

The role of social media marketing in enhancing brand image - An analytical study -

Asmaa Boulahbel ^{1*}, Taoues Ghrieb ²

¹ Laboratory of Environmental Studies and Sustainable Development, Echahid Cheikh Larbi Tebessi University (Algeria)

asmaa.boulahbel@univ-tebessa.dz 

² Laboratory of Environmental Studies and Sustainable Development, Echahid Cheikh Larbi Tebessi University (Algeria)

taoues.ghrieb@univ-tebessa.dz 

Received : 10-04-2023

Accepted : 09-06-2023

Abstract

This study tries to determine the role of social media marketing (interaction, trendiness, customization, entertainment, and E-WOM). To enhance the brand image at Ooredoo, the questionnaire served as a tool for data collection, where a purposive sample of 276 was taken. The study concluded that there is a contribution and an impact of the different dimensions of marketing through social media in the improvement of the brand image among customers of the company by 56.5%, and the research suggested enhancing the company's social media pages to make them more uplifting and help them build a great reputation with the target audience. Therefore, the effect is long-term.

Keywords:

Marketing;
Social media;
Brand image;
Ooredoo company.

JEL Classification Codes : M31 ; M37 ; M39

* Corresponding author

1. INTRODUCTION

In recent years, public relations have undergone a major transformation following the development of technology information and communications, and the emergence of internet, which provided the world with an advantage that was a transformative step in all areas and changed the course of things. One of these important transformations is the transformation of society into an information society, where all its aspects are based on information and technology.

Within the information society; An institutional shift has taken place towards e-commerce and digital marketing, especially with the advent of the latest versions of new media communication technologies, social media , led by Facebook, Twitter, LinkedIn, YouTube and Instagram, and it has become imperative for companies to meet the requirements of institutional communication through these media in order to reach the largest number of audiences as effectively as possible In the shortest possible time, Social media have become both an asset and a challenge for any company in its desire to build and manage its brand image to impose smart communication bets, and companies are looking to keep up with the pace of openness and interaction with their audiences within social media platforms, given that the corporate brand image is among the most important concerns. Great importance is attached to it.

1.1 Problematic

The problem of the study revolves around:

What is the impact of marketing via social media on enhancing the brand image? (Ooredoo brand used as example)

1.2 Study Hypotheses

On the basis of this literature analysis, we may state the following as our hypotheses:

The first main hypothesis:

at the significance level of ($\alpha \leq 0.05$) Ooredoo adopts social media marketing from the perspective of its customers.

The Second Main Hypothesis:

at the significance level of ($\alpha \leq 0.05$) Social media marketing has a statistically significant link to the improvement of brand image among Ooredoo users.

Hypotheses

H1: At the significance level of ($\alpha \leq 0.05$), there is a statistically significant connection between interaction through social media and brand image.

H2: At the significance level of ($\alpha \leq 0.05$), there is a statistically significant connection between Trendiness through social media and brand image.

H3: At the significance level of ($\alpha \leq 0.05$), there is a statistically significant connection between Customization through social media and brand image.

H4: At the significance level of ($\alpha \leq 0.05$), there is a statistically significant connection between Entertainment through social media and brand image.

H5: At the significance level of ($\alpha \leq 0.05$), there is a statistically significant connection between E-WOM through social media and brand image.

The Third Main Hypothesis

The regression model is statistically significant at a significant level ($\alpha \leq 0.05$) between the dimensions of social media marketing represented in (interaction, trendiness, customization, entertainment and E-WOM) and brand image among Ooredoo customers.

1.3 Significance of the Research

The importance of the subject it deals with namely marketing via social media and its role in improving the brand image, due to the novelty of the subject and the absence of relevant research. The reason is that it is possible that the results to be achieved and the recommendations to be proposed if they are adopted by companies that operate in the digital environment, or, wish to operate in this environment to invest in social media to improve the image of its brand, which can be reflected positively in the advancement of the economy.

1.4 Research Objectives

The study seeks to achieve a number of goals, which are:

- To address the most important social media in the world and learn about the dimensions of social media marketing.
- To identify the characteristics of the brand image.
- Know the relationship between social media marketing and brand image.
- Emphasize how social media marketing affects the brand image.

