



The Impact of Digital Marketing on the Golden Marketing Square for the Banking Customer: Case Study of a Sample of Customers from the External Bank of Algeria

Djouad Maroua⁽¹⁾

maroua.djouad@univ-biskra.dz

Banking, Finance and Management
Laboratory, Mohamed Khider
University of Biskra, (Algeria)

Farid Benabid⁽²⁾

farid.benabid@univ-biskra.dz

Banking, Finance and Management
Laboratory, Mohamed Khider University
of Biskra, (Algeria)

Received: 26/01/2024

Accepted: 21/05/2024

Abstract

The widespread proliferation of information and communication technology has led financial institutions to move away from traditional marketing methods and adopt modern ones, among which digital marketing stands out. This study aims to shed light on the impact of digital marketing on the Golden Marketing Square (IPSL) for the banking customer. To achieve this, a questionnaire was distributed to a sample of customers from the External Bank of Algeria, consisting of 70 individuals, and analyzed using the SPSS23 software. The study's results indicated a statistically significant impact of digital marketing on the Golden Marketing Square, consisting of brand image, marketing positioning, customer satisfaction, and loyalty.

Keywords: Brand Image; Customer Loyalty; Customer Satisfaction; Digital marketing; Golden Marketing Square; Marketing Positioning.

JEL Codes: M30, M31, M39.

^{*}Corresponding author :Djouad Maroua

1. INTRODUCTION

The marketing function is one of the most influential and transformative in the fast-evolving world of business. This function seeks to facilitate the flow of goods and services from the producer to the consumer by using tools and methods that contribute to achieving the desired benefits for all parties involved in the marketing process. This function is a fundamental element for the success of any organization.

With the dominance of modern technological trends and the intense competition in the virtual world, the use of digital marketing has become an inevitable necessity for service institutions. It aims to acquire a larger market share and maintain customer loyalty. This transition from traditional to digital marketing has become a mandatory decision to keep up with the requirements of the age and the artificial intelligence that has proven its effectiveness in improving business performance.

In this context, financial institutions must take advantage of information technology and employ advanced promotional programs, alongside providing services with the highest efficiency, in order to form and build a positive image in the customer's mind, achieve their satisfaction, encourage their sustainable interaction, and continue dealing with the financial institution, thereby enhancing their loyalty as a true partner in their financial journey.

From this perspective, our study's problem emerges as follows: **What is the impact of digital marketing on the Golden Marketing Square for the banking customer at the External Bank of Algeria?**

1.1 Study Hypotheses:

To answer this problem, we present the following main hypothesis:

- There is a statistically significant impact of digital marketing on the Golden Marketing Square in banking institutions at a 5% significance level.

This main hypothesis is supported by the following sub-hypotheses:

- There is a statistically significant impact of digital marketing on the brand image in banking institutions at a 5% significance level.

- There is a statistically significant impact of digital marketing on marketing positioning in banking institutions at a 5% significance level.
- There is a statistically significant impact of digital marketing on customer satisfaction in banking institutions at a 5% significance level.
- There is a statistically significant impact of digital marketing on customer loyalty in banking institutions at a 5% significance level.

2.1 Importance of the Study:

- The importance of this research paper lies in the following:
- The relative novelty of the topic of digital marketing, where digital tools have dominated all transactions in our current era.
- Addressing the topic of digital marketing and the Golden Marketing Square for the customer at the External Bank of Algeria, as most banks have come to rely on digital technologies in performing their tasks.

3.1 Objectives of the Study:

Through this study, we aspire to achieve the following objectives:

- To understand the concept of digital marketing and the components of the Golden Marketing Square.
- To clarify the impact of digital marketing tools on the Golden Marketing Square in the External Bank of Algeria from the perspective of their customers.
- To provide the External Bank of Algeria and banks in general with recommendations and suggestions useful for improving the digital marketing approach and its optimal utilization with the aim of creating and enhancing the golden image positioning, and achieving customer satisfaction and loyalty.

