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Masters degree in marketing management

Theme

The Impact of Digital Marketing Actions in Building Customer Relationships

Case: BIOTANYS

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ABSTRACT

In this research. We studied how could the digital marketing actions improve customer relationships with brands. We started by exploring the previous literature studies done by different researchers, and then we established a quantitative study approach using a data of 115 relevant responses. We have applied our research on the brand BIOTANYS to study the impact of the digital marketing actions in building customer relationships. Finally, we have obtained significant results that allowed us achieve our research successfully.

Key words: Customer relationship, Digital actions, social media, Digitalization.

Dans cette recherche. Nous avons étudié comment les actions de marketing digital pourraient améliorer les relations clients avec les marques. Nous avons commencé par explorer les études de la littérature précédente effectuées par différents chercheurs, puis nous avons établi une approche d'étude quantitative utilisant des données de 115 réponses pertinentes. Nous avons appliqué notre recherche sur la marque BIOTANYS pour étudier l'impact des actions de marketing numérique dans la création de relations avec les clients. Enfin, nous avons obtenu des résultats significatifs qui nous ont permis de mener à bien notre recherche.

Mots clés : Relation client, Actions marketing, Médias sociaux, Digitalisation.

في هذا البحث، لقد تطرقنا إلى دراسة طرق التسويق الرقمي في تحسين العلاقات بين الزبائن و العلامات التجارية. بدأنا باستكشاف الدراسات السابقة من قبل باحثين مختلفين ثم طبقنا نهج دراسة كمية باستخدام مجموعة من البيانات المكونة من 115 إجابة صالحة للدراسة

لدراسة تأثير طرق التسويق الرقمي في انشاء العلاقات مع الزبون. و بيوتانيس لقد طبقنا بحثنا على العلامة التجارية على نتائج مهمة مكنتنا من تحقيق دراستنا بنجاح في الأخير، تحصنا

الكلمات الرئيسية : علاقة العملاء، الإجراءات الرقمية، وسائل التواصل الاجتماعي، الرقمنة

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INTRODUCTION

Digital marketing occupies an important place within companies, it corresponds to all the digital marketing activities and practices executed that connect people and brands with each other. Moreover, digital channels have thus become a way of building customer relationships, whose salient characteristics are the speed, the intensity of exchanges, and the multiplication of interaction on different media. The digital world has completely changed the way brands look at customers and that by studying the change in the behavior.

Today, many brands have recognized that focusing on the product is not enough for their business success, more likely the focus has shifted to customers. Yet, with the development of technology and the emergence of the digital world, brands are investing efforts on their customers' digital experiences and respond to their digital needs which is hard to establish with the appearance of many customer relationship management tools. Social media has been one of the easiest and the most effective channels that most of the customers are present in, it allowed many businesses to integrate it in their digital marketing strategies for creating and maintain a good relationship with their customers by responding to all the needs through social media. BIOTANYS the cosmetic brand with the guidance of ALLIN agency, chose to shift the brand's focus into customers and that is by implementing digital marketing actions on BIOTANYS's social media channel to build and maintain a relationship with its customers.

This dissertation will be tackling this topic from a practical and theoretical perspective, where it will compass four chapters, the first chapter presents the context of our topic and its objectives, the academic and professional relevance of the research, the problematic, the sub-questions, the hypotheses, and lastly the organizational context. The second chapter will be dedicated to the theoretical frame. The first part will present the literature review that exposes different previous researches about our topic. As for the second part, it will be presenting the conceptual frame of our research. The third chapter, it will be devoted to the methodological framework that contains the approach used, the methods, the measurement tools. Finally, the fourth chapter will be exposing and discussing the results of our quantitative research method that concerns studying BIOTANYS's digital customer relationship

CHAPTER 1: CONTEXT AND PROBLEMATIC

In this first chapter we will explain and illustrate the context of our research, its purpose, objectives to be achieved, as well as the main problem of our research dissertation. Besides, we will briefly demonstrate the interest of our study whether it be theoretical or managerial interest, and finally we will present our research ground where the practical case study was achieved.

1. Context and objectives of the study

Marketing is about communicating the values of products and services, creating the best image for organizations, and providing opportunities for customers as well as retaining customers for long term relationships. (Kotler.P, Marketing Management, 2011)

Marketing activities can help guarantee the success of an organization and the benefits of stakeholders by fulfilling the needs of customers. (Burnett.J, 2008) Furthermore, The results of these all activities can be beneficial only when a marketer implements a long-lasting relationship strategy with customers, build a virtue strong trust bond with customers, understand their needs and adapt with the change of their interests in order to rectify faults when it occurs. (Reddy.G, 2018) Recently, many brands have recognized the need of focusing on customers in order to survive in the competitive market, moreover building a long-lasting relationship with customers has become the key of success for small and big businesses. (Vallanueva.J, 2001)

Digital technology has an indisputable influence on customer relations, bringing new ways of working for the consumer. Nowadays, a customer can absolutely contact a brand or company via multiple channels: mobile, mail, telephone, internet, social networks. The same is true for businesses, which can stay close to their consumers via these same channels (Marrone, Rémy, Gallic, & Claire, 2018). Recent statistics ¹shows that there is over 27 million of social media users in Algeria which attracted many Algerian organizations to shift the focus over their digital customers in order to improve their visibility and be present for their customers.

¹ According to the report of we are social 2022: "<https://wearesocial.com/fr/blog/2022/05/review-du-social-603/>, consulted 28/05/2022

BIOTANYS, a new cosmetic brand that positioned itself in the cosmetic industry in a very short period wanted to be digital customer centric and understand the needs of its customer throughout social media. We chose to improve the digital activities of BIOTANYS through its official Instagram page that will allow creating effective relationships with customers. The objectives of our research in order to improve customer relationships through digital activities are:

- Understanding the nature of the relationship between BIOTANYS and its customer
- Identify the key element of building customer relationships in the digital era
- Exploring the impact of the digitalization of the customer relationship
- Diagnosing the level of adoption of the digital marketing activities by BIOTANYS throughout their social media channel
- Propose effective digital activities to maintain customers through social media
- Examining the effect of social media influencing as an intermediate digital activity in building customer relationship
- Suggest effective an effective action plan to improve digital customer relationship for BIOTANYS

2. Research question

In this context presented in our introduction and in order to achieve the objectives of our study, and based on our research and readings, it has prompted us to question the following research problematic question:

<< What is the impact of digital marketing actions in build customer relationships for the cosmetic brand “BIOTANYS”? >>

3.1 Sub-questions

- What are the digital channels used by brands in the initiation process of the customer relationship?
- How can social media influence contribute to building customer relationships ?
- Does digitalization impact positively the customer relationship?

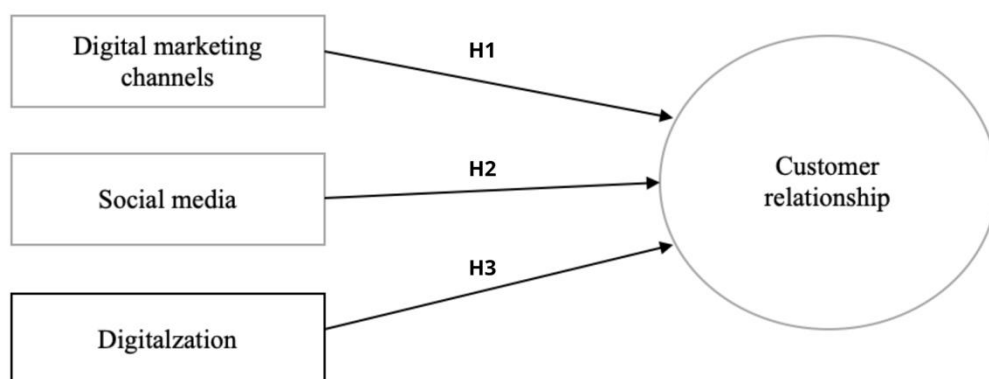
3.2 Hypotheses

- H1: Digital marketing channels are fundamental in creating customer relationship
- H2: Social media influencing is an effective intermediate in building customer relationships
- H3: Digitalization of marketing activities have a connection with developing the customer relationship

Hypotheses		Sources
H1	Digital marketing channels are fundamental in creating digital customer relationship	(Kincaid & Judith, 2016)
H2	Social media influencing is an effective intermediate in building customer relationships	(Glucksman, 2017)
H3	Digitalization of marketing activities have a connection with developing the customer relationship	(CHAMBINE, 2020)

3.3 Research model

Figure 1 : Research model



Source: Realized by the student

3. The research interests

2.1 Theoretical interest

There is are multiple studies about customer relationship yet, there have been few research directed about the utilization of digital channels in building stronger customer as the new dimension in the marketing research (Alam.S & Yasin.N, 2010).Moreover, there are over 3 millions academic article documented about customer relationships yet few only tackles the customer relationship as new concept in the digital era especially by using social media, the majority of the documentations found are based on theoretical aspects.

For the aim of improving documentation about customer relationship in the digital era, we hope our work will add value the marketing domain and become a inspiration for future academic and professional researches.

2.2 Managerial interest

This research intends to provide BIOTANYS with a global analysis about its relationship with online customer, besides we will be providing action plans that would improve BIOTANYS's customer relationship in digital era.

4. Organizational context

ALLIN Ad lab is the organization that has gave us the chance to carry out our research. At first, we will be presenting the Agency ALLIN and then BIOTANYS as the brand where we could realize our documented research into a practical case study

4.1 Presentation of the host organization “ALLIN Ad lab “



ALLIN Ad lab is a marketing and advertising agency that helps brands in establishing effective and innovative marketing and advertising action plans, it is specialized in brand content, data research, digital advertising, visual production and more.

4.1.1 Agency's values

This agency is well known for the values that makes them a unique agency in the Algerian market, the following values are:

Brand content: overcoming any problem related to the image, marketing, commercial or even the product itself, it requires only to understand the brand's vision and find an effective storytelling strategy.

Social: communication is the key, all what is needed is to create an effective dialogue between the brand and its audience in order to transmit the emotional engagement and improve the commercial engagement as well.

Experience: experience is all what makes the work effective throughout the experience and reduces bad case practices.

Data centric: An agency that cares about the customers of its brands by collecting their data and understand the change in their behaviors.

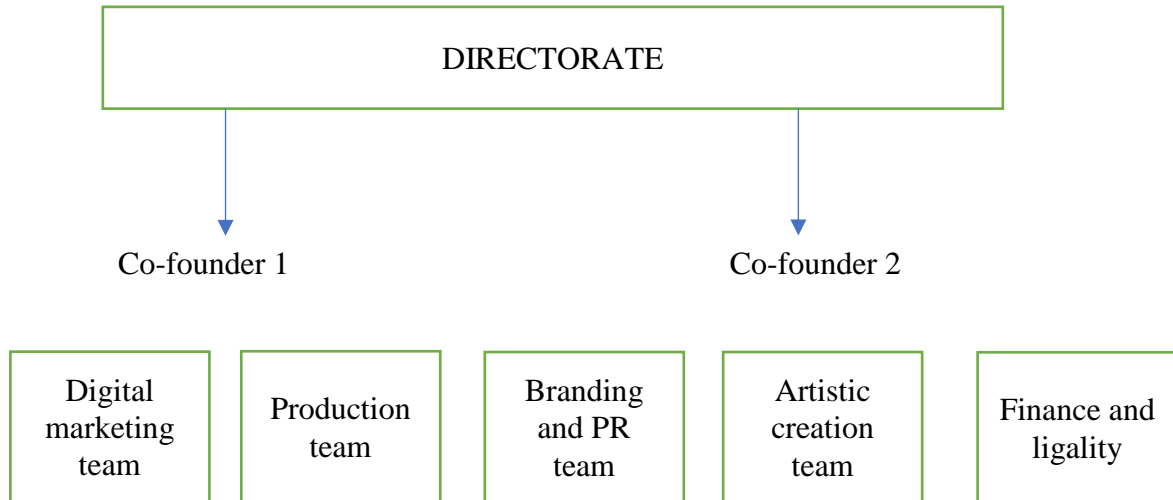
4.1.2 The clients



Careem



4.1.3 Agency's structure



4.2 Presentation of the study case brand “BIOTANYS”

BIOTANYS is a new cosmetic brand that produces bio skin care products it was created in late 2021 and marked its presence quickly in the Algerian market. It has



an important number of followers that represent over 25K follower on Instagram.

