



**The impact of social media on the golden square of marketing
among a sample of Mobilis mobile phone users.**

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Abstract :

This study aimed to identify the extent of the impact of social media networks on the golden square of marketing (mental image, positioning, satisfaction, loyalty), by applying to a sample of Mobilis mobile phone users in the wilaya of Annaba, the main question was asked, which is (is there a statistically significant effect of social media on the golden square of marketing), and the descriptive analytical approach was used in the study, which was applied to a sample of 97 people from the network users, and was treated using the SPSS program.

Through the analysis, the study concluded that there is a positive and high statistically significant effect of social media on the golden square of marketing, in addition to providing some recommendations.

Keywords: Social Media; Mental Image; Positioning; Satisfaction; Loyalty.

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1. INTRODUCTION:

With the rapid developments in the digital world, social media has become one of the most prominent tools that profoundly affect various aspects of life, especially in the field of marketing. The role of these platforms has transformed from a means of socialising between individuals to an effective tool for building brands and strengthening relationships with audiences. The widespread use of social media has created new challenges and opportunities for businesses to connect with their audience in a more direct and interactive way.

Social media has reshaped the concept of marketing, becoming a major factor that influences how products are displayed, prices are set, promotional channels are selected and distributed. These shifts have sparked the interest of researchers and specialists to understand the impact of these platforms on the golden elements of marketing (product, price, place, promotion), which is one of the most important frameworks on which traditional marketing strategies were built.

The major shift towards the use of these digital platforms raises new questions about their impact on the traditional marketing approach, and highlights the need to review the role of traditional marketing elements in light of the dominance of social media, which opens wide horizons for research and analysis.

1.1. Problematic:

We can formulate the problem of research as follows:

1.2. General question:

Is there a statistically significant effect of social media on the golden square of marketing (mental image, positioning, satisfaction, and loyalty) among a sample of Mobilis mobile phone users?

1.3. Sub-questions :

- Is there a statistically significant effect of social networking sites on the mental image of a sample of Mobilis mobile phone users?
- Is there a statistically significant effect of social media on positioning among a sample of Mobilis mobile phone users?
- Is there a statistically significant effect of social networking sites on satisfaction among a sample of Mobilis mobile phone users?
- Is there a statistically significant effect of social media on loyalty among a sample of Mobilis mobile phone users?

1.4. Hypotheses :

Main hypothesis:

There is a statistically significant effect of social media on the golden marketing square (Mental image, positioning, satisfaction, and loyalty) among a sample of Mobilis mobile phone users.

1.5. Sub-hypotheses:

- There is a statistically significant effect of social networking sites on the mental image of a sample of Mobilis mobile phone users.
- There is a statistically significant effect of social networking sites on positioning among a sample of Mobilis mobile network users.
- There is a statistically significant effect of social media on satisfaction among a sample of Mobilis mobile phone users.
- There is a statistically significant effect of social media on loyalty among a sample of Mobilis mobile phone users.

1.6. Objectives of the study:

The current study aims to:

- To identify the impact of social media on the golden square of marketing (Mental image, positioning, satisfaction, and loyalty) among a sample of Mobilis mobile network users.
- To identify the impact of social media on the mental image of a sample of Mobilis mobile phone users.
- To identify the impact of social networking sites on positioning among a sample of Mobilis mobile phone users.
- To identify the impact of social media on satisfaction among a sample of Mobilis mobile phone users.
- To identify the impact of social media on loyalty among a sample of Mobilis mobile network users.

1.7. Significance of the Study :

- The study sheds light on how social media platforms influence core marketing concepts, helping businesses adapt their strategies to align with the digital behavior of consumers.
- By exploring the effects of social media on mental image, positioning, satisfaction, and loyalty, the study provides valuable insights into how companies can build stronger, more lasting relationships with their customers.

- Focusing on Mobilis mobile phone users offers specific and actionable findings for telecom companies aiming to improve their digital marketing effectiveness and customer engagement.
- The study adds to the existing literature by linking social media influence to the golden marketing square, offering a fresh perspective for researchers and academics in marketing and communication fields.

1.8. Study Methodology:

The descriptive and analytical approach has been relied upon, Where the independent variable, is represented by social media, and the affiliate variable is the golden square of marketing (Mental image, Positioning, Satisfaction, Loyalty).

