

**HIGHER SCHOOL OF MANAGEMENT AND DIGITAL
ECONOMY**

HSMDE

**End of cycle dissertation for the attainment of Master-Start-Up
Diploma**

Specialty: E-Business

THEME:

**THE IMPACT OF ELECTRONIC WORD-
OF-MOUTH (E-WOM) ON USER
ENGAGEMENT
CASE STUDY:
Algérie télécom**

Submitted by:

Ms.AIT RAMDANE Rania

Ms.BEKKOUCHE Houda

Ms.GHEZALI Hanane

Mr. RABHI Zahir

Supervised by:

Ms.AMALOU HALLIL

Waffa

Class of: June 2025

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Dedication

الحمد لله

All praise and thanks are due to Allah, who has always been with me. In the quietest moments and the loudest storms, He never left my side. He carried me through the weight, the waiting, and the wonder. This journey is a reflection of His mercy.

“Don’t be trapped in someone else’s dream.” By Kim Taehyung

This quote lives in me. Because I’ve always been searching for my path, my own dream, even when it felt too bold, too different, or too far. I chose not to fit into a mold. I chose to become myself.

***To my mother and father** your love has been the first home I ever knew. From the days I was a child dreaming in silence to the long nights of study and struggle, your sacrifices have carried me through. I hope this makes you proud, even if I can never fully repay the love you’ve poured into me.*

***To my sister Soulafe and her husband Rachid** thank you for being a big part of my journey. Your presence, your kindness, and your daughters brought comfort during my most chaotic days.*

***To Faouzi**, my big brother, and your little family your support never went unnoticed.*

***To Sid Ahmed**, the most loving brother in the world your love gave me courage.*

To my soul-sisters,

Hanane and Aicha your friendship changed me. You showed me what it means to be truly seen, accepted, and loved.

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Aya, Wdd, and Karima you brought joy, color, and laughter into my life when I needed it most.

To Lumi thank you for being a space where my thoughts found clarity.

And lastly... to little Linia the dreamer, the warrior, the girl who still lives in me. You are iconic. Thank you for never giving up even when everything felt impossible.

And to everyone who crossed my path and left a mark on my learning journey thank you. This is not just my story. It’s also yours.

With deep love and quiet strengthLinia

Dedications

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ (وَمَا تَوْفِيقِي إِلَّا بِاللَّهِ) صدق الله العظيم

In the name of Allah, the Most Merciful the only one who truly knows the weight of this journey.

I dedicate this work to myself

To the girl who chose to believe in herself when no one else saw the battles she was fighting. You did it, and

I'm proud of you, Houda

To the first man in my life my amazing father, my hero, my safe place.

Thank you for your kindness, your strength, and your endless support. I'm forever proud to be your daughter.

And to my precious sisters Rima, Ismahene, and Nour

Thank you for being my shoulders to lean on, my joy in hard times, and the home I carry. To my best friend

Samo your presence, support, and pure soul made everything lighter. To everyone who helped me stay strong

thank you for being part of this journey.

Houda

Dedications

"Standing tall through silence, turning scars into strength, and rising through every challenge not because it was easy, but because giving up was never an option."

I dedicate this work to the souls who made this path brighter, stronger, and meaningful.

To my mother,

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With deep gratitude and love.....Hanane

Dedications

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May this work be a humble tribute to all the love, patience, and strength each of you has given me in your own way.

Zahir

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List of Abbreviations:

Ads: Advertisements

AI: Artificial Intelligence

AR: Augmented Reality

B2B: Business To Business

CEO: Chief Executive Officer

CIB: Carte Interbancaire

CTA: Call To Action

EFA: Exploratory Factor Analysis

E-WOM: Electronic Word Of Mouth

FAQ: Frequently Asked Questions

ICT: Information and Communication Technologies

IOT: Internet Of Things

IT: Information Technology

KPI: Key Performance Indicator

LT: Long-Term

MT: Medium -Term

MVP: Minimum Viable Product

PCA: Principal Component Analysis

Q&A: Questions and Answers

ROI: Return On Investment

SEO: Search Engine Optimization

UGC: User-Generated Content

UI: User Interface

UX: User Experience

VIP: Very Important Person

VR: Virtual Reality

WOM: Word Of Mouth

Abstract:

Today, e-WOM plays a big role in shaping how people see a brand, how much they trust it, and whether they choose to engage with it. Because of its wide reach, speed, and credibility, it's especially influential in service-based industries like telecommunications. At the same time, user engagement is about how connected and involved people are with a brand not just in using the service, but also in how they feel about it, talk about it, or recommend it to others.

This research focuses on how e-WOM impacts user engagement, using Idoom Fiber, a service offered by Algérie Télécom, as our case study. The main goal is to understand whether online discussions and opinions actually influence how people connect with and stay loyal to the brand. To explore this, we used a mixed-method approach: first, a netnographic analysis was conducted over a period of two months by observing real discussions about Idoom Fiber on Facebook. Then, we shared a questionnaire with users to gather more data about how engaged they are and whether e-WOM played a role in their opinions or decisions.

We based our analysis on four key hypotheses that connect different aspects of e-WOM like valence, volume, quality, and intensity with different levels of user engagement. This research is divided into two main parts: the first covers the theoretical background around e-WOM and engagement, and the second is dedicated to presenting our case study and analyzing the results we gathered.

Through this work, we hope to show how much online conversations can influence user behavior, and how important it is for companies especially in Algeria to take e-WOM seriously. Our findings also offer practical recommendations for improving digital engagement strategies and managing online reputation more effectively.

Keywords: Electronic Word Of Mouth, Word Of Mouth, User Engagement, Digital Behavior, Digital Communication, User-Generated Content.

Résumé :

Aujourd'hui, l'e-WOM joue un rôle essentiel dans la manière dont les gens perçoivent une marque, dans la confiance qu'ils lui accordent, et dans leurs décisions d'engagement. Grâce à sa visibilité, sa rapidité de diffusion et sa crédibilité perçue, il a un impact fort, en particulier dans les secteurs de services comme les télécommunications. Par ailleurs, l'engagement des utilisateurs reflète leur implication et leur attachement à une marque que ce soit à travers l'utilisation, les émotions ou les recommandations.

Dans cette recherche, nous avons étudié l'impact de l'e-WOM sur l'engagement des utilisateurs, en prenant comme étude de cas Idoom Fiber, un service proposé par Algérie Télécom. L'objectif principal était de comprendre si, et dans quelle mesure, les discussions et avis partagés en ligne influencent la relation des utilisateurs avec la marque. Pour cela, nous avons adopté une approche méthodologique mixte : d'une part, une analyse netnographique sur une durée de deux mois a été menée à travers l'observation de publications sur Facebook, d'autre part, un questionnaire a été diffusé afin de recueillir des données sur le niveau d'engagement des utilisateurs et l'influence perçue de l'e-WOM.

Quatre hypothèses ont été formulées pour explorer les liens entre les dimensions clés de l'e-WOM (valence, volume, qualité et intensité) et l'engagement utilisateur. Ce mémoire est structuré en deux grandes parties : une première partie théorique portant sur les concepts clés, et une seconde partie dédiée à l'analyse de notre cas pratique.

À travers cette étude, nous espérons mettre en lumière l'influence réelle de l'e-WOM sur les comportements des utilisateurs, et proposer des recommandations concrètes aux entreprises pour mieux gérer leur image en ligne et renforcer l'engagement de leur clientèle.

Mots-clés : Bouche-à-oreille électronique, Bouche-à-oreille, L'engagement des utilisateurs, Comportement numérique, Communications numériques, Contenu généré par l'utilisateur.

ملخص:

يلعب التسويق الشفهي الإلكتروني اليوم دورًا أساسيًا في الطريقة التي يدرك بها الناس العلامات التجارية، وفي مستوى الثقة التي يمنحونها لها، وكذلك في قراراتهم المتعلقة بالتفاعل والارتباط بها. وبفضل انتشاره السريع، ووضوحه، والمصداقية التي يُنظر بها إليه، فإن له تأثيرًا كبيرًا، لا سيما في قطاعات الخدمات مثل قطاع الاتصالات. من جهة أخرى، يعكس التفاعل مع العلامة التجارية مدى ارتباط المستخدمين بها، سواء من خلال الاستخدام، أو المشاعر، أو التوصيات.

في هذا البحث، قمنا بدراسة تأثير التسويق الشفهي الإلكتروني على تفاعل المستخدمين، وذلك من خلال دراسة حالة لخدمة Idoom Fibre التي تقدمها شركة اتصالات الجزائر. وكان الهدف الأساسي هو فهم ما إذا كانت النقاشات والآراء المتداولة عبر الإنترنت تؤثر على علاقة المستخدمين بالعلامة التجارية، وإذا كان الأمر كذلك، إلى أي مدى يحدث هذا التأثير. لتحقيق ذلك، اعتمدنا على منهجية مختلطة: من جهة، تم إجراء دراسة ملاحظة رقمية لمدة شهرين من خلال مراقبة المنشورات على منصة فيسبوك، ومن جهة أخرى، تم توزيع استبيان لجمع بيانات حول مستوى تفاعل المستخدمين والتأثير المدرك للتسويق الشفهي الإلكتروني.

لقد قمنا بصياغة أربع فرضيات لاستكشاف العلاقة بين الأبعاد الأساسية للتسويق الشفهي الإلكتروني (التوجه الإيجابي أو السلبي، الحجم، الجودة، الشدة) وتفاعل المستخدمين. ينقسم هذا التقرير إلى قسمين رئيسيين: القسم الأول نظري يتناول المفاهيم الأساسية، بينما يركز القسم الثاني على تحليل الحالة التطبيقية.

من خلال هذه الدراسة، نأمل في تسليط الضوء على التأثير الفعلي للتسويق الشفهي الإلكتروني على سلوكيات المستخدمين، وتقديم توصيات عملية للشركات من أجل تحسين إدارتها لصورتها الرقمية وتعزيز تفاعل وولاء زبائنها.

الكلمات المفتاحية: التسويق الشفهي الإلكتروني، التسويق الشفهي، مشاركة المستخدمين، السلوك الرقمي، الاتصالات الرقمية، المحتوى الذي ينشئه المستخدم.

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The digital era has brought radical changes to the way individuals communicate, consume, and engage with information. The widespread adoption of digital technologies and social platforms has empowered consumers to become more than just passive receivers of messages they have now become active participants, content creators, and influencers in the digital conversation. This shift has given rise to a major phenomenon in the world of marketing and communication: electronic word-of-mouth (e-WOM).

E-WOM refers to all the online messages, reviews, opinions, and experiences that consumers share about products, services, and brands. It has become a crucial source of influence in shaping the attitudes and behaviors of other consumers. Whether through a tweet, a Facebook comment, a product review on a website, or a shared post on Instagram, e-WOM spreads faster and reaches wider audiences than traditional word-of-mouth ever could. This real-time and large-scale form of communication has redefined how brands build their image and how people make decisions.

Alongside this evolution, another concept has gained increasing importance in the digital environment: user engagement. It refers to the depth and quality of interactions that users have with a brand, a product, or a digital platform. Engagement is no longer limited to a simple click or a purchase it includes sharing, commenting, reviewing, recommending, and even defending a brand online. In a highly competitive marketplace, engagement has become a central objective for businesses, as it often leads to customer loyalty, advocacy, and sustained success.

In this context, the link between e-WOM and user engagement becomes particularly interesting to study. Satisfied users tend to share their positive experiences, which in turn encourages others to engage. Conversely, engaging content especially when it includes credible and relatable e-WOM can inspire users to interact more with a brand. The relationship between the two is dynamic and mutually reinforcing. In the age of user-generated content (UGC) and real-time interaction, understanding this relationship is not only relevant for digital marketing but also vital for companies seeking to thrive in the digital ecosystem.

The decision to explore the topic of e-WOM and its impact on user engagement was not random, it emerged from our shared interest in digital communication and our awareness of how much consumer behavior has evolved in recent years. As a team of students specializing in e-

business, we've closely observed how Algerian consumers have become increasingly active online, expressing their opinions, sharing experiences, and influencing others through digital platforms. We are living in a time where digital conversations are shaping reputations. A single post, review, or comment can trigger dozens of reactions, shares, and even change the way people perceive a brand. In Algeria, more and more people are turning to social media and online reviews before making decisions whether it's choosing a service provider, trying out a new café, or buying from an online store. This growing influence of UGC led us to explore how such messages impact other users and, more importantly, how they contribute to fostering user engagement.

We were also motivated by the gap we noticed in the Algerian market when it comes to understanding and leveraging e-WOM. While the concept is widely studied internationally, it still lacks visibility and application in our local context. Many Algerian businesses are just beginning to realize that engagement is not only built through advertising but also through authentic, peer-to-peer communication. This realization pushed us to investigate how e-WOM works on a deeper level, and how it can be used to foster stronger relationships between brands and users.

Beyond academic interest, this topic speaks to our daily reality as consumers and digital users. We ourselves often rely on reviews, comments, and feedback before making decisions. These experiences showed us the real power of e-WOM not just as a marketing tool, but as a social phenomenon that connects people, builds trust, and influences behavior.

By choosing this topic, we hope to contribute to a better understanding of digital behavior in Algeria and offer insights that can help local businesses develop more engaging and user-centered digital strategies. The decision to focus on Algérie Télécom adds a practical dimension to the study, as it allows us to explore these concepts within the context of a major national service provider facing real-world challenges and opportunities in digital communication.

Given the rise of e-WOM and its increasing role in shaping digital interactions, the following central question arises:

“How does electronic word-of-mouth (e-WOM) influence user engagement on digital platforms, particularly in the context of Algerian companies like Algérie Télécom?”

In order to answer this central question, the following sub-questions will guide the research:

- How do different types of e-WOM affect their level of engagement?

- To what extent does the frequency of user interaction with e-WOM content (reading, reacting, or contributing) influence their engagement with the brand?
- How does the volume of e-WOM about a brand influence engagement?
- How does the perceived quality of e-WOM content influence users' willingness to engage with a brand or product online?

In line with these research questions, this study proposes the following main hypothesis: “Electronic word-of-mouth (e-WOM) significantly influences user engagement on digital platforms in the context of Algerian companies.”

To verify this hypothesis, the research will test the following sub-hypotheses:

- **Hypothesis 01:** Users who frequently interact with e-WOM content (e.g., reading, reacting, or contributing) show higher levels of engagement with the brand than those who rarely interact.
- **Hypothesis 02:** A greater volume of e-WOM content about a brand or product leads to higher levels of user engagement.
- **Hypothesis 03:** High-quality e-WOM content (i.e., credible, detailed, and well-articulated) generates more user engagement than low-quality or vague content.
- **Hypothesis 04:** positive e-WOM has a greater impact on user engagement than Negative e-WOM.

To conduct this study and address our research questions, we adopted a mixed-method approach that combines both qualitative and quantitative methods in order to gain a deeper and more comprehensive understanding of the impact of e-WOM on user engagement with Algérie Télécom.

On the qualitative side, we used netnography to observe and analyze real user interactions, opinions, and engagement behaviors related to IDOOM Fibre across digital platforms (Facebook). This method allowed us to capture natural, spontaneous expressions from users within their everyday digital environments.

On the quantitative side, we designed and distributed a structured questionnaire targeting a sample of internet users who have interacted with or been exposed to e-WOM content related to IDOOM

Fibre. This tool enabled us to collect measurable data on their perceptions, behaviors, and engagement levels.

By combining both tools, we were able to cross-analyze observed digital behavior with self-reported experiences, thereby enhancing the validity and depth of our findings.

This research is structured in two main chapters, in addition to a general introduction and a final conclusion.

The first chapter is dedicated to the theoretical framework, where we present the key concepts related to e-WOM and user engagement, followed by an exploration of the relationship between the two. This chapter lays the foundation for our study by reviewing relevant literature and previous research.

