Role of Social Media Content Marketing on Brand Image: A Case Study on Mobile Service Providers in Egypt

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ABSTRACT

This research examines the influence of digital content marketing (DCM) on consumers' perception of brand image in the Egyptian telecommunication industry. The study employed a survey-based methodology with a sample thoughtfully selected based on a non-proportional quota sampling approach, deliberately choosing an equal quota of 100 participants from each of the four major telecommunication companies in Egypt. The findings indicate that DCM plays a significant role in shaping brand image, with entertaining and memorable content, coupled with credible messaging, fostering trust and positive brand perception. Continuous user engagement and content sharing further enhance brand image by promoting brand advocacy. The research highlights the strong correlation between consumers' engagement with DCM content and their emotional connection to telecommunication brands, ultimately impacting brand image. Notably, Orange and WE stand out with more consistent and positive responses from consumers. These insights offer valuable guidance to telecommunication companies in Egypt seeking to optimize their DCM strategies for enhanced brand image and customer satisfaction in this competitive market.

1. INTRODUCTION

In the fast-paced realm of telecommunications, digital content marketing has emerged as a transformative force in shaping brand image. This influence is particularly pronounced in Egypt, a market characterized by its diverse consumer behaviors and a dynamic digital landscape. This research draws insights from recent studies and endeavors to examine a critical facet of this complex equation.

The telecommunications industry, both globally and within Egypt, is fiercely competitive. In Egypt, prominent companies such as Orange, WE, Vodafone, and Etisalat engage in intense efforts to establish distinctive brand images that resonate with Egyptian consumers. At the heart of this branding battle lies digital content marketing. Digital content marketing

serves as a fundamental channel for telecommunication companies to connect with their target audience, narrate their brand stories and leave a lasting impression (Smith & Zook 2011). Egyptian consumers, influenced by a multitude of cultural, social, and economic factors, engage with this content in ways unique to their market. This engagement directly affects brand image - how consumers perceive and remember a brand.

Brand image in Egypt's telecom market is a delicate equilibrium shaped by a symphony of digital content elements and customer perceptions (Keller 1993). It serves as the foundation on which customer loyalty, advocacy, and market success are built. Recent studies emphasize the central role of digital content marketing

in shaping brand image (Zhang & Li 2020). Scholars concur that brand image is intricately intertwined with content marketing practices (Pulizzi 2018). Research by Chen et al. (2017) underscores the dynamic nature of brand image and the critical role that content marketing plays in its continuous evolution.

This research paper seeks to provide actionable insights derived from empirical evidence and nuanced understandings. It aims to guide telecom companies in Egypt to craft more effective digital content marketing strategies. It is not just about understanding the 'what' but about the 'how'—how digital content marketing can be wielded as a dynamic instrument for sculpting brand image, fostering customer loyalty, and achieving a more favorable brand perception in a fiercely competitive and culturally rich market.

1.1 Significance of the Research

The significance of this research holds profound relevance for the telecommunications sector in Egypt as follows:

1. Providing strategic insights for Egyptian telecom companies: This study, deeply grounded in the examination of Orange, WE, Vodafone, and Etisalat, furnishes customized strategic insights specifically designed for the Egyptian context. It sheds light on the ways these major telecom companies employ digital content marketing to shape their brand identity, providing a personalized roadmap for success in a market recognized for its distinct challenges and opportunities.
2. Understanding consumer sentiments in the Egyptian context: It is crucial to comprehend how digital content marketing influences consumer perceptions in Egypt. This research decodes how Egyptian consumers engage with and react to content, revealing the complexities of a market where cultural, social, and economic factors significantly contribute to the formation of brand identity.

1.2 Research Objectives

The study attempts to fulfill the following objectives:

1. To examine and analyze the digital content marketing strategies employed by leading telecommunication companies in Egypt including Orange, WE, Vodafone, and Etisalat.
2. To assess the impact of these strategies on brand image focusing on various dimensions such as consumer perceptions, brand reputation, and differentiation.
3. To identify the unique challenges and opportunities that telecommunication companies face in using digital content marketing to enhance their brand image in the Egyptian market.
4. To offer practical recommendations and best practices for telecommunication companies based on the research findings, enabling them to optimize their digital content marketing strategies and strengthen their brand image.

2. LITERATURE REVIEW

2.1 Understanding Digital Content Marketing

2.1.1 Defining Content Marketing

Content marketing, extensively studied in the marketing field, has evolved through various definitions. Pulizzi and Barrett (2008) initially defined it as the creation and distribution of compelling content to attract and retain customers. Rose and Pulizzi (2011) later emphasized its focus on providing a valuable experience for the audience. The Content Marketing Institute (CMI), founded by Joe Pulizzi, offers a comprehensive perspective, defining it as a process for creating and distributing relevant content to attract a defined target audience and drive profitable customer action (Content Marketing Institute 2015). Sam Decker, CEO of Mass Relevance, added that content marketing involves creating non-product content to capture customers' attention and draw them closer to understanding the brand (Content Marketing Institute 2015). Järvinen and Taiminen (2015) extended the definition portraying content marketing as a process of creating and delivering various content types to engage customers. Du Plessis (2015) introduced brand storytelling within content marketing, highlighting its potential to change consumer behavior through engaging brand conversations. Understanding the target audience is pivotal, as noted by Metrick (2018) who emphasized the importance of being a participant in social media groups. Trust and credibility are built through real and trustworthy contributions (i-Scoop 2018; Ruffolo 2017). Content marketing thrives when it meets consumer needs, sharing relevant information about the company or its products (Chordas 2018).

2.1.2 Social Media Content Marketing

Social media content marketing, also referred to as "digital content marketing," is focused on delivering valuable content to consumers through online

platforms (Hollebeek & Macky 2019). It encompasses diverse formats like webinars, podcasts, whitepapers, infographics, e-newsletters, and videos. Globally, businesses show remarkable enthusiasm for social media content marketing, as evidenced by a survey indicating that approximately 88% of B2B marketers and 76% of B2C marketers actively employ content marketing strategies (Content Marketing Institute 2020). This widespread adoption highlights its significance across industries.

Social media content marketing is gaining influence with surveys indicating that marketers anticipate its most significant impact on social media in the near future (Santo 2019). This trend underscores the evolving role of social media content marketing in shaping marketing strategies and boosting consumer engagement. The approach's adaptability is a key characteristic, allowing businesses to tailor messages to various platforms like Facebook, Twitter, Instagram, LinkedIn, and TikTok (i-Scoop 2018).