4.1 Research Methodology:

The descriptive approach was used in the theoretical framework to describe the study variables of digital marketing and the Golden Marketing Square, and the analytical approach to analyze the results gathered from the questionnaire using appropriate statistical tools. The research was divided into two parts: the theoretical part, which involves defining the study terms, namely digital marketing and the Golden Marketing Square, and the practical part, which addresses the study of the impact of digital marketing on the Golden Marketing Square for the customer at the External Bank of Algeria.

2. Digital Marketing:

Modern technological trends have dominated the marketing activities of institutions, and competition has intensified between them in the virtual world. The greatest challenge for these institutions is to create an interactive relationship with the customer to value their products and services. This has led to the emergence of a new concept known as digital marketing, which is the process adopted by the institution to achieve its objectives. This concept is translated into formulating marketing strategies for the marketing mix across digital platforms.

2.1 Definition of Digital Marketing:

Recently, many terms have emerged in the field of marketing that directly link it to information and communication technology, including e-marketing, internet marketing, network-connected marketing, and digital marketing.

Digital marketing has transformed many concepts of marketing and interaction between the institution and the end user. It is defined as the application of general principles in marketing science through the use of modern technology tools, especially the internet, as well as various tactics and strategies used to transform the virtual digital market into a tangible market (Hafidi, 2023, p. 309).

Desai (Digital Marketing, 2019, p. 196) also defined it as the marketing of products or services using digital technologies, primarily involving the use of the internet network, as well as any digital medium such as mobile phones and others.

Thus, we conclude that digital marketing is a set of strategies and marketing activities that benefit from information technology and digital communication means to achieve marketing objectives. It includes the use of a variety of digital channels such as email, websites, social media, search engines, smart applications, and others.

2.2 Digital Marketing Tools:

The main tools of digital marketing include the following:

Website: A website, as defined by Kotler, is a collection of interconnected web pages that form a single unit, usually managed by an individual or a company, and dedicated to one or more relevant topics. A website combines functions, content, form, organization, and interaction. A company's aim in creating a website is to help customers purchase their needs, find information, and save money and time. (ZIDANE & OUNIS, 2017, p. 84)

Email Marketing: Email service is one of the most widespread Internet services among online customers. It involves sending personalized and targeted messages to specific individuals at the right time (Omar &Atteya, 2020, p. 121). Email marketing is a type of direct marketing that communicates promotional messages to the target audience (Al-azzam& Al-Mizeed, 2021, p. 456).

Social Media: Social media platforms facilitate communication, interaction, and social networking among internet users, like Facebook, Instagram, YouTube, etc. Some companies rely entirely on them to interact with their customers, while others build their entire business models on the growing popularity of marketing through them.

Mobile Marketing: Mobile marketing is any marketing activity conducted through a widely spread network that consumers continuously connect to using a personal mobile device (Yadav et al., 2015, p. 336).

Recently, it has become one of the most important means of digital marketing, gaining increasing attention from institutions, whether they are new or have a significant impact on the market. This type of marketing aims to reach the audience and increase product awareness.

3. Golden Marketing Square:

The Golden Marketing Square represents a comprehensive strategy focused on establishing the mental image of a product, brand, or institution, with the aim of achieving customer satisfaction and loyalty, based on marketing positioning strategies. It consists of four main elements that work together to achieve long-term marketing strategy success: brand image, marketing positioning, customer satisfaction, and customer loyalty.

3.1Brand Image:

Defined as a composition of images formed as a result of a series of experiences, sensations, relationships, and previous impressions in stakeholders' interactions with the institution (Ben Ahmed &Matbas, 2020, p. 100). Kotler defines an institution's brand image as offerings presented by the institution to obtain a distinguished position in the customer's mind, thereby achieving its market goal (Brahimi &Mardawi, 2019, p. 74). Therefore, the brand image is a dynamic, relative, and personal compilation of information, perceptions, and positive or negative impressions about a subject or a specific product or brand.

3.2 Marketing Positioning:

Marketing positioning is a marketing management tool used to develop an efficient and effective marketing strategy, concerned with providing a suitable image of the product or brand in the consumer's mind compared to competitors' products (Bani et al., 2020, p. 42). It is also defined as a strategic choice that seeks to give an offer (product, brand, or institution) a different, attractive, and authentic position in the market and in the consumer's mind (Haji, 2016, p. 201).