1.5 Previous Studies

Study of Hallouz Mohamed Amine, Hachemaoui Kamel (2022) study titled "The Impact of Brand Image on Behavioral Loyalty":

This study attempts to look into the relationship between brand image and behavioral loyalty in the Algerian market for sports shoes.

This research, which is related to the study of consumer behavior, is predicated on the notion that people tend to concentrate on characteristics of products. A questionnaire tool was used to gather the data, and the exploratory factor analysis and confirmatory factor analysis were used to confirm the study model that stressed the strength of the relationship between the two variables. Which fall to their needs and preferences in repurchasing the same brand

Study of Halima koumri, Fatiha raas elkaf, Moustafa djafer (2021) titled "The contribution of Social media marketing to the revitalization of febrile tourism in Hammam Bouhnefia, ALGERIA":

The study's three dimensions are reflected in: The study intends to determine the extent to which social media marketing has contributed to the revitalization of fever tourism in Hammam Bouhnefia, Algeria. (Advertising via social media, electronically transmitted word, and interaction via social media). The study sample, which was 120 people made up of various hotel guests, was based on a convenience sample, and it was conducted using IBM Spss V.22, a statistical software for the social sciences. According to the study, social media marketing had a statistically significant impact on the fever tourism in Hammam Bouhnefia, Algeria, and its various dimensions at the significance level (0.05). The report advises that in order to better inform present and potential customers about the tourism services offered by the institution, social media marketing efforts need to be stepped up and access to customers should be improved.

1.6 Method and Data Collection Tools

The descriptive approach was chosen in the research. First addressing the conceptual framework of marketing via social media and brand image, and then addressing the study of the dimensions of marketing via social media and the most important characteristics of brand image. Using references and secondary sources related to the research topic such as; previous studies books and articles from well-known and specialized researchers in the field of digital marketing and marketing via social media. The study relied on primary sources represented in the use of the image form to collect data from the study community to answer the study questions and test hypotheses.

2. Theoretical Framework

2.1 social media

Media that is socially controlled and used for communication on any scale, in any direction, and for any purpose are referred to as social media. The ability to communicate both "one-to-many" and "one-to-one" simultaneously distinguishes social media from mass media. The posting of information is merely the first step in the communication process in social media because they are centered on discussion, debate, and dialogue. The information can be freely changed, transported in many directions over the subsequent players in the process, and broadcast to message recipients (Dryl, 2015, p. 1184).

2.2 Social Media Marketing

Social networking websites, blogs, company-sponsored chat rooms and discussion boards, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, and websites with digital audio,

images, movies, or photographs are just a few examples of the many online, word-of-mouth forums that fall under the umbrella of social media. The official corporate and brand websites have been losing customers recently. This reduction is said to be caused by the brands themselves using social media marketing, which is becoming a more common marketing tactic (Hollensen & Raman, 2017, p. 09).

2.3. Dimensions of Social Media Marketing

Researchers have studied social media marketing based on different dimensions.

Generally, these dimensions can be determined in proportion to the research being conducted, as follows:

Interaction: The word "social media interaction" is used to refer to all of the two-way interactions and touch points that take place between businesses and customers. The way you engage with your followers has a significant impact on consumer happiness and retention, whether you are liking a tagged post or responding to a neutral review. Every successful encounter has the potential to convert a casual customer into a lifelong supporter (Gomez, 2021).

Interaction between consumers and brands enhances consumers' cognitive comprehension of product characteristics and brand advantages (cheung & others, 2020, p. 710).

Trendiness: Trendiness refers to how well a brand communicates the latest, current and trending brand information (Naaman & others, 2011, p. 905). Trending information includes brand-related updates and entirely new ideas initiated by marketer and consumer (Gallaughier & Ransbotham, 2010, p. 210)

Contribute to raising consumer awareness and fostering brand loyalty.

Entertainment: It is critical to building consumer-brand relationships, brand knowledge and purchase intent. (Seo & Park, 2018, p. 37). When brands use social media platforms to design enjoyable and playful consumer experiences, such as games, photographs, films, and contests, entertainment is produced. (Cheung, Pires, Rosenberger, & Oliverira, 2019, p. 04). In order to increase consumer awareness and loyalty intent through social media marketing, engaging material is being employed more and more (Barger, Peltier, & Schultz, 2016, p. 11).