The second Chapter focuses on the practical aspect of the research. It includes a brief presentation of the company under study, the methodology adopted (both qualitative and quantitative), and an analysis of the data collected through netnographic observation and a structured questionnaire related to IDOOM Fibre.

Finally, the general conclusion summarizes the main findings, confirms or refutes the hypotheses, and offers recommendations, as well as suggestions.

Chapter I: Theoretical Foundations of Electronic Word-of-Mouth and User Engagement

e-WOM has emerged as a pivotal force in the digital age, reshaping how individuals interact with brands, products, and each other. Defined by its ability to spread UGC across digital platforms, e-WOM is a critical component of modern marketing strategies, influencing consumer decisions and shaping brand perceptions. Its reach, speed, and accessibility make it a powerful tool for businesses seeking to engage with their audiences effectively.

This chapter serves multiple purposes in exploring the impact of e-WOM on user engagement. It begins with an in-depth examination of e-WOM, outlining its evolution, defining characteristics, and the platforms where it thrives.

This chapter focuses on the intersection between e-WOM and engagement, delving into the mechanisms through which electronic word-of-mouth influences user behaviors and interactions. By reviewing existing literature, it seeks to provide a comprehensive understanding of how e-WOM serves as both a catalyst for and a reflection of user engagement.

The overarching objective of this chapter is not only to introduce these foundational concepts but also to offer insights that can inform businesses and researchers about the dynamic interplay between e-WOM and engagement, setting the stage for practical applications and further exploration in the Algerian context

Section 1: Electronic Word-of-Mouth

In the digital era, e-WOM has become a pivotal component of modern communication and marketing strategies. It has revolutionized the way consumers share opinions, make decisions, and interact with brands. Unlike traditional word-of-mouth (wom), which is limited to personal, face-to-face interactions, e-WOM leverages the vast reach and speed of digital platforms, enabling individuals to connect and share experiences on a global scale.

This section aims to provide a comprehensive understanding of e-WOM by exploring its definition, evolution, and significance in contemporary communication. It begins with an in-depth analysis of e-WOM, distinguishing it from traditional word-of-mouth and highlighting its defining characteristics. Furthermore, it examines the various digital platforms that facilitate e-WOM, such

as social media, online forums, and review websites, emphasizing their role in amplifying its impact.

As digital technologies continue to advance, the dynamics of e-WOM grow increasingly complex, presenting both challenges and opportunities for consumers and businesses alike. By delving into these intricacies, this section seeks to establish a solid foundation for understanding e-WOM's transformative role in shaping user engagement and influencing consumer behavior.

1.1. Definition and evolution of e-WOM

This part explores the concept of the Electronic Word of Mouth, offering its definition and tracing its development.

1.1.1. Definition of e-WOM

Several authors have sought to define e-WOM:

e-WOM is defined as *"an exchange of opinions based on emotions or experience regarding a good/service through an interactive electronic tool: the Internet"*¹.

Additionally, Marteaux defines e-WOM as *"a technique that relies on a written communication process through online exchanges (emails, forums, or websites)."*²

Litvin et al. state that e-WOM refers to *"all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers."*³

Similarly, Chu describes it as *"the act of exchanging marketing information among consumers online."*

The most widely cited definition comes from Hennig-Thurau et al., who state that e-WOM encompasses *"any positive or negative statement made by potential, actual, or former customers about a product, service, or company, which is made available to a multitude of consumers through the internet."*⁴

¹ Riegner, C. (2007), *Word of Mouth on the Web: The Impact of Web 2.0 on Consumer Purchase Decisions*, *Journal of Advertising Research*, Vol. 47 No. 4.

² Zouabi, H.; Kammoun, M. (2016), *L'effet d'e-WOM sur l'image de marque, l'attitude et l'intention d'achat : une étude empirique sur l'industrie agroalimentaire en Tunisie*. *Management International*, Vol. 20 No. 2.

³ Litvin, S.W., Goldsmith, R.E. et Pan, B. (2008), *Electronic word-of-mouth in hospitality and tourism management*, *Tourism Management*, Vol. 29 No. 3.

⁴ Hennig-Thurau, T. Gwinner, K. P. Walsh, G. et Gremler, D. D. (2004), *Electronic Word-of-Mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?*, *Journal of Interactive Marketing*, Vol. 18 No. 1.

Generally, e-WOM can be understood as informal communication targeting consumers via Internet technologies. A more comprehensive understanding of e-WOM requires examining its similarities with traditional WOM and highlighting its unique characteristics.

e-WOM entails online UGC about products or services. It is a dynamic, ongoing interaction among potential, current, or former customers regarding products, services, brands, or companies, made accessible to a large audience via the Internet.¹

Furthermore, e-WOM acts as an online tool where consumers share and seek recommendations within their social circles. Mishra and Satish describe it as any positive or negative online statement shared publicly by customers about a product, service, or company. Online shoppers often rely on reviews and experiences shared by previous customers before making purchase decisions.² As Park et al. noted, e-WOM empowers consumers by providing valuable insights through online reviews.³

1.1.2. Evolution of e-WOM

The Internet, through platforms such as social networks, discussion forums, and blogs, has become one of the most significant communication and information channels. These platforms can rapidly and widely influence perceptions and behaviors in an uncontrollable manner⁴. From a managerial perspective, understanding the evolution of WOM and identifying its specific features (i.e., differences between WOM and e-WOM) is crucial.

Kozinets, De Valck, Wojnicki, and Wilner present the evolution of WOM theory through three models: organic interconsumer WOM, linear marketer-driven WOM, and network coproduction WOM.⁵

In the first model, WOM is seen as a social force, labeled "organic" due to the absence of marketer influence. In a low-marketing communication context, this traditional WOM aims to inform and assist consumers, warning them about poor-quality products or services. Here, Internet technology is non-existent.⁶

¹ Abdennadher Jihene (2014), *L'influence du bouche à oreille électronique (eWOM) sur le comportement du consommateur*, thesis of Doctorate, Université de Strasbourg, Institut supérieur de gestion (Tunis), p. 28.

² Matiukaite K., Sciukauskė I., Usas A. (2024), *The impact of e-wom aspects on consumer purchase intentions*, Polish Journal of Management Studies, Vol. 30 No. 2.

³ Park, C., Wang, Y., Yao, Y., et Kang, Y.R. (2011), *Factors influencing e-WOM effects: Using experience, credibility and susceptibility*, International Journal of Social Science and Humanity, Vol. 1 No. 1.

⁴ Morrissey, B. (2005), *RSS feeds becoming hot real estate for online ads*, Adweek, Vol. 46 No. 31.

⁵ Kozinets, R.V., De Valck K., Wojnicki A.C, et Wilner S.J.C (2010), *Networked narratives: understanding word-of-mouth marketing in online communities*, Journal of Marketing, Vol. 74 No. 1.

⁶ Op.cit Abdennadher Jihene, PP 27-28.

The second model incorporates marketing efforts, such as promotions and advertisements, to influence consumers. This theory emphasizes the role of opinion leaders key influencers targeted by marketers who, in turn, recommend products, services, or brands to their peers.¹

The third stage leverages ICTs (Information and Communication Technologies). Consumers become co-creators of value, and WOM evolves into a unique, creative, and resistant form of communication. Communication is no longer unidirectional; instead, exchanges occur among members of consumer networks.²

1.1.3. E-WOM VS WOM

The comparison between traditional WOM and e-WOM highlights significant differences in their dynamics and impact.

While traditional WOM typically involves face-to-face communication, e-WOM occurs through online platforms, allowing individuals to connect with a global audience regardless of time or geographical location. This rapid dissemination of information is one of the key differences between the two, with e-WOM spreading much faster among hundreds or even millions of consumers³.

Unlike traditional WOM, which often lacks visual support, e-WOM allows users to enhance their opinions with media content such as pictures or videos, providing more tangible information. Additionally, e-WOM is more accessible and trackable due to the nature of digital platforms, making it easier for businesses to monitor and analyze customer feedback through social media, forums, and review sites.⁴

Another important distinction is the credibility of the information. In traditional WOM, messages typically come from known sources like family or friends, fostering trust. In contrast, e-WOM often involves anonymous or unknown individuals, which can affect the perceived reliability of the message. Despite these challenges, social media platforms have bridged the gap, enabling users to communicate with people they know, thereby enhancing the trustworthiness of e-WOM.⁵

¹ *Ibid*

² *Idem*

³ Brown, J., Broderick, A.J., et Lee, N., (2007), *Word of mouth communication within online communities: Conceptualizing the online social network*, *Journal of Interactive Marketing*, Vol. 21 No. 3.

⁴ *Op.cit* Abdennadher Jihene, PP 28-30.

⁵ Erkan Ismail (2016), *The Influence of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions*. *thesis of Doctorate. Brunel Business School, Brunel University*.

Furthermore, e-WOM has become more interactive and dynamic, with consumers now playing an active role in sharing their experiences, influencing others, and shaping brand perceptions.¹

Table 1: Summary of Differences Between WOM and e-WOM

Aspect	Traditional WOM	e-WOM
Communication Medium	Face-to-face or phone communication	Online platforms (social media, forums, review sites)
Reach	Limited to small, personal groups	Can reach a global audience
Speed of Dissemination	Slow, depends on direct interactions	Rapid, can spread to thousands or millions instantly
Content Format	Oral communication, no visual support	Can include media content (images, videos)
Credibility	High trust (friends, family, colleagues)	Often lower trust (anonymous or unknown sources)
Tracking Influence	Difficult to track due to its natural structure	Easier to track using digital tools and platforms
Accessibility	Limited to specific people, face-to-face	Accessible to anyone with internet access
Time and Location Constraints	Dependent on the availability of both parties	No time or location constraints can be accessed anytime
Interactivity	Limited interaction within small groups	Interactive, with users engaging globally

¹ *Ibid*

Impact on Consumer Behavior	Relies on personal relationships	Allows for broader influence through UGC
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Source: Made by us

1.2. E-WOM Typologies

E-WOM can be categorized based on the direction and scale of communication:¹

1.2.1. One-to-one e-WOM

This involves direct communication between two individuals, such as private messages or emails. For example, a customer might share their experience with a product by sending a direct message to a friend.

1.2.2. One-to-Many e-WOM

In this type, an individual shares information with a broader audience. This includes posting product reviews on e-commerce websites or sharing opinions on personal blogs. For instance, a customer might write a detailed review of a recent purchase on Amazon, making it accessible to all potential buyers.

1.2.3. Many-to-Many e-WOM

This form involves multiple individuals engaging in discussions within a community or forum. Online discussion groups, social media platforms, and community forums facilitate such interactions. An example is a thread on Reddit where numerous users discuss their experiences with a particular brand or product.

1.2.4. Many-to-One e-WOM

It occurs when multiple individuals collectively share their feedback, opinions, or complaints about a product, service, or company directed at a single recipient, typically the business or brand. A great example of this is Amazon's marketing strategy, where brands let large numbers of customers write reviews for their products. Think of those star ratings on Amazon, a post getting hundreds of thumbs-up on Facebook, or a website poll. Each opinion contributes to an overall feeling. It's a quick snapshot of the general sentiment towards a product, service, or idea.

¹eWom (Electronic Word of Mouth): Meaning, Types, Example & Theory. Blog[online]. Available at:< nimbuspost.com>. [Accessed on the 25th, of January.2025 at 5:05 PM].

1.3. Dimensions of e-WOM

The dimensions of e-WOM can be categorized into several key aspects that influence consumer behavior and decision-making in digital environments. These dimensions help in understanding how e-WOM operates and its impact on users. The dimensions of e-WOM can be divided into:

1.3.1. Intensity

Intensity refers to the extent to which consumers share information, interact, and exchange opinions on social networking sites. It can be measured using the following indicators:¹

- a. **Frequency of accessing information on social networks:** How often users engage with online content related to a product or service.
- b. **Frequency of interaction between social network users:** The level of discussions, comments, and engagements between users.
- c. **Number of reviews written by users:** The volume of UGC, such as comments and feedback, on social media and review platforms.

1.3.2. Valence (Sentiment of Opinion)

Valence represents the emotional tone of e-WOM, indicating whether the shared opinions are positive, negative, or neutral. It reflects consumer interest in a product, as many buyers rely on the opinions and recommendations of other users. Indicators of valence include:²

- a. **Positive comments from social network users:** Favorable opinions that enhance a brand's reputation.
- b. **Consumer recommendations on social networks:** Suggestions and referrals made by users based on their experiences.
- c. **Negative comments from social network users:** Critical feedback that may discourage potential customers.

1.3.3. Volume

Volume refers to the quantity of e-WOM messages or reviews available about a product or service. It is a crucial factor in assessing online feedback. A high number of recommendations can signal

¹ Ita Nuraeni, Hilda Manoarfa (2022), *The Effect of e-WOM Dimensions on Online Repurchase Intention: Survey on Generation Z (12 to 27 Years Old) of Online Travel Agent Users in Indonesia*, BIRCI-Journal, Vol. 5 No. 4.

² Idem

the popularity of a product and increase the available information, which helps consumers gain better insights into a brand, product, or service.¹

1.3.4. Content Quality

Content quality measures the extent to which the recipient perceives the strength and reliability of the shared message. In online contexts, the strength of a message depends on its nature, which can be either objective or subjective:²

- a. **Objective information:** Factual details such as pricing, product specifications, and features.
- b. **Subjective information:** Personal opinions based on individual experiences and interpretations.

These dimensions collectively shape the effectiveness of e-WOM.

1.4. Online Information Sources and e-WOM Channels

With the rise of the internet and increasing connectivity, the concept of e-WOM emerged and has significantly developed. A study by Hitlin and Rainie (2004) revealed that approximately 26% of internet users in the United States share their opinions online.³ More recently, a survey conducted in March 2022 in the United States found that 80% of respondents believed the internet facilitates sharing their opinions with a broad audience.⁴

This phenomenon occurs across a wide range of online channels, such as blogs, emails, forums, virtual consumer communities, and social networks. With the proliferation of online platforms like social networks, blogs, and discussion forums, information about products and brands has become abundant. The internet has radically changed consumer behavior regarding information search, processing, and purchase decision-making. One of the most notable shifts is the transition from a passive to an active and informed consumer. Through e-WOM activities, customers can share their opinions and experiences with a multitude of other consumers.⁵

¹ *Op.cit Abdennadher Jihene*

² *Idem*

³ *Idem*

⁴ *U.S. adults' opinions on free speech and the Internet 2022. [online]. Available at: <www.statista.com>. [Accessed on the 5th, of February 2025 at 12:28 AM].*

⁵ *Op.cit Abdennadher Jihene (2014)*

1.4.1. Categories of Online Information Sources

The literature identifies two main types of information sources (Schiffman et al., 2008):¹

- Impersonal sources: Include all mass media.
- sources: Represent discussions between two or more consumers.

More specifically, information sources can be classified into three categories:²

- Consumer-dominated sources (interpersonal information).
- Commercial sources (dominated by businesses, such as promotions and advertisements).
- Neutral sources (e.g., magazines, press).

1.4.2. Channels of e-WOM Communication

Interpersonal communication through e-WOM can occur in various contexts. Consumers can post their opinions, comments, and reviews through eight categories of e-WOM messages:³

- Posted comments: Opinions published on websites, including commercial sites specializing in consumer reviews.
- Emails: Customer feedback displayed on company websites.
- Newsgroups: Message lists shared among subscribers.
- Electronic mailing lists: Consumer opinions sent via email to interested parties.
- Personal emails: Messages sent directly between individuals or groups.
- Chatrooms: Real-time conversations on the internet focused on particular topics.
- Instant messaging: Real-time conversations between individuals or groups.
- Online Forums and Communities: Online forums such as Reddit, Quora, and specialized niche communities (e.g., tech forums, and parenting groups) are important channels for e-WOM. These platforms enable users to ask questions, share experiences, and seek recommendations from like-minded individuals.

