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GRADUATION DISSERTATION

In order to obtain a Master's degree in
"Marketing Management"

The impact of digital communication on
company's brand awareness

Case study of the company: SARL SOPI

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Abstract

This dissertation examines the impact of digital communication on the brand awareness of SARL SOPI, commercially known as MAMA. Using a quantitative approach, the study is based on a questionnaire administered to a final sample of 200 respondents exposed to the company's digital channels. Digital communication is operationalized through three main dimensions: social media marketing, digital communication channels, and integrated marketing communication. Brand awareness is measured through brand recognition, brand recall, and top-of-mind awareness.

Reliability tests confirm the internal consistency of the measurement scales, with Cronbach's alpha values ranging from 0.782 to 0.872. Stepwise multiple linear regression indicates that all three dimensions of digital communication exert a positive and statistically significant influence on brand awareness, with the final model explaining 39.4% of its variance. Social media marketing emerges as the strongest predictor, followed by integrated marketing communication and digital communication channels.

These findings validate the main research hypothesis as well as the three associated sub-hypotheses, and highlight the importance of a coherent, interactive, and integrated digital strategy in strengthening the cognitive presence of the brand among Algerian consumers.

Keywords: digital communication; brand awareness; social media marketing; integrated marketing communication; multiple linear regression.

Résumé

Ce mémoire analyse l'impact de la communication digitale sur la notoriété de marque de SARL SOPI, connue commercialement sous la répétition MAMA. L'étude s'inscrit dans une approche quantitative fondée sur un questionnaire administré auprès d'un échantillon final de 200 répondants exposés aux canaux numériques de l'entreprise. La communication digitale est étudiée à travers trois dimensions principales : le marketing des médias sociaux, les canaux de communication digitale et la communication marketing intégrée. La notoriété de la marque est appréhendée à travers la reconnaissance de la répétition, le rappel de marque et la présence à l'esprit. Les résultats descriptifs montrent que les répondants évaluent positivement les actions digitales de MAMA. Les moyennes générales sont favorables pour le marketing des médias sociaux, les canaux digitaux, la communication marketing intégrée et la notoriété de marque. Les tests de fiabilité confirment la cohérence interne des échelles, avec des valeurs d'alpha de Cronbach comprises entre 0,782 et 0,872. La régression linéaire multiple pas à pas montre que les trois dimensions de la communication digitale exercent une influence positive et statistiquement significative sur la notoriété de marque. Le modèle final explique 39,4 % de la variance de la notoriété de marque, avec une contribution principale du marketing des médias sociaux, suivi de la communication marketing intégrée puis des canaux de communication digitale. Ces résultats valident l'hypothèse principale selon laquelle la communication digitale influence positivement et significativement la notoriété de marque de SARL SOPI (MAMA). Ils confirment également les trois sous-hypothèses relatives au rôle du marketing des médias sociaux, des canaux digitaux et de la communication marketing intégrée. L'étude met ainsi en évidence l'importance d'une stratégie digitale cohérente, interactive et intégrée pour renforcer la présence cognitive de la marque auprès des consommateurs algériens.

Mots-clés : communication digitale ; notoriété de marque ; médias sociaux ; communication marketing intégrée ; régression linéaire multiple.

الملخص

تهدف هذه الدراسة إلى استكشاف أثر الاتصال الرقمي على الوعي بالعلامة التجارية لشركة SARL SOPI المعروفة تجارياً بعلامة MAMA في قطاع الصناعات الغذائية بالجزائر. اعتمدت الدراسة على مقارنة كمية ذات طابع وضعي واستنتاجي، من خلال استبيان وُزِعَ على عينة نهائية مؤلفة من 200 مستجيب ممن لديهم تعرض أو معرفة بالبيئة الرقمية للعلامة. يُحلّل الاتصال الرقمي عبر ثلاثة أبعاد مفسّرة، هي: التسويق عبر وسائل التواصل الاجتماعي، وقنوات الاتصال الرقمي، والاتصال التسويقي المتكامل. أما الوعي بالعلامة التجارية فقد تم قياسه من خلال التعرف على العلامة، وتذكرها، وحضورها الذهني الأولي، والتعرض الرقمي المدرك. عولجت البيانات باستخدام برنامج IBM SPSS عبر الإحصاءات الوصفية، واختبار الثبات، والانحدار الخطي المتعدد بطريقة الإدخال التدريجي.

أظهرت نتائج الثبات أن أدوات القياس تتمتع باتساق داخلي مقبول إلى جيد جداً، إذ بلغت قيم معامل ألفا كرونباخ 0.852 للتسويق عبر وسائل التواصل الاجتماعي، و0.782 لقنوات الاتصال الرقمي، و0.842 للاتصال التسويقي المتكامل، و0.872 للوعي بالعلامة التجارية. وأثبت نموذج الانحدار النهائي دلالاته الإحصائية، إذ فسّر ما نسبته 39.4% من التباين في الوعي بالعلامة التجارية ($R^2 = 0.394$ ، $R^2 = 0.394$ ، المعدّل = 0.385، $F(3,196) = 42.490$). ($p < 0.001$) كما تبين أن الأبعاد الثلاثة تؤثر إيجاباً وبصورة معنوية في الوعي بالعلامة التجارية، حيث جاء التسويق عبر وسائل التواصل الاجتماعي بوصفه العامل الأكثر تأثيراً، يليه الاتصال التسويقي المتكامل، ثم قنوات الاتصال الرقمي.

تدعم هذه النتائج الفرضية الرئيسية والفرضيات الفرعية الثلاث المرتبطة بها، وتؤكد أن استراتيجية الاتصال الرقمي المتماسكة والتفاعلية ومتعددة القنوات تُسهم بوضوح في تعزيز الوعي بعلامة MAMA لدى المستهلك الجزائري. وتوصي الدراسة بتقوية المحتوى التفاعلي عبر منصات التواصل الاجتماعي، وتحسين اتساق الرسائل التسويقية عبر القنوات الرقمية المختلفة، وتنويع نقاط الاتصال الرقمية، والاعتماد على مؤشرات الأداء الرئيسية في توجيه قرارات الاتصال المستقبلية.

الكلمات المفتاحية: الاتصال الرقمي، الوعي بالعلامة التجارية، التسويق عبر وسائل التواصل الاجتماعي، الاتصال التسويقي المتكامل، قنوات الاتصال الرقمي، التعرف على العلامة، التذكر، الحضور الذهني الأولي.

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List of Abbreviations and Acronyms

AFI: Agri-Food Industries

CBBE: Customer-Based Brand Equity

ELM: Elaboration Likelihood Model

ENSM : École Nationale Supérieure de Management

e-WOM: Electronic Word-of-Mouth

IBM: International Business Machines

ISP: Internet Service Provider

VIF: Variance Inflation Factor

WOM: Word-of-Mouth

GENERAL INTRODUCTION

Introduction

The rapid development of digital technologies over the past two decades has fundamentally transformed the conditions of brand-consumer communication. Where traditional marketing instruments once constituted the dominant channel through which companies sought to build awareness and acquire customers, digital communication has progressively emerged as the primary vector of brand visibility in contemporary market environments. Today, the vast majority of established brands maintain an active digital presence across multiple platforms, designing strategic content for websites, social media networks, and digital advertising channels in order to sustain and expand their recognition among target audiences.

Within this evolving landscape, the agri-food sector in Algeria has not been exempt from transformation. Companies operating in this sector are increasingly confronted with the need to construct and manage a coherent digital identity in order to differentiate themselves in a competitive marketplace and to build durable cognitive proximity with Algerian consumers. SARL SOPI, commercially known under the brand name MAMA, represents a compelling case study within this context. As a producing and distributing company in the Algerian agri-food sector, MAMA has progressively invested in digital communication activities across social media platforms, a website, and digital advertising tools, with the explicit objective of strengthening its brand awareness among consumers in the northern wilayas of Algeria.

Despite the growing managerial importance of digital communication strategies for Algerian agri-food companies, rigorous empirical research on the quantifiable relationship between digital communication and brand awareness outcomes in the Algerian market context remains limited. This gap constitutes the primary motivation for the present research, which aims to provide empirically grounded and managerially actionable evidence on the mechanisms through which digital communication strategies influence the brand awareness of SARL SOPI.

1.1 Research Questions

Based on the context outlined above, the central question of this research is phrased as follows:

How does digital communication influence a company's brand awareness?

Derived from this central question, the following secondary questions serve as a roadmap guiding the exploration and analysis conducted throughout this study. These sub-questions provide a more detailed approach to investigating the main question, and offer a framework for deeper examination of the relationships between digital communication strategies and brand awareness outcomes:

What is the impact of Social Media Marketing on the brand awareness of SARL SOPI (MAMA)? This question aims to investigate whether MAMA's digital content, audience engagement practices, and influencer collaborations positively and significantly contribute to building brand awareness among Algerian consumers.

To what extent do Digital Communication Channels contribute to enhancing brand awareness? Specifically, this question seeks to determine how the diversity and interactivity of the digital channels deployed by SARL SOPI including its website, social networks, and digital advertising formats, influence the company's level of brand awareness among its target audiences.

Does the adoption of an Integrated Marketing Communication (IMC) strategy positively and significantly influence brand awareness? This question seeks to examine whether message consistency and content relevance, as the two defining dimensions of SARL SOPI's IMC approach, generate measurable improvements in brand recognition, recall, and top-of-mind positioning.

1.2 Objectives of the Research

This research aims to delve into the relationship between digital communication strategies and company brand awareness in order to:

Examine the influence of Social Media Marketing on brand awareness: to assess the extent to which the quality and consistency of digital content, the level of audience engagement generated, and the deployment of influencer collaborations contribute to

building and reinforcing brand awareness (brand recognition, recall, and top-of-mind awareness) among SARL SOPI's target consumers.

Evaluate the role of Digital Communication Channels in the construction of brand awareness: to determine whether the breadth and interactivity of SARL SOPI's digital channel portfolio encompassing its brand website, social media networks, and digital advertising tools exert a positive and statistically significant influence on the company's brand awareness outcomes.

Assess the impact of Integrated Marketing Communication on brand awareness: to investigate whether the adoption of a coherent, multi-channel IMC strategy characterized by message consistency across all digital touchpoints and the strategic relevance of content produced for each platform and audience segment translates into measurable improvements in SARL SOPI's brand awareness levels.

1.3 Hypotheses

Taking into account the conceptual model and the literature review conducted, we have formulated hypotheses that describe the relationships between the variables of our research. We have the digital communication, through its three identified dimensions Social Media Marketing, Digital Communication Channels, and Integrated Marketing Communication exerts a positive and significant influence on brand awareness.

In order to answer our central question and based on the works of Strauss, Harr and Pieper (2025), Ashley and Tuten (2015), Hastomo, Patrianti and El Adawiyah (2025), Jannah, Zulkarnain and Kurniawati (2025), El-Damey (2026), Kamadi, Aras, Andriani and Bayani (2022), and Ganobčik, Halmo, Lukáč and Gubíniová (2026), we have proposed the following hypotheses:

Main Hypothesis (H): Digital communication exerts a positive and significant influence on the brand awareness of SARL SOPI (MAMA).

Hypothesis 1 (H1): Social Media Marketing exerts a positive and significant influence on brand awareness.

Hypothesis 2 (H2): Digital Communication Channels exert a positive and significant influence on brand awareness.

Hypothesis 3 (H3): Integrated Marketing Communication exerts a positive and significant influence on brand awareness.

1.4 Methodology

In order to answer the established problematic, the present research is based on a post-positivist epistemological stance and employs a hypothetico-deductive approach, consistently with the methodological tradition formalized by Claude Bernard (1865) and subsequently developed by Karl Popper (1959). This methodological posture which posits that scientific knowledge must allow for the explanation and anticipation of phenomena through the systematic confrontation of theoretically derived hypotheses with empirical data is fully justified in the context of the present study, as digital communication is approached as a measurable variable capable of influencing company brand awareness, and both constructs are operationalized through observable and quantifiable indicators.

The present research adopts a quantitative research methodology, defined as a method based on the collection and analysis of numerical data that allows for the evaluation of behaviors, opinions, and attitudes of individuals and the generalization of results to a broader population (Creswell, 2014). This approach was selected to objectively evaluate the links between the three dimensions of digital communication Social Media Marketing, Digital Communication Channels, and Integrated Marketing Communication and the brand awareness outcomes of SARL SOPI (MAMA), using rigorous statistical tools.

Data collection was conducted through an online survey questionnaire designed to be short, clear, and accessible, in order to facilitate understanding and encourage respondent participation. The questionnaire was administered via Google Forms and distributed across social media platforms (Facebook, Instagram) as well as through QR codes shared within MAMA's subscriber community and at public locations

within the wilayas of Algiers, Blida, Tipaza, and Médéa. The study population consists of individuals who have engaged with MAMA's digital network on at least one occasion. The sample size was determined using Cochran's (1977) formula, appropriate for unknown or very large populations yielding a minimum of 196 respondents at a 95% confidence level and a 7% precision level. The questionnaire items are measured using a 5-point Likert scale, and scales are drawn from and adapted to existing theoretical models in the brand awareness and digital marketing literatures.

Data processing and analysis is conducted through IBM SPSS software (version 26.0). The analytical procedure is organized in two phases: a preliminary phase of data cleaning, normality testing, and multicollinearity verification; and a main phase of descriptive statistical analysis, including frequency distributions, graphical presentations, and the computation of means for each variable and its items. This choice of method will allow us to quantify and test the three sub-hypotheses formulated above, producing generalizable and statistically validated results that contribute to a better understanding of the role of digital communication in the construction of brand awareness for Algerian agri-food companies.

1.5 Announcement of the plan

The structure of this document is organized as follows:

The introduction provides an overview of the context and interest of the theme, the objectives as well as the research problem and hypotheses.

Chapter I presents the theoretical framework divided into two sections: the first section deals with the literature review, structured around three thematic axes the conceptual foundations of digital communication, creative strategies in social media marketing and consumer engagement, and integrated marketing communication as a driver of brand recognition; the second section focuses on the conceptual framework of the study, presenting the operationalization of both the independent variable (digital communication) and the dependent variable (brand awareness), together with the

formulation of the research hypotheses.

Chapter II presents the methodological framework as well as the host organization. It details the epistemological posture, the quantitative research approach, the data collection instrument, the sampling method, the survey implementation modalities, and the data analysis procedures. It also presents the organizational context through a comprehensive presentation of SARL SOPI and the MAMA brand.

Chapter III presents the results of the quantitative study followed by a discussion of these results. It encompasses the descriptive statistical analysis of respondents' profiles and of each variable's dimensions, the testing of the research hypotheses, and an interpretation of the findings in relation to the existing literature reviewed in Chapter I.

Finally, the Conclusion summarizes the principal elements addressed throughout the dissertation and the main empirical results obtained. It ends with a description of the research limitations and perspectives for future research in the field of digital communication and brand management in the Algerian context.

CHAPTER I: THEORITICAL FRAMEWORK

Section 1: Literature Review

This chapter presents a systematic and structured review of the academic literature relevant to the central research question of this study, namely the impact of digital communication on a company's brand awareness. The review is organized around three thematic axes: (1) the concept, evolution, and characteristics of digital communication as a strategic management tool; (2) creative strategies in social media marketing and their relationship with consumer engagement and brand outcomes and (3) the construction of brand awareness through integrated digital communication and multi-channel strategies.

1.1 Digital Communication

The emergence of digital technologies has profoundly altered the nature of communication between organizations and their audiences. Before examining the empirical literature on the effects of digital communication on brand awareness, it is necessary to establish a solid conceptual foundation covering what is meant by digital communication, how it is characterized, what forms it takes in organizational contexts, and what methodological challenges its study presents.

1.1.1 Defining and Characterizing Digital Communication

Strauss, Harr and Pieper (2025), in an article published in *Management Review Quarterly*, conducted a comprehensive systematic literature review (SLR) encompassing 84 peer-reviewed publications on digital communication, drawn from three major academic databases: Business Source Premier, Scopus, and the Web of Science Core Collection. The objective of this work was to map existing methods of analyzing digital communication data, identify recurring methodological limitations across the field, and derive a set of operational guidelines for future research in this

domain.

The authors define digital communication as the joint creation of meaning through the utilization of digital technologies (Strauss et al., 2025, p. 3120), building on Simon (2018) theoretical framework. This definition deliberately excludes machine-to-machine communication and foregrounds the irreducibly human dimension of the communicative process. Their content analysis of the 84 publications in their corpus revealed that research in the field is predominantly concentrated in business informatics (22.73% of publications) and marketing (18.18%), with social media data constituting the most frequently analyzed source (48 out of 84 studies), followed by email data (21 studies) and website data (9 studies). The dominant analytical methods identified were content analysis (71 studies), descriptive analysis (31 studies), and network analysis (10 studies).

In terms of substantive findings, Strauss et al. (2025) demonstrated that current research on digital communication tends to adopt a retrospective perspective and relies heavily on data mining techniques such as web scraping and API-based extraction, as well as basic natural language processing tools including topic modelling and sentiment analysis. The authors also identified a persistent methodological gap: most studies restrict their scope to a single platform and a single type of communication, which severely limits the generalizability of their findings to the broader multi-platform reality of digital communication. Based on their analysis, the authors derived five guidelines for the rigorous study of digital communication, covering the choice of medium, the constitution of samples, data management, the method of analysis, and the specific nature of digital communication as a multimodal and multi-platform phenomenon.