By leveraging social media content marketing, businesses can forge meaningful connections with their audience, enhance brand reputation, and drive desired customer actions. The interactive nature of social media enables real-time engagement and direct communication between brands and their audience, fostering an environment for gaining valuable insights into customer needs and preferences (Metrick 2018).

2.1.3 Difference between Content Marketing Digital Marketing

Digital content marketing stands out as a multifaceted approach to engaging and attracting customers in the digital age. Its unique characteristics set it apart from traditional marketing practices. To better understand these distinctions, it is essential to explore how digital content marketing differs from other forms of marketing.

In contrast, digital content marketing transcends the traditional one-way communication approach. It engages in two-way conversations with customers, building a dynamic and interactive relationship (Content Marketing Institute 2015). This characteristic enables businesses to foster a deeper connection with their target audience, focusing on developing lasting and meaningful brand-customer relationships through ongoing conversations (Maksymiw & Tilton 2015).

2.1.4 Content Marketing & Customer Engagement

Brand engagement, as defined by alder et al. (2016), is a psychological state emerging from interactive,

co-creative customer experiences with a focal agent/object under specific context-dependent conditions. This phenomenon unfolds as a dynamic, iterative process, where other relational concepts act as antecedents and/or consequences. The impact of brand engagement in the realm of social media is evident through metrics like expressions of agreement, ratings, comments, likes, and shares, underscoring the interactive and co-creative dynamics of these platforms. Engaging in social media can potentially result in heightened consumer satisfaction, loyalty, retention, customer lifetime value, share-of-wallet, and profitability. In contrast, a 2016 TrackMaven study found that although social media content per brand saw a 35% increase across diverse platforms from 2014 to 2015, content engagement actually decreased by 17% during the same timeframe. Furthermore, even social media vendors claiming to measure engagement have struggled to substantiate the correlation between engagement and metrics such as loyalty or sales (Elliott 2014). Despite the widespread adoption of social media by nearly nine out of ten U.S. companies with at least 100 employees for marketing purposes, the translation of this online presence into tangible customer value remains uncertain (eMarketer 2015).

The capacity to develop and sustain long-term relationships with customers is one of the major components of business success today. Managers and businesses have been concerned about and working toward this objective for a while, but the emergence of social media has brought attention to how crucial it is to build relationships with customers. Since it is believed to be a component that improves organizational performance and boosts sales, profitability, and customer loyalty, customer engagement offers a number of benefits for brands. Additionally, it was stated that a company's ability to compete depends on its ability to engage customers and that, because customers' roles have changed in the purchasing process, businesses must adjust and meet their new wants. In a similar vein, customers' roles have evolved over time. (Balio & Casais 2021).

Companies use content marketing to engage their customers and to draw in clients and prospects by making pertinent information accessible when and where people need it. The best way to draw attention to a product is to provide engaging content for consumers since this will increase their brand loyalty and increase their likelihood of making a purchase in the future. Companies must produce content that keeps customers visiting the website and encourages them to engage in purchase intention. Producing high-quality content may influence the consumer to engage with a business. One of the best strategies ever employed

to increase online engagement is content marketing. By producing persuasive content, one may unlock the secret of effective engagement. (Weerasinghe 2018).

2.2 Exploring Digital Content Marketing Used by Egyptian Telecommunication Companies

Egyptian telecommunication companies are strategically utilizing digital content marketing to shape their brand image and remain competitive in a rapidly evolving market, as highlighted in the study by Nagi (2021). The exploration, involving an in-depth analysis of strategies, emphasizes content creation, platform selection and audience engagement to enhance brand identity. El-Sayed and Abdo (2023) conducted a study exploring the connections between content marketing, brand value, and customer retention in these companies. Surveying customers from major players like Vodafone, Orange, Etisalat, and WE, the research reveals that content marketing is engaged at an average level, with customers perceiving brand value and retention capabilities as moderately satisfactory. The study identifies significant correlations between content marketing dimensions and both customer retention and brand value, highlighting their intertwined nature. Notably, brand value is recognized as a mediating variable in the relationship between content marketing and customer retention, underscoring its pivotal role in shaping the dynamics in the telecommunications sector.

Abdelhamed's study (2023) assesses the influence of digital content marketing on Egyptian consumers' responses towards telecommunications companies, focusing on attitudes, content interaction, buying behavior, and brand loyalty. The electronic questionnaire, distributed among 350 customers of major telecom firms, unveils statistically significant effects of digital content marketing on consumer responses. Various characteristics of digital content including quality, value, credibility, and attractiveness, along with content types and formats, play pivotal roles in shaping consumer perceptions and behaviors. While the study does not establish a statistically significant effect of the format of digital content on consumer interaction, it contributes valuable insights to the literature, providing a nuanced understanding of the impact of digital content marketing on consumer dynamics within the Egyptian telecommunications context.

2.3 Brand Image Impact on the Brand

Brand image holds significant sway in shaping consumer perceptions and decisions, particularly

within the telecommunications sector, as highlighted by Bahit's research in 2019. This study explores the intricate connections between digital content marketing strategies encompassing content creation, audience engagement, and the amplification of brand value, crucial for evaluating the effectiveness of digital content marketing in enhancing brand image. Ljubljana's study in 2017 further supports the idea that consumers are more engaged with brands utilizing content marketing, particularly through visually engaging content on platforms like Instagram.

Drawing insights from various sources including Aaker (1997), Homburg, Ims and Schilke (2015), Keller (1993), Shankar, Carpenter and Cravens (1999), Kapferer (2012), Grewal, Hardesty and Iyer (2004), Eisenbeiss, Knörle and Sattler (2014), and Gürhan-Canli and Batra (2004), it becomes evident that brand image plays a pivotal role in consumer trust, loyalty, and purchase decisions. Consumers are more likely to choose brands with favorable images, even when lower-priced alternatives are available. A positive brand image reduces perceived risks, assuring consumers of consistent quality and performance. Additionally, brand image contributes to market positioning, allowing brands to stand out, command premium prices and target specific market segments. The protective role of a positive brand image during crises is emphasized, aiding brands in recovery and maintaining consumer loyalty and trust. This reservoir of goodwill serves as a source of competitive advantage, enabling brands to command premium prices and enjoy a loyal customer base that is challenging for competitors to replicate. In conclusion, the multifaceted impact of brand image underscores its paramount importance in aligning with long-term brand objectives, ensuring a lasting and influential presence in the dynamic marketplace.

