

	<p>Science, Education and Innovations in the Context of Modern Problems Issue 12, Vol. 8, 2025</p> <p>Title of research article </p> <p>Enhancing corporate image through strategic content marketing practices: an empirical analysis of mobile phone operators in Algeria</p>
Noureddine Redjem	<p>Department of Commercial Sciences, University of 20 August 1955 Skikda Algeria</p> <p>E-mail: n.redjem@univ-skikda.dz; ORCID ID: 0009-0007-9067-9406</p>
Hemza Mekita	<p>Department of Commercial Sciences, University of 20 August 1955 Skikda Algeria</p> <p>E-mail: h.mekitaa@univ-skikda.dz; ORCID ID: 0009-0000-0229-5162</p>
Khayreddine Belaaze	<p>Department of Commercial Sciences, University of 20 August 1955 Skikda Algeria</p> <p>E-mail: K.belaaze@univ-skikda.dz; ORCID ID: 0009-0002-8426-0768</p>
Rabah Bounemri	<p>Department of Commercial Sciences, University of 20 August 1955 Skikda Algeria</p> <p>E-mail: rabah21nmr@gmail.com;</p>
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Keywords	<p>Content marketing; corporate image; digital communication; credibility; relevance; emotional engagement; value creation; attractiveness; mobile phone operators; customer perception; Algeria; SPSS; consumer behavior; brand reputation.</p>
<p>Abstract The rapid evolution of digital technologies has transformed how businesses communicate with their audiences, making content marketing one of the most influential pillars of contemporary marketing strategy. This study examines the impact of five core dimensions of content marketing—relevance, credibility, value, attractiveness, and emotional appeal—on enhancing the corporate image of mobile phone operators in Algeria, with a specific focus on Mobilis customers in Skikda. A descriptive and analytical research design was adopted, and a structured questionnaire was administered to a sample of 136 customers. Out of these, 124 valid responses (91%) were retained for analysis after excluding 12 invalid questionnaires. Data were processed and statistically analyzed using SPSS v27 to evaluate the relationships between content marketing dimensions and corporate image formation. The empirical findings reveal that all dimensions of content marketing have a statistically significant and positive effect on enhancing customers' perceptions of the corporate image. The results underscore the growing importance of creating credible, engaging, and emotionally resonant digital content as a strategic tool for telecommunications companies seeking to strengthen their market position, build trust, and cultivate long-term customer relationships. The study contributes to the digital marketing literature by offering evidence-based insights on the role of content-driven communication in shaping organizational reputation within Algeria's competitive telecom sector.</p> <p>JEL Classification: M31, M37, L86, D91</p> <p>Citation. Noureddine R; Hemza M; Khayreddine B; Rabah B.. (2025). Enhancing corporate image through strategic content marketing practices: an empirical analysis of mobile phone operators in Algeria. <i>Science, Education and Innovations in the</i></p>	

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1. Introduction

In light of the modern technological developments in the world and the development of communication through digital means, which contributed to creating many opportunities to access a wide world of business, and relying on the mechanisms of digital marketing and its various means and tools such as content marketing, many organizations have had to use many methods and strategies to target their customers online, relying on creating and publishing relevant and valuable content to attract the attention of users and obtain their participation and interaction with this content to create a marketing campaign that targets the largest segment of current and potential customers, to influence the attitudes of the target group.

The issue of corporate image is currently of great importance to societies and companies alike, due to the value it plays in shaping opinions, forming subjective impressions and creating positive behavior of individuals towards companies and their products, and thus the formation of a positive corporate image has become a key objective sought by most companies that want to succeed, continue and compete in the market.

Hence, this study came to shed light on one of the types of new developments in the field of digital marketing, where service organizations promote their products and services within carefully designed marketing content, in order to improve their reputation and Corporate image in front of their customers, clients and competitors, as Corporate image is an important indicator of the success of any organization whatever its activity, hence we targeted Mobilis Communication Agency, to know the impact of content marketing dimensions in enhancing mental image

From the above, we can see the contours of the problem that we are addressing in the following fundamental question: Is there an impact of content marketing dimensions in enhancing the corporate image of Mobilis customers in Skikda ?

