

The impact of social media content marketing on brand image: A sample study of Djazzy customers

DIDA hatim abdelhak¹, LACHABI Fatima Zohra²

¹ University of Ain Temouchent Belhadj Bouchaib, sd satlaboratory, Algeria, Hatim.dida@univ-temouchent.edu.dz

² University of Ain Temouchent Belhadj Bouchaib, sd satlaboratory, Algeria, fatima.lachabi@univ-temouchent.edu.dz

Received: 12/05/2024

Accepted: 05/09/2024

Published: 15/09/2024

Abstract

This research seeks to elucidate the influence of content marketing via social media on the Djazzy brand's image, examining three key aspects: Perceived Information Quality, Perceived Enjoyment, and Perceived Interactivity. Utilizing a five-point Likert scale questionnaire, the study gathered data from 152 individuals following Djazzy's social media pages.

Analytical techniques were employed, with the "SPSS 26" software facilitating data analysis. The findings revealed that content marketing on social networks positively and significantly enhances the Djazzy brand's image.

Keywords: Content Marketing, Social Networks, Perceived Information Quality, Perceived Enjoyment, Perceived Interactivity, Brand Image

JelClassificationCodes: M3, M30, M31.

1. Introduction

Social media's ascent as a pivotal channel for communication and information dissemination has significantly transformed its business application, particularly in branding and marketing strategies. Its capacity for interactive and personalized consumer engagement has elevated it as a crucial element in shaping brand image and development. The emergence of social media content communities has become increasingly conspicuous, driven by the adoption of content marketing as a strategic branding approach.

Content marketing, distinguished by its focus on providing value through content without overt promotion, offers substantial long-term advantages, including the cultivation of brand loyalty. Yet, the distinct role of content marketing within social media content communities necessitates further exploration to differentiate it from the broader concept of social media marketing, which tends to be more promotional and direct.

The subtle distinctions between content marketing and social media marketing lie in their respective approaches, engagement methods, and goals, highlighting the critical nature of these differences. With the rise of social media, companies have initiated the creation of specialized pages to share knowledge about their products and engage with consumers through interactive content, such as videos and images.

Their goal is to attract the target audience and build a rapport with the brand. Effective content is crucial in improving the communication of a brand and promoting deeper involvement of consumers in brand-related activities, leading to a long-lasting relationship.

The emergence of content marketing technology has played a key role in strengthening the relationship between consumers and brands, contributing to an increase in market share by strategically distributing content on social media platforms. Although there has been significant research on social media marketing, brand awareness, and consumer buying behavior, there remains a lack of clarity regarding the precise effect of social media content marketing on the image of a brand.

Consequently, this research aims to explore the impact of content marketing through social media on the perception of a brand, particularly focusing on how initiatives in content marketing on these platforms influence the image of the brand.

1.1 Research Questions :

The primary research inquiry centers on determining the influence of various content marketing facets on the brand image of Djezzy. Specifically, the study seeks to answer the following questions:

1. How does content marketing influence brand image?
2. What is the impact of perceived information quality on brand image?
3. How does perceived enjoyment affect brand image?
4. What role does perceived interactivity play in shaping brand image?

1.2 Study hypotheses:

In order to answer the study problem, the following main hypothesis was relied upon:

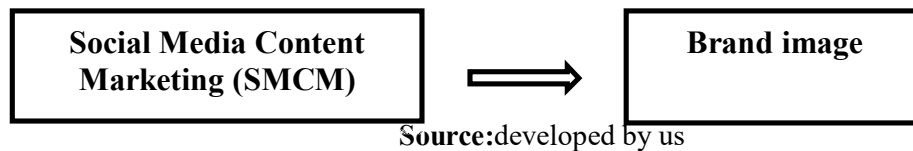
1. There is a positive significant impact of content marketing dimensions on brand image.
2. There is a positive significant impact of Perceived Information Quality on brand image,
3. There is a positive significant impact of Perceived Enjoyment on brand image,
4. There is a positive significant impact of Perceived Interactivity on brand image.

