

## The Perception of E-Reputation on Social Media -Case Study of The Djezzy Enterprise In Algeria-

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### **Abstract:**

Nowadays, the importance of e-reputation is widely accepted by academics and practitioners. However, relatively few studies were conducted in Algeria about this notion and its relationship with social media. Accordingly, this study focuses on the perception of e-reputation on social media from the customers' point of view through four main blocs "brand characteristics, quality of the website, quality of the service, social media", using a survey study on the Djezzy enterprise in Algeria on a convenient sample of 360 respondents.

The main results of the current study show that Customers perceive the e-reputation of Djezzy enterprise on social media in a good way, and they also demonstrate that there are statistically significant differences in the perception of the e-reputation of Djezzy enterprise due to customer's age; educational level and occupation. These results are meant to allow the studied enterprise to use this kind of assets to strengthen its performance. Finally, discussion and recommendations were presented.

**Keywords:** Reputation; E-Reputation; Social Media; Customer's Perception.

**Jel Classification Codes:** M31.

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## 1. INTRODUCTION

In 2020, society can no longer do without digital. Confronted with an increasingly connected world, information diffusion platforms have become critical. Though these platforms are more and more several and it is today becoming more and more problematic for an enterprise to manage this communication faultlessly on each information channel (startupworld.tech)

Currently, information is collected on all obtainable platforms. Thus, the creation of an effective e-reputation needs in-depth knowledge of the digital world. It is then obligatory to control and direct each information transmitter to continuously be in control of its image.

The relevance of this study stems from the fact that, primarily due to variables such as online communication, examining credibility is becoming increasingly relevant. To date, few studies have studied the Internet's effect on reputation or its role in reputation and e-reputation positioning. (Castellano & Dutot, 2013). Scholars have researched reputation management and reputation appraisal in recent years. Some authors claim that it is beneficial for both businesses and consumers to develop online reputation management to recognize the reputation status of their trading partners, thus improving the success rate. More precisely, social media sites such as social networks, virtual communities, blogs, and forums are being created. (Kaplan & Haenlein, 2010), and Web-based technologies, has enabled audiences to engage in communication about products and enterprises.

In addition, online social networks connect users and ease content sharing in numerous ways and with several objectives (Koutrouli, Kanellopoulos, Tsalgatidou, 2016). Social media are becoming the key source of information for many customers. It is known for its immediacy, extreme speed, and widespread sharing (Kaplan & Haenlein, 2010), whereas e-reputation is known for its sensibility. Studies that examine the ways in which e-reputation is recognized, preserved, or managed by stakeholders' opinions and expressions are very rare, although interest is rising, especially in the influence of social media on e-reputation (Castellano & Dutot 2013, Khelladi & Boutinot, 2017).

Currently, the growing prominence of digital communications has made reputation even more difficult to manage (Lee, *et al*, 2015). E-reputation is a part of the brand's marketing strategy that enhances production and attracts more clients (Fourati-Jamoussi, 2015). E-reputation has also been used as a postponement of online reputation, while the

reputation elements derived from electronic connections are referred to (Chun & Davies, 2001, p.316). E-reputation benefits from the understanding of online group assessment, its underlying motives, and the protection of online content (Castellano & Khelladi, 2016). Despite its importance indicated above, so far, few studies have analyzed the concept of e-reputation from the customers' perspective.

The growing popularity of digital communications has now made it much more difficult to handle credibility (Lee, *et al*, 2015). E-reputation is an aspect of the brand's marketing campaign that enhances development and attracts more clients (Fourati-Jamoussi, 2015). That E-reputation, while referring to the "elements of reputation derived from electronic contacts" (Chun & Davies, 2001, p. 316). The understanding of online communities, their motivations, and their retention of online content results in e-reputation (Castellano & Khelladi, 2016). Despite its significance mentioned above, few studies have examined the definition of e-reputation from the perspective of the customer so far.

It is clear, therefore, that more up-to-date research on e-reputation is required. Accordingly, the current study is an investigation about e-reputation on "Djezzy" enterprise as one of the Algerian enterprises in the telecom sector. Thus, this study focuses on the customer perspective and also how the e-reputation of Djezzy enterprise is.

The article is structured as follows. The first section defines the main concepts of the research (E-Reputation). We introduce a theoretical background in the second section. In the third section, the methodology is given. The fourth piece presents and debates the key results of the research. Lastly, the implications and limitations of the study are detailed.

