing behavior. For brand advertisers, designing effective social networks advertising strategies has become a key challenge. This study explores the impact of social networks advertising on brand reputation by examining four key dimensions: informativeness, entertainment, electronic word-of-mouth, and invasiveness. A quantitative survey of 103 users was conducted, and the results—analyzed using ordinal regression and validated measurement scales—show that informative and entertaining content positively contributes to brand reputation, while intrusive ads tend to harm it. Moreover, our research, based on a literature review, seeks to validate our interest in social networks advertising.

Keywords : social networks, advertising, brand reputation.

JEL Classification Codes : M370, M310

Introduction :

In today's digital age, the Internet and social networks have become central tools in daily life, especially in economic activities such as electronic commerce. Individuals often underestimate the amount of time they spend online—particularly on social media platforms—yet this behavior now plays a substantial role in shaping political, social, and economic decision-making. Companies, whether large or small, increasingly rely on user behavior data from social networks to enhance their marketing effectiveness and improve financial outcomes (Hogan, 2008).

The Internet offers numerous opportunities for both individuals and organizations, particularly through new forms of product advertising and digital public engagement. In this context, the rise of social networks has introduced a new dimension to consumer-brand interaction. Platforms like Facebook, Instagram, and Twitter—key pillars of the Web 2.0

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era—have driven advertisers to rethink their communication strategies. Interactive advertising formats now allow companies to deliver personalized messages and use data-driven targeting techniques. Recent studies confirm that social media advertising influences consumer attitudes, brand equity, and key performance indicators such as return on investment and conversion rates (Chierici et al., 2019; Kim et al., 2021). As a result, social media has become a strategic channel in digital communication and brand development (Shareef et al., 2019).

Reputation, in this context, refers to how a brand is perceived by its audience. It fosters consumer trust and loyalty, and may reduce marketing costs (Caruana et al., 2010). This perception is influenced by service and product quality, customer satisfaction, and particularly by social media commentary. Word-of-mouth, whether positive or negative, can spread rapidly online, presenting both opportunities and risks for companies. While brands once had limited control over this dynamic, new tools—such as artificial intelligence, sentiment analysis, and algorithmic monitoring—now allow them to track and influence brand-related conversations. These innovations support real-time responses to public sentiment, helping reduce reputational threats (Rust et al., 2021).

Social networks can therefore be powerful indicators of consumer perception and intent (Richard & Guppy, 2014). For brand advertisers, designing effective strategies for social networks advertising is increasingly crucial. This study investigates the impact of social networks advertising on brand reputation by analyzing four key dimensions: informativeness, entertainment, electronic word-of-mouth (eWOM), and invasiveness. To this end, we conducted an empirical study based on a sample of 103 social network users. Grounded in existing literature, the research aims to better understand how advertising through these platforms can shape consumer perception and trust.

I. Theoretical Framework :

1. Social Networks (SNS) :

The emergence of social networks has been one of the most significant transformations of the Internet in the twenty-first century. Besides blogs and chat rooms, they are regarded as a novel method of direct marketing and one of three online communities. The main aim is to cultivate new friendships or reinforce existing ones (Sponcil and Gitimu, 2013). Social networking denotes contemporary media types that encompass interactive activities.

Mercanti-Guérin (2010) advances that a network comprises three strata: a structural level for the configuration of actors, a relational level for the density of connections, and an individual level for the centrality of each actor. The network structure does not directly forecast attitudes or behaviors; it forecasts the commonalities among attitudes and behaviors. The objective of social networking platforms is to unite individuals with common interests and preferences.

The emergence of digital and mobile technology has facilitated extensive engagement among individuals, ushering in an era devoid of constraints for customers. The conjunction of globalization and the internet, along with enhanced accessibility to mobile phones, facilitates extensive message dissemination, significantly influencing society and fostering interactive and dynamic communications across various domains, including individuals, corporations, and political campaigns (Herrera, 2017). The Internet, particularly social networks, has significantly transformed contemporary communication, prompting organizations to establish an online presence and foster consumer relationships through message personalization (Rekhter and Hossler, 2019). Organizations who adeptly adjust to this emerging paradigm are reaping benefits from the novel communication landscape, which possesses significant potential for enhancing visibility or retaining customers.

