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The role of digital marketing through social media platforms in enhancing client loyalty among brand clients at Laghouat

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a r t i c l e i n f o

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a b s t r a c t

This study aimed to analyze the role of digital marketing through social media platforms in enhancing client loyalty among brand clients in Laghouat. To achieve the study objectives, a questionnaire was designed to collect data of the study sample. The population consisted of 60 brand clients of Laghouat, from which a sample of 41 clients was selected. The descriptive-analytical approach was used, whereby we addressed the most important concepts and foundations of digital marketing and client loyalty, then moved on to data analysis. In order to draw conclusions, the structural equation modeling method was used with Smart-pls 4 and SPSS 23 software. The study concluded that digital marketing through social media platforms plays a role in enhancing client loyalty among brand clients in Laghouat Province. Furthermore, the study found no significant differences in client loyalty based on gender, age, or preferred product or service category.

1. Introduction

Social media has become an indispensable part of our daily lives. Hardly a day goes by without us checking our phones and accounts, searching for updates, news, and connecting with friends and others. This has directly impacted on the world of commerce, with markets shifting from traditional to online platforms to reach clients. This shift has also affected clients, who now seek easier shopping methods that eliminate the need to leave their homes and search for what they need. The emergence of brands increased which intensified competition among them. Client retention then became a necessary process for the continuity of the brand. Hence, we raise the following problem:

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1.1. *Problematic statement:*

Is there role for digital marketing on social media in enhancing client loyalty among clients at laghouat

1.2. *Sub-questions:*

- Is there role for keeping in enhancing client loyalty among clients at Laghouat.
- Is there role for learning in enhancing client loyalty among clients at Laghouat.
- Is there role for attraction in enhancing client loyalty among clients at Laghouat.
- Is there role for engagement in enhancing client loyalty among clients at Laghouat.
- Are there statistically significant differences for the role of digital marketing on social media in enhancing client loyalty among clients at Laghouat.

1.3. *Hypothesis of The Study:*

There is a role for digital marketing on social media in enhancing client loyalty among clients at laghouat

1.4. *Sub-hypothesis:*

- H1: there is a role for keeping in enhancing client loyalty among clients at Laghouat.
- H1: there is a role for learning in enhancing client loyalty among clients at Laghouat.
- H1: there is a role for attraction in enhancing client loyalty among clients at Laghouat.
- H1: there is a role for engagement in enhancing client loyalty among clients at Laghouat.
- H1: there are statistically significant differences for the role of digital marketing on social media in enhancing client loyalty among clients at Laghouat .

2. Literature review

2.1. *Digital marketing*

a. *Definition of digital marketing*

Kotler and Keller define it as: "A means of communication and selling in a direct way that allows interaction and personalization of the offer to each client."

As defined by the American Marketing Association: “Activities and procedures facilitated by electronic technology to create and deliver value to clients and other partners.” (Aynous, 2015, p. 9).

Electronic marketing is the identification and determination of client needs and the satisfaction of those needs in a way that generates profits for the company and ensures its survival using modern communication technology represented by the Internet. Electronic marketing targets a specific group of clients who are a mix of ordinary people in addition to companies. (Ali & Al-Aydani, 2011, p. 53)

b. Dimensions of digital marketing

Dimensions of digital marketing depends on (Aynous, 2015) and (Al-Shammari et al., 2017) where the dimensions were as follows:

- Attraction: This refers to attracting and drawing clients to the organization's website. This is achieved by introducing the organization's brand through placing its name or mentioning it in a URL or specific website address. This will help remember the organization's name and allow clients to easily find its brand.
- Engagement: After attracting clients to the organization's website, it's essential to involve them in the marketing process and understand their opinions by communicating with them, identifying their perspectives and preferences, and fostering interaction that contributes to completing the business transaction. Social media platforms such as Facebook, Twitter, YouTube, Instagram, and others are among the most widely used and popular tools for organizations to build their brand identity, enhance client loyalty, and encourage participation.
- Learning: This involves identifying client preferences through interactive communication channels to gain more information such as their trends, behaviors, and attitudes. This is done through surveys and questionnaires, and most organizations support chat to facilitate interactions and discussions aimed at understanding client purchasing preferences.
- Keeping: This refers to maintaining the relationship with the client and includes ensuring their return. Client interaction with the organization's website ensures they will return to the site again. The organization's focus is on building and developing a positive relationship with the client. This happens when the organization provides the information and products the client needs at the lowest cost and in the shortest possible time, which creates an incentive to return for the purchase experience.