4.2.1. Products

BIOTANYS has 5 primarily product (check Appendix A)

1. Oil eye makeup remover
2. Micellar water
3. Correcting serum
4. Vitamin C serum

CHAPTER 2: THEORITICAL FRAME

1.Literature review

1.1. Digital marketing and customer relationship management

According to (Del Toro, 2020), digital Marketing Combines Digital Technology that supports and facilitates marketing activities; its use generally makes purchasing goods and services profitable as it continuously increases customer acquisition. With this, the development of digital technologies and planning methods is gaining strategic recognition, enabling companies to improve their understanding of customers, and their interests, preferences and products (display, quality, quantity) to meet their needs. In addition, (Bricio Samaniego, Calle Mejia, & Zambrano Paladines, 2018) on their study about digital marketing as a tool of performance, states that businesses adopting a digital marketing strategy is one way of building a relationship with their customers. Customers understand the company's products, complain to the company, and make suggestions to the company. As a result of the research, the adoption of a digital marketing strategy by companies is a way to build mutual relationships with customers. Through digital marketing tools, companies can better understand and retain customers. This is the basis for enterprises to establish a good Customer relationship system.

1.1.1. The digital customer experiences

Business success in the age of digital transformation requires a thorough understanding the digital experience of the customer. (solis, Li, & Szymanski, 2014) mentions in his study that digital transformation is becoming essential for many brands around the world, getting to know the digital customer experience, as the world is living a development, technology is making communication fast and more engaging with the customers.

Based on (Ryan & Jones, 2015) research, customer experience is important in digital marketing. Customers want to know how marketing can improve their experience and make better decisions. Therefore, people are the most important factor in marketing. Understand customer experiences and behaviors in the digital realm. It is important, because consumer behavior is changing due to the ubiquitous, emotional and supportive nature of digital technology. As most customers use new technologies and social media to increasingly personalize their digital experiences, we have reached a collective digital

tipping point. With the advent of digital media and more diversified and segmented markets, the practice of broadcasting general advertising messages to the general market is rapid. replaced by targeted narrow cast marketing as a result, the digital marketing creates long-lasting connections with clients that are individually personalized.

1.1.2 The initiation of the customer relationship in the digital era

The author (Michelsson & Heinonen, 2015) states in his study about how digital channels play a role in creating customer relationships, that the interest in relationship marketing and in particular in the relationship dynamics between academics and professionals is growing.

Relationship management is about expanding and maintaining relationships throughout their entire life cycle, starting with relationship initiation. However, relationships in a digital context or in a context in which they arise through technological interfaces are rare. To our knowledge, how the relationships begin in such a context has not been explored.

(Edvardsson, Holmlund, & Strandvik, 2008) state that different research directions explore customer-company relationships. Whereas some studies focus on customer satisfaction, loyalty and trust in companies, other studies are investigating how customer switching and ending relationship dynamics work. Moreover, the focus on customer satisfaction and loyalty has been on both an offline and online level, but what is lacking is an understanding of how customer relationships begin. Many recent contributions focus on the beginning of customer relationships.

According to (Michelsson & Heinonen, 2015) on their study research about the initiation process of the customer relationship, companies do not seem to know how relationships start. Based on their quantitative study, the results show that the relationship can be viewed from one side, starting with the active customer, when the relationship is initiated by existing or new customers who contact the company or through a trade traditional, or more often through digital channels. At the other extreme, the relationship begins with company-related sales and marketing activities that often combine traditional sales pitches and meetings with digital marketing communication campaigns. However, the respondents had trouble identifying the actual roots of a new relationship, when a relationship is created, and also when it ends. This is especially the case if it could not be linked to a specific

contract, personal sales contact, registration, or first transaction. Sometimes the initiation can be seen to denote a first transaction, and sometimes it involves more formal actions to create the relationship.

Thereby, the research has found that the relationship initiation process has a significant impact on relationship development and customer loyalty, even though many companies overlook the long-term profitability of making the initial acquisition cost worth the expenditure. (Jones & Richards, 2008) Relationship Initiation is the formation process of the CRM process that involves all the activities that take place before or in the early stages of the relationship with potential customers. (Rababah, Molod, & Ibrahim, 2011)

CRM initiation process focuses on building relationships with the right customers to have a positive impact on marketing effectiveness and company profitability. It is suggested that customer selection may be a significant factor in this competitive strategy. (Wallen & Fraenkel, How to Design and Evaluate customer relationship in Education., 2016)

a) The initiation of B2B relationship

(Åkerlund H. , 2004) indicates that the relationship between businesses is different depending on whether it's a business-to-business relationship or a business-to-consumer relationship. B2B relationships usually start with traditional sales contacts such as personal selling, customer service, and direct mailing campaigns. However, digital contacts are sometimes involved as well. The relationships in these scenarios seem more interpersonal and often occur in-person, compared to B2C relationships. The role of digital channels in B2B relationships seems to be to help keep or extend an existing interpersonal relationship. For example, digital supplementary services or part of the sales process may be automated through digitalization.

b) The initiation of B2C relationship

According to (Palmer & Koenig-Lewis, 2010) in contrast to B2B relationships, the respondents indicated that digital channels are used more frequently in creating B2C relationships. Compared to B2B relationships, these relationships can also be more indirect, and the company and customer might in fact never physically meet. The customer can, in many cases, learn about the service, buy and consume the service digitally

independently of the company, and as a result, all contacts can be made through digital methods

Some respondents noted that it is often the customer who initiates B2C relationships. The customer sees an opportunity – a lower price or an interesting offer – and initiates the contact with the service provider through digital means, such as a website or via e-mail. The customer can find information about the company through search engines and based on this information makes the initial contact. Customers use traditional marketing information, such as journal articles, and advertisements simultaneously with digital marketing information, such as banner advertisements, search engine advertisements, links on portals, digital newsletters, to get more information about the service provide

1.1.3. The impact of digital on customer relationship

According to (CHAMBINE, 2020) the digital has changed the relationship with the customer in the following ways: First, the Internet has become a new channel of relationship with the customer, faster, richer than traditional channels and will likely make the customer more autonomous. Social media then gave more voice to customers who engage in conversation and direct interaction with brands.

Digitization has changed the way customers around the world work. Contacts have richer tools that give them access to real-time customer information, whether remotely or in person. Finally, digital technology has enabled the emergence of new players offering new customer experiences that naturally merge the digital and real worlds.

Today we are in a new era of digital technology with a new dimension that is mobility. The customer now has in the palm of his hand with his smartphone a kind of universal remote control. These profound changes brought about by digital technology affect the management of companies and force them to think about their business model and how they manage their customer relations.

And according to (Gwendal, 2020) based on study research about the impact of digital technology on customer relations that digital technology has accelerated business processes and amplified consumer demands. The metamorphosis of the customer relationship is visible with the multiplication of digital communication channels. Live chat, Instagram, Facebook Messenger, LinkedIn message, Google My Business, the new communication

channels have diversified the modes of contacts where the phone was one of the only ones a few years ago. Speed, wealth, visibility, intensity, the exchanges between the consumer and the advertiser have fully evolved. At anytime and anywhere, an organization can be solicited and impacted by the actions of its prospects and customers.

As a result, (Gwendal, 2020) concludes that the customer relationship has entered the age of mobility, and must not forget that customers can also move around the store if necessary and this requires enriching and keeping up-to-date this information online. Organizations must therefore adapt to this interactivity and this instantaneous infobesity. Digital has multiplied all the tools and techniques intended to capture, process, analyze information about customers and prospects, with the aim of retaining them by offering or proposing services. Above all, digital has changed consumers' consumption and interaction habits. Faced with this multiplication of solutions, it has become imperative for organizations to think strategically about their customer relationship.

1.2. The use of digital channels to build customer relationship

According to (Kincaid & Judith, 2016) , there are few relationships that were formed mainly through digital contact methods. It seems that digital channels are used more in conjunction with interpersonal interactions than independently. Digital channels and traditional interpersonal channels are seen as integrated because they both help people communicate. The role of digital methods and contacts was to help make the relationship more efficient, while interpersonal contacts were used to create the actual relationship. Obviously, digital and interpersonal contacts are used in parallel to support and enhance each other. The study found that both digital and traditional interpersonal interactions are essential to maintaining and developing a customer relationship. It is important to follow customer preference when deciding which channels to use for customer relationships.

1.2.1. Crucial digital channels used in CRM

According to (Sceulovs & Lorencs, 2017) state in their research that there are potential digital channels that can be used in building successful customer relationships and enhancing the brand's image. Many authors defined on their research 5 significant digital marketing channels that can be used in studying customers and contribute to building strong customer relationships.

a) Email

According to (Taylor, 2015) Email is one of the oldest ways to send messages, but it is one of the few tools that is still used in virtual advertising. One reason why emails are still so popular in virtual advertising is that they can be personalized. Another important factor is the email. It is very important because it is private, a virtual garage for the mails. The message may be used to announce discounts or new products that are specific to a prospect. E-mail marketing can be difficult, but if done well, it can be rewarding. Effective e-mail communication is key to effective online advertising.

b) Social media

According to (Kenton, 2018) social media helps companies build stronger relationships with their customers, which can lead to increased sales, more brand awareness, and even greater brand equity. A well-planned social media strategy revolves around developing content that individuals will share with their friends, family, and colleagues, and relying on word-of-mouth marketing. By doing this, companies can increase the reach of their messages and their messages will be more likely to be endorsed by people close to the recipient.

c) Contextual Advertising

(Smirnov, 2013) defines contextual advertising as a type of online advertising that uses the "contextual algorithm" to identify audiences by showing the ad to users who are searching for products/services related to specific topics or visiting the websites related to specific products. /Services

d) Search Engine Optimization (SEO)

(Guttman, 2019) defines SEO as a set of techniques that help in improving the position of a company in the results of internet search engines, in order to attract more users to a company's.

e) Website development

(Monnappa, 2020) states that websites are considered as a selling tool for the company and a communication platform for customers, therefore the structure of the website is built based on the behavior of the online users who can assure remarkable marketing results.

1.2.2. The digital potential applied to customer relationship

(Karjaluo, Mustonen, & Ulkuniemi, 2015) indicate on their study that Digital marketing is quickly becoming a recognized form of marketing, offering new opportunities for businesses. This is leading to more attention being paid to different digital marketing channels in order to reach consumers effectively. Digital marketing channels refer to the use of digital communication channels to build relationships with customers and keep them engaged. This helps businesses attract and keep customers, which creates stronger relationships and a more successful business. Today, companies and brands use different marketing channels to advertise their products and services these days. They offer different deals to consumers in order to promote their products and keep their advantage in the market. Advertising activities conducted through different marketing channels allow advertisers to reach consumers quickly and easily no matter where they are.

In the modern era, and based on (Rai, 2018) study, Digital marketing is becoming increasingly important in Jordan. Marketing strategies that result in increased sales typically involve using this new form of marketing. In addition, the evolution of digital marketing has changed the way brands and businesses use digital technologies and channels for their marketing campaigns. As a result, digital marketing campaigns are becoming more common and effective as digital platforms are increasingly integrated into marketing plans and everyday life. Additionally, people are using digital devices instead of going to physical stores (Maha & Ranj, 2016). In addition, Digital marketing is a way to communicate with customers electronically, it can help support products and services in the marketplace. Specifically, Digital marketing is defined as the sale and purchase of information, products and services over a computer or internet network (Rao & Ratnamadhuri, 2018) Finally, Digital marketing is significant for building customer relationships and social interactions with consumers and sellers and allows marketers to reach their target audience through a variety of channels, such as email marketing, online advertising, social media marketing, mobile marketing, and more.