### ***1.1. Research Objectives***

The main objective of this research is to know the extent to which Do customers perceive the e-reputation of Djezzy enterprise on social media, through the following sub-objectives:

- To give a background on e-reputation and online reputation management (ORM);
- To investigate the perception of e-reputation on social media;
- To test the potential of statistically significant differences in e-reputation due to customers' personal data.

### ***1.2. Research Questions***

According to what has been stated above, the current study problem can be stated in the following questions:

- Do customers perceive the e-reputation of Djazzy enterprise on social media?
- Are there statistically significant differences in the perception of the e-reputation of Djazzy enterprise attributed to customers' personal data?

### **Research Hypotheses**

H<sub>1</sub>(1): Customers perceive e-reputation of Djazzy enterprise on social media in good way;

H<sub>1</sub>(2): There are significant differences in the perception of the e-reputation of Djazzy enterprise due to customer's personal data;

H<sub>1</sub>(2a): There is a statistically significant difference in the perception of the e-reputation of Djazzy enterprise due to customer's gender;

H<sub>1</sub>(2b): There is a statistically significant difference in the perception of the e-reputation of Djazzy enterprise due to customer's age;

H<sub>1</sub>(2c): There is a statistically significant difference in the perception of the e-reputation of Djazzy enterprise due to customer's educational level;

H<sub>1</sub>(2d): There is a statistically significant difference in the perception of the e-reputation of Djazzy enterprise due to the occupation;

H<sub>1</sub>(2e): There is a statistically significant difference in the perception of the e-reputation of Djazzy enterprise due to the social media presence;

H<sub>1</sub>(2f): There is a statistically significant difference in the perception of the e-reputation of Djazzy enterprise due to the time spent on social media.

## **2. Literature Review**

### **2.1 E-reputation: theoretical and background**

Some scholars see it as an aspect of corporate legitimacy but created by digital media, a picture created by the company's stakeholders on the basis of knowledge communicated by websites and other accessible content (Benyahya & Bemrabeth, 2018).

E-reputation, which is a crucial interest and catalyst for a variety of management decisions for all organizations and in particular, for very expressive organizations where social media is frequently at the core of management strategies (Maltese, Pons, & Prévot, 2017).

E-reputation can be interpreted as the reputation of a business built by online impressions of the company (Boutinot, 2017).

E-reputation is an extension of online reputation, or an aspect of reputation originating from electronic communications, for Chun and Davies. ICT, literally, and with accuracy (Calençon, *et al*, 2017). Blueboat adds that 'e-reputation is made up of the picture that Internet users have of a company based on all material that is accessible on the web via different outlets, blogs, forums, social networks customer opinion pages, through

prescribers who give positive or negative opinions, it is critical for a company to track what is said in order to interfere if necessary (Sari & Hadj Slimane-Kheroua, 2020).

Overall, according to Volle, *et al*, e-reputation is described as the manner in which the website of a company, brand, or product is viewed and the image the website sends to stakeholders through communication efforts. (Dutt & Castellano, 2015).

the study of Castellano and Khelladi in 2016 referred that reputation and image are inherent to the luxury industry, and with social media, they are considered the determinants of e-reputation. The authors find that the influence of reputation, image and social media on e-reputation differs based on the status of the luxury brand (traditional compared with modern) and that digital natives moderate these links.

In other study in 2015, Castellano and Khelladi designed the first scale for measuring e-reputation. Potential items were drawn from the literature and insights from 55 digital business students. The results suggest that e-reputation should be measured using 15 items in 4 dimensions (brand characteristic, website quality, service quality and social media).

In their paper Koutrouli et al 2016 presented a taxonomy of reputation systems for various SN applications based on their specific aspects. They then use this taxonomy to design a reputation system for microblogging systems and present their implementation for a reputation system for Twitter

which estimates a specific notion of reputation; the influence of users and of specific subjects of discussion.

Khelladi and Boutinot in 2017 explored how social media influence corporate e-reputation by extending the circle of stakeholders who can influence, even indirectly, a company's e-reputation. They also suggest a new way of measuring corporate e-reputation and its determinants. Their results show that Wikipedia has an impact on corporate e-reputation across several dimensions, including the articles' quality and reputation, the latter resulting from a combination of the authors' rigor and diversity, and the immediacy of information provision.