E-WOM: E-WOM is consumer-generated communication that uses digital tools, is focused largely on other consumers, and is tied to consumption.

With the help of this description, we are able to clearly identify the essential elements: the source (consumers acting as E-WOM senders), the message (content pertaining to consumption), the channel (digital conversation tools), and the recipient. (Primarily other consumers).

We further suggest that eWOM comprises of three critical stages: creation, exposure, and evaluation after defining its key components. E-WOM must first be produced in order to make an impact on the market. Consumers must then be made aware of it because E-WOM that is generated but goes unnoticed will have no impact. Consumers must assess the E-WOM message and consider it in their decision-making process for the effect to manifest. Consumers play two roles throughout these three stages: they are eWOM creators and senders of information, and when

they are exposed to or evaluating something, they are eWOM receivers (de valck & babic rosario, 2020, p. 02).

Customization: The level of customization refers to how much a service is altered to accommodate a customer's preferences (Schmenner, 1986, p. 30). Brands may modify and exhibit personality by personalizing their website, increasing brand connection and loyalty (Martin & Todorov, 2010, p. 63). Customization in the context of social media refers to the target audience of the posted messages.

According to (Zhu, & Chen, 2015, p. 337), A personalized message and a broadcast are the two types of posts, based on how customized they are. A message that is specifically designed for that person or small audience (e.g., Facebook posts). Any interested party is the target of a broadcast's messages. (e.g., Twitter tweets).

Burberry and Gucci, for instance, make good use of their web presence by providing tailored messages to specific clients, enabling them to create and design their own products (Sangar, 2012). The degree to which social media platforms offer a personalized information search and a customized service is defined in this study as customization.

2.4 Social Media Statistics

In October 2022, there will be 4.74 billion social media users worldwide, or 59.3 percent of the world's population, according to research by Kepios.

The number of social media users has increased over the past 12 months as well, with 190 million new users joining since this time last year.

The role of social media marketing in enhancing brand image - An analytical study -

At an average rate of 6 new users each second, that translates to annualized growth of 4.2 percent.

According to the most recent statistics, considerably over 90% of internet users now regularly utilize social media. According to GWI data, the average social media user spends close to 212 hours per day actively utilizing or visiting an average of 7.2 different social sites each month.

These most recent statistics are based on persons sleeping between 7 and 8 hours each day. Imply that people use social media for about 15% of their waking hours.

The world uses social media platforms for more than 10 billion hours per day, which is roughly 1.2 million years of human existence (kepios, 2022).

The largest social media networks in the world Although Facebook continues to be the most popular social media network worldwide, there are currently six others that each boast one billion or more monthly active users (kepios, 2022).

- Meta is the owner of four of these seven platforms.
- 2.934 billion people use Facebook on a monthly active basis.
- YouTube has a 2.515 billion potential audience for advertisements.
- There are at least 2 billion active WhatsApp users per month.

-1.386 billion users are within Instagram's potential advertising reach.

3. Brand image

Brands let buyers recognize a product's manufacturer and assign that maker accountability for the product's performance. Building distinctions between items is the foundation of branding. With the aid of mental structures created by branding, customers may better arrange their knowledge about goods and services to make more informed decisions, which benefits the business.(kotler & KELLER, 2015, p. 305).

3.1 Brand Characteristics

Consumer trust in a brand is aided by factors such as brand personality, brand affiliation, brand reputation, and brand competency.

Consumers assess a brand before making a purchase based on these qualities:

Brand personality: Several marketing factors, including user images, packaging, sponsorships, emblems, and advertising, can help to create a brand's personality. (Aaker, 1996, p. 141) .

It may be based on actual consumers who use the brand, or it may be based on idealized people. Although consumer decisions may be significantly influenced by user images, this imagery is probably product-specific. According to Keller, consumer images and brand personality are more likely to be connected to goods like automobiles, cigarettes, and cosmetics (keller, Building, Measuring and Managing Brand Equity, 1998, p. 240).