c. The concept of social media marketing

Social media networks are platforms that allow individuals and organizations to create their own profiles or web pages, which can be managed and edited by their founders. These networks enable users to communicate and exchange information and knowledge, and they serve as a marketing tool through the features and applications they offer.

Social media marketing is the use of these networks to disseminate news about an organization, market its products and services, communicate with clients, reach the largest possible audience, introduce them to the company's products and brand, and ultimately increase sales. (Aynous, 2015, p. 16).

d. Advantages and Disadvantages of Online Shopping:

The Appearance of social media marketing leads to different types of impact, in this part we will present this impact as advantages and disadvantages (Hasab al-Karim & Hamad al-Nil, 2020, p. 213):

- Advantages of Online Shopping: There are many advantages to online shopping for the client, making it attractive. These advantages include:
  - Availability of many options for consumers and shoppers before deciding whether or not to purchase a product and determining the price they are willing to pay;

- The ability for consumers to quickly compare prices and quality levels before making their purchasing decision;
- Convenience, as online shopping is convenient for consumers in terms of being able to shop at any time, day or night, without any effort;
- Speed of response and service, and the availability of a wealth of information.

– Disadvantages of Online Shopping: Despite the many advantages of online shopping, there are some disadvantages:
  - The difficulty of inspecting products before purchase;
  - The existence of products that are not suitable for online sale, as some products are difficult to sell online due to delivery issues, such as large products like wooden boards, making it better to sell them in traditional stores;
  - The presence of a lot of incorrect or unhelpful information;
  - The inability to meet sellers face-to-face with buyers;
  - Most companies that sell online do not have a return policy if the client does not like the product;
  - Often, the consumer may receive a product of lower quality than expected;
  - Online shopping is accompanied by many security risks, as the shopper may be exposed to fraud or theft.

2.2. *Client loyalty:*

There are a lot of authors that defined client loyalty, we mention some of them as follows (Saleh & Ghadir, 2021, p. 60): Hassan (2019) defined client loyalty as "something clients show for a brand's activities, services, product categories, or stores". Dick and Basu (1994) defined client loyalty as the result of the interaction between a client's relative attitude towards a brand or store and their repeated purchasing behavior for that brand.

a. *Types of client loyalty:*

Loyalty Matrix: This model segments the client portfolio into groups based on loyalty level and the point of intervention for each group, as shown in the following figure (Al-Ashab & Bouakline, 2018, p. 54):

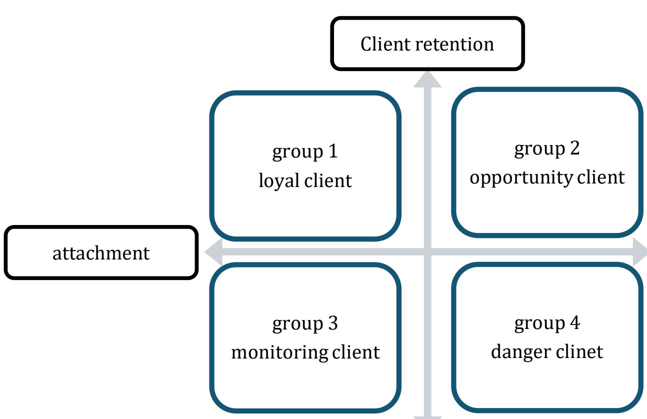

Fig. 1. Loyalty Matrix.

– Group 1: This group comprises clients with a high level of loyalty, a strong emotional attachment to the brand or organization, and the intention to remain clients.