## **2.2 Multi definition e-reputation and online reputation management (ORM)**

### **2.2.1 E-reputation in the Internet field**

In an online environment, the definition of credibility is even more relevant. To date, however, few literature studies have examined the effect

of the Internet on credibility. It is no longer feasible to overlook the importance of the Internet to reputation management. In this respect, e-reputation refers to reputational elements directly derived from electronic communication (Dutt & Castellano, 2015).

According to Reputation.com, the world's top provider of online reputation products and services, online reputation is how people understand the business as they search for it online (Vartiak, 2015).

### **2.2.2 E-reputation components**

The key factors influencing the online credibility of each company are listed below: (Vartiak, 2015)

Presence, Online Feedback, Social Media, Survey, Research, Benchmarking & Score, Site alignment.

### **2.2.3 E- reputation management in the Internet**

E-Reputation Management is responsible for tracking and manipulating the online record of an individual, organization or product by managing the web reputation of a person, brand, or company.

E-Reputation Management is a method of tracking and engaging the company on the social web to increase visibility, customer loyalty, and sales. It's about taking advantage of the forces of social media to get customers to speak about and suggest our company (Anggani & Suherlan, 2020).

The online credibility of each company can be controlled. Online Reputation Management (ORM) is a mix of marketing, public relations, and search engines. ORM helps the company to preserve and manage its online image by actively engaging in the findings of the search engines (Vartiak, 2015).

## **2.3 The importance of ORM for businesses**

For David Réguer, the business needs to change. The conventional vision of the organization, structured in sailed divisions of one-sided and top-down contact no longer corresponds to the capacity of the digital territory.

Building a digital identity requires learning to manage your digital identity and identify your priorities in terms of impact (Phoebe-montargot & Jean-marie, 2016)

There are four reasons why online reputation management is a vital feature for businesses: (Destination BC Corp, 2014):

- The behavior of customers had changed by Social media.
- Customers trust customers more than any other source of advertisement.

-The credibility of the company is interdependent.

-Reputation is driving sales.

## **2.4 Major Challenges Facing Companies' E-Reputation On Social Media**

A business that is not present on the Internet is a company that does not exist at all from the point of view of the modern consumer. This problem have intensified with the advent of social media, have become more serious than ever and can lift their popularity positively to a high level to achieve a good target of e-reputation, or negatively if the opposite is true.

New figures released in collaboration between the Digital 2020 study and its partnership with Hootsuite in January 2020, more than 4.5 billion people use the Internet (wearesocial & hootsuit, 2020) as compared to 2019, the ITU reports that more than 4 billion people, use I (ITU, 2020). Though social media users have passed the 3.96 billion mark Worldwide (wearesocial & hootsuit, 2020), it is expected to rise to almost 4.41 billion by 2025 (Clement, 2020).

### **2.4.1 Organizational challenges**

*Social Networking Platforms (SMPs)* are more common than ever and are now ranked second after search engines. Nowadays the majority of e-reputation companies on social media face operational problems on three main topics, such as: *marketers skilled; online recruitment; financially.*

### **2.4.2 Measuring challenge**

Companies face difficulties in maintaining and assessing online reputations for two reasons, one because the intangible nature of the reputation asset makes it difficult to quantify (Grahame & Naomi, 2012, pp. 36-38) (e.g. trust) and the other because of the high degree of customer engagement in social media (Stenger, 2014). One-dimensional approaches have been used to measure reputation and to determine whether reputation is positive or negative (Chun, 2005). Later a new multi-dimensional scale has developed, and different strategies have been used to measure reputation (Grahame & Naomi, 2012, pp. 36-38).

The underlying aggregation or computational methods differ depending on the community's sources of knowledge and sense of credibility (Alnemr & Meinel, 2011). Online audience ratings come in a variety of ways, such as numbers (time, unit), stars, scales, comments, references, likes, followers, sharing, click measurement method, social media sites Feedback, etc., meaning that brand credibility measurement uses web and social media monitoring tools.