For instance, both Calvin Klein and Mercedes have developed a chic and appealing persona for their products. On the other hand, Harley riders' tough and outdoorsy personalities are closely tied to Harley bikes. Brand sponsorship of particular events can also affect a person's personality. For instance, Swatch's sponsorship of Freestyle skis emphasized the brand's bold and energetic character.

Brand Association: Brand association refers to particular things that are deserving of or always associated with a brand. These things can include a product's unique selling point, recurrent and consistent behaviors, such as sponsorship or social responsibility initiatives, issues that are strongly connected to a brand or its owner, and particular symbols and meanings that are strongly associated with a brand, such as Coca-Cola = Cheerfulness and art + technology = Apple.

Brand Competence and Benefit: The values, benefits, and unique skills that a brand offers in resolving consumer issues enable customers to benefit since their wants, desires, dreams, and obsessions are manifested by what it has to give. Here, values and advantages may be practical (keller, 1993, p. 08).

3.2 Relation between social media and brand Image

Brands must constantly monitor and implement their social media presence if they want to use the power of social media.

Participating in social media activities like debates that help the brand be connected with pertinent subjects and businesses whose audiences are comparable to the target market helps brands acquire customers.

The companies use and leverage social media to display information's and services and facilities in an attractive and sophisticated manner, as social media have a great ability to improve the mental image of the service.

To ensuring that social media play their part in improving the brand image should focus on:

- The management of the company must be fully convinced of the importance of promoting its reputation through social media.

- Promotion according to strategic plans, by achieving its multiple objectives from the sectors currently targeted, in addition to attracting a new audience.

- Information diversity available on social media; to strengthen engagement between users and social media, and for this information to have credibility, it comes through social media have become essential.

4.Study Results

4.1 Statistical Analysis

In order to analyze the data gathered from the sample for the study's objectives, descriptive statistics were computed using SPSS software's statistical package.

4.2 Study Instruments

Three categories of questions make up the electronic survey, which was created to gather information from the study's sample. The first segment consists of demographic inquiry (gender ,age, professional position and education), The second discusses social media marketing's dimensions by 15 questions : interaction (3)

The role of social media marketing in enhancing brand image - An analytical study -

questions, Trendiness (3) questions, Entertainment (3) questions, Customization (3) questions, e-wom (3) questions, These dimensions were chosen based on previous studies, the most prominent of which is the Study of Halima kourmi , Fatiha raas elkaf ,Moustafa djafer (2021) titled "The contribution of Social media marketing to the revitalization of febrile tourism in Hammam Bouhnefia, ALGERIA" ; A total of 8 questions in the third category, which is about brand image.

4.3 Validity and reliability of the tool

To measure the reliability of the form, we relied on the Cronbach's alpha coefficient and the validity coefficient, which is the square root of Cronbach's alpha coefficient, as shown in the following table 1:

Table1.Results of the validity and reliability test of the study tool

The Axes	Number Of Elements	Cronbach's Alpha
The Axis of Social Media Marketing	15	0.903
The Axis of Brand Image	8	0.903
Total	23	0.938

Source developed by the authors based on results from the SPSS.

It is evident from the table that all reliability coefficients were above 0.6, which indicates the validity and consistency of the questions asked in the questionnaire, since the total of the questions of the study variables reached 93.8%. This is higher than the lowest acceptable value of the "alpha Cronbach reliability coefficient"; which confirms the reliability of the questionnaire and its validity for the analysis and the reliability of the results that will be obtained and the results of this test are good and statistically very significant.

4.4 Descriptive analysis of the characteristics of the study sample

The questionnaire form started with a set of questions and the following table shows the results of the analysis as follow:

Table2. Distribution of the sample items according to the factors Demographic.

Demographic Variable	Category	Frequency	Percentage
Gender	Male	108	39,1
	Female	168	60,9
	Total	276	100
Age Group	Less Than 25 Years Old	66	23,9
	25 To 40 Years Old	168	60,9
	More Than 40 Years Old	42	15,2
	Total	276	100
Educational Level	Secondary	12	4,3
	University	243	88
	Another	21	7,6
	Total	276	100
Professional Position	Unemployed	54	19,6
	Student	87	31,5
	Employee	102	37
	Free Business	33	12
	Total	276	100

Source: developed by the authors based on results from the SPSS.

