

The Impact of Social Digital Promotion on the consumer mental image

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Summary:

This article investigates the effect of social media promotion on consumer mental imagery, focusing on how digital promotional activities shape the perceptions and associations consumers form about brands. By synthesizing existing literature, this study examines the psychological mechanisms through which social media promotions influence mental imagery, with a focus on visual content, narrative techniques, influencer marketing, and user-generated content. Additionally, the implications of these insights for contemporary marketing strategies are discussed, particularly in the context of building stronger brand-consumer relationships.

Keywords: Social media, digital promotion, consumer behavior, mental imagery, marketing strategies, brand perception

Jel Classification Codes : M31 ; M37 ; M39 ; D91.

Résumé :

Cet article examine l'effet de la promotion sur les réseaux sociaux sur l'imagerie mentale des consommateurs, en se concentrant sur la manière dont les activités promotionnelles numériques façonnent les perceptions et associations que les consommateurs ont à propos des marques. En synthétisant la littérature existante, cette étude examine les mécanismes psychologiques par lesquels les promotions sur les réseaux sociaux influencent l'imagerie mentale, en mettant l'accent sur le contenu visuel, les techniques narratives, le marketing d'influence et le contenu généré par les utilisateurs. De plus, les implications de ces enseignements pour les stratégies marketing contemporaines sont discutées, notamment dans le contexte de la construction de relations plus solides entre la marque et le consommateur.

Mots-clés : Réseaux sociaux, promotion digitale, comportement des consommateurs, imagerie mentale, stratégies marketing, perception de la marque

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I-Introduction:

The current market is distinguished by the continuous increase in the degree of competition and in all fields, so organizations are heading to raise their quality, and depend on marketing studies in an attempt to discover the needs and desires of consumer, in order to be able to provide high -quality products and a distinctive brand, especially as they are considered from Among the most important and most successful ways and means to help create and build a good mental perception of customers.

As a result of the development of the result in the technological field, especially in the field of communications and the transition of business organizations to a new stage of her life, the pillar of organizational knowledge and organizational learning in all fields, it is necessary for creators and innovators in the marketing field to think about finding the ways that enable them to exploit that development by setting strategies for advertising On the products or services of organizations in rapidly and low -cost means, the Internet was one of these means, so organizations have become innovative thinking about how to publish and deliver their message to the largest possible segment and in easy ways and transfer the content of the message with reliability and credibility Through the use of a social digital promotion strategy that meets the ambitions of organizations and creates a positive mental image due to its direct impact on the customer's perception of the value of the products or services that it provides.

Also, the rise of social media platforms has significantly transformed the landscape of marketing and advertising. Social media provides an interactive and dynamic environment where brands can engage with consumers on a personal level, often fostering a stronger sense of connection and loyalty. The content shared on these platforms—whether in the form of advertisements, posts, or promotions—has a profound impact on consumer perceptions and mental imagery. Mental imagery refers to the mental representations of objects, people, and concepts, and it plays a crucial role in how consumers form attitudes toward brands and products (Elder & Krishna, 2022).

The aim of this article is to explore how social media promotions influence consumer mental imagery and, subsequently, consumer behavior. By reviewing current literature and examining the psychological mechanisms at play, this paper offers insights into the ways in which digital promotional content can shape consumer perceptions, increase brand recall, and enhance emotional connections with brands.

As digital marketing continues to evolve, social media platforms have emerged as key channels for brand promotion. However, the question remains: **How do social media promotions influence consumer mental imagery, and what impact do these visual and emotional representations have on consumer behavior?

II– Methods and Materials:

This article synthesizes existing empirical studies and theoretical frameworks on the relationship between social media promotions and consumer mental imagery. The research draws on studies published in peer-reviewed journals, reports from industry experts, and case studies from global brands that have leveraged social media for brand building.