### 3 *Intangible challenges emerging from the use of social media platforms*

#### 4 *Building trust and confidence*

#### 5 *Rebuilding trust*

### 5.1 Social Media Development at the Heart of Corporate E-Reputation

Merrilees and Fry (2002) referred that corporate e-reputation is determined by loyalty, enterprise attitude, interactivity, fun, and trust, whereas (Volle *et al*, 2013) added the credibility of informational sources, security, and transactional confidentiality. Nevertheless, concerning the social level of corporate e-reputation, as stated by researchers, the establishment of the aforementioned criteria had facilitated by communities of stakeholders, and might be a necessary condition for the successful strategy of social media (Dateling & Bick 2013; Khelladi & Boutinot, 2017).

In the Arab world, few articles have discussed the understanding of e-reputation in social media, although they are considered to be a key instrument of social communication (Castellano & Dutot 2013).

Social media are establishing a clear strategic action for companies (Andzulis, Panagopoulos, & Rapp, 2012). They agree with a group of Internet-based apps that allow information to be created, consumed and shared through online social interactions and platforms (i.e. content produced by user) (Kaplan & Haenlein, 2010). They can be seen as platforms for businesses to tell their own stories (Khelladi & Boutinot, 2017) and to engage and collaborate more with their customers and several participants (Andzulis *et al*, 2012). With such media, the control of knowledge distribution and analysis is gradually moving away from the organization in the direction of customers, and likely participants in general (i.e. expanding beyond the business circle of clients).

Yet social media is at the core of the strategic activities of corporations. However, as Kaplan and Haenlein (2010) have indicated, social media is of crucial importance for a successful online business strategy, as a number of users can simultaneously create content around businesses. It is therefore energetic to explore and better understand how such social media support corporate e-reputation.

#### 1. Methodology

In the current study, in order to collect data, a survey methodology was used. Alongitudinal study might be more suited to a study on E-reputation, given that these constructs are considered as a long-term behavior which does not necessarily lead to short-term payoffs. Based on

the -the theoretical part, a number of measures were developed from the current existing academic business literature and adapted to fit the current study environment. To guarantee that these measures, which have mostly been developed in a western setting, could be applied to a cross-cultural setting, and taking place within the Algerian context, the questionnaires were translated by authors from the original English to Arabic then translated back from Arabic to English, they were pretested through survey pretests, any ambiguities and unclear questions were modified or eliminated.

The overall aim was to explore how e-reputation is perceived on social media. The study population consists of all the users of the SIM card of the Djezzy enterprise in Algeria. Customers of the Djezzy enterprise constituted the key population; they were well informed about the phenomena of interest in this study. The convenience sampling method was employed to collect data, 200 questionnaires were distributed in M'sila through a personal interview, 189 valid questionnaires were retrieved; in addition to online questionnaire which distributed on social media and by email, we had received 171 responses. In total 360 questionnaires were kept for the analysis, so the responsiveness rate was 99 %.

The majority of survey items used in this study were sourced from existing literature, wherever possible. For the e-reputation measurement, we followed Dutot and Castellano's (2015, 2017) typology. The scale we used proposes 14 items divided into four blocks. The first block integrates what authors called the reputation represented by the brand characteristics (2 items). The second and third blocs look at the quality of the website (3 items) and service (5 items). The fourth and final dimension integrates social media with (4 items). All items were measured on Likert type scales ranging from (strongly disagree) 1 to (strongly agree) 5, which limits the risks of misunderstanding or measurement error. Whereas customer's personal data scales were consisting of gender, age, educational level, occupation, social media presence, number of hours on social media per day. The reliability of the used scale for e-reputation was acceptable at Cronbach's alpha coefficient is 0.947.

## **2. Data analysis and Result Discussion**

In this section we present Descriptive Statistics Analysis for the sample of study, as follow.

**Table 1: Demographics of the Sample (n = 360)**

Customer's personal data	Characteristics	The number	%
Sex	Male	191	53.1
	female	169	46.9
Age	Less than 18	43	12
	18-30	194	53.9
	31-40	89	24.7
	older than 40	34	9.4
Educational level	primary	13	3.6
	Intermediate	60	16.7
	secondary	68	18.9
	University	219	60.8
Occupation	Student	162	45
	Professor	39	10.8
	Employee	32	8.9
	Free business	72	20
	Not working	55	15.3
Social media presence	Facebook	232	64.4
	Twitter	0	0
	Youtube	0	0
	Skype	2	0.6
	Google+	4	1.1
	Linkedin	1	0.3
	Other	121	33.6
Number of hours on social media per day	Less than 1 hour	84	23,3
	1 to 3	130	36
	3 to 5	64	18
	Above 5	66	18,3
	More	16	4.4

**Source:** Adapted by the researchers based on SPSS output.

Table 1 shows the sample demographic characteristics. The statistical analyses were conducted using SPSS. Among A total of 360 participants, 53.1% were male and 46.9% female. Regarding the age distribution, 53.9% were between 18 and 30 year, 24.7% were between 31 and 40 year, 12% were below 18 year, and 9.4% were above 40 year. For the Educational level, 60.8% of participants had University degree, 18.9% had secondary level, 16.7% had Intermediate level, 3.6% had primary level.