Table 2 reveals that females made up the majority of the sample participants., their number reached 168 females or 60.9%. It was also found that most of the sample members belonged to the age group (from 25 to 60 years old), thus a rate of 60.9%, regarding the level of education, it was found that most of the sample members were university graduates, their number reached 243, a rate of 88%; and the majority of the members are employees.

4.5 Analysis of the study variables

The outcomes of the descriptive analysis are shown in the following two tables; related to the respondents' answers to the study variables, calculating the arithmetic mean and standard deviation as follows:

4.5.1 descriptive analysis of the independent variable

Table 3. Statistical indicators of the study variables

Independent Variables	Mean	Standard Deviation	Degree Of Verification
Interaction	2,420	0,580	High
Trendiness	2,623	0,497	High
Customization	2,460	0,556	High
Entertainment	2,300	0,651	Medium
E-Wom	2,351	0,579	High
Social Media Marketing	2,431	0,461	High

Source: developed by the authors based on results from the SPSS.

The table above demonstrates that the overall mean of the expressions of the business intelligence axis was estimated at 2.43 and the standard deviation at 0.46, which indicates that there is no dispersion of values from its arithmetic mean, and the results were as follows:

Interaction The results above show that the response rate for the study sample regarding interaction was estimated at 2.42, with a standard deviation of 0.58, and is therefore at a high level of approval, as respondents unanimously agreed that the ads that Ooredoo has shared on social media affect positively their attention and they can discuss and exchange their opinion through Ooredoo's social media easily.

Trendiness The previous table shows that the general rate of Trendiness issues was estimated at 2.62 with a standard deviation of 0.49, which indicates a low dispersion of the values in relation to their arithmetic mean, and is therefore at the level of approval with a high degree, as it is clear were the respondents confirmed that social media usage by Ooredoo is trendy and their informations are up to date.

Customization The above results show that the responses of the study sample regarding Customization are high, with an arithmetic mean of 2.46. It can be said that the majority of respondents agree that Ooredoo provide customized services on social media.

Entertainment The majority of respondents found Ooredoo's social media were fun and had interesting content.

E-WOM Most of the respondents confirmed their interest in the comments and experiences of people on Ooredoo's social media, and they are influenced by the experiences of others, and they in turn agreed to share their experience through the social media on Ooredoo Services.

4.5.2 descriptive analysis of the dependent variable

Table 4 . Statistical indicators of the study variables

Dependent variables	Mean	Standard deviation	Degree of verification
Brand image	2,501	0,530	High

Source: developed by the authors based on results from the SPSS.

The table above shows the study sample's responses on the brand image axis; which were consistent with a high degree of verification, with an arithmetic mean of 2.50 and an estimated standard deviation of 0.53; indicating a low dispersion of their

arithmetic mean values. The study sample confirmed that Ooredoo has a good experience and reputation, and they trust it and are comfortable with its services.

4.6 Testing the study hypotheses

4.6.1 skewness and kurtosis

To ensure that the data are subject to a normal distribution using the skewness and kurtosis coefficients, some statistical studies estimate that the skewness coefficients should be between $[-1, 1]$ and the kurtosis coefficients should be between $[-3, 3]$ and the following table shows the results of these tests:

Table 5. The results of the skewness and flattening coefficients for the data of the respondents' answers

Variables	Skewness	Kurtosis	The results
Social media marketing	-0.717	-0.002	Follow a normal distribution
Brand image	-0.998	0.187	Follow a normal distribution
The questionnaire	-0.880	0.225	Follow a normal distribution

Source: developed by the authors based on results from the SPSS.

Through the above table, you can see that the values of the skewness coefficient of the variables are confined in the interval $[-1, 1]$ and the values of the kurtosis coefficient are confined between $[-3, 3]$, which means that the data of the variables follow the normal distribution.