3.3. Customer Satisfaction:

Kotler states: "Satisfaction expresses the extent to which the product's performance matches the buyer's expectations." (Maimouni et al., 2020, p. 235). Arokiasamy (2013, p. 15) defines customer satisfaction as "the customer's response to evaluating the perceived difference between previous expectations and the actual performance of the product after consumption."

These definitions present three levels of satisfaction, which are actually a function of the difference between performance and expectations:

- ❖ Performance less than expectations = Customer dissatisfied
- ❖ Performance equal to expectations = Customer satisfied
- ❖ Performance exceeds expectations = Customer very satisfied

3.4. Customer Loyalty:

Loyalty is a fundamental element for the survival and growth of an institution. Institutions rely on satisfying their customers and keeping up with the evolution of their needs. This includes innovation, service improvement, and promotion using modern methods (Taouti, 2016, p. 318).

Customer loyalty is the commitment of a customer towards a specific product or service, where this commitment is demonstrated by loyal customers exclusively purchasing products or services from a particular institution, without being willing to change their preferences for other products or services (Kethan& Basha, 2022).

In general, the term loyalty expresses the commitment shown by the customer towards a specific product, brand, or institution. Satisfying them and understanding their needs and expectations are crucial parts of building their subsequent loyalty. Achieving customer loyalty depends on several factors, including product quality,

good communication and interaction, and professionally and amicably resolving any arising issues.

4. Field Study:

To understand the impact of digital marketing on the Golden Marketing Square in banking institutions, specifically among a sample of customers from the External Bank of Algeria (BEA), a questionnaire was used as a data collection tool. The questionnaire was divided in to three parts:

- ❖ **First Section:** Concerns the personal characteristics of the study sample.
- ❖ **Second Section:** Relates to digital marketing.
- ❖ **Third Section:** Deals with the dimensions of the Golden Marketing Square (Brand Image, Positioning, Satisfaction, and Loyalty).

4.1 Study Population and Sample:

4.1.1 Study Population:

The study population consists of customers from the External Bank of Algeria (BEA), varying in gender, age group, educational level, and the number of years of dealing with the bank.

4.1.2 Study Sample:

The questionnaire was distributed to a sample of 70 individuals from the bank's customers. They were randomly selected.

4.2 Study Tool:

As previously mentioned, the questionnaire was used as a tool for data collection, which was then entered into the SPSS v23 program for analysis, with the purpose of achieving the study's objectives.

4.3 Statistical Processing Methods:

4.3.1 Analysis of the General Characteristics of the Study Sample:

The following table provides insights into the study sample's characteristics based on gender, age, educational level, and the duration of dealing with the bank.

Table 01: Description of Sample Characteristics by Gender, Age, Educational Level, and Years of Dealing with the Bank

Gender			Age			Educational Level			Years of Dealing with the Bank		
Description	Frequency	Percentage	Description	Frequency	Percentage	Description	Frequency	Percentage	Description	Frequency	Percentage
Male	33	%47.1	Less than 30 years	10	14.3%	Secondary or less	7	%10	Less than 5 years	45	%64.3
Female	37	%52.9	From 30 to less than 40 years	21	%30	University level	48	%68.6	From 5 to 10 years	23	%32.9
			From 40 to less than 50 years	22	%31.4	Postgraduate studies	15	%21.4	More than 10 years	2	%2.9
			50 years and older	17	33	%47.1					
					37	%52.9					

Source: The table was prepared based on the questionnaire data and processed using SPSS v23.

From Table 01, we notice a variation in the personal data of the sample members. The percentage of females in the sample is estimated at 52.9%, and males at 47.1%, which is the lower percentage, attributed to the random nature of the sample. It is also apparent that 14.3% of the sample individuals are under 30 years of age, 30% are from the age group of 30 to less than 40 years, the largest percentage, 31.4%, are from the age group of 40 to 50 years, and the remaining 24.3% are over 50 years of age. Regarding the educational level, 10% of the individuals have a secondary or lower level, the lowest percentage, while 68.6% have a university level, the highest percentage, and 21.4% have postgraduate studies. It is also noted that 64.3% of the sample individuals have been dealing with the bank for less than 5 years, 32.9% for 5 to 10 years, and 2.9% for more than 10 years.