¹ Schiffman Leonard.G., Kanuk L.L., Hansen H (2008), *Consumer Behavior - An European Outlook*. Essex: Pearson Education Limited

² Idem

³ Schindler R.M., B. Bickart. (2004), *Published word of mouth: Referable, consumer generated information on the internet*. C. Haugtvedt, K.A, Machleit, R.F. Yalch, eds. *Online Consumer Psychology: Understanding and Influencing Customer Behavior in the Virtual World*, Lawrence Erlbaum Associates. Ch.2.

1.4.3. The role of social media in e-WOM

Kaplan and Haenlein define social media as "*a group of internet-based applications built on the ideological and technological foundations of Web 2.0, enabling the creation and exchange of user-generated content.*" Social media serves as a key source for posting e-WOM messages about products, brands, services, or organizations.¹

Social media encompasses various online platforms, including:

- Social networking sites (e.g., Facebook).
- Content sharing and creativity sites (e.g., YouTube)
- Collaborative sites (e.g., Wikipedia).
- Microblogging platforms (e.g., Twitter).

These platforms enable the sharing of visible, real-time, and ubiquitous information. Consumers leverage these new media to share opinions and experiences and build relationships with other users.

1.4.4. Classification of social media

Social media platforms are categorized based on two dimensions:

- Social presence and media richness: The extent to which users can feel the presence of others and the richness of the media used for communication.
- Self-presentation and self-disclosure: The degree to which users reveal themselves and represent their identities.

These dimensions underscore the diversity of social media platforms and their ability to amplify e-WOM communication, making them indispensable in today's interconnected digital landscape.²

1.5. The Role and Importance of e-WOM in the Digital Era

In today's digital landscape, e-WOM plays a crucial role in shaping consumer behavior and brand perception. Below, we examine its key roles and its importance.

1.5.1. The roles of e-WOM

We identify two primary roles of e-WOM:

¹ Op.cit Abdennadher Jihene

² Idem

- a. **Amplifying Consumer Voice and Facilitating Global Communication:** e-WOM empowers consumers by providing a platform to share their experiences, opinions, and recommendations with a global audience. Unlike WOM, which is limited to face-to-face interactions within local networks, e-WOM leverages the internet to reach a vast and diverse audience. This shift has democratized communication, enabling consumers to influence brand narratives and hold companies accountable for their actions. Social media platforms, review websites, and online forums have become key channels for e-WOM, allowing consumers to voice their thoughts in real time and connect with others across the globe. According to Hennig-Thurau et al, e-WOM has redefined interpersonal communication by enabling interactions between individuals who have never met, thereby expanding the reach and impact of consumer opinions.¹
- b. **Driving Purchase Decisions and Shaping Consumer Behavior:** e-WOM plays a pivotal role in influencing consumer purchase decisions. Consumers increasingly rely on online reviews, ratings, and recommendations to evaluate products and services, especially for high-involvement purchases with higher perceived risk. Detailed information from fellow consumers helps reduce uncertainty and guides potential buyers toward informed choices. Research by Cheol Park and Thae Lee highlights that e-WOM recommendations often come from unknown individuals, yet they carry significant weight in shaping consumer attitudes and behaviors. This reliance on e-WOM has made it an essential factor in the consumer decision-making process, often surpassing the influence of traditional advertising and personal selling.²

1.5.2. Importance of e-WOM

Beyond its roles, e-WOM holds great importance in:

- a. **Building Brand Trust and Credibility:** In an era of information overload, consumers often turn to e-WOM as a trusted source of information. Unlike traditional advertising, which is perceived as biased, e-WOM is seen as authentic and unbiased because it comes from fellow consumers. Positive e-WOM significantly enhances brand trust, which in turn fosters customer loyalty. This trust-building role is especially important for new or lesser-known brands seeking to establish themselves in competitive markets. According to Godes and Mayzlin, e-WOM

¹ TAZI M. (2023), *Du WOM à l'eWom : Revue de littérature théorique, International Journal of Management Sciences*, Vol. 6 No. 2.

² *Idem*

provides a vast and accessible reservoir of consumer-generated content that businesses can leverage to build credibility and strengthen their reputation.¹

- b. Enhancing Customer Engagement and Managing Brand Reputation:** e-WOM facilitates two-way communication between brands and consumers, enabling businesses to engage with their audiences in meaningful ways. For example, responding to customer reviews, addressing complaints, and acknowledging positive feedback can strengthen relationships and foster a sense of community. Active engagement with e-WOM not only enhances brand equity but also drives long-term customer loyalty. However, the digital nature of e-WOM also presents challenges, as negative reviews or viral posts can quickly damage a brand's reputation. Tools such as online reputation management software and social media monitoring have become essential for businesses to proactively manage their e-reputation and mitigate potential crises. As noted by Shankar, the global reach of e-WOM makes it a powerful yet unpredictable force that requires careful management.²

To conclude this section, it is clear that e-WOM represents a cornerstone of modern digital communication, seamlessly connecting consumers and businesses in an unprecedented way. Its ability to spread opinions and experiences quickly and widely has made it an invaluable tool for influencing consumer behavior and fostering brand loyalty. By utilizing diverse digital platforms, e-WOM bridges the gap between traditional interpersonal recommendations and the expansive reach of the internet. While its rapid dissemination presents challenges for reputation management, it also offers immense opportunities for businesses to engage with their audiences, build credibility, and gain insights into consumer preferences. As a driving force in the digital landscape, e-WOM will continue to play a vital role in shaping the future of marketing and consumer interaction.

¹ *Ibid*

² *Idem*

Section 2: The User Engagement

In today's digital landscape, user engagement is a key metric for assessing the success of digital platforms, websites, and social media. It reflects the depth and quality of interactions between users and digital services, influencing customer retention, loyalty, and brand advocacy. This section explores the definition, dimensions, and drivers of user engagement, highlighting its cognitive, emotional, and behavioral aspects while identifying the key factors that influence it. It also examines the role of technology in engagement strategies and the challenges organizations face in maintaining high engagement levels. Understanding these elements helps businesses enhance user experience, customer satisfaction, and overall performance.

2.1. Definition of user engagement

Several authors have attempted to define user engagement:

Van Doorn et al. describe engagement as "*customer behaviors that go beyond transactions, and may be specifically defined as a customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers*".¹

O'Brien and Toms define engagement as "a quality of user experience with technology that is characterized by challenge, aesthetic and sensory appeal, feedback, novelty, interactivity, perceived control and time, awareness, motivation, interest, and affect."²

Attfield et al. propose a broad definition of user engagement as "the emotional, cognitive, and behavioral connection that exists, at any point in time and possibly over time, between a user and a resource".³

This definition adopts a broad perspective, encompassing emotional, cognitive, and behavioral dimensions to highlight the holistic nature of user engagement. It suggests aspects that can be measured and analyzed, making it valuable for research and practical applications. Additionally, it accounts for both short-term interactions within a single session and long-term engagement across multiple sessions. User engagement with technology extends beyond isolated interactions; it

¹ Van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P. and Verhoef, P.C. (2010), *Customer engagement behavior: theoretical foundations and research directions*, *Journal of Service Research*, Vol. 13, No. 3.

² O'Brien H. L., Toms E.G (2008), *What is user engagement? A conceptual framework for defining user engagement with technology*, *Journal of the American Society for Information Science and Technology*, Vol. 59 No.6.

³ Attfield S., Kazai G., Lalmas M., Piwowarski B. (2011). *Towards a science of user engagement (position paper)*, *Proceedings of the WSDM Workshop on User Modelling for Web Applications*.

involves the process of forming relationships with digital resources and integrating them into daily life.¹

Based on these perspectives, user engagement can be defined as a multidimensional concept that encompasses cognitive, emotional, and behavioral connections between users and digital platforms. It extends beyond mere interactions, reflecting the depth and quality of user involvement. It also includes participation in e-WOM-related activities, such as initiating and sharing brand reviews, recommendations, and referrals. These activities arise from consumers' co-creation of value, benefiting both themselves and others while enhancing the overall consumer experience.²

Moreover, user engagement has become increasingly significant, as research indicates that it plays a crucial role in driving continuous usage and serves as a key indicator of success for any computer-based information system.³

2.2. Dimensions of user engagement

User engagement is a multidimensional construct that includes various levels of interaction between consumers and brands. It can be divided into three key dimensions: cognitive, affective, and behavioral engagement, each influencing how users connect with and respond to brand experiences.

2.2.1. Cognitive Engagement

Hollebeek et al. define cognitive engagement as "*a consumer's level of brand-related thought processing and elaboration in a specific consumer brand interaction*".

This dimension is influenced by knowledge acquisition and application. Studies suggest a link between cognition and behavior, as knowledge about a brand or product influences engagement.⁴ In marketing, cognitive engagement fosters brand evaluation and connection, impacting attitudes and behaviors. This explains why customers engaging in information-seeking behavior, such as

¹ *Ibid*

² Gvili Y., Levy S. (2018). *Consumer Engagement with eWOM on Social Media: The Role of Social Capital*, *Online Information Review*, Vol. 42, No. 4.

³ Masrek M. N., Razali M. H., Ramli I., & Andromeda T. (2018). "User Engagement and Satisfaction: The Case of Web Digital Library." *International Journal of Engineering & Technology*, Vol. 7, No. 4.15.

⁴ Kanje P., Charles G., Elly T., Mossberg L., & Andersson T. (2020). "Customer engagement and eWOM in tourism." *Journal of Hospitality and Tourism Insights*, Vol. 3, No. 3.

vacationers using tourism-related sites, are likely to exhibit e-WOM behaviors by sharing and searching for relevant content.¹

2.2.2. Affective Engagement

Hollebeek et al describe affective engagement as "*a consumer's degree of positive brand-related affect in a particular consumer/brand interaction*." Emotional connections influence trust, satisfaction, and brand advocacy. Research shows that positive emotions toward a brand WOM recommendations and purchasing behavior.²

Sashi argues that social media interactions build emotional bonds, leading consumers to recommend, defend, and advocate for brands. Furthermore, emotions often predict behavior more strongly than cognitive factors making affectively engaged customers more likely to participate in e-WOM behaviors.³

2.2.3. Behavioral Engagement

Behavioral engagement refers to the time, effort, and actions users invest in brand interactions. It involves proactive behaviors such as liking, sharing, and recommending brands. Studies indicate that brand-related actions, including WOM behaviors, emerge from high engagement levels.⁴

Highly engaged consumers actively promote brands on social media, particularly in industries like tourism, where users frequently share experiences and recommendations. This makes behavioral engagement a key driver of digital word-of-mouth marketing.⁵

2.3. Drivers of User Engagement

User engagement is influenced by several factors that encourage consumers to actively interact with a brand. These factors can be grouped into three main categories: gratification and positive emotions drivers, utilitarian drivers, and social drivers.

¹ Vivek S.D., Beatty S.E., & Morgan R.M. (2012). *Customer engagement: Exploring customer relationships beyond purchase*. Journal of Marketing Theory and Practice, Vol. 20, No. 2.

² Hollebeek L.D., Glynn M.S., & Brodie R.J. (2014). *Consumer brand engagement in social media: Conceptualization, scale development, and validation*. Journal of Interactive Marketing, Vol. 28, No. 2.

³ Sashi C. (2012), *Customer engagement, buyer-seller relationships, and social media*. Management Decision, Vol.50.

⁴ Halaszovich T., Nel J. (2017), *Customer engagement and behavioral brand-related actions: The role of brand commitment and brand identification*, Journal of Business Research, Vol. 79.

⁵ Van Doorn J., Lemon K.N., Mittal V., Nass S., Pick D., Pirner P., & Verhoef P.C. (2010), *Customer engagement behavior: Theoretical foundations and research directions*. Journal of Service Research, Vol. 13, No. 3.

2.3.1. Gratification and Positive Emotions Drivers

These drivers focus on entertainment, enjoyment, and emotional satisfaction, which encourage users to engage with brands:

- a- **Games & Entertainment Content:** Interactive games and engaging content increase user participation.¹
- b- **Sense of Exclusivity:** Exclusive offers, loyalty programs, and very important person (VIP) treatment boost engagement.²
- c- **Brand-Related Events:** Hosting events helps strengthen emotional connections with the brand.³
- d- **Supporting Social Causes:** Brands that align with meaningful causes encourage deeper user involvement.⁴

2.3.2. Utilitarian Drivers

These drivers emphasize practical benefits and usefulness that encourage users to stay engaged:

- a- **Brand-Related Information:** Providing valuable, up-to-date content attracts and retains users.⁵
- b- **Sense of Ownership:** Allowing users to contribute feedback or co-create content enhances engagement.
- c- **Customer Service:** Quick responses and helpful support increase loyalty.
- d- **Rewards & Benefits:** Incentives like discounts, referrals, and giveaways encourage participation.⁶

2.3.3. Social Driver

These drivers revolve around community interactions and peer influence:

¹ Zichermann C., & Liner J. (2012). *Game-Based Marketing: Inspire Customer Loyalty Through Rewards, Challenges, and Contests*. John Wiley & Sons, Inc., Hoboken, NJ

² Mangold W. G., Faulds D. J. (2009). *Social media: The new hybrid element of the promotional mix*. *Business Horizons*, Vol. 52, No. 4.

³ Rohm A., Kaltcheva V. D., Milne G. R. (2013). *A mixed-method approach to examining brand-consumer interactions driven by social media*, *Journal of Research in Interactive Marketing*, Vol. 7, No. 4.

⁴ Van Doorn J., Lemon K. N., Mittal V., Nass S., Pick D., Pirner P., Verhoef P. C. (2010), *Customer engagement behavior: Theoretical foundations and research directions*, *Journal of Service Research*, Vol. 13, No. 3.

⁵ Calder B. J. Malthouse E. C. (2008), *Media Engagement and Advertising Effectiveness*. Kellogg on Advertising and Media, Hoboken, NJ: Wiley.

⁶ Flies S., Nadzeika A., Nesper J. (2012). *Understanding patterns of customer engagement – How companies can gain a surplus from a social phenomenon*, *Journal of Marketing Development and Competitiveness*, Vol. 6, No. 2.

- a- Opinion Leaders & Influencers:** Users trust and engage more when they see recommendations from influencers.¹
- b- Belonging to a Brand Community:** Social groups and shared interests drive engagement.
- c- Social Benefits:** Recognition, status, and credibility within the community strengthen engagement.
- e- Brand-Related Conversations:** Users are more likely to talk about brands when they have meaningful interactions.²
- f- Observing Others Using a Product:** Seeing real users interact with a brand encourages engagement.
- g- Receiving Help from Other Customers:** Peer support and advice foster deeper engagement.³

2.4. The evolution of user engagement through web generations

The evolution of the web has significantly transformed how users interact with digital platforms, shifting from passive content consumption to active participation and intelligent, immersive experiences. The different web generations Web 2.0, Web 3.0, and Web 4.0 each introduced new ways of engaging users, making digital interactions more dynamic and personalized.

2.4.1. Web 2.0: The era of interactive and social engagement

Web 2.0 marked a major shift from static web pages to interactive, user-driven experiences. This era was defined by the rise of social media, blogs, wikis, and collaborative platforms, where users could not only consume content but also create and share it. The key characteristic of this phase was UGC, which transformed engagement from one-way consumption to active participation⁴.

Social networks such as Facebook and Twitter enabled users to interact in real time, while platforms like YouTube and Wikipedia promoted content sharing and collective knowledge-

¹ Muniz Jr., A. M., Schau, H. J. (2011). *How to inspire value-laden collaborative consumer-generated content*. *Business Horizons*, Vol. 54, No. 3.