4.6.2 Test the first major hypothesis

To test the first major hypothesis, the sub-hypotheses must be tested by adopting a one sample t-test, explained by the following:

Table 6. One-sample t-test results for testing the first major hypothesis

Statement	mean	ddl	T-test	sig	the decision
Ooredoo adopts social media marketing from the perspective of its customers	2,431	275	15,524	0.000	detective

Source: developed by the authors based on results from the SPSS.

The above table demonstrate the results of the test of the first main hypothesis, where the calculated value of t was 15.524 at the sig=0.000 level of significance, which is less than the significant level ($\alpha \leq 0.05$), and therefore the alternative hypothesis is accepted, which states: "Ooredoo adopts social media marketing from the perspective of its customers", and by the arithmetic mean, it can be said that the level of Ooredoo's adoption of social media marketing from the perspective of its customers is an acceptable level, according to the opinions of the study sample, the value of which amounts to 2. 4312, which falls in the area of approval with a high degree.

4.6.3 Test the second hypothesis

A set of statistical methods was used in order to know the relationship between each dimension of social media marketing and the image of the brand, and for this a simple linear regression was used, and the results were as follows:

The role of social media marketing in enhancing brand image - An analytical study -

Table 7. The results of the test of the sub-hypotheses and the second main hypothesis.

The Independent variable	The dependent variable	b	a	R	R ²	T-test	F	sig
Interaction	Brand image	0,476	1,349	0,521	0,271	10,101	102,037	0 ,000
Trendiness		0,706	0,648	0,663	0,439	14,656	214,812	0 ,000
Customization		0,595	1,038	0,624	0,390	13,229	174,998	0,000
Entertainment		0,527	1,289	0,647	0,419	14,055	197,545	0,000
E-Wom		0,505	1,313	0,552	0,304	10,951	119,924	0 ,000
Social Media Marketing		0.858	0,416	0,746	0,556	18,542	343,803	0,000

Source: developed by the authors based on results from the SPSS.

As shown in the table above the results of the simple linear regression analysis of the sub-hypotheses The results confirmed that there is a statistically significant relationship at a significant level ($\alpha \leq 0.05$) between the independent variables (interaction, Trendiness, Customization, Entertainment and E-WOM), where the coefficient reaches 0.521, 0.663, 0.624, 0.647, 0.552 respectively, indicating a positive and strong correlation between each of the independent variables and the dependent variable, and the coefficient of determination proves the existence of a relationship between each of the independent variables and the dependent variable, and the explanatory power of the regression model was as follows: 27.1% of the change in brand image is due to interaction, 43.9 % of the change in brand image is due to Trendiness ,39 % of the change in brand image is due to Customization,41.9 % of the change in brand image is due to entertainment,30.4 % of the change in brand image is attributed to e-wom. The (F) test showed that the model is generally

statistically significant, as the significance level Sig = 0.000, which is below the significant level ($\alpha \leq 0.05$).

Accordingly, the null hypotheses are rejected and the following alternative hypotheses are accepted:

- interaction via social media and brand image have a statistically significant link at the significance level of ($\alpha \leq 0.05$).
- trendiness via social media and brand image have a statistically significant link at the significance level of ($\alpha \leq 0.05$).
- customization via social media and brand image have a statistically significant link at the significance level of ($\alpha \leq 0.05$).
- entertainment via social media and brand image have a statistically significant link at the significance level of ($\alpha \leq 0.05$).
- E-WOM via social media and brand image have a statistically significant link at the significance level of ($\alpha \leq 0.05$).

Concerning the main hypothesis, the results confirmed that there is a statistically significant relationship at a significant level ($\alpha \leq 0.05$) between social media marketing and the enhancing of brand image, since the correlation coefficient was 0,746, which indicates a strong association between the two variables. Regarding the coefficient of determination, it was 0,556, which means that the interpretability of the regression model was about 55% of the change in the brand image of Ooredoo customers due to social media marketing and the rest due to other factors, while the (F) test showed that the model is generally statistically significant, where the significance level was Sig = 0.000, which is lower than the significance level ($\alpha \leq 0.05$). Therefore, the null

hypothesis is rejected and the following alternative hypothesis is accepted:

- There is a statistically significant relationship between social media marketing and the enhancing of brand image among Ooredoo customers.