- Approach to dealing: Rewards for maintaining and developing the existing relationship with the group.
- Group 2: These are clients who are attached to the organization or brand but do not intend to continue doing business with the same organization or brand. This type of client represents an opportunity that should be capitalized on by creating an incentive for them to maintain the relationship.
- Approach to dealing: Addressing dissatisfaction, strengthening the image, and developing the relationship with the third group.
- Group 3: This group (the "observer" client) are clients who intend to continue doing business with the organization but have not shown strong attachment or emotional connection. Therefore, there is a risk that they will abandon the organization or brand in the long run.
- Approach to dealing: Protecting relationships by offering new opportunities to each group.
- Group 4: These are clients with a low level of loyalty; they are not attached and do not intend to remain clients.

Approach to dealing: Persuading the fourth group to continue. (Al-Ashab & Bouakline, 2018, p. 54)

3. Descriptive analysis:

In this section, we will identify the characteristics of the study sample in terms of gender, preferred field, and age.

3.1. *Gender*

Table 1
Sample distribution according to gender

Gender	Frequency	Percent
Female	27	55.1
Male	22	44.9
Total	49	100.0

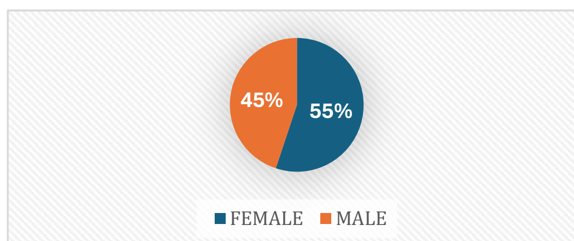

Fig. 2. Sample composition according to gender.

3.2. *Age*

Table 2
Sample distribution according to age

	Frequency	Percent
From 18 To 25 Yo	38	77.6
From 25 To 30 Yo	3	6.1
More Than 30 Yo	8	16.3
Total	49	100.0

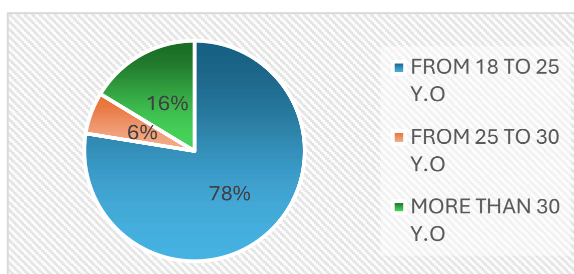

Fig. 3. Sample composition according to age.

According to the table and figure above, the largest percentage of clients were between 18 and 25 years old, 78%, followed by those over 30 years old with 16%, and then those between 25 and 30 years old with 6%.

3.3. *Field preferred*

Based on the results of the previous table and figure, the percentage of females was 55%, and their number was 27 females, meanwhile the percentage of males was 45%, and their number reached 22 males.

Table 3
Sample distribution according to field preferred

Field preferred	Frequency	Percent
Service	22	44.9
Commercial	27	55.1
Total	49	100.0

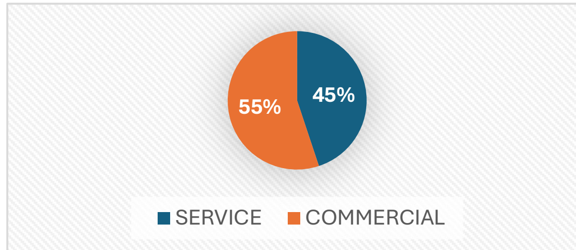

Fig. 4. Sample composition according to field preferred.

According to the table and figure above, the number of consumers of goods was 55%, while the percentage of consumers of services was 45%.

4. Direction of the sample:

In order to test responses of the sample by questionnaire, a five-point Likert scale was utilized, and a score was assigned to it as follows:

Table 4
Five-point Likert scale

Direction	Never	Rare	Sometimes	Mostly	Always
Value direction	1	2	3	4	5

4.1. *Mean value of each direction:*

Table 5
Directions mean value

Mean Value	Direction
From 1.00 To 1.80	Never
From 1.81 To 2.60	Rare
From 2.61 To 3.40	Sometimes
From 3.41 To 4.20	Mostly
From 4.21 To 5.00	Always