The primary limitation of this work lies in its nature as a systematic literature review: it is inherently constrained by the keywords and search strings employed, and its

findings are dependent on the body of studies already published. By excluding self-report studies, the review does not capture the subjective, experiential dimension of how consumers perceive and respond to brand messages online a significant gap given the importance of consumer perception in brand awareness research.

1.1.2 Digital Communication in the Digital Age: Conceptual and Practical Dimensions

A complementary theoretical perspective on the nature of digital communication is offered by Taklit (2024), in a study published in the Humanization Journal for Researches and Studies. Situated within the broader context of the "digital age" conventionally dated from approximately 2005, when the large-scale storage and transmission of information in digital formats became widespread, this work provides a qualitative, descriptive examination of the concept of digital communication, its technical foundations, and its practical importance in contemporary media environments.

The study's central problematic concerns the need to accurately define the evolving nature of digital communication and to understand how its technological origins shape the interactive processes that characterize it today. Rather than adopting an empirical or quantitative design, Taklit (2024) employs a theoretical-descriptive methodology, analyzing three foundational variables: digital systems, technical skills, and the human dimension as the constitutive rules of the communicative process.

The results of this study highlight that digital communication is a multifaceted interactive system that transforms various types of data: text, image, audio, video into electronic signals, thereby offering significant advantages over traditional analogue methods in terms of security, efficiency, flexibility, and accuracy. Of particular relevance to the present research, the study concludes that digital tools including social media platforms and web-based environments have become indispensable resources not only for commercial communication, but also for the advancement of global humanitarian causes and the promotion of cultural diversity. This conclusion

underscores the depth and scope of the transformation wrought by digital technologies on communicative practices at every level of society.

The primary limitation of this work is its exclusively theoretical character: the absence of an empirical component means that the findings cannot be statistically validated or generalized to specific organizational or sectoral contexts. Nevertheless, Taklit (2024) conceptual framework provides an important supplement to Strauss et al. (2025) systematic review, emphasizing the human-interactive and socially transformative dimensions of digital communication that purely quantitative or methodological analyses risk overlooking. For the present research, this study reinforces the argument that digital communication must be understood not merely as a technical channel but as a profoundly social and relational phenomenon a premise that directly informs the conceptualization of brand awareness as a co-constructed outcome of the interaction between company communication and consumer experience.

1.1.3 Digital Communication Channels and Brand Awareness: Evidence from the ISP Sector

Hastomo, Patrianti and El Adawiyah (2025), publishing in the Jurnal Indonesia Sosial Sains, examined the digital marketing communication strategies employed by Internet Service Provider (ISP) companies in Indonesia to strengthen brand awareness. Their study adopted a quantitative research design with data collected from 500 internet users via stratified random sampling. A structured questionnaire, validated through expert review and a pilot test with 30 respondents, measured variables including digital communication channels (social media, email, banners), brand recognition, and consumer engagement. Data were analyzed using SPSS software, employing descriptive statistics, Pearson's correlation, and multiple regression analysis.

The results of this study indicated that social media was the most widely adopted digital communication channel among the ISPs surveyed, with a 69.04% adoption

rate, followed by banners and pamphlets (47.37%), telemarketing (24.77%), and print media (19.20%). The regression analysis confirmed that content relevance and interactivity were the strongest predictors of brand recognition, with statistically significant effects ($p < 0.05$). The authors also identified several challenges associated with digital communication management, including the risk of misinformation arising from uncontrolled digital content and the notably low engagement rates observed in email marketing campaigns.

The study concludes that ISPs seeking to strengthen brand awareness must prioritize interactive and platform-specific content, and must integrate performance metrics into their campaign management processes to enable data-driven strategic decision-making. A notable limitation of this work is its exclusive focus on the ISP industry in Indonesia, which restricts the generalizability of its findings to other sectors and national contexts. Furthermore, the purely quantitative design, while statistically rigorous, does not capture the qualitative dimensions of how consumers cognitively and emotionally process digital brand messages.

1.2 Creative Strategies in Social Media Marketing and Consumer Engagement

Having established the methodological foundations of digital communication, this section examines a more specific but crucial dimension: the creative strategies that brands employ in their social media content and the extent to which these strategies drive consumer engagement and, ultimately, brand outcomes. Two empirical studies are presented and analyzed one landmark quantitative content analysis and one qualitative case study each contributing a distinct and complementary perspective on this question.

1.2.1 Creative Strategies and Consumer Engagement in Branded Social Content

Ashley and Tuten (2015), publishing in *Psychology & Marketing*, conducted an

exploratory quantitative content analysis of the social media branding efforts of 28 top global brands, identified from Interbrand's Best Global Brands valuation study and recognized for social media excellence by either the Engagement dB report or Forrester's Groundswell Awards program. The study aimed to answer three interconnected research questions: which social media channels are used by top brands recognized for their social media efforts, which types of creative message appeals are deployed in their branded social content and how the channels and creative strategies employed relate to measurable consumer engagement.

The methodology was a systematic content analysis. Data were collected between June and August 2010, capturing one week of posts across Facebook, Twitter, blogs, and forums, as well as all available video and photo content for each of the 28 brands. The final sample yielded 1,350 pages of content coded by two independent judges, with an overall intercoder reliability of 88.17%. A level that satisfies accepted thresholds for quantitative content analysis. Creative strategies were coded using a scheme derived from the existing advertising literature and covering message strategies (functional, emotional, experiential, image, resonance, exclusivity, comparative, social cause, animation, spokespeople), sales promotions (discounts, contests), and user-generated content practices. Consumer engagement was operationalized through four metrics: number of Twitter followers, number of Facebook fans, Klout score, and the Engagement dB engagement score.

The results of the study were highly instructive. Regarding channel usage, social networks (96.43%) and microblogs (96.43%) were used by virtually all brands in the sample, followed closely by video sharing (92.86%) and discussion forums (85.71%). Regarding creative strategies, functional appeals were the most commonly deployed (89.29% of brands), followed by resonance (67.86%) and experiential appeals (57.14%). Notably, 26 of 28 brands actively invited users to submit content, underscoring the centrality of user-generated content practices in top-brand social

media strategies. Regarding the relationship between creative strategies and engagement, the study identified several significant correlations: experiential appeals were positively associated with both Klout scores and engagement scores; exclusivity appeals and image appeals were positively correlated with the number of Facebook fans; and providing incentives for content sharing was significantly correlated with Twitter followers, Facebook fans, Klout scores, and engagement scores. Conversely, and counter-intuitively, functional appeals the most widely used strategy, showed no significant correlation with any of the four-engagement metrics.

The authors interpret this last finding in relation to uses and gratifications theory (Katz, 1959; Luo, 2002): while functional content may serve informational needs, it is entertainment and experiential content that most effectively motivates the active engagement behaviors that generate brand value in social media environments. The study also confirms the validity of an integrated approach to social media marketing, as brands that used more channels simultaneously achieved higher engagement scores, and those that developed content tailored specifically for social media rather than repurposing offline campaigns performed better across multiple engagement metrics.

The principal limitations of this study are twofold. First, the sample is restricted to top global brands recognized for social media excellence, which means the findings may not be transferable to small and medium-sized enterprises operating in contexts such as the Algerian market. Second, data were collected at a single point in time in 2010, which raises questions about the temporal stability of the findings given the rapid evolution of social media platforms and consumer behaviors since that period. Despite these limitations, Ashley and Tuten (2015) provide the most rigorous empirical framework available for understanding the relationship between specific creative strategies and brand engagement outcomes in social media. A framework that directly informs the operationalization of the Social Media Marketing variable in the present

study.

1.2.2 Social Media Strategy and Brand Awareness in a Local Business Context

Jannah, Zulkarnain and Kurniawati (2025), in a study published in the International Journal of Scientific Multidisciplinary Research, conducted a qualitative case study on Liza House Beauty, a local beauty business in Langsa, Indonesia. The objective was to analyze the effectiveness of digital communication strategies in simultaneously building brand awareness and a positive brand image. The study was grounded in marketing communication theory and digital communication theory, and adopted a constructivist paradigm. Data were collected through in-depth observation, semi-structured interviews with the business owner and social media administrators, and documentary analysis of the company's digital communication activities across Instagram, TikTok, and Shopee. Sampling was conducted using the snowball technique, beginning with informants possessing direct knowledge of the brand's digital strategy.

The results demonstrated that Liza House Beauty had successfully constructed strong brand awareness through a consistent combination of educational content, interactive formats, and promotional campaigns on social media. Live-streaming sessions, giveaway campaigns, and collaborations with local influencers were identified as the most effective mechanisms for expanding brand reach and fostering consumer engagement. Consistent with the findings of Ashley and Tuten (2015), this study confirmed that experiential and interactive content formats generated significantly higher levels of consumer engagement than purely functional or informational posts. The authors also found that the brand's digital strategy extended beyond promotional objectives to encompass the construction of a positive brand image through the systematic use of emotional branding techniques, notably the brand tagline 'Glowing Outside, Confident Inside' and through consistent visual and narrative codes maintained across all platforms.

From a theoretical standpoint, the authors interpreted their findings through the lens of Keller's (2009) Customer-Based Brand Equity model, and specifically its brand recognition and brand recall dimensions. The viral spread of consumer testimonials was identified as a form of electronic word-of-mouth (e-WOM), a mechanism that the literature has consistently shown to be more persuasive than traditional advertising. The study confirmed that Liza House Beauty's digital communication strategy aligned with the principles of Integrated Marketing Communication (IMC) as defined by Belch and Belch (2018), insofar as it coordinated messages and formats across multiple platforms to produce a coherent and unified brand narrative. A finding that further corroborates the engagement-score results obtained by Ashley and Tuten (2015) for brands with integrated multi-channel strategies.

The primary limitation of this study is its qualitative and single-case design, which prevents statistical generalization. The results are highly contextualized, reflecting the specific characteristics of the beauty industry and the local competitive environment of Langsa, Indonesia.

1.2.3 The Impact of Digital Marketing on Brand Awareness: A Bibliometric Perspective

El-Damey (2026), publishing in the International Journal of Innovation Studies, provides a broad quantitative panorama of the relationship between digital marketing and brand awareness through a bibliometric analysis of prior research and industry reports sourced from databases including Statista and HubSpot. The study is situated in a context where global digital marketing expenditure is projected to exceed \$600 billion, reflecting a massive and accelerating shift from mass media to interactive digital platforms. Its primary objective is to assess how digital marketing approaches encompassing social media, content marketing, and influencer strategies collectively influence brand awareness, and to identify the principal challenges associated with their deployment.

The problematic identified by El-Damey (2026) concerns a structural gap in the field: despite the rapid pace of industry implementation, formal academic research on the cumulative effects of digital marketing on brand awareness remains fragmented and methodologically inconsistent. To address this gap, the author employs a secondary quantitative bibliometric approach, tracing the evolution of key variables including advertising expenditure growth, platform return on investment, consumer trust levels, and adoption barriers such as ad-blocking technologies reportedly used by approximately 40% of internet users and the phenomenon of information overload among digitally saturated audiences.

The results of this analysis confirm that digital tools substantially boost brand visibility and awareness when deployed strategically and at scale. However, the study also highlights the long-term sustainability challenges facing purely digital approaches: the increasing prevalence of ad-blockers, declining organic reach on major platforms, and the cognitive fatigue induced by information overload collectively undermine the effectiveness of isolated or uncoordinated digital campaigns. In response to these challenges, El-Damey (2026) concludes that companies must adopt genuinely integrated marketing strategies blending digital techniques with traditional media touchpoints and ensuring coherent brand narratives across all channels to achieve durable and measurable brand recognition.

The principal limitation of this work is its exclusive reliance on secondary data, which means that the conclusions reflect aggregate industry trends rather than the specific experiences of individual firms or markets. In contexts such as the Algerian market, where digital penetration rates and consumer behaviors may differ substantially from global benchmarks, the applicability of findings derived from consolidated Western datasets requires careful qualification. Nevertheless, the author's bibliometric synthesis provides valuable macro-level evidence that directly corroborates the micro-level case study findings of Jannah et al. (2025) and the quantitative results of Ashley and Tuten (2015): regardless of scale, context, or methodology, the literature consistently identifies creative strategy, content relevance, and integrated deployment

as the primary determinants of digital marketing's contribution to brand awareness.

1.3 Integrated Marketing Communication, Channel Strategy, and Brand Recognition

The preceding sections have established that digital communication is a multi-channel, interactive phenomenon, and that specific creative strategies particularly experiential, exclusivity, and user-generated content approaches are the most powerful drivers of consumer engagement and brand outcomes in social media environments. This section examines the overarching strategic framework, Integrated Marketing Communication (IMC) that determines whether these individual strategies translate into sustained and coherent brand awareness, and draws on the remaining two empirical studies to identify the conditions under which digital communication efforts produce measurable increases in brand recognition.

1.3.1 IMC as the Strategic Framework for Coherent Digital Brand Building

The concept of Integrated Marketing Communication, defined by Belch and Belch (2021) as a strategic planning process in which all forms of marketing communications are coordinated to deliver a consistent and integrated message to a target audience, occupies a central position in the literature on digital brand management. Hastomo et al. (2025) demonstrated in their quantitative study that the effectiveness of digital communication in strengthening brand awareness is significantly enhanced when companies adopt an integrated strategy, in which social media, content marketing, email, and digital advertising are aligned in terms of message, tone, and timing rather than a fragmented, channel-by-channel approach. Their regression results confirmed that content relevance and interactivity, both of which are inherently dependent on strategic integration, were the strongest statistical predictors of brand recognition.

This finding resonates with the conclusions drawn from Ashley and Tuten (2015), who showed that brands operating across a larger number of social media channels simultaneously achieved significantly higher engagement scores ($r = 0.485$, $p < .001$), and that brands developing content specifically tailored for social media rather than simply repurposing offline campaigns demonstrated stronger performance across all engagement metrics. The authors explicitly recommend that brand marketers develop creative social content as part of a coherent, multi-channel IMC strategy rather than treating individual platforms as isolated communication silos.

1.3.2 Enhancing Brand Awareness Through Digital Communication Strategies: A Logistics Sector Case Study

An important empirical complement to the theoretical IMC framework is provided by Kamadi, Aras, Andriani and Bayani (2022), publishing in the *Journal of Theoretical and Applied Information Technology*. Their study is situated in the specific context of Indonesia's rapid digital transformation a country with over 143 million active internet users and focuses on the logistics sector, an industry experiencing intensified competitive pressure driven by the proliferation of e-commerce. The objective of the study is to analyze the digital communication strategies deployed by PT. XYZ, one of the oldest and largest logistics companies in Indonesia, to enhance brand awareness in this evolving competitive environment.

The authors adopted a qualitative descriptive methodology and a case study approach. Data were gathered through interviews with key informants within PT. XYZ's marketing and communication departments, supplemented by documentary analysis of the company's activities across its primary digital channels: Instagram, YouTube, its corporate website, and a proprietary mobile application. The study's central problematic concerns the challenge facing established firms the "new challenge," as the authors term it of maintaining and extending brand dominance in a context where new entrants and digital-native competitors can rapidly build brand awareness through agile, low-cost digital strategies.

The results of the study demonstrate that a well-planned, multi-platform digital strategy is essential for building and consolidating brand awareness in the contemporary logistics sector. The case of PT. XYZ shows that integrating diverse digital touchpoints from visually rich Instagram content to informational YouTube videos and a seamlessly functioning mobile application creates a coherent brand experience that directly influences consumer consideration and purchase decision-making. Critically, Kamadi et al. (2022) found that brand awareness, as amplified by digital communication, does not operate in isolation: it functions as a gateway variable that positively mediates the relationship between digital strategy implementation and downstream consumer behavior outcomes, including brand preference and loyalty.

The principal limitation of this study is its single-case design, which restricts the generalizability of its findings beyond the logistics sector and the specific institutional context of PT. XYZ. Furthermore, the qualitative design does not permit statistical quantification of the relationship between specific digital activities and measured levels of brand awareness among consumers. Nevertheless, Kamadi et al. (2022) make a significant contribution by demonstrating that the logic of IMC strategic integration across channels to produce a coherent brand narrative is operationally relevant and practically effective even for firms operating outside the consumer goods and services sectors traditionally studied in the brand awareness literature

1.3.3 Digital Communication Strategies Across Institutional Contexts

Ganobčík, Halmo, Lukáč and Gubíniová (2026), publishing in the *Geojournal of Tourism and Geosites*, examined the digital communication strategies employed by four heritage sites, castles and chateaux, in the Visegrad Group (V4) countries: Slovakia, the Czech Republic, Hungary, and Poland. The study employed a mixed-method approach combining qualitative semi-structured interviews with site managers (directors, marketing managers, and PR specialists) and a quantitative visitor survey. The primary research questions concerned the existence and formalization of

communication strategies, the digital platforms and tools utilized, and their perceived effectiveness in reaching diverse visitor segments.