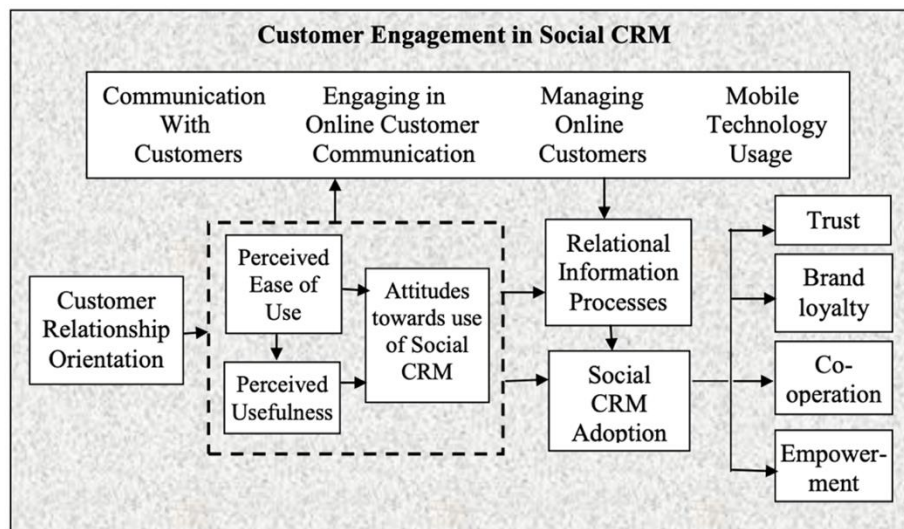
1.3. Social media marketing and customer relationship

1.3.1. social customer relationship

Based on (Siakas, Makkonen, Siakas, Georgiadou, & Rahanu, 2017) study, social media platforms, such as Facebook, Instagram, Twitter, LinkedIn, YouTube, and Google, are a great way to stay in touch with friends and family. The internet has become an essential part of modern society, and its impact on communication, sharing, and co-creation of information has been profound. More and more businesses are using social media to advertise their brand and their products, and also to improve their communication with consumers. Besides, (van Bruggen, Antia, Jap, Reinartz, & Pallas, 2010) indicate that Social customer relationship accounts for a new generation of customers who are enlightened and who know how to get the best out of their relationships with businesses. The company's business strategy is supported by a technology platform and social characteristics in order to provide beneficial value in a trusted business environment. Social media technologies are used to provide direct communication between customers and businesses.

This new Customer relationship approach uses social media to stay in touch with customers. It requires strong relationships and conversations in order to be successful, as illustrated in figure 1. The main stages of the customer interaction model in social customer relationship include the following concepts.: Customer Relationship Orientation, Relational Information Processes and social customer relationship Technology Adoption. The concept of customer relationship orientation (CRO) focuses on developing a strategy to better understand customer needs and building close personal relationships with them, through interactions and social exchanges. (Konstantinos & V., 2017)

Figure 2: The conceptual model for customer engagement in social media



Source: Harrigan, P. and Choudhury, M. (2012). Technology Acceptance Model and The Social CRM: A Model for Customer Engagement,

When a company gathers the information it needs, Relational Information Processes takes place. Four dimensions of relational information processing have been reported by (Harrigan & Choudhury, 2017) these dimensions are content, process, relationship, and context. In particular, information gathering, integration of information, access to information and use of information. Information capture involves collecting information from posts made on different social media platforms, such as Facebook, Instagram, LinkedIn, and Twitter. Information integration is the process of integrating customer information from all interactions in order to come up with a conclusion about each customer relationship. Employees and strategic marketing decision-makers use information access to customer information to make decisions. Finally, the CRM technology adoption actually refers to the acceptance on part of the businesses for the collection, integration, and analysis of customer data, and subsequent communication with customers. (Johnson, 2017) This data is collected by social media technology tools or web applications. (Harrigan & Choudhury, 2017) Propose that the outcome of implementing Social CRM along with a customer engagement model and the technologies in social media leads to increased trust, brand loyalty, co-creation and empowerment.

According to (Harrigan & Choudhury, 2017) social customer relationship does not replace traditional CRM, but enriches existing management approaches. In conclusion, the CRM social system is defined as a business concept supported by a technological platform,

processes and social characteristics designed to engage the client in a collaborative dialogue to ensure a mutually beneficial value. Social CRM helps businesses manage customer relationships by facilitating dialogue and collaboration between businesses and their customers. It does this using Web 2.0 technologies that integrate data and conversations from disparate sources. Social networks like Facebook, Twitter and YouTube are a great way to keep in touch with friends and family (Leary, 2018).

1.3.2. Social media interactivity

Based on (Travis, 2018) study, Virtual communities on social networking sites provide their members with a popular environment for social activities in which they are able to interact by exchanging resources such as information, ideas, or advice about their common interests. Social media has switched the will of communication from traditional consumers to social media users who may not have a genuine purchasing experience or a clear interest in a brand. Therefore, not only for consulting, but for social customer relationship, organizations should strive to make better use of virtual communities on SNS to interact with public members, whether they are already part of a community or not. Moreover, the quality of communication is the most critical factor for interactivity. If organizations have better communication with their members on SNS, then a higher level of interactivity will be perceived in the virtual community.

Social media platforms also allow brands to build relationships with customers. (Huang, Liao, Wang, & Lin, 2018) indicate that it is imperative for both marketing scholars and practitioners to understand how social media interactions affect all aspects of the brand-customer relationship. Developing such an understanding is key to taking advantage of the brand engagement opportunities presented by platforms reaching billions of customers on a daily basis. (Sashi, Brynildsen, & Bilgihan, 2019)

1.3.3. Social advertising

Social media enables brands to communicate with consumers and promote products faster and with a low cost. The rapid global adoption of social media has created a new platform for businesses to enable consumers to reach out to their brands, products or services (Lee & Hong, 2016). Therefore, advertising, sentiment analysis, public relations, marketing communications, product and customer management, etc. are highly concerned by many manufacturers and marketing managers (Akar & Topcu, 2011)

In recent years, social media has developed into an important foundation for running marketing campaigns. Companies are now putting resources into advertising on social platforms. Businesses are always looking for ways to analyze the performance of social media advertising while developing campaigns that maximize customer acquisition and incentivize purchases. Businesses can use social media in a variety of ways, including advertising, electronic word of mouth, customer relationship management, and electronic branding. However, there are growing concerns about the viability of social advertising as a marketing strategy, and social marketers face more difficult challenges in planning and designing successful social media campaigns. (Kamal, Sara, Shu-Chuan.L, Pedram, & Mahmood, 2020)

(Scott, 2015) defines social media advertising is any type of online content that is designed to persuade others. This content is usually distributed via social media platforms, which makes it easy for people to access, share, engage with, add to, and co-create.

1.3.4. Social media influencing

According to (Gallagher, 2018), Social media influencers are seen as sources by brands because they have a large network of local people. Influencers use various social networking tools to communicate with their followers and make recommendations on behalf of the brands, establishing trust between them. The loyalty of the audience is what helps the influencers drive traffic to a company's beside and increase its social media exposure, which helps create the brand's perception. In addition, social media is based on the connection with new types of digital individuals, these types of relationships involve influencers in different digital media such as YouTube, Instagram, and TikTok, and influencers who have a close relationship with their followers. (Rachel.B & Kavka, 2017) (Khalid, Jayasainan, & Hassim, 2018) mentions that the role of social media influencers is to help a brand achieve a highly visible image in consumers' minds. (Glucksman, 2017) adds in his research that influencers help the brand build direct relationships with a focused group of consumers that in turn makes way to encourage brand loyalty in them. Influencers also become, the direct voice on behalf of the brands that consumers can trust and also open a two-way conversation medium to drive brand loyalty further.

(Forbes, 2016), used case research analysis methods to study the influence in the beauty industry. The research results show that influencers play a powerful role in forming consumer opinions about products and services. The influence that affects brand recognition guides consumer purchasing behaviour using electronic Word-Of-Mouth. In addition, this study also emphasizes that Word-of-mouth of Influencers has been proven to be effective for the company to generate consumer involvement. The research finds that consumers are stronger to keep the Influencer reviews accurate, that consumer beliefs are more reliable and reliable to the product, and that it is more reliable to the product.

(Lawson, 2021) adds that Online relationships are growing increasingly interconnected as brands seek endorsements from social media influencers in order to gain the trust and attention of the influencers' followers. (Lee.E & Watkins.B, 2016) adds that many collaborations with influencers often have positive outcomes for the brands, mostly creating a bond between influencers' community and the brands. However, If the relationship between the brand, its influencers, and customers isn't managed well, it could lead to negative results, such as customers losing interest and damaging the brand's image. This breaks the relationship between all three parts. (Tan.TM, MS, Oikarinen.EL, Alatalo.S, & Salo.J, 2021)

Finally, (Booth.N & Matic.J.A., 2011) conclude that social media influencers use certain practices to increase customer engagement and influence brand perception. These measures include promoting relationships with the main brand audience in order to improve brand reputation.

2. Conceptual frame

2.1. Overview of digital marketing

(Toro.G, 2020) defines digital marketing as a concept that includes technologies in order to showcase digital activities, applying digital marketing acquire a remarkable increase in the profits of the organization, with digital marketing, organizations can finally understand the need of the customers besides the changes of their behaviors quickly. Moreover, companies should integrate digital marketing as the new way toward success

2.1.1. Types of digital marketing channels

Theoretically, the types of a customer relationship management are presented like the following: (Paavola.T, 2017)

- **Sales force automation (SFA; Sales Force Automation):** To manage their client portfolios, sales people rely on tools to organize customer visits and make useful reports. Sales cycles can be tracked and analyzed with these tools. The triggering of sales processes may be partially automated (sending follow-up e-mails for example).
- **Client service:** Contact Centre agents respond to enquiries by accessing databases that contain information about the customer, the products/services purchased and previous requests. It is also possible to offer open access services through digital interfaces (frequently asked questions, virtual agents, etc.)
- **Analyze technologies:** Technologies and methods, such as data mining, to analyze customer characteristics, purchasing behaviours and reactions to marketing campaigns.
- **Communication marketing:** digital channels such as social media that integrates different communication channels that works on studying the preferences, the

interests, the needs of the customers and building efficient communication strategies that contribute to create the creation of lasting customer relationships

2.2. Customer relationship management

By the evolution of time Customer relationship management has been taken as a concept of study from different authors in their researches, therefore, we will be adapting definitions the customer relationship management concept proposed by different authors.

2.2.1. Definitions

(Anton & Hoeck.M, 2002) define customer relationship is a comprehensive marketing strategy that uses technology, process and all business activities around the customer to create a successful relationship. besides, (Croteau.A & Li.P, 2003.) define customer relationship as a customer-focused business strategy that aims to provide better customer service and keep customers loyal by personalizing services to each individual customer.

From another perspective, (Rababah.H, Mohd.H, & Ibrahim.H, 2010) define the tool CRM as a system that helps businesses build customer-focused cultures by improving a strategy that aims for increasing profitability and remaining long lasting relationships. This is done through an IT application, which benefits both the organization and the customers.

Furthermore, (Kostojohn.S, Paulen.B, & Johnson.M, 2011) define CRM as a system that uses a variety of customer connection marketing methods and technologies to create strong, long-term relationships with clients and other stakeholders in a business.

(Kotler.P, Armstrong.G, Harris.L, & Piercy.N, 2013) define customer relationship as a stable process that includes three major steps. First, acquiring new customers, then the maintenance, and finally, it includes growth, and it refers to a growing customer base.

Thus, CRM is one of the important aspects of modern marketing design. Moreover, (Baran.R & Galka.R, 2013) define customer relationship as a concept of Relationship Marketing principles with a focus on the connection between a customer and a supplier. The data collected can help businesses keep track of customer communications, and share this information with other groups similar to the customer.

Finally, (Soulez.S, 2017) defines customer relationship management as an approach that aims to better understand and satisfy customers identified by their business and profitability potential, through a plurality of contact channels, within the framework of a lasting relationship, to increase the company's turnover and profitability. Furthermore, (Herman.L, Sulhaini.S, & Farida.N, 2020). define Customer relationship management as a very important tool. It helps to enhance the client's loyalty and satisfaction; it is run over the long term between companies and customers.