² Dholakia U. M., Blazevic V., Wiertz C., Algesheimer R. (2009), *Communal service delivery: How customers benefit from participation in firm-hosted virtual P3 communities*, *Journal of Service Research*, Vol. 12, No. 2.

³ Mangold W. G., Faulds D. J. (2009), *Social media: The new hybrid element of the promotional mix*, *Business Horizons*, Vol. 52, No. 4.

⁴Saini K. (2025), *What-is-web-1-0-web-2-0-and-web-3-0-with-their-difference*, article [online]. Available at: <www.simplilearn.com>. [Accessed on the 5th of March 2025 at 12:20 AM].

building. Businesses also leveraged Web 2.0 technologies to engage with consumers, using feedback mechanisms, reviews, and real-time interactions to enhance customer relationships.

2.4.2. Web 3.0: The Personalized and Intelligent Web

Web 3.0, often referred to as the Semantic Web, introduced Artificial Intelligence (AI) driven engagement that enabled smarter, more personalized user experiences. Unlike Web 2.0, which relied on direct user input, Web 3.0 incorporated machine learning, natural language processing, and decentralized technologies (e.g., blockchain) to deliver context-aware interactions ¹.

User engagement became more predictive and data-driven, with platforms understanding user preferences and behaviors to offer personalized content and recommendations. Technologies such as virtual assistants (e.g., Siri, Alexa) and intelligent chatbots became more sophisticated, allowing for seamless and intuitive interactions.

2.4.3. Web 4.0: The Era of Hyper-Connected and Immersive Engagement

Web 4.0 represents the future of user engagement, where human-computer interactions become even more seamless and immersive. This phase is characterized by the integration of AI, augmented reality (AR), virtual reality (VR), and the Internet of Things (IoT) to create highly intelligent digital ecosystems ².

In Web 4.0, users no longer need to actively search for information AI anticipates needs and delivers content proactively. Engagement is driven by real-time, voice-controlled, and immersive experiences, where users can interact with digital environments in ways that mimic the physical world. Smart devices, wearables, and virtual assistants enhance the user experience by providing instant, context-aware interactions.

In conclusion, the evolution of web technologies has continuously reshaped user engagement, making it more interactive, intelligent, and immersive. From basic user participation in Web 2.0 to AI-driven personalization in Web 3.0, and now hyper-connected experiences in Web 4.0, digital interactions are becoming more seamless and intuitive. As technology advances, the relationship between users and digital platforms will continue to evolve, paving the way for even more personalized and automated engagement experiences.

¹ *Ibid*

² Kacper Rafalski, *Understanding Web 4.0: The Future of an Intelligent Internet*, Blog [online]. Available at: < www.netguru.com >. [Accessed on the 5th of March 2025 at 12:41 AM].

2.5. The benefits and challenges of user engagement

User engagement drives customer loyalty and brand growth, but maintaining it presents challenges. This part explores its key benefits and obstacles for businesses.

2.5.1. Benefits of User Engagement

Focusing on user engagement offers numerous advantages for companies aiming to strengthen their relationship with customers and enhance their market presence. Analyzing and optimizing user engagement is essential, as it provides valuable insights into whether a company's messaging and branding strategies are effective. Strong customer engagement often signals that the business is delivering relevant content, successfully reaching its target audience, and offering products or services that meet customer needs.

The benefits of prioritizing user engagement can be outlined as follows:¹

- a. Capturing and Retaining Customer Attention:** In a competitive market, gaining and maintaining a customer's attention is crucial. The level of interest a customer shows in a brand reflected in the time spent interacting with it directly influences business growth. By analyzing and enhancing user engagement, companies can not only attract potential customers but also sustain their interest, ultimately boosting lead generation and sales.
- b. Building Emotional Connections:** User engagement goes beyond transactions it fosters emotional ties between customers and brands. Companies can strengthen these connections by personalizing their offerings whether it's through tailored product recommendations or customized content. For instance, streaming platforms often suggest shows or movies based on user preferences, creating a more personalized experience that keeps users invested in the brand.
- c. Encouraging Repeat Purchases:** High levels of engagement often translate into customer loyalty. When users feel connected to a brand, they are more likely to return for future purchases. This consistent interaction builds a relationship founded on trust and satisfaction, increasing the likelihood of repeat business and long-term customer retention.
- d. Boosting Brand Advocacy:** Loyal customers can also become brand advocates. Their positive experiences may prompt them to recommend the brand to others, either through

¹ Indeed Editorial Team (2024). What Are the Benefits of Focusing on User Engagement? . Available at: < [uk.indeed.com](https://www.indeed.com) >. [Accessed on the 19th of February 2025 at 1:20 PM].

word-of-mouth or via affiliate and influencer marketing. This form of advocacy not only strengthens user engagement but also attracts new customers who seek social proof before committing to a product or service.

- e. **Shortening Sales Cycles:** Another key benefit of user engagement is its potential to reduce sales cycles. When highly engaged, customers develop a stronger interest in the brand, often leading to quicker purchasing decisions. A shorter sales cycle means that companies spend less time and money converting leads into customers, ultimately lowering acquisition costs and boosting overall profitability.

2.5.2. Challenges of User Engagement

According to a study on multi-channel customer engagement, businesses face key challenges:¹

- a. **Multi-Channel Communication:** Ensure message and brand consistency across various channels (social media, email, notifications, etc.) while taking into account customer preferences.
- b. **Customer Knowledge:** Centralize and unify customer data from multiple sources to obtain a global and personalized view.
- c. **Customer Experience & Service:** Maintain a smooth, consistent customer journey across all channels while providing quality support.
- d. **Personalized Content:** Tailor the message to specific customer expectations using data collection and analysis tools.
- e. **Cost and Complexity:** Invest in the tools and resources needed to effectively manage multi-channel engagement, despite budget and organizational constraints.
- f. **Effective Targeting:** Identify the most relevant channels based on consumer profile and behaviour to optimize interactions.
- g. **Adopting the Right Tone:** Develop a discourse that is engaging and focused on customer needs, rather than a purely commercial approach.

So, while user engagement offers numerous advantages, companies must overcome these challenges to create strong customer relationships and sustain market growth.

¹ *L'engagement client multicanal : les 7 principaux défis rencontrés*, Available at: < www.lesaffaires.com >. [Accessed on the 7th of February 2025 at 3:20 PM].

To conclude this section, it is clear that user engagement is a fundamental pillar of digital interaction, shaping the way users connect with brands and digital platforms. Its ability to foster meaningful interactions and long-term relationships has made it a key driver of customer loyalty and brand advocacy.

By leveraging evolving technologies, user engagement has transitioned from passive consumption to personalized, AI-driven, and immersive experiences. While businesses face challenges in maintaining engagement across multiple channels, it also presents vast opportunities to enhance user experience, strengthen brand connections, and drive growth. As digital ecosystems continue to advance, user engagement will remain at the core of effective digital strategies, defining the future of online interactions.

Section 3: The Relationship between e-WOM and user engagement

As online forums and review platforms grow more commonplace, e-WOM has emerged as a major influencer of user behavior. e-WOM directs customer choices, fosters trust, and influences opinions using reviews, ratings, and suggestions. At the same time, user engagement represents the level of interaction, attention, and emotional connection that users have with digital content.

There is certainly a link between e-WOM and user involvement. A meaningful e-WOM can draw users and encourage them to interact, while engaged users are often more willing to share their own experiences and opinions. Exploring this relationship helps businesses and digital platforms find better ways to boost participation, create stronger bonds with their audiences, and deliver more engaging online experiences.

In this section, we will explore the relationship between e-WOM and user engagement, analyzing how they influence each other and impact user behavior.

3.1. The impact of e-WOM Valence on User Engagement

e-WOM has become an essential element in guiding user interactions and influencing behavior in online spaces. Whether positive or negative, e-WOM impacts how users interact with platforms by fostering trust, encouraging participation, and guiding decision-making processes. As highlighted by studies on social networking sites (PubMed, n.d.) and user engagement theories (O'Brien & Toms, 2008), interactions such as likes, shares, and comments are stimulated by the credibility and emotional resonance of online reviews and recommendations. Overall, e-WOM acts as a powerful

social influence mechanism that drives both individual actions and collective dynamics within digital communities.

3.1.1. Positive e-WOM

As online communication becomes increasingly central to consumer behavior, positive e-WOM has become a strong driver of brand image and customer relationships. When users share supportive opinions and experiences online, it not only boosts a brand's credibility but also encourages deeper emotional connections with audiences.

a. Enhancement of Brand Trust through Positive e-WOM

Brand trust refers to the confidence consumers place in a brand's reliability and integrity. Positive e-WOM contributes to this trust by providing authentic, user-generated endorsements that potential customers often find more credible than traditional advertising. A study focusing on the Egyptian market revealed that e-WOM directly influences consumers' purchase intentions and brand trust. The research highlighted that the quality, quantity, and credibility of e-WOM content are crucial in shaping consumer decisions and fostering brand trust.¹

b. Fostering Brand Loyalty through Positive e-WOM

Brand loyalty denotes a consumer's commitment to repurchase and advocate for a brand. Positive e-WOM plays a crucial role in building this loyalty by reinforcing favorable brand perceptions and experiences. Research featured in the *Management and Organizational Studies* journal highlights that positive e-WOM significantly impacts online consumer buying behavior, which is positively associated with customer satisfaction and, subsequently, customer loyalty. This underscores the importance of positive e-WOM in cultivating a loyal customer base²

3.1.2. Negative e-WOM

As online conversations play an increasingly significant role in shaping consumer behavior, negative e-WOM has become a key factor in influencing brand reputation and user engagement. When consumers share their unfavorable experiences or criticisms, it can generate discussions, raise awareness, and challenge brand perceptions. While negative e-WOM presents challenges, it

¹ Ali E., Abouzeid W., Sherif Taher M, (2023). *The impact of electronic word-of-mouth on consumer purchase intention and brand trust in the Egyptian market. MSA-Management Sciences Journal*, vol 2, No 4.

² Velnadar R., Kumaravel S. C., Lathief J. T. A., Jayacyril C. M., Rohit, Olson B. J., Parayitam S. (2024), *Exploring the Influence of Positive-and-Negative Electronic Word of Mouth on Online Consumer Behaviour and Customer Loyalty. Management and Organizational Studies*, Vol 11, No 1.

also provides brands with the chance to address concerns, rebuild trust, and foster deeper connections with their audience.

a. Engagement Through Complaints, Discussions

Negative e-WOM is a significant driver of user engagement, albeit through mechanisms that differ from positive e-WOM. Dissatisfied customers often take to online platforms to express their grievances, creating a dynamic of complaints and discussions. This engagement becomes particularly evident in online communities where users share their negative experiences in response to brand shortcomings.

Research by Beneke et al. (2016) shows that the presence of negative e-WOM can negatively impact brand equity and purchase intentions, with high-quality negative reviews having a more profound effect than lower-quality ones. When users engage with negative feedback, they often seek additional information to evaluate the legitimacy of criticisms, which can amplify the visibility of negative sentiments and damage brand trust.¹

b. Brand Defense: Opportunities in Responding to Negative e-WOM

While negative e-WOM can be detrimental, it also presents opportunities for proactive brand defense. Research by Bhandari and Rodgers (2018) reveals that when brands respond effectively to negative e-WOM, they can mitigate its harmful effects, fostering greater trust and improving purchase intentions. Addressing complaints transparently and showing commitment to resolving issues helps brands rebuild trust and even cultivate a loyal following of customers who appreciate the company's dedication to customer satisfaction.

Further, Zinko et al. (2021) suggest that well-crafted responses to negative reviews such as offering an apology, providing an explanation, and promising corrective action can increase consumer trust and positively influence purchase intentions. Thus, while negative e-WOM can present significant challenges, it provides brands with an opportunity to reinforce their values, enhance customer loyalty, and ultimately improve their reputation.²

¹ Beneke J., de Sousa S., Mbuyu M., Wickham B. (2016), *The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa*, *The International Review of Retail, Distribution and Consumer Research*, vol 26, No2.

² Zinko R., Patrick A., Furner C. P., Gaines S., Kim M. D., Negri M., Orellana E., Torres S. (2021), *Responding to negative electronic word of mouth to improve purchase intention*, *Journal of Theoretical and Applied Electronic Commerce Research*, Vol16, No 6.

3.2. Social Factors Influencing the Impact of e-WOM on User Engagement

The way consumers interact with e-WOM is not only influenced by the content itself but also by the social environment in which it spreads. Various factors, such as the sense of connection within an online community, the perceived credibility of shared information, and the emotional intensity of messages, shape how users engage with e-WOM. These factors determine whether individuals choose to trust, share, or respond to online recommendations, ultimately influencing the effectiveness of e-WOM in shaping consumer decisions.

3.2.1. Social Presence and Community Involvement

Social presence reflects the degree to which users feel connected and engaged in digital interactions. Platforms that foster active participation, such as discussion forums and social media groups, encourage users to interact with e-WOM content more frequently. Research by Herrando, Jiménez-Martínez, and Martín-De Hoyos (2021) suggests that users are more likely to trust and respond to e-WOM when they feel part of an active and engaged online community. The presence of real-time conversations, user interactions, and peer recommendations strengthens this connection and increases engagement with digital WOM.¹

3.2.2. Credibility and Trust in e-WOM Content

Users' willingness to engage with e-WOM is closely linked to how credible and reliable they perceive the information to be. When reviews, recommendations, and discussions originate from trustworthy sources, consumers are more likely to engage with and act upon them. A study by Wu, Yan, and Zhou (2018) found that e-WOM shared on platforms with strong interpersonal connections, such as social media networks, tends to be perceived as more credible than anonymous online reviews. This highlights the importance of trust in determining whether e-WOM messages influence consumer engagement.²

3.2.3. Emotional Intensity and e-WOM Engagement

The emotional impact of e-WOM significantly affects how users interact with it. People are more likely to share and engage with content that triggers strong emotions, whether positive or negative. Song et al. (2021) found that emotionally charged experiences lead to higher engagement with e-

¹ Herrando C., Jiménez-Martínez J., Martín-De Hoyos M. J. (2021). *The mediated effect of social presence on social commerce WOM behavior*. *Information*, vol 12, No12.

² Wu S., Yan Q., Zhou Y. (2018), *The effects of e-WOM platform on perceived credibility and purchase intention*. *Journal of Beijing Institute of Technology (Social Sciences Edition)*, Vol 21, No2.

WOM, as consumers feel compelled to express their opinions and influence others. This explains why highly emotional reviews or discussions tend to spread more rapidly and attract greater interaction.¹

3.3. Measurement Scales of e-WOM and User Engagement

e-WOM and user engagement are critical concepts in understanding consumer behavior in the digital age. Accurately measuring these constructs is essential for gaining insights into how consumers interact with brands and make decisions. Measurement scales for e-WOM and user engagement provide a structured way to assess these factors, helping to capture the dynamics of online interactions and the level of involvement users have with digital platforms.

3.3.1. Measurement scales of user engagement

User engagement is a critical indicator of how consumers interact with digital content and brands. To measure this engagement effectively, several dimensions have been identified, including emotional connection, interaction frequency, and cognitive involvement. The following table outlines the measurement scales for user engagement, providing an organized view of key dimensions, authors, questions, and items. This framework helps in quantifying how users engage with online platforms, websites, and social media content, offering insights into the factors that drive brand loyalty, increase participation, and enhance user satisfaction. By measuring user engagement, businesses and marketers can optimize their digital strategies for improved customer relationships.

Table 2: Presentation of user engagement measurement scales

Dimensions	Authors	Questions	Items
Cognitive Engagement ²	Ni and al. (2020),	Q: To what extent do you agree with the following statements about online opinions and reviews you	01: I carefully read reviews and comments from other users before making a decision.

¹ Song S., Yao X., Wen N. (2021). Social sharing of consumption emotion in electronic word of mouth (eWOM): A cross-media perspective. *Journal of Business Research*, Vol135.