The empirical findings revealed substantial heterogeneity across the four sites. One institution possessed a formally defined, long-term communication strategy updated every two years on the basis of analytical data, and made comprehensive use of social networks, email marketing, influencer collaborations, and interactive on-site technologies. In contrast, the other three sites relied on shorter-term, partially formalized, or entirely ad hoc approaches, without structured integration between their digital and offline communication activities. A critical finding was that most sites collected basic digital metrics but did not systematically use analytical data to inform content strategy a gap that directly parallels the findings of Ashley and Tuten (2015) regarding brands that rely on intuition rather than performance data to guide their creative choices.

The authors conclude that integrated marketing communication in the digital environment remains only partially developed in most heritage institutions, with the exception of those that demonstrated strategic and interconnected use of digital platforms. The principal barriers to digital transformation were identified as insufficient financial resources, a lack of digital marketing expertise, and the absence of multilingual, audience-segmented content.

3.4 Towards a Unified Framework: From Creative Strategies to Sustained Brand Awareness

Taken together, the seven studies reviewed in this chapter Strauss et al. (2025), Taklit (2024), Hastomo et al. (2025), Ashley and Tuten (2015), Jannah et al. (2025), El-Damey (2026), Kamadi et al. (2022), and Ganobčik et al. (2026) converge on a coherent and empirically grounded understanding of the relationship between digital communication and brand awareness.

First, digital communication is not a monolithic phenomenon: it encompasses diverse channels, content types, and creative strategies, each of which has distinct implications for consumer engagement and brand outcomes (Strauss et al., 2025; Taklit, 2024). Second, among these strategies, it is not the most commonly used functional, informational content but rather experiential, interactive, and community-building content that produces the strongest measurable effects on consumer engagement and brand awareness (Ashley & Tuten, 2015; Jannah et al., 2025; El-Damey, 2026). Third, the effectiveness of individual strategies is contingent on the degree to which they are integrated into a coherent multi-channel framework that ensures message consistency, narrative continuity, and cross-platform alignment (Hastomo et al., 2025; Kamadi et al., 2022; Ganobčik et al., 2026). Fourth, the failure to formalize a digital communication strategy relying instead on ad hoc or reactive posting systematically undermines brand building potential, regardless of the quality of individual content pieces.

Section 2: Conceptual Framework

The framework additionally specifies the theoretical foundations upon which each dimension and component rests, and presents the conceptual model that will guide the empirical phase of this study.

1. Digital Communication

1.1 Conceptual Definition of Digital Communication

Digital communication is a concept that has attracted a wide variety of definitions in the academic literature, a heterogeneity that reflects both the multi-disciplinary character of the field and the exceptional pace of technological change that has characterized its development since the emergence of the Internet in the early 1990s. Despite this definitional diversity, a number of convergent theoretical contributions allow for the construction of a precise and operationally useful

definition suited to a marketing management research context.

At the most foundational theoretical level, Strauss, Harr and Pieper (2025), in a comprehensive systematic literature review encompassing eighty-four peer-reviewed publications drawn from Business Source Premier, Scopus, and the Web of Science Core Collection, define digital communication as the joint creation of meaning through the utilization of digital technologies (Strauss et al., 2025, p. 3120), building on Simon (2018) theoretical framework. This definition is noteworthy in two respects: it foregrounds the irreducibly human dimension of the communicative process deliberately excluding machine-to-machine communication and it emphasizes the co-constructive and participatory character of meaning-making in digital environments, whereby sender and receiver are conceptualized as mutually influencing and active participants in an interactive communicative exchange. This conceptualization represents a decisive epistemological departure from the linear, transmission-based models that dominated twentieth-century communication theory, most notably the mathematical model of Shannon and Weaver (1949), in which the communicator functions as a transmitter of messages and the recipient as a passive decoder of signals.

In the marketing literature, digital communication is most frequently conceived as a strategic management discipline concerned with the deployment of digital channels and technologies in the service of promotional, relational, and commercial objectives. Chaffey and Ellis-Chadwick (2022), in their landmark reference work *Digital Marketing: Strategy, Implementation and Practice* (7th edition), define digital marketing as the application of digital technologies that form online channels including the web, electronic mail, databases, mobile and wireless platforms, and digital television, to contribute to marketing activities directed at the profitable acquisition and retention of customers, through the improvement of customer knowledge, the delivery of integrated and targeted communications, and the provision of online services adapted to individual customer needs. Although primarily concerned with digital marketing in its operational sense, this definition underscores

the two defining imperatives of contemporary digital communication practice: strategic intentionality and audience personalization.

From a complementary theoretical standpoint, Kotler, Keller and Chernev (2022) situate digital communication within the broader framework of the marketing communications mix, conceiving it as a set of tools and platforms enabling organizations to engage in interactive, two-way exchanges with their target audiences, exchanges that generate both brand value and commercially relevant behavioral outcomes. These authors identify interactivity as the defining feature that distinguishes digital communication from traditional mass media communication: consumers are no longer passive recipients of brand messages but active agents who create, share, comment upon, and transform content, thereby co-constructing brand meaning in ways that are simultaneously more authentic and more difficult to control than was possible in traditional media environments. Kaplan and Haenlein (2010), in their foundational conceptual article published in *Business Horizons*, situate social media one of the primary vectors of digital communication as a group of Internet-based applications built upon the ideological and technological foundations of Web 2.0, and enabling the creation and exchange of user-generated content. This conceptualization identifies the participatory and network-based infrastructure that sustains contemporary digital communication.

For the purposes of the present research, digital communication is accordingly defined as the strategic deployment of digital technologies, platforms, and interactive channels encompassing social media networks, websites, search engines, electronic mail marketing, and digital advertising by an organization in order to create, disseminate, and manage brand-relevant messages and to engage in meaningful, personalized, and interactive exchanges with target audiences, with the ultimate objective of building, strengthening, and sustaining brand awareness and other commercially relevant outcomes. This definition integrates the technological, content-related, relational, and strategic dimensions identified across the literature reviewed, and operationalizes digital communication as a multi-dimensional construct amenable

to empirical measurement in the specific context of SARL SOPI “MAMA”.

1.2 The Evolution of Digital Communication: From Web 1.0 to the Era of Artificial Intelligence

A historically grounded understanding of digital communication as a contemporary marketing management concept requires consideration of the successive technological paradigms that have transformed the conditions of brand-consumer interaction since the emergence of the Internet, and whose legacies continue to shape the digital communication landscape in which organizations such as SARL SOPI must operate.

The first phase, commonly designated as Web 1.0, characterized the Internet from its emergence in the early 1990s to approximately 2004. In this phase, the web functioned essentially as a publishing medium: organizations maintained static, informational websites that provided content to passive consumers but offered no mechanism for interaction or user participation. Communication remained fundamentally one-directional, replicating in digital form the broadcast logic of traditional mass media, and the principal objective of organizational web presence was informational visibility rather than relational engagement (Chaffey & Ellis-Chadwick, 2022; Ryan, 2016).

The second phase Web 2.0, first theorized by O'Reilly (2005) and subsequently elaborated by Kaplan and Haenlein (2010) in their foundational study of social media, marked a decisive transformation in the very nature of digital communication. Web 2.0 is defined by the emergence of user-generated content, participatory platforms, social networking, and collaborative knowledge creation. Rather than passively consuming brand messages, consumers became active participants in the production and circulation of brand-relevant content, writing reviews, sharing experiences, creating commentary and forming online brand communities. This participatory revolution had profound implications for brand

management, as it progressively eroded the control that organizations had previously exercised over their brand narratives and transferred significant communicative power to consumers and communities. Mangold and Faulds (2009), in a landmark contribution to *Business Horizons*, captured this transformation by characterizing social media as a hybrid element of the promotion mix, one that enables companies to speak to their customers while simultaneously enabling customers to speak to one another a development that fundamentally altered the architecture of the marketing communications mix.

The third and current phase of digital communication is defined by the convergence of mobile technologies, big data analytics, artificial intelligence, and personalization algorithms. Ryan (2016), in *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, characterizes this phase as the era of the 'always-on' consumer: individuals permanently connected through multiple devices who expect instantaneous, contextually relevant, and personalized responses from brands, and who generate vast quantities of behavioral data that organizations may leverage for increasingly targeted communications. The proliferation of programmatic advertising, real-time bidding, influencer marketing, and artificial intelligence-driven content personalization represent the most significant practical manifestations of this phase. For SARL SOPI, as a small and medium-sized enterprise operating within the contemporary Algerian market, this evolving digital landscape presents both an opportunity access to cost-effective, measurable, and highly targeted communication channels and a challenge navigating a complex, platform-diverse, and data-driven environment with the resource constraints characteristic of its organizational profile.

1.3 The Dimensions of Digital Communication

On the basis of the literature reviewed in the preceding section, three dimensions have been identified as the principal empirically documented determinants of brand awareness in the context of digital communication research. These dimensions constitute the operationalization of the independent variable and will be measured

through the structured questionnaire instrument developed for the empirical phase of this study.

1.3.1 Social Media Marketing

Social Media Marketing (SMM) is defined by Tuten and Solomon (2018) as the use of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders. This definition is notable in that it frames SMM not as a promotional instrument but as a process of value creation and exchange a conception aligned with the service-dominant logic of marketing advanced by Vargo and Lusch (2004) and that it emphasizes the relational and participatory character of social media-based brand communication.

The empirical evidence most directly relevant to the relationship between Social Media Marketing and brand awareness is provided by Ashley and Tuten (2015), whose quantitative content analysis of twenty-eight top global brands across multiple platforms including Facebook, Twitter, blogs, online forums, and video-sharing sites demonstrated that experiential content, exclusivity appeals, and incentivized user-generated content practices were the creative strategies most positively associated with measurable consumer engagement metrics, including follower counts, influence scores, and standardized engagement indicators. Functional, informational content, by contrast, while the most commonly deployed creative strategy (adopted by 89.29% of brands in the sample), showed no statistically significant correlation with any of the engagement metrics examined. This counter-intuitive finding carries important practical implications for SARL SOPI: investment in purely informational content, while necessary for baseline brand communication, does not in itself constitute a sufficient driver of the consumer engagement that generates brand awareness in social media environments.

Social Media Marketing is operationalized in this study along three sub-dimensions, which correspond to the three sub-hypotheses formulated in the

following section. The first sub-dimension concerns the quality and consistency of digital content encompassing the regularity of publication, the aesthetic quality of visual materials, the originality and relevance of editorial content, and the strategic coherence maintained across publishing periods. The second sub-dimension concerns audience engagement the degree to which SARL SOPI's digital content generates measurable behavioral responses, including likes, comments, shares, and saves, which serve as observable indicators of the level of consumer interest and interactive participation stimulated by the brand's communication activities. The third sub-dimension concerns influencer collaboration strategic partnerships with digital opinion leaders who, through the deployment of their personal credibility and established communities, amplify the reach of the brand's communication and lend it a degree of authentic social endorsement that is difficult to generate through purely brand-controlled content alone (Brown & Hayes, 2008; Lou & Yuan, 2019).

1.3.2 Digital Communication Channels

Digital communication channels refer to the set of digital media, platforms, and technologies through which an organization disseminates messages to and engages in information exchanges with its target audiences. Chaffey and Ellis-Chadwick (2022) classify digital communication channels within the RACE planning framework into six principal categories encompassing the full spectrum of brand-consumer digital touchpoints: Reach (search engine optimization, pay-per-click advertising, social media marketing, digital public relations), Act (interactive content and website experience), Convert (electronic mail marketing and retargeting), Engage (social media communities and content marketing), Owned Media (brand websites, mobile applications, and email databases), and Paid Media (display advertising, video advertising, and influencer marketing). This taxonomy provides a comprehensive mapping of the digital channel landscape that an organization must strategically navigate in the construction of its digital presence.

The significance of channel diversity and strategic selection as a determinant of brand awareness is empirically documented by Hastomo, Patrianti and El Adawiyah (2025), whose quantitative study of digital communication strategies in the Indonesian Internet Service Provider sector confirmed that social media constituted the most widely adopted digital channel, followed by digital display advertising, telemarketing, and traditional media. Their regression analyses further confirmed that content relevance and channel interactivity were the strongest statistical predictors of brand recognition ($p < 0.05$). Complementarily, Strauss et al. (2025) underscored the importance of multi-platform analysis by demonstrating that the predominant focus of existing research on single-platform studies constitutes a significant methodological limitation, insofar as it fails to capture the cumulative, cross-channel reality of brand-consumer interaction in contemporary digital environments.

The brand website constitutes the cornerstone of an organization's digital presence and the structural convergence point for all other digital communication activities. Truphème (2017) describes the company website as the axis around which all digital brand communications must converge a permanent, globally accessible platform serving simultaneously as a brand showcase, an informational resource, a customer service channel, and a conversion mechanism. Its visibility in search engine results pages, governed by the principles of Search Engine Optimization (SEO) and Search Engine Advertising (SEA), determines the brand's organic and paid discoverability in response to consumer information searches a form of brand awareness whose strategic importance reflects the fact that the majority of consumer information journeys are initiated through search engines (Faivre, 2011; Maronne, 2018). Social networks, as Bladier (2016) observes, constitute an increasingly vast and diversified ecosystem encompassing Facebook, Instagram, LinkedIn, YouTube, TikTok, and Twitter/X, among others, each governed by distinct audience demographics, content formats, engagement logics, and algorithmic ranking mechanisms, the strategic management of which constitutes a critical dimension of any contemporary digital communication strategy.

This dimension is operationalized in the present study through two sub-dimensions: channel interactivity the degree to which SARL SOPI's chosen digital channels enable and actively stimulate two-way exchange and consumer participation and multi-platform strategy the breadth and strategic coherence of the brand's presence across multiple digital platforms. Both sub-dimensions are grounded in the empirical findings reviewed in the preceding section and reflect the theoretical proposition that brand awareness is maximized when organizations deploy an integrated, multi-channel digital presence characterized by genuine interactivity rather than one-directional information diffusion.

1.3.3 Integrated Marketing Communication (IMC)

The concept of Integrated Marketing Communication was first systematically developed by Schultz, Tannenbaum and Lauterborn (1993) in their foundational work *Integrated Marketing Communications: Putting It Together and Making It Work*, and has since been elaborated and operationalized across successive editions of Belch and Belch's *Advertising and Promotion: An Integrated Marketing Communications Perspective*. In their most recent edition, Belch and Belch (2021) define IMC as a strategic planning process through which all forms of marketing communications encompassing advertising, sales promotion, public relations, direct marketing, digital and interactive marketing, and personal selling are coordinated to deliver a consistent, clear, and compelling message about an organization and its products to a defined target audience. The IMC framework rests on the premise that the cumulative communicative impact of a brand across channels is greater than the sum of its individual channel-specific communications, provided that those communications are strategically aligned in terms of message content, visual identity, tone of voice, and audience targeting.

Mangold and Faulds (2009) extended the IMC framework to encompass social media, characterizing it as a hybrid element of the promotion mix that requires

explicit integration into an organization's broader communication strategy. These authors argue that the advent of social media has transformed the IMC landscape in two fundamental respects: it has introduced a new, consumer-driven communicative channel over which brands exercise limited direct control, and it has created new opportunities for organizations to facilitate and moderate consumer-to-consumer communication in ways that generate brand value more efficiently and authentically than traditional advertising. The practical implication of this framework for SARL SOPI is clear: the brand's social media activities cannot be assessed in isolation but must be evaluated as one component of an integrated communication system, the effectiveness of which depends on the strategic coherence of the messages delivered across all channels.

The empirical relevance of IMC as a determinant of brand awareness is confirmed by Ganobčák, Halmo, Lukáč and Gubíniová (2026), whose mixed-method comparative study of heritage site communication strategies in the Visegrad Group countries demonstrated that the institution possessing a formally defined, long-term communication strategy coordinating social networks, electronic mail marketing, influencer collaborations, and interactive on-site technologies, and updated biannually on the basis of analytical data achieved significantly superior brand visibility and audience engagement relative to institutions relying on shorter-term, partially formalized, or ad hoc communication approaches. This finding is particularly relevant to the context of SARL SOPI insofar as it documents the performance gap between integrated and fragmented communication strategies in an organizational profile sharing several structural characteristics with the enterprise under study.

IMC is operationalized in this study through two sub-dimensions: message consistency the degree to which SARL SOPI delivers a coherent brand message, in terms of visual identity, tone of voice, and core brand proposition, across all digital touchpoints and communication channels and content relevance the degree to which the content produced by SARL SOPI addresses the informational needs, interests, and aspirations of its target audience segments, and is strategically tailored to the specific

characteristics of each platform and communication context. These two sub-dimensions capture the key conditions under which, according to the empirical literature, an IMC strategy translates into measurable brand awareness outcomes.

2. Brand Awareness

2.1 Conceptual Definition of Brand Awareness

Brand awareness is one of the most fundamental and extensively researched constructs in the marketing management literature, occupying a central and foundational position in the principal frameworks of brand equity that have been developed since the early 1990s. The seminal theoretical contribution in this domain is that of Aaker (1991), who, in his landmark work *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, defines brand awareness as the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. This definition is noteworthy in that it encompasses two cognitively distinct mechanisms recognition and recall which, as will be elaborated below, have been theorized in subsequent research as constituting a hierarchical continuum of brand awareness intensity, ranging from the most elementary level of stimulus-based identification to the highest level of spontaneous cognitive primacy.