2.2.2 The types of Customer relationship

Companies are considered to follow the type according to the domain of the business and the type of customers they are building a relationship with Analytical CRM or business intelligence. The following points represent the main three types of customer relationship management: (Stanley.B, 2003)

a) Analytical CRM

It aims to improve the knowledge and understanding of the client. It also circulates information across business processes. It includes: customer knowledge, segmentation analysis, the development of dashboards to analyze profitability, the measurement of customer value and calculates Time Life Value, predictive scores, etc.

b) Operative CRM

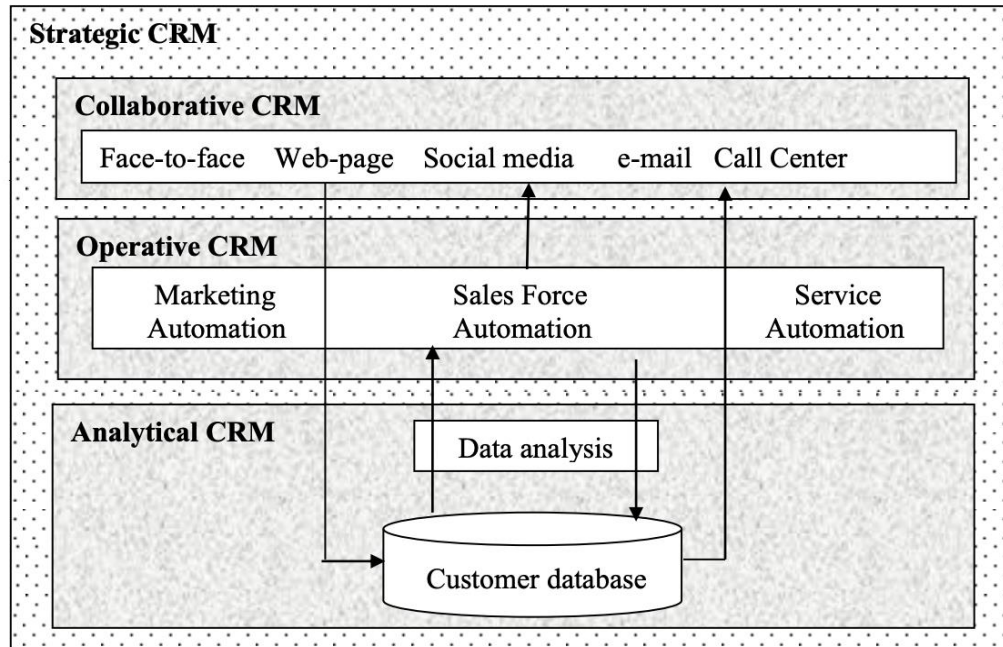
It focuses on the day-to-day management of the customer relationship, through all the contact points. It allows the coordination of the different channels of interaction between the company and its customers through the synchronization of information for all services. Furthermore, it optimizes the work of the sales force.

c) Collaborative CRM

Collaborative CRM translates into the implementation of collaborative techniques designed to facilitate communications between the company and its customers (such as social media). This type focuses on the consideration of the individual in all his dimensions and in the aspect of his life, according to the moment and the circumstance. This marketing

tries to understand the complexity and relativity of the behaviors in order to build marketing strategies that are more clearly driven by the downstream.

Figure 3: Types of CRM in building a relationship process



Source: Johnson, L. K. (2002). New Views on Digital CRM, Sloan Management Review, fall, pagz 22.

2.2.3. The 4 policies of customer relationship

There are four fundamental ideas explaining the proposal to exploit customer relationship management: (AMRIT.T, 2013)

a) Using existing relations to maximize profiles

CRM focuses on developing and maintaining strong relationships with existing customers, maintaining “good” customers and eliminating “bad” customers. The life of a customer is a key factor in determining the value the customer can bring to your business. By providing high values to customers throughout their lives, a company can optimize its relationships with them, by using CRM to maximize sales and cross-selling techniques, businesses can improve their average revenue per customer. With CRM, it is possible to keep customers around longer by maximizing the value they get from their interactions with your company. At the same time, the costs associated with acquiring new or complementary products from exciting customers are eliminate.

b) Using the client's knowledge to systematically offer perfect services

An effective CRM must surprise the customer with the good knowledge you have of him. It must prevent its most frequent frustrations. The information most requested from different departments makes it possible to detect them. After gathering knowledge about the customer, the company can offer personalized service and increase the costs of change for the customer. This lock is operated by the customer because once again, it is up to the customer to explain their needs to a potential seller.

c) Develop iterative sales processes

CRM facilitates the integration of customer knowledge through support technology and allows companies to use knowledge from past transactions to effectively sell to both new and existing customers. Effective integration of knowledge management and CRM means that customers can expect consistent, secure and accurate answers to their questions every time they interact with society. A long-term perspective of customer-centric CRM facilitates the use of accumulated customer knowledge to build a close relationship that creates value.

d) Deliver value and develop customer loyalty

It is possible to stimulate fidelity by dynamically using the collected information to spread the questions before they become problems. In addition, by proving to the customer that you know them and offering them products and services that already take their needs into account, it is possible over time to establish a dependence on your offers.

2.2.4. The main key elements of the customer relationship

Table 1: key elements of customer relationship

Key element	Description
Segmenting	the implementation of a segmentation strategy based on customer needs, preferences, behaviour and economic potential to provide the necessary basis for resource allocation, marketing sales and services
Institutional memory	When the customer interacts with the company, anyone is able to know about previous interactions with that customer, specific issues and opportunities
Collaborations	The customer must be involved in the specifications, design and/or delivery of the result
Contact points	The customer must be able to do business with the company through multiple channels that are tailored to their needs, values and expectations.
Customers' scorecard	Employees need to be able to create specific customer behaviors such as capturing more of these expenses, increasing loyalty, increasing customer value, and explicitly measuring these aspects
Listening and understanding	Through forums, it facilitates information sharing and learning among clients to help them do business with the company, as well as to help improve business processes and operations.
Customer experience management	Must be able to know all points of contact between the customer and the company and ensure to provide a high quality and consistent shopping experience that gives the customer added value

Source: Stanley Brown, (2003), Customer Relationship Management: The Key to Maintaining a customer Focus

2.3. Social customer relationship

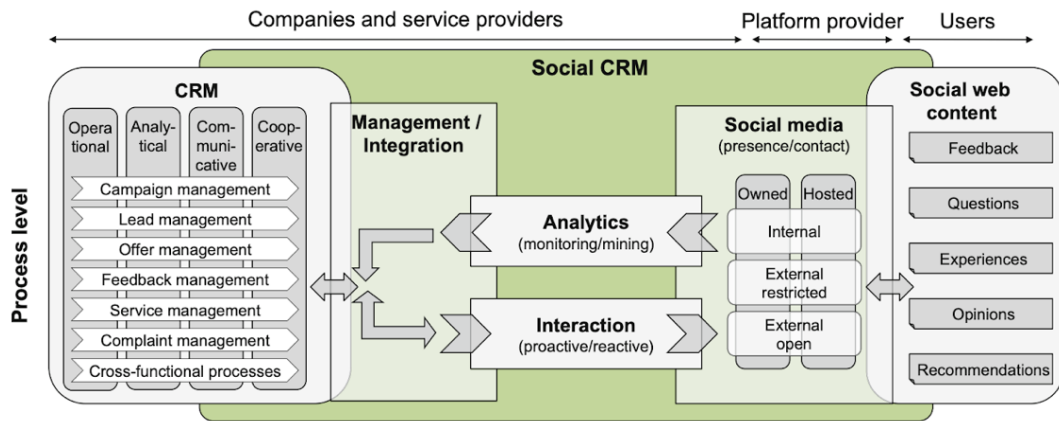
The concept of social customer relationship dates back to the second development stage of the internet, which allowed for a stronger and more direct interaction potential with individual customers. Social CRM is a marketing strategy that uses social media to interact with customers. Compared to other terms such as social networks and social media management, social CRM focuses on applications in the field of CRM and links to the processes and systems of CRM. Furthermore, social media contributes an additional way for customers to interact with businesses. This can include unique features that help to build relationships between customers and businesses. Compared to other communication channels, such as call centers, sales offices, and e-mail, social media are superior in terms of availability, interactivity, and reach. (Alt.R & Reinhold.O, 2012)

2.3.1. Social media as concept in creating customer relationship

(Carr.C & Hayes.R, 2015) define social media as internet-based channels that allow users to interact opportunistically and present themselves selectively, in real-time or asynchronously, with big and smaller audience whose value is determined by user-generated content and perceptions of interaction with others.

According to (Peszko.K & Chra chol.U, 2011) social media can be defined as a way of communicating with others, sharing ideas and experiences, and building relationships. It has many advanced communication tools, which allow for a multidirectional exchange of information, and it facilitates the communication and delivers cognitive needs. Different of the definition has been proposed by (Dryl.T, 2015) who points out that the concept of social media refers to the media under social control, which are used in communication at all scales, directions and purposes. Social media focus on dialogue, debate, discussion and publication only at the initial stage of the communication process. Information can be edited and transmitted in different ways during the following process participants, who are the recipients of communications

Figure 4: Social customer relationship process architecture model.



Source: Alt, R., & Reinhold, O. (2012). Social customer relationship management (Social CRM), P229.

2.3.2. Social customer relationship elements

Table 2: Elements of Social CRM solutions

Social CRM elements	Description and objectives
1. Social media	Social media platforms, such as forums, wiki pages, and online communities, make it easy for businesses to distribute and generate information with the hope of building a presence on the social web and networking with potential customers.
2. Analysis	Analytical techniques allow for the monitoring, filtering, searching, aggregating, enriching, transforming, and creation of business objects. The objective of this project is to identify relevant content, key actors, and services in the social web, and to analyze the impact of customer-oriented activities on this content.
3. Interaction	The technology enables dialogue through content publishing and sharing (for example, contact recommendations and relevant internal department notifications) Purpose: External and proactive and responsive communication with social media users.
4. CRM	The objective of this integration is to provide functionality for operative, analytical and collaborative CRM activities as well as for using social content. The contact details and postings for CRM activities are available in the system. Political analysis is the study of campaigns and how they work.
5. Management and intégration	Establishing an overall perspective on multiple social media and internal activities, such as the moderation of several presences, cross-platform processes and workflows Goal: Strategic and operational control of social media channels and activities, integration between systems and establishment of (re)action capabilities for the social network

Source: Alt, R., & Reinhold, O. (2012). Social customer relationship management (Social CRM), P290

2.3.3. social media influencing as concept for customer relationship

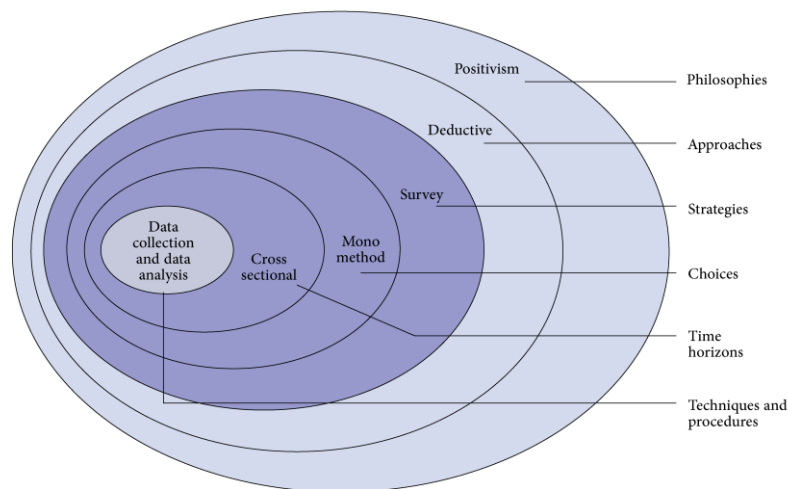
(Lucksman.M, 2017) defines social media influencers as sources of information for brands because they have a large network of loyal followers. Influencers use various social media tools to communicate with their followers and recommend products or services from the brands they represent to build trust and credibility. The loyalty of the audience is what enables the influencers to drive traffic to a company's website and increase its social media exposure, which helps create a relationship between brands and new customers. Moreover, Technology has created new forms of digital communication, and it has also given companies an opportunity to connect with consumers in new ways. Different companies have used celebrities to build their brand perception in the past. This is done with the help of well-known athletes or other icons promoting products and services for the company. The rise of social media has led consumers to shift their use of social media for integrated marketing experiences. Besides being a communication tool for businesses, social networks also help increase visibility for the brand. (Gallagher.K, 2018)

CHAPTER 3: METHODOLOGICAL FRAME

1. Methodological quantitative approach

In order to measure our database generated from our study case and test our hypotheses, we have adapted a mono approach, quantitative method of research. This is part of epistemological posture of a hypothetical-deductive type. This approach is also adapted to the measurement of the variables considered in our conceptual framework.