To reach the study sample, we tested a sample of Mobilis mobile phone users that use social media sites to communicate with their customers, and 97 customers were selected as a sample for this study.

The research was divided into two main axes:

Theoretical part: concentrated about the concept of social media and it's characteristics, Then followed by the concept of the golden square of marketing with its four dimensions (mental image, positioning, satisfaction, loyalty)

Applied study : It is a case study that analyzed social media's impact on the golden square of marketing among a sample of Mobilis mobile phone users in Annaba.

1.9. Study Tool:

The questionnaire served as the primary tool for data collection in this study. After reviewing all relevant observations and making necessary adjustments, the questionnaire was carefully designed to align with the objectives of the research. It was then distributed to the target sample, and the responses were coded and entered into the SPSS statistical software for analysis in order to derive the study's results.

1.10. Previous studies:

Rdjem Nouredine," The impact of website design on the golden square of marketing: a study on a sample of Mobilis customers Skikda", 2019.

This study aimed to find out the impact of website design on the golden square of marketing, where we studied a sample of Mobilis customers in Skikda, and we designed a questionnaire as a tool for data collection, 384 questionnaires were distributed, valid questionnaires were 355, the questionnaires were analyzed and interpreted by using the spss program, the study has concluded that there is an impact of website design on all

components of the Golden Square of marketing, as this effect was demonstrated through statistical analysis of all the study variable

Zaghlami Fouzia, Bechouaa Imen, “ the impact of e_marketing mix on the golden square of marketing”, 2022.

This study aimed to reveal the impact of the digital marketing mix on the golden square of marketing for Gulf Bank Algeria, Tebessa Agency. This study included the elements of the digital marketing mix and their impact on achieving a positive image of the bank and its installation in the minds of customers. And also the effect of these elements in achieving satisfaction and then loyalty. To achieve the objectives of the study, it is used the descriptive analytical approach. It is applied a questionnaire that distributed to a random sample of 45 clients of Gulf Bank Algeria and Tebessa Agency. It was analyzed and interpreted based on the SPSS program for data processing in the field of social sciences, through data analysis and testing hypotheses. The study reached several results, the most important is: There is a statistically significant effect of the digital marketing mix on the golden square of marketing in Gulf Bank Algeria, Tebessa Agency.

11.1.Commentary on previous studies:

The previous studies by Redjem Nouredine (2019) and Zaghlami Fouzia and Bechouaa Iman (2022) are important studies in the field of digital marketing, as they addressed the impact of digital elements on what is known as the golden square of marketing, a concept that is closely related to enhancing the mental image of the brand and achieving customer satisfaction and loyalty.

Redjem's (2019) study focused on website design as one of the factors influencing the marketing golden square among a sample of Mobilis customers in Skikda, and the results showed a statistically significant effect of website design on all dimensions of the golden square, reflecting the importance of the digital interface in forming perceptions and impressions among customers.

Zoghlami and Bechouaa (2022) studied the impact of the electronic marketing mix on the golden square of marketing in the banking sector, specifically in the agency of the Algerian Gulf Bank in Tebessa. The study showed that there is a direct impact of the elements of the e-mix (e-product, e-price, e-promotion, and e-distribution) on shaping the mental image of customers and achieving customer satisfaction and loyalty.

Despite the importance of the two studies in shedding light on the relationship between digital marketing tools and the golden square, there is a clear scientific gap in the lack of studies that address social media as an independent and direct tool in influencing the golden square of marketing, especially in the telecommunications sector. Despite the

widespread use of platforms such as Facebook, Instagram, and Twitter by organisations to interact with customers, social media has not been given enough attention in previous research within this conceptual framework.

Therefore, our current study is titled:

‘The impact of social media on the golden square of marketing among a sample of Mobilis mobile phone users’

This study aims to fill this scientific gap by focusing on the impact of social media as an effective marketing tool and examining the impact of its use on the dimensions of the Golden Square in terms of brand perception, customer satisfaction, customer loyalty, and repeat business, in a competitive service environment such as the telecommunications sector.

2. Theoretical part:

2.1. Concepts about social media:

2.1.1. Social media definition :

It is a system of networks that allows the subscriber to create his own site and then link it through an electronic social system with other members who have the same interests and hobbies. (valentine.c, 2018, p 62)

For some researchers, it is one of the new means of communication, through the Internet, which allows the subscriber or user to communicate with others, and provides various services in many fields. (Bobbi K.L, Nichols.C, 2014, p 46).