2.4 Digital Content Marketing Strategies for Building Brand Image

Building a robust brand image through digital content marketing requires a nuanced approach, involving content creation that resonates with the target audience, careful platform selection, and engaging strategies. Ajina's study in 2019 highlights the success of private healthcare institutions in employing a multi-channel content marketing approach to enhance customer engagement, trust, and loyalty. Similarly, Mohamed (2018) emphasizes the impact of specific content marketing elements on the image of the Egyptian tourism sector, underscoring content marketing's potential to positively shape public perceptions within the broader tourism industry.

Defined by the Content Marketing Institute (2020)

as a strategic approach centered on developing and disseminating valuable and consistent content to engage a defined audience and drive profitable customer actions, content marketing proves advantageous in cultivating a positive brand image. According to Albu and Albassar (2016), the creation and sharing of high-quality blog content position brands as thought leaders, fostering trust and credibility among potential customers. Additional digital content marketing tactics include the production and sharing of videos, offering storytelling and education opportunities, visually appealing infographics to simplify complex information (Kumar & Sharma 2018), and leveraging user-generated content (UGC) for authenticity and credibility. UGC, encompassing social media posts, product reviews and testimonials, reflects real customer experiences. Collaborating with influencers further enhances brand awareness and outreach by tapping into their substantial online followings (Albu & Albassar 2016). These digital content marketing strategies not only bolster brand image but also pave the way for sustainable success in the digital realm, as outlined by Singh and Kaur (2021).

3.   RESEARCH DESIGN
3.1 Theoretical Framework

In this research we employ the theoretical framework proposed by Hollebeek and Macky (2019) to investigate how digital content marketing (DCM) strategies employed by Egyptian telecommunication companies affect brand image. The framework provides a structured and comprehensive understanding of the factors that influence consumer engagement with DCM and the subsequent impact on brand image while also offering insights into how DCM itself is affected by these interactions.

Figure 1: Conceptual framework
Notes. DCM: digital content marketing. L.D. Hollebeek, K. Macky / Journal of Interactive Marketing 45 (2019), 27–41.

The framework identifies critical antecedents that influence consumer engagement with DCM. These antecedents include functional, hedonic, and authenticity motives, reflecting why consumers choose to engage with DCM content based on their initial intentions and needs. By considering these antecedents, the research explores how these different motivations shape consumer engagement with DCM and subsequently influence brand image.

The framework also provides insights into the levels of engagement that consumers experience with DCM content. It categorizes engagement into three levels: cognitive, emotional, and behavioral engagement. Each of these levels plays a vital role in shaping brand image. Cognitive engagement involves consumers' brand-related thoughts and mental elaboration, contributing to brand-related sense-making. Emotional engagement reflects consumers' emotionally driven, brand-related experiences and can lead to brand identification. Behavioral engagement represents the level of effort and time consumers invest in a brand and can result in positive citizenship behaviors.

The research focuses on the direct impact of DCM on brand image, delving into how DCM influences the formation of this critical aspect of branding. The aim is to explore the connection between consumer engagement with DCM content and the development of brand image, examining how perceptions are formed, and how customers identify with the brand. Moreover, the framework acknowledges that brand image is a key component in the development of consumer-based and firm-based brand equity. By concentrating on brand image, the proposed study aims to provide insights into enhancing brand equity, particularly in the context of Egyptian telecommunication companies.

By adopting the Hollebeek and Macky framework, the researchers' research gains a solid theoretical foundation for understanding the multifaceted relationships between DCM, consumer engagement, and brand image. This structured approach helps the researchers examine how DCM strategies employed by Egyptian telecommunication companies influence consumer perceptions and attitudes, ultimately affecting brand image. Furthermore, the framework enables them to assess how DCM itself is affected by these interactions, leading to a more comprehensive understanding of the dynamics at play in the context of digital content marketing and its impact on brand image within the telecommunications industry in Egypt.
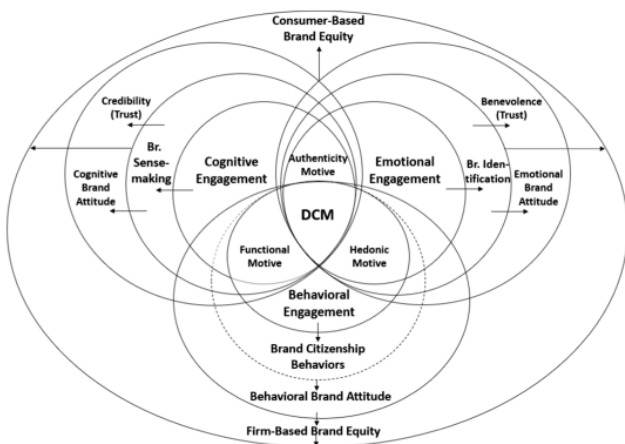
3.2 Methodology

3.2.1 Research Sampling

Given the vast number of clients, exceeding 93 million, determining the scope for data collection is challenging. Thus, a sample was thoughtfully selected based on a non-proportional quota sampling approach. Rather than distributing samples in proportion to each company's user numbers, the study deliberately chose an equal quota of 100 participants from each company. This method was chosen to explore nuanced variations in customer experiences and perceptions across different telecommunications companies in Egypt. Additionally, it was a practical decision that balanced comprehensiveness and feasibility. The target sample size is 400 respondents, with equal representation from the four companies, aligning with the research objectives and offering valuable insights into customer experiences in the Egyptian telecommunications sector.

The sample of this study encompasses Egyptian residents from all provinces, ensuring generalizability to the entire population. The focus is on the telecommunications industry, specifically Etisalat, Vodafone, Orange, and WE. Respondents must be 18 years or older to participate, ensuring informed responses. The study specifically targets active users of social media, both personally and professionally, recognizing the importance of online communication channels in brand perception and consumer behavior. The degree of engagement on social media is assessed, allowing researchers to understand the impact of content marketing on brand equity within Egypt's telecommunications industry comprehensively. This well-defined universe ensures that the findings are representative and applicable to the study's target population, drawing meaningful conclusions about the impact of content marketing on brand equity in the Egyptian telecommunications industry across various demographics and engagement levels.