Figure 5: Onion research model



Source: Mark Saunders, Philip Lewis and Adrian Thornhill, 2018, *Research Methods for Business Students*, P14.

2. Instruments and methods of measurement

2.1. Documentary research

Our study adapted a documentary approach that was based on books, scientific articles, scholar and professional journals.

2.2. Research instrument

For a quantitative approach, we used a questionnaire shared online via Google forms in order to collect pertinent information from internet users.

2.3. Data analysis

In order to establish a proper analysis to our research, we started by a descriptive analysis where we described all the variables statistically, followed by a Chi square test to study the association between the variables using IBM SPSS as a tool for our analysis.

2.4. Used language

We have chosen to do the questionnaire in French since it's the language that our population find comprehensive and easy to answer

2.5. Study population

The population of our study are the clients of the cosmetic brand BIOTANYNS, this target has been chosen in order to study the customer relationship with the brand

3. Sampling

3.1. Sampling method

We have chosen a non-random convenience sampling because the questionnaire was open to all to all internet users.

3.2. Sampling size

Based on previous studies, the sample has to be large so that it can represent study research for our case, we have reached 225 respondents and out of this size we have 115 respondents accurate for our practical study case.

3. Questionnaire

In order to achieve our research, we have chosen a questionnaire as a measurement tool for our practical study case. Here is the structure of the questionnaire as well as the measurement scales of the variables selected in this theoretical model.

3.1. Questionnaire's sections

The questionnaire is structured of 5 sections:

- **Digitalization of customer relationship:** This section contains questions that tackles the digitalization of customer relationship of brands in general, the objective of this section is to study the relationship between customers and brands in the digital era
- **Social media customer relationship:** This section contains questions that orient internet users into social media as a channel for building customer relationship and see how their relationship with brands via social media
- **Admissibility:** This section contains filtering questions that allow us to get the right target that represent people who know the brand BIOTANYS.
- **BIOTANYS customer relationship:** This section contains questions that study the relationship between BIOTANYS and its customers using digital marketing actions via their official social media page (Instagram)
- **Data sheet:** This section descriptive questions used to characterize the characteristics of each respondent. The elements identified in this part are: gender, age, socio-professional category, family status, region.

3.2. Measurement questions

In this section we are going to present the questions used in order to measure our variables based on previous studies

Figure 6: Measurement questions

Questions	
Q1	Utilisez-vous les médias sociaux pour suivre les marques et communiquer avec-elles ?
Q2	Suivez-vous ou vous avez déjà suivi des e-influenceurs(e) algériens sur les médias sociaux ?
Q3	Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?

4. Practical modalities of the survey

In this part we will present the duration and the period of the collection of the data and the administration mode of the questionnaire

4.1. Research period

The period of the collection of the data started from 10/05/2022 to 15/05/2022 targeting Algerian internet users.

4.2. Administration mode

We administrated the questionnaire over the internet via Facebook, Instagram and LinkedIn. Mainly groups and BIOTANYS official Instagram page in order to target the people who know the brand.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter will be devoted for the analysis of the results of our practical study case, in other terms we will be analyzing the relation between digital marketing and digital customer relationship of BIOTANYYS.

This part allows us to understand the global structure of our sample with statistical descriptive support. We are starting by identifying the profile of our respondents and then their relationships with the brand through digital marketing actions.

1. Sample description

As mentioned before the questionnaire was published online via google form, the online platforms allowed us to collect a data that touches our study target, the responses rate was very satisfying for us while we had 225 responses, at the end we took only 115 valid responses because they represent the population that knows the brand BIOTANYYS.

Figure 7: Sample description

Variables	Modalities	Frequencies	Percentages
Gender	Hommes	8	7%
	Femmes	107	93%
Age	Entre 18 – 25 ans	56	48,7 %
	Entre 26 – 35 ans	49	42,6%
	Entre 36 – 45 ans	10	8,7%
	Plus de 50 ans	0	0 %
Family situation	Célibataire	75	65,2%
	Marié (e) sans enfants	28	24,3%
	Marié (e) avec enfants	12	10,4 %
SPC	Étudiant (e)	42	36,5 %
	Commerçant (e)	1	0,9 %
	Employé (e)	54	47,0 %
	Cadre supérieure	8	7,0 %
	Chômeur	10	8,7 %
Region	Nord	98	85,2 %
	Sud	2	1,7 %
	Ouest	10	8,7 %
	Est	5	4,3 %

Source: Realized by the student via Spss

2. Descriptive analysis

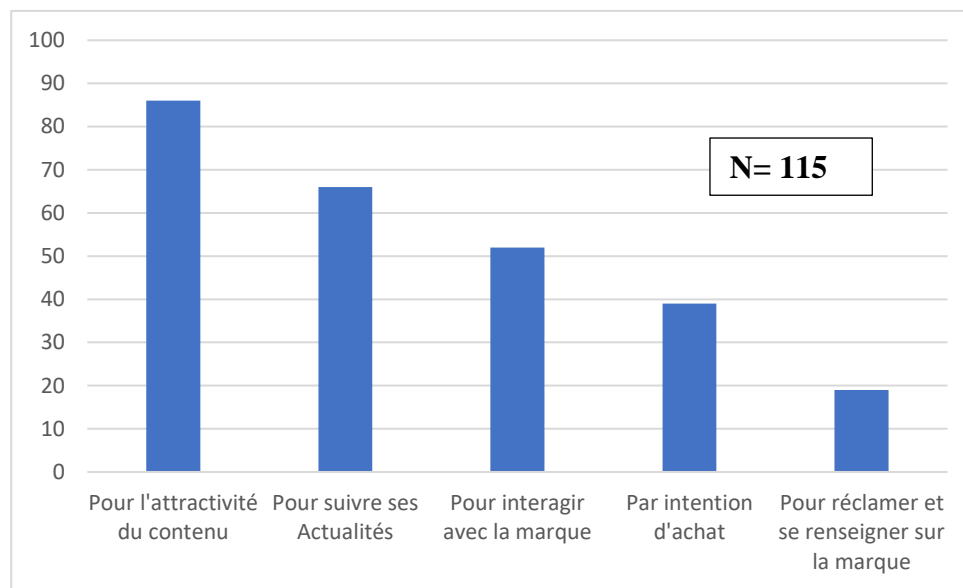
This part of the analysis illustrates descriptive details of the most important variables related to our research

2.1 Digitalisation of the Customer Relationship

Q1 : Pour quelles raisons utilisez-vous l'internet pour suivre une marque ?

(For what reasons do you use the internet to follow brands?)

Figure 8: Reasons for following brand via the internet



Source: Realized by the student via Excel

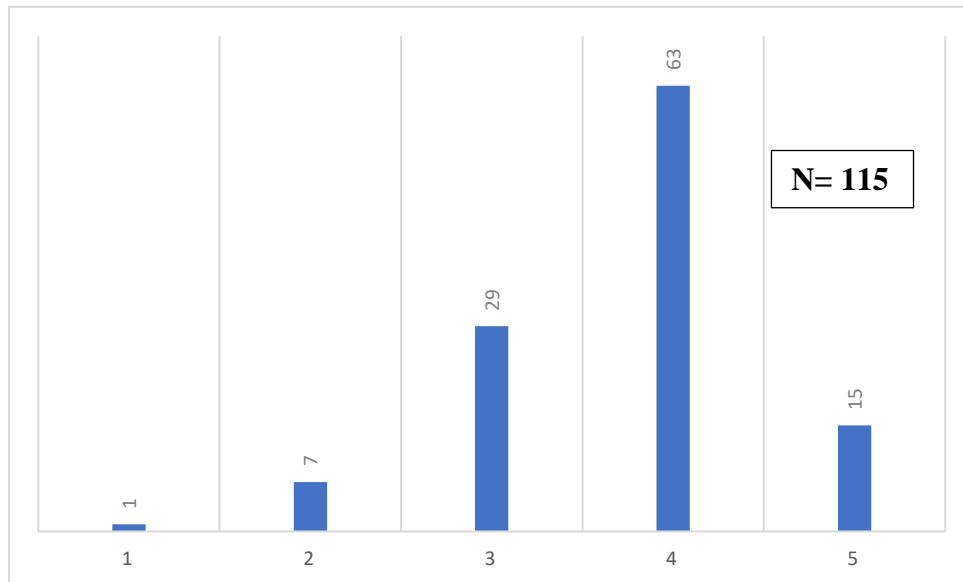
The graphic shows that the majority chose the three first reasons that makes them follow the brands via the internet which explains that most of the follower get mostly attracted to the content of the brand and want to get updated about brand's new, besides they like to interact with the brand in order to create a bond with the brand.

While least of the respondents didn't find the purchase intention and complaining as reasons to follow a brand online, it shows that they don't have to buy the product if they want follow the brand.

Q2 : Selon vous, sur une échelle de 1 à 5 combien êtes-vous satisfait de votre expérience digitale avec les marques ?

(According to you, on a scale of 1 to 5 how much are satisfied with your digital experience with brands?)

Figure 9: Digital customer experience satisfaction



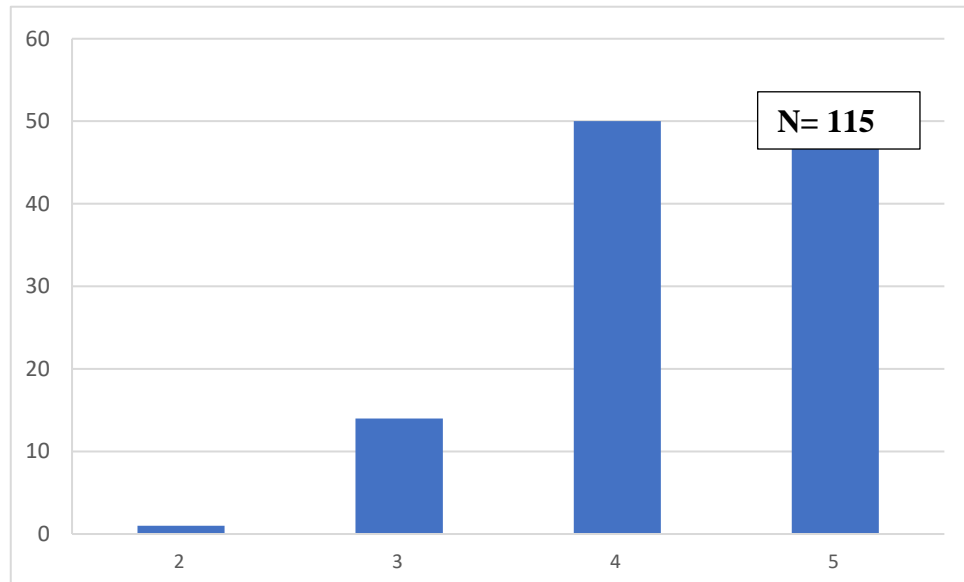
Source: Realized by the student via Excel

The graphic shows that 63 of our population chose 4 as a degree of their satisfaction about the digital customer experience which explain that the majority are using the internet to interact, communicate and take actions with brands.

Q 3 : Sur une échelle de 1 à 5, est-ce que vous percevez que la digitalisation améliore la relation client pour les marques ?