Participants were distributed by occupation as the following: 45% were Student, 20% were doing Free business, 15.3% were Not working, 10.8% were Professor, 8.9% were Employee. For the presence on Social media, 64.4% of participants had Facebook, 33.6% had deferent account on social media, 1.1% had Google+, 0.6% had Skype, 0.3% had Linkedin, and no of participants had nor Twitter neither Youtube. Finally, 36% of participants said that they stay 1 to 3 hour per day on the social media. 23,3% stay Less

than 1 hour per day, 18,3% stay Above 5 hour per day, 18% stay 3 to 5 hour per day, 4,4% of participants stay more hours per day on the social media.

**Table 2: Descriptive Statistics.**

<b>blocs</b>	<b>Mean</b>	<b>Std. Deviation</b>
brand characteristics	3,5347	1,05334
quality of the website	3,7157	0,87172
quality of the service	3,6944	0,88313
social media	3,4326	0,96702
e-reputation	3,5649	0,87197

**Source:** Adapted by the researchers based on SPSS output.

The results in Table 2 show that the quality of the website have the great mean 3,7157 followed by the quality of the service with mean equal to 3,6944, and 0,87172, 0,88313 of Std. Deviation respectively. Then we find brand characteristics; social media Where means are 3,5347, 3,4326 with 1,05334, 0,96702 Std. Deviation respectively. Totally, e-reputation have mean equal to 3,5649 and 0,87197 Std. Deviation.

**Table 3: Wilcoxon Signed Ranks Test**

		<b>N</b>	<b>Mean Rank</b>	<b>Sum of Ranks</b>
Ereputation - Median	Negative Ranks	87	117,34	10208,50
	Positive Ranks	253	188,78	47761,50
	Ties	20		
	Total	360		

**Source:** Adapted by the researchers based on SPSS output.

**Table 4: One-Sample Wilcoxon Signed Ranks Test Statistics<sup>b</sup>**

		<b>Ereputation - Median</b>
Z		-10,361 <sup>a</sup>
Asymp. Sig. (2-tailed)		,000

**Source:** Adapted by the researchers based on SPSS output.

Data were not normally distributed, because Kolmogorov-Smirnov test has a significant level less than 0.05, therefore nonparametric tests to test the hypotheses. To test  $H_1(1)$  we used One-Sample Test, As shown in the table above, the results indicate that e-reputation mean is 3,5649, with 0,87197 Std. Deviation. which demonstrates as Medium, it is greater than the hypothetical mean of scale 3. From the results in table 3, the outcomes of the Test of Wilcoxon Signed Ranks refer that the calculated (Z) was - 10.361, which has the corresponding significance of 0.000, and it is less than 0.05 level of significance; therefore, we conclude that Customers

perceive e-reputation of Djazzy enterprise on social media in good way. Hence, we uphold the above decision and conclude that  $H_1(1)$  is supported.

**Table 5: Kruskal-Wallis Test Results For Gender.**

Ranks				Test Statistics		
	sex	N	Mean Rank	Chi-square	df	Asymp. Sig.
Ereputation	1,00	191	170,10	3,732	1	0,053
	2,00	169	191,26			
	Total	360				

**Source:** Adapted by the researchers based on SPSS output.

Kruskal-Wallis Test had been used to test  $H_1(2)$  and its Sub-hypotheses. As proposed, the results for gender indicates that the Chi-Square equal to 3,732 with  $df=1$ , at significance level of 0.053 indicating that no significant differences in the perception of the e-reputation of Djazzy enterprise exists due to customer's gender;  $H_1(2a)$  is not confirmed.