Building upon Aaker's foundational framework, Keller (1993, 2013) elaborated the most influential theoretical model of brand awareness within the Customer-Based Brand Equity (CBBE) model, articulated in his seminal article published in the *Journal of Marketing* (1993) and subsequently developed across four editions of *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. In the CBBE model, brand awareness is conceived as a node in consumer memory, specifically the strength of the brand's trace or encoding in memory which functions as the gateway through which all other brand associations, including attributes, benefits, attitudes, and values, are accessed and activated. Keller distinguishes two primary components of brand awareness: brand recognition, which refers to

consumers' ability to identify a brand as having been previously encountered when the brand is presented as a perceptual cue; and brand recall, which refers to consumers' ability to retrieve the brand from memory when given only the product category, purchase situation, or usage context as a cue, without the aid of brand-identifying stimuli. Brand recall is understood as a cognitively more demanding achievement than brand recognition, insofar as it requires unaided retrieval from memory rather than simple stimulus-based identification.

A third dimension, top-of-mind awareness, is identified in the literature as representing the highest level of brand awareness intensity. First described by Rosser Reeves and subsequently operationalized in marketing research through unaided recall surveys, top-of-mind awareness refers to the first brand that spontaneously comes to mind when a consumer is invited to name brands within a given product category (Rossiter & Percy, 1987; Aaker, 1991). A brand that achieves top-of-mind awareness occupies a privileged cognitive position relative to its competitors: it constitutes the default consideration in purchase decisions, the reference point around which competitive evaluations are structured, and the cognitive benchmark against which alternative brands are assessed. The attainment of top-of-mind awareness in a target market segment accordingly represents one of the most strategically significant brand objectives that a marketing communication program can pursue.

For the purposes of the present research, brand awareness is operationalized as a composite construct comprising three hierarchically ordered dimensions: brand recognition the ability of SARL SOPI's target consumers to correctly identify the brand when exposed to its visual identity elements, including logo, brand name, chromatic identity, and communication formats; brand recall the ability of target consumers to spontaneously retrieve the SOPI brand from memory when prompted by the relevant product category or purchase situation; and top-of-mind awareness the positioning of the SOPI brand as the first and most salient brand recalled by target consumers in the relevant product category. These three dimensions will be measured through a structured questionnaire instrument administered to a representative sample

of SARL SOPI's current and potential consumers.

2.2 Theoretical Foundations of Brand Awareness

The measurement and management of brand awareness rests upon a rich theoretical tradition in consumer psychology and cognitive marketing, the principal contributions of which are reviewed in this sub-section in order to establish the scientific foundations of the operationalization proposed above.

The foundational cognitive framework underpinning brand awareness research is the associative network model of memory, first systematized by Anderson and Bower (1973) and subsequently applied to brand management by Keller (1993). In this framework, memory is conceptualized as a network of nodes representing concepts, objects, persons, events, and brands connected by associative links of varying strength. A brand node becomes activated when it is perceptually encountered (recognition) or when related nodes such as the product category, a usage context, or a consumer need are activated and spread their activation through the network to the brand node (recall). The strength of the brand node in memory its accessibility, or the ease with which it can be activated in relevant contexts is what Keller (1993) designates as brand awareness; and the richness, favorability, and uniqueness of the associations linked to that node constitute what he terms brand image. Taken together, brand awareness and brand image form the basis of Customer-Based Brand Equity.

A complementary theoretical foundation is provided by the Elaboration Likelihood Model (ELM) of persuasion advanced by Petty and Cacioppo (1986), which distinguishes two routes through which marketing communications influence consumer attitudes and behaviors: the central route, characterized by effortful and systematic processing of message arguments, and the peripheral route, characterized by low-elaboration processing based on simple associative cues such as source attractiveness, message repetition, and brand familiarity. Brand awareness operates primarily through the peripheral route: repeated exposure to brand stimuli increases the familiarity and accessibility of the brand node, generating a positive affective response the 'mere exposure effect' theorized by Zajonc (1968) that translates into

more favorable brand evaluations even in the absence of deep cognitive engagement with the brand's substantive value proposition. This theoretical insight carries a direct practical implication for SARL SOPI's digital communication strategy: the consistency and frequency of brand exposure across digital channels contributes to brand awareness independently of the informational content of individual messages, by increasing the accessibility of the brand node in consumer memory through repeated and varied brand-stimulus encounters.

Finally, the uses and gratifications theory (Katz, Blumler & Gurevitch, 1974), applied to the social media context by Ruggiero (2000) and subsequently mobilized by Ashley and Tuten (2015) to interpret their finding that functional informational content fails to drive consumer engagement, provides a further theoretical anchoring for the brand awareness construct as operationalized in this study. This theory proposes that media consumers are active agents who select media and content on the basis of specific psychological motivations including information-seeking, entertainment, social interaction, and personal identity confirmation and that effective communication must address these motivations rather than simply broadcasting messages designed to serve the sender's promotional objectives. In the social media context, this implies that content which addresses consumers' experiential, social, and entertainment needs is more likely to generate the active engagement sharing, commenting, and user-generated content creation that creates organic brand visibility and drives awareness beyond the immediate audience of the brand's owned platforms.

2.3 The Dimensions of Brand Awareness

Drawing on the theoretical foundations established in the preceding subsection and on the operationalization of brand awareness proposed in the extant literature, the dependent variable is structured around three hierarchically ordered dimensions that reflect the full spectrum of brand awareness intensity, from the most elementary level of stimulus-based recognition to the highest level of spontaneous cognitive primacy.

2.3.1 Brand Recognition

Brand recognition refers to consumers' ability to correctly identify MAMA brand when presented with its visual identity elements including the logo, brand name, chromatic identity, and characteristic communication formats as perceptual cues. Brand recognition constitutes the most fundamental level of brand awareness and is theoretically associated with consumers' ability to distinguish the brand from its competitors in contexts where multiple brand stimuli are simultaneously present in the environment for example, within a digital advertising feed or on a retail display. The model of Keller (2013) CBBE model, brand recognition represents the necessary precondition for the formation of brand associations: a brand that is not recognized cannot be the object of any evaluative or affective association. In the empirical phase of this study, brand recognition will be measured by presenting respondents with visual identity stimuli and asking them to identify the brand to which they belong, thereby assessing the effectiveness of SARL SOPI's digital communication in establishing an identifiable and distinctive brand presence.

2.3.2 Brand Recall

Brand recall refers to consumers' ability to spontaneously retrieve MAMA brand from memory when given the relevant product category or purchase situation as a cue, without being presented with any brand-identifying visual or textual stimuli. Brand recall represents a cognitively more demanding and strategically more valuable form of brand awareness than recognition, insofar as it requires the unaided activation of the brand node from memory through associative pathways rather than simple perceptual identification. From a strategic brand management perspective, brand recall is a critical performance indicator: a brand that is recalled at the moment of purchase decision rather than merely recognized when encountered has achieved a level of cognitive salience that confers a significant competitive advantage, by ensuring that the brand is actively included in the consumer's evoked set prior to the initiation of the purchase process. Aaker (1991) emphasizes that the strength of brand

recall is a direct function of the number, consistency, and strategic coherence of the brand's marketing communications over time a relationship that confers particular importance on the regularity and quality of SARL SOPI's digital communication activities.

2.3.3 Top-of-Mind Awareness

Top-of-mind awareness referred to in a portion of the literature as brand salience (Romaniuk & Sharp, 2004) represents the apex of the brand awareness hierarchy: the positioning of the SARL SOPI brand as the first and most immediately salient brand retrieved by consumers when invited to think of brands in the relevant product category. Top-of-mind awareness is the most strategically valuable form of brand awareness because it confers automatic and unreflective consideration set membership, positioning the brand as the cognitive reference point around which all competitive comparisons are organized and from which all purchase deliberation commences. In the context of the present research, top-of-mind awareness will be measured through unaided recall questions that invite respondents to name the first brand that comes to mind in the relevant product category, without any brand-identifying stimuli being provided, thereby assessing the degree to which SARL SOPI's digital communication activities have succeeded in establishing the brand as the dominant cognitive reference in its target market.

3. The Research Hypotheses

On the basis of the conceptual framework developed above and in direct articulation with the empirical findings reviewed in the preceding section the following research hypotheses are formulated. These hypotheses specify the directional relationships between the three dimensions of the independent variable (digital communication) and the dependent variable (brand awareness), and will be empirically tested in the quantitative phase of this study through a structured questionnaire administered to a sample of SARL SOPI's current and potential consumers.

Main Hypothesis (H): Digital communication exerts a positive and significant influence on brand awareness.

Social Media Marketing and Brand Awareness

The literature consistently demonstrates that social media marketing is one of the most powerful mechanisms through which companies can build and consolidate brand awareness. Ashley and Tuten (2015) demonstrated through quantitative content analysis that specific creative strategies notably experiential appeals, exclusivity messages, and incentivized user-generated content are significantly and positively associated with consumer engagement metrics including Twitter followers, Facebook fans, and overall brand influence scores. Hastomo et al. (2025) further provided quantitative confirmation that social media adoption rate was the strongest predictor of brand recognition among Indonesian internet service consumers. El-Damey (2026) corroborates this at the macro level, showing that social media and influencer marketing are among the highest-ROI digital tools for brand visibility, despite the structural challenges of ad-blocking and information overload.

Hypothesis 1 (H1): Social Media Marketing exerts a positive and significant influence on brand awareness.

Digital Communication Channels and Brand Awareness

The multi-platform character of digital communication is a recurring theme across the literature reviewed. Strauss et al. (2025) emphasize that digital communication occurs simultaneously across multiple platforms, and that restricting analysis or strategy to a single channel produces an incomplete picture of the phenomenon. Taklit (2024) reinforces this by identifying the diversity of digital tools as social media, web-based environments, interactive applications as a foundational condition for the

effectiveness of digital communication as a whole. Ashley and Tuten (2015) showed empirically that brands using a larger number of social media channels simultaneously achieved significantly higher engagement scores ($r = 0.485$, $p < .001$) and larger follower bases. Kamadi et al. (2022) confirmed this logic in the logistics sector, demonstrating that PT. XYZ's coordinated use of Instagram, YouTube, its website, and a mobile application produced a coherent brand experience that measurably influenced consumer consideration. Ganobčik et al. (2026) demonstrated that heritage institutions with the highest brand coherence and visitor engagement were those that combined social networks, websites, email marketing, and interactive digital technologies in a coordinated fashion.

Hypothesis 2 (H2): Digital Communication Channels exert a positive and significant influence on brand awareness.

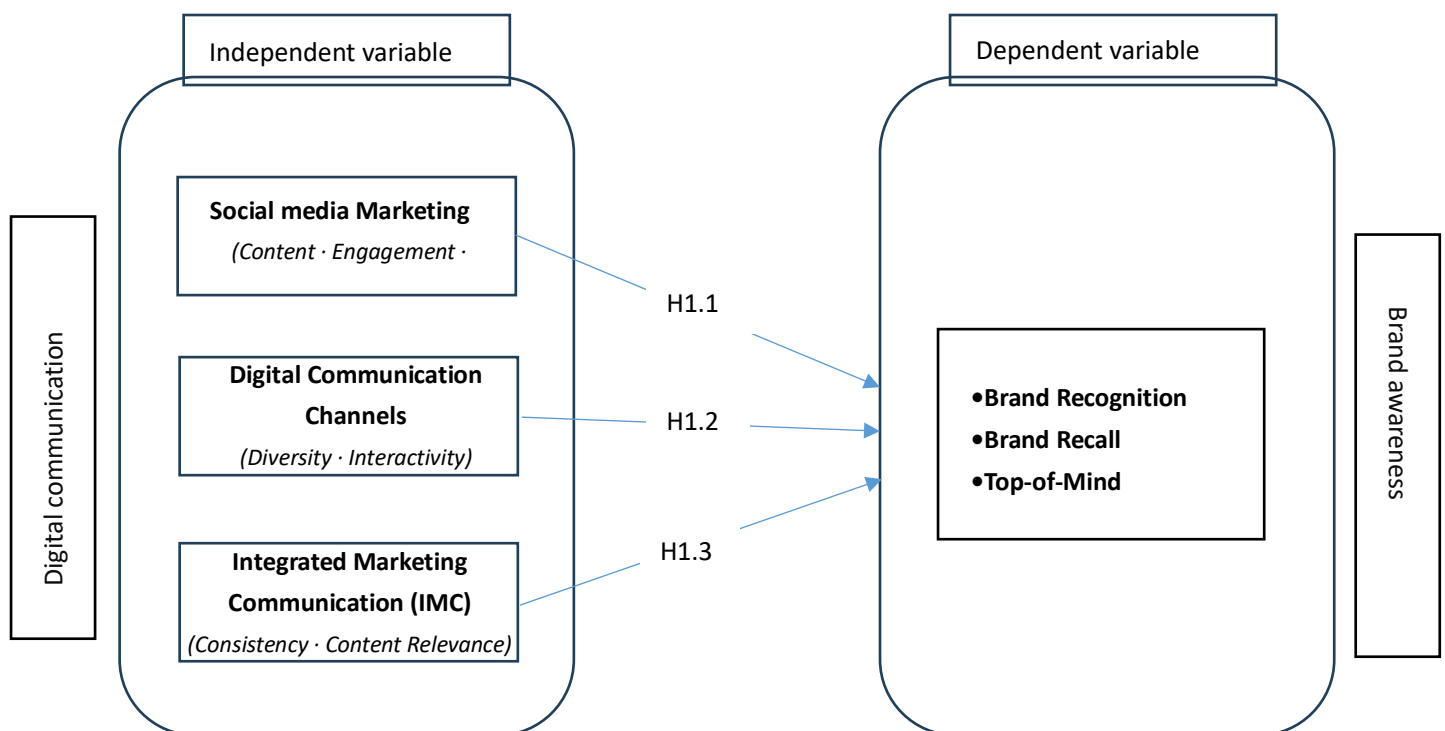
Integrated Marketing Communication and Brand Awareness

Integrated Marketing Communication is identified across the literature as the strategic framework that determines whether the cumulative effect of digital communication activities translates into sustained and measurable brand awareness. Belch and Belch (2021) define IMC as the coordination of all communication channels to deliver a consistent message, while Mangold and Faulds (2009) describe social media as a hybrid element within the IMC mix. Ashley and Tuten (2015) observed that brands developing content tailored specifically for social media rather than simply repurposing traditional advertising material performed better across all engagement metrics, underscoring the importance of strategic intentionality and platform-specific message design within an IMC framework. Kamadi et al. (2022) provided direct empirical evidence that an integrated multi-channel digital strategy combining Instagram, YouTube, web, and mobile constitutes an essential condition for building brand awareness in competitive, digital-first market environments. Ganobčik et al. (2026) found that institutions practicing formally structured IMC demonstrated

superior brand visibility and stronger audience engagement, while those relying on ad hoc approaches exhibited limited brand-building capacity. El-Damey (2026) further confirmed at the macro level that integrated strategies blending digital and traditional techniques within a unified brand narrative are the most effective means of achieving sustainable brand recognition. Jannah et al. (2025) similarly observed that the brand success of Liza House Beauty was attributable in large part to the integration and consistency of its brand narrative across channels.

Hypothesis 3 (H3): Integrated Marketing Communication exerts a positive and significant influence on brand awareness.

Figure 1: Conceptual framework



Source: Elaborated by the author

CHAPTER II: METHODOLOGICAL FRAMEWORK AND ORGANISATIONAL CONTEXT

Introduction

This chapter plays a key role in defining the research approach and ensuring the rigor of our study. It presents the methodological choices as well as the conditions of implementation. First, we describe the nature of the study, the methods used, as well as the tools for data collection and analysis. Next, we will outline the organizational framework by presenting the host company and the context of the case study.

Section 1: Methodological framework

1.1 Epistemological posture:

The present research work is based on a post-positivist epistemological stance, a current of thought that considers social phenomena as observable, measurable, and analyzable in an objective manner. This perspective draws notably on the work of Durkheim (1895), who explained that social facts must be treated as things that is, analyzed neutrally and externally, as in the natural sciences. In this sense, Auguste Comte, considered the father of positivism, asserted that "to know in order to foresee, to foresee in order to empower" (Comte, 1830), thus illustrating the idea that scientific knowledge must allow for the explanation and anticipation of phenomena. We therefore adopt a hypothetico-deductive approach, frequently associated with the positivist stance. This method was formalized by Claude Bernard in 1865 in his work 'Introduction to the Study of Experimental Medicine', where he emphasizes that "observation gives birth to the idea, the idea leads to the experiment, and the experiment judges the idea" (Bernard, 1865). In other words, this approach consists of starting from theoretical concepts derived from the literature to formulate hypotheses, which are then confronted with empirical data (Popper, 1959). It allows for the investigation of causal or correlational relationships between the variables studied, relying on rigorous statistical analysis methods (Thiétart, 2014). It thus aims to produce generalizable results while ensuring the neutrality of the researcher in the

interpretation of facts. Within the framework of our thesis, as digital communication is approached as a measurable variable that can influence company brand awareness, this methodological posture is fully justified. Indeed, we seek to measure the impact of digital communication, which involves operationalizing these two concepts through observable and quantifiable variables. This positivist stance and hypothetico-deductive approach allow us to guarantee scientific rigor, empirical validity, and the objectivity of the results, while contributing to a better understanding of the role of emotions in advertising reception.