² Ni X., Shao X., Geng Y., Qu R., Niu G., Wang Y. (2020), Development of the Social Media Engagement Scale for Adolescents. *Frontiers in Psychology*, vol.11, No.701.

		read from other users?	02: I pay close attention to the opinions shared by others online. 03: I try to understand the reasoning behind users' Reviews or recommendations.
Affective Engagement¹	Ni and al. (2020),	Q: To what extent do you agree with the following statements about your emotional reactions to online reviews and recommendations?	01: I feel excited when I find positive reviews about a product or service. 02: I feel emotionally affected by negative user comments. 03: Reviews or opinions from others make me feel more confident or hesitant in my decisions.
Behavioral Engagement²	Ni and al. (2020),	Q: To what extent do you agree with the following statements about your actions related to online opinions?	01: I often interact with user reviews by liking or reacting to them. 02: I share helpful reviews or recommendations with others.

¹ *Ibid*

² *Idem*

			03: I leave comments or feedback on other users' opinions or reviews.
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Source: Made by us

3.3.2. Measurement scales of e-WOM

The measurement of e-WOM is essential for understanding its influence on consumer behavior and brand perception. To quantify e-WOM, several dimensions and scales have been developed, focusing on factors such as quality, quantity, valence, and credibility of online reviews, as well as the intention to recommend. These measurement scales can be better understood through a structured overview in the following table, where key dimensions, authors, questions, and items are presented. By examining these scales, researchers can gain valuable insights into how e-WOM affects consumer trust, purchase intentions, and overall engagement with brands.

Table 3: Presentation of e-WOM measurement scales

Dimensions	Authors	Questions	Items
Perceived Quality of e-WOM Messages¹	Erkan and Evans (2016) and Chang et al (2001).	Q: To what extent do you agree with the following statements regarding the quality of online messages and reviews shared by other users?	01: The messages are convincing. 02: The messages are objective. 03: messages are easy to understand. 04: The messages are credible. 05: The messages are clear.

¹ Nechoud Lamia (2019), *Les médias sociaux et le choix d'une destination touristique*, Thèse de doctorat, Ecole supérieure de commerce (ESC) Algérie

Intensity ¹	Goyette et al. (2010).	Q: To what extent do you agree with the following statements regarding your behavior in sharing opinions about products or services online?	01: I often share my opinions about products or services on social media platforms 02: I frequently post reviews or comments about products or services online. 03: I regularly discuss my experiences with products or services in online.
Volume ²	Kim et al. (2018)	Q: To what extent do you agree with the following statements regarding the number of messages you see online about a product or service?	01: I often see many comments and posts about this product/service on social media. 02: This product/service is frequently discussed online. 03: I am exposed to a large volume of online reviews about this product/service.

¹ Goyette Isabelle, et al. (2010) "e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context." *Canadian Journal of Administrative Sciences, Revue Canadienne des Sciences de l'Administration*, vol. 27, no. 1.

² Idem

			<p>04: Many users talk about this product/service on forums, blogs, or social networks.</p> <p>05: I see this product/service mentioned often across different platforms.</p>
Valence ¹	Kim et al. (2018) and Chevalier and Mayzlin (2006).	Q: To what extent do you agree with the following statements regarding the opinions and tone of online messages you have seen?	<p>01: Most online reviews I have read about this product /service are positive.</p> <p>02: The comments about this product /service express favorable opinions.</p> <p>03: The overall tone of online messages about this product /service is supportive.</p> <p>04: I have seen more praise than criticism about this product /service online.</p> <p>05: The majority of users express</p>

¹ *Ibid*

			satisfaction with this product/service.
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Source: Made by us

To conclude, this section has deepened our understanding of how e-WOM interacts with user engagement in the digital environment. We explored how both positive and negative forms of e-WOM can shape user behavior in distinct ways either by fostering trust and advocacy or by triggering critical dialogue and brand responses. Additionally, we considered the influence of social factors that can strengthen or moderate this relationship. Finally, we reviewed the main dimensions and measurement scales used in academic research, which will serve as a basis for the upcoming practical analysis. Together, these insights clarify the key dynamics at play and prepare the ground for further investigation.

In conclusion, this chapter has offered an in-depth theoretical overview of the mechanisms shaping the relationship between e-WOM and user engagement in digital environments. By examining the concept of e-WOM and user engagement, it has emphasized the growing influence of online interactions in shaping consumer attitudes and behaviors. The insights provided highlight how e-WOM contributes to the dynamics of engagement in the digital environment, offering a valuable perspective for both researchers and practitioners. This framework sets the stage for further investigation into how these elements interact within real-world contexts.

Chapter II: Methodological Approach and Analysis of Results

This chapter marks the transition from theory to practice, we begin by introducing Algérie Télécom, the company selected for our study, by looking at its background, its objectives, its missions, and its organizational structure. We then describe the research methodology used, which combines both qualitative and quantitative approaches to better understand how e-WOM influences user engagement. Finally, we present and analyze the findings based on our netnographic study and survey results.

Section 1: Presentation of Algérie Télécom And Research Methodology

This section provides an overview of Algérie Télécom, including its history, missions, and organizational structure. Following this contextual background, the section outlines the methodological framework used to study the impact of e-WOM on user engagement with Idoom Fibre. A mixed-methods approach was adopted, combining netnography for qualitative insights and a structured questionnaire for quantitative analysis.

1.1. Presentation of Algérie Télécom

Algérie Télécom is a state-owned joint-stock company specializing in electronic communication networks and services. Its foundation was established by Law 2001-03, dated August 5, 2000, which restructured the postal and telecommunications sector, particularly by separating postal activities from telecommunications. Additionally, the law endorsed the resolution of the National Council for State Participation (CNPE) on March 1, 2001, which led to the creation of the public economic entity "Algérie Télécom". As a result, Algérie Télécom operates under this legal framework, with the status of a public economic company in the form of a joint-stock company (SPA), and a share capital of 115 billion Dinars. The company was officially registered with the National Commercial Registry on May 11, 2002, under registration number 0280018083.20.¹

¹ Algérie Télécom, Presentation of Algérie Télécom, <https://www.algeriatelecom.dz>, [last accessed] April 4th, 7:24 PM.

Figure 1: Algérie Télécom Logo



Source: <https://www.algeriatelecom.dz/fr/home>

1.1.1. Main missions of Algérie Télécom

Algérie Télécom's main missions are ¹:

- Provide telecommunication services enabling the transport and exchange of voice, written messages, digital data, and audiovisual information
- Develop, operate, and manage public and private telecommunication networks
- Establish, operate, and manage interconnections with all network operators.

1.1.2. Objectives

Algérie Télécom is committed to the field of information and communication technologies with the following goals:²

- Increase the offer of telephone services and facilitate access to telecommunication services for the greatest number of users, particularly in rural and remote areas
- Improve the quality of services offered and the range of services provided, making telecommunication services more competitive
- Develop a reliable national telecommunication network connected to information highways.

1.1.3. Core Values

Algérie Télécom is guided by a set of values that shape the way it operates and interacts with users and partners. These core values include:³

¹ *Ibid*

² *idem*

³ *idem*

- a. **Authenticity:** At the heart of Algérie Télécom's approach is authenticity. The company believes in staying true to its commitments by treating users and partners with respect and acting in line with its values.
- b. **Quality:** Algérie Télécom is committed to delivering reliable, high-quality service. Its dedication to users often speaks louder than words helping the company quietly establish itself as a key player in the satellite telecommunications market.
- c. **Proximity:** Instead of centralizing everything, Algérie Télécom has chosen to be close to its users. By creating regional centers, the company ensures better accessibility and a more responsive presence across the country.
- d. **Flexibility:** In a fast-changing industry, flexibility is essential. This value is deeply rooted in the company's culture and helps it adapt to new challenges. Thanks to its solid financial footing, Algérie Télécom can roll out its strategies while supporting the country's social and economic development

1.1.4. Algérie Télécom's Strategies

The company's strategic objectives are outlined as follows:¹

- Building a strong foundation for growth by effectively deploying both human and material resources to drive major advancements in both technical and commercial sectors.
- Addressing customer needs with comprehensive and efficient solutions.
- Developing and managing satellite telecommunications networks in line with international standards.
- Contributing to economic growth and the well-being of society.
- Providing innovative, cutting-edge services.

1.1.5. Overview of Algérie Télécom's Organizational Chart

Algérie Télécom is structured into Divisions, Central Directorates, and 60 Operational Directorates located across the national territory, including three in Algiers. Each Operational Directorate supervises several Commercial Telecommunication Agencies. (See Appendix 1 for the Figure of Organizational Chart of Algérie Télécom)

The company is also divided into several regional directorates:

- Central Regional Directorate (Algiers)

¹ *Ibid*

- South-East Regional Directorate (Hassi Messaoud)
- South-West Regional Directorate (Béchar)
- Western Regional Directorate (Oran)
- Eastern Regional Directorate (Constantine)

In addition, Algérie Télécom operates through several subsidiaries, including:

- Algérie Télécom Mobile (Mobilis)
- Algérie Télécom Internet (Djaweb)
- Algérie Télécom Satellite (ATS)

1.1.6. Understanding the Organizational Structure

The organizational chart of Algérie Télécom reflects a functional structure centered around the President and Chief Executive Officer (CEO), who oversees the company's strategy and operations.

Several departments report directly to the CEO, including:

- **General Inspection:** ensures compliance and process efficiency
- **Internal Audit Department:** conducts audits for risk and transparency
- **Internal Security Department:** handles internal security and asset protection
- **Legal Affairs Department:** ensures legal and regulatory compliance

a. Support Functions: include:

- **Human Resources Division:** manages recruitment and employee development
- **Finance & Accounting Division:** handles budgeting and financial operations
- **Purchasing, Resources & Assets Division:** manages procurement and assets
- **Reporting & Analysis Unit:** supports decisions through data analysis

b. Commercial and Communication Functions: Commercial, Communication, Marketing Division handles market positioning and communications, while the Interconnection and International Relations Division manages domestic and international partnerships.

c. Information Systems and Digital Infrastructure: manages IT systems and digital transformation

d. Operational Coordination: The Operational Department oversees daily activities, while the Infrastructure and Networks Hub manages the technical departments.

e. Network Infrastructure Division: comprises the Transport Networks Department, which manages data transmission; the Core Network Department, responsible for main

communication systems; and the Access Networks Department, which ensures customer connectivity.

For the purpose of our study, we will focus specifically on the Commercial, Communication, and Marketing Division, with particular attention to the Brand and Communication Directorate.

1.1.7. The Brand and Communication Directorate of Algérie Télécom

The Brand and Communication Directorate is responsible for defining and executing Algérie Télécom's communication strategy. Its core mission is to protect the company's image and reputation, enhance brand visibility, and ensure consistency across all communication efforts. (See Appendix 2 for the Figure of Organizational Chart of the Brand and Communication Department.)

a. Main Missions:

- Build a clear and consistent public identity for Algérie Télécom.
- Highlight the company's civic engagement and contribution to societal development.
- Use digital transformation as a strategic tool to attract and retain customers.
- Actively support the development of the telecom sector and key strategic projects.

b. Organizational Structure: The Directorate consists of five departments, each reporting directly to the Executive Director:

- **Internal Communication Department:** organizes internal events to enhance employee engagement, manages internal information flow, and maintains the company's internal communication platform.
- **Media and Public Relations Department:** builds strong relationships with electronic, print, and broadcast media, manages responses to negative coverage, and ensures effective distribution of official press releases.
- **Events and Sponsorship Department:** represents the company at major events and exhibitions, strengthens its brand image through participation, promotes its products and services, and ensures sponsorships align with stakeholder expectations.
- **Digital Communication Department:** manages the company's website and social media platforms, monitors and protects its online reputation, and promotes products and services through digital marketing.
- **Brand Department:** enhances brand visibility across customer touchpoints, ensures consistency in commercial messaging, and uses marketing materials to reinforce brand identity.

1.1.8. SWOT Analysis of Algérie Télécom

Table 4: Table representing the SWOT analysis of Algérie Télécom

Strengths:	Weaknesses:
<ul style="list-style-type: none">• Company Aspect: extensive experience in telecommunications, significant financial and highly qualified human resources, and partnerships with renowned international companies.• Service Aspect: offers a wide range of services tailored to all market segments, with unmatched connection quality, unlimited availability, and exclusive FTTH service.• Price Aspect: The prices offered are well-calculated and accessible to all segments of society.• Distribution Aspect: The distribution strength lies in a commercial network of over 450 customer service points, an extensive nationwide coverage, and the presence of intermediaries and authorized sales locations.• Communication Aspect: communicates with its external environment through adapted channels and messages. The main communication tools include advertising, sales force, direct marketing, public relations, sponsoring, and patronage.	<ul style="list-style-type: none">• Lack of staff in the digital communication team• Challenges in the deployment of transmission networks• Absence of a crisis communication unit.

Opportunities: <ul style="list-style-type: none">• Partnerships with various public and private organizations• Untapped African market,potential for international expansion• Government projects	Threats: <ul style="list-style-type: none">• The technological evaluations in the IT field surpass those in telecommunications• Strong competition due to the presence of mobile operators offering similar services, particularly in 4G LTE.
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Source: Internal company document

Following this analysis, it can be concluded that rivalry persists in the telecommunications market. Algérie Télécom has defended its monopoly status for a long time, successfully relying on its expertise in the field, its skilled human capital, and, of course, its partnerships with international organizations, which have played a significant role.

Algérie Télécom is present across the entire national territory, offering a range of services tailored to consumer needs with well-calculated prices that are accessible to everyone.

Algérie Télécom communicates with its target audience through various media and non-media channels, such as TV and radio advertising, internet, sales force, direct marketing, public relations, sponsoring, and patronage.

1.2. Research Methodology

This part outlines the mixed-methods approach used to study the influence of e-WOM on user engagement with Algérie Télécom's Idoom Fibre, combining netnography for qualitative insights and a questionnaire for quantitative data, along with a justification of these methods.

1.2.1. Research purpose

As Singh (2019) explains, the research purpose serves as a foundational statement that defines why a study is being conducted and what it seeks to achieve¹. It helps clarify the researcher's focus, whether it is to explore, explain, describe, or resolve a specific issue. According to Hill, Campiglia, Beckingham, and Brandes (1974), the purpose of a study may vary depending on the complexity

¹ Singh S. (2019), *Purpose and Process of Research*, In *Methodological Issues in Management Research: Advances, Challenges, and the Way Ahead*.

and familiarity of the topic, ranging from understanding a new concept to proposing actionable solutions¹

This study explores the impact of e-WOM on user engagement in the Algerian digital context, focusing on Algérie Télécom. Despite the growing role of digital platforms and social media in shaping consumer behavior, there is limited research on how e-WOM impacts engagement in Algeria's telecom sector. With rising internet usage, understanding the effect of UGC such as reviews and comments has become essential.

Adopting an exploratory approach, the study examines how Algérie Télécom utilizes e-WOM to build trust, loyalty, and active user participation. Rather than seeking definitive conclusions, the research aims to uncover useful insights that can guide more effective digital communication strategies in the local market.

1.2.2. Research Method

To better understand the impact of e-WOM on user engagement in the context of Algérie Télécom, this study adopts a mixed-methods approach that combines both qualitative and quantitative research. This dual approach enables a more complete and nuanced exploration of the topic by drawing on the strengths of both methods.

a. Qualitative Method:

Qualitative methods focus on exploring perceptions, attitudes, and meanings behind social phenomena.