4.6.4 The third main hypothesis

A statistically significant regression model at a significant level ($\alpha \leq 0.05$) between the dimensions of social media marketing represented in (interaction, Trendiness, Customization, Entertainment and E-WOM) and brand image among Ooredoo Customers.

Testing the third main hypothesis

Stepwise multiple regression was used to ascertain how the independent variables interact and what effects they have represented in (interaction, Trendiness, Customization, Entertainment and E-WOM), and brand image among Ooredoo Customers as the dependent variable, and to identify the most influential variables on the formation of the brand image, Where the stepwise multiple linear regression depends on the gradual introduction of independent variables into the regression equation, based on the value of Pearson's binary correlation between the independent variables and the dependent variable, and the independent variables that have a weak relationship with the dependent variable (not statistically significant) are excluded, and Following are the outcomes:

Table 8. Results of the test of the third main hypothesis

analysis phase	Explanatory independent variables	Dependent variable	Beta	a	R	R ²	F	sig
1	Trendiness	Brand image	0.663	0,648	0.663	0.439	214,812	0.000
2	Trendiness E-WOM	Brand image	<u>0.518</u> <u>0.311</u>	0.383	0.718	0.515	144,965	0.000
3	Trendiness E-WOM Entertainment	Brand image	<u>0.391</u> <u>0.222</u> <u>0.247</u>	0.468	0.736	0.541	107,072	0.000
4	Trendiness E-WOM Entertainment interaction	Brand image	<u>0.350</u> <u>0.207</u> <u>0.208</u> <u>0.142</u>	0.373	0.745	0.555	84,429	0.000
5	Trendiness E-WOM Entertainment interaction Customization	Brand image	<u>0.286</u> <u>0.184</u> <u>0.178</u> <u>0.123</u> <u>0.150</u>	0.347	0.751	0.565	69,997	0.000

Source: developed by the authors based on results from the SPSS.

The results in the above table show that trendiness is the most influential variable in the formation of brand image among Ooredoo customers, as all independent variables were excluded except Trendiness in the first stage, the correlation coefficient reaching 0.663, a strong correlation, and the (F) test showed that the model is generally of good quality. The coefficient of determination also shows that the personality variable explains 43.9% of the variance of brand image among Ooredoo customers, and the standard Beta value that explains the relationship between Trendiness and brand image came with a value of 0.663 with statistical significance, which means that the regression between Trendiness and brand image is not equal to Zero means that the regression is significant.

The role of social media marketing in enhancing brand image - An analytical study -

The table also shows the variables that were gradually included in the regression equation of brand image among Ooredoo customers at each stage, according to the correlation coefficient of each independent variable with the dependent variable (Table 7), and none of the independent variables were excluded, and this is shown in the results of the fifth stage, That is, all the independent variables (interaction, Trendiness, Customization, Entertainment and E-WOM) have an impact on the formation of the brand image among Ooredoo customers, the correlation coefficient between the independent variables with the brand image among Ooredoo customers reaching 0.751, which is a strong correlation.

As for the coefficient of determination, it was 0.565, which shows that the independent variables together explain 56.5% of the variation in brand image among Ooredoo customers. The (F) test also showed that the model is generally statistically significant, as the significance level reaches $SIG = 0.000$, which is below the significance level ($\alpha \leq 0.05$). Thus, the regression between the independent variables (interaction, Trendiness, Customization, Entertainment and E-WOM) and brand image is not zero, which means that the regression is significant. As a result, the alternate hypothesis is accepted, which declares that "there is an impact and contribution to (interaction, Trendiness, Customization, Entertainment and E-WOM) on the formation of brand image among Ooredoo customers."

And the relationship between the independent variables (interaction, Trendiness, Customization, Entertainment and E-WOM) can be written on the formation of the brand image among

Ooredoo customers in its mathematical form through the linear equation of multiple regression as follows:

$$Y = 0.286X_1 + 0.184X_2 + 0.178X_3 + 0.123X_4 + 0.150X_5 + 0.347$$

Where: **Y**: brand image **X1: trendiness**. **X2: E-WOM**.

X3: Entertainment. **X4: Interaction**. **X5: customization**.