2.3.4 Validity and Reliability Test of the Study Tool:

❖ Validity Test of the Study Tool:

We verified the validity of the study tool by measuring the Pearson correlation coefficient and the significance level to assess the internal consistency between the items of each dimension. The results are presented in the following table:

Table 02: Internal Consistency Validity of the Questionnaire

Axis	Dimensions	Statement	Pearson Correlation Coefficient	Significance Level	Dimensions	Statement	Pearson Correlation Coefficient	Significance Level
Digital Marketing	Digital Marketing	X1	0.821	0.000				
		X2	0.724	0.000				
		X3	0.772	0.000				
		X4	0.816	0.000				
		X5	0.855	0.000				
		X6	0.809	0.000				
		X7	0.893	0.000				
		X8	0.814	0.000				
		X9	0.787	0.000				
		X10	0.852	0.000				
First Axis: Golden Marketing Square	Brand Image	Y1	0.919	0.000	Customer Satisfaction	Y9	0.925	0.000
		Y2	0.896	0.000		Y10	0.908	0.000
		Y3	0.924	0.000		Y11	0.918	0.000
		Y4	0.884	0.000		Y12	0.881	0.000
	Positioning	Y5	0.883	0.000	Customer Loyalty	Y13	0.899	0.000
		Y6	0.796	0.000		Y14	0.909	0.000
		Y7	0.864	0.000		Y15	0.884	0.000
		Y8	0.887	0.000		Y16	0.853	0.000

Source: The table was prepared based on the questionnaire data and processed using SPSS v23.

From Table 02, we observe that the correlation coefficients between the dimensions of the study and their respective items range between 0.724 and 0.925, which are strong and statistically significant correlations, given the significance level reached 0.000. This indicates that the data are characterized by good internal consistency, meaning each item of the questionnaire represents its corresponding dimension well.

❖ Reliability of the Study Tool:

In this research, Cronbach's Alpha coefficient was used to measure the reliability of the study tool, which determines the acceptable level of measurement tool at (0.60) or higher. The results were as follows:

Table 03: Reliability Test of the Questionnaire Items for All Variables Using Cronbach's Alpha Coefficient

Statement	Items	Cronbach's Alpha Value (Questionnaire)
Independent Variable (Digital Marketing)	10	0.943
Dependent Variable (Golden Marketing Square)	16	0.948
Dimension 1: Brand Image	4	0.926
Dimension 2: Positioning	4	0.878
Dimension 3: Customer Satisfaction	4	0.927
Dimension 4: Customer Loyalty	4	0.906
The entire questionnaire	26	0.962

Source: The table was prepared based on the questionnaire data and processed using SPSS v23.

From the above table, it is evident that the Cronbach's Alpha coefficients for the questionnaire items, for all dimensions, are greater than 80%, indicating a good consistency and correlation among the questionnaire statements. These percentages exceed the statistically acceptable level of 60% or more, thereby confirming the reliability of the study tool.

5. Analysis of Results

5.1 Statistical Analysis of Study Variables:

We will analyze and interpret the results extracted from the SPSS v23 program, understanding their order and degree of agreement for each item. This is done through displaying the mean values and standard deviations for the items of the independent variable and dimensions of the dependent variable. Finally, we will address hypothesis testing. Since we used a five-point Likert scale, we calculated the range for the categories using the equation: $(5-1=4)$ (Range = Highest category value - Lowest category value), which was divided by the number of options to determine the length of the category ($0.80 = 5/4$). The length of the categories is defined as shown in the following table:

Table 04: Agreement Levels According to Respondents' Choices

Range	From 1 to 1.80	From 1.81 to 2.60	From 2.61 to 3.40	From 3.41 to 4.20	From 4.21 to 5
Importance	Very Low	Low	Medium	High	Very High

Source: Based on the researchers' preparation using Likert scale tendencies

5.2 Descriptive Analysis of Data Related to Digital Marketing Variable:

The following table represents the responses of the sample individuals regarding statements related to the digital marketing dimension:

Table 05: Evaluation of Digital Marketing Variable

Item No.	Statement	Mean	Standard Deviation	Agreement Level	Ranking
1	The bank's website is distinguished by attractive advertisements and ease of use and navigation	3.7286	1.33971	High	1
2	The bank ensures the security and protection of your personal information on its website	3.5429	1.00269	High	7
3	The bank's website enables you to constantly communicate with supervisory bodies for inquiries	3.3857	1.13307	Medium	2
4	The bank uses social media platforms to promote its services	3.6286	1.09242	High	2
5	The bank's offers on social media correspond with what is actually available	3.5571	1.11167	High	5
6	You receive quick responses to complaints and inquiries sent via the bank's email	3.4714	1.22441	High	8
7	The bank keeps you informed about its advertising and promotional campaigns through social media	3.4000	1.20866	Medium	1
8	You benefit from the opinions and comments of social media users about the bank's services and offers	3.5857	1.01429	High	4
9	You receive reminder text messages from the bank (e.g., your bank card is available, receipt of money or a cheque, etc.)	3.6143	1.06720	High	3
10	You regularly check the bank's app to stay updated on the latest offers and additions	3.5571	1.16265	High	6
Digital Marketing		3.5471	0.926690	High	\

Source: The table was prepared based on the questionnaire data and processed using SPSS v23.

From Table 05, we notice that the mean values for all items related to the digital marketing variable ranged between 3.7286 and 3.3857. The first item ranked highest with a mean of 3.7286 and a standard deviation of 1.33971, indicating high

agreement. This explains the respondents' conviction about the attractiveness and ease of use of the External Bank of Algeria's website.

Meanwhile, item number 03 ranked last with a mean of 3.38573 and a standard deviation of 1.13307, indicating medium agreement. This suggests that a portion of the respondents believes that the bank's website enables continuous communication for inquiries, while the other part does not see it that way.

In general, the mean value for the digital marketing variable was 3.5471 with a standard deviation of .926690, indicating high agreement. This is a positive indicator that the respondents recognize the implementation of the digital marketing concept by the study's subject bank (External Bank of Algeria).

5.3 Descriptive Analysis of the Dimensions of the Golden Marketing Square Variable:

The following table presents the general orientation of the sample individuals' responses regarding the dimensions of the Golden Marketing Square:

Table 06: Evaluation of the Dimensions of the Golden Marketing Square Variable

Dimension No.	Dimension	Mean	Standard Deviation	Agreement Level	Ranking
01	Brand Image	3.5750	1.23164	Agree	1
02	Positioning	3.5250	0.99742	Agree	2
03	Customer Satisfaction	3.4964	1.06108	Agree	3
04	Customer Loyalty	3.4393	1.04208	Agree	4
\	Golden Marketing Square	3.5089	1.01094	Agree	\

Source: The table was prepared based on the questionnaire data and processed using SPSS v23.

Regarding the importance of the dimensions of the Golden Marketing Square among the respondents, it is observed from the table that the dimension of Brand Image ranks first with a mean of 3.5750 and a standard deviation of 1.23164, indicating a high level of agreement. This suggests that the External Bank of Algeria provides services at international banking standards and offers sufficient and transparent information to improve its image among customers.

The dimension of Positioning ranks second with a mean of 3.5250 and a standard deviation of 0.99742, also indicating a high level of agreement. This reflects the bank's good grasp and focus on developing its customers' perceptions and giving

them a positive image. The dimension of Customer Satisfaction ranks third with a mean of 3.4964 and a standard deviation of 1.06108, showing a high level of agreement, indicating the respondents' actual satisfaction with the bank's services. Finally, the dimension of Customer Loyalty ranks fourth with a mean of 3.4393 and a standard deviation of 1.04208, also indicating a high level of agreement, which explains the respondents' loyalty to the bank.

Therefore, the overall mean for the Golden Marketing Square with its four dimensions is 3.5089 with a standard deviation of 1.01094 and a high level of agreement. This demonstrates that all sample individuals endorse the dimensions of the Golden Marketing Square, albeit to varying degrees.

5.4 Testing the Study Hypotheses:

We will now proceed to test the hypotheses of the study to assess the impact of digital marketing on the Golden Marketing Square in banking institutions.