Social networks serve a tripartite purpose for users: personal, social, and informational-commercial (Rekhter and Hossler, 2019). Initially, social network members create a personal profile that enables them to comment, articulate their thoughts, or disseminate anything (pictures, videos, statuses, or remarks) that becomes public and thus transcends their privacy. These profiles constitute the foundation for the operation of social networks. Secondly, these platforms are undeniably designed, as their nomenclature implies, with a social dimension. They are digital platforms where each participant can communicate and share their thoughts, interests, and experiences of many types through text, video, or images. Another advantage is the ability to locate friends or users with comparable profiles, so enhancing the individual's network of contacts and, consequently, their sociability. network and consequently their sociability. This indicates that the content shared by a user extends its reach beyond their immediate contacts. Ultimately, social networks facilitate the exchange of information among companies, as these virtual platforms permit direct and dynamic interaction between organizations and potential customers.

The creation of a profile can integrates the groups of the institution in a simple, participative, and relaxed way that promotes improvement in the quality of services by

detecting and resolving doubts, problems and needs. But this is not the only benefit, according to Bruggeman (2013), these benefits go beyond, among them we would find:

- the messages that users receive can be personalized and unique according to their characteristics.
- keep our audience informed and updated: since social network users consult them several times a day, they can be used to post an urgent notice or breaking news.
- monitor our reputation: our profile becomes a place where the community can talk. Users feel valued because they can give their opinions and suggestions and act accordingly, which is very important direct and free feedback.
- measuring the success of campaigns: the great development of social platforms allows network managers to measure the success or failure of their actions at any time and to make the necessary adjustments to these campaigns. necessary adjustments to these campaigns.

This is why there are several authors who highlight the need to study the use of online advertising in the media. the need for an in-depth study of the use of the Internet as a marketing tool (Ailawadi et.al, 2009).

2. SNS Advertising:

The effectiveness of advertising has been the subject of endless debate for decades. According to Rao and Vemkatrao (2015) advertising can be defines as “a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services”. Online advertising (also named internet advertising) is non-personal commercial content paid for by a sponsor and designed for an audience, including banners, pop-up messages, email messages, text-based hyperlinks, official websites, etc. (Schlosser, Shavitt and Kanfer, 1999). Internet advertising has several variables that have been studied to influence consumer attitudes.

It is important to differentiate between advertising on the Internet and advertising on social networks, since the latter is within the former and is a concretion of advertising on the Internet, in fact, advertising on social networks acts as a link with the Internet itself and websites. As for Internet advertising, it is a tool used by all companies regardless of their size, which use web pages to advertise, we could say that it is the first great

“democratization” of advertising for companies, although still not so extensive, it was certainly a breakthrough. With this type of advertising, it was achieved that users did not have to go directly to the seller's website to purchase a product or service, but through different figures directly access the page or advertise the product. These figures are pop ups, which are those contents that appear while browsing a web page to attract attention. The banners, which consist of a graphic advertising piece either static or interactive, within a web page to attract users and redirect them to another page where the advertiser offers its product, is usually paid by clicks to the web page where it was. The Skyscraper, which are those elongated vertical advertisements that appear on web pages, it could be said that it screens for a few seconds before displaying the content of the web page.

Rogers and Thorson (2017) argued that examining users' motivations for going online is essential to understanding user responses to Internet advertising. Similarly, to examine SNS user's attitude towards, we need to consider why they frequently visit different SNSs. Previous research has shown that content factors (i.e., information value, entertainment value, etc.), structural factors (e.g., filling time), and socialization factors (i.e., social connection) are the motivations for Internet users to go online.

3. The concept of reputation:

While reputation is an essential intangible brand asset, there is no universally accepted definition (Boistel, 2014). Reputation generates perceptions among employees, customers, competitors, investors, and public opinion about what a company or a brand is, what it does, what it says and what it represents (Cailleba, 2009). Although trust and reputation may appear similar in meaning, a clear distinction exists, as articulated by Gal-Oz, Gudes, and Hendler (2008). They define reputation as "the aggregated perception that an agent creates through past actions about its intentions and norms." As a result, unlike trust, which is defined by individual interactions, reputation is understood as a relationship involving multiple entities converging on a single point.

Based on Frombrun's (1996) seminal research, three key aspects of reputation can be identified:

1. Reputation is founded on perceptions. Consequently, reputation is, to a certain degree, beyond the brand's control (Brown et al., 2006). The advent of the Internet has redefined a brand; it is now characterized not by its own declarations or actions, but by the perceptions and implications of others as conveyed through the Internet (Larkin,

2003). The Internet fails to discriminate between (a) official information pertaining to a brand or product and (b) subjective interpretations originating from blogs and social networks, where the sources and origins of information are challenging to ascertain. When companies are unable to adequately manage their reputation offline, such management becomes even more challenging online.