1.2 Methodological Approach

The quantitative approach is defined as a research method based on the collection and analysis of numerical data, allowing for the quantification of behaviors, opinions, or attitudes of individuals, and the generalization of results to a broader population (Creswell, 2014). We have therefore chosen this approach to objectively evaluate the links between the company's brand awareness and the digital communication using statistical tools.

1.3 Methods and Instruments of Data Collection

To test our research hypotheses, an online survey questionnaire was developed. This was designed to be short and simple, with clear and accessible questions, to facilitate understanding and encourage respondent participation. The objective was to collect reliable data on how digital communication can influence the brand awareness of the company 'SARL SOPI' (MAMA).

1.3.1 Measurement Instrument

To collect data related to our study, we used a questionnaire as the primary tool (Appendix A).

Below, we present its structure as well as the measurement scales chosen to evaluate

the main variables derived from our theoretical framework.

1.3.2 Designing Questionnaire

We wanted to turn individual viewpoints into clear data, so we built a questionnaire that guides respondents through their thoughts in a logical order. This helps us see the big picture of how different variables interact. To make it easy to follow, the survey is divided into seven chapters:

Introduction and Informed Consent: where we introduce briefly the heart of our survey and invite you to officially participate with us by giving your consent.

Eligibility: which includes a few filter questions about your familiarity with the company MAMA. These help us ensure that the survey is a well distributed the specific audience that connects with MAMA's networks.

Social media marketing: Measures how respondents perceive SARL SOPI's social media presence, content quality, posting regularity, format diversity, audience engagement, and influencer collaboration.

Digital communication channels: Measures the breadth and interactivity of SARL SOPI's digital presence, multi-platform visibility, website effectiveness, direct messaging, real-time accessibility, and the quality of two-way interaction.

Integrated marketing communication: Measures the consistency, coherence, and strategic alignment of SARL SOPI's digital communications, unified messaging, visual identity consistency, content relevance, reliability, and adaptability.

Brand awareness: Measured as a single flat. It captures three interrelated facets of brand awareness: brand recognition, brand recall and top-of-mind awareness and perceived digital brand. This is the outcome variable being explained by the three dimensions above.

Data Sheet: here we gather demographic data such as gender, age, education level and professional status to understand the respondent's profile.

1.3.3 Measurement Scales

The scales used to measure digital communication on one hand, and the MAMA's brand awareness on the other, are inspired by existing theoretical models in the

literature. We subsequently adapted them to our research context. Responses are collected using a 5-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

1.4 Sample and Survey Implementation

In this section, we present the study population, the chosen sampling method, and the sample size.

1.4.1 Study Population

The study population includes individuals who have engaged with MAMA's network (social Midea, website, YouTube etc.)

Participants in the study population should meet specific criteria, such as being connected with MAMA's network at least once. This criterion ensures that the sample represents individuals with direct experience with MAMA.

1.4.2 Sampling Method

To gather insights effectively within our timeframe, we used a convenience sampling approach, which is a non-probabilistic approach (unknown population). This allowed us to connect with a diverse group of participants who available their perspectives.

By using Google forms, we reached people where they are, making the process both simple for the participants and efficient for our research goals.

1.4.3 Sample Size

We calculated the sample size using Cochran's formula (1977), which is suitable when the population size is unknown or very large. This method is often used in marketing studies targeting all consumers without precise geographical or numerical limits, as in our case where we target all Algerian consumers who may have been

exposed to MAMA's products.

The formula is as follows:

$$n = \frac{t^2 \times p \times (1 - p)}{e^2}$$

Where:

n: Sample size

t: t-value corresponding to the confidence level (1.96 for 95%)

p: Estimated proportion of population variability (by default, 0.5 is used to maximize size)

e: Desired precision level of results (7% → 0.07)

Assuming a maximum estimated proportion of 50% ($p = 0.5$), a 95% confidence level ($t = 1.96$), and a 7% precision level ($e = 0.07$), we obtain a sample size of 384 respondents. Then, accounting for a 10% adjustment for non-responses or bias (erroneous answers), we obtain a final sample size of 196 respondents as follows:

$$n = \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.07^2}$$

$$n = 196$$

Consequently, a total of 196 respondents was targeted to achieve a precision level of 7% for our study results.

1.5 Practical modalities of the survey

In this section, we present the duration and period of the survey, as well as the mode of questionnaire administration.

1.5.1 Survey Period

The data collection for our study took place over a period of fifteen days, from May 3,

2026, to May 12 2025. During this interval, the questionnaire was distributed online via the Google Forms platform, allowing us to reach a wide range of respondents quickly and flexibly.

1.5.2 Mode of administration

The questionnaire was administered online through the Google Forms platform, ensuring a streamlined data collection process. To maximize the response rate, the survey instrument was disseminated across several social media networks, including Facebook, Instagram. Furthermore, to reach a more diverse target audience and achieve the required sample size, QR codes were strategically shared in a group on a social network for MAMA's subscribers (غير نتوما لي تعرفولها). Also, we tried to share the questionnaire in public locations within the wilayas of Algiers, Blida, Tipaza and Médéa, thereby facilitating broader engagement with the study and ensuring a comprehensive data set. This method allowed us to reach a total of 215 respondents, 15 of them were rejected because they didn't comply with the filter questions, making our sample size 200 respondents.

1.6 Data Processing and Analysis Methods

The questionnaire data were imported from Excel to SPSS for statistical analysis, according to the following phases:

Phase 01: Data cleaning and preparation

- Imported the questionnaire data into IBM SPSS software (version 26.0) for initial cleaning, coding and preparation.
- Checked for missing values, outliers, and inconsistencies in the data.
- Analyzed the multicollinearity and the normality of the data as necessary to ensure data quality and consistency.

Phase 02: Descriptive Analysis

-
- Calculated frequencies and percentage to analyze the characteristics of the sample. (descriptive statistics)
 - Graphical presentations of each variable with its items and their means.

Phase 03: UNIVARIATE ANALYSIS OF ANTECEDENTS DISCUSSION

- Calculated reliability of each variable and dimension
- Measured the Collinearity statistics
- Analyzed and generated the multiple linear regression and generate the model equation

Section 2: Organizational Context

1. MAMA's Presentation

The Société of industrial pasta (SARL SOPI) was established in 1999 by Mr. Reda Salem Hachelaf. The company initially commercialized its first pasta products under the brand name "Pasta Mama." In 2002, SOPI embarked on a diversification strategy and introduced one of the first industrially produced couscous products onto the Algerian market, initially marketed under the name "Couscous Mama".

Located in Guerouaou, a locality in the Mitidja region between Boufarik and Blida, and with an additional facility in Dar El Beida, MAMA gradually established a significant presence in this growing and particularly distinctive sector of Algerian industry.

In 2003, SOPI Mama was among the first producers to launch industrial couscous on the Algerian market. That same year, the company initiated an advertising campaign to promote its new product. The slogan used for this inaugural communication "Couscous Mama, Couroucous Bladi" proved highly resonant, and "Couscous Mama" subsequently became the colloquial designation for SOPI itself.

In 2012, following over a decade of activity in the sector and having built substantial brand recognition that established the “MAMA” label as a widely acknowledged mark of quality throughout the national territory, SOPI undertook a comprehensive review of its brand strategy. This initiative entailed a significant internal organizational restructuring, designed to align the company with the new positioning of the MAMA brand as a premium product.

By 2015, the MAMA brand had been further consolidated, boasting an extensive portfolio of more than 25 product references across four distinct segments: pasta, couscous, flour, and semolina.

The year 2017 marked a pivotal milestone. SOPI continued to develop the MAMA brand with numerous new product launches; however, it was above all a year defined by expertise and market leadership. Drawing on its accumulated know-how, SOPI set its sights on establishing a lasting position in the Agri-Food Industries (AFI) sector in Algeria, investing in its human capital, a workforce of over 500 men and women equipped with the appropriate tools and resources.

Mr. Hachelaf’s entrepreneurial vision and his passion for couscous and pasta have driven him to invest in a sector with strong inherent growth potential, building brand equity that has positioned MAMA products today among the top five cereal-processing products sold on the Algerian market.

Following a comprehensive national market study unprecedented in scope and significance within this sector in Algeria, a new commercial and marketing strategy was formulated for the subsequent five-year period. Today, MAMA is a brand offering more than 25 products derived from wheat processing, encompassing pasta, couscous, flour, and semolina.

The MAMA brand has been registered and protected in 17 African countries. In the

summer of 2016, in excess of 1,200 tons of pasta and couscous were exported to Libya. SOPI's primary objective remains the diversification of its product range, with a strong emphasis on innovation, supported by a proactive policy of prospecting and developing potential export markets.

1.2 Company Profile: Sarl Sopi Mama

Table 1: MAMA's profile

Name of the company	SARL SOPI MAMA
Year of creation	1999
CEO	Mr. Reda Salem Hachelaf
Legal form of the company	Limited Liability Company (SARL)
Head office	Guerouaou, Blida
Type	Company
Activity	Agry-Food
Products	Cereal processing and production of pasta and couscous and flour
Slogan	Il n'y a que Mama qui sache faire ça
LOGO	
Website	https://mama.dz/
E-mail	contact@sopimama.com

Source: Elaborated by the author

1.2 Objectives, Values, and Mission of Sarl Sopi Mama

1.2.1 Objectives

A competent and dedicated workforce constitutes the driving force of our company,

continuously guiding us towards the achievement of our objectives.

- **Short-term Objective**

To sustain MAMA's operations so as to ensure the continued availability of a high-quality product for consumers during the current period of economic uncertainty.

- **Medium-term Objective**

To invest in advanced laboratory and milling equipment technologies in order to increase the company's production capacity and to develop more sophisticated products that contribute to a healthy and balanced diet.

- **Long-term Objective**

To expand operations across the entire national territory and to extend MAMA's commercial activities to international markets.

1.2.2 Core Values

Whether in procurement, production, sales, management, or recruitment, MAMA firmly upholds all its corporate values.

- **Commitment to Authenticity**

For MAMA, integrity is non-negotiable. Its core objective is to offer consumers an authentic selection of fundamental products from Algerian culinary tradition. Beyond standard white flour and pasta made from refined semolina, the team places considerable importance on wholegrain products. In keeping with ancestral practices, MAMA ensures that semolina is processed in a traditional manner so as to preserve all the nutritional benefits of the wheat grain, enabling consumers to eat well, wholesomely, and healthily.

- **Cultivation of Respect**

Whether with management, clients, or collaborators, respect forms the fundamental basis upon which all our relationships are built. We remain constantly attentive to the needs of the consumer. Through a synergy of motivation and performance, we continuously respond to consumer concerns. Across our full range of flours, couscous,

semolina, and pasta, we work tirelessly to ensure consumer satisfaction by offering products of superior quality, developed in accordance with international norms and standards.

- **Embodiment of Humanism**

MAMA's profound commitment to human values motivates its employees and encourages them to devote themselves fully to their work in the context of the company's continuous development. We cater to a diverse and varied clientele. The MAMA team offers dietary products tailored for diabetic consumers and is actively working on the development of foodstuffs specifically designed for individuals with gluten intolerance. Our aspiration is to restore the pleasure of wholesome eating for all categories of consumers.

- **Development of a Sense of Responsibility**

By fostering responsibility, ethics, and integrity among both management and staff, MAMA encourages each individual to uphold and respect human and social values throughout all professional activities, from production to sales. We are committed to ensuring that the quality of our products remains consistent and that consumer satisfaction remains our foremost and paramount objective.

- **Pursuit of Excellence**

It is commonly said that good health begins with what we eat. MAMA acknowledges this reality and strives for excellence by placing at the consumer's disposal products that combine both culinary enjoyment and nutritional value. Its commitment to traditional foodstuffs has not prevented it from embracing innovation and added value. We were the first company to introduce barley couscous to the national market, and we continue to combine our human and technological resources in the pursuit of excellence and perfection.

- **Promotion of Solidarity and Generosity**

Solidarity is a core value of our company. The dedication and expertise of our staff are placed in service of ensuring quality production. We operate in an environment imbued with gratitude, enthusiasm, and a genuine desire to bring satisfaction to others. Through our day-to-day operations, we aim to address consumer needs and

meet the demands of the national market, while offering clients products that are both indulgent and of the highest quality.

1.2.3 Mission Statement

At Mama, our mission revolves around customer satisfaction. Since its inception, the company has consistently focused on:

- Developing a high-quality product that combines healthy eating with delicious taste.
- Expanding our range of health products to meet the needs of a wide variety of consumers, including diabetics and those with gluten intolerance.
- Ensuring product availability throughout the country, especially during this period of economic and health crisis.
- Guaranteeing consistent quality and remaining responsive to customer feedback through all communication channels.
- Continuously working on product variation and the introduction of new products to the market.

1.3 The company's products

Thanks to its qualified staff and high-tech production equipment, the company manufactures 25 products.

Mama has four product lines:

Table 2: MAMA's Products range

Product range	Flour	Couscous	Pasta	Semolina
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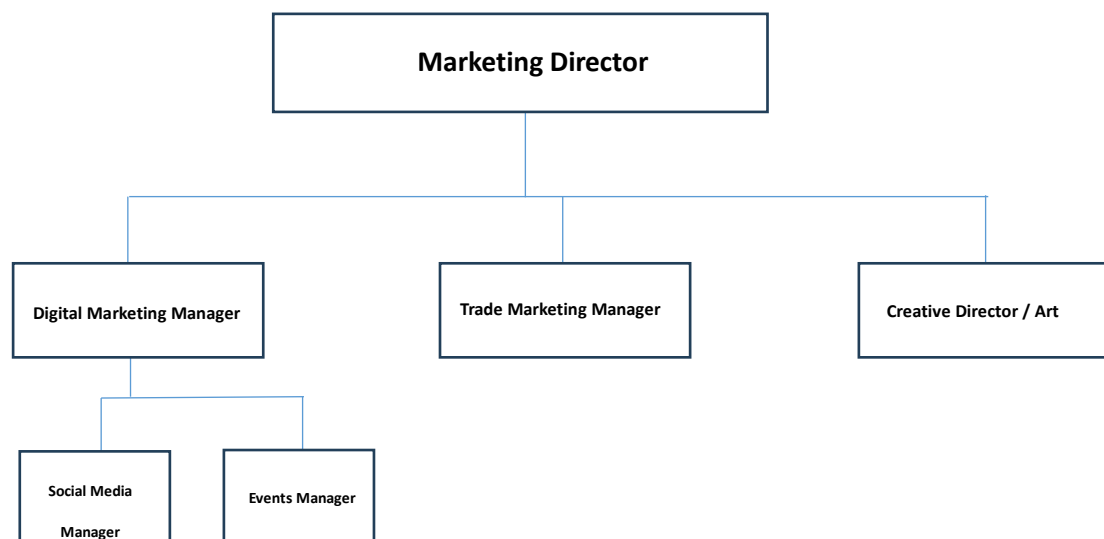
Source: Elaborated by the author

Figure 2: MAMA's products



1.4 MAMA's departments

Figure 3: Marketing departement



Source: Elaborated by the author

2. Conclusion

In summary, this chapter has laid the practical groundwork for this study by outlining both the methodological framework and the organizational setting. This foundation provides the necessary structure for the data analysis presented in the next chapter, maintaining a clear and direct link to the core research question.

CHAPTER III: RESULTS AND DISUCSSION

1. Results

1.1 Descriptive statistics

In this chapter, we present and discuss the findings derived from the analysis of data collected through our administered questionnaire. We begin with a presentation of the descriptive statistics, followed by the results of the multiple linear regression tests. We conclude by discussing the implications of these results.

1.1 Missing Values

Following a comprehensive data review and frequency analysis in IBM SPSS 26, we confirmed the dataset is entirely complete. This lack of missing values was intentional; the online survey platform was configured to require a response for every item before submission. By mandating full participation, we bypassed the common issue of "item non-response" often encountered in traditional paper-based or manual data collection methods.

1.2 Normality test

Assessing the distribution of a dataset is a fundamental prerequisite for robust statistical analysis. This step determines the suitability of parametric versus non-parametric tests and ensures the validity of the resulting inferences. To evaluate the normality of our variables ($n = 200$), we performed both Kolmogorov-Smirnov and Shapiro-Wilk tests; the results of these analyses are summarized in the table below.

Table 3: Normality test

Test	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
Social media marketing	0,104	200	< 0.001	0,971	200	< 0.001
Digital communication channels	0,108	200	< 0.001	0,984	200	0.026
Integrated marketing communication	0,101	200	< 0.001	0,983	200	0.016
Brand awareness	0,086	200	0.001	0,985	200	0.037

Source: Elaborated by the author based on SPSS

The results revealed that all four variables (Social Media Marketing, Digital Communication Channels, Integrated Marketing Communication, and Brand Awareness) yielded statistically significant results in both tests, with p-values falling below the 0.05 threshold ($p < 0.001$, $p = 0.026$, $p = 0.016$, and $p = 0.037$, respectively). These findings lead to the rejection of the null hypothesis of normality for all variables, suggesting that the data does not strictly conform to a normal distribution. However, given that the data were collected using Likert scales, it is common for such variables to deviate from a strictly normal distribution. In this context, particularly within multivariate analysis, strict normality is not always a prerequisite; empirical evidence suggests that quasi-normality is sufficient for robust results, as supported by Kline (2011) and Hair et al. (2010).