The methodological approach used includes qualitative content analysis to review social media campaigns and identify patterns in consumer engagement, emotional responses, and brand perception. In addition, key studies from the field of consumer psychology are analyzed to understand the cognitive processes involved in mental imagery (Elder, 2022, pp. 567-589).

II-1- The Concepts about the mental image

a -The definition of the mental image

There have been many definitions and concepts presented by experts and researchers for the mental image, and we mention the following among them: The mental image is defined according to Webster's dictionary as: "A common mental concept among members of a particular group, and indicates this group's basic orientation towards a particular person." Or a system, philosophy, nationality, institution, or anything else."

Kotler also defined it as: "a set of perceptions that an individual forms about something." Khaled Al-Kurdi defines it as: "an impression that takes root in the individual's mind as a result of a specific situation or incident that he witnessed himself, or a problem that affected the course of his life, where reference information is stored." About that event in the individual's memory, he recalls it from memory and uses it to explain and justify future situations .

From the above, we can say that the mental image is a set of cumulative knowledge, experiences, and experiences in the minds of consumers, and affects their behaviors, attitudes, and social beliefs.

b-The dimensions or components of the mental image

The most important dimensions of the mental image can be highlighted as follows:

1. The cognitive dimension: This dimension means the information through which the individual perceives a topic, issue, or person. This information is considered the basis on which the mental image that the individual forms of others and of the various information and issues is built, Regarding the cognitive dimension, the errors in the image of individuals are errors resulting mainly from incorrect information and knowledge acquired by these individuals

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and according to the cognitive dimension, the mistakes made in the image are individuals are Mistakes are mainly caused by the wrong information and knowledge that these individuals obtained.

2. Affective Dimension (Emotional)

- This reflects the **feelings and emotions** a brand or product evokes.
- It's about how consumers **feel** rather than what they think.
- Emotions can be positive (trust, excitement, nostalgia) or negative (boredom, distrust).
- ☞ Example: "Coca-Cola" might evoke happiness and nostalgia because of emotional advertising.

3. Conative Dimension (Behavioral Intention)

- This relates to the **consumer's intention or tendency to act** toward the brand.
- It answers: *Would they buy it? recommend it? avoid it?*
- ☞ Example: After forming a positive image of Nike, a consumer is more likely to buy Nike shoes.

4. Symbolic or Social Dimension

- This is how the brand helps express one's **identity or social belonging**.
- It's about what the brand "represents" socially.
- ☞ Example: "Rolex" = luxury and success; "Patagonia" = eco-conscious lifestyle.

5. Sensory Dimension (Optional / Extended)

- In **neuromarketing** or experiential marketing, the mental image also includes **sensory impressions**:
 - Visual (logo, color, packaging)
 - Auditory (jingle, tone)
 - Olfactory (smell, e.g., Starbucks coffee aroma)
 - Tactile (touch, texture)
 - Gustatory (taste)

c- The emotional dimension: It means a positive or negative tendency toward a topic, issue, person, people, or country within the framework of the mental image that individuals form. The emotional side is formed with the cognitive side, and with the passage of time, the information and knowledge that individuals have formed disappears, and the emotional aspects that represent them remain. Individuals' attitudes toward different people, issues, and topics. The emotional dimension also affects the characteristics of peoples in terms of color, gender, and language. The differences in these characteristics contribute to negative attitudes, and homogeneity contributes to building positive attitudes.

The behavioral dimension: An individual's behavior reflects the nature of the mental image he has in various life affairs. The importance of the mental image in one of its dimensions is due to the fact that it enables prediction of the behavior of individuals. The behaviors of individuals are logically assumed because they reflect their trends in life.