2. Reputation embodies the collective perception of all stakeholders associated with a corporation/brand. The perceptions of internal and external stakeholders constitute a firm's total reputation. Previous research indicates that reputation is frequently issue-specific, and an organization may possess varying reputations across distinct stakeholder groups. Reputation denotes the perceptions that external stakeholders hold about a business, including a customer-oriented corporate reputation.
3. Reputation is relative. It is feasible to evaluate the reputation of several brands and, accordingly, establish a ranking. Additionally, it may be pertinent to compare the offline and online reputations of organizations (Castellano and Dutot, 2013). Leclercq and Massias (2013) indicate that audiences assess organizations' online and offline reputations in a comparable manner. Companies with a poor reputation also exhibit a low e-reputation, and conversely. Two further attributes are referenced in the literature to delineate reputation:
 - Reputation, whether in online or offline contexts, can be either positive or negative; a favorable reputation enhances the probability that stakeholders will engage with a particular organization (Rhee and Haunschild, 2006).
 - Reputation is consistent and lasting. Numerous authors, either implicitly or explicitly, use the concept of time in their definitions of reputation. Evaluations are developed over time by frequent perceptions of the corporate image, regardless of whether they are positive or negative. Consequently, establishing a reputation requires time (Rhee and Haunschild, 2006); it connects a firm's 'historical acts and future potential' (Fombrun and Van Riel, 2003).

In 2009, Svoboda articulated that reputation encompasses three dimensions (Dorčák et al., 2017):

- Primary reputation, which refers to the direct, interpersonal experience a customer has with the brand entity. This is sometimes referred to as the first impression and is characterized as "immediate and personal."
- Secondary reputation derives from secondary sources, including media, word-of-mouth, or self-perception. This form of contact lacks personal engagement and is seen to be readily swayed by external factors, whether beneficial or detrimental.
- Cyclical reputation is "shaped by societal attitudes." Social attitudes can be influenced by culture, politics, or geography; if these views are positive towards a certain brand, the brand's reputation is regarded as acceptable, and conversely.

The table below (table 01), lists the most frequently used definitions in the literature reviewed.

Table 01: Key Definitions of Brand Reputation

Author(s) (Year of publication)	Definition
Keller (1993)	"A strong Brand reputation is built when people hold strong, favorable, and unique associations about the corporate brand in memory"
Fombrun and Van Riel (1997)	"Brand reputation is a collective representation of a firm's ability to deliver valued outcomes to multiple stakeholders"
Chaudhuri (2002)	"The overall value, esteem and character of a brand as seen or judged by people in general"
Davies et al. (2003)	"Brand reputation is the set of stakeholder perceptions about a brand's ability to fulfil their expectations, based on past experience and information"
Schwaiger (2004)	"Reputation indicates strategic stances and the current societal standing of the brand"
Gaultier-Gaillard & Louisot (2006)	"a social construct that rests on individuals' beliefs and perceptions"
Boistel (2014)	"Reputation is an opinion (positive or negative), formed in the minds of consumers and customers and"

	the company's various audiences, resulting from their previous experiences, beliefs, personal experiences, feelings developed about the brand”
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Source: By the author.

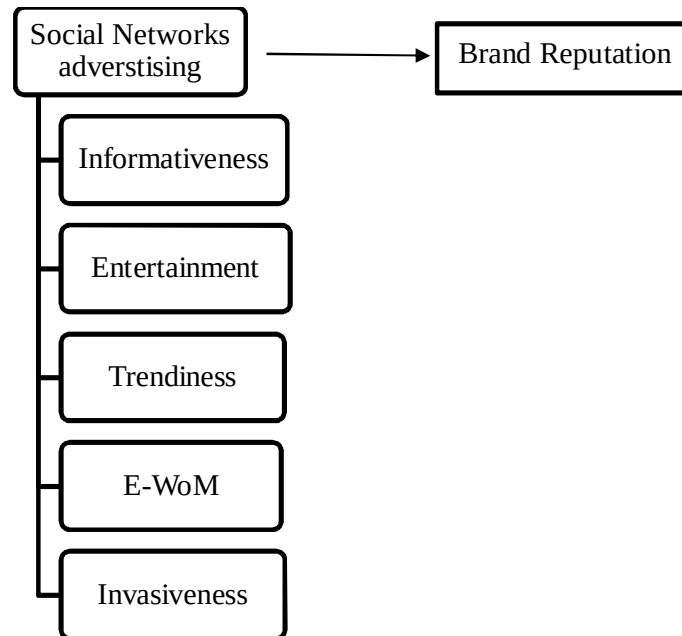
These definitions highlight brand reputation as a dynamic construct influenced by past performance, consistency, and perceptions. Therefore, we can say that brand reputation refers to the customer's perception, whether favorable or unfavorable, of a specific brand. Furthermore, brand reputation significantly influences the cultivation of positive client expectations.