**Table 6: Kruskal-Wallis Test Results For Age.**

Ranks				Test Statistics		
	age	N	Mean Rank	Chi-square	df	Asymp. Sig.
Ereputation	1,00	43	181,53	13,688	3	0,003
	2,00	194	164,09			
	3,00	89	199,15			
	4,00	34	224,01			
	Total	360				

**Source:** Adapted by the researchers based on SPSS output.

On the other side, for age the findings refer to 13,688 of Chi-Square with  $df=3$  at 0.003 of significance level, infer that there is a significant difference in the perception of the e-reputation of Djazzy enterprise due to customer's age, which confirms  $H_1(2b)$ . The differences were in favor of over than 40 years with (Mean Rank=224,01) versus (31-40 years) and (less than 18 years) and (18-30 years) with (Mean Rank=199,15, 181,53, 164,09) respectively.

**Table 7: Mann-Whitney Test Results For Age.**

Ranks				Test Statistics		
	age	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	2,00	194	133,40	6964,000	-	2,616
	3,00	89	160,75			
	Total	283				

**Source:** Adapted by the researchers based on SPSS output.

To find out the source of the differences between groups, on one hand, The results of the Mann-Whitney test showed that there are significant differences between the second (18-30) and third (31-40) groups at the level

of 0,009, It is in favor of the third group, with a Mean Rank of 160,75 Against the Mean Rank reached 133,40 For the second group.

**Table 8: Mann-Whitney Test Results For Age.**

Ranks				Test Statistics		
	age	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	2,00	194	108,66	2166,000	-	0,001
	4,00	34	147,79		3,198	
	Total	228				

**Source:** Adapted by the researchers based on SPSS output.

On the other hand, Mann-Whitney test results revealed that there are significant differences between the second (18-30) group and fourth (above 40) group at the level of 0,001, It is in favor of the fourth group, with a Mean Rank of 147,79 versus the Mean Rank reached 108,66 For the second group.

**Table 9: Kruskal-Wallis Test Results For Education.**

Ranks				Test Statistics		
	education	N	Mean Rank	Chi-square	df	Asymp. Sig.
Ereputation	1,00	13	228,54	12,304	3	0,006
	2,00	60	163,00			
	3,00	68	212,63			
	4,00	219	172,47			
	Total	360				

**Source:** Adapted by the researchers based on SPSS output.

While, for  $H_1(2c)$  the Chi-Square of educational level is 12,304,  $df=3$  at 0.006 of significance level, denoting that there is a significant difference in the perception of the e-reputation of Djezzy enterprise due to customer's educational level, which also confirms  $H_1(2c)$ . The differences were in favor of preparatory and secondary level with (Mean Rank=228,54, 212,63), then university and Intermediate level with (Mean Rank=172,47, 163,00).

**Table 10: Mann-Whitney Test Results For Education.**

Ranks				Test Statistics		
	education	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	1,00	13	47,38	255,000	-	0,050
	2,00	60	34,75		1,958	
	Total	73				

**Source:** Adapted by the researchers based on SPSS output.

To know the differences source between groups of educational level, The results of the Mann-Whitney test indicated that there are significant differences between the third (secondary level) and fourth (university)

groups at the level of 0,005, It is in favor of the third group (secondary level), with a Mean Rank of 168,65 Against 136,35 as a Mean Rank For the fourth group (university).

**Table 11: Mann-Whitney Test Results For Education.**

Ranks				Test Statistics		
	education	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	2,00	60	55,71	1512,500	-	0,012
	3,00	68	72,26			
	Total	128				

**Source:** Adapted by the researchers based on SPSS output.

In addition, Mann-Whitney test results referred that there are significant differences between the second group (intermediate) and third group (secondary level) at the level of 0,012, It is in favor of the third group, with a Mean Rank of 72,26and the Mean Rank of the third group reached 55,71.

**Table 12: Mann-Whitney Test Results For Education.**

Ranks				Test Statistics		
	education	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	1,00	13	152,69	953,000	-	0,045
	4,00	219	114,35			
	Total	232				

**Source:** Adapted by the researchers based on SPSS output.

While, the results of the Mann-Whitney test showed that there are significant differences between the first (preparatory) and fourth (university) groups at the level of 0,045, It is in favor of the first group, with a Mean Rank of 152,69 Against the Mean Rank1 14,35 For the fourth group.