In order to answer this question and familiarise ourselves with all aspects of the topic, we have divided it into a set of sub-questions as follows:

- Is there an impact of content relevance in enhancing the corporate image of Mobilis customers in Skikda?
- Is there an impact of content credibility in enhancing the corporate image of Mobilis customers in Skikda?
- Is there an impact of the value of the content in enhancing the corporate image of Mobilis Skikda customers?
- Is there an effect of the attractiveness of the content in enhancing the corporate image of Mobilis Skikda customers?
- Is there an impact of content-related emotion in enhancing the corporate image of Mobilis Skikda customers?

✓ Hypotheses of the study

As a preliminary answer to the study question, the following hypotheses can be formulated:

- The main hypothesis :

H0: There is no statistically significant effect of content marketing dimensions in enhancing the corporate image of customers of the company's Customers.

Sub-hypotheses:

H01: There is no statistically significant effect of content relevance in enhancing the corporate image of the company's Customers.

H02: There is no statistically significant effect of content credibility in enhancing the corporate image of the company's Customers.

H03: There is no statistically significant effect of content value in enhancing the corporate image of the company's Customers.

H04: There is no statistically significant effect of the attractiveness of the content in enhancing the corporate image of the company's Customers.

H05: There is no statistically significant effect of emotion in enhancing the corporate image of the company's Customers.

The importance of this study is evident in the impact that the dimensions of content marketing play in enhancing the image of the organisation in the minds of its customers, as the good image of the organisation depends on the relevance of the content offered in the marketing of the product and service, its value and attractiveness to customers, its credibility, and emotional attachment to the brand, as the service or product whose marketing content carries these dimensions or elements achieves a good image and a brand unique from its competitors.

2. Literature review

Before we get into the definition of content marketing, it's worth noting that Handley and Chapman define content as "anything that is created and uploaded to a website: Words, images or anything else" (Geraint & Jennifer, 2014, p. 272).

According to (Halvorson and Rach, 2012), content is "what users want to read, learn about, learn, watch or experience. " From a business perspective, content is important information that is delivered on a website, in an app or through other available digital display channels whose purpose is to communicate. (Świeczak, 2012, p. 133)

As for content marketing, Pulizzi and Barrett (2009) proposed the first definition: "It is a marketing technique for creating and distributing relevant and valuable content to attract, acquire and engage a clear, specific and understandable target audience with the aim of stimulating profitable customer action. It is a marketing process to attract and redesign customers by continuously creating and curating content in order to change or improve consumer behavior. " (Gordini, 2014, p. 93)

According to the Content Marketing Institute (CMI), content marketing is: "a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract a clearly defined audience and drive them to take profitable actions".

Pulizzi (2014) defined it as "the marketing and business process of creating and distributing valuable and compelling content to attract, acquire and engage a clearly defined and understood target audience, with the aim of motivating customers to take profitable actions". (Pulizzi, 2014, p. 29).

It can be said that content marketing is not limited to informing customers about the products and services offered and their prices, but it is a marketing strategy aimed at enriching the customer experience, building long-term relationships, meeting their needs and achieving the company's goals .

The importance of content marketing lies in the fact that it is a new element that has changed the traditional marketing concepts, and has been the ideal solution for companies that suffer from the ineffectiveness of traditional direct marketing methods, as companies, especially in developed countries, have adopted content marketing as an alternative and supportive strategy to other direct marketing methods, whether traditional or modern. (ARMG, 2023)

In order for a content marketing strategy to be successful, the content provided by the organisation must be characterised by certain dimensions:

- ✓ **Relevance:** It refers to how the content provided by the brand relates to the needs and interests of the target audience. Providing content that is in line with the audience's expectations is critical to be more able to attract their attention, increase interaction, and build long-term relationships, and this dimension can be achieved by focusing on the relevance of the following elements:
 - **Understanding audience needs:** Relevance starts with understanding the needs of the target audience, and then customising the content to meet those needs precisely. (Pulizzi, 2014, p. 24)
 - **Personalisation:** Adapting content based on the data and behaviors of the target audience. (Chaffey, Ellis-Chadwick, , & Fiona., 2022, p. 162)
 - **Timing:** Posting content at the right time when a social or seasonal event occurs can maximise its effectiveness. (Keller, 2013, p. 98)
 - **Value and quality:** It adds real value to the target audience and is also of high quality and offers effective solutions to problems.