1.3 Respondents profile

The table above presents the profiles of the respondents. It details their demographic characteristics, including gender, age, education level, professional status, and frequency of internet use.

The data presented in Table .. summarizes the sociodemographic characteristics of the survey respondents. With regard to gender, the sample is predominantly female, accounting for 57.5% of respondents, compared to 42.5% male. This distribution can be attributed to the nature of the product under investigation, which is predominantly purchased by female consumers.

With respect to level of education, the sample is predominantly composed of individuals holding university-level qualifications. Bachelor's degree holders represent the largest subgroup at 48.5%, followed by Master's degree holders at 32.5%. Secondary and vocational/technical education levels account for smaller proportions (4.5% and 9.5%, respectively), while Doctorate holders represent 5% of the sample.

Regarding professional status, employees represent the largest occupational category at 41.0%, followed by students (32.5%), managers (17.5%), and entrepreneurs (9.0%). Finally, in terms of frequency of internet use, the majority of respondents (55.5%) report accessing the internet several times a day, followed by daily users (32.0%), while those who use the internet only a few times a week or rarely represent 9.5% and 3.0%, respectively. This pattern suggests a generally high level of digital engagement within the sample, which is relevant to the study's focus on online consumer behavior.

Table 4: Respondents Profile

Variable	Response modalities	Frequency	Percentage
Gender	Male	86	57%
	Female	114	43%
Age	Under 20	21	10.5%
	Between 20-29	83	41.5%
	Between 30 et 39	52	26.0%
	Between 40 et 49	28	14.0%
	Above 50	16	8.0%
Level of education	Secondary	9	4.5%
	Vocational/technical	19	9.5%
	Bachelor	97	48.5%
	Master	65	32.5%
	Doctorate	10	5%
Professional status	Student	65	32.5%
	Employee	82	41.0%
	Manager	35	17.5%
	Entrepreneur	18	9.0%
Frequency of internet use	Several times a day	111	55.5%
	Daily	64	32.0%
	A few times a week	19	9.5%
	Rarely	06	3.0%

Source: Elaborated by the author based on SPSS

2. Descriptive analysis of the study

2.1 Eligibility

EL01: Do you know the brand MAMA?

Table 5: first eligibility question

Response modality	Frequency	Percentage
Yes, I know it well	35	35.0%
I have heard of it	51	51.0%
No, I do not know it	14	14.0%
Total	200	100%

Source: Elaborated by the author based on SPSS

The eligibility results show that the brand MAMA is already known by a large majority of the respondents. A total of 35% declare that they know the brand well, while 51% state that they have heard of it. Only 14% declare that they do not know the brand. This means that 86% of the sample has at least a minimum level of prior awareness of MAMA. Such a result is important because the study does not measure awareness in a completely uninformed population; instead, it evaluates how digital communication contributes to strengthening awareness among people who are exposed to or familiar with the brand environment. This result confirms the relevance of continuing the analysis with the valid respondents.

EL02: How did you first hear about SARL SOPI?

Table 6: Second eligibility question

Response modalities	Frequency	Percentage
Social media	111	55.5%
Word-of-mouth	49	24.5%
Website	22	11.0%
Traditional media	18	9.0%
Total	200	100%

Source: Elaborated by the author based on SPSS

The results concerning the first source of awareness are particularly important for the research problem. Social media represents the main source through which respondents first heard about SARL SOPI ‘MAMA’, with 55.5% of responses. Word-of-mouth comes second with 24.5%, followed by the website with 11% and traditional media with 9%. This distribution strongly supports the central role of digital communication in the construction of MAMA brand awareness. Social media is not only a channel used after consumers already know the brand; it appears as the principal entry point through which many respondents first encounter the brand. This finding is aligned with the dissertation topic and gives empirical relevance to the first sub-hypothesis concerning Social Media Marketing. The result also shows that digital and interpersonal communication reinforce each other. Word-of-mouth remains important, but it is smaller than social media. This suggests that social media may act as a visibility amplifier, while word-of-mouth may reinforce trust and familiarity after exposure. The weak weight of traditional media indicates that MAMA brand awareness among this sample is more strongly connected to digital and social channels than to conventional communication

EL03: Do you follow MAMA through social media or other digital channels?

Table 7: Third eligibility question

Response modalities	Frequency	Percentage
Yes	200	100%
No	0	0.0%
Total	200	100%

Source: Elaborated by the author based on SPSS

All 200 respondents report that they follow MAMA through social media or other digital channels. This result confirms that the sample is fully aligned with the object of the research. Since the study aims to examine the influence of digital communication on brand awareness, it is essential that respondents have actual exposure to MAMA digital communication. This finding strengthens the empirical relevance of the following descriptive and regression analyses. Respondents are not answering in an abstract way; they are evaluating a brand whose digital presence they have encountered. Consequently, the analysis can legitimately connect social media marketing, digital channels and integrated marketing communication to brand-awareness outcomes

2.2 Social media marketing

The following table presents the descriptive statistics for the ‘social media marketing’ dimension, including its mean and overall assessment. It also details the mean, standard deviation, and evaluation for each constituent item within this dimension.

Table 8: Social media marketing

Items Modalities	SARL SOPI regularly publishes content (photos, videos, posts) on its social media accounts.		The content published by MAMA on social media is visually attractive and professional.		MAMA encourages its followers to interact (like, comment, share) with its publications.		MAMA organises interactive activities on social media (contests, giveaways, polls, Q&A sessions).		MAMA collaborates with influencers or brand ambassadors to promote its products.	
	Effective	%	Effective	%	Effective	%	Effective	%	Effective	%
Strongly disagree	1	0.5%	1	0.5%	2	1.0%	3	1.5%	1	0.5%
Disagree	14	7.0%	11	5.5%	16	8.0%	11	5.5%	20	10.0%
Neutral	63	31.5%	55	27.5%	65	32.5%	67	33,5%	67	33.5%
Agree	88	44.0%	100	50.0%	86	43.0%	94	47.0%	77	38.5%
Strongly disagree	34	17.0%	33	16.5%	31	15.5%	25	12.5%	35	17.5%
Total	200	100%	200	100%	200	100%	200	100%	200	100%
Mean	3.60		3.69		3,73		3,51		3,58	
Standard deviation	0.789		0.804		0,820		0.880		0,841	
Evaluation	Agree		Agree		Agree		Agree		Agree	
General mean	3,67									
General standard deviation	0,67									
General evaluation	Agree									

Source: Elaborated by the author based on SPSS

The Social Media Marketing dimension obtains a general average of 3.67 with a general standard deviation of 0.67. On a five-point Likert scale, this result corresponds to an overall agreement level. It indicates that respondents generally perceive MAMA social media activity positively. The standard deviation remains

moderate, showing that the responses are not excessively dispersed and that the general evaluation is reasonably stable across the sample. At the item level, all statements related to social media marketing receive an agreement evaluation. Respondents tend to agree that SARL SOPI publishes content regularly, that MAMA content is visually attractive and professional, that the brand encourages interaction, that it organizes interactive activities, and that it collaborates with influencers or brand ambassadors. These elements reflect the three operational components of Social Media Marketing used in the conceptual framework: content quality and consistency, audience engagement and influencer collaboration. The highest item average is observed for the statement related to encouraging followers to interact with publications. This is important because engagement is one of the mechanisms through which social media content becomes visible beyond the brand-owned audience. Likes, comments, shares and interactive behavior can increase the reach of brand content and therefore strengthen brand recognition and recall. The descriptive result therefore supports the idea that Social Media Marketing is a strong component of MAMA digital communication. It is also consistent with the regression results, where Social Media Marketing becomes the first and strongest predictor of brand awareness. In practical terms, MAMA should continue treating social media as a strategic brand-building tool rather than as a simple publication space

2.3 Digital communication channels

The following table presents the descriptive statistics for the ‘digital communication channels’ dimension, including its mean and overall assessment. It also details the mean, standard deviation, and evaluation for each constituent item within this dimension

Table 9: Digital communication channels

Items Modalities	MAMA is present on multiple digital platforms simultaneously (Facebook, Instagram, website, etc.).		I can easily find information about MAMA through several different digital channels.		The presence of MAMA on multiple digital platforms increases my familiarity with the brand.		MAMA's digital communication channels allow me to easily interact with the company (ask questions, give feedback).		The digital channels used by MAMA allow me to access information in real time (promotions, news, product launches).	
	Effective	%	Effective	%	Effective	%	Effective	%	Effective	%
Strongly disagree	1	0.5%	1	0.5%	0	0.0%	1	0.5%	1	0.5%
Disagree	12	6.0%	12	6.0%	9	4.5%	24	12.0%	19	9.5%
Neutral	76	38.0%	63	31.5%	75	37.5%	71	35.5%	68	34.0%
Agree	88	44.0%	96	48.0%	78	39.0%	79	39.5%	88	44.0%
Strongly agree	23	11.5%	28	14.0%	38	19.0%	25	12.5%	24	12.0%
Total	200	100%	200	100%	200	100%	200	100%	200	100%
Mean	3.60		3.69		3,73		3,51		3,58	
Standard deviation	0.789		0.804		0,820		0.880		0,841	
Evaluation	Agree		Agree		Agree		Agree		Agree	
General mean	3,62									
General standard deviation	0,60									
General evaluation	Agree									

Source: Elaborated by the author based on SPSS

The Digital Communication Channels dimension records a general average of 3.62 and a general standard deviation of 0.60. This indicates a positive overall evaluation

of MAMA digital channel presence. Respondents generally agree that MAMA is present on multiple digital platforms, that information about the brand can be found through different channels, that this multi-platform presence increases familiarity with the brand, that digital channels allow interaction with the company, and that these channels provide access to real-time information such as promotions, news and product launches. The relatively moderate standard deviation suggests that perceptions are fairly consistent across respondents. This is methodologically important because the variable does not appear to be evaluated in a highly contradictory manner. Most respondents recognize the usefulness of channel diversity and digital accessibility in increasing familiarity with MAMA. The interpretation should nevertheless remain balanced. The descriptive score is positive, but the regression coefficient of Digital Communication Channels is weaker than those of Social Media Marketing and Integrated Marketing Communication. This means that being present on multiple platforms is useful, but it becomes more effective when those platforms are animated by relevant content and connected through a coherent communication strategy. Consequently, MAMA should not understand channel diversity as a goal by itself. The strategic value of digital channels depends on their coordination, interactivity, update frequency and ability to guide the consumer toward brand recognition and recall

2.4 Integrated marketing communication:

The following table presents the descriptive statistics for the ‘Integrated marketing communication’ dimension, including its mean and overall assessment. It also details the mean, standard deviation, and evaluation for each constituent item within this dimension.

Table 10: Integrated marketing communication

Items <
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Source: Elaborated by the author based on SPSS

The Integrated Marketing Communication dimension obtains a general average of 3.55 and a general standard deviation of 0.65. This result indicates agreement, but it is

slightly lower than the averages obtained for Social Media Marketing and Digital Communication Channels. Respondents generally perceive that MAMA delivers consistent and unified messages, maintains a recognizable visual identity, uses a coherent communication tone, addresses relevant topics and adapts its communication strategy to consumer behavior and digital trends. This result is important because Integrated Marketing Communication does not refer only to the number of posts or platforms. It evaluates the coherence of the brand message across digital touchpoints. In brand awareness logic, coherence is essential because consumers need to connect repeated exposures to the same brand identity. A consistent logo, color system, tone of voice, message style and content direction help strengthen memory structures related to the brand. Although the descriptive evaluation is positive, the slightly lower general average suggests that MAMA still has room to improve message integration and content relevance across platforms. This is particularly important because IMC is the second strongest predictor in the final regression model. Therefore, improving IMC is likely to strengthen the brand-awareness effect of MAMA digital communication. From a managerial perspective, the brand should formalize its digital communication guidelines, including visual identity rules, message pillars, platform tone, campaign themes and audience-specific content adaptation. Such formalization would help transform positive digital presence into a more unified and memorable brand experience.

2.5 Brand awareness

The following table presents the descriptive statistics for the ‘Brand awareness’ dimension, including its mean and overall assessment. It also details the mean, standard deviation, and evaluation for each constituent item within this dimension.

Table 11: Brand awareness

Items Modalities	I can easily recognize the logo and visual identity of MAMA.		When I see an advertisement or post by MAMA, I immediately identify the brand.		The name MAMA spontaneously comes to mind when I think about companies in its sector of activity.		MAMA is one of the first brands that comes to mind in its product or service category		I have heard of MAMA through digital media (social networks, website, online advertisements).		My awareness of MAMA has increased following my exposure to its digital communication activities.	
	Effective	%	Effective	%	Effective	%	Effective	%	Effective	%	Effective	%
Strongly disagree	3	1.5%	0	0.0%	3	1.5%	1	0.5%	0	0.0%	1	0.5%
Disagree	13	6.5%	14	7.0%	22	11.0%	14	7.0%	17	8.5%	16	8.0%
Neutral	79	39.5%	81	40.5%	77	38.5%	83	41,5%	75	37.5%	63	31.5%
Agree	76	38.0%	80	12.5%	71	35.5%	86	43.5%	83	41.5%	92	46%
Strongly disagree	29	14.5%	25	12.5%	27	13.5%	16	8.0%	25	12.5%	28	14%
Total	200	100%	200	100%	200	100%	200	100%	200	100%	200	100%
Mean	3.58		3.58		3,48		3,48		3,58		3.65	
Standard deviation	0.871		0.798		0,913		0.763		0,817		0.837	
Evaluation	Agree		Agree		Agree		Agree		Agree		Agree	
General mean	3,56											
General standard deviation	0,65											
General evaluation	Agree											

Source: Elaborated by the author based on SPSS

The Brand Awareness variable records a general average of 3.56 with a general standard deviation of 0.65. This result indicates that respondents generally agree with the statements measuring recognition, recall, top of-mind awareness and perceived increase in awareness after exposure to MAMA digital communication. At the

recognition level, respondents tend to agree that they can recognize MAMA logo and visual identity and that they can identify the brand when they see an advertisement or a post. This shows that MAMA has established identifiable digital brand cues. At the recall level, respondents also agree that the name MAMA can come to mind when thinking about companies in its sector. However, the items related to spontaneous recall and top-of-mind positioning are slightly weaker than the direct exposure items, which means that MAMA is recognized and remembered, but still needs to consolidate its position as one of the first brands recalled in the category. The item concerning the increase of awareness after exposure to digital communication is particularly relevant to the research question. Its positive evaluation indicates that respondents perceive a link between MAMA digital communication and their own awareness of the brand. This descriptive result prepares the ground for the regression analysis, which statistically tests this relationship. Overall, the descriptive results confirm a favorable level of brand awareness, but not an absolute dominance. MAMA appears to have strong recognition and positive digital exposure, while top-of-mind awareness remains an area that can be strengthened through repetition, distinctive brand assets, consistent message themes and interactive campaigns.

3. UNIVARIATE ANALYSIS OF ANTECEDENTS DISCUSSION

3.1 Hypothesis Testing

To examine the hypotheses proposed within the methodological framework and assess the effect of the study variables on brand awareness, a multiple linear regression analysis was conducted, with brand awareness as the dependent variable and social media marketing, digital communication channels, and integrated marketing communication as the independent variables.

Prior to performing the multiple linear regression, the requisite assumptions underlying the test were verified as follows:

The first assumption: Concerning the nature of the variables, was satisfied, as all variables are quantitative in nature.

The second assumption: Which requires the existence of a linear relationship between the dependent variable and the independent variables, was verified in SPSS through the scatter plot method.

The third assumption: Which stipulates that the data must follow a normal distribution, was not met, as the significance value (Sig.) obtained during verification was not statistically significant. Consequently, the dependent variable was standardized in order to address this violation.