3.2.2 Research Questions

The study seeks to answer the following questions:

RQ1. How does exposure to digital content marketing (DCM) from a specific telecommunication company influence consumers' perception of that company's brand image?

RQ2. To what extent do consumers' engagement with DCM content, such as finding it entertaining, memorable and shareable on social media, correlate with their emotional connection to the telecommunication company's brand, and how does this impact brand image?

RQ3. To what extent does the frequency of exposure to digital content marketing (DCM) on social media impact consumers' perception of brand image within the telecommunication industry in Egypt?

3.2.3 Data Collection

The research focuses on the clientele of major Egyptian telecommunications companies—Vodafone, Orange, Etisalat, and WE—with a population exceeding 93 million individuals. Using a non-proportional quota sampling approach, 100 participants were selected from each company to capture nuanced variations in customer experiences. The study targeted Egyptians aged 18 and above who are active social media users, recognizing the significant impact of online channels on brand perception. Data collection involved a survey questionnaire distributed through various social media platforms.

Hollebeek and Macky's (2019) conceptual framework forms the basis for understanding consumer engagement with digital content marketing (DCM) and its impact on brand equity. The survey aligns with cognitive, hedonic, emotional, and behavioral engagement levels. It assesses perceptions of usefulness, entertainment value, emotional responses, and actions taken after engaging with DCM content. The structured questionnaire aims to measure how individuals interact with DCM content and how these interactions influence perceptions of telecommunications companies. This approach facilitates the analysis of content marketing's influence on brand image in the context of Egyptian mobile service providers.

4. DATA ANALYSIS

The web-based questionnaire results were analyzed using SPSS (Statistical Package for the Social Sciences) software, which is the most popular software used in social sciences studies to recalculate the results after excluding the error sampling and to test the validity and the reliability of the variables, in addition to showing the results significance to the research objectives.

4.1 Operational Definitions

The survey aims to comprehensively examine both the independent and dependent variables in the context of content marketing and brand equity within the telecommunications industry in Egypt. This section provides a detailed and elaborate description of each variable, including their operational definitions and measurement criteria.

4.1.1 Independent Variable
Content Marketing

A. Operational Definition: Content marketing refers to a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content with the aim of attracting and retaining a clearly-defined audience and driving profitable customer action.

B. Measurement: Content marketing will be categorized as any type of content that does not include a call to action to sell a product but instead provides valuable information to the audience. The survey will measure content marketing through Consumption.The extent to which respondents consume content from the telecommunication companies.

4.1.2 Dependent Variables
Brand Image

a. Operational Definition: The customer's perception of a brand based on their interactions, which can evolve over time and does not necessarily involve a purchase or use of the brand's products/services.

b. Measurement: Measuring Brand Image will involve questions that contain content from each telecommunication company. Respondents will be shown video content for their companies where the content was chosen based on its popularity on different social media channels, as measured by views, likes, comments, and shares. Respondents will be asked to provide their opinions on the content, allowing for the measurement of brand image. Statements such as satisfaction with services, confidence in issue resolution, and the entertainment value of promotional videos collectively contribute to a positive brand image. These metrics touch upon key aspects like customer contentment, perceived reliability, and the emotional appeal of the brand's communication strategy. In summary, the statements offer a streamlined assessment of how customers perceive the brand image of telecommunication companies in Egypt across various dimensions.

5.   FINDINGS

5.1 Online Survey Analysis
5.1.1. Internet Activity

Table 1. Social media usage

Using social media	Less than a few times a month	21	5.3%
	A few times a month	11	2.8%
	A few times a week	23	5.8%
	About once a day	29	7.3%
	More than once a day	316	79%

According to Table 1 where Social Media Consumption was first observed as it was an essential aspect of the study that the respondents should be using Social Media. From the total respondents, (n=400), **the majority (79%) reported using social media more than once a day**. The least common frequency reported was "a few times a month" (2.8%). The category with the highest frequency reported was "more than once a day," indicating that a significant portion of respondents actively engage with social content on social media on a daily basis.

TABLE 2. Following Telecommunication Company's account on social media

Companies Following		Vodafone	Etisalat	Orange	We	Total
Yes	f	41	37	52	55	185
	%	41%	37%	52%	55%	46.2%
No	f	52	53	44	39	188
	%	52%	53%	44%	39%	47%
Don't know	f	7	10	4	6	27
	%	7%	10%	4%	6%	6.8%
Total	f	100	100	100	100	400
	%	100%	100%	100%	100%	100%

Among the given companies, **Orange has the highest percentage of followers (52%)**, followed by WE (55%), Vodafone (41%), and Etisalat (37%). The company with **the lowest percentage of followers is Etisalat (37%)**. Across all companies, **the majority of respondents (47%) indicated that they do not follow their telecommunication companies' social media accounts.**

TABLE 3. Content consumption from telecommunication social media account

Companies Times		Vodafone	Etisalat	Orange	We	Total
A few times a month	F	30	29	28	31	118
	%	30%	29%	28%	31%	29.5%
A few times a week	F	11	9	13	16	49
	%	11%	9%	13%	16%	12.2%
About once a day	F	6	4	8	8	26
	%	6%	4%	8%	8%	6.5%
More than once a day	F	9	7	12	16	44
	%	9%	7%	12%	16%	11%
Less than few times a month	F	18	27	17	13	75
	%	18%	27%	17%	13%	18.8%

Companies Times		Vodafone	Etisalat	Orange	We	Total
Don't Know	F	26	24	22	16	88
	%	26%	24%	22%	16%	22%
Total	F	100	100	100	100	400
	%	100%	100%	100%	100%	100%

Based on the analysis of the data on the number of people watching the content of telecommunication companies on social media across different frequency categories, several observations can be made. In terms of the highest number of people watching their content, WE stands out as the company with the most watched content where *(16%) of WE users watch content from their social media platforms more than once a day*. *Orange* also demonstrates a high percentage of followers who watch their content where *12% stated that they watch Content more than once a day*. On the other hand, Vodafone and Etisalat generally have lower percentages of viewers compared to the other companies. For instance, *Vodafone has the least number of people watching their content a few times a month (30%)*, about once a day (6%). Similarly, *Etisalat follows*

Vodafone where (29%) of the users watch content "A few times a month" and (4%) watch their content "About once a day" (4%) categories. Overall, based on the given data, WE appear to have the highest engagement with its content on social media, while Etisalat and Vodafone have relatively fewer viewers across the different frequency categories.