5.4.1 Testing the Main Hypothesis:

The hypothesis states that: There is a statistically significant impact of digital marketing on the brand image in banking institutions at a 5% significance level.

Table 07: One-way ANOVA Analysis of Sample Responses Between Digital Marketing and the Golden Marketing Square in Banking Institutions

Statement	Sum of Squares	Degrees of Freedom	Mean Squares	Calculated F-Value	Significance Value (Sig)
Between Groups	60.923	1	60.923	431.781	0.000
Within Groups	9.595	68	0.141	At Significance Level: Alfa=0.05	
Total Variation	70.518	69		R=(0.9290)	R ² =(0.864)

Source: Prepared based on the questionnaire data and processed using SPSS v23.

Table 07 above shows that the calculated F-value (431.781) at degrees of freedom (1 and 69) and a significance level of (0.000 Sig=), which is less than (0.05), the level adopted for this study. This requires accepting the main hypothesis that stipulates a statistically significant impact of digital marketing on the Golden Marketing Square (IPSL) for the banking customer at the External Bank of Algeria. The relationship between these two variables is confirmed by a correlation coefficient estimated at (0.929), a strong positive relationship, and a determination coefficient of (0.864), explaining that 86.4% of the changes in the average responses of the sample

individuals to the Golden Marketing Square in banking institutions are due to changes in digital marketing processes, while the remaining 13.6% are due to other factors outside the model.

5.4.2 Testing the First Sub-Hypothesis:

The hypothesis states that: There is a statistically significant impact of digital marketing on the brand image in banking institutions at a 5% significance level.

Table 08: One-way ANOVA Analysis of Sample Responses Between Digital Marketing and Brand Image Dimension in Banking Institutions

Statement	Sum of Squares	Degrees of Freedom	Mean Squares	Calculated Value	F-Value	Significance Value (Sig)
Between Groups	85.560	1	85.560	304.468		0.000
Within Groups	19.109	68	0.281	At Significance Level: Alfa=0.05		
Total Variation	104.669	69		R=(0.904)		R ² =(0.817)

Source: Prepared based on the questionnaire data and processed using SPSS v23.

Table 08 above shows that the calculated F-value (304.468) at degrees of freedom (1 and 69) and a significance level of (0.000 Sig=), which is less than (0.05), the level adopted for this study. This requires accepting the first sub-hypothesis that stipulates a statistically significant impact of digital marketing on the brand image of the banking customer at the External Bank of Algeria. The existence of the relationship between these two variables is confirmed by a correlation coefficient estimated at (0.904), a strong positive relationship, and a determination coefficient of (0.817), explaining that 81.7% of the changes in the average responses of the sample individuals to the Golden Marketing Square in banking institutions are due to changes in digital marketing processes, while the remaining 18.3% are due to other factors outside the model.

5.4.3 Testing the Second Sub-Hypothesis:

The hypothesis states that: There is a statistically significant impact of digital marketing on positioning in banking institutions at a 5% significance level.

Table 09: One-way ANOVA Analysis of Sample Responses Between Digital Marketing and Positioning Dimension in Banking Institutions

Statement	Sum of Squares	Degrees of Freedom	Mean Squares	Calculated F-Value	Significance Value (Sig)
Between Groups	53.621	1	53.621	242.718	0.000
Within Groups	15.023	68	0.221	At Significance Level: Alfa=0.05	
Total Variation	68.644	69		R=(0.884)	R ² =(0.781)

Source: Prepared based on the questionnaire data and processed using SPSS v23.

Table 09 above shows that the calculated F-value (242.718) at degrees of freedom (1 and 69) and a significance level of (0.000 Sig=), which is less than (0.05), the level adopted for this study. This requires accepting the second sub-hypothesis that stipulates a statistically significant impact of digital marketing on positioning in banking institutions. The existence of the relationship between these two variables is confirmed by a correlation coefficient estimated at (0.884), a strong positive relationship, and a determination coefficient of (0.781), explaining that 78.1% of the changes in the average responses of the sample individuals to the Golden Marketing Square in banking institutions are due to changes in digital marketing processes, while the remaining 21.9% are due to other factors outside the model.