II. Research Methodology:

Social media contribute to a company's reputation and foster familiarity with its brand (Benraiss et Viot, 2021). Shandi (2011) asserted that brand reputation serves as the foundation for customers to assess brand credibility. Alam and Yasin (2010) stated that prior consumer experience, word of mouth, media exposure, and corporate public relations can influence brand reputation character.

The aim of this article is to answer the following question whether social networks advertising has an impact on a brand's reputation. Research objectives and literature review guide the development of a conceptual model to show the expected links between social networks advertising characteristics and brand reputation. As independent variables, the model combines four dimensions : informativeness, entertainment, electronic word-of-mouth, and invasiveness; the dependent variable is brand reputation. Reflecting the theoretical presumptions of the research, this framework forms the basis for the testing of hypotheses. The conceptual model is illustrated in Figure 1 below.

Figure 1. Conceptual Model



Source: By the author

Based on this framework, we propose the following hypotheses:

H1: Social networks advertising has a positive effect on brand reputation.

Given that social networks advertising is a construct that is measured across a series of dimensions, we can derive sub-hypotheses that will allow us to accept or reject the hypothesis of our study.

- H1a: The informativeness provided by social networks advertising positively influence brand's reputation.
- H1b: The entertainment provided by social networks advertising positively influence brand's reputation.
- H1c: The Trendiness of social networks advertising positively influences brand's reputation.
- H1d: The consumers use Electronic Word of mouth to positively influence brand's reputation.
- H1e: The invasiveness of social networks advertising does have an influence on brand's reputation.

This study employs a quantitative research methodology, utilizing non-probability sampling through a purposive sample technique. A total of 103 respondents were selected

based on the following criteria: aged between 18 and 50 years, located in Mascara region (Algeria) and utilizing social networks daily.

The researcher conducted an in-person encounter to gather study data by distributing the questionnaire and interviewing the potential responder, during the month of January 2025.

To quantify the five dimensions of social networks advertising, we employed a scale measure that was derived from a combination of two distinct scales: The dimensions informativeness (3 items) and Invasiveness (3 items) were measured using the scale developed by Taylor, Lewin and Strutton (2011). The dimensions entertainment (2 items), trendiness (2 items), and Electronic Word-of-mouth (2 items) were measured using the scale developed by Godey et al. (2015). Our dependent variable, brand reputation, was measured by adapting the measurement scale developed by Lau and Lee (1999). Our items were assessed using a 5-point Likert scale, ranging from strongly disagree to strongly agree.

This study uses ordinal regression analysis to examine the correlation between social network advertising and brand reputation. The analysis utilized SPSS software, and results were interpreted using coefficients and significant levels to ascertain the strength and direction of the correlations among the analyzed variables.

III. Results and Discussion:

The scales selected have been used and validated by many Anglo-Saxons published research. Their adaptation, however, requires verifying their dimensionality. We subjected the items of each scale to a reliability analysis using alpha Cronbach test values in SPSS.

Table 02: Reliability test results

Variables	Alpha Cronbach
Informativeness (3 items)	0.612
Invasiveness (3 items)	0.709
Entertainment (2 items)	0.801
Trendiness (2 items)	0.265
Word-of-mouth (2 items)	0.678
Brand reputation (6 items)	0.768

Source : By the author, using SPSS software

We obtain satisfactory alpha Cronbach values on all our variables, except for the trendiness variable. This can be explained by the similarity of the variable's two explanatory items. For this reason, it will not be retained for the rest of the statistical tests, and hypothesis H1c will not be verified.

We conducted an ordinal logistic regression to test the effect of our independent variables on brand reputation. The table below (table 03) shows the obtained results.

Table 03 : Model Fit Information

Model	-2 log vraisemblance	Chi2	Degree of freedom	P significance
Constant only	550,783	310,733	190	0.000
Final	240,050			

Source : By the author, using SPSS software

The Chi² test is 310.733 with a degree of freedom of 190 and P value equal to 0.000. This means that the overall model is statistically significant. In other words, this indicates the presence of a relationship between our independent variables and our dependent variable.