**Table 13: Mann-Whitney Test Results For Education.**

Ranks				Test Statistics		
	education	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	1,00	13	47,38	255,000	-	0,050
	2,00	60	34,75			
	Total	73				

**Source:** Adapted by the researchers based on SPSS output.

Finally, Mann-Whitney test results reviled that there are significant differences between the first (preparatory) group and second (intermediate) group at the level of 0,050, It is in favor of the first group, with a Mean Rank of 47,38 versus the Mean Rank reached 34,75 For the second group.

**Table 14: Kruskal-Wallis Test Results For occupation.**

Ranks				Test Statistics		
	occupation	N	Mean Rank	Chi-square	df	Asymp. Sig.
Ereputation	1,00	162	165,74	29,433	4	0,000
	2,00	39	186,55			
	3,00	32	215,69			
	4,00	72	151,19			
	5,00	55	237,58			
	Total	360				

**Source:** Adapted by the researchers based on SPSS output.

Similarly, as expected the result of H1(2d) test refer to 29,433 of Chi-Square with df=4 at 0.000 of significance level, infer that there is a significant difference in the perception of the e-reputation of Djezzy enterprise due to the occupation, which confirms H1(2d). The differences were in favor of not working and Employee with (Mean Rank=237,58, 215,69) respectively versus professor and students and free business with (Mean Rank=186,55, 165,74, 151,19) respectively.

**Table 15: Mann-Whitney Test Results For Occupation.**

Ranks				Test Statistics		
	occupation	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	1,00	162	97,90	2657,000	-	0,000
	5,00	55	141,69			
	Total	217				

**Source:** Adapted by the researchers based on SPSS output.

To see the differences source between groups of occupation, The results of the Mann-Whitney test showed that there are significant differences between the first (student) and fifth (not working) groups at the level of 0,000, It is in favor of the fifth group (student), with a Mean Rank of 141,69 Against 97,90 as a Mean Rank For the first group (student).

**Table 16: Mann-Whitney Test Results For Occupation.**

Ranks				Test Statistics		
	occupation	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	4,00	72	51,31	1066,500	-	0,000
	5,00	55	80,61			
	Total	127				

**Source:** Adapted by the researchers based on SPSS output.

In addition, Mann-Whitney test results referred that there are significant differences between the fourth group (free business) and fifth group (not

working) at the level of 0,000, It is in favor of the fifth group, with a Mean Rank of 80,61 and the Mean Rank of the fourth group reached 51,31.

**Table 17: Mann-Whitney Test Results For Occupation.**

Ranks				Test Statistics		
	occupation	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	3,00	32	65,05	750,500	-	0,005
	4,00	72	46,92			
	Total	104				

**Source:** Adapted by the researchers based on SPSS output.

While, the results of the Mann-Whitney test showed that there are significant differences between the third (employee) and fourth (free business) groups at the level of 0,005, It is in favor of the third group, with a Mean Rank of 65,05 versus the Mean Rank 46,92 For the fourth group.

**Table 18: Mann-Whitney Test Results For Occupation.**

Ranks				Test Statistics		
	occupation	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	1,00	162	92,83	1835,500	-	0,009
	3,00	32	121,14			
	Total	194				

**Source:** Adapted by the researchers based on SPSS output.

Accordingly, the results of the Mann-Whitney test showed that there are significant differences between the first (student) and third (employee) groups at the level of 0,009, It is in favor of the third group (employee), with a Mean Rank of 121,6914 Against 92,83 as a Mean Rank For the first group (student).

**Table 19: Mann-Whitney Test Results For Occupation.**

Ranks				Test Statistics		
	occupation	N	Mean Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Ereputation	2,00	39	39,71	768,500	-	0,019
	5,00	55	53,03			
	Total	94				

**Source:** Adapted by the researchers based on SPSS output.

Finally, Mann-Whitney test results revealed that there are significant differences between the second (professor) group and fifth (not working) group at the level of 0,019, It is in favor of the fifth group, with a Mean Rank of 53,03 versus the Mean Rank reached 39,71 For the second group.