(On a scale of 1 to 5, do you perceive that the digitalization enhances customer relationship for brands)

Figure 10: Digitalization enhances the customer relationship



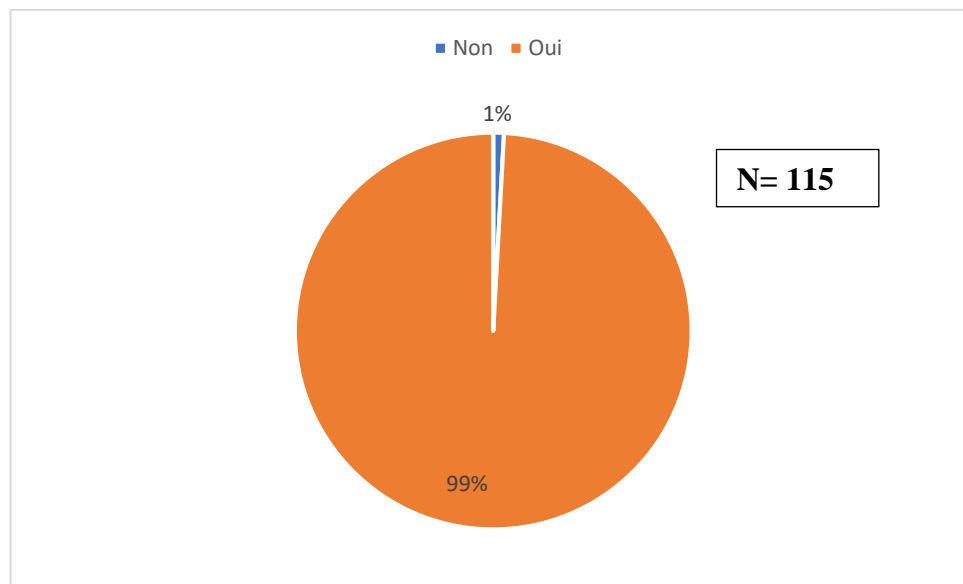
Source: Realized by the student via Excel

The graph showcases that the majority of the respondents gave a scale of 4 and 5 about the digitalization of the customer relationship which explains that the majority are satisfied of their digital relationship with brands.

Q4 : Pensez-vous que les activités marketing peuvent contribuer au développement d'une relation client ?

(Do you think marketing activities could contribute to the development of the customer relationship)

Figure 11: The contribution of the marketing activities in the development of customer relationship



Source: Realized by the student via Excel

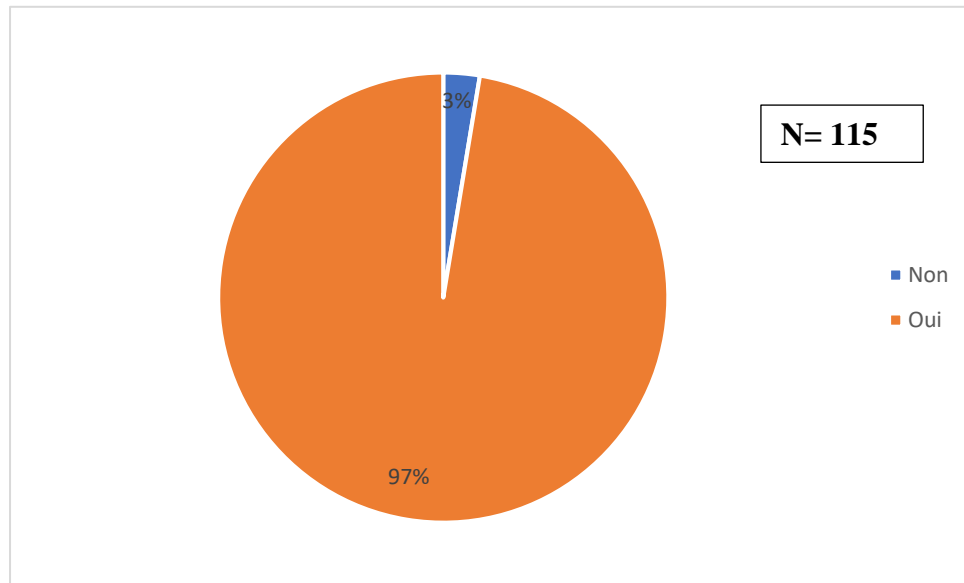
The graphic shows that majority the respondents agrees that marketing activities contribute in the development of the customer relationship which explains that their relationships with brands have been development by engaging with the marketing activities online

2.2. Social Customer Relationship

Q5 : Utilisez-vous les médias sociaux pour suivre les marques et communiquer avec-elles ?

(Do you use social media to follow brands and communicate with them)

Figure 12: Social media usage



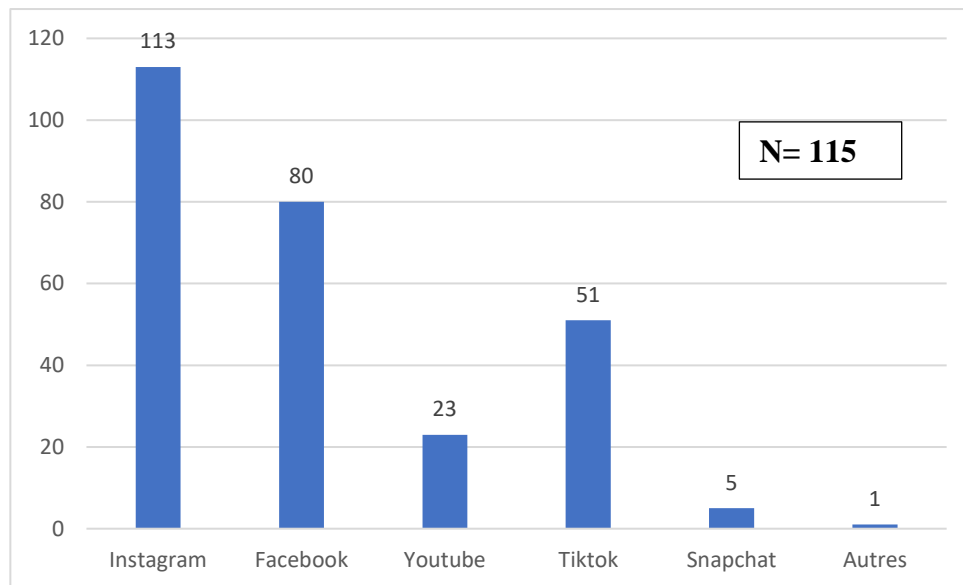
Source: Realized by the student via Excel

The graphic indicates that the majority of the respondents use social media to follow and communicate with the brands which explains that those users are interested in the digital marketing activities delivered by the brands through social media

Q6 : Quels sont les médias sociaux que vous utilisez le plus pour suivre une marque ?

(What are the social medias that you use to follow a brand?)

Figure 13: Social media channels used to follow brands



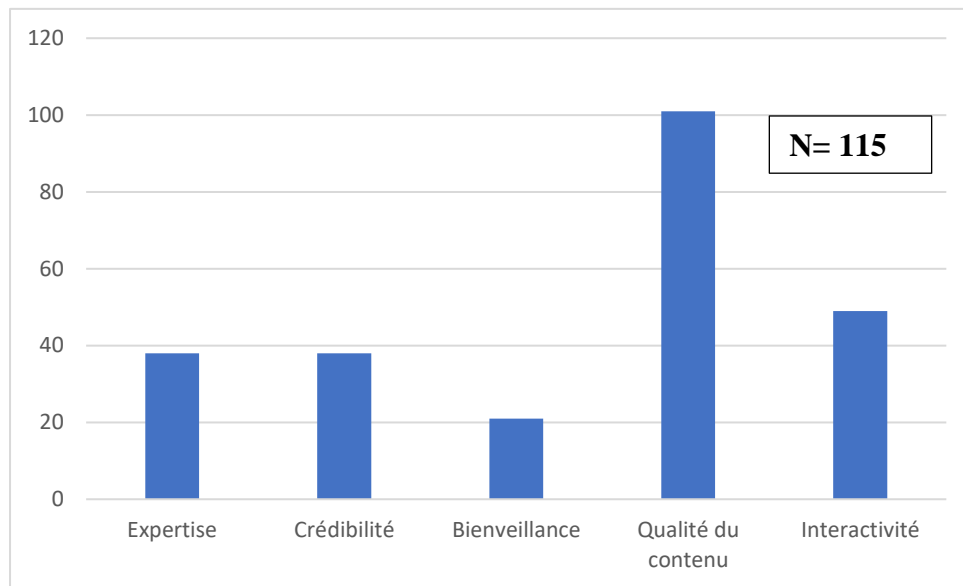
Source: Realized by the student via Excel

The graph showcases that the majority of the respondents are more likely to use Instagram and Facebook to follow the brands, this explains that there is a remarkable presence of brands on Instagram and Facebook

Q7 : Parmi les caractéristiques suivantes, selon-vous, quelles sont celles qui vont vous permettre d'avoir confiance envers un influenceur (e) qui représente une marque ?

(From the following characteristics, according to you, what are the ones that give confidence toward influencers who represent brand)

Figure 14: characteristics of e-influencers to gain follow's confidence



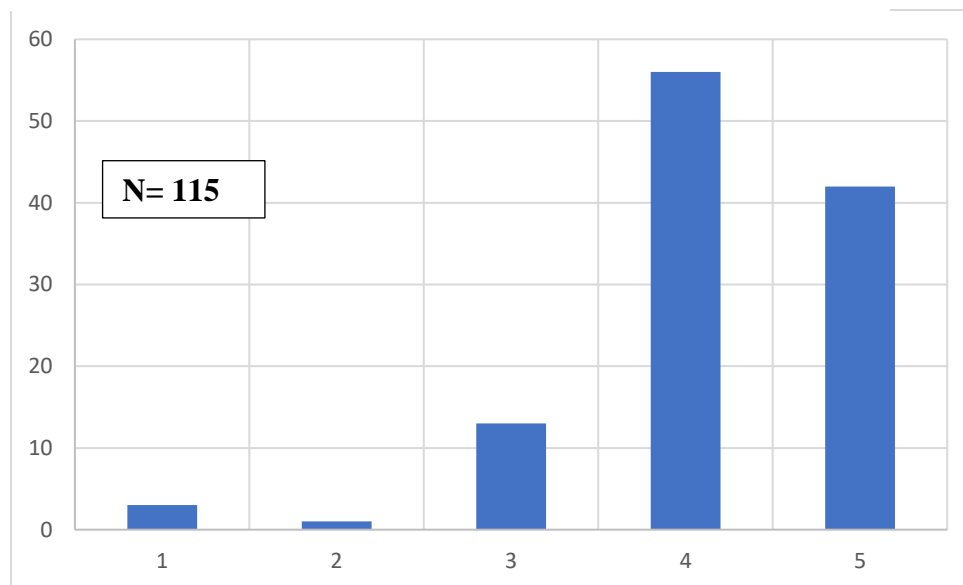
Source: Realized by the student via Excel

The graphic shows that the quality of the content was the most chosen reason by the respondents followed by the interaction which explains that these two characteristics must be found in every influencer that any brand wants to collaborate with since the quality of the content created and the interaction of the e-influencers attract more people to follow them. As for the rest of the reasons, it shows that few of the e-influencers are distinguished by the credibility, expertise, and Kindness.