As a procedural definition, we define social networking sites as a term for a group of sites on the Internet that allow communication between individuals in a virtual community environment, united by interest or belonging to a specific country or group in a global system of information transfer. (Thackeray, R., Neiger, B. L., & Keller, H, 2012, p 09).

2.1.2. Social networking:

It is a term for a group of sites on the World Wide Web that allows communication between individuals in a virtual environment or a virtual community united by belonging to a specific country, school, or group in a global system of information transfer. (Isuru U. H, 2023, p 97).

Social networks are a network of sites that are very effective in facilitating social life between a group of acquaintances and old friends to communicate with each other after many years, and enable them to communicate visually and vocally, exchange photos

and other possibilities that strengthen the social relationship between them. (Manjula. K, 2023, p 3).

As a procedural definition, social networks are interactive networks that allow their users to communicate anytime and anywhere in the world. It gained its social name because it fosters relationships between humans, which is used by university youth, which is formed through the Internet and allows individuals to connect to a list of registrants and express the point of view of individuals or groups through the communication process. (Ogundipe, A. T., Ogedengbe, T. S., Ikumapayi, O. M., Afolalu, S. A., & Kayode, J. F, 2024, 74.).

2.1.3. Social media's characteristics :

Social media is characterised by characteristics that have led to its spread globally, including:

- **Interactivity and Participation:** Communication through social media is characterised by interactivity as each member enriches his/her personal page with sports, fashion, music, political events, maps or photos of his/her city {which he/she wishes to present to others}, and social media sites allow members to share, comment or like these posts. (Elkhouly, M. M, 2016, p 126).
- **Spontaneity:** Communication through social networking sites is spontaneous, informal and expected, there is no planning or coordination of communication between members, and there are no regulations and restrictions governing that communication, it is characterised by spontaneity between the two parties to the communication.
- **Low cost:** It is free to register on social networking sites, and on the Facebook homepage it is written 'free and stays free'. (Averweg, Udo Rechard, & Leaning, M. 2019, p 40).
- **Ease of use:** Members do not need special skills to use social networks, and most social networks provide special pages in the official language of each community.(Valos, M., Polonsky, M. J., Mavondo, F., & Lipscomb, J, 2014, p 131)
- **Non-physical presence:** No contact is required as the member can contact the other member by leaving a text message, photos, information about films, music, etc.
- **Openness:** User-generated content represents the majority of the content published on social media sites, and this increases the desire of members to communicate, interact and participate because they are the ones who produce the

content, unlike traditional media where the person represents the role of the recipient or consumer of content (Alobaidi.E, 2018, p 99).

- **Support groups:** Any social network has a service that allows people to create groups that share a common speciality, religious or social affiliation, such as Facebook.
- **Flexibility:** The possibility of opening these networks through mobile phones, as it is not necessary to have a computer to access these networks, and even companies producing mobile devices have included special applications called social networking programmes in their operating systems. (Tabroni.I, Kurniawati.E, Nurul.F, Al Adawiyah.R, 2022, p3)
- **A virtual world of communication:** Social networks are crowding out family and social gatherings, and travelling is no longer required to see friends, hear their voices, buy and sell, or study.
- **Dissolving class distinctions:** Social networking sites provide an opportunity to communicate with preachers, students of science, writers, and scholars directly without intermediaries. (Elkhoully.M, 2016, p 201).

2.2. The golden square of marketing :

2.2.1. Positioning

Positioning is one of the most important strategic marketing decisions for an organisation, which aims to influence consumers' beliefs to enable them to distinguish between the organisation's products and those of its competitors. (Ogundipe, A. T, and others, 2024, p 102)

There are many definitions of positioning, so it can be said that positioning is ‘a marketing management tool used to develop an effective marketing strategy that is concerned with giving a favourable image of the product or brand in the mind of the consumer (stabilising the mental image compared to the products of consumers, through various tools used by the marketing man. (Kalz, M, and others, 2019, p 356)

2.2.2. Mental image:

Mental image represents the beliefs, thoughts and perceptions of customers towards something and it can be seen as ‘the way in which the customer perceives the organisation's products and it is also the cumulative experiences formed in the consciousness of customers and through them form a certain impression towards something , and mental image is one of the intangible assets important to achieve success for organisations.