1.3 Objectives of the study:

- 2 The overarching goal of this research is to delve into how content-oriented social media marketing affects the brand image.
- 3 To explore the impact that the informational content of marketing has on brand image.
- 4 To assess the influence that the operational content of marketing exerts on brand image.
- 5 To appraise the effect of perceived interactivity within content marketing on brand image.

1.4 Research framework

Fig.1: SMCM framework



The subsequent part of this article delivers an exhaustive literature review on content marketing and brand image, encapsulating the theoretical and empirical foundations pertinent to the study. Following the literature review, the article delineates the methodology employed, emphasizing the statistical analytical approach.

The findings of the research are then detailed, leading to the discussion and conclusions section, which encapsulates the key insights of the study and offers recommendations for both practitioners and scholars.

1.5 LITERATURE REVIEW

Significant investigations have delved into the impact of social media content marketing on brand image, with Jonathan Suchet's 2019 study standing out. Suchet analyzed how various content marketing strategies affect brand image, employing two established models to develop a structural equation model (SEM). This model measured attitudes towards the content and the brand, which were used as proxies for brand image.

A quantitative approach was adopted, with participants randomly allocated to various experimental scenarios. The study utilized LISREL software to test the model and scrutinize the

variable interactions across different demographic segments, deriving insights on optimal content types for brands at various stages of the purchasing process.

Another significant contribution is from Ridwan Adetunji Raji, Sabrina Rashid, and Sobhi Ishak (2018), who explored how brand-related communications, particularly advertising and sales promotion content on social media, could foster a positive brand image and influence consumer behavior.

Surveying 615 automotive brand consumers in Malaysia, the study applied AMOS for model analysis. It particularly examined the mediating roles of hedonic and functional brand images using the bootstrapping method and Sobel test in AMOS. The findings revealed strong positive correlations between social media advertising, sales promotion content, and brand image, which subsequently influenced behavioral intentions.

Interestingly, while brand image served as a significant mediator between social media content and consumer behavior, the direct connection between social media advertising content and behavioral intention was found to be insignificant.

Henrik Svensson, Sam Gharakhani, and Vincent Larsson (2018) conducted quantitative research to assess how questionable content marketing on social media might affect brand image. Through convenience sampling, questionnaires were distributed to 204 participants to ascertain whether exposure to dubious content marketing would tarnish their perception of a brand.

Analysis via ANOVA tests revealed that questionable content marketing indeed detracts from brand image, underscoring the necessity for managers to meticulously strategize their content marketing on social media to circumvent such adverse effects. (Anne Mollen and Hugh Wilson 2010)

Furthermore, research by Albert A. Barreda and colleagues in 2019 focused on developing a theoretical framework to explain the factors leading to emotional attachment in travel contexts, merging insights from branding, marketing, and information systems. Their research concluded that the rewards and interactive elements of social media significantly bolster brand commitment and image, thereby fostering a positive impact on emotional attachment.

2. Theoretical framework

2.1 Definitions of "content marketing"

The concept of "content" has its origins in the realm of publishing, where engaging the audience with compelling words, images, and motion graphics is crucial for attracting them to various platforms, such as newspapers, magazines, television, or radio (Geraint Holliman et Jennifer Rowley 2014, 271).

Although a universally accepted definition of content marketing remains elusive, the Content Marketing Institute describes it as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content. The purpose of this strategy is to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action.

Content marketing encompasses the process of developing and disseminating content across websites and social media platforms. (Suchet 2019, 09).

Alternatively, it is defined as the act of producing content to foster awareness, allure the target demographic and others to the company, enhance the appeal of products and services, reach and forge connections with the target audience, and achieve tangible outcomes through their activation (GÜMÜŞ 2017, 2).

2.2 The importance of content marketing

Content marketing is esteemed for its ability to capture reader interest, thereby enhancing brand loyalty and image. It operates on the principle of disseminating content to impact consumer decision-making, leading marketers to share their previously proprietary information with targeted groups. Some create and spread new content across diverse media channels.