4.2. *Direction of the sample: Digital marketing:*

Table 6
Direction of the sample on digital marketing

	Items	Mean	Std. Deviation	C.V%	Direction
1	I'm drawn to ads on social media pages.	3.16	0.94	29.81	Sometimes
2	Search engines remind me of their brand.	3.04	0.96	31.46	Sometimes
3	These brands collaborate with other pages to attract us.	3.73	0.84	22.39	Mostly
4	These brands offer additional services to encourage us to interact with them.	3.80	0.91	24.04	Mostly
5	These brands frequently advertise to make themselves memorable.	4.29	0.89	20.76	Always
Attraction		3.64	0.56	15.46	Mostly
6	These brands rely on posts to update information about their new services.	3.94	1.01	25.60	Mostly
7	They use creative programs to encourage me to participate in their marketing activities, such as games, promotions, and contests.	3.76	0.97	25.80	Mostly
8	These brands' pages are available in several languages, such as Arabic, French and English.	3.84	0.96	25.15	Mostly
9	The brands utilize online communities to communicate with me and with each other.	3.61	0.91	25.16	Mostly
Engagement		3.79	0.72	19.06	Mostly
10	They conduct online surveys to understand our preferences.	3.55	0.94	26.38	Mostly
11	The brands rely on my feedback in the comments to develop and improve their services.	3.35	1.07	32.01	Sometimes
12	They design web pages for the brands according to our preferences and desires.	3.61	0.93	25.78	Mostly
13	They publish on various platforms such as TikTok, Instagram, Facebook, etc.	4.22	1.03	24.29	Always
Learning		3.68	0.77	20.86	Mostly
14	The brands constantly update their page content.	4.00	0.96	23.94	Mostly
15	They prioritize my security when marketing their services digitally, especially when I submit my personal information to order a product.	4.02	1.03	25.63	Mostly
16	The brands' page is easy to understand and use, which encourages me to do business with them repeatedly.	4.00	0.98	24.47	Mostly
17	These brands offer ongoing discounts.	3.47	1.00	28.88	Mostly
18	These brands are popular with other brands, both in the same field and in different fields.	3.51	0.92	26.09	Mostly
keeping		3.84	0.64	16.61	Mostly
	Digital marketing	3.70	0.44	11.91	Mostly

According to table, the use of digital marketing among clients is mostly used, in which the highest mean value is the item N° (5) with 4.29 mean value that belongs to the dimension (attraction). Meanwhile the lowest mean value is the item N° (2) with 3.04 mean value that belongs to the same dimension.

Also From the table, we note that the highest variation coefficient value is 32.01 of item N° (11), and the lowest value is 20.76 of item N° (5), which refers that clients disagreed on the first and agreed on the second.

4.3. *Direction of the sample: Client loyalty*

Table 7
Direction of the sample on client loyalty

	Items	Mean	Std. Deviation	C.V%	Direction
1	I am committed to using these websites' services regularly.	3.06	1.11	36.16	Sometimes
2	I consider these online services the best option for me compared to traditional service providers that require me to travel to them.	3.51	1.08	30.84	Mostly
3	Digital services give me confidence to continue using their services.	3.43	1.06	30.94	Mostly
4	I am satisfied with the quality of online services available in my state.	3.20	1.15	36.03	Sometimes
5	I believe these websites meet my needs.	3.31	0.98	29.74	Sometimes
6	My experience with these websites makes me more loyal to them or to specific websites.	3.45	0.96	27.80	Mostly
7	I feel I get good value for my money.	3.41	1.08	31.65	Mostly
8	I share my experience with others and recommend some of the websites I've used.	3.63	1.20	33.10	Mostly
9	My loyalty to digital services stems from their ease of use and efficiency.	3.73	1.04	27.75	Mostly
10	Active websites in my state offer innovative products (services or goods) that make me want to use them.	3.53	1.17	33.26	Mostly
Client loyalty		3.70	0.44	11.91	Mostly

According to table, clients are mostly loyal, in which the highest mean value is the item N° (9) with 3.73 mean value. Meanwhile the lowest mean value is the item N° (1) with 3.06 mean value.