**Table 20: Kruskal-Wallis Test Results For social media.**

Ranks				Test Statistics		
	social media	N	Mean Rank	Chi-square	df	Asymp. Sig.
E-reputation	1,00	232	121,92	4,049	4	0,399
	4,00	2	94,75			
	5,00	4	73,25			
	6,00	1	27,50			
	7,00	1	125,00			
	Total	240				

**Source:** Adapted by the researchers based on SPSS output.

Additionally, for the social media presence the findings refer to 4,049 of Chi-Square with  $df=4$  at 0.399 of significance level; which is greater than 0.05, inferring to no significant differences were found in the perception of the e-reputation of Djezzy enterprise due to the social media presence, thus,  $H1(2e)$  was not supported.

**Table 21: Kruskal-Wallis Test Results Time On Social Media.**

Ranks				Test Statistics		
	Time on social media	N	Mean Rank	Chi-square	df	Asymp. Sig.
Ereputation	1,00	84	155,22	7,003	4	0,136
	2,00	130	185,49			
	3,00	64	195,33			
	4,00	66	185,07			
	5,00	16	194,53			
	Total	360				

**Source:** Adapted by the researchers based on SPSS output.

Finally, according to the result, Chi-Square of the time spent on social media is 7,003 with  $df=4$  at 0.136 of significance level, which denotes that there is no significant difference in in the perception of the e-reputation of Djezzy enterprise due to the time spent on social media, that affirms  $H1(2f)$  is rejected.

Previously, we can say that the second hypothesis is accepted for only age, educational level, and occupation. While it is not supported for other factors (gender, social media presence, time spent on social media).

### **3. Implications for Marketing Managers**

This study has been motivated by a need to improve our understanding of the e-reputation in the Algerian telecom sector. Using the Djezzy enterprise as a case study, this study has aimed to investigate whether customers could perceive e-reputation on social media. Hence, the following conclusions can be strained up from this study:

- Customers have good perception fore-reputation of Djezzy enterprise on social media;

- There are significant differences in the perception of the e-reputation due to some of the studied demographic factors (age, education, occupation);
- There are no significant differences in the perception of thee-reputation due to other studied demographic factors (gender, social media presence, time spent on social media).

The telecom sector enterprises in Algeria like other competitive sectors are constantly striving to achieve superior market share. Therefore, this study serves as a guide to better understanding of the e-reputation in the telecom sector in Algeria. Practitioners can design the appropriate communication mix regarding their sector perspective.

(a) Telecom enterprises in Algeria should try as much as possible to enhance the spirit of trust with its customers through social networking sites, in order to be a reliable institution in the future.

(b) Algerian enterprises in telecom sector have to extend their marketing communication mix to involve everything could enhance its e-reputation especially WOM; by encouraging and managing customer's recommendations through traditional customers' network and electronic forums, that enable customers to exchange their experiences about the enterprises.

(c) in Algeria, Telecom enterprises have to concentrate on demographic factors of customers on social media like age, education and occupation to reinforce its e-reputation perception.

(d) The e-reputation management should take in account the gender, social media presence, time spent on social media for current and potential customers.

(e) Customers' behaviour on social media must be analyzed and evaluated continuously.

(f) Many steps should be taken to improve the contribution of customers' personal data in order to achieve superior e-reputation by focusing on its main blocs: brand characteristics, quality of the website, quality of the website service, social media.

#### **4. CONCLUSION**

The current study has aimed at making three vital contributions. First, while e-reputation has been well established in the literature, e-reputation perception has received less study. Grounded on the consumer behavior theory, this study views e-reputation as an asset that companies can use to manage their environment, perform and even survive.

Second, studies examining the e-reputation are limited in the academic business literature in Algeria. This study aims at extending existent

literature by examining how e-reputation allows companies in improving their marketing mix, capability and in return perform better.

Last but not least, based on the conducted survey study using data from the Algerian telecom field segment, the third contribution of this paper is highlighting the differences in the perception of the e-reputation of Djezzy enterprise attributed to customers' personal data in Algerian telecom sector, which has not been primarily focused on in the Western environment.

Though, as with any research, these results need to be generated. First, the study has to apply on other enterprises and other sectors in the Algerian environment. Second, this study was applied on services, more researches on goods must be done. Third, comparative studies should be conducted to know the key differences between types of products (cross-segment studies).

This paper attempted to measure e-reputation without determining its source, future researches have to observe the factors that enhance e-reputation. Another limitation of this study is that the findings ought to be only exploratory in nature since a cross-sectional study might not adequately capture a longitudinal-type phenomenon such as e-reputation. In addition to customers' personal data, other variables can be added to measure e-reputation (eg: income, social situation...).

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