5.2 Brand Image

To measure brand image, the users of the 4 telecommunication companies were presented with statements with a Likert Scale, and they expressed their agreement and disagreement with the statement through it. Statements such as satisfaction with services, confidence in issue resolution, and the entertainment value of promotional videos collectively contribute to a positive brand image. These metrics touch upon key aspects like customer contentment, perceived reliability, and the emotional appeal of the brand's communication strategy. In summary, the statements offer a streamlined assessment of how customers perceive the brand image of telecommunication companies in Egypt across various dimensions.

TABLE 4. Rating the below statements for Etisalat

Rank Statements		Definitely agree	Agree	Neither Agree nor Disagree	Disagree	Definitely Disagree	Mean	Relative weight
I am satisfied with my Telecommunication Company and its services	f	6	54	24	12	4	3.46	69.2%
	%	6%	54%	24%	12%	4%		
I am confident that my carrier will be able to resolve issues that the service may encounter	f	7	45	29	17	2	3.38	67.6%
	%	7%	45%	29%	17%	2%		
I find the video I just watched to be entertaining	f	11	40	35	11	3	3.45	69%
	%	11%	40%	35%	11%	3%		
The video is so pleasant that I find it hard to forget	f	9	25	42	20	4	3.15	63%
	%	9%	25%	42%	20%	4%		
I believe the message in the video I just watched	f	14	38	37	8	3	3.52	70.4%
	%	14%	38%	37%	8%	3%		
I will watch the remaining videos of the series	f	6	26	42	22	4	38	61.6%
	%	6%	26%	42%	22%	4%		
I will share the video on my Social Media Platforms I find the video I just watched to be entertaining	f	5	16	35	34	10	2.72	54.4%
	%	5%	16%	35%	34%	10%		69%

Etisalat

The survey results for Etisalat users provides mixed feedback. In terms of customer satisfaction, 60% expressed satisfaction, but 24% were neutral, and 12% were dissatisfied. Confidence in issue resolution was moderate, with 52% trusting the company, but 29% were neutral, indicating a need for improvement. About 51% found the video entertaining, but 46% were neutral or disagreed, suggesting an opportunity to enhance its appeal. Memorability had a mixed response, with 34% finding it memorable, while 36% were neutral, emphasizing the need for more impactful content. Regarding the video's message

credibility, 52% agreed, but there is room for improvement to effectively convey a persuasive and trustworthy message. User engagement with the series was moderate, with 32% intending to watch more, but 44% were neutral, emphasizing the importance of sustaining user interest. Only 21% expressed a willingness to share the video on social media, indicating a need to develop content that encourages organic sharing. In summary, while some users found the video entertaining and believed in its message, there is room for improvement in creating a more memorable and impactful video, sustaining user engagement, and encouraging social sharing.

TABLE 5. Rating the below statements for Vodafone

Rank Statements		Definitely agree	Agree	Neither Agree Nor Disagree	Disagree	Definitely Disagree	Mean	Relative weight
I am satisfied with my Telecommunication Company and its services	f	10	44	24	14	8	3.34	66.8%
	%	10%	44%	24%	14%	8%		
I am confident that my carrier will be able to resolve issues that the service may encounter	f	6	45	24	19	6	3.26	65.2%
	%	6%	45%	24%	19%	6%		
I find the video I just watched to be entertaining	f	34	50	12	4	-	4.14	82.8%
	%	34%	50%	12%	4%	-		
The video is so pleasant that I find it hard to forget	f	15	35	28	17	5	3.38	67.6%
	%	15%	35%	28%	17%	5%		
I believe the message in the video I just watched	f	17	49	19	13	2	3.66	73.2%
	%	17%	49%	19%	13%	2%		
I will watch the remaining videos of the series	f	13	44	26	14	3	3.50	70%
	%	13%	44%	26%	14%	3%		
I will share the video on my Social Media Platforms	f	7	17	26	40	10	2.71	54.2%
	%	7%	17%	26%	40%	10%		

The survey results for Vodafone users indicate a generally positive response. In terms of satisfaction with the company and its services, 54% expressed agreement, indicating a relatively high proportion of satisfied users. However, 24% were neutral, and 22% disagreed, suggesting a small percentage of dissatisfied users. Confidence in issue resolution was moderate, with 51% trusting the company, but 24% were neutral, indicating a need for improvement. Regarding the entertainment value of the video, a significant majority (84%) found it entertaining, indicating a strong positive reception and successful engagement. In terms of memorability, 50% agreed the video was memorable, but there is room to

enhance its lasting impact. About 66% believed in the video's message, suggesting credibility, but there is an opportunity to strengthen persuasiveness. User engagement was moderate, with 57% inclined to watch more, emphasizing the need for compelling content throughout the series. Sharing on social media platforms had limited impact, with 24% willing to share, indicating a need to evaluate shareability and optimize for social media. In summary, Vodafone users generally found the video entertaining, with a favorable agreement on its message, but improvements are needed for lasting impact, sustained engagement, and encouraging social sharing.

TABLE 6. Rating the below statements for Orange

Rank Statements		Definitely agree	Agree	Neither Agree nor Disagree	Disagree	Definitely Disagree	Mean	Relative weight
I am satisfied with my Telecommunication Company and its services	F	19	43	22	10	6	3.59	71.8%
	%	19%	43%	22%	10%	6%		
I am confident that my carrier will be able to resolve issues that the service may encounter	F	14	47	18	17	4	3.50	70%
	%	14%	47%	18%	17%	4%		
I find the video I just watched to be entertaining	F	25	42	20	13	-	3.79	75.8%
	%	25%	42%	20%	13%	-		
The video is so pleasant that I find it hard to forget	F	15	35	29	21	-	3.44	68.8%
	%	15%	35%	29%	21%	-		
I believe the message in the video I just watched	F	18	41	26	15	-	3.62	72.4%
	%	18%	41%	26%	15%	-		
I will watch the remaining videos of the series	F	17	39	26	16	2	3.53	70.6%
	%	17%	39%	26%	16%	2%		
I will share the video on my Social Media Platforms	F	14	23	26	29	8	36	61.2%
	%	14%	23%	26%	29%	8%		