Qualitative research can be defined as “*the study of the nature of phenomena*”, containing “*their quality, different manifestations, the context in which they appear or the perspectives from which they can be perceived*”, yet not including “*their range, frequency and place in an objectively determined chain of cause and effect*”². The main objectives of qualitative research are to explore behaviors, motivations, beliefs, and the meanings people attach to their experiences, while also revealing the social, cultural, and environmental contexts shaping these behaviors. Common methods include interviews (structured or unstructured), observation in

¹ Hill R., Campiglia H., Beckingham P., Brandes B. (1974), *ACT, achievement competence training, Humanizing Learning Program, Research for Better Schools, Philadelphia.*

² Philipsen H., & Vernooy-Dassen M. (2004), *Qualitative research: Useful, indispensable and challenging, General Practitioner and Science, Vol. 47, No.10.*

natural settings, focus groups for group discussions, and detailed case studies of individuals or events.¹

In this study, we focus on the netnography as the most suitable approach for the topic. This method was chosen because it enables natural, in-depth analysis of real interactions within online communities. It captures authentic user behavior and diverse perspectives in digital spaces, making it ideal for exploring digital communication and user experience.

Netnography is a naturalistic research method that studies online social groups by analyzing UGC in virtual communities. It is a digital adaptation of ethnography, involving both participant (active engagement with the community) and non-participant (passive monitoring) observation, balancing depth of insight with authenticity.²

Unlike traditional ethnography, it focuses on analyzing posts and comments in dynamic, text-based digital environments, requiring new interpretive methods.³

According to Kozinets, netnography involves four key steps:⁴

- **Entry:** Planning research and selecting relevant active online communities.
 - **Data Collection:** Gathering public textual and visual data ethically, respecting privacy and consent.
 - **Data Analysis and Interpretation:** Using qualitative methods to identify patterns and meanings within digital culture, supported by reflexivity and triangulation.
 - **Validation:** Ensuring credibility through member checks, prolonged data engagement, ethical considerations, and transparent documentation.
- This research applies a netnographic approach to examine the influence of e-WOM on user engagement, particularly through the case of Algérie Télécom and its Idoom Fibre offer. The choice of Algérie Télécom is justified by its leading role in the Algerian telecommunications market and its highly active presence on social media, especially Facebook. Idoom Fibre, as a key product under the Idoom brand, is frequently promoted and discussed online, making it a relevant subject for studying e-WOM.

¹ Denzin N. K., Lincoln Y. S. (2011), *Introduction: The discipline and practice of qualitative research*. In N. K. Denzin & Y. S. Lincoln (Eds.), *The SAGE Handbook of Qualitative Research*, 4th ed., Sage Publications, Thousand Oaks, CA.

² Galan Jean-Pierre, Vernet Eric (2000), *Etudes de marché*, 2nd ed, Vuibert, Paris.

³ Yoan A. (2004), *La netnographie : une nouvelle méthode d'enquête qualitative ? Recherches en Sciences de Gestion*, No 42.

⁴ Kozinets R. V. (2002), *The field behind the screen: Using netnography for marketing research in online communities*, *Journal of Marketing Research*, Vol.39, No.1

- Facebook was selected as the observation platform due to its widespread use in Algeria and the strong activity on the company's official page, which serves as a major channel for brand-user interactions.
- To ensure data authenticity, the study employed non-participant observation, systematically analyzing user comments related to Idoom Fibre without intervening in discussions. This observation took place over two months, from January 1st to February 28th, 2025, a period chosen for its high volume of user activity.
- **The Entry Phase:** The netnographic method was carefully adapted to this context, starting with a clear research question: How does e-WOM influence user engagement with Algérie Télécom's Idoom Fibre service on Facebook? The observation process categorized posts into three content types entertaining, practical, and informative, and assessed e-WOM dimensions (valence, volume, intensity, and perceived quality) along with user engagement indicators (affective, cognitive, and behavioral).
- **The Data Collection phase:** Each Facebook post during the study period was recorded and analyzed based on its content type, user reactions, and the tone and substance of the comments. This structured classification enabled a thematic content analysis that revealed patterns in how different content types and tone, and metrics influence e-WOM and engagement. (See Appendix 3 for the table summarizing the data collected for each month.). The qualitative data collected through non-participant observation were analyzed using thematic content analysis. User comments were categorized based on content type (entertaining, useful, informative), e-WOM indicators, and user engagement dimensions. The findings from this analysis will be detailed in the next section.

b. Quantitative Method:

Quantitative methods involve collecting numerical data to analyze patterns, test hypotheses, and generalize findings.¹ These methods are especially valuable in marketing and social research for measuring opinions, behaviors, and attitudes across a defined population. For this research, the quantitative method was selected to empirically test the proposed hypotheses concerning the impact of e-WOM on user engagement with the Idoom Fibre service by Algérie Télécom. Tools include surveys, structured questionnaires, and experiments.

¹ Creswell J. W. (2014), *Research design: Qualitative, quantitative, and mixed methods approaches*, 5th ed.

The quantitative component of this study is based on the use of a structured questionnaire, designed to gather numerical data on how users perceive e-WOM and how it influences their engagement with Algérie Télécom's Idoom Fibre service. A questionnaire is a standardized data collection tool commonly used in marketing and social research to measure attitudes, opinions, and behaviors across large samples.¹ It was chosen for this study because it enables the testing of relationships between multiple variables particularly the dimensions of e-WOM and user engagement while allowing for statistical validation of the results.

- To reach a broad and digitally active audience, the questionnaire was distributed online via Google Forms, a method aligned with the research topic's digital context. It was shared across various social media platforms particularly targeting users of Algérie Télécom's Idoom Fibre service (See Appendix 4 for the questionnaire content.). A total of 151 valid responses were collected over a one-month data collection period using the convenience sampling method (a non-probability method).
- **Questionnaire Structure:** The questionnaire was composed mainly of closed-ended questions, using 5-point Likert scales ranging from 1 (Strongly disagree) to 5 (Strongly agree). This scale format was chosen for its ability to capture varying degrees of perception, attitude, and behavioral intention, while ensuring consistency and ease of analysis. The questionnaire was structured into the following four main sections:
 - **Socio-demographic Section:** This initial section collected general personal information and included a filter question to ensure that only current Idoom Fibre users could proceed with the questionnaire.
 - **Section on general Information about the Service:** The second section gathered contextual data about the respondent's experience with the Idoom Fibre service and their digital interaction with the brand.
 - **Section on e-WOM Dimensions:** This section assessed participants' exposure to and perceptions of e-WOM regarding the Idoom Fibre service. The four dimensions were measured, each based on validated scales from prior research (For the detailed measurement scales, see page 32 of Section 3 in Chapter 1.)
 - **Section on User Engagement Dimensions:** This section measured the extent of users' engagement with the brand, drawing on the framework proposed by Ni et

¹ Malhotra N. (2010). *Marketing Research: An Applied Orientation*, 6th Ed.

al. (2020). (For the detailed measurement scales, see page 30 of Section 3 in Chapter 1.)

- The data collected from the questionnaire were analyzed using SPSS software. The analysis began with univariate descriptive statistics, primarily through frequency tables, to summarize the distribution of responses for each variable. This provided a clear picture of the respondents' socio-demographic profiles and their perceptions related to the study constructs. To explore the relationships between categorical variables, specifically the dimensions of e-WOM and user engagement a bivariate analysis was conducted using cross-tabulation tables, which allowed for subgroup comparisons. To determine the statistical significance of these relationships, the Chi-square test of independence (χ^2) was applied, helping to assess whether the observed associations were meaningful or occurred by chance. Additionally, the reliability and construct validity of the measurement instruments used in the questionnaire were evaluated to ensure internal consistency and the appropriateness of the variables for further statistical analysis.
- **Validity and Reliability of Measurement Scales:** This part outlines the results of the psychometric evaluation, which includes the internal consistency test using Cronbach's Alpha and the exploratory factor analysis (EFA) using Principal Component Analysis (PCA). According to Evrard, Pras, and Roux, reliability is defined as the ability of an instrument to provide consistent results when applied repeatedly to the same phenomenon.¹ The reliability of the different items used to measure a phenomenon is generally assessed using Cronbach's Alpha, an estimator of internal consistency.² This coefficient measures the degree of interrelation (correlation, covariance) between the items. It is sensitive to the number of items, and a value that is too high may indicate the presence of redundant items with no added value.³ Cronbach developed an effective formula to calculate alpha, a decimal index ranging from 0 to 1. A Cronbach's alpha greater than 0.6 is considered acceptable for exploratory

¹ Evrard Y., Pras B., Roux E. (2009), *Market – Études et recherches en marketing*, 4^e éd. Paris, p.39.

² Cronbach L. J. (1951), *Coefficient alpha and the internal structure of tests*, *Psychometrika*, Vol. 16, No.3.

³ Rossiter J. R. (2002), *La procédure C-OAR-SE pour le développement d'échelles en marketing*, *Revue Internationale de Recherche en Marketing*, Vol.19, No.4.

research, while a value above 0.8 is deemed acceptable for confirmatory research. Thus, the closer the alpha is to 1, the more homogeneous the set of items is.¹

Table 6: The Validity of the Engagement Measurement Scale According to Cronbach's Alpha.

Reliability Statistics	
Cronbach's Alpha	N of Items
,876	9

Table 5: The Validity of the E-wom Measurement Scale According to Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
,886	20

Source: Data extracted from SPSS software.

The results obtained are above the desired threshold (>0.6), indicating that all measurement scales are homogeneous and statistically reliable.

- **Factor Analysis:** It is based on a psychometric statistical approach aimed at structuring the data and measuring unobservable concepts. PCA allows the simultaneous representation of several dimensions using synthetic factors. Its goal is to compress and classify the data by reducing their dimensionality, thereby decreasing the amount of information. As a result, the variables are grouped into a small number of new variables called principal components. These independent factors help summarize all the items of the construct. Moreover, in the context of measurement scales, PCA helps identify the most reliable items to evaluate the construct.²

It is essential to assess the suitability of the data for this method. In this regard, we applied two key tests:³

- **Bartlett's test of sphericity:** This test assesses the hypothesis that the correlation matrix comes from a population of variables that are independent. Rejection of this hypothesis indicates that the data are suitable for factor analysis. It is considered significant if $p < 0.05$.

¹ CHARFI Ahmed Anis (2012), *l'expérience d'immersion en ligne dans les environnements marchands de réalité virtuelle*, thèse de doctorat, université Paris-Dauphine, p281.

² *Idem*

³ *Idem*

- **The KMO test (Kaiser-Meyer-Olkin):** This test allows us to determine whether the data are suitable for factor analysis and whether they are factorable. It is acceptable if $0.05 < \text{KMO} < 1$.

Table 7: Bartlett and KMO Tests

Bartlett's Test of Sphericity Significance	0,000
KMO Index	0,71

Source: Data extracted from SPSS software.

This result indicates that the data are suitable for an exploratory factor analysis:

- Bartlett's test produced a significant result ($p < 0.05$), which means that the observed correlation matrix is significantly different from an identity matrix. This suggests that the variables are correlated with each other, which is a desirable prerequisite for factor analysis.
- The KMO index falls between 0.5 and 1, indicating a good adequacy of the data for factor analysis. A KMO value above 0.5 is generally considered acceptable for conducting factor analysis. This means that the proportion of shared variance among the variables is sufficiently high to perform factor analysis.

The detailed presentation and interpretation of the results including descriptive statistics, bivariate analyses, Chi-square tests, and validation procedures are provided in the section3.

Section 2: Netnographic Data Analysis and Interpretation

As previously outlined, netnography is a qualitative research method based on digital observation, designed to explore behaviors and interactions within online environments. In this section, we begin by presenting the data collected followed by an in-depth analysis of the results of our netnographic investigation, specifically the interactions and UGC related to Algérie Télécom's Facebook page. The analysis aims to highlight key patterns, emotional responses, and forms of engagement, while aligning the findings with the broader research objectives of understanding the impact of e-WOM on user engagement.

2.1. Data Presentation

Each Facebook post published by Algérie Télécom during the selected study period (January and February 2025) was systematically reviewed and classified based on the functional typology of social media content, enabling a nuanced understanding of how the nature of content influences user response and engagement. The classification framework was adapted from social media marketing literature and consisted of the following categories:

- a. Entertaining and Playful Content:** Posts designed to capture attention through amusement or emotion, such as festive greetings, humorous visuals, symbolic or animated videos, and culturally relevant celebrations (e.g., national holidays or international days). These posts often seek to create a light-hearted connection with the audience rather than convey detailed information.
- b. Useful and Practical Content:** Informational posts that provide direct utility to users. These include announcements about current offers or promotions, service availability updates, instructions for using digital services (such as electronic payment, mobile applications, or online subscriptions), and responses to frequently asked questions. This category focuses on enhancing customer convenience and satisfaction.
- c. Informative and Exploratory Content:** Posts aiming to increase users' awareness or knowledge about broader topics. These may include messages about cybersecurity, digital literacy, data protection (e.g., Data Protection Day), company participation in educational or industry events, and updates on technological developments in telecommunications.

For each publication, the following key data points were systematically recorded and analyzed:

- a. Date of Publication:** To track the evolution of communication strategies throughout the month and assess the temporal distribution of content types.
- b. Type and Tone of the Published Content:** Based on the aforementioned categories, and whether the tone was promotional, informative, emotional, humorous, or formal.
- c. User Interaction Metrics:** Quantitative data such as the number of reactions (likes, loves, angry, etc.), comments, and shares, which served as indicators of visibility and virality.
- d. Nature and Tone of User Comments:** A qualitative categorization of the most representative user responses per post, classified as positive (+), negative (-), or constructive/neutral (/). Each comment was also assessed for emotional tone (e.g., appreciative, frustrated, ironic, confused).

e. Electronic Word-of-Mouth (e-WOM) Indicators:

- **Valence:** Overall sentiment expressed by users in their comments (positive, negative, or mixed).
- **Volume:** The number of comments and shares, indicating the level of user participation in spreading or reacting to the content.
- **Intensity:** The emotional strength of user reactions and comments, gauged through word choice, emojis, punctuation, and repetition.
- **Perceived Quality:** The extent to which user feedback is considered relevant and valuable, including whether it provides useful insights, specific suggestions, or detailed experiences.

f. User Engagement Indicators:

- **Affective Engagement:** Emotional responses to content, reflected through emojis, words expressing satisfaction or dissatisfaction, and comments indicating loyalty or frustration.
- **Cognitive Engagement:** Indicators of mental involvement such as questions, detailed feedback, suggestions, or user narratives elaborating on personal experiences.
- **Behavioral Engagement:** Measured by observable actions including likes, shares, comments, and instances where users mentioned they had taken action (e.g., subscribed, visited a store, submitted a complaint).

This systematic categorization provided the foundation for a deeper analysis of how different types of content impact user engagement dynamics and the quality of e-WOM, enabling conclusions about the effectiveness of communication strategies on social media in the context of the Algerian telecom sector.

This table below is an excerpt from the data collected over a 12-day period. (For the complete table summarizing the full data collected for each month, see Appendix 4.)

Table 8: Extract from the Two-Month Netnographic Study Based on 12 Days of User Data

Publication Date	Opinion	Type of Opinion	Tone	Type of Published Content	Social Engagement
2025/01/1	ديرولنا لفبير في بوعرفة ولاية البليدة	/ (fiber installation request)	Hope, Expectation	Entertaining and engaging content Text + video (New Year wishes and	769 reactions, 291 comments, 90 shares.