5. Conclusion

Marketing via social media is one of the most common and modern topics, an imprint left by the information revolution on the one hand and the industrial revolution on the other, as it has become the language of modern communication and communication with the target public; this is done by all types of public and private companies with productive or service character.

Companies go to social media to improve their brand image with customers in order to make profits and economic returns thanks to this positive image of the company.

The study's findings revealed the following.:

- According to the findings; Ooredoo adopts the social media marketing, and that the content of these social media is characterized by a trendiness, commensurate with its new services.

- The study demonstrated that social media marketing and a company's brand image are strongly and significantly correlated., which means that Ooredoo tries to exploit all dimensions of social media marketing to obtain a positive image among its customers on it.

The role of social media marketing in enhancing brand image - An analytical study -

- Ooredoo wants to anchor its characteristics and status in the minds of its customers through its various social media. - Ooredoo allows, through its social media, to discuss and exchange conversations and opinions on its social media pages.

- The results proved that Ooredoo customers are aware of the quality of its services, which has increased their confidence, made them feel comfortable and reassured while browsing these social media, and increased their desire to continue dealing with the company.

- The study found that there is a contribution and an impact of social media marketing, in the improvement of the brand image among customers of the company by 55%.

- The results proved that all the independent variables (interaction, Trendiness, Customization, Entertainment and E-WOM) have an impact on the formation of the brand image by 56.5% among Ooredoo customers, and trendiness is the most influential variable in the improvement of brand image among Ooredoo customers. The study resulted in a set of suggestions as follows: - For companies to form work teams in charge of monitoring, the development and updating of their content on social media, and tracking the reactions of users to their content. - Promote the company's social media accounts so that they are trustworthy and positive in the eyes of the intended audience. This will ensure that the effect is long-lasting. - Interest in designing simple and clear social media and publications.

- Take advantage of the features of social media communication, including low costs, and target specific segments.

6. Bibliography List :

- Gomez, R. (2021). Récupéré sur sproutsocial: <https://sproutsocial.com/insights/social-media-interaction/>
- Hollensen, S., & Raman, A. (2017). Social Media Marketing -From. *academia*.
- Aaker, D. (1996). *Building Strong brands*. new york: Free Press.
- Barger, V., Peltier, J., & Schultz, D. (2016). Social media and consumer engagement. *Journal of Research in Interactive Marketing*.
- cheung, M., & others. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. *Journal of Marketing and Logistic*.
- Cheung, M., Pires, G., Rosenberger, P., & Oliverira, M. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*.
- de valck, k., & babic rosario, a. (2020). Electronic Word of Mouth: What Marketers Need to Know. *Knowledge@HEC paris*.
- Dryl, T. (2015). *Serwisy społecznościowe Web 2.0 jako przykład innowacji w marketingu*. Poznaniu: Logistyka.
- Gallaughier, J., & Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. *MIS Quarterly Executive*.
- keller, k. (1993). 'Conceptualizing, Measuring, and Managing Consumer-Based Brand Equity. *Journal of Marketing*.
- keller, k. (1998). *Building, Measuring and Managing Brand Equity*. new york: Prentice Hall.
- kepios. (2022, octobre). *data reportal*. Récupéré sur kepios: <https://datareportal.com/global-digital-overview>

The role of social media marketing in enhancing brand image - An analytical study -

- kotler, p., & KELLER, k. (2015). *Marketing Management*. Unites States of America: Pearson Education Limited.
- Martin, k., & Todorov, I. (2010). How Will Digital Platforms be Harnessed in 2010, and How Will They Change the Way People Interact with Brands? *Journal of Interactive Advertising*.
- Naaman, M., & others. (2011). Hip and trendy: characterizing emerging trends on Twitter.
- Sangar, K. (2012). *Gucci- Social Media Marketing Strategies using Internet & social networking sites*. Récupéré sur <https://www.slideshare.net/AngelKritiSangar/gucci-social-media-marketing-strategies-using-internet-social-networking-sites>.
- Schmenner, R. (1986). . How can service businesses survive and prosper? *Sloan management review* .
- Seo, E., & Park, J. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Air Transport Management*,.
- Zhu, , y., & Chen, H. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business Horizons*.