3.2 Reliability test

3.2.1 Social media marketing

Table 12: Social media marketing reliability

Cronbach Alpha	Elements
0.852	5

Source: Elaborated by the author based on SPSS

The Social Media Marketing scale has a Cronbach Alpha of 0.852 for five items. This value is above the commonly accepted threshold of 0.70 and can be considered good. It means that the five items used to measure Social Media Marketing are internally

consistent and evaluate the same underlying construct. This result supports the quality of the measurement instrument. The items concerning publication regularity, visual attractiveness, interaction encouragement, interactive activities and influencer collaboration are coherent enough to be combined into one global Social Media Marketing score. Therefore, the use of this variable in the regression model is statistically justified

3.2.2 Digital marketing channels

Table 13: Digital communication channels reliability

Cronbach Alpha	Elements
0.782	5

Source: Elaborated by the author based on SPSS

The Digital Communication Channels scale has a Cronbach Alpha of 0.782 for five items. This value is acceptable and indicates satisfactory internal consistency. The items measuring multi-platform presence, ease of finding information, familiarity created by digital presence, channel interactivity and real-time access to information are sufficiently coherent to represent the same dimension. Although this alpha is lower than the values obtained for Social Media Marketing and Brand Awareness, it remains above the accepted reliability threshold. This means that the variable can be retained in the analysis. The slightly lower value may be explained by the diversity of the channel concept itself: channel presence, information access, interaction and real-time updates are related, but they are not identical aspects of digital

3.2.3 Integrated marketing communication

Table 14: Integrated marketing communication reliability

Cronbach Alpha	Elements
0.842	5

Source: Elaborated by the author based on SPSS

The Integrated Marketing Communication scale has a Cronbach Alpha of 0.842 for five items. This is a good reliability level and confirms that the items measuring message consistency, visual identity consistency, tone consistency, content relevance

and adaptation to digital trends form a coherent construct. This result is important because IMC is a strategic and multidimensional concept. The reliability score shows that respondents evaluate these different aspects in a consistent way, which allows the study to use one global IMC score in the regression analysis. It also reinforces the credibility of the finding that IMC significantly influences brand awareness.

3.2.4 Brand awareness

Table 15: Brand awareness reliability

Cronbach Alpha	Elements
0.872	6

Source: Elaborated by the author based on SPSS

The Brand Awareness scale has a Cronbach Alpha of 0.872 for six items. This is the highest reliability result among the supplied scales and indicates very good internal consistency. The items related to recognition, identification, recall, top-of-mind awareness, exposure through digital media and increased awareness after digital communication are strongly coherent. This result supports the validity of using Brand Awareness as the dependent variable in the regression model. Since the measurement scale is reliable, the variation explained by the independent variables can be interpreted with greater confidence. In other words, the regression does not predict a weak or unstable measurement; it predicts a dependent variable whose internal consistency is statistically strong

Table 16: Collinearity statistics

	Tolerance	VIF
Social media marketing	0.661	1.514
Digital communication channels	0.696	1,436
Integrated marketing communication	0.778	1.285

Source: Elaborated by the author based on SPSS

The collinearity diagnostics show that there is no problematic multicollinearity between the independent variables. In the final model, the variance inflation factors remain low: Social Media Marketing has $VIF = 1.514$, Integrated Marketing Communication has $VIF = 1.436$, and Digital Communication Channels has $VIF = 1.285$. These values are far below the common warning thresholds of 5 or 10. The tolerance values are also acceptable, with values higher than 0.10 for all predictors. In addition, the maximum condition index reaches only 2.010, which is very low and does not indicate a serious collinearity problem. This means that the three predictors are related enough to belong to the same conceptual field of digital communication, but not so strongly related that they duplicate each other statistically. This diagnostic strengthens the credibility of the final coefficients. Since multicollinearity is not problematic, the separate effects of Social Media Marketing, Integrated Marketing Communication and Digital Communication Channels can be interpreted with confidence.

1.2 Test Results

Having verified the underlying assumptions, the multiple linear regression analysis was subsequently performed using the stepwise method, which enables the identification of variables that significantly impact brand awareness and yields the most reliable predictive model.

The table above presents the results of the multiple linear regression analysis.

Table 17: Results of multiple linear regression

Model	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Variation of R-deux	Variation of F	Sig	Durbin-Watson
1	0,545	0,297	0,294	0,84038159	0,297	83,773	<0.01	
2	0,606	0,367	0,361	0,79967353	0,070	21,672	<0.01	
3	0,628	0,394	0,385	0,78435090	0,027	2,772	0.03	2.105

Source: Elaborated by the author based on SPSS

The model summary shows a progressive improvement across the three regression steps. Model 1, based only on Social Media Marketing, has $R = 0.545$ and $R\text{-squared} = 0.297$. This means that social media Marketing alone explains 29.7% of the variance in Brand Awareness. This is already a strong result for a single predictor in a marketing study, and it confirms the central role of social media in building awareness of MAMA. Model 2 adds Integrated Marketing Communication. The R value increases to 0.606 and $R\text{-squared}$ increases to 0.367. The change in $R\text{-squared}$ is 0.070, meaning that IMC adds 7.0 percentage points of explanatory power beyond Social Media Marketing. The $F\text{-change}$ is significant at $p < 0.001$, which confirms that this improvement is statistically meaningful. Model 3 adds Digital Communication Channels. The final R value reaches 0.628, $R\text{-squared}$ reaches 0.394 and adjusted $R\text{-squared}$ reaches 0.385. This means that the complete model explains 39.4% of the variance in Brand Awareness, while the adjusted value indicates that 38.5% remains explained after considering the number of predictors and sample size. The additional contribution of Digital Communication Channels is 2.7 percentage points, with a significant $F\text{-change}$ of $p = 0.003$.

The Durbin-Watson statistic is 2.105, which is close to 2. This indicates that the residuals are not seriously affected by autocorrelation. In practical terms, the final model presents an acceptable level of independence of errors. Overall, the model summary confirms that the complete digital communication model has meaningful explanatory power

Table 18: ANOVA table

Modèle		Somme des carrés	Ddl	Carré moyen	F	Sig.
1	Régression	59,164	1	59,164	83,773	<0,001
	De Student	139,836	198	0,706		
	Total	199,000	199			
2	Régression	73,023	2	36,511	57,096	<0,001
	De Student	125,977	197	0,639		
	Total	199,000	199			
3	Rrgression	78,420	3	26,140	42,490	<0,001
	De Student	120,580	196	0,615		
	Total	199,000	199			

Source: Elaborated by the author based on SPSS

The ANOVA table confirms that each regression model is statistically significant. Model 1 has $F = 83.773$ with $p < 0.001$, Model 2 has $F = 57.096$ with $p < 0.001$, and Model 3 has $F = 42.490$ with $p < 0.001$. These results show that the explained variance in Brand Awareness is significantly greater than the unexplained variance left in the residuals. For the final model, the regression sum of squares is 78.420 and the residual sum of squares is 120.580. This confirms that the three predictors together explain a substantial portion of variation in Brand Awareness, even though part of the variation remains influenced by other factors not included in the model. This is normal in consumer and marketing research, where brand awareness can also be affected by product availability, offline advertising, price, family habits, distribution, packaging, past experience and word-of mouth. The ANOVA result is essential for hypothesis validation because it tests the global significance of the regression model. Since the final model is significant at $p < 0.001$, the main hypothesis is statistically supported: digital communication, considered through its three dimensions, has a positive and significant influence on brand awareness

Table 19: Multiple linear regression (summary)

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig
		B	Erreur standard	Bêta		
1	(Constante)	-3,389	0,059		0.000	1,000
	Social media marketing	0,907	0,060	0,545	9,153	0.000
2	(Constante)	-3,371	0,057		0.000	1.000
	Digital communication channels	0,697	0,067	0,383	5,754	0.000
	Prix	0,231	0,067	0,310	4,655	0.000
3	(Constante)	-2,840	0,055		0.000	1,000
	Valeur perçue	0,736	0,086	0,322	4,713	0.000
	Integrated marketing communication	0,252	0,067	0,270	4,058	0.000
	Durabilité	0,250	0,103	0,187	2,962	0,003

Source: Elaborated by the author based on SPSS

The coefficients table provides the most important interpretation of the regression model because it shows the unique contribution of each predictor when the other predictors are controlled. In the final model, Social Media Marketing has the strongest standardized coefficient with Beta = 0.322, $t = 4.713$ and $p < 0.001$. This means that, when Integrated Marketing Communication and Digital Communication Channels are held constant, an increase of one standard deviation in Social Media Marketing is associated with an increase of 0.322 standard deviations in Brand Awareness. Integrated Marketing Communication is the second strongest predictor in the final model, with Beta = 0.270, $t = 4.058$ and $p < 0.001$. This confirms that message coherence, visual identity consistency, tone consistency, content relevance and

adaptation to digital trends significantly contribute to strengthening MAMA brand awareness, independently of the effect of social media marketing and channel diversity. 8 Digital Communication Channels also has a positive and significant effect, with Beta = 0.187, t = 2.962 and p = 0.003. Although this coefficient is smaller than the coefficients of the other two variables, it remains statistically significant. This means that the diversity, accessibility and interactivity of MAMA digital channels contribute to brand awareness, but their effect is weaker than the effect of the social media content itself and the coherence of the overall communication strategy. Because the regression was performed using standardized Z-scores, the constant is practically zero and statistically non-significant. This is normal. With standardized variables, the mean of each variable is zero, so the intercept does not carry substantive managerial meaning. The final standardized equation can be written as follows: $Z(\text{Brand Awareness}) = 0.322 Z(\text{Social Media Marketing}) + 0.270 Z(\text{Integrated Marketing Communication}) + 0.187 Z(\text{Digital Communication Channels}) + \text{error}$. The order of influence is therefore clear and consistent: Social Media Marketing is the strongest driver, Integrated Marketing Communication is the second strongest driver, and Digital Communication Channels is the third driver. This order should be used in the discussion and recommendations.

2. Discussion

The empirical findings provide a coherent answer to the central research question of the dissertation: digital communication has a positive and significant influence on the brand awareness of SARL SOPI - MAMA. The final regression model explains 39.4% of the variance in brand awareness. In consumer behavior and marketing communication research, this is a meaningful level of explanation because brand awareness is usually affected by many factors beyond digital communication, including product experience, retail visibility, family habits, traditional media, word-of-mouth and packaging exposure. The strongest empirical result concerns Social Media Marketing. This finding is consistent with the descriptive analysis, where social media appears as the first source through which 55.5% of respondents heard about SARL SOPI. It is also consistent with the theoretical framework, which emphasizes that social media can generate repeated exposure, interaction, content sharing and influencer-based credibility.

For MAMA, social media should therefore be considered the first strategic lever of digital brand awareness. Integrated Marketing Communication also plays an important role. The statistical results show that consumers do not only respond to the presence of digital content; they also respond to its coherence. When a brand uses consistent visual codes, a stable tone of voice, relevant topics and a unified message across platforms, consumers are more likely to connect separate digital exposures to the same brand. This improves recognition, recall and the probability that MAMA becomes more salient in the consumer mind. Digital Communication Channels have a positive and significant, but weaker, effect. This result should not be understood as a failure of channel strategy. Rather, it means that channel presence is a necessary infrastructure, but not sufficient by itself. A brand can be present on several digital platforms without automatically building strong awareness. The impact becomes stronger when the channels carry attractive content and are connected through an integrated communication strategy. The reliability and diagnostic results reinforce the credibility of this interpretation. All Cronbach Alpha values are above the accepted

reliability threshold, indicating that the measurement scales are internally consistent. The final regression model is significant, the Durbin-Watson statistic is acceptable, and the collinearity indicators show no serious multicollinearity. These results make the hypothesis validation statistically coherent and professionally defensible. The findings also have practical importance for SARL SOPI. They suggest that the company should prioritize social media engagement, reinforce the coherence of its digital identity, and use its digital channels more strategically. The objective should not be only to publish more content or to be present on more platforms, but to create a coherent digital brand ecosystem where each platform strengthens the same brand meaning and makes MAMA easier to recognize, remember and recall first in its product category.

1. Hypothesis validation

Hypotheses 1: H1.1 - Social Media Marketing exerts a positive and significant influence on brand awareness.

Decision:

Supported / accepted. The final model shows a positive and significant coefficient for Social Media Marketing (Beta = 0.322; $t = 4.713$; $p < 0.001$). This confirms that social media content, engagement mechanisms and influencer collaboration contribute significantly to strengthening MAMA brand awareness.

Hypotheses 2: H1.2 - Digital Communication Channels exert a positive and significant influence on brand awareness.

Decision: Supported / accepted. The final model shows a positive and significant coefficient for Digital Communication Channels (Beta = 0.187; $t = 2.962$; $p = 0.003$). This confirms that multi-platform presence, channel accessibility, interactivity and real-time information contribute to brand awareness, although this effect is weaker than the effects of the other two dimensions.

Hypotheses 3: H1.3 - Integrated Marketing Communication exerts a positive and significant influence on brand awareness.

Decision: Supported / accepted. The final model shows a positive and significant coefficient for Integrated Marketing Communication (Beta = 0.270; $t = 4.058$; $p < 0.001$). This confirms that message consistency, visual identity coherence, tone consistency, content relevance and adaptation to trends significantly reinforce brand awareness.

Main Hypothesis - Digital communication exerts a positive and significant influence on brand awareness.

Decision: Supported / accepted. The final regression model is significant ($F(3,196) = 42.490$; $p < 0.001$) and explains 39.4% of the variance in Brand Awareness (R-squared = 0.394; adjusted R-squared = 0.385). Since all three dimensions have positive and significant coefficients, the main hypothesis is statistically supported.

Table 20: Hypotheses validation(summary)

N°	Hypotheses	Decision
H1.1	Social Media Marketing exerts a positive and significant influence on brand awareness.	Supported / accepted
H1.2	Digital Communication Channels exert a positive and significant influence on brand awareness.	Supported / accepted
H1.3	Integrated Marketing Communication exerts a positive and significant influence on brand awareness.	Supported / accepted
Main hypotheses	Digital communication exerts a positive and significant influence on brand awareness.	Supported / accepted

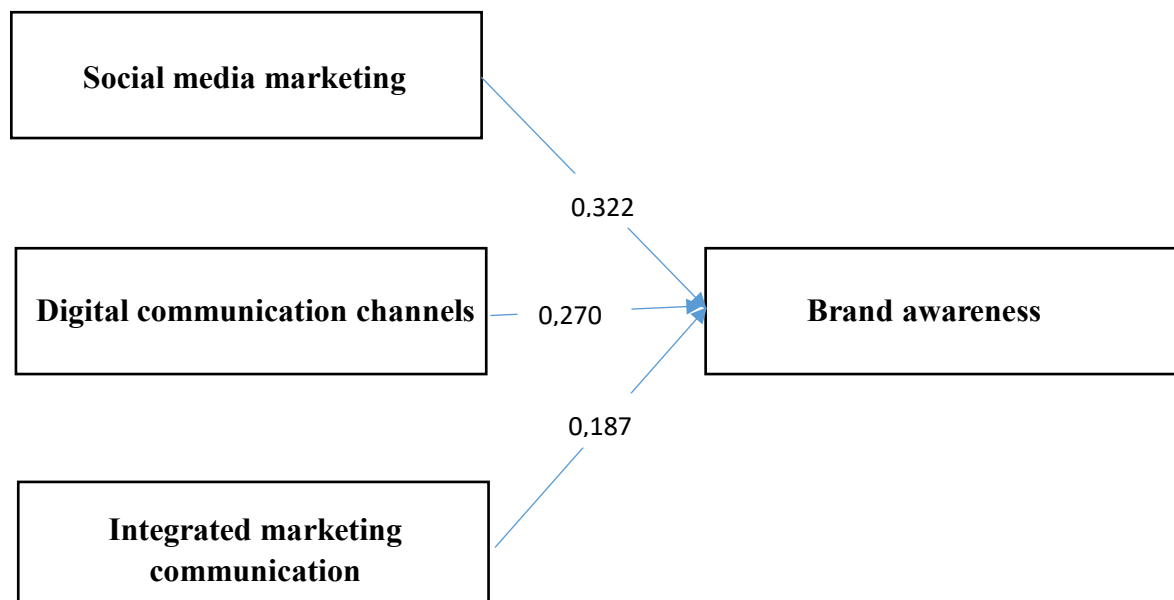
Source: Elaborated by the author based on SPSS

The results thus yielded the following model equation:

$$y = 0.322x_1 + 0.270x_2 + 0.187x_3$$

The findings of our study lead us to propose a model comprising three variables that significantly impact brand awareness, as presented in the following model which summarizes the results of our study.

Figure 4: The Algerian Customer Brand awareness in agry-food industry (SARL SOPI)



Source: Elaborated by the author based on SPSS

Conclusion of Chapter III:

Chapter III confirms that digital communication is a significant determinant of SARL SOPI 'MAMA' brand awareness. The descriptive analysis shows that respondents evaluate MAMA social media marketing, digital channels, integrated marketing communication and brand awareness positively. The reliability analysis confirms the internal consistency of the measurement scales. The multiple linear regression demonstrates that all three dimensions of digital communication positively and significantly affect brand awareness. The final model validates the central logic of the

conceptual framework. Social Media Marketing is the strongest driver, which confirms the role of content, engagement and influencer collaboration. Integrated Marketing Communication is the second driver, which confirms the role of coherence and message consistency. Digital Communication Channels remain significant, which confirms the importance of multi-platform presence and digital accessibility. Together, these results support the main hypothesis and the three sub-hypotheses. The study therefore provides both academic and managerial value. Academically, it supports the idea that brand awareness is strengthened by integrated and interactive digital communication. Managerially, it shows that MAMA can improve its brand awareness by investing in more engaging social media content, stronger message integration, clearer digital identity, and better channel coordination. The results should be presented as strong empirical support for the proposed model while acknowledging that future studies may include additional variables such as offline communication, product experience, customer satisfaction and brand loyalty.