Q8 : L'influence sur les médias sociaux représente un rôle important dans le développement d'une relation client avec une nouvelle marque

(Social media influencing represent a very important role in developing a customer relationship with a new brand)

Figure 15: The role of e-influencers in developing customer relationships



Source: Realized by the student via Excel

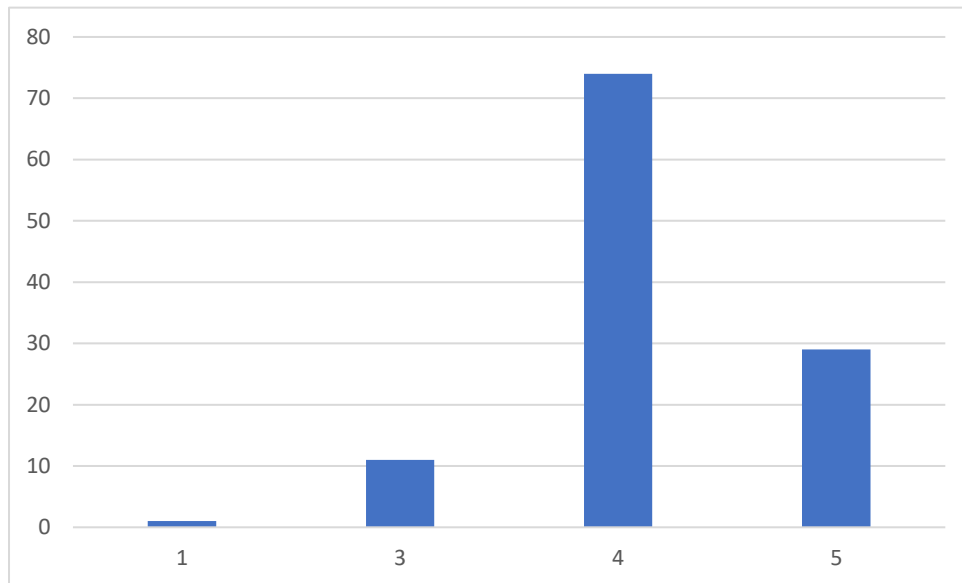
The graphic indicates that most of the respondents find that e-influencers have an important role in developing customer relationships with the brands

2.3 BIOTANYS' Customer Relationship

Q9 : Sur une échelle 1 à 5 comment trouvez-vous les campagnes publicitaires sur la Page Instagram de BIOTANYS ?

(On a scale of 1 to 5 how do you find the campaigns on the Instagram page of BIOTANYS?)

Figure 16: The degree of impression of BIOTANYS followers on the campaigns on its Instagram page



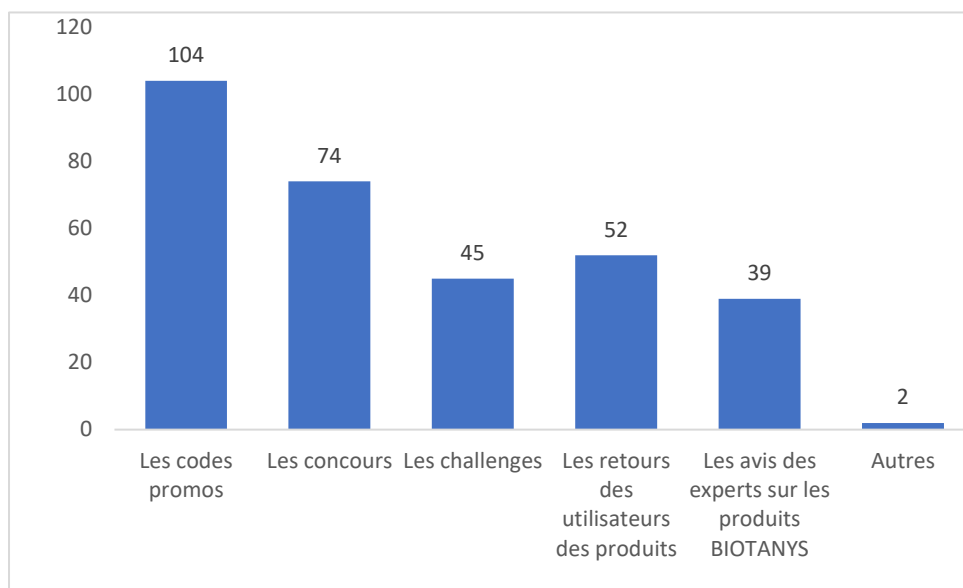
Source: Realized by the student via Excel

The graphic shows that most of the respondents gave 4 as scale for the campaign of BIOTANYS on Instagram which explains that they like the content and visuals included in the campaigns of BIOTANYS on its Instagram page.

Q10 : Quels sont les activités marketing digital que vous voulez voir souvent sur la page Instagram de BIOTANYS ?

(What are the marketing activities that you often want to see on BIOTANYS Instagram page)

Figure 17: Digital marketing activities for BIOTANYS Instagram page



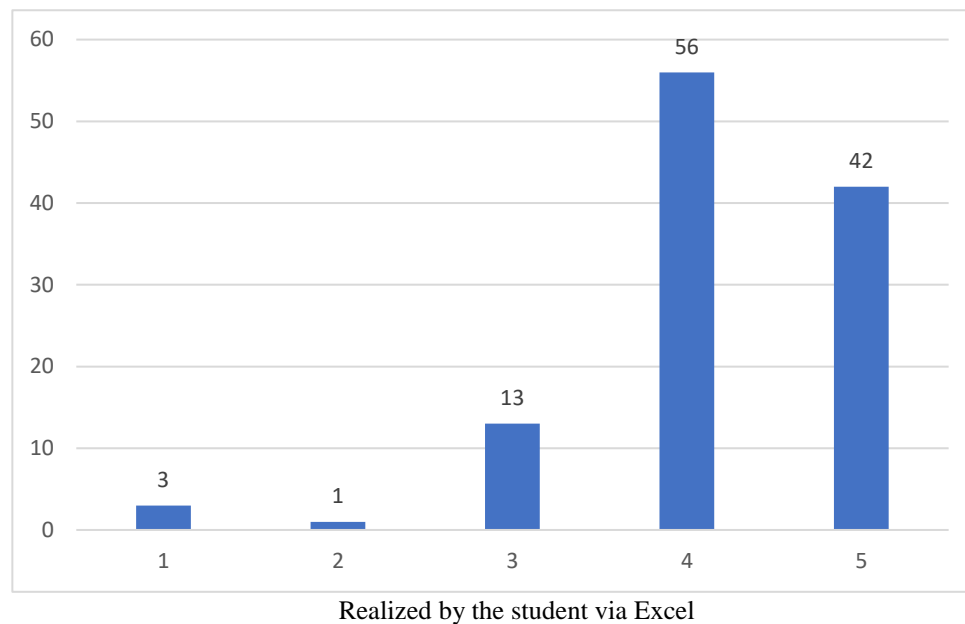
Source: Realized by the student via Excel

The graphic shows that most of the respondents wants often to see promotional coupons and contests on BIOTANYS Instagram page, while the challenges, the returns of usage, and the experts' opinions are less likely wanted to be seen on the Instagram page.

Q11 : Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?

(On a scale of 1 to 5 how do you describe your relationship with the brand BIOTANYS?)

Figure 18: Customer relationship with the brand BIOTANYS



According to the statistics showing on the graphic, it shows that most of the respondents have a good relationship with BIOTANYS which indicates that they are satisfied about their digital experience and all the exchanges with BIOTANYS.

3. Preliminary analyses of adequacy of data to multivariate analysis

Before analyzing the data collected from our sample, it is important to verify the suitability of the data for multivariate analysis. This verification consists of checking the missing values, the quasi-normality of the data and the quality of the scales used.

3.1. Missing values

Missing values must be processed prior to analysis using different methods. In this research, we collected 225 responses on our questionnaire, yet we have found that 115 responses are valid to our study because they completed all the questionnaires. For this, we have deleted all the missing values to allow us have valis analysis.

3.2. Homogeneity

Table 3: Homogeneity

Variables	Modalities	Frequencies	Percentages
Gender	Hommes	8	7%
	Femmes	107	93%

Source: Realized by the student via Spss

The results of testing the homogeneity of our population indicates that we have an inhomogeneous population which allows us to proceed with the rest of the tests.

3.4. Quasi normality and distribution of the data

To assess the normality of the data, we first used the efficient KolmogorovSmirnov and Shapiro-Wilk tests to check the normality and the distribution of our values. For the test of KolmogorovSmirnov, Alpha significant should be ($\alpha < 0,05$) to confirm that the values are distributed, As for Shapiro-Wilk which tests the normality only, the alpha significant should be ($\alpha < 0,05$) to confirm the quasi normality.

The obtained results indicate that the sig (0,00) $< 0,05$ in both KolmogorovSmirnov and Shapiro-Wilk tests which explains that the values are distributed and shows a satisfying quasi normality. (Appendix B)

These preliminary results allow us to move to the next test of our analysis

3.5 Analysis Chi square test of independence

We have chosen this test because it tests the statistic association between two categorical variables. As for our case, we have categorical variables and we want to determine if the variables are in fact related to each other or not

3.5.1 The relation between social media channels and customer relationship

Before we proceed the analysis of the test, we have elaborated the following crossed table between the two variables:

Crossed table between (Utilisez-vous les médias sociaux pour suivre les marques et communiquer avec-elles ? and Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?)

Table 4: The relation between social media channels and customer relationship crossed table

	Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?)						
Utilisez-vous les médias sociaux pour suivre les marques et communiquer avec-elles ?		1,00	2,00	3,00	4,00	5,00	Total
Non		0	1	0	0	2	3
Oui		4	2	21	53	32	112
Total		4	3	21	53	34	115

Source: realized by the student via Spss

Table 5: Chi square test (The relation between social media channels and customer relationship)

	Valeur	ddl	Signification asymptotique (bilatérale)
khi-carré de Pearson	14,670 ^a	4	,005
Rapport de vraisemblance	8,767	4	,067
Association linéaire par linéaire	,006	1	,936
N d'observations valides	115		

a. 7 cellules (70,0%) ont un effectif théorique inférieur à 5.

L'effectif théorique minimum est de ,08.

Source: Realized by the student via Spss

The statistics showing in the table of the test Chi square demonstrates that the significant of Chi square of Pearson is inferior than the designated alpha (0,05) which means we confirm our hypothesis which asserts that the two variables are associated to each other.

3.5.2 The relation between social media influence and customer relationship

Before we proceed the analysis of the test, we have elaborated the following crossed table between the two variables:

Crossed table between « Suivez-vous ou vous avez déjà suivi des e-influenceurs(e) algériens sur les médias sociaux ? » and « Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ? »

Table 6: The relation between social media influence and customer relationship crossed table

		Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?					
Suivez-vous ou vous avez déjà suivi des e-influenceurs(e) algériens sur les médias sociaux ?		1,00	2,00	3,00	4,00	5,00	Total
	Non	1	1	0	0	2	3
	Oui	3	2	21	53	32	112
Total		4	3	21	53	34	115

Source: Realized by the student Spss

Table 7: Chi square test (The relation between social media influence and customer relationship)

	Valeur	ddl	Signification asymptotique (bilatérale)
khi-carré de Pearson	16,735 ^a	4	,002
Rapport de vraisemblance	11,198	4	,024
Association linéaire par linéaire	2,294	1	,130
N d'observations valides	115		

Source: Realized by the student Spss

The statistics showing in the table of the test Chi square demonstrates that the significant of Chi square of Pearson is 0.002 and it is inferior than the designated alpha (0,05) which means we confirm our hypothesis that reveals an association between social media influencing and customer relationship, this last one indicates that social media influencing an important intermediate in creating and developing customer relationships with brands

3.5.3 The relation between the digitalization and customer relationship

Before we proceed the analysis of the test, we have elaborated the following crossed table between the two variables:

Crossed table between « Suivez-vous ou vous avez déjà suivi des e-influenceurs(e) algériens sur les médias sociaux ? » and « Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ? »

Table 8: The relation between the digitalization and customer relationship crossed table

	Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?						
		1,00	2,00	3,00	4,00	5,00	
Selon vous, sur une échelle de 1 à 5 combien êtes-vous satisfait de votre expérience digitale avec les marques ?	1	0	1	0	0	0	1
	2	0	1	5	1	0	7
	3	2	0	7	13	7	29
	4	2	1	8	33	19	63
	5	0	0	1	6	8	15
	Total	4	3	21	53	34	115

Source: Realized by the student via Spss

Table 9: Chi square test (The relation between the digitalization and customer relationship)

	Valeur	ddl	Signification asymptotique (bilatérale)
Khi-carré de Pearson	65,145 ^a	16	,000
Rapport de vraisemblance	32,832	16	,008
Association linéaire par linéaire	15,297	1	,000
N d'observations valides	115		

Source: Realized by the student via Spss

The statistics showing in the table of the test Chi square demonstrates that the significant of Chi square of Pearson is 0.000 and it is inferior than the designated alpha (0,05) which means we confirm our hypothesis that reveals an association between the digitalization and the customer relationship, this last one indicates that has a direct relation with customer relationship.