II- 2-The Social digital promotion as one of the tools to help create a mental image

First: Social digital promotion Social digital promotion is one of the terms used in the world of electronic marketing. What is meant by this term? How can it be used in marketing products or services? With increasing customer resistance to traditional forms of marketing such as television or newspaper advertisements, this has led marketers to turn to alternative strategies, the forefront of which is the social digital promotion strategy. This strategy is based on adopting and encouraging the idea of social networks and social interaction To share The information about products or services between customers and their friends. Studies have shown that social networks influence the adoption of excellence and innovation in products and services. Accordingly, social digital promotion is a concept that depends on communication between customers, who depend on them to distribute digital products via email to other potential customers.

As for (Jensen & Hansen, 2006:P.18), they define it as: a marketing strategy that aims electronically, through a message to someone in the social network, to reach the target audience of individuals.

a- The importance of social digital promotion

The importance of social digital promotion is embodied in advertising advertisements, which are characterized by credibility, because the goal of organizations is primarily to deliver an advertising message to their targeted customers, and this message must be highly credible and the possibility of this message being relevant. High credibility and the ability to be self-generated. The costs incurred by the organization will be somewhat small. In addition, the level of psychological anxiety of customers will decrease, as they will have complete information about the products or services. According to the above, the organization that By following a social digital promotion strategy, you will be able to reach different segments, taking advantage of the Internet, which is one of the most widespread means at the present time.

b- The basic factors for the success of social digital promotion

There are several basic elements for developing a successful viral marketing strategy, which are:

1. Acknowledging that it does not happen automatically, but must be planned carefully and systematically.
2. The viral message must be credible. 3. Delivering the viral message to various target groups.
3. Finding mechanisms that make it easy for messages to be transmitted accurately from one person to another. Both (Jensen & Hansen,) add six important elements to it, which are as follows:

A- A digital viral message has a number of limited values to attract attention.

B- Simplified message, making it easy to convey and emulate.

C- Ensure that the digital viral message can easily transform from small to large..

III- Results and discussion

In the mental image space, digital marketing has emerged as a pivotal frontier for business and social e-commerce practitioners seeking to expand their reach and influence on consumer behavior. The Integrating social digital marketing strategies with the dimensions of mental image is not limited to promotion only through social media (Jamil, 2022, pp. 123-135) sites; Rather, it is about creating accessible pathways for market segments in need of support services. This convergence has opened up innovative avenues for consumer engagement, education, and purchasing decision-making, which are particularly important in an era where digital presence has become synonymous with access to more attractive markets..

1. Targeted communication: Social digital marketing enables specialists in studying the dimensions of mental image to design their message according to the categories of a specific market segment of consumers. For example, a youth-focused campaign might leverage social media platforms like Instagram, using relevant content and hashtags to foster a sense of community and belonging.

2 Content Marketing: By sharing valuable content such as blog posts, podcasts, and webinars, digital marketing and social media practitioners can establish thought leadership and build trust with target customers. Businesses operating through social media sites and YouTube can also offer free webinars and meetings. About confrontation strategies, attracting potential customers while providing distinct and immediate value..

3. SEO strategies: Search engine optimization ensures that when customers ask for help, they are shown the services provided by the page or digital platform. Therefore, companies that want to improve their mental image must continually enhance their website and address marketing challenges and visitor questions by selecting relevant words and regularly updating informational content.

4. Email Marketing: Regular news groups can keep current and potential customers informed about the brand topics of the various products of the company, upcoming events, or even supportive and new services, which makes them more interactive with email.

5. Digital communities: Online discussion and support groups can enhance visibility, credibility, and share information about the product or service brand, which enhances the mental image among individuals, stimulates the purchasing process, and increases loyalty and satisfaction rates toward the brand.