The toolkit for content marketing spans various formats, including custom magazines, both print and online newsletters, digital content, websites or microsites, white papers, webcasts/webinars, podcasts, video series, and live events such as roadshows and roundtables.

These efforts focus not on directly promoting the marketer's products or services but on educating the audience and potential customers about essential topics in the industry, sometimes incorporating the marketer's products or services into the narrative subtly. (BALTES 2015, 116).

Content marketing's driving force is the conviction that educating customers establishes the brand as a thought leader and industry authority. This strategic approach allows brands to engage deeply with consumers by crafting narratives and content that resonate with them, thus revealing deeper insights into their personas.

Through content marketing, brands tailor campaigns and narratives around consumer purchasing behaviors and traits. Consequently, producing content of value not only garners interest but also fosters enduring relationships, paving the way for a brand to earn the trust and admiration of its audience. (BALTES 2015, 117)

2.3 Content marketing objectives

Rose and Pullizzi (2011) delineate specific goals that organizations should strive for in their content marketing strategies, which include: enhancing or solidifying brand awareness; transforming and cultivating leads; converting prospects into customers; delivering customer support; upselling to existing customers; and cultivating a base of enthusiastic subscribers.

Peppers and Rogers (2011) highlight four critical elements that a content marketing strategy should incorporate to build and maintain trust in a brand or company: establishing shared values with customers; fostering a sense of mutual benefit in the relationship; maintaining high-quality communication; and exhibiting behavior that is not opportunistically driven. (VINEREAN 2017, 95)

2.4 Dimensions of content marketing

This section delineates the facets of content marketing, which include perceived information quality, perceived enjoyment, and perceived interactivity. Integrating these elements on a corporate website can sculpt consumer perceptions, fostering loyalty among consumers, which in turn can affect their behavior and the overall image of the brand.

- **Perceived information quality**

In discussing Perceived Information Quality, the narrative shifts to the evaluation of perceived information quality, perceived enjoyment, and perceived interactivity. These dimensions, when effectively integrated into a company's online presence, can mold consumer perceptions, engendering loyalty that positively affects consumer behavior and, by extension, the brand's image.

Perceived Information Quality is underscored as a pivotal element, with its significance anchored in the foundational goal of a website to disseminate information. The research situates itself within the wider scholarly conversation, defining information quality as the assessment by consumers of the information about products and the company.

This assessment is based on criteria such as accuracy, relevance, utility, timeliness, and impartiality. The literature on consumer behavior recognizes information quality as a crucial aspect of a website, influencing consumer assessments and attracting online patronage. (Reitz 2012, 48)

Echoing this sentiment, Huizingh (2000) posits information quality as a paramount feature of a website, encapsulated in the maxim "content is king." This adage highlights the criticality of information quality, stemming from Huizingh's observations on the profound impact of content on the consumer's appraisal of a website.

The assertion stresses the necessity of maintaining high-quality, current, and pertinent information on a company's website to not only attract but also retain online consumers, addressing their informational needs effectively. (Reitz 2012, 49)

- **Perceived enjoyment**

Perceived Enjoyment is a critical factor that can enhance a website's appeal to consumers. While the information quality on a website is essential, the site must also be enjoyable to retain consumer interest. Enjoyment in this context refers to the emotional engagement a consumer experiences while navigating a website. It is characterized by elements that make the website fun, interesting, exciting, and entertaining. Such attributes have been shown to positively impact a consumer's assessment of a company's website, emphasizing the need for a balance between informative and enjoyable content. (AYELE 2021, 17)

- **Perceived interactivity**

Regarding Perceived Interactivity, this feature significantly shapes positive attitudes towards a brand's online presence and can influence purchasing decisions. Steuer (1992) conceptualizes interactivity as the degree to which individuals can modify the shape and

substance of a media environment instantaneously. In this study, perceived interactivity is perceived as the individual's experience of bidirectional, manageable, and reactive communication with the brand via its online platforms (AYELE 2021, 18)

It encompasses the experiential aspect of a user's engagement with a website or other digital communication channels, where the level of perceived interactivity reflects the extent to which the communication feels reciprocal, manageable, and attentive to the user's inputs.