Also From the table, we note that the highest variation coefficient value is 36.16 of item N° (1), and the lowest value is 27.75 of item N° (9), which refers that clients disagreed on the first and agreed on the second.

5. Measurement model evaluation:

5.1. *Model of the study:*

a. *Convergent Validity:*

In this part the model was measured in its original state before processing, and the results were as follows:

Table 8
Convergent Validity before deleting

	Composite reliability (rho_c)	Average variance extracted (AVE)
Attraction	0.793	0.437
Client Loyalty	0.928	0.565
Keeping	0.829	0.495
Learning	0.858	0.605
Engagement	0.835	0.563

The results of the composite reliability for all variables were more than 0.70, meanwhile the average variance extracted for all variance more than 0.50 except the dimensions (attraction and keeping) which they belong to digital marketing, they were less than 0.50. Which means the model in this case needs to be treated by deleting some items less than 0.60 at least.

b. Outer loading:

In this table the results of items with their outer loading, which have to be more than 0.60 at least. Otherwise, they have to be deleted. And results were as follows:

Table 9
Outer loading before deleting

	Outer Loadings
M1 <- Attraction	0.772
M2 <- Attraction	0.654
M3 <- Attraction	0.680
M4 <- Attraction	0.614
M5 <- Attraction	0.569
M6 <- Engagement	0.655
M7 <- Engagement	0.656
M8 <- Engagement	0.879
M9 <- Engagement	0.788
M10 <- Learning	0.735
M11 <- Learning	0.896
M12 <- Learning	0.794
M13 <- Learning	0.668
M14 <- Keeping	0.773
M15 <- Keeping	0.755
M16 <- Keeping	0.744
M17 <- Keeping	0.657
M18 <- Keeping	0.567
L1 <- Client Loyalty	0.703
L2 <- Client Loyalty	0.734
L3 <- Client Loyalty	0.751
L4 <- Client Loyalty	0.767
L5 <- Client Loyalty	0.795
L6 <- Client Loyalty	0.871
L7 <- Client Loyalty	0.778
L8 <- Client Loyalty	0.649
L9 <- Client Loyalty	0.645
L10 <- Client Loyalty	0.795

From the table above, there is two items that are less than 0.50, which are (M5) that belongs to the dimension (attraction), and the item (M18) that belongs to the dimension (keeping).

After deleting the abnormal items, the results were as follows:

c. Convergent Validity

Table 10
Convergent Validity after deleting

	Composite reliability (rho_c)	Average variance extracted (AVE)
Attraction	0.789	0.558
Client Loyalty	0.928	0.565
Keeping	0.831	0.554
Learning	0.858	0.605
Engagement	0.835	0.563

The results of the composite reliability for all variables were more than 0.70, also for the average variance extracted for all variance more than 0.50. which means the model became valid.

d. Outer loading

Table 11
Outer loading after deleting

	Outer Loadings
L1 <- Client Loyalty	0.705
L10 <- Client Loyalty	0.792
L2 <- Client Loyalty	0.737
L3 <- Client Loyalty	0.752
L4 <- Client Loyalty	0.764
L5 <- Client Loyalty	0.792
L6 <- Client Loyalty	0.870
L7 <- Client Loyalty	0.778
L8 <- Client Loyalty	0.648
L9 <- Client Loyalty	0.648
M1 <- Attraction	0.863
M10 <- Learning	0.736
M11 <- Learning	0.896
M12 <- Learning	0.795
M13 <- Learning	0.667
M14 <- Keeping	0.798
M15 <- Keeping	0.779
M16 <- Keeping	0.762
M17 <- Keeping	0.626
M2 <- Attraction	0.667
M3 <- Attraction	0.697
M6 <- Engagement	0.655
M7 <- Engagement	0.657
M8 <- Engagement	0.878
M9 <- Engagement	0.788

From table 11, all items are more than 0.60 which means the left items are valid.

e. Discriminant validity

Table 12
HeteroTrait-MonoTrait ratio

	Attraction	Client Loyalty	Keeping	Learning	Engagement
Attraction					
Client Loyalty	0.556				
Keeping	0.678	0.733			
Learning	0.542	0.783	0.866		
Engagement	0.427	0.567	0.756	0.820	

The correlations between indicators of different constructs are lower than the correlations within the same construct. which means they are accepted for establishing discriminant validity in this study.