- Reliability: It refers to the trust that the audience gives to the brand based on the credibility of the message and information, and the honesty and reality of the published content, when the audience feels that the information they receive from the brand is true, reliable, and transparent, this strengthens the relationship between the brand and the audience, and this dimension can be achieved by focusing on the credibility of the following elements:
 - Fact-based content and accurate information: Providing fact-based content based on credible studies and research, including the use of studies, statistics and accurate data. (Keller, 2013, p. 102)
 - Transparent communication: Avoid misinformation and provide clear information about the company or its products and services. (Pulizzi, 2014, p. 30)
 - Testimonials and recommendations from customers about the credibility of the content: Real customer reviews reflect the quality of products and services and help build the trust of new customers. (Chaffey & Smith, 2017, p. 195)
 - Content that is regularly reviewed and analysed: Continuous review of content on a regular basis to ensure it is accurate and up-to-date. (Kotler & Keller, K. L, 2016, p. 210)
- ✓ Value: It refers to the benefit or benefit that the audience gets from the content provided by the company, and aims to solve the audience's issues, meet their needs, or enrich their experience to be more attractive to the audience, which contributes to increasing trust and loyalty, the value is not only in providing good content, but in making sure that the content achieves a clear benefit to the customer, and this dimension can be achieved by focusing on the value of the following elements:
 - Problem solving: Providing solutions to problems or practical answers to questions faced by the audience. (Pulizzi, 2014, p. 45)
 - Provide new or educational information: Provides new information or contributes to teaching the public about new topics through educational videos, in-depth articles, or case studies. (Chaffey & Smith, 2017, p. 140)
 - Content personalisation: Content that is personalised to the interests and needs of the audience becomes more valuable to them, as they feel that the content is tailored to them. (Kotler & Keller, K. L, 2016, p. 200)
 - High quality: The content should be accurate, reliable, and impactful, reflecting a positive image of the company and its brand and increasing trust. (Kotler & Keller, K. L, 2016, p. 118)
 - Entertainment: Content that is fun or exciting increases audience engagement. Humour or interesting stories can be used to capture the attention of followers. (Hollis, 2019, p. 80)
- ✓ Attractiveness: It refers to the ability to attract the audience's attention and make them interact with the content by providing exciting, inspiring, and capable of stimulating emotions or interest in the target audience, and this dimension can be achieved by focusing on the attractiveness of the following elements:
 - Engaging visuals: Using images, videos, and illustrations to capture the audience's attention. (Chaffey, Ellis-Chadwick, , & Fiona., 2022, p. 102)
 - Aligning with the audience's interests: Delivering content that aligns with the interests and needs of the target audience. (Pulizzi, 2014, p. 50)
 - Stir up curiosity: By creating content that offers provocative headlines or open-ended questions. And suspenseful. (Kotler & Keller, K. L, 2016, p. 180)
 - Storytelling: Storytelling captures attention, evokes emotion, and helps create an emotional connection with the audience, enhancing the appeal of the content. (Hollis, 2019, p. 60)
 - Capitalise on emotions: By using positive emotions such as happiness, inspiration, or humour to make content more engaging and encourage followers to interact. (Kotler & Keller, K. L, 2016, p. 150)
- ✓ Emotions: When content is able to evoke emotions in the audience, it becomes more influential and appealing, helping to strengthen the relationship between the company and its target audience. Emotions such as happiness, sadness, anger, pride, or inspiration can motivate the audience to make quick decisions, whether it is related to purchasing or interacting with the content, and this dimension can be achieved by focusing on the following elements:
 - Evoke positive emotions: Such as happiness and pride, many companies use inspirational stories or humour to generate these positive emotions. (Hollis, 2019, p. 45)