Two propositions are put forth regarding perceived interactivity:

1. It is seen as a result of the user's exposure to the online environment where the website operates, influenced by both the site's specific attributes and the user's interactive mechanics and heuristic approaches.
2. Perceived interactivity is posited as a precursor to telepresence, a concept that will be further explored, particularly in its connection with the flow experience (Anne Mollen and Hugh Wilson 2010, 05). (Anne Mollen and Hugh Wilson 2010, 05).

2.5 Brand image

Acknowledging that the fundamental driver of consumer behavior remains the quest for products and services that optimally fulfill their needs and desires, thereby delivering the greatest value for their expenditure, it's clear that products and services act as the primary means through which companies communicate and realize the value of their efforts to satisfy consumer demands.

The recent shift in consumer behavior highlights an increasing focus on personal identity and societal image construction, alongside a pursuit for broader significance in their consumption choices. With a plethora of products and services available in the market, consumers face a wide array of options, making the task of building identity, image, and value a complex yet critical endeavor for companies in the global marketplace. This complexity steers companies towards emphasizing brand development as a vital marketing facet. (Grubor et Milovanov 2016, 1064)

Brand image is dynamic, evolving through consumer interactions and experiences with the brand. Positive or negative shifts in brand associations can significantly alter the brand image. Content marketing plays a pivotal role in fostering positive brand associations, as authentic and compelling content captures and maintains consumer interest, facilitating meaningful interactions between the company and its brands.

The dissemination of relevant content not only informs and educates but also fosters strong consumer preferences, instilling confidence and fostering a connection with the brand. In the context of the constant flow of information, fierce competition, and the saturation of brands within every product category, crafting a distinctive brand image is an intricate art. (Mañosca, Vitug et Poyaoan 2022, 108)

The American Marketing Association describes a brand as a product or service endowed with unique attributes that set it apart from other products or services designed to fulfill the same needs. (Hakala, Svensson et Vincze 2012, 439)

Keller (1993) conceptualizes brand image as a construct intertwined with a network of associations, encompassing evaluations of the brand, positive affirmations, images, and attributes. Expanding on this, Webster and Keller (2004) assert that brand image encapsulates the advantageous attributes associated with a brand's name, setting it apart from its competitors and offering a distinct edge.

This perspective is reinforced by Barreda et al. (2020), who concur with the notion of brand image as a unique differential facto. (Barreda, et al. 2020, 113)

Iversen and Hem (2008) view brand image as a symbolic construct in the minds of consumers, comprising all the definitions and assessments tied to the brand. Further elaborating, Keller (2009) delineates brand image as the aggregate of consumer perceptions and preferences regarding a brand, manifested through the array of associations embedded in the consumer's memory. This encompasses the knowledge and beliefs consumers hold about the brand's range of products and their specific features. (BİLGİN 2018, 132).

2.6 The relationship between brand image and content marketing

In the realm of content marketing, the strategy involves offering informational or entertainment content to potential customers, with the objective of altering their perceptions and inclinations towards a brand. This approach hinges on the provision of content that is not only engaging and appealing but also replete with relevant and valuable information as perceived by the target audience.

Keh and Xie (2009) contend that the effectiveness and reception of content are heavily influenced by the credibility of its source. High-quality content has the potential to enhance the brand image significantly, especially if it successfully demonstrates the optimal use of a product, thereby delivering maximum value to the customers while being perceived as reliable and trustworthy.

Nosrati (2013) posits that sharing high-quality informational content on social media can effectively persuade customers towards making purchase decisions that favor the brand in question. (AYELE 2021, 9)

According to Korfiatis (2012), the triumph of content marketing is contingent upon the information quality, its capacity to engage and entertain the customer, and the level of customer interaction it facilitates. (Koufaris 2002, 218)

3. Methods:

3.1 Population sample size and data collection

This study's objective is to evaluate the influence of social media content marketing on brand image, with brand image serving as the dependent variable and social media content marketing as the independent variable.