5.4.4 Testing the Third Sub-Hypothesis:

The hypothesis states that: There is a statistically significant impact of digital marketing on customer satisfaction in banking institutions at a 5% significance level.

Table 10: One-way ANOVA Analysis of Sample Responses Between Digital Marketing and the Dimension of Customer Satisfaction in Banking Institutions

Statement	Sum of Squares	Degrees of Freedom	Mean Squares	Calculated F-Value	Significance Value (Sig)
Between Groups	57.581	1	57.581	194.749	0.000
Within Groups	20.105	68	0.296	At Significance Level: Alfa=0.05	
Total Variation	77.687	69		R=(0.861)	R ² =(0.741)

Source: Prepared based on the questionnaire data and processed using SPSS v23.

Table 10 above shows that the calculated F-value (194.749) at degrees of freedom (1 and 69) and a significance level of (0.000 Sig=), which is less than (0.05),

the level adopted for this study, requires accepting the third sub-hypothesis. It confirms the statistically significant impact of digital marketing on the brand image of the banking customer at the External Bank of Algeria. The correlation coefficient estimated at (0.861) confirms a strong positive relationship, and a determination coefficient of (0.741) explains that 74.1% of the changes in the average responses of the sample individuals to the Golden Marketing Square in banking institutions are due to changes in digital marketing processes, while the remaining 25.9% are attributed to other factors outside the model.

5.4.5 Testing the Fourth Sub-Hypothesis:

The hypothesis states that: There is a statistically significant impact of digital marketing on customer loyalty in banking institutions at a 5% significance level.

Table 11: One-way ANOVA Analysis of Sample Responses Between Digital Marketing and the Dimension of Customer Loyalty in Banking Institutions

Statement	Sum of Squares	Degrees of Freedom	Mean Squares	Calculated F-Value	Significance Value (Sig)
Between Groups	49.852	1	49.852	135.180	0.000
Within Groups	25.077	68	0.369	At Significance Level: Alfa=0.05	
Total Variation	74.929	69		R=(0.816)	R ² =(0.665)

Source: Prepared based on the questionnaire data and processed using SPSS v23.

Table 11 above shows that the calculated F-value (135.180) at degrees of freedom (1 and 69) and a significance level of (0.000 Sig=), which is less than (0.05), the level adopted for this study, requires accepting the fourth sub-hypothesis. It confirms the statistically significant impact of digital marketing on the brand image of the banking customer at the External Bank of Algeria. The correlation coefficient estimated at (0.816) confirms a strong positive relationship, and a determination coefficient of (0.665) explains that 66.5% of the changes in the average responses of the sample individuals to the Golden Marketing Square in banking institutions are due to changes in digital marketing processes, while the remaining 33.5% are attributed to other factors outside the model.

6. Conclusion:

This study addressed a pertinent issue for service institutions in general, and financial institutions in particular, related to digital marketing, a key variable in our current era, and the components of the Golden Marketing Square that continue to challenge institutions striving to acquire and retain customers. The key findings of our research paper are that digital marketing plays a significant role in creating ongoing interaction and communication with banking customers, thereby enhancing the bank's brand image and improving their understanding of the offered banking services. It also contributes to improving the bank's positioning in the customer's mind and increasing their satisfaction and loyalty levels.

6.1 Study Findings:

- ✓ The bank under study utilizes digital marketing tools in presenting and promoting its financial services.
- ✓ Digital marketing is an important tool for developing the operations of financial institutions.
- ✓ The Golden Marketing Square serves as a measure to offer distinctive and effective banking services.
- ✓ Using digital media allows the bank to continuously interact with its customers and respond quickly to their inquiries.
- ✓ Digital marketing influences customers' decisions regarding purchasing banking products, either through targeted advertisements or attractive digital content.
- ✓ Digital marketing has an impact on the Golden Marketing Square for customers of the External Bank of Algeria.
- ✓ Digital marketing affects the brand image of customers of the External Bank of Algeria.
- ✓ Digital marketing influences the marketing positioning of customers of the External Bank of Algeria.
- ✓ Digital marketing affects the satisfaction of customers of the External Bank of Algeria.
- ✓ Digital marketing impacts the loyalty of customers of the External Bank of Algeria.