The Cox and Sanell index obtained is of 0.955, it indicates that the model explains 95.5% of the variance of the dependent variable, which represents a very high explanatory power. McFadden R² equals 0.561. A score greater than 0.2 indicates a good fit. The model is highly significant and fits the data well.

These results indicate that our variables for measuring social network advertising have an impact on brand reputation. However, this does not tell us which items explain this effect, and whether it is positive or negative. For this reason, we're going to look at the significance of our regression parameter estimates.

Our results show that among the three items used to measure informativeness, only the second and third are statistically significant ($p = 0.015$ and $p = 0.017$, respectively). These items indicate that ads placed on social networks are perceived as a convenient source of information about a brand's products or services, and that they help consumers stay up to date. This perception may lead users to view advertising as more informative than intrusive. When users actively seek information on social media, they tend to filter content—including advertising—more intentionally, which increases the chances that they perceive it as relevant.

Overall, the informativeness dimension has a positive impact on brand reputation. Therefore, hypothesis H1a is supported.

Regarding the entertainment variable, both items yielded statistically significant results ($p = 0.025$ and $p = 0.037$). Entertainment, in this context, refers to the enjoyment and engagement that users experience when interacting with social media content (Agichtein et al., 2008). A hedonic perspective views social media users as individuals looking for pleasure and emotional relief. These findings are consistent with previous research showing that perceived entertainment in internet advertising is associated with forms of escapism, such as seeking a break from tension or boredom (Zhou & Bao, 2002). This entertainment value contributes positively to brand reputation. We therefore confirm hypothesis H1b.

Electronic word-of-mouth (eWOM) is often perceived as more credible, relatable, and relevant than content produced directly by marketers (Gruen et al., 2006). Social media are especially effective in enabling this type of communication, allowing users to share brand-related information freely with friends and peers (Kim & Ko, 2012). In our study, we found that participants who expressed a willingness to share content from a brand's social media channels were more likely to perceive the brand positively ($p = 0.001$). However, sharing this content on their own personal pages did not show a significant effect on brand reputation ($p = 0.682$). These results align with previous work suggest that informativeness and entertainment in advertising help foster trust and favorable brand perception (Kim et al., 2021). Therefore, hypothesis H1d is partially supported.

Finally, the invasiveness evaluates whether social network ads are perceived as distracting, irritating, or intrusive. Two items yielded significant results: one indicating that social media ads are not seen as distracting ($p = 0.020$), and another highlighting their potential intrusiveness ($p = 0.023$). These findings suggest that while some users tolerate advertising, others still experience it as disruptive. We therefore support hypothesis H1e, confirming that the invasiveness of social networks advertising can influence brand reputation.

IV. Conclusion:

This study highlights the influence of social networks advertising on brand reputation. The results indicate that when advertising is perceived as informative or entertaining, it contributes positively to brand perception. However, intrusive or poorly targeted ads may still

trigger negative reactions, particularly in terms of privacy concerns. In line with previous research, electronic word-of-mouth (eWOM) appears to play a decisive role in shaping how brands are viewed and shared across social platforms (Kim et al., 2019).

These findings underscore the importance of developing content that is relevant, engaging, and aligned with user expectations. Social media strategies should prioritize emotional connection, interaction, and shareability. The results also support existing marketing literature that emphasizes the growing need for real-time reputation management and monitoring of consumer sentiment (Rust et al., 2021).

Like any research, this study has limitations. The sample is restricted to a single region, which may affect the generalizability of the results. In addition, variables such as age, gender, income, and education—though not addressed here—could influence the perception of advertising and should be considered in future studies. Looking forward, marketing is rapidly evolving. Emerging frameworks like Marketing 6.0 combine generative artificial intelligence, immersive technologies such as the Metaverse, virtual reality (VR), and augmented reality (AR), with human-centered strategies (Kotler et al., 2023; Chatterjee et al., 2023). Concepts like Customer Experience (CX) and hyper-personalization, driven by real-time analytics and machine learning, are becoming essential to how consumers experience and interpret brand messages (Lemon & Verhoef, 2016; Homburg et al., 2017).

Future research would benefit from extending our model to include these dimensions and better reflect the complexity of digital branding in the post-2025 landscape. In this context, social media platforms continue to offer increasingly precise targeting tools, enabling advertisers to adapt their messaging to the needs and expectations of information-seeking users—ultimately reducing perceived intrusiveness and reinforcing brand trust.

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