- Using negative emotions: Sometimes feelings of sadness or excitement are used to attract attention, such as campaigns that focus on social causes or humanitarian issues to create a strong emotional connection with the audience which enhances brand awareness. (Kotler & Keller, K. L, 2016, p. 220)
- Stimulate a sense of belonging: Companies use emotional marketing to make the audience feel like they are part of the company. (Chaffey, Ellis-Chadwick, , & Fiona., 2022, p. 110)
- Use humour: Incorporating humour into marketing messages makes them more engaging and memorable. (Pulizzi, 2014, p. 90)
- Inspire and motivate the audience: Companies use inspirational stories or personal testimonials to motivate audiences to engage. (Kotler & Keller, K. L, 2016, p. 155)

The concept of corporate image: David Ogilvy was the first to use the term brand image, stating in a 1955 speech that "corporate image is the image that people have in their heads of a brand and is the set of intangible characteristics of the product's attributes, name, packaging, price, history, reputation and advertising". (Meline, 2005, p. 18)

It is defined as "the overall impressions and perceptions of the organisation's customers towards its business, and these impressions shape the attitudes of the organisation's internal and external customers towards it" (John, 1978, p. 32)

An organisation's corporate image is not just a single image, but a combination of images formed as a result of a set of experiences, feelings, relationships and previous impressions in stakeholders' dealings with the organisation. Therefore, an organisation must plan a corporate image that focuses on subtle differences that are important to support the continuity of its competitive advantage .

✓ Enhancing the corporate image through the dimensions of content marketing :

- Enhancement of Corporate image through content relevance: Content that is precisely targeted to the target audience, using language and style that corresponds to their interests, needs and solutions to their issues, increases customer respect and trust in the brand, and the emotional connection between the customer and the brand is strengthened, which enhances loyalty and contributes to building a positive image of the brand in the minds of customers .
- Enhancement of Corporate image through credible content: Honest content that provides information in a transparent and honest manner without concealment and manipulation increases brand awareness, which increases interaction and sharing of the content and thus enhances the good spread of the brand and deepens the relationship with customers, thereby strengthening the corporate image of the brand.
- Strengthening Corporate image through the value of content: The value provided helps in achieving customer satisfaction, loyalty, trust and success in the market. Content that provides real value connects the company with its audience in a positive way and strengthens the brand's mental image.
- Enhancement of Corporate image through the appeal of content: Audiences tend to share attractive content with others and spread it more widely, which leads to increased brand awareness and widens the circle of influence, and it becomes an actual presence and image in the minds of the audience and arouses their interest more and the audience is more willing to explore and interact with it, which enhances awareness and attention, increases the spread and enhances the brand's mental image .
- Enhancement of Corporate image through the emotion associated with the content: Good content evokes emotions in customers. When content succeeds in triggering emotions such as curiosity, happiness, or commitment, it can positively influence the audience's connection to the brand and enhance the brand's mental image.

3. Methodology

Based on the research problem, the study population consists of customers of the mobile phone operator Mobilis - Skikda, a random sample of customers was selected and in order to survey their opinions on the subject of the study, we distributed a questionnaire to 136 customers, and after collecting the questionnaires, 124 questionnaires were used, and 12 were cancelled because they were not valid for the study.

The following figure shows the model of the study, which consists of two main variables, namely:

- ✓ The independent variable: Content marketing.

- ✓ Dependent variable: corporate image.

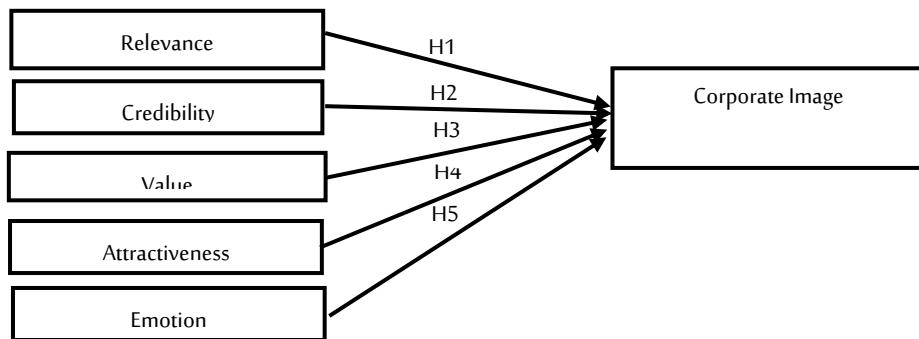


Figure 1. Content marketing Elements

Source: Prepared by the researchers

We designed a questionnaire containing 29 statements, divided into two main parts.