Table 13
Fornell-Larcker criterion

	Attraction	Client Loyalty	Keeping	Learning	Engagement
Attraction	0.747				
Client Loyalty	0.461	0.751			
Keeping	0.473	0.630	0.744		
Learning	0.386	0.670	0.648	0.778	
Engagement	0.313	0.504	0.538	0.591	0.750

The value of the variables or dimensions when projected onto themselves is the highest when projected onto other variables or dimensions, indicating that the variables or dimensions measure only themselves and also indicating the validity of their Discriminant validity.

f. Cross loading

Table 14
Cross loading

	Attraction	Client Loyalty	Keeping	Learning	Engagement
M1	0.863	0.384	0.329	0.367	0.457
M2	0.667	0.058	0.132	0.219	0.228
M3	0.697	0.157	0.375	0.472	0.288
M6	0.292	0.655	0.554	0.523	0.218
M7	0.286	0.657	0.309	0.351	0.397
M8	0.213	0.878	0.542	0.446	0.477
M9	0.185	0.788	0.419	0.355	0.343
M10	0.300	0.629	0.736	0.390	0.466
M11	0.273	0.378	0.896	0.458	0.601
M12	0.361	0.456	0.795	0.583	0.492
M13	0.277	0.408	0.667	0.591	0.509
M14	0.415	0.352	0.506	0.798	0.351

M15	0.289	0.429	0.599	0.779	0.444
M16	0.511	0.389	0.467	0.762	0.573
M17	0.151	0.417	0.355	0.626	0.441
L1	0.637	0.410	0.439	0.426	0.705
L2	0.414	0.556	0.542	0.553	0.737
L3	0.296	0.367	0.387	0.417	0.752
L4	0.125	0.329	0.439	0.382	0.764
L5	0.209	0.311	0.452	0.456	0.792
L6	0.371	0.356	0.540	0.537	0.870
L7	0.400	0.500	0.532	0.579	0.778
L8	0.223	0.235	0.567	0.488	0.648
L9	0.355	0.235	0.453	0.404	0.648
L10	0.324	0.396	0.613	0.417	0.792

The value of the items when projected onto themselves is the highest when projected onto other items, indicating that these items measure only themselves and also indicating the validity of their Discriminant validity.

5.2. *R-square*

Table 15
R-square

	R-Square	Observation
Client Loyalty	0.495	Moderate

From the table above, we observe that the coefficient of determination is 0.495, which falls within the medium influence range. This indicates that the independent variables have a significant impact on the dependent variable and are capable of explaining it.

5.3. *F-square*

Table 16
F-square

	F-Square	Observation
Digital Marketing -> Client Loyalty	0.981	High

The table shows that the results indicate a significant effect, leading us to conclude that the independent variable, digital marketing, has a substantial impact on the dependent variable, client loyalty.

5.4. *Q-square predict*

Table 17
Q-square predict

	Q^2predict
Client Loyalty	0.417
Digital Marketing	0.999

We note from the following table that all values of Q^2predict are more than 0, and this indicates that the model has a high predictive ability, meaning that the independent variables have a significant impact on the dependent variable, and have the ability to predict it.

6. Hypothesis test

Table 18
Hypothesis test

	P Values	Observation
Keeping -> Digital Marketing -> Client Loyalty	0.000	H1 Accepted
Learning -> Digital Marketing -> Client Loyalty	0.000	H1 Accepted
Engagement -> Digital Marketing -> Client Loyalty	0.000	H1 Accepted
Attraction -> Digital Marketing -> Client Loyalty	0.000	H1 Accepted
Digital Marketing -> Client Loyalty	0.000	H1 Accepted

According to the table above, all p values for the dimensions and variables are less than the significant 0.05, which we conclude the following:

Sub-hypothesis:

- H1: there is a role for the keeping in enhancing client loyalty among clients of Laghouat At the significance level $\alpha \leq 0.05$.
- H1: there is a role for learning in enhancing client loyalty among clients of Laghouat At the significance level $\alpha \leq 0.05$.
- H1: there is a role for the engagement in enhancing client loyalty among clients of Laghouat At the significance level $\alpha \leq 0.05$.
- H1: there is a role for the attraction in enhancing client loyalty among clients of Laghouat At the significance level $\alpha \leq 0.05$.