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				message of continuity)	
2025/01/02	للأسف درت طلب تحويل انترنت فايبر عندو 25 يوم ولحد ساعة المقاول لم يأتي لتركيب كابل الانترنت	- (complaint about a service delay: installation not done after request)	Frustration, Dissatisfaction	Entertaining and engaging content Text + video (New Year's greetings and message for a digital future)	723 reactions, 352 comments, 74 shares
2025/01/03	إنترنت فايبر جد ضعيفة و تقطعات كثيرة	- (complaint regarding the quality of the fiber connection)	Frustration, Dissatisfaction	Entertaining and engaging content Text + image (New Year's greetings and expanding horizons + image)	581 reactions, 282 comments, 45 shares
2025/01/04	متى تحل مشكلتي يا ترى؟ من شهر أوت فايبر مركبة في المنزل دون التمكن من الانترنت	- (complaint about the absence of connection despite installation since August)	Frustration, Despair	Useful and practical content text + image) (Idoom Fiber promotion with a special offer)	587 reactions, 345 comments, 59 shares
2025/01/05	نريد تخفيضات في الأسعار الفايبر لأنها	/ (request to adjust prices to better meet	Hope, Expectation, Concern	Entertaining and engaging content Text + image	471 reactions, 240 comments, 49 shares

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	مرتفعة بالنسبة للمواطنين وشكرا	the capabilities of citizens)		(Opening message for the new year 2025)	
2025/01/06	Il n'y a pas de modem pour la fibre, qui est en rupture de stock et indisponible dans toutes vos agences. Cette publicité est trompeuse	- (complaint about non-compliance with the offer conditions - out of stock)	Anger, Dissatisfaction, Deception	Useful and practical content Text + image (Idoom Fiber promotion with free modem and free month)	565 reactions, 391 comments, 62 shares
2025/01/07	Bravo bonne continuation Algérie Télécom	+(congratulations and encouragement)	Satisfaction, Enthusiasm	Useful and practical content Text + image (Idoom Fiber promotion at 500 DA)	361 reactions, 190 comments, 44 shares
2025/01/08	تطور ملحوظ في خدمة الانترنت Algérie Télécom - إتصالات الجزائر مشكورين على الخدمة والرجاء تغطية كامل	+ (a word of thanks+ request to improve coverage)	Satisfaction + Expectation/Concern	Useful and practical content Text + image (MOOHTARIF Offer)	391 reactions, 170 comments, 96 shares

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	الولايات بخدمة الفيبر لوجود ضعف تدفق في التقنية القديمة				
2025/01/09	ثلاثة شهور و انا نستنى تركيب الفيبر لاحياة لمن تنادي	- (excessive installation delay)	Frustration, exasperation	Useful and practical content Text + image (Idoom Fiber Gamers Offer)	317 reactions, 176 comments, 36 shares
2025/01/10	أربعة أشهر ملي زودونا بالفيبر دون انترنات واكثر من شهرين وانا اتواصل معكم في المنصة و الهاتف لكن دون جدوى ما الحل ؟؟؟	- (complaint about no connection despite installation)	Distress, frustration, loss of patience	Useful and practical content Text + image (Promotions related to electronic payment for Internet subscriptions.)	338 reactions, 143 comments, 64 shares
2025/01/11	شكرا اتصالات الجزائر	+ (a word of thanks)	Satisfaction, recognition	Useful and practical content (Text + image) (Idoom Fibre offer	352 reactions, 332 comments, 50 shares

2025/01/12	شهرين بدون أنترنت رغم ان الفيبر عندو قراية 20 يوم مع توفر المودام رغم كل الشكاوي التي لم تأخذ بعين الإعتبار للأسف الشديد اصبح الزبون يعاني الويلات مع هذه الخدمات	- (dissatisfactio n with the service because of lack of internet connection despite having fiber installed and a modem, and repeated complaints being ignored.	Insatisfaction / frustration	Useful and practical (Text +image Promotion encouraging electronic payment for internet subscriptions, with an incentive of free extra internet days	415 reactions 256 comments 54 shares
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Source: made by us

2.2. Analysis of Collected Data

The qualitative analysis was carried out through a non-participant observation of the official Facebook page of Algérie Télécom over a two-month period (from January 1st to February 28th, 2025).

User comments related to the Idoom Fibre offer were categorized according to a functional typology of content, and coded based on:

- The type of opinion: positive, negative, constructive
- Emotional valence
- Level of social engagement (reactions, comments, shares)

2.2.1. Entertaining and engaging Content

This category includes content such as contests, holiday greetings, and festive visuals. These posts were primarily designed to capture users' attention through visually engaging elements and a light, joyful tone.

a. Types of opinions

- Mostly positive or neutral ($\approx 55\%$): emojis, encouragements, spontaneous participation
- Critical comments ($\approx 30\%$): suspicions about contest transparency
- Constructive comments ($\approx 15\%$): feedback on fairness or winner selection

b. Dominant emotional tone: Joy, humor, enthusiasm, sometimes irony

c. Social engagement:

- Numerous reactions: especially on contests or greetings
- High number of shares, especially for games and festive content
- Many comments, often brief

d. Observed e-WOM:

- Valence: generally positive or neutral
- Volume: high
- Intensity: strong participation and reactions
- Perceived quality: well-designed visuals, clear messages

e. User engagement:

- Affective dominant (positive emotions, joy)
- Behavioral strong (likes, shares, participation)
- Cognitive weak (light, non-reflective content)

2.2.2. Useful and Practical Content

This type of content refers to publications related to subscription processes, promotional offers, and customer service information. It aimed to provide practical guidance, support updates, or highlight service benefits and procedures.

a. Types of opinions

- Mostly negative ($\approx 65\%$): delays, customer service issues, installation problems
- Constructive comments ($\approx 30\%$): suggestions for improvement
- Very few positive comments ($\approx 5\%$): occasional satisfaction after resolution

b. Dominant emotional tone: Frustration, dissatisfaction, demanding tone

c. Social engagement:

- Massive, often lengthy and detailed comments

- Frequent reactions:
- Low share rate

d. Observed e-WOM:

- Valence: strongly negative
- Volume: very high
- Intensity: very strong (repeated complaints, user tagging)
- Perceived quality: medium to low; content often seen as vague

e. User engagement:

- Cognitive: very strong (analysis, comparisons)
- Affective: very strong (anger, fatigue)
- Behavioral: very strong (series of comments, user tagging)

2.2.3. Informative and Exploratory Content

This category encompasses content focused on cybersecurity awareness, technological innovations, and participation in public or industry events. These posts were generally intended to educate or inform the audience about developments related to digital services and the company's strategic actions.

a. Types of opinions

- Constructive comments ($\approx 45\%$): questions, requests for clarification
- Negative comments ($\approx 40\%$): lack of clarity, little connection to real issues
- Positive comments ($\approx 15\%$): gratitude, interest in the topic

b. Dominant emotional tone: Curiosity, distant interest, skepticism

c. Social engagement:

- Fewer reactions than the other two categories
- Comments often more technical and moderate
- Shares are rare

d. Observed e-WOM:

- Valence: mixed
- Volume: moderate
- Intensity: moderate
- Perceived quality: varies depending on clarity

e. User engagement:

- Cognitive: strong (careful reading, questions)
- Affective: moderate (calm or inquisitive tone)
- Behavioral: moderate (limited interaction)

2.3. Synthesis of the Netnographic Analysis:

This qualitative netnographic study, conducted on the official Facebook page of Algérie Télécom and focused on user comments related to the Idoom Fibre offer, enabled the identification of diverse forms of user engagement and public expression across different types of brand content. The classification of content into three functional categories entertaining and playful, useful and practical, and informative and exploratory revealed distinct dynamics of emotional response and engagement behaviors.

Entertaining content, such as holiday greetings and symbolic visuals, generated a predominance of positive or neutral reactions. Users frequently expressed joy and friendliness through emojis and short comments, showing strong affective and behavioral engagement (likes, shares, brief interactions), yet minimal cognitive involvement. For Algérie Télécom, this indicates that such content fosters emotional connection and visibility. However, the absence of deeper interaction suggests a missed opportunity to reinforce brand credibility or stimulate thoughtful dialogue. The company could build on this by integrating subtle informative elements or calls to action that spark reflection or discussion.

Useful and practical content, particularly posts regarding subscriptions, offers, or customer service procedures, provoked high volumes of user engagement mostly negative. Users expressed dissatisfaction with service delivery, delays, and communication, resulting in strong cognitive (problem analysis, demand for clarification), affective (frustration, anger), and behavioral (repeated complaints, tagging) engagement. These results highlight a need for Algérie Télécom to improve clarity, responsiveness, and support mechanisms on its social media, as these content types tend to amplify service dissatisfaction if poorly executed.

Informative and exploratory content, including cybersecurity advice and innovation announcements, received more moderate engagement. Comments were often technical and inquisitive, reflecting thoughtful cognitive engagement, but less emotional intensity and limited behavioral follow-up. This suggests that while such content does interest a portion of the audience,

it could be enhanced with clearer language, relatable examples, or interactive elements to deepen comprehension and boost engagement. Algérie Télécom might consider simplifying messages and linking them to everyday user concerns to increase relevance.

Overall, the study confirms a strong alignment between user behavior and key dimensions of e-WOM namely valence, volume, intensity, and perceived quality as well as the dimensions of user engagement cognitive, affective, behavioral

This coherence between empirical observation and theoretical frameworks supports the relevance of the chosen research model and reveals that different content types serve distinct functions in shaping public perception. For Algérie Télécom, it emphasizes the importance of:

- Maintaining emotional connection through festive content
- Resolving operational pain points highlighted in practical content
- Leveraging educational posts to demonstrate expertise and build trust.

2.3.1. Recommendations Based on Netnographic Findings:

- **Align communication with service realities:** Avoid promoting new offers or services unless the infrastructure and customer support can reliably follow through. The credibility gap is a major source of user frustration.
- **Prioritize operational transparency:** Users consistently asked for clarity regarding installation delays and service coverage. Communicating transparently about challenges can build trust even in difficult situations.
- **Reinforce customer service responsiveness:** Numerous complaints highlighted the difficulty in reaching support teams. Strengthening this channel and responding more proactively to public complaints could reduce negativity and increase user trust.
- **Focus on user-centered informative content:** Technical or exploratory posts should be simplified and tied to users' daily concerns (e.g., how a new technology will improve their connection or security). Avoid generic or abstract posts that appear disconnected from real user experience.
- **Monitor and address recurring frustrations in comments:** Set up a listening and moderation team that actively analyzes comment sections to identify patterns in complaints and address them systematically.

- **Leverage emotional engagement through festive content wisely:** Continue using celebratory content to maintain a positive emotional link with users but do not let it overshadow or replace the need for practical, service-related communication.

In conclusion, the netnographic analysis showed that the type and tone of Algérie Télécom's Facebook content significantly influence the quality of e-WOM and user engagement. Entertaining posts prompted emotional reactions, practical posts sparked critical engagement, and informative posts led to moderate reflection. Overall, the study confirms that e-WOM on social media is a rich and dynamic phenomenon shaped by content type, emotional tone, and relevance.

Section 3 : Questionnaire Data Analysis and Interpretation

This section presents the interpretation of the data collected through the questionnaire shared with Idoom Fibre users. The goal is to examine how the dimensions of e-WOM influence user engagement. We applied descriptive analysis and cross-tabulations with chi-square tests using SPSS to identify key patterns and relationships. These results help us confirm or reject our hypotheses and offer insights for Algérie Télécom.

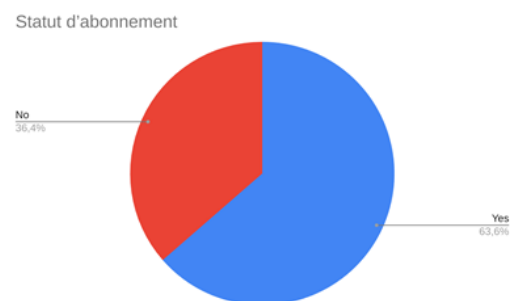
3.1. Descriptive Analysis of Respondent Behavior

This part focuses on understanding the general profile of respondents and their relationship with the Idoom Fibre service.¹

3.1.1. current subscriber of the Idoom fibre

Figure 2: current subscriber of the Idoom fibre

The majority of respondents (63.6%) are currently subscribed to Idoom Fibre, which means that most of the data collected comes from active users of the service. This high proportion is crucial, as it ensures the relevance of the responses concerning e-WOM and engagement: the opinions expressed are based on real and ongoing user experience.



¹ All our survey data, results obtained using Excel software

This high subscription rate can also be explained by Algérie Télécom's dominant position in the broadband market in Algeria. As a public company with a nationwide infrastructure network, Algérie Télécom often enjoys a near-monopoly in several regions. This situation encourages default subscription to its offers but may also result in passive loyalty.

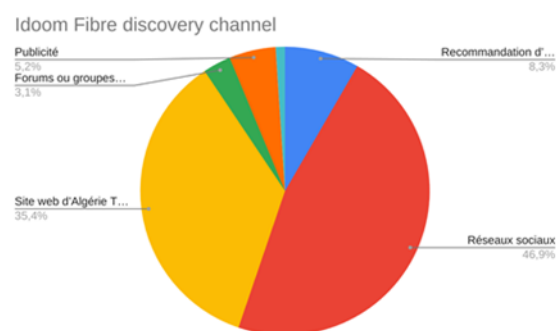
From a strategic perspective, this means the company has a large user base that can be activated to contribute to its online reputation through e-WOM.

3.1.2. Sources of awareness of the Idoom fibre offer

Figure 3: Sources of awareness of the Idoom fibre offer

The predominance of social media (46.9%) as the main channel through which users discover the Idoom Fibre offer reflects the growing importance of digital platforms in the consumer information journey. This is followed by the official Algérie Télécom website (35.4%) and personal recommendations (8.3%). These results highlight

the strategic role of digital channels, particularly social media, in promoting the service. As an interactive and viral medium, social media enables the wide dissemination of marketing messages and user-generated content, reinforcing the impact of e-WOM. The experiences shared by users significantly influence purchasing decisions, emphasizing the need for Algérie Télécom to strengthen its presence on these platforms through authentic, verified, and engaging content to stimulate both interest and interaction.

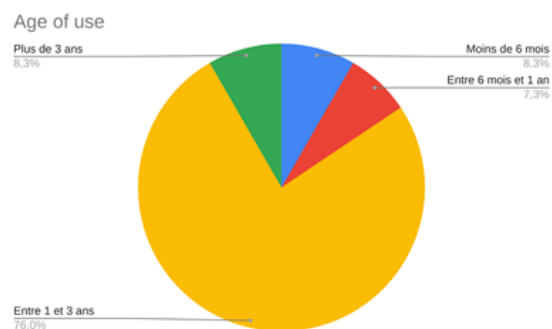


3.1.3. Duration of Idoom fibre usage

Figure 4: Duration of Idoom fibre usage

The fact that 76% of respondents have been using Idoom Fibre for one to three years indicates a relatively established, loyal, and moderately experienced user base.

This long-term usage reflects Algérie Télécom's dominant position in the market as a historical, state-run operator, often perceived as a safe and

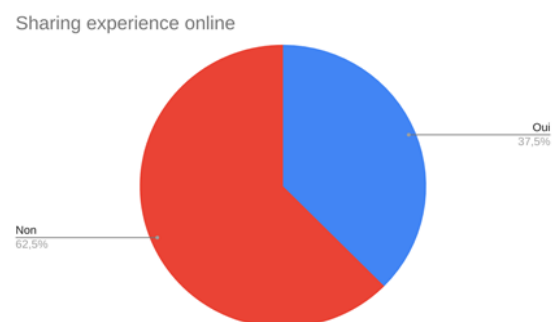


reliable choice, especially in a context with limited alternatives. While this duration suggests a certain level of trust and stability, it may also point to habitual or passive loyalty. Without active engagement such as sharing feedback or interacting with the brand this sustained use might mask a low level of emotional or participative involvement from users.

3.1.4. Sharing Experience with Idoom Fibre Online

Figure 5: Sharing Experience with Idoom Fibre Online

The fact that 62.5% of respondents have never shared their experience with Idoom Fibre online reveals a low level of participation e-WOM, suggesting limited user engagement in digital spaces. This phenomenon may stem from cultural tendencies to avoid public expression, skepticism toward online review platforms, or a simple lack of motivation to share opinions.