The investigation included 152 participants, encompassing both genders, with ages ranging from 18 to 46 years. The study employed an 18-question online survey questionnaire, covering demographics, social media content marketing, and brand image aspects, to gather the necessary data.

3.2 Data and analysis methods:

The study utilized a questionnaire distributed via Google Forms. The questionnaire link was sent to the selected sample, employing a Likert scale for response measurement. For data analysis and to fulfill the study's objectives, a variety of statistical methods were employed, supported by the statistical software SPSS version 26. The analysis included the use of Cronbach's alpha for reliability coefficients and multiple linear regression analysis to interpret the data.

4. Results

4.1 Validity test

The validity of the measurement tool has been tested by presenting it to some of the experienced and specialized arbitrators.

To verify the stability of the measurement tool, the Cronbach's alpha stability coefficient was employed, and Table 2.1 displays the instrument's reliability. The Cronbach's alpha values for all variables exceeded 0.70, indicating that the instrument was reliable for collecting data on the specified variables.

Table 2.1: scale reliability analysis

variable	Number of items	Cronbach's alpha
Perceived Quality of Information	5	.982
Perceived Enjoyment	4	.983
Perceived Interactivity	4	.982
Brand image	5	.987
Total	18	.988

Source: developed by us

4.2 Hypotheses results

The research sought to assess how Perceived Information Quality, Perceived Enjoyment, and Perceived Interactivity impact Brand Image, which led to the establishment of specific hypotheses to guide the investigation.

H1: There is a positive significant impact of Perceived Information Quality on brand image.

H2: There is a positive significant impact of Perceived Enjoyment on brand image.

H3: There is a positive significant impact of Perceived Interactivity on brand image.

In the analytical phase of the research, brand image was analyzed as the dependent variable, with a focus on its interaction with the content marketing variables of perceived information quality, perceived enjoyment, and perceived interactivity. The statistical evaluation revealed that these independent variables significantly influenced brand image, evidenced by an F statistic of

967.886 ($p < 0.005$), signifying the strong impact of these variables on brand image. The model's R-value stood at 0.952, indicating that it explained 95.2% of the variation in brand image.

To further understand the distinct influence of each variable on brand image, an in-depth analysis of the coefficients was undertaken.

H1: evaluates whether Perceived Information Quality significantly and positively affects brand image. The results revealed that Perceived Information Quality has a significant and positive impact on brand image ($B=.518$, $t=7.235$, $p < 0.005$). Hence, H1 was supported.

H2: evaluates whether Perceived Enjoyment has a significantly positive impact on brand image. The results show that Perceived Enjoyment has a significantly negative impact on life satisfaction ($B = -.094$, $t = -1.071$, $p > 0.005$) Consequently, H2 was not supported.

H3: evaluates whether Perceived Interactivity has a significantly positive impact on brand image. The results show that Perceived Interactivity has a significantly positive impact on brand image ($B = .561$, $t = 6.764$, $p < 0.005$) Hence, H3 was supported. The results are presented in Table 2.2.

Thus, the results indicate the following equation:

$$\text{Brand image} = .518 * \text{Perceived Information Quality} + (-.094) * \text{Perceived Enjoyment} + .561 * \text{Perceived Interactivity} + \text{error term}$$

Table 2.2: Hypotheses Results

hypotheses	Regression weights	B	t	p-value	results
H1	PQI → BI	.518	7.235	.000	supported
H2	PE → BI	-.094	-1.071	.286	Not supported
H3	PI → BI	.561	6.764	.000	supported
R	.952				
F (3.148)	967.886				

Source :developed by us

Note. * $p < 0.05$. PQI: Perceived Information Quality, PE: Perceived Enjoyment, PI: Perceived Interactivity, BI: Brand image.

5. Discussion

The research aimed to assess how content marketing affects the brand image of Djezzy, an Algerian company, with a particular focus on the brand's social media followers and engagers. To understand the nuances of content marketing on social networking platforms, the study synthesized insights from various prior research and employed questionnaires to gather and analyze data, utilizing SPSS 26 for statistical analysis.