6.2 Study Recommendations:

- ✓ It is essential to integrate digital marketing activities within the framework of the Golden Marketing Square, as it has a positive impact that can enhance the relationship between the bank and its customers, leading to greater success and sustainability in the banking services market.
- ✓ Use digital media to encourage participation and interaction with customers, which can improve their experience and increase their understanding of digital banking services.
- ✓ Strive to explore sustainable technological innovations that can enhance the bank's customer experience and the effectiveness of digital marketing activities.
- ✓ Analyze customer data to determine how digital marketing can be integrated to meet the needs of each customer individually, contributing to creating a positive brand image and thereby gaining their satisfaction.
- ✓ Conduct regular customer satisfaction surveys to evaluate their experiences with the financial services provided and identify areas for improvement.

7. References :

Journal article

- Maimouni, A. R., Swar, Y., & Sharifi, J. (2020). Customer satisfaction as a mediating variable between service quality and customer loyalty: A case study of Mobilis Telecommunications Agency in Tlemcen. MECAS Journals, 16(02), 232-245.
- Bani, F., Mahmoudi, A., & Tajaniya, H. (2020). Marketing positioning as a strategic choice for the success of the marketing strategy - A case study of Djezzy Institution. Journal of Economics and Sustainable Development, 03(01), 39-58.
- Brahimi, M., & Mardawi, K. (2019). The impact of marketing ethics on building the mental image for customers of Mobilis Mobile Service in Constantine Province. Economic Studies Journal, 06(1), 68-92.
- Ben Ahmed, A., & Matbas, A. (2020). Enhancing the mental image as an entry for gaining loyalty of customers of Islamic Banks in Algeria. Journal of Economic, Management, and Commercial Sciences, 13(01), 97-110.
- Haji, K. (2016). Implementing the marketing positioning strategy in a competitive environment: A case study of Orascom Telecom Algeria 'Djezzy'. Al-Bashaer Economic Journal, (03), 198-212.

- Ghioua, H. Z., & Bouaziz, N. (2022). The role of social media sites in activating desert tourism (A field study on a sample of users of social network sites in Constantine Province). *Journal of Social Empowerment*, 04(03), 15-28.
- Al-Azzam, A. F., & Al-Mizeed, K. (2021). The effect of digital marketing on purchasing decisions: A case study in Jordan. *Journal of Asian Finance, Economics and Business*, 08(05), 455-463.
- Arokiasamy, A. R. (2013). The impact of customer satisfaction on customer loyalty and intentions to switch in the banking sector in Malaysia. *The Journal of Commerce*, 05(01), 14-21.
- Desai, V. (2019). Digital marketing. *Journal of Trend in Scientific Research*, 196-200.
- Hafidi, L. (2023). A sociological analysis of the impact of digital marketing on consumer culture in light of the COVID-19 pandemic. *The Journal of El-Ryssala for Studies and Research in Humanities*, 07(08), 308-315.
- Kethan, M., & Basha, M. (2022). Relationship of ethical sales behavior with customer loyalty, trust, and commitment: A study with special reference to retail store in Mysore City. *East Asian Journal of Multidisciplinary Research (EAJMR)*, 01(07), 1365-1376.
- Omar, A. M., & Atteya, N. (2020). The impact of digital marketing on consumer buying decision process in the Egyptian market. *International Journal of Business and Management*, 15(7), 120-132.
- Taouti, A. (2016). The impact of Djezzy service quality in reaching the customer's loyalty: Case study of a sample from Djezzy customers in Laghouat. *Revue DIRASSAT - Economic Issue*, 7(2), 315-339.
- Yadav, M., Joshi, Y., & Rahman, Z. (2015). Mobile social media: The new hybrid element of digital marketing communications. *Social and Behavioral Sciences*, 189, 335-343.
- Zidane, K., & Ounis, A. E. (2017). Digital marketing as a new multi-channel communication tool in the era of Web 2.0: Trends and key figures. *Journal of Financial, Accounting, and Administrative Studies*, 08, 80-98.

8. Appendices:

Electronic link for the questionnaire:

https://docs.google.com/forms/d/1S_smwtfpPu7iCgc5AVdX5Qs6druCejpxlO7Wq7TnLcw/prefill