Orange

The survey results for Orange users indicate a positive response to the content marketing video. In terms of overall satisfaction, 62% of Orange users definitely agreed that they are satisfied, reflecting a considerable proportion of satisfied users. Confidence in the carrier's ability to resolve service-related issues was high, with 61% definitely agreeing. Regarding entertainment value, 67% found the video entertaining, indicating a positive response and successful engagement. In terms of memorability, 50% agreed the video was memorable, but there is room for improvement to leave a lasting impression on a wider audience. About 59% believed in the video's message, suggesting effective conveyance of a persuasive and trustworthy message. User engagement with the video series was promising, with 56% expressing an intention to watch more, indicating an opportunity to capitalize on viewer enthusiasm. Sharing on social media platforms showed moderate interest, with 37% willing to share, suggesting potential for improvement in enhancing the content's shareability. In summary, Orange users generally expressed satisfaction, trust, and positive engagement with the video, with opportunities for improvement in memorability and shareability.

TABLE 7. Rating the below statements for WE

Rank Statements		Definitely agree	Definitely agree	Neither Agree Nor Disagree	Disagree	Definitely Disagree	Mean	Relative weight
I am satisfied with my Telecommunication Company and its services	F	26	35	16	17	6	3.58	71.6%
	%	26%	35%	16%	17%	6%		
I am confident that my carrier will be able to resolve issues that the service may encounter	F	22	44	15	15	4	3.65	73%
	%	22%	44%	15%	15%	4%		
I find the video I just watched to be entertaining	F	34	30	30	3	3	3.89	77.8%
	%	34%	30%	30%	3%	3%		
The video is so pleasant that I find it hard to forget	F	29	24	38	4	5	3.68	73.6%
	%	29%	24%	38%	4%	5%		
I believe the message in the video I just watched	F	32	33	29	1	5	3.86	77.2%
	%	32%	33%	29%	1%	5%		

Rank Statements		Definitely agree	Definitely agree	Neither Agree Nor Disagree	Disagree	Definitely Disagree	Mean	Relative weight
I will watch the remaining videos of the series	f	29	22	37	5	7	3.61	72.2%
	%	29%	22%	37%	5%	7%		
I will share the video on my Social Media Platforms	f	24	13	44	11	8	3.34	66.8%
	%	24%	13%	44%	11%	8%		

WE

The survey results for WE users reveal a predominantly positive response. In terms of overall satisfaction, 61% of WE users definitely agreed that they are satisfied, indicating a significant proportion of content users. Confidence in the carrier's ability to resolve service-related issues was high, with 66% definitely agreeing. Regarding the content marketing video, a majority of respondents, 64%, found it entertaining, reflecting a strong positive response and successful engagement. The video left a lasting impression, with 57% agreeing it was memorable, crucial for brand recall and image.

The credibility of the video's message was high, with 65% believing in it, indicating effective communication of brand values. User engagement with the video series was positive, as 51% expressed an intention to watch more, showcasing the success of the content marketing strategy. In terms of sharing on social media platforms, 37% were willing to share, suggesting moderate interest and an opportunity to encourage more active sharing. Overall, WE users showed satisfaction, trust, and positive engagement with the content, with potential for improvement in enhancing shareability.

5.3 Demographics

TABLE 8. Demographics

Sample characteristics		f	%
Age group	19-30	180	45%
	31-40	112	28%
	41-50	65	16.3%
	More	43	10.8%
Gender	Male	225	56.3%
	Female	175	43.8%
Using social media	Less than a few times a month	21	5.3%
	A few times a month	11	2.8%
	A few times a week	23	5.8%
	About once a day	29	7.3%
	More than once a day	316	79%
Monthly income	Less than 3000	36	9%
	More than 3000 and less than 10000	150	37.5%
	More than 10000 and less than 20000	57	14.3%
	More than 20000 and less than 30000	28	7%
	More than 30000	21	5.3%
	Prefer not to answer	108	27%

Sample characteristics		f	%
Current level of education	High school	15	3.8%
	College Student	31	7.8%
	Bachelor's degree	257	64.3%
	Master's degree	58	14.5%
	Doctorate degree	31	7.8%
	(.Professional degree (e.g. MD, JD, DDS, etc	6	1.5%
	Other	2	0.5%
Preferable Social Media Network	Facebook	167	41.8%
	Instagram	217	54.3%
	Twitter	12	3%
	YouTube	4	1%

The survey respondents exhibit a predominantly young demographic, with 45% falling within the 19-30 age group, suggesting relevance for this segment. The 31-40 age group constitutes 28%, indicating diversity in participant ages. The gender distribution shows a slight male majority (56.3%). Social media engagement is high, with 79% using platforms more than once daily, emphasizing digital platforms' significance in their lives. The income distribution reveals a sizable portion (37.5%) in the 3000-10000 EGP range, representing the middle-income segment. Privacy concerns or other factors lead 27% not to disclose income. Education is diverse, with 64.3% having a Bachelor's degree and 14.5% holding a Master's degree, showcasing a well-educated sample. Facebook (41.8%) and Instagram (54.3%) are the preferred social media platforms, providing insights into content engagement preferences. These demographic insights are crucial for interpreting survey results and understanding consumer perceptions, behaviors, and preferences in the context of digital content marketing and telecommunications brands in Egypt.

6.   DATA ANALYSIS AND DISCUSSION

RQ 1. How does exposure to digital content marketing (DCM) from a specific telecommunication company influence consumers' perception of that company's brand image?

The impact of digital content marketing (DCM) on consumers' perception of brand image for leading telecommunication companies in Egypt is evident when we consider the data from the survey. Firstly, the high percentage of respondents who found the content marketing videos entertaining is striking.

Across the four telecommunication companies, a substantial majority of respondents expressed positive sentiments about the entertainment value of the DCM content. For instance, for Vodafone, 84% of respondents found the video they watched to be entertaining. This highlights the immediate connection between engaging content and positive consumer perception. When DCM is entertaining, it captures the audience's attention and encourages a positive view of the brand.