The effect of perceived information quality on brand image

In dissecting the impact of Perceived Information Quality on Djazzy's brand image, the analysis illuminated the paramount importance of this factor. As information quality serves as the cornerstone of a website's purpose, it is gauged by consumers based on criteria like accuracy, relevance, utility, timeliness, and impartiality.

The study unveiled that the information quality associated with Djazzy is positively perceived, establishing a strong and favorable correlation with the brand's image, evidenced by a high correlation coefficient ($r=.956$, $p < 0.005$).

The effect of perceived enjoyability on brand image

Regarding the influence of Perceived Enjoyment on the brand image, it was noted that while high-quality information on a website is valued, the absence of engaging elements can lead to disinterest and departure by the consumers.

This dimension, referred to as Perceived Hedonism in the study, pertains to the emotional engagement consumers experience on a vendor's website, encompassing attributes like fun, interest, excitement, and entertainment. The findings indicated that Djazzy's social media content might lack sufficient entertaining elements to captivate consumers, adversely impacting the brand's image.

The effect of perceived interactivity on brand image

The study also explored the role of Perceived Interactivity in shaping Djazzy's brand image, defining it as the extent to which users feel the brand interaction is bidirectional, manageable, and responsive. The findings underscored the significant contribution of perceived interactivity in crafting the brand's image on social media, with the analysis showing strong, positive associations ($r = .956$, $p < 0.05$).

6. Conclusion

The objective of this research was to delve into the impacts of content marketing on the brand image of Djazzy. The study meticulously examined how Djazzy's commitment to delivering high-quality information, coupled with the engaging and interactive nature of its content, influences the brand's perception among consumers.

The facets of information quality, enjoyment, and interactivity, as projected through Djazzy's social media activities, were identified as key independent variables with a potential influence on the brand's image.

The empirical analysis, particularly the regression assessments, lent substantial support to the initial hypotheses. These posited that the facets of content marketing, specifically information quality and interactivity, exert a positive and significant influence on the brand's image.

From these findings, it is inferred that the enhancement of content quality and the fostering of more interactive engagements with subscribers can significantly bolster the online consumer engagement, thereby cultivating a more favorable brand image for Djezzy's services

7. Implication of study

The findings of this research indicate that the level of enjoyment perceived from the content on Djezzy's social media platforms negatively impacted its brand image. To counteract this, it's essential for the management to adopt a publisher's mindset, focusing on producing content that is not only engaging and entertaining but also editorially rich, rather than merely pushing products and services.

For Djezzy's marketing team, the path forward involves creating and disseminating content that not only addresses but also resolves the complex challenges faced by their users. This entails a meticulous approach to content management, encompassing the scheduling of content releases, precise keyword selection for SEO enhancement, meticulous style editing, effective tagging, and the use of impactful images, all tailored to resonate with the target audience.

Moreover, the study underscores the importance of perceived engagement as a critical element in shaping Djezzy's brand image. Therefore, Djezzy's marketing strategies should aim to provide content that is not only relevant and valuable but also timely, encouraging customers and prospects to engage with and share their experiences with Djezzy's products and services.

The research conclusively demonstrated that content marketing significantly and positively affects brand image. Thus, Djezzy's marketers are advised to enhance the quality and accessibility of the information published on their social media channels and to foster customer interactions. This approach will contribute to cultivating a robust brand image over time. Furthermore, Djezzy should consider creating exclusive, member-only content that necessitates registration, thereby offering a sense of exclusivity and privilege to its users, reinforcing their connection and loyalty to the brand.

8. Bibliography List:

- AYELE, MESFIN. "EFFECT OF CONTENT MARKETING ON BRAND LOYALTY MEDIATED BY ONLINE CONSUMER ENGAGEMENT: THE CASE OF HEWLETT PACKARD COMPANY IN ETHIOPIA (A THESIS)." ADDIS ABABA, SCHOOL OF GRADUATE STUDIES: MARY'S UNIVERSITY. ETHIOPIA .2021.
- Reitz, Amy Renee. "ONLINE CONSUMER ENGAGEMENT: UNDERSTANDING THE ANTECEDENTS AND OUTCOMES(thesis)." Department of Journalism and Technical Communication: Colorado State University.United states. 2012.
- Suchet, Jonathan. ""The impact of the type of content marketing on brand image : An empirical study on four experimental cases"." Louvain School of Management: Université catholique de Louvain. 09. Belgique . 2019