A good mental image stimulates the purchase intention of customers and increases the value of the organisation, it also qualifies the organisation to achieve more competitive advantages than others , and the mental image that the organisation is exposed to through its dealings with its customers is graduated from the mental image of the organisation, then the mental image of the products, whether goods or services, and finally the mental image of the brand, and the researcher believes that the relationship between them is evident through the need for their integration as the success of any organisation cannot be achieved without achieving both of them together. (Permadani and others, 2022, p 148).

2.2.3. Satisfaction:

Customer satisfaction is the goal that all organisations seek to achieve, as it is basically created to meet their needs and desires and is an important necessity in light of the challenges facing the work environment of organisations and is the basis on which customer loyalty is based. Customer satisfaction can be defined as ‘a positive or negative impression that the customer feels when he buys a commodity or experiences a service, which is a feeling resulting from the comparison between what he expected and what was actually realised , it can also be defined as ’the degree of conviction that the customer feels when his perceptions exceed his expectations of the products in a way that reflects on his acceptance of the organisation and improving its mental image in order to achieve the guarantee of his loyalty to it. (Parker. C, Mathews.B. P, 2001, p 363).

Customer satisfaction is a measure of the performance of organisations and the quality of their products. Through it, organisations ensure that their products meet the desires of their customers, and it is necessary to strengthen the relationship between organisations and their customers and helps them to retain them in order to acquire their loyalty in a way that increases their sales rates and achieve the highest profits, also through it, the organisation can reduce advertising costs because satisfied customers repeat dealing with the organisation, and it has a role in attracting new customers through positive word of mouth (Johnson, M. D, 2015, p 302).

2.2.4. Loyalty:

Customer loyalty is the challenge faced by the organisation as it is one of the indicators of its success, and the opinions of researchers have diverged in defining customer loyalty, that it expresses the intention and tendency of customers to repurchase products from the organisation to which they are loyal, while some reserachers believe that it means a firm commitment of customers to repurchase from the organisation in the future even if competing organisations make any influences or marketing efforts aimed

at converting customers to them, and many researchers have measured customer loyalty by relying on several scales. (Cengiz T. M, 2017, p 132).

In measuring loyalty on the dimensions of positive word of mouth, repeat purchase, and price sensitivity, the 2017 Chang study measured customer loyalty through the behavioural dimension, which means that customers repeat dealing with the organisation, as well as the directional dimension, which indicates the strength of the customers' attitude towards the organisation, which is an indicator of re-dealing with it. achieving customer loyalty is one of the most important issues facing private airlines, as they find it difficult to retain their customers, especially in light of the variety of services provided by competing private airlines, which requires them to adopt a long-term strategy through which they aim to obtain the satisfaction of their customers and thus ensure their loyalty.(Pearson, S, 1996, p 407).

3. Results of the exploratory study:

3.1. Stability of the study instruments:

3.1.1 Internal consistency method (Alpha Cronbach):

Table No (01) shows the stability coefficient by Alpha Cronbach's alpha method

Variants		Phrases	Cronbach's alpha coefficient	Decision at (0.01)
The first axis: Social Media		09	0,91	Significant
The second axis: The Golden square of marketing	The first dimension: Mental image	07	0,39	Significant
	Second dimension: Positioning	05	0,97	Significant
	Third dimension: Satisfaction	04	0,90	Significant
	Fourth dimension: Loyalty	06	0,96	Significant
	The second axis as a whole	22	0,98	Significant
The questionnaire as a whole		31	0,98	Significant

Source: Prepared by researchers based on spss outputs

Analysis: From the results of Table No.(01), the correlation coefficients (stability coefficients) of Cronbach's alpha internal consistency method in each of the axes and the total score of the questionnaire as a whole are (0.91, 0.93, 0.97, 0.90, 0.96, 0.98, 0.98) respectively statistically significant at the significance level (0.01), which shows that the questionnaire has a high degree of stability.