Figure 01: The Interaction of Social Digital Marketing and The Mental Image of the Company

The Intersection of Digital Marketing and Mental Health

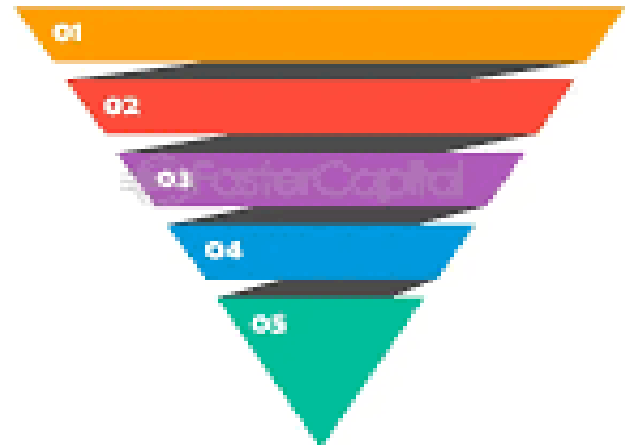
Targeted Outreach

Content Marketing

SEO Strategies

Email Marketing

Online Communities



Source: Al-Husban et al., 2023, https://doi.org/10.1007/978-981-99-6101-6_7

The Social media has transformed how brands engage with consumers, making mental imagery a powerful tool in modern marketing. As brands increasingly use social media to create engaging, personalized content, understanding the psychological effects of these interactions is crucial for building lasting consumer relationships. By leveraging mechanisms such as visual content, narrative storytelling, and influencer endorsements, brands can create strong, emotionally engaging mental imagery that influences consumer perceptions and behavior (Zhang, 2024, pp. 48-69).

Furthermore, brands must consider the role of user-generated content, as it provides a more authentic and relatable form of promotion. Consumers trust content created by their peers more than traditional advertisements, and this trust can significantly shape mental imagery and consumer loyalty (Al-Hawandeh, 2020, pp. 4431-4435).

In the world of social digital marketing (Azzam, 2023, pp. 436-447), the arts and methods of communication are essential, especially when it involves the careful balance between perceived value and expected value to satisfy the customer's needs. Companies must invest in personal relationships with customers to consolidate them for a longer period. Here comes the role of strategic messages, which serve not only as a means of promotion, but also as a bridge for understanding and building trust.

1. Customization: Designing the content of promotional messages to suit what customers want can greatly enhance participation. This helps companies customize for each target market group the appropriate marketing and promotional mix for them, making them more targeted to global markets.

2. Participatory educational content: By sharing valuable ideas and advice via spoken word, it can position the company and marketers as innovative leaders, through the ability to direct customers to the brand in the market compared to competitors, by providing marketing newsletters via platforms and electronic links to social networks containing articles that make

the brand The commercialization of the product is one of the priorities that the customer thinks about it.

3. Continuous promotional messages (Consistent Check-ins): through the company sending regular e-mail messages that maintain the privacy of customers, inquiring about the extent of the customer's enjoyment and satisfaction, or providing reminders of appointments after working hours. An example of this might be a bi-monthly email saying: "We're here for you. How did our interaction with you feel?"

4- Customer feedback: Customers are encouraged to provide feedback about services not only improves the practice, but also makes customers feel satisfied and belonging to the company. Automated e-mail and individual and group chat rooms between individuals can also be very important and effective in knowing customers' reactions and complaints.

5- Premium and Special Offers (Exclusive Offers:): Offering customers exclusive access to webinars, online product catalogs, or early registration for events can make them feel valued. For example, participating in designing the company's electronic advertisements, designing the company's new products, etc.

Through the interaction of all these elements with the electronic promotion strategy (Albdour, 2025, pp. 392-401), companies operating in the social electronic business environment can establish their brand in the mind of their customers and thus establish long-term relationships with them and make them more loyal to them.

IV-Conclusion:

Finally, it can be said that social digital promotion may enable business organizations to build long-term relationships when creating them, so friendly marketing methods that qualify them to enter into individuals' perceptions and improve the image of the product they have, and that by using the social digital promotion strategy, the organization's customers can transfer what they want One of the specifications and characteristics of the product or service directly to the organization, and also it can be said that the use of the social digital promotion strategy enables business organizations to achieve differentiation and the sustainable competitive advantage in its field of work.

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