- Geraint Holliman, and Jennifer Rowley. (2014). "Business to business digital content marketing: marketers' perceptions of best practice." *Journal of Research in Interactive Marketing* 08(04): 269-293.
- BİLGİN, Yusuf . (2018). "THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY." *Business & Management Studies: An International Journal* 6 (1): 128-148.
- Barreda, Albert A, Khaldoun Nusair, Anil Bilgihan Bilgihan, Youcheng Wang, and Fevzi Okumus. (2020). "The impact of social media activities on brand image and emotional attachment A case in the travel context." *Journal of Hospitality and Tourism Technology* (Emerald Publishing Limited 1757-9880) 11 (1): 109-135.
- Koufaris, Marios.(2002). "Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior." *Information Systems Research* journal 13 (2): 205–223.
- GÜMÜŞ, Niyazi.(2017). "THE EFFECTS OF SOCIAL MEDIA CONTENT MARKETING ACTIVITIES OF FIRMS ON CONSUMERS' BRAND FOLLOWING BEHAVIOR." *Academic Research International* journal 8 (2): 1-8.
- BALTES, Loredana PATRUTIU.(2015). "Content marketing - the fundamental tool of digital marketing." *Bulletin of the Transilvania University of Braşov* journal 8 (2).
- VINEREAN, Simona.(2017). "Content Marketing Strategy. Definition, Objectives and Tactics." *Expert Journal of Marketing* 5 (2): 92-98.
- Anne Mollen, and Hugh Wilson.(2010). "Engagement, Telepresence and Interactivity in Online Consumer Experience." *Business Research journal, Special Issue on Internet Customer Behavior* 63 (9): 919-925.
- Hakala, Ulla , Johan Svensson, and Zsuzsanna Vincze.(2012). "Consumer-based brand equity and top-of-mind awareness: a cross-country analysis." *Journal of Product & Brand Management* 21 (6): 439-451.
- Mañosca, Mariel Kathrine, Jake Vitug, and Allyssa Kyla Poyaoan.(2022). "Impact of Content Marketing on the Brand Image of Selected Unilever's Personal Care Brands through the Social Media." *Journal of Business and Management Studies* 4 (1): 107-114.
- Grubor, Aleksandar , and Olja Milovanov.(2016). "CONTENT MARKETING: CREATING, MAINTAINING AND ENHANCING BRAND EQUITY." *19th EBES CONFERENCE ISTANBUL PROCEEDINGS* CD.2016/05/01. Istanbul .turkey.

8. Appendix

Table 1&2. ReliabilityStatistics

ReliabilityStatistics	
Cronbach's Alpha	N of Items
.988	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PerceivedQuality of Information	7.28026	6.892	.975	.982
PerceivedEnjoyment	7.13553	7.166	.973	.983
PerceivedInteractivity	7.34605	7.213	.979	.982
Brand image	7.36184	6.233	.972	.987

Table 3. model summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.975 ^a	.952	.951	.22534

a. Predictors: (Constant), Perceived Interactivity , Perceived Quality of Information , Perceived Enjoyment

b. DependentVariable: Brand image

Table 4. ANOVA Analysis

The impact of social media content marketing on brand image: A sample study of Djezzy customers

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147.442	3	49.147	967.886	.000 ^b
	Residual	7.515	148	.051		
	Total	154.958	151			

a. Dependent Variable: Brand image

b. Predictors: (Constant), Perceived Interactivity , Perceived Quality of Information , Perceived Enjoyment

Table 5. Coefficients^a

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	-.447	.062		-7.213	.000	
	Perceived Quality of Information	.596	.082	.518	7.235	.000	.064
	Perceived Enjoyment	-.115	.107	-.094	-1.071	.286	.042
	Perceived Interactivity	.696	.103	.561	6.764	.000	.048