General conclusion

1. Summary of the Research

This dissertation set out to investigate the relationship between digital communication and brand awareness in the specific context of a small and medium-sized Algerian agri-food company, SARL SOPI, commercially known under the brand name MAMA. The central research question asked how digital communication influences a company's brand awareness, and the study operationalized this question through three sub-dimensions of digital communication, Social Media Marketing, Digital Communication Channels, and Integrated Marketing Communication, as determinants of brand awareness measured through brand recognition, brand recall, and top-of-mind awareness.

To address this question, the study adopted a positivist epistemological stance and a hypothetico-deductive methodology, combining a comprehensive systematic literature review, a theoretically grounded conceptual framework, and a quantitative empirical investigation based on a survey questionnaire administered to a final sample of 200 respondents exposed to MAMA's digital channels. Data were processed and analyzed using IBM SPSS (version 26.0) through descriptive statistics, Cronbach's alpha reliability analysis, and stepwise multiple linear regression.

2. Principal Empirical Findings

The empirical results of the study provide a coherent and statistically robust answer to the central research question. The final stepwise multiple linear regression model is globally significant ($F(3,196) = 42.490$; $p < 0.001$) and explains 39.4% of the variance in brand awareness ($R^2 = 0.394$; adjusted $R^2 = 0.385$), a meaningful level of explanatory power given that brand awareness is a construct influenced by numerous factors beyond digital communication, including product experience, retail visibility, traditional media, word-of-mouth, and packaging.

The first finding concerns Social Media Marketing, which emerges as the strongest predictor of brand awareness in the final model ($\text{Beta} = 0.322$; $t = 4.713$; $p < 0.001$).

This result confirms Sub-Hypothesis 1 and is fully consistent with the descriptive analysis, in which social media appears as the primary source through which 55.5% of respondents became aware of SARL SOPI. The finding corroborates the theoretical and empirical literature, particularly Ashley and Tuten (2015) and Jannah, Zulkarnain and Kurniawati (2025), by demonstrating that interactive, visually attractive, and consistently published social media content, combined with audience engagement mechanisms and selective influencer collaboration, constitutes the most powerful lever for building brand awareness in a digital environment.

The second finding relates to Integrated Marketing Communication, which constitutes the second strongest predictor of brand awareness (Beta = 0.270; $t = 4.058$; $p < 0.001$), thereby confirming Sub-Hypothesis 3. This result underscores a critical strategic insight: consumers do not respond solely to the quantity or frequency of digital content, but equally to its coherence and consistency. When a brand maintains a unified visual identity, a stable tone of voice, and strategically relevant messaging across all digital touchpoints, it creates cumulative memory structures that facilitate brand recognition and recall. This finding is aligned with the empirical conclusions of Ganobčik, Halmo, Lukáč and Gubínová (2026) and El-Damey (2026), both of whom demonstrated that integrated, multi-channel digital strategies consistently outperform fragmented, channel-by-channel approaches in producing durable brand awareness outcomes.

The third finding pertains to Digital Communication Channels, which records a positive and statistically significant, albeit smaller, regression coefficient (Beta = 0.187; $t = 2.962$; $p = 0.003$), confirming Sub-Hypothesis 2. This result reinforces the conclusion that multi-platform presence and channel accessibility constitute a necessary infrastructure for digital brand building, without however being sufficient in isolation. The effectiveness of channel diversity is contingent upon the quality of the content disseminated through those channels and the degree to which the channels are integrated within a coherent communication strategy. Presence on multiple platforms creates opportunities for brand exposure, but it is the strategic coordination

of those platforms around a consistent brand narrative that transforms exposure into recognition and, ultimately, into top-of-mind awareness.

Taken together, these three findings validate the Main Hypothesis of the study: digital communication, considered through its three dimensions, exerts a positive and significant influence on the brand awareness of SARL SOPI (MAMA). The final model equation, $Z(\text{Brand Awareness}) = 0.322 Z(\text{Social Media Marketing}) + 0.270 Z(\text{Integrated Marketing Communication}) + 0.187 Z(\text{Digital Communication Channels})$, provides a clear and operationally applicable hierarchy of the determinants of brand awareness for MAMA, directly informing the prioritization of its digital communication investments.

3. Theoretical Contributions

From a theoretical standpoint, this dissertation makes several contributions to the existing literature on digital communication and brand management. First, it extends the empirical evidence on the relationship between digital communication and brand awareness to the specific context of the Algerian agri-food market, a context that has been largely underrepresented in the international academic literature. Second, it provides quantitative validation of a multi-dimensional operationalization of digital communication encompassing Social Media Marketing, Digital Communication Channels, and Integrated Marketing Communication as distinct but interrelated determinants of brand awareness, thereby contributing to the conceptual precision and measurement rigor of the field. Third, by demonstrating that Integrated Marketing Communication is a more powerful predictor of brand awareness than channel diversity per se, the study reinforces the theoretical proposition, advanced by Mangold and Faulds (2009) and Belch and Belch (2021), that strategic coherence is a more decisive driver of brand awareness outcomes than mere platform proliferation.

4. Managerial recommendations: the following recommendations are derived directly from the order and strength of the final regression coefficients:

-
- Prioritize Social Media Marketing because it is the strongest predictor of brand awareness. MAMA should continue improving the regularity, attractiveness and originality of its posts, videos, stories and short-form content.
 - Increase interactive formats such as polls, Q&A sessions, contests, giveaways, recipe challenges, consumer testimonials and user-generated content. These formats can transform passive exposure into active engagement.
 - Use influencer and brand ambassador collaborations selectively. The objective should be credibility and audience fit, not only reach. Influencers should be selected according to relevance to MAMA target consumers.
 - Formalize an Integrated Marketing Communication guide. This guide should define visual identity rules, tone of voice, message pillars, campaign themes, platform adaptation and content approval standards.
 - Improve channel coordination. Facebook, Instagram, the website, YouTube or other channels should not communicate separately. They should reinforce the same brand promise while adapting the format to each platform.
 - Use performance indicators for decision-making. MAMA should track reach, engagement rate, saves, shares, website visits, campaign recall, follower growth, comment quality and conversion from digital exposure to brand recognition. Strengthen top-of-mind awareness through repetition of distinctive brand assets. The logo, colors, slogan, packaging cues, product category language and recurring campaign messages should appear consistently across digital content.
 - Combine digital communication with offline brand visibility when possible. Since 60.6% of brand awareness remains explained by factors outside the final regression model, retail exposure, product experience, packaging, events and word-of-mouth should also support the digital strategy

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APPENDIX A: Measurement instrument

Table 21: table of measurement items

Variables	Items	Authors
Digital communication of SARL SOPI “MAMA “		
Social media marketing	MAMA regularly publishes content (photos, videos, posts) on its social media accounts. The content published by MAMA on social media is visually attractive and professional. MAMA encourages its followers to interact (like, comment, share) with its publications. MAMA organizes interactive activities (contests, giveaways, polls, Q&A). MAMA collaborates with influencers or brand ambassadors to promote its products.	Ashley & Tuten (2015), p. 15–16 Godey et al. (2016), p. 5834 Jannah et al. (2025), p. 909 Hastomo et al. (2025) Kapitan & Silvera (2016)
Digital communication channels	MAMA is present on multiple digital platforms simultaneously (Facebook, Instagram, website, etc.). I can easily find information about MAMA through several different digital channels. The presence of MAMA on multiple digital platforms increases my familiarity with the brand.	Chaffey & Ellis-Chadwick (2019) Strauss, Harr & Pieper (2025), p. 3120 Hastomo et al. (2025) Vernuccio & Ceccotti (2015)

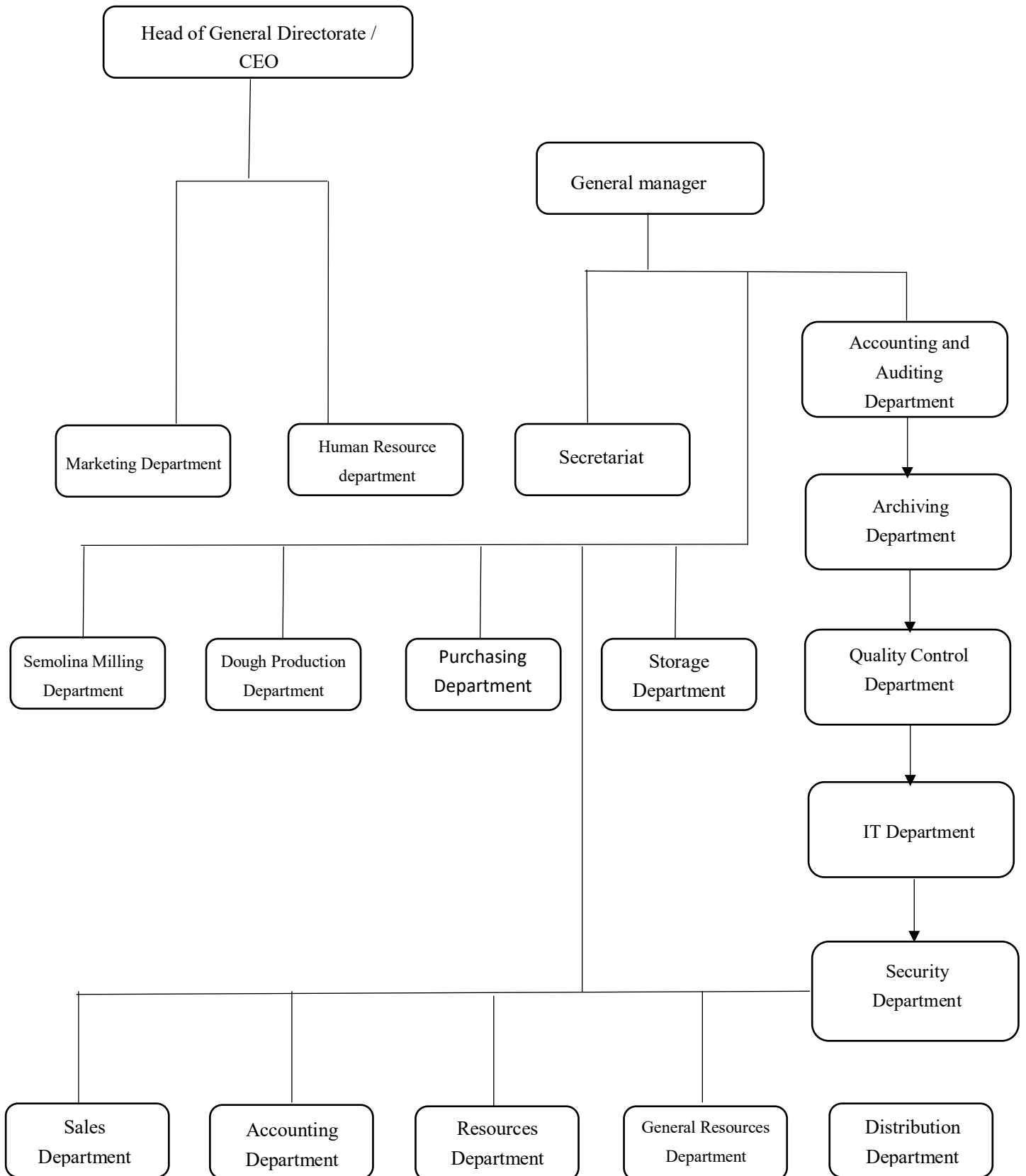
	MAMA's digital communication channels allow me to easily interact with the company (ask questions, give feedback). The digital channels used by MAMA allow me to access information in real time (promotions, news, product launches).	
Integrated marketing communication	MAMA delivers a consistent and unified message across all its digital communication channels. The Visual identity of MAMA (logo, colors, design) is recognizable and consistent across all digital platforms. MAMA maintains a consistent communication Tone (Professional, friendly, informative) across its digital communication MAMA's digital communication address topics that are genuinely relevant to my needs and interests as a consumer. MAMA adapts its digital communication strategy to changes in consumer behavior and digital trends.	Belch & Belch (2021), Chapter 1 Aaker (1996), p. 68 Mangold & Faulds (2009), p. 362
Brand Awareness of SARL SOPI		
Brand Recognition, brand Recall and Top-of-Mind Awareness and perceived	I can easily recognize the logo and visual identity of MAMA.	Keller (1993), p. 3 Aaker (1991), p. 61 Yoo & Donthu (2001), p. 4 Aaker (1991), p. 62

Digital Brand Image	When I see an advertisement or post by MAMA, I immediately identify the brand. The name MAMA spontaneously comes to mind when I think about companies in its sector of activity. MAMA is one of the first brands that comes to mind in its product or services category I have heard of MAMA through digital media (Social networks, website, online advertisements). My awareness of MAMA has increased following my exposure to its digital communication activities.	Hastomo et al. (2025) Jannah et al. (2025), p. 904
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Source: Elaborated by the author

APPENDIX B: SARL SOPI's Departments

Figure 5: MAMA's departments



Source: Elaborated by the author

APPENDIX C: SPSS tests

Reliability tests

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,852	5

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,782	5

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,872	6

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,842	5

Normality test

Test	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
Social media marketing	0,104	200	< 0.001	0,971	200	< 0.001
Digital communication channels	0,108	200	< 0.001	0,984	200	0.026
Integrated marketing communication	0,101	200	< 0.001	0,983	200	0.016
Brand awareness	0,086	200	0.001	0,985	200	0.037

Descriptive test

Statistiques descriptives

	N	Minimum	Maximum	Moyenne	Ecart type
IV1	200	1,60	5,00	3,6730	,67673
IV2	200	1,60	5,00	3,6210	,60497
IV3	200	1,80	5,00	3,5530	,65769
DV	200	1,67	5,00	3,5633	,65154
N valide (liste)	200				

Collinearity

Diagnostics de colinéarité ^a							
Modèle	Dimension	Valeur propre	Index de condition	(Constante)	Proportions de la variance		
					Score Z(IV1)	Score Z(IV3)	Score Z(IV2)
1	1	1,000	1,000	,50	,50		
	2	1,000	1,000	,50	,50		
2	1	1,524	1,000	,00	,24	,24	
	2	1,000	1,234	1,00	,00	,00	
	3	,476	1,789	,00	,76	,76	
3	1	1,896	1,000	,00	,13	,13	,12
	2	1,000	1,377	1,00	,00	,00	,00
	3	,634	1,729	,00	,06	,29	,83
	4	,469	2,010	,00	,81	,58	,05

a. Variable dépendante : Score Z(DV)

Multiple Linear regression tests

Coefficients ^a								
Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.	Statistiques de colinéarité	
		B	Erreur standard	Bêta			Tolérance	VIF
1	(Constante)	-4,608E-16	,059		,000	1,000		
	Score Z(IV1)	,545	,060	,545	9,153	,000	1,000	1,000
2	(Constante)	-3,922E-16	,057		,000	1,000		
	Score Z(IV1)	,383	,067	,383	5,754	,000	,725	1,378
	Score Z(IV3)	,310	,067	,310	4,655	,000	,725	1,378
3	(Constante)	-5,641E-16	,055		,000	1,000		
	Score Z(IV1)	,322	,068	,322	4,713	,000	,661	1,514
	Score Z(IV3)	,270	,067	,270	4,058	,000	,696	1,436
	Score Z(IV2)	,187	,063	,187	2,962	,003	,778	1,285

a. Variable dépendante : Score Z(DV)

ANOVA ^a						
Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	59,164	1	59,164	83,773	,000 ^b
	de Student	139,836	198	,706		
	Total	199,000	199			
2	Régression	73,023	2	36,511	57,096	,000 ^c
	de Student	125,977	197	,639		
	Total	199,000	199			
3	Régression	78,420	3	26,140	42,490	,000 ^d
	de Student	120,580	196	,615		
	Total	199,000	199			
a. Variable dépendante : Score Z(DV) b. Prédicteurs : (Constante), Score Z(IV1) c. Prédicteurs : (Constante), Score Z(IV1), Score Z(IV3) d. Prédicteurs : (Constante), Score Z(IV1), Score Z(IV3), Score Z(IV2)						

Récapitulatif des modèles ^d										
Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Variation de R-deux	Modifier les statistiques			Sig. Variation de F	Durbin-Watson
						Variation de F	ddl1	ddl2		
1	,545 ^a	,297	,294	,84038159	,297	83,773	1	198	,000	
2	,606 ^b	,367	,361	,79967353	,070	21,672	1	197	,000	
3	,628 ^c	,394	,385	,78435090	,027	8,772	1	196	,003	2,105
a. Prédicteurs : (Constante), Score Z(IV1) b. Prédicteurs : (Constante), Score Z(IV1), Score Z(IV3) c. Prédicteurs : (Constante), Score Z(IV1), Score Z(IV3), Score Z(IV2) d. Variable dépendante : Score Z(DV)										

Variables exclues ^a								
Modèle		Bêta In	t	Sig.	Corrélation partielle	Statistiques de colinéarité		
						Tolérance	VIF	Tolérance minimum
1	Score Z(IV2)	,238 ^b	3,708	,000	,255	,811	1,234	,811
	Score Z(IV3)	,310 ^b	4,655	,000	,315	,725	1,378	,725
2	Score Z(IV2)	,187 ^c	2,962	,003	,207	,778	1,285	,661
a. Variable dépendante : Score Z(DV)								
b. Prédicteurs dans le modèle : (Constante), Score Z(IV1)								
c. Prédicteurs dans le modèle : (Constante), Score Z(IV1), Score Z(IV3)								