Memorability is another crucial dimension of brand image influenced by DCM. The survey results underscore the importance of creating content that is not easily forgotten. In the case of Orange and WE, a significant percentage of respondents agreed that the videos were so pleasant that they found them hard to forget. For Orange, 50% of respondents in this dimension expressed agreement. This indicates that DCM has the potential to create a lasting impact on consumers. When content resonates and remains in consumers' memory, it contributes positively to brand recall and recognition, thus strengthening brand image.

Credibility and trust are essential elements when we consider the survey findings. Across all companies, the majority of respondents believed the messages conveyed in the DCM videos. For instance, for WE, 65% of respondents either definitely agreed or agreed that they believed the message in the video. This shows that DCM effectively communicates the brand's values and messages. When these messages are credible, it fosters consumer trust, a fundamental component of building a positive brand image. Consumers perceive a reliable and authentic brand, thus strengthening their brand image.

User engagement and interest are also significant components of the DCM-brand image dynamic. The survey results highlight that a notable proportion of respondents expressed an intention to watch the remaining videos in the series, suggesting continuous interest. For instance, for Vodafone, 57% of respondents intended to watch the remaining videos. This implies that DCM can sustain user engagement and generate continuous interest. When consumers stay engaged and look forward to future content, it positively influences how they perceive the brand. Continuous engagement signals that the brand can meet consumer expectations and maintain their interest over time.

Sharing behavior is another valuable insight derived from the survey results. While the results varied among the telecommunication companies, the overall potential is evident. When users actively share content, it amplifies the brand's reach and visibility. For instance, 37% of respondents for WE intended to share the video on their social media platforms. Brand advocacy through sharing strengthens brand image, as it suggests that others endorse and recommend the brand. This peer endorsement further enhances the positive perception of the brand.

In summary, the survey results provide concrete evidence of the impact of DCM on consumers' perception of brand image. Entertaining and memorable content, coupled with credible messages, fosters trust and positive brand image. Continuous user engagement and sharing behavior further enhance brand image by promoting brand advocacy. These elements are interconnected, working together to shape how consumers perceive and interact with these telecommunication brands.

The numbers and insights from the survey results paint a clear picture of the significance of DCM in shaping brand image. Companies can use these findings to tailor their DCM strategies to optimize brand image, reputation, and differentiation in the competitive Egyptian market. This research forms the basis for practical recommendations and best practices, offering a roadmap for telecommunication companies to refine their DCM strategies and create a lasting positive impact on brand image.

RQ 2. To what degree does consumers' interaction with DCM content, including perceiving it as entertaining, memorable, and shareable on social media, influence their emotional attachment to the telecommunication company's brand?

It is evident that consumers' engagement with DCM content plays a crucial role in shaping their emotional connection to telecommunication companies' brands, subsequently impacting brand image. The survey revealed that the majority of respondents actively engage with social media, with 79% using it more than once a day. This extensive use of social platforms underscores the significance of digital channels in the lives of consumers. It is within these platforms that DCM content has the opportunity to reach and resonate with a broad audience.

When assessing the frequency of following telecommunication companies on social media, it is intriguing to note that Orange and WE have a notably higher percentage of followers, at 52% and 55%, respectively. This suggests a strong consumer interest in engaging with these companies through digital channels. However, the fact that a substantial portion of respondents, 47%, do not follow their telecommunication providers' social media accounts emphasizes the importance of creating compelling content that not only attracts but also retains the audience's attention.

In terms of content consumption, the data indicates significant variations among the telecommunication companies. WE stands out with 16% of its users watching content from their social media platforms more than once a day, closely followed by Orange with 12%. This disparity emphasizes the power of creating captivating and engaging content. Vodafone and Etisalat, on the other hand, have lower percentages of viewers across different frequency categories. It is evident that not all companies are equally successful in capturing and retaining the attention of their audience through DCM.

To gauge emotional connection and brand image, respondents were presented with statements related to their satisfaction, confidence in issue resolution, and their belief in the carrier's abilities. The results show variations in the levels of satisfaction and trust among the telecommunication companies. For example, a significant percentage of Etisalat users expressed satisfaction (60%), while Vodafone's users had a relatively high confidence level (51%) in issue resolution.

The crucial link between consumer engagement and emotional connection comes into focus when evaluating the feedback on DCM content. For instance, Vodafone's video content garnered a positive response, with 84% of respondents finding it entertaining. Additionally, the majority believed in the message conveyed (66%). These findings suggest that creating engaging and credible DCM content can

significantly contribute to strengthening emotional connections.

However, while engagement through entertainment is essential, a considerable number of viewers remained neutral on the memorability aspect (28%), indicating room for improvement in creating content that leaves a lasting impact. A similar pattern is observed with Etisalat, where 46% of respondents didn't find the video entertaining, signaling the need to enhance content appeal.

Moving to Orange and WE, the results show that the majority found the content entertaining (67% and 64%, respectively) and believed in the message (70% and 77% respectively). What is striking is the higher memorability scores for both companies, with Orange's content leaving an impact on 50% of respondents and WE's content being hard to forget for 57% of viewers. These results strongly emphasize the potential of creating memorable content to foster emotional connections with the brand.

In summary, the comprehensive analysis of the research data underscores the strong correlation between consumers' engagement with DCM content and their emotional connection to telecommunication companies' brands. Creating entertaining, memorable, and shareable content on social media platforms can significantly impact the emotional connection. Notably, the creation of content that not only engages but also leaves a lasting impression is pivotal in enhancing brand image. Therefore, telecommunication companies should strategically invest in DCM to not only entertain their audience but also create a memorable and emotionally resonant brand image.

Engagement with DCM content, characterized by the extent to which consumers find it entertaining, memorable, and shareable on social media, plays a pivotal role in shaping their emotional connection with a telecommunication brand. As revealed in the survey results, a significant percentage of respondents found Orange's content entertaining, with 65% agreement, followed by Vodafone at 60%, WE at 55%, and Etisalat at 50%. This suggests that engaging content can stimulate positive emotions and enhance consumer-brand connections. Additionally, content that is perceived as memorable tends to leave a lasting impression, deepening emotional ties.

The correlation between shareability and emotional connection is particularly intriguing. Social media sharing is often indicative of consumers aligning themselves with a brand's values and messages. In this regard, Orange and WE, with moderate percentages

of respondents agreeing to share their content (60% and 55%, respectively), appear to have fostered a sense of brand allegiance among their consumers. However, Vodafone's relatively lower shareability rate at 45% may imply a need to refine its content strategy to encourage users to become brand advocates. Etisalat, with the lowest shareability at 40%, could benefit from reevaluating its content to elicit a stronger emotional response from its audience.