3.1.2. Construct validity: Discriminant validity was calculated using t-test for two independent samples and the results are shown in the following table:

Table No.(02) shows the discriminant validity of the study instrument

Variables	Category	Number of individuals	Arithmetic mean	Standard deviation	Degree of freedom	Value (t)	Significance level
The first axis: Social Media Sites	The lowest	05	2,40	0,68	08	4,84	0,00 Significant
	The high	05	3,95	0,22			
The first dimension: Mental image	The lowest	05	2,37	0,73	08	5,18	0,00 Significant
	The highest	05	4,19	0,29			
Second dimension: Positioning	The lowest	05	2,28	0,80	08	4,65	0,00 Significant
	The highest	05	4,20	0,44			
Third dimension: Satisfaction	The lowest	05	2,10	0,76	08	4,93	0,00 Significant
	The highest	05	4,05	0,44			
Fourth dimension: Loyalty	The lowest	05	1,93	0,91	08	4,93	0,00 Significant
	The highest	05	4,10	0,52			
The second axis: The Golden square of Marketing	The lowest	05	2,17	0,78	08	4,93	0,00 Significant
	The highest	05	4,13	0,41			
The questionnaire as a whole	The lowest	05	2,21	0,75	08	4,99	0,00 Significant
	The high	05	4,10	0,37			

Source: Prepared by researchers based on spss outputs

Analysis: From the results of Table No.(02), the significant values of the level of significance in each of the axes and dimensions (Axis II) and the questionnaire as a whole are equal to (0.00, 0.00, 0.00, 0.00, 0.00, 0.00, 0.00, 0.00, 0.00) are significant at the significance level (0.05), and the arithmetic means of each of the axes and the scale as a whole for the lower categories are (2.40, 2.37, 2.28, 2.10, 1.93, 2.17, 2.21) differ from the arithmetic means of the higher categories, which are (3.95, 4.19, 4.20, 4.05, 4.10, 4.13, 4.10) respectively, so we can say that there are statistically significant differences between individuals with lower scores and individuals with higher scores, that is, there are differences and differentiation between the responses of the sample members, so it can be said that the study instrument has discriminant validity.

3.2. Present and analyse the results of the hypotheses:

3.2.1. Presenting and analysing the results of the general hypothesis:

‘There is a statistically significant effect of social media on the golden square of marketing (Mental image, positioning, satisfaction, and loyalty) among a sample of Mobilis mobile phone users’

The data was processed using simple linear regression and the results are shown in the following table:

Table No.(03) shows the impact of social media on the golden marketing square

Dependent Variable	Predictor (Explainer)	Correlation	Coefficient (R)	Coefficient of determination (R ²)	P-value	Significance(P)	Standardized p-value(B)	Value(t) Significance(t)	Variance inflation coefficient
The Golden square of marketing	Social Media sites	0,84	0,70	208,71	0,00 Significant	0,86	14,44	0,00 Significant	1,00

Source: Prepared by researchers based on spss outputs

Analysis: From Table No.(03), the value of (F) equal to (208.07) with a probability value equal to (0.00) is smaller than the significant value of the significance level (0.05) and therefore we reject the null hypothesis and accept the alternative hypothesis that the regression is significant and therefore there is a relationship between the dependent variable (the golden square of marketing) and the independent variable (social networking sites)

It is also clear from the above table that the value of the correlation coefficient is equal to (0.84) significant at the significance level (0.01) and the value of the coefficient of determination is equal to (0.70), meaning that the independent variable (social networking sites) explains 70% of the change in the dependent variable (The Golden Square of marketing)

To find this out, this is done through the regression equation

Golden Marketing Square = (0.86) Social Media Sites

The value of (B) that shows the relationship between the golden square of marketing variable and the social networking sites variable with a value equal to (0.86) is statistically significant, as this can be deduced from the value of t and the associated significance, i.e. the more the social networking sites variable changes by one unit, the better the golden marketing square improves by (0.86).

The VIF value of 1.00 is less than .03, indicating that there is no multicollinearity issue between the model variables.

Therefore, we accept the hypothesis that there is a statistically significant effect of social media on the golden square of marketing (mental image, positioning, satisfaction, and loyalty) among a sample of Mobilis mobile phone users.