Main hypothesis:

- H1: there is role for digital marketing in enhancing client loyalty among clients of Laghouat At the significance level $\alpha \leq 0.05$.

7. Differences tests

Table 19
Differences tests

	P Values	Observation
Gender X Digital Marketing -> Client Loyalty	0.529	No Differences
Field Preferred X Digital Marketing -> Client Loyalty	0.140	No Differences
Age X Digital Marketing -> Client Loyalty	0.111	No Differences

According to the table above, all p values for the personal variables are more than the significance $\alpha \leq 0.05$. there for we conclude the following:

H1: there is a significant difference in the role of digital marketing in enhancing client loyalty among clients of Laghouat city at the significance level. Are due to the personal variables (gender, field preferred and age)

8. Discussion:

The widespread use of digital marketing among clients is evident today in the proliferation of social media pages and the rise of online commerce and shopping, reflecting the technological advancements of our time. This study agreed with the study of (Ali & Al-Aydani, 2011), in which concluded that internet has changed the business world.

The results also showed that clients are loyal to this type of marketing, meaning they shop frequently and often through social media pages. This suggests that digital marketing facilitates their shopping experience from a better online platform. This agreed with the study of (Ramas, n.d, pp. 351-360) that conclude digital marketing makes access to more clients easily.

The study results showed that dimensions of digital marketing have a role in enhancing client loyalty and this agreed with the study of (Al-Shammari et al., 2017) where the role was represented in the following:

Keeping: This means that the client repeats the purchase or dealing with these pages, and this is due to the security feature regarding the client's personal information, especially when ordering, such as name, phone number and personal address. Also, these pages use a display method that makes it easy to browse their offers, products or content, especially since they are always renewing it.

Learning: They conduct client-centric surveys, meaning they focus on their clients' desires and needs, and sometimes they even consider constructive feedback. Brands also have pages on multiple online platforms or applications for instance (TikTok, Instagram, Facebook ... etc.), which helps them reach clients with varying preferences regarding which app they use.

Engagement: This is because these brands engage clients on their pages through games, contests, and discounts, encouraging them to follow the page regularly in anticipation of new offers and promotions.

Furthermore, their page content is easily understandable because it's in a language everyone understands, such as Arabic, French, and English. These brands also rely heavily on social media for their business activities, making it a preferred platform for clients due to its accessibility.

Attraction: This is due to collaboration between brands, especially if their fields are different or complementary. This allows them to exchange clients, and each brand introduces its clients to the other.

Also, these brands sometimes offer additional services such as free delivery or a free bonus product for repeat business. Continuous advertising also contributes to enhancing the brand's image.

Differences: The study did not record any differences between clients attributable to the variables of gender, age, and preferred field. This may be because the activities of these brands are diverse, thus contributing to meeting the needs and desires of both genders. These needs and desires are also common among the different age groups included in the study, from 18 years old to over 30. Furthermore, these brands offer a variety of products, with some providing goods, other services, and sometimes both.

9. Conclusion:

In conclusion, digital marketing is an inevitable necessity in line with the current situation. This helps the brand not only to reach the client but also to understand their desires and needs, and also to stay in touch with them. On the one hand, the client's desires and needs are met, and on the other hand, their pattern changes when a new product is created. Digital marketing through social media helps the brand to educate and inform the client about the new product and the value it offers. This allows the client to understand this value and maintain their purchasing habits for a particular brand.

10. Recommendations:

- When showcasing a product on social media, its value proposition should be clearly and directly presented.
- Brands should avoid falling into the trap of following trends, as trends diminish the product's value and reduce the video to mere entertainment.
- Brands should avoid blurring the lines between brand pages and personal profiles.
- Brands should respond to negative comments in a way that benefits the product, using them as an opportunity to further highlight its value and avoid engaging in arguments with clients.

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