- The first part: includes the personal information of the respondent, which are questions about the personal characteristics of the sample members.
- The second part: This is the main part of the questionnaire, in which the research statements are presented, which are divided according to the axes into two sections as follows:
 - The first axis: Statements that measure the dimensions of content marketing, represented by the following items: Content Relevance (1-4), Content Credibility (5-8), Content Value (9-12), Content Appeal (13-16), Content Passion(20-17)
 - The second axis: Statements that measure the image of the organisation(29-21)
- ✓ Statistical methods used: We relied on the statistical programme called the Statistical Package for the Social Sciences (spss), and we relied on the following statistical techniques:
 - Pearson's correlation coefficient to reveal the sincerity of internal consistency, as well as the relationship between the two variables.
 - the stability coefficient α to know the stability of the questionnaire's paragraphs.
 - Standard deviation to measure the extent of agreement and dispersion of answers.
 - Simple linear regression to test the hypotheses

Table (01): Pearson's correlation coefficient for the corporate image statements

Note: The correlation is statistically significant at the 0.01 level.

Item	Pearson Correlation Coefficient	Significance Level	Item	Pearson Correlation Coefficient	Significance Level
21	0.601**	0,000	25	0.758**	0,000
22	0.720**	0,000	26	0.735**	0,000
23	0.707**	0,000	27	0.671**	0,000
24	0.678**	0,000	28	0.794**	0,000
29	0.693**	0.000			

Source: Prepared by the researchers based on SPSS v22 results.

The above table shows that all mental image statements had a positive correlation between them and the axis to which they belonged, and all statements were statistically significant at the significance level (0.05), so it can be said that the statements are truthful and have internal consistency.

Table (02): Stability of the study instrument

Dimension	Items	Cronbach's Alpha Coefficient
content marketing	1-20	0.785
corporate image	21-29	0.869
Overall	1-29	0.877

Source: Prepared by the researchers based on SPSS v22 results.

Through the results shown in the table, we notice that Cronbach's alpha coefficient is greater than (0.60) in both axes of the questionnaire, and we find its value as a whole (0.877), which indicates the stability of the measurement tool and thus its suitability for the study.

4. Results and Discussion

- First Sub-Hypothesis:

Table (03): Results of testing the first sub-hypothesis

Dependent variable	The first dimension	B	R	R2	F	Significance level
Corporate Image	Convenience	0.588	0.572	0.327	59.176	0.001

Source: Prepared by the researchers based on SPSS v22 results.

The statistical results shown in Table 10 indicate that the value of the correlation coefficient measuring the degree of association between the independent variable content relevance and the dependent variable corporate image was (0.572), indicating a positive and direct relationship, and the value of the coefficient of determination (R2) was (0.327), meaning that the content relevance of the organisation under study explains 32.7% of the changes in the levels of its mental image .

The value of the degree of influence was (0.588), which means that a one-unit change in the level of content relevance leads to a change in the levels of mental image of the organisation with a value of(0.588) , F value (.59.176)The significance level of this test is 0.001, which is less than the significance level (0.05), thus rejecting the null hypothesis and accepting the alternative hypothesis, i.e. there is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the content relevance dimension in enhancing the mental image of Mobilis Skikda's customers.

- Second Sub-Hypothesis:

Table (04): Results of testing the Second sub-hypothesis

Source: Prepared by the researchers based on SPSS v22 results.