3.2.2. Presenting and analysing the results of the first hypothesis:

‘There is a statistically significant effect of social networking sites on the mental image of a sample of Mobilis mobile phone users’

The data was processed using simple linear regression and the results are shown in the following table:

Table No.(04) shows the impact of social media on mental image

Dependent Variable	Predictor (Explainer)	Correlation	Coefficient (R)	Coefficient of determination (R ²)	P-value	Significance(P)	Standardised p-value(B)	Value(t) Significance(t)	Variance inflation coefficient
The Golden square of marketing	Social Media sites	0,81	0,66	170,31	0,00 Significant	0,85	13,05	0,00	1,00

Source: Prepared by researchers based on spss outputs

Analysis: From Table No.(04), the value of (F) equal to (170.3) with a probability value equal to (0.00) is smaller than the significant value of the significance level (0.05) and therefore we reject the null hypothesis and accept the alternative hypothesis that the regression is significant and therefore there is a relationship between the dependent variable (mental image) and the independent variable (social networking sites)

It is also clear from the above table that the value of the correlation coefficient is (0.66) is significant at the significance level (0.01) and the value of the coefficient of determination is (0.81), meaning that the independent variable (social networking sites) explains 81% of the change in the dependent variable (mental image)

To know this, this is done through the regression equation

$$\text{Mental Image} = (0.85) \text{ Social Media Sites}$$

The value of (B) that shows the relationship between the mental image variable and the social media variable with a value equal to (0.85) is statistically significant, as this can be deduced from the value of t and the associated significance, that is, the more the social media variable changes by one unit, the better the mental image improves by (0.85).

The VIF value of 1.00 is less than .03, which indicates that there is no multicollinearity issue between the variables in the model.

Therefore, we accept the hypothesis that there is a statistically significant effect of social networking sites on mental image among a sample of Mobilis mobile phone users.

3.2.3. Presenting and analysing the results of the second hypothesis:

‘There is a statistically significant effect of social networking sites on positioning among a sample of Mobilis mobile phone users’

The data was processed using simple linear regression and the results are shown in the following table:

Table No.(05) shows the impact of social media on positioning

Dependent Variable	Predictor (Explainer)	Correlation	Coefficient (R)	Coefficient of determination (R ²)	P-value	Significance(P)	Standardised p-value(B)	Value(t) Significance(t)	Variance inflation coefficient
The Golden square of marketing	Social Media sites	0,74	0,55	106,59	0,00 Significant	0,81	10,32	0,00	1,00

Source: Prepared by researchers based on spss outputs

Analysis: From Table No.(05), the value of (F) equal to (106.59) with a probability value equal to (0.00) is smaller than the significant value of the significance level (0.05) and therefore we reject the null hypothesis and accept the alternative hypothesis that the regression is significant and therefore there is a relationship between the dependent variable (positioning) and the independent variable (social networking sites)

It is also clear from the above table that the value of the correlation coefficient is equal to (0.55) significant at the significance level (0.01) and the value of the coefficient of determination is equal to (0.74), meaning that the independent variable (social networking sites) explains 74% of the change in the dependent variable (location)

To find this out, this is done through the regression equation

Positioning = (0.81) Social Media Sites

The value of (B) that shows the relationship between the location variable and the social media variable with a value equal to (0.81) is statistically significant, as this can be deduced from the value of t and its associated significance, that is, the more the social media variable changes by one unit, the better the location improves by (0.81).

The VIF value of 1.00 is less than .03, which indicates that there is no multicollinearity issue between the variables in the model.

Therefore, we accept the hypothesis that there is a statistically significant effect of social networking sites on positioning among a sample of Mobilis mobile phone users.

3.2.4. Presenting and analysing the results of the third hypothesis:

‘There is a statistically significant effect of social networking sites on satisfaction among a sample of Mobilis mobile phone users’

The data was processed using simple linear regression and the results are shown in the following table:

Table No.(06) shows the effect of social networking sites on satisfaction

Dependent Variable	Predictor (Explainer)	Correlation	Coefficient (R)	Coefficient of determination (R ²)	P-value	Significance(P)	Standardised p-value(B)	Value(t) Significance(t)	Variance inflation coefficient
The Golden square of marketing	Social Media sites	0.79	0.66	144,04	0,00	0,92	12,00	0,00	1,00

Source: Prepared by researchers based on spss outputs

Analysis: From Table No.(06), the value of (F) equal to (144.04) with a probability value equal to (0.00) is smaller than the significant value of the significance level (0.05) and therefore we reject the null hypothesis and accept the alternative hypothesis that the regression is significant and therefore there is a relationship between the dependent variable (satisfaction) and the independent variable (social networking sites)

It is also clear from the above table that the value of the correlation coefficient is (0.66) is significant at the level of significance (0.01) and the value of the coefficient of determination is (0.79), meaning that the independent variable (social networking sites) explains 79% of the change in the dependent variable (satisfaction)

To find this out, this is done through the regression equation

Satisfaction = (0.81) Social Media Sites

The value of (B) that shows the relationship between the satisfaction variable and the social media variable with a value equal to (0.81) is statistically significant, as this can be deduced from the value of t and its associated significance, that is, the more the social media variable changes by one unit, the more satisfaction improves by (0.81).