A recap of the results obtained out of our analysis using the test of Chi square are presented in the following table

Table 10: Hypothesis confirmation

Hypothesis		confirmation	
H1	Digital marketing channels are fundamental in creating digital customer relationship	Oui	Confirmed
H2	Social media influencing is an effective intermediate in building customer relationships	Oui	Confirmed
H3	Digitalization of marketing activities have a connection with developing the customer relationship	Oui	Confirmed

Source: Realized by the student

4. Discussion

The analysis of the results of our research allows us to come up with conclusions and recommendations about the digital marketing actions applied in building customer relationships.

According to our results we have concluded that the majority of our population use social media channels to follow brand online, which brings us to recommend to BIOTANYS investing more in social media channels such as expanding the community of BIOTANYS in other social media channel like Tiktok and Facebook, besides creating engaging and creative campaigns including innovative marketing activities that would give the opportunity the customer engage and connect more with the brand ,as a consequence a certain bond is going to connect the brand with its customers.

Furthermore, the results of our analysis shows that influencers are considered as an effective intermediate between the brand and the customer and that confirms the study bone by (Glucksman, 2017) that influencers help the brand build direct relationships with a focused group of consumers, which allow to suggest that BIOTANYS should continue collaborating more influencers to attract the communities of those influencers and develop a relationship with them.

The results of our final test the connection between the digitalization the customer relationship confirms the study research of (CHAMBINE, 2020) that the internet has become the new channel for developing relationships with customers and it opened a way for them to connect directly with the brands, which bring us improve digital customer experiences and respond to the need of the digital customers in order to build a long-lasting relationship.

CONCLUSION

We conclude our research by presenting a recap about our study objectives, followed by the results obtained, and our future plan concerning this research.

The objectives of our research were to study the customer relationship in the digital era, more specifically we wanted to see to what extent digital marketing activities could contribute in the development of the customer relationship of BIOATNYS.

For this, we have adopted a quantitative approach using an online survey that allowed us to get 115 valid responses to our study, the results obtained from our analysis confirms that digital channels play an important role in building relationships with customer in an efficient and a faster way with low costs. Furthermore, our results indicate that social media influencers represent a new intermediate that contributes in a relationship by connecting the customer with the brand. At last, we draw that the implementation of digital marketing activities attracts the customers over the brands and keep them connected to it which leads to a long-lasting customer relationship.

To our acquaintance, our research is one of the very few researches that have tackled directly the contribution of the digital marketing actions in developing customer relationships with a statistical support.

Our study results are considered as a support data base that encourages the brand BIOTANYS for developing a marketing strategy that improves the digital customer relationship, as well as for ALLIN agency our results could be a supportive study case for their other clients.

In addition, we suggest to the brand BIOTANYS to improve their digital marketing strategy by focusing more on the digital marketing activities that would provide satisfying digital experiences for their customers, as well as, creating creative and attractive campaigns that would keep the audience always connected with it, besides, investing in the collaborations with the influencers who now represent a force in developing the brand's image and improving customer relationship.

As any research, our research faced many obstacles mainly the time of the execution was very small, as well as the lack of literature resources that have direct relation with our study topic.

Finally, one of our investigative research for the future plans is to study the impact of the CRM tools and credibility of the data obtained from these tool in order to analyze the change in the digital customer behavior.

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APPENDIX

APPENDIX A : BIOTANYS PRODUCTS



APPENDIX : QUESTIONNAIRE

QUESTIONNAIRE

Dans le cadre de la réalisation d'un mémoire de fin d'étude en master, spécialité Marketing Management à l'École Nationale Supérieure de Management, nous effectuons une enquête sur le rôle des actions marketing dans le maintien de la relation client. Cette étude analyse le maintien de la relation client avec la marque BIOTANYS qui représente une marque algérienne des produits cosmétiques

Nous sollicitons votre aide en acceptant de bien vouloir répondre à ce bref questionnaire. Cela ne vous prendra que quelques minutes.

Vos réponses resteront anonymes ! Merci par avance de votre coopération.

La digitalisation de la relation client

1. Suivez-vous des marques sur internet ?

- Oui
- Non

2. Pour quelles raisons utilisez-vous l'internet pour suivre une marque ?

- Pour l'attractivité du contenu
- Pour suivre ses Actualités
- Pour interagir avec la marque
- Par intention d'achat
- Pour réclamer et se renseigner sur la marque

3. Selon vous, sur une échelle de 1 à 5 combien êtes-vous satisfait de votre expérience digitale avec les marques ?

- 1 2 3 4 5

4. Sur une échelle de 1 à 5, est-ce que vous percevez que la digitalisation améliore la relation client pour les marques ?

- 1 2 3 4 5

5. Pensez-vous que les activités marketing peuvent contribuer au développement d'une relation client ?

- Oui
- Non

6. Je garde une bonne relation avec certaines marques, car :

- Ces marques me traitent comme un client important
- Ces marques résolvent mes problèmes efficacement
- Ces marques essaient de connaître mes préférences
- Ces marques encouragent l'interaction avec ses clients

7. Pensez-vous que chaque marque doit se focaliser plus sur les relations client à l'ère digital ?

- Oui
- Non

La digitalisation de la relation client

8. Utilisez-vous les médias sociaux pour suivre les marques et communiquer avec-elles ?

- Oui
- Non

9. Quels sont les médias sociaux que vous utilisez le plus pour suivre une marque ?

- Instagram
- Facebook
- Youtube
- Tiktok
- Snapchat
- Autre

10. Suivez-vous ou vous avez déjà suivi des e-influenceurs(e) algériens sur les médias sociaux ?

- Oui
- Non

11. Parmi les caractéristiques suivantes, selon-vous, quelles sont celles qui vont vous permettre d'avoir confiance envers un influenceur (e) qui représente une marque ?

- Expertise
- Crédibilité
- Bienveillance
- Qualité du contenu
- Interactivité

12. L'influence sur les médias sociaux représente un rôle important dans le développement d'une relation client avec une nouvelle marque

Pas d'accord 1 o

5 o Très d'accord

Admissibilité BIOTANYS

13. Connaissez-vous la marque BIOTANYS ?

- Oui
- Non

BIOTANYS est une marque algérienne de produits cosmétiques, nouvelle sur le marché algérien, elle propose des produits de soins de beauté



La relation client avec la marque BIOTANYS

14. Suivez-vous la marque BIOTANYS sur Instagram ?

- Oui
- Non

15. Sur une échelle 1 à 5 comment trouvez-vous les campagnes publicitaires sur la Page Instagram de BIOTANYS ?

1 2 3 4 5

16. Quels sont les activités marketing que vous voulez voir souvent sur la page Instagram de BIOTANYS ?

- Les codes promos
- Les concours
- Les challenges
- Les retours des utilisateurs des produits

Les avis des experts sur les produits BIOTANYS

17. Comment vous vous engagez avec les campagnes publicitaires partagées sur la page Instagram de BIOTANYS ?

- Liker et commenter
- Partager le contenu de BIOTANYS en story
- Participer aux concours et challenges
- Partager vos avis sur les produits BIOTANYS

18. Quel type de contenu désirez-vous voir afin de garder l'intérêt sur la page BIOTANYS ?

- Des vidéos longues informatives
- Des réels
- Des posts

19. Quels sont les influenceurs de BIOTANYS que vous connaissez ?

20. Avez-vous déjà acheté un produit BIOTANYS que vous avez préalablement découvert grâce à un influenceur ?

- Oui
- Non

21. Faites-vous confiance aux influenceurs qui représentent la marque BIOTANYS ?

- Oui
- Non

22. Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?

1 2 3 4 5

Fiche signalétique

23. Êtes-vous ?

- Homme
- Femme

24. Votre âge est entre

- Entre 18 – 25 ans
- Entre 26 – 35 ans
- Entre 36 – 45 ans

- Plus de 50 ans

25. Quelle est votre situation familiale ?

- Célibataire
- Marié (e) sans enfants
- Marié(e) avec enfants

26. Quel est votre classe socioprofessionnelle ?

- Étudiant(e)
- Commerçant(e)
- Employé(e)
- Cadre supérieur (e)
- Retraité(e)
- Chômeurs

27. Vous êtes de quelle région ?

- Nord
- Sud
- Ouest
- Est

**APPENDIX B: QUASI NORMALITY
AND DISTRIBUTION TABLES
SPSS**

Quasy normality test

Test de normalité						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
Utilisez-vous les médias sociaux pour suivre les marques et communiquer avec-elles ?	,539	115	,000	,146	115	,000
Suivez-vous ou vous avez déjà suivi des e-influenceurs(e) algériens sur les médias sociaux ?	,540	115	,000	,177	115	,000
Selon vous, sur une échelle de 1 à 5 combien êtes-vous satisfait de votre expérience digitale avec les marques ?	,310	115	,000	,840	115	,000
a. Correction de signification de Lilliefors						

Descriptives				
		Statistiques	Erreur standard	
Utilisez-vous les médias sociaux pour suivre les marques et communiquer avec-elles ?	Moyenne		,9739	,01493
	Intervalle de confiance à 95 % pour la moyenne	Borne inférieure	,9443	
		Borne supérieure	1,0035	
	Moyenne tronquée à 5 %		1,0000	
	Médiane		1,0000	
	Variance		,026	
	Ecart type		,16009	
	Minimum		,00	
	Maximum		1,00	
	Plage		1,00	
	Plage interquartile		,00	
	Asymétrie		-6,025	,226
	Kurtosis		34,911	,447
	Suivez-vous ou vous avez déjà suivi des e-influenceurs(e) algériens sur les médias sociaux ?	Moyenne		,9652
Intervalle de confiance à 95 % pour la moyenne		Borne inférieure	,9312	
		Borne supérieure	,9992	
Moyenne tronquée à 5 %		1,0000		
Médiane		1,0000		
Variance		,034		
Ecart type		,18403		
Minimum		,00		
Maximum		1,00		
Plage		1,00		
Plage interquartile		,00		
Asymétrie		-5,145	,226	
Kurtosis		24,908	,447	

APPENDIX C: CHI SQUARE TEST TABLES SPSS

TEST DE KHI DEUX

	Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?)						
Utilisez-vous les médias sociaux pour suivre les marques et communiquer avec-elles ?		1,00	2,00	3,00	4,00	5,00	Total
	Non	0	1	0	0	2	3
	Oui	4	2	21	53	32	112
Total		4	3	21	53	34	115

	Valeur	ddl	Signification asymptotique (bilatérale)
khi-carré de Pearson	14,670 ^a	4	,005
Rapport de vraisemblance	8,767	4	,067
Association linéaire par linéaire	,006	1	,936
N d'observations valides	115		

		Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?					
Suivez-vous ou vous avez déjà suivi des e- influenceurs(e) algériens sur les médias sociaux ?		1,00	2,00	3,00	4,00	5,00	Total
Non		1	1	0	0	2	3
Oui		3	2	21	53	32	112
Total		4	3	21	53	34	115

	Valeur	ddl	Signification asymptotique (bilatérale)
khi-carré de Pearson	16,735 ^a	4	,002
Rapport de vraisemblance	11,198	4	,024
Association linéaire par linéaire	2,294	1	,130
N d'observations valides	115		

	Sur une échelle 1 à 5 comment décrivez-vous votre relation avec la marque BIOTANYS ?						
		1,00	2,00	3,00	4,00	5,00	
Selon vous, sur une échelle de 1 à 5 combien êtes-vous satisfait de votre expérience digitale avec les marques ?	1	0	1	0	0	0	1
	2	0	1	5	1	0	7
	3	2	0	7	13	7	29
	4	2	1	8	33	19	63
	5	0	0	1	6	8	15
	Total	4	3	21	53	34	115

	Valeur	ddl	Signification asymptotique (bilatérale)
Khi-carré de Pearson	65,145 ^a	16	,000
Rapport de vraisemblance	32,832	16	,008
Association linéaire par linéaire	15,297	1	,000
N d'observations valides	115		