Dependent variable	The Second dimension	B	R	R2	F	Significance level
Corporate Image	Convenience	0.604	0.656	0.431	92.228	0.001

The statistical results shown in Table 11 indicate that the value of the correlation coefficient measuring the degree of association between the independent variable content credibility and the dependent variable corporate image was (0.656), indicating a positive and direct relationship, and the value of the coefficient of determination (R2) was (0.431), meaning that the content credibility of the organisation under study explains 43.1% of the changes in the levels of its mental image, and the value of the impact degree was (0.604). The value of the degree of influence was (0.604), which means that a one-unit change in the level of content credibility leads to a change in the levels of the mental image of the organisation with a value of (0.604), and the value of F .(92.228)

We also note that the significance level of this test is 0.001, which is less than the significance level (0.05), thus rejecting the null hypothesis and accepting the alternative hypothesis, i.e. there is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the content credibility dimension in enhancing the mental image of Mobilis Skikda's customers.

- Third sub-hypothesis:

Table (05): Results of testing the Third sub-hypothesis

Source: Prepared by the researchers based on SPSS v22 results.

Dependent variable	The Third dimension	B	R	R2	F	Significance level
Corporate Image	Value	0.299	0.499	0.249	40.411	0.001

The statistical results shown in Table 12 indicate that the value of the correlation coefficient, which measures the degree of association between the independent variable content value and the dependent variable corporate image, reached (0.499), indicating a positive and direct relationship, and the value of the coefficient of determination (R2) reached (0.249), meaning that the value of content for the organisation under study explains 24.9% of the changes in the levels of its mental image, and the value of the degree of influence is (0.299), which means that a one-unit change in the level of content value leads to a change in the levels of mental image of the organisation with a value of (0.299), and the value of F .(40.411)

The significance level of this test is 0.001, which is less than the significance level (0.05), so the null hypothesis is rejected and the alternative hypothesis is accepted, there is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the content value dimension in enhancing the mental image of Mobilis Skikda's customers.

- Fourth sub-hypothesis:

Table (06): Results of testing the Fourth sub-hypothesis

Source: Prepared by the researchers based on SPSS v22 results.

Dependent variable	The four dimension	B	R	R2	F	Significance level
Corporate Image	Attractive content	0.382	0.462	0.213	33.29	0.001

The statistical results shown in Table 13 indicate that the value of the correlation coefficient, which measures the degree of association between the independent variable content attractiveness and the dependent variable corporate image, reached (0.462), indicating a positive and direct relationship, and the value of the coefficient of determination (R2) reached (0.213), meaning that the content attractiveness of the organisation explains 21.3% of

the changes in the levels of its mental image, and the value of the degree of influence (0.382), which means that a one-unit change in the level of content attractiveness leads to a change in the levels of mental image of the organisation with a value of (0.382), and the value of F (**33.29**)

The significance level of this test is 0.001, which is less than the significance level (0.05), thus rejecting the null hypothesis and accepting the alternative hypothesis, there is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the content attractiveness dimension in enhancing the mental image of Mobilis Skikda's customers.

- Fifth sub-hypothesis:

Dependent variable	The Fifth dimension	B	R	R2	F	Significance level
Corporate Image	Emotion	0.412	0.514	0.265	43.893	0.001

Table (07): Results of testing the Fifth sub-hypothesis

Source: Prepared by the researchers based on SPSS v22 results.

The statistical results shown in Table 14 indicate that the value of the correlation coefficient, which measures the degree of association between the independent variable emotion and the dependent variable corporate image, reached (0.514), indicating a positive and direct relationship, and the value of the coefficient of determination (R2) reached (0.265), meaning that the adoption of emotion in the content of the study organisation explains 26.5% of the changes in the levels of its mental image.

We also note that the value of the significance level of this test is equal to 0.001, which is less than the significance level (0.05), thus rejecting the null hypothesis and accepting the alternative hypothesis, there is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the emotion dimension in enhancing the mental image of the customers of the mobile phone operator Mobilis Skikda.