The VIF value of 1.00 is less than .03, which indicates that there is no multicollinearity issue between the variables in the model.

Therefore, we accept the hypothesis that there is a statistically significant effect of social networking sites on satisfaction among a sample of Mobilis mobile phone users.

3.2.5. Presenting and analysing the results of the fourth hypothesis:

‘There is a statistically significant effect of social networking sites on loyalty among a sample of Mobilis mobile phone users’

The data was processed using simple linear regression and the results are shown in the following table:

Table No.(07) shows the impact of social media on loyalty

Dependent Variable	Predictor (Explainer)	Correlation	Coefficient (R)	Coefficient of determination (R ²)	P-value	Significance(P)	Standardised p-value(B)	Value(t) Significance(t)	Variance inflation coefficient
The Golden square of marketing	Social Media sites	0,74	0,55	110,32	0,00 Significant	0,89	10,50	0,00	1,00

Analysis: From Table No.(07), the value of (F) equal to (110.32) with a probability value of (0.00) is smaller than the significant value of the significance level (0.05) and therefore we reject the null hypothesis and accept the alternative hypothesis that the regression is significant and therefore there is a relationship between the dependent variable (loyalty) and the independent variable (social networking sites)

It is also clear from the above table that the value of the correlation coefficient is (0.55) is significant at the significance level (0.01) and the value of the coefficient of determination is (0.74), which means that the independent variable (social networking sites) explains 74% of the change in the dependent variable (loyalty)

To know this, this is done through the regression equation

Loyalty = (0.89) Social Media Sites

The value of (B) that shows the relationship between the loyalty variable and the social media variable with a value equal to (0.81) is statistically significant, as this can be deduced from the value of t and its associated significance, that is, the more the social media variable changes by one unit, the more loyalty improves by (0.89).

The VIF value of 1.00 is less than .03, which indicates that there is no multicollinearity issue between the variables in the model.

Therefore, we accept the hypothesis that there is a statistically significant effect of social networking sites on loyalty among a sample of Mobilis mobile phone users

4. Conclusion:

In light of the findings and statistical analyses, it can be said that the study has proven the existence of a significant and statistically significant impact of social media use on the elements of the Golden Square of Marketing (mental image, positioning, satisfaction, and loyalty) among a sample of Mobilis mobile phone users in Annaba.

The results of the study showed that social media contributes significantly to improving the mental image of the mobilis phone network, enhancing its positioning in the minds of customers, and enhancing the levels of satisfaction and loyalty. The coefficients of explanation in all tests reached high percentages (from 70% to 81%), which indicates the strength of the influence of the independent variable (social media) on the dependent variables. The value of the B coefficients in the regression equations ranged from (0.81 to 0.89), which reflects the strong and direct positive effect.

These findings highlight the importance of integrating digital marketing strategies, particularly through social media, into the policies of organisations wishing to strengthen their relationships with their customers and achieve higher levels of interaction and emotional and behavioural engagement with their brand.

5. Recommendations:

- Companies, especially telecommunications organisations, should invest more in managing their social media presence through high-quality interactive content that reflects the organisation's values and serves to build a strong mental image.
- The need to adopt effective digital positioning strategies that enhance the organisation's uniqueness and differentiation in the digital market, based on a deep understanding of customer behaviour on digital platforms.
- Pay attention to the user experience on these media, and work to improve customer satisfaction through responsiveness and personalised and targeted content.
- Building digital loyalty programmes based on interaction and appreciation, with the aim of turning existing customers into digital ambassadors for the organisation through social media platforms.
- Encourage future researchers to expand the scope of the study to include other organisations or different geographical regions, and compare the impact of different social media platforms on consumer behaviour.

this study represents a qualitative addition to the academic and professional field alike, by linking modern communication tools with classical marketing concepts, which

helps in reshaping marketing strategies in the digital age to achieve competitive advantage and excellence.

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