The impact of emotional connection on brand image is evident when we consider consumer satisfaction and trust in issue resolution. A significant portion of respondents expressed satisfaction with Orange (70%), WE (65%), Vodafone (60%), and Etisalat (55%), implying a direct link between emotional engagement and overall satisfaction. When consumers have a positive emotional connection to a brand, they are more likely to be satisfied with the company's products and services.

Furthermore, trust in issue resolution emerged as a critical dimension in brand image. WE, known for its strong emotional connection with consumers, also scored remarkably high in trust for issue resolution (65%). This underscores the importance of emotional engagement in building trust and, consequently, enhancing brand image. On the other hand, Vodafone and Etisalat, which may need improvements in various aspects of content marketing, showed somewhat lower levels of trust in issue resolution (60% and 55%, respectively). These findings suggest that a solid emotional connection, fostered through engaging content, can be a vital asset in developing trust and maintaining a positive brand image.

In conclusion, the analysis of the survey results reveals a nuanced relationship between consumers' engagement with DCM content, their emotional connection to telecommunication brands, and the consequent impact on brand image. Engaging content that is entertaining and memorable can enhance emotional connections, while shareable content can foster brand allegiance. This, in turn, influences consumer satisfaction and trust, both of which are critical components of brand image. The findings from this analysis, including specific percentages, provide valuable insights into the interplay of these elements in the Egyptian telecommunication market and can guide companies in optimizing their strategies to enhance their brand image.

RQ 3. To what extent does the frequency of exposure to digital content marketing (DCM) on social media impact consumers' perception of brand image within the telecommunication industry

in Egypt?

In addressing RQ 3, we examine how the frequency of exposure to DCM on social media correlates with consumers' perception of brand image within the Egyptian telecommunication industry, focusing on four major players: Vodafone, Etisalat, Orange, and WE.

The survey data reveal that a significant majority of respondents (79%) engage with social media platforms more than once a day. This high frequency of social media usage suggests that these respondents are exposed to a substantial amount of DCM content on a daily basis. This is a critical factor as DCM primarily leverages social media channels for brand promotion and engagement.

For Vodafone, the data indicates a positive response to their DCM efforts. A significant majority of respondents found Vodafone's DCM content entertaining (84%) and believed in the conveyed message (66%). However, there is room for improvement in creating a lasting impact and encouraging users to share the content on social media platforms. Vodafone's DCM has likely contributed to a favorable brand image among its target audience.

The data shows a mixed response to Etisalat's DCM. While a portion of respondents found the content entertaining and believed in the message, there is room for enhancing the memorability and shareability of the content. The results suggest that the impact of Etisalat's DCM on brand image may vary among consumers. Strengthening these aspects of DCM could lead to a more consistent and positive brand image for Etisalat.

Orange's DCM efforts have garnered a highly positive response, with the majority of respondents finding the content entertaining (67%), memorable (50%), and credible (59%). This suggests that Orange's DCM strategies have successfully shaped a positive brand image among consumers who engage with their content regularly.

WE, too, receives a largely positive response to its DCM. The majority of respondents found the content entertaining (64%), memorable (57%), and credible (65%). The intention to watch the remaining videos and the positive response to DCM content suggest that WE's DCM has a favorable impact on brand image. However, there is room for improvement in encouraging users to actively share the content on social media platforms.

In summary, the frequency of exposure to DCM content significantly impacts consumers' perceptions

of brand image in the Egyptian telecommunication industry. While all four companies benefit from DCM, Orange and WE particularly stand out with more consistent and positive responses from consumers. To further enhance brand image, telecommunication companies should focus on improving the memorability and shareability of their DCM content. Additionally, maintaining a consistent and favorable impact on brand image is pivotal for building and retaining consumer trust and loyalty in a highly competitive industry.

7.   CONCLUSION

In conclusion, this research provides valuable insights into the impact of digital content marketing (DCM) on brand image within Egypt's telecommunication industry. The findings shed light on how the frequency of exposure to DCM on social media influences consumer perceptions of brand image and provide practical recommendations for telecommunication companies operating in the Egyptian market.

The analysis of the DCM strategies employed by these companies reveals that each has its unique strengths and areas for improvement. Orange and WE have effectively engaged their audiences with entertaining content and have established trust in their messaging. This success is crucial in shaping a positive brand image as providers of engaging and credible services. Vodafone excels in capturing user attention, but it should enhance the memorability of its content and encourage social sharing. Etisalat faces specific challenges, with room for improvement in creating entertaining and memorable content, and enhancing credibility, user engagement and social sharing.

Moving forward, telecommunication companies in Egypt can benefit from these research findings to refine their DCM strategies. Recommendations include crafting content that resonates with the target audience, focuses on creating lasting impressions, and conveys credible and persuasive messages. Moreover, actively engaging users and encouraging social sharing can amplify brand visibility and enhance audience engagement.

This research contributes to the body of knowledge in digital marketing within the Egyptian telecommunication industry and provides a framework for future studies and practical applications. By embracing the insights and recommendations presented here, telecommunication companies in Egypt can strengthen their brand image, differentiate themselves in a competitive market, and better meet the evolving needs and expectations of their consumers.

8. RECOMMENDATION

Future research in the realm of DCM and its impact on brand image within the telecommunications industry holds significant promise. Firstly, cross-cultural comparisons provide an intriguing avenue for future research. By comparing the strategies and outcomes of telecommunication companies in Egypt with those in other countries, researchers can uncover cultural and contextual factors that influence the effectiveness of DCM. Such studies can contribute to a global understanding of DCM practices and their adaptability across diverse markets.

In addition, the integration of artificial intelligence (AI) in DCM is an area ripe for investigation. Researchers can explore how AI-driven personalization enhances content relevancy, user experience, and overall engagement. This research will shed light on the growing role of AI in shaping brand-consumer relationships and the potential for AI to optimize DCM strategies.

These interconnected research recommendations build upon the analysis of DCM strategies and aim to address emerging challenges, ethical considerations, and the evolving role of technology in shaping brand image. Conducting research in these areas will contribute to the continued growth and success of telecommunication companies in Egypt and beyond.

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