- Testing the main hypothesis

Table (08): Results of testing the main hypothesis

Dependent variable	The independent variable	B	R	R2	F	Significance level
Corporate Image	Content marketing	0.551	0.774	0.600	132.78	0.001

It is clear from Table 15 that there is a relationship between the independent variable content marketing and the dependent variable corporate image, where the correlation coefficient R was (0.774), indicating a positive direct relationship between content marketing and mental image, and the value of the coefficient of determination (R2) was (0.600), which means that 60% of the changes in mental image levels are explained by the organisation's reliance on content marketing and the remaining percentage is due to other variables. 600), which means that 60% of the changes in the levels of mental image are explained by the organisation's adoption of content marketing and the remaining percentage is due to other variables, and the value of the degree of influence (0.551), which means that a change of one unit in the adoption of content marketing leads to a change in the mental image of the organisation under study with a value of (0.551), and the value of F (132.78)

We also note that the value of the significance level of this test is equal to 0.001, which is less than the significance level (0.05), thus rejecting the null hypothesis and accepting the alternative hypothesis, there is a statistically

significant effect at a significance level ($\alpha \leq 0.05$) of content marketing dimensions in enhancing the mental image of customers of mobile phone operator Mobilis Skikda.

5. Conclusion

After analysing and interpreting the data, the study concluded a set of findings as follows:

- Customers' evaluation of the relevance dimension came with a high degree of acceptance and this is due to the fact that customers perceive the simplicity and clarity of the information and its understandability and this would affect the mental image of the organisation in the minds of its customers.
- Customers believe that the content marketing adopted by the organisation truly reflects the value of the organisation and its services and this would affect the mental image of the organisation in the minds of its customers.
- Customers believe that the content marketing adopted by the organisation truly reflects the value of the organisation and its services and this would affect the mental image of the organisation in the minds of its customers.
- Customers' evaluation of the value dimension came with a high degree of acceptance and this is due to the fact that customers believe that the information provided by the organisation through content marketing reflects the quality and value of the services provided and this would affect the mental image of the organisation in the minds of its customers.
- Although the elements of creativity and innovation and the quality of form (sound, image and use of multimedia) came with a moderate score, the customers' evaluation of the attractiveness dimension came with a high degree of acceptance and this is due to the fact that customers acknowledge the extent of the accuracy and attractiveness of the information in terms of texts and phrases written and this would affect the mental image of the organisation in the minds of its customers.
- Customers rated the emotion dimension as moderately acceptable, although customers have positive feelings towards the organisation's marketing campaigns through content marketing. It can also be seen that the content provided by the mobile operator Mobilis in the aspect of entertainment, fun and excitement received a medium rating. However, this content can affect the mental image of the organisation in the minds of its customers

Based on the findings of this study, we offer some recommendations:

- Focus should be directed towards quality content: Mobilis must pay close attention to the quality of its content, ensuring accuracy, comprehensiveness and freshness to establish a positive image among customers .
- Strengthening credibility: The organisation must enhance its credibility by providing transparent and honest content, avoiding embellishments or deceptive information to instil trust in customers.
- Maintain consistency: The organisation must maintain consistency in the content distributed through various social media platforms to create a unified and consistent image in the minds of customers .

Promote interaction: Customers should be encouraged to engage with the content by offering interactive materials and involving them in the content creation process to foster emotional connections and increase their loyalty to the organisation.

Methodology

This research adopts a descriptive, analytical, and quantitative approach to examine the impact of content marketing dimensions on the corporate image of Mobilis customers in Skikda. The population includes active mobile service users in the region. A structured questionnaire consisting of multiple measurement items was developed based on validated scales.

Sampling and Data Collection:

- Population: Mobilis customers in Skikda
- Sample size: 136 distributed, 124 valid responses
- Response rate: 91%
- Sampling: Convenience sampling

- Tool: Structured questionnaire using a five-point Likert scale

Independent variables: content relevance, credibility, value, attractiveness, emotional appeal.

Dependent variable: corporate image.

Data were analyzed using SPSS v27: descriptive statistics, reliability testing, correlation analysis, and multiple regression.

Author Contributions

Noureddine Redjem: Conceptualization, research design, literature review, data analysis, manuscript writing.

Hemza Mekita: Questionnaire design, data collection, statistical processing, results interpretation.

Khayreddine Belaaze: Theoretical framework development, editing, critical revision.

Rabah Boumemri: Data validation, discussion writing, final manuscript preparation.

All authors approved the final version.

Ethical Considerations

Participation in this study was voluntary and anonymous, with no identifying information collected. Respondents were informed about the study's purpose. Procedures complied with the ethical standards of the University of 20 August 1955 Skikda.

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Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this research.

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