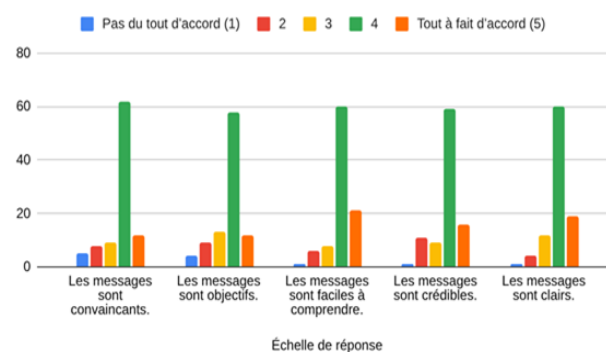


For Algérie Télécom, this points to the presence of a significant segment of "silent users" whose voices remain untapped. Strategically, this underlines the need to implement activation measures such as personalized incentives, simplified sharing tools, or targeted prompts to encourage users to express themselves. Capturing these voices is essential to enhancing online visibility and leveraging the power of peer influence.

3.1.5. E-WOM: Perceived quality of e-WOM messages

Figure 6: E-WOM: Perceived quality of e-WOM messages

Across all statements related to the perceived quality of e-WOM messages, the majority of respondents selected "Agree," indicating that users generally view online messages about Idoom Fibre as clear, credible, and useful. This positive perception plays a key role in building both cognitive and emotional engagement, as



users tend to trust the information they read. For Algérie Télécom, this underscores the strategic importance of promoting structured, honest, and informative testimonials, with an emphasis on

verified and detailed reviews. Enhancing the visibility of such credible content can strengthen user trust and encourage greater interaction with the brand.

3.1.6. E-WOM: Intensity of e-WOM behavior

Figure 7: E-WOM: Intensity of e-WOM behavior

Responses related to the intensity of e-WOM

behavior show a predominance of "Strongly

disagree" and "Neutral" choices across all

statements, indicating that users are generally

not highly engaged in actively sharing or

promoting their experiences with Idoom Fibre

online. Despite regular service usage, this low

level of behavioral engagement suggests that most users consume the service passively without

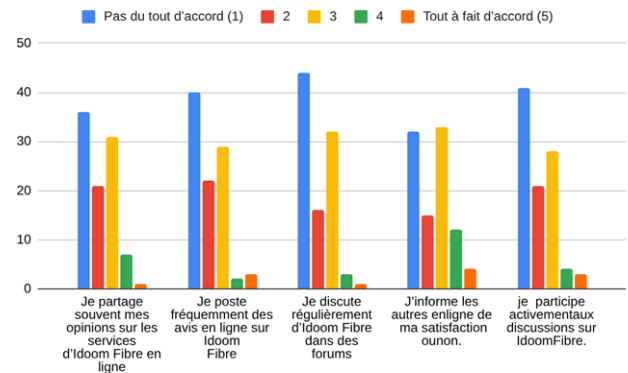
contributing to its digital presence. Possible explanations include a lack of motivation, cultural

tendencies toward discretion, or a perceived low benefit in expressing opinions publicly. To

address this, Algérie Télécom could implement simple, non-intrusive mechanisms such as quick

interaction options or light emotional prompts to encourage users to share their experiences more

actively.



3.1.7. E-WOM: perceived volume of e-WOM

For all statements related to the perceived

volume of e-WOM, respondents predominantly

selected 'Agree,' indicating that users perceive

a considerable amount of online discussions

about Idoom Fibre. The perception of a high

volume of reviews shows that users feel the

service has a strong presence in online

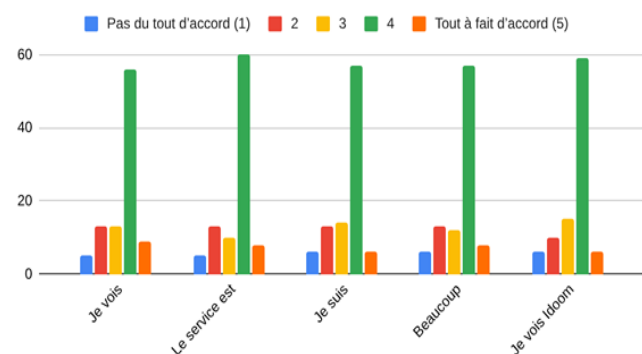
discussions, even if they are not actively participating themselves. This creates a social proof effect:

the more a brand is seen as being talked about, the more it appears popular and trustworthy. This

encourages exploration and engagement. Algérie Télécom can leverage this effect by highlighting

the most relevant or highly rated reviews to amplify this dynamic.

Figure 8: E-WOM: Perceived volume of e-WOM

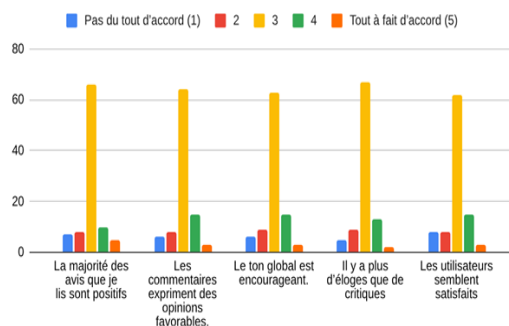


3.1.8. E-WOM: valence of e-WOM messages

Figure 9: E-WOM: valence of e-WOM message

Responses regarding the valence of e-WOM messages are mostly neutral, indicating that users perceive online feedback about Idoom Fibre as neither strongly positive nor negative. This perceived neutrality is generally well received, as it suggests balanced, honest, and non-exaggerated opinions that foster trust. Such a realistic tone enhances credibility and makes the content more

relatable, thereby encouraging user engagement. For Algérie Télécom, it is strategically beneficial to promote the sharing of moderate, authentic reviews that reinforce trust without appearing overly promotional.

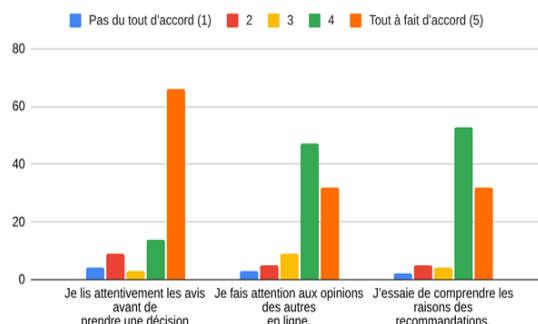


3.1.9. Engagement: Cognitive engagement

Figure 10: Engagement: Cognitive engagement

The strong agreement with statements related to cognitive engagement reflects users' active attention to reviews about Idoom Fiber. They read, process, and critically evaluate these messages, showing genuine intellectual interest.

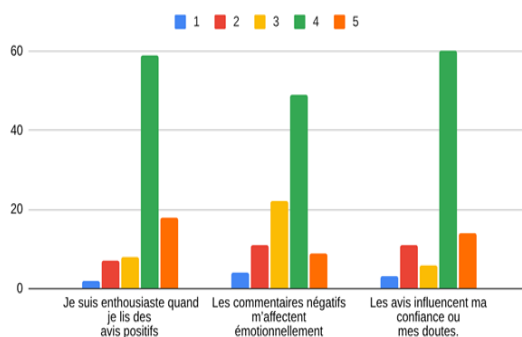
This indicates that e-WOM content is a powerful influence lever in their decision-making process. Algérie Télécom could capitalize on this engagement by producing comparative content, detailed testimonials.



3.1.10. Engagement: Affective engagement

Figure 11 : Engagement : Affective engagement

Most respondents agreed with the affective engagement statements, indicating a positive emotional involvement with e-WOM messages about Idoom Fibre. This agreement reflects that user develop a certain emotional connection with the reviews they read expressed through feelings of trust, enthusiasm, or satisfaction. Such emotional

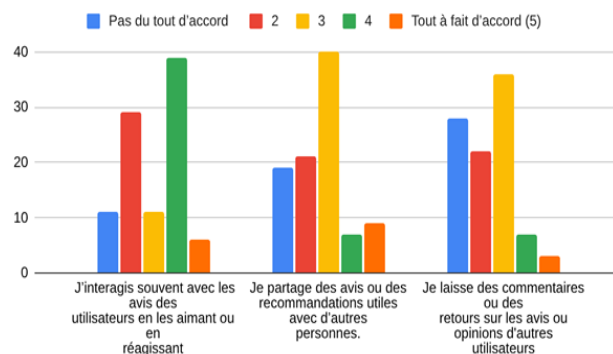


involvement is valuable, as it can foster loyalty behaviors and deepen the user's bond with the brand. To maintain and strengthen this affective dimension, Algérie Télécom could focus on campaigns that highlight real customer experiences and personal stories.

3.1.11. Engagement: Behavioral engagement

Figure 12: Engagement: Behavioral engagement

The moderate level of behavioral engagement shows that even though users are attentive and generally positive, few actually take action (Such as sharing, recommending, or commenting). This inertia may stem from a lack of stimulus, tools, or recognition. It is therefore essential for the brand to transform this latent engagement into concrete actions through clear calls to action, encouragement to recommend, or ambassador programs.



3.2. Cross-tabulation Analysis: e-WOM Dimensions × Engagement (Mean_UE)

This part presents a cross-tabulation analysis to explore the relationship between key e-WOM dimensions and user engagement. One representative item was selected for each e-WOM dimension (we selected the most representative item based on its clarity and significance), while engagement was measured using the average across its three dimensions. The aim is to identify significant patterns and correlations that illustrate how e-WOM influences overall engagement.¹

3.2.1. Perceived Quality (EWOM_Qual4) × User Engagement (Mean_UE)

a. Statistical Results:

Chi-square test: Highly significant ($p = .000$), indicating a strong association between the perceived quality of e-WOM and user engagement.

¹ All the table are developed by ourselves using the SPSS software

Figure 13: Cross Table EWOM_Qual4 × Mean_UE

Tests du khi-carré				Tableau croisé EWOM_Qual4 * Mean_UE													
	Valeur	ddl	Signification asymptotique (bilatérale)	Effectif													
				Mean_UE													
				1	2	2	2	Disagree	2	2	3	3	Neutral	3	3		
khi-carré de Pearson	236,445 ^a	108	,000	EWOM_Qual4 Strongly disagree	0	0	1	0	0	0	0	0	0	0	0	0	0
Rapport de vraisemblance	121,017	108	,185	Disagree	1	0	0	1	2	1	0	3	1	0	0	1	1
Association linéaire par linéaire	30,611	1	,000	Neutral	0	0	0	0	1	0	0	2	0	1	0	0	0
N d'observations valides	95			Agree	0	0	0	0	0	0	1	1	1	0	1	15	
				Strongly agree	0	1	0	0	0	0	0	0	0	0	0	0	1
				Total	1	1	1	1	3	1	1	6	2	1	1	17	

a. 138 cellules (98.6%) ont un effectif théorique inférieur à 5.
L'effectif théorique minimum est de .01.

3	3	4	4	4	4	4	Agree	4	4	4	4	5	5	5	St	i
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
0	0	0	0	0	0	0	0	1	0	0	0	0	0	0		
0	1	1	0	0	1	0	1	0	0	1	0	0	0	0		
2	0	1	1	4	0	23	2	1	2	0	1	1	0	1		
0	0	1	1	1	0	3	4	0	1	0	0	0	1	0		
2	1	3	2	5	1	26	7	2	3	1	1	1	1	1		

b. Key Findings Highest Values:

- **23 cases:** Engagement = « agree » × Quality = « agree »
- **15 cases:** Engagement = « neutral » × Quality = « agree »
- The majority of highly engaged users (23 cases) and a significant number of moderately engaged users (15 cases) perceive the quality of user reviews as high. These reviews are seen as credible, well-structured, and informative, which helps build understanding, trust, and confidence. This perceived clarity encourages users to interact more actively by searching for more details, sharing content, or recommending the service to others.
- This aligns with the Source Credibility Theory in marketing, which states that when a message comes from a trustworthy and knowledgeable source (in this case, other users), it boosts confidence in the brand and facilitates emotional connection.
- This is particularly relevant for services like Idoom Fibre, where users often rely heavily on the experiences of others before making decisions. Credible and informative feedback creates reassurance, which translates directly into higher levels of user engagement.
- Brands should prioritize transparency and credibility in online reviews by showcasing verified reviews, detailed user experiences, and trustworthy feedback sources. These actions help build long-term user trust and support sustained engagement.

c. Key Findings Lowest Values:

- **2 cases:** Engagement = « disagree » × Quality = « disagree »
 - **1 case:** Engagement = « neutral » × Quality = « neutral »
- Reviews perceived as low quality (e.g., vague, unstructured, biased, or lacking credibility) result in near-total disengagement (only 2 cases). Users do not find such content worth reading or interacting with. This reflects a direct relationship between distrust and disengagement: when users don't trust what others are saying, they are also less likely to trust or interact with the brand.
- This highlights the critical role of e-reputation management. Companies must not only encourage positive feedback but also actively monitor and ensure the visibility of high-quality content. Businesses must respond quickly to misleading or low-quality content to preserve trust and avoid losing potential engagement. Trust lost due to misinformation can be hard to recover.
- **On the isolated (neutral/neutral) case:** The lack of engagement here suggests that generic or ambiguous content, even if not overtly negative, fails to capture interest. When users are unsure about the quality, they tend to disengage rather than remain neutral or curious.

3.2.2. Volume (EWOM_Vol1) × Engagement (Mean_UE)

a. Statistical Results:

Chi-square test: Significant result ($p = .000$), indicating a strong association between perceived volume of online reviews and user engagement.

Figure 14: Cross Table EWOM_Vol1 × Mean_UE

Tests du khi-carré				Tableau croisé EWOM_Vol1 * Mean_UE													
	Valeur	ddl	Signification asymptotique (bilatérale)	Effectif													
				Mean_UE													
				1	2	2	2	Disagree	2	2	3	3	Neutral	3	3		
khi-carré de Pearson	208,920 ^a	108	,000	EWOM_Vol1	Strongly disagree	0	0	0	0	0	1	0	0	0	0	1	0
Rapport de vraisemblance	149,021	108	,005	Disagree	1	1	1	0	0	0	0	3	1	0	0	2	
Association linéaire par linéaire	12,936	1	,000	Neutral	0	0	0	1	3	0	1	2	1	1	0	0	
N d'observations valides	95			Agree	0	0	0	0	0	0	0	0	0	0	0	14	
				Strongly agree	0	0	0	0	0	0	0	1	0	0	0	1	
				Total	1	1	1	1	3	1	1	6	2	1	1	17	

a. 138 cellules (98.6%) ont un effectif théorique inférieur à 5.
L'effectif théorique minimum est de .05.

3	3	4	4	4	4	4	Agree	4	4	4	4	5	5	5			
0	0	0	0	0	0	0	3	0	0	0	0	0	0	0			
0	0	0	0	0	1	0	1	0	1	0	0	0	0	0			
0	0	0	0	1	0	1	1	0	0	1	0	0	0	0			
2	1	1	2	3	0	25	1	1	2	0	1	1	0	0			
0	0	2	0	1	0	0	1	1	0	0	0	0	1	0			
2	1	3	2	5	1	26	7	2	3	1	1	1	1	1			

b. Key Findings Highest Values:

- **25 cases:** Engagement = « agree » × Volume = « agree »
- **14 cases:** Engagement = « neutral » × Volume = « agree »
 - A high perceived volume of positive online reviews clearly correlates with the strongest engagement (25 cases), and also contributes to a notable portion of moderate engagement (14 cases). This illustrates the social proof effect: when users see many others sharing similar positive experiences, it reduces perceived risk, builds trust, and encourages active participation such as commenting, sharing, or long-term loyalty.
 - This supports the mere exposure effect: frequent, even passive, exposure to brand-related content increases familiarity and trust, ultimately boosting engagement. In other words, the visibility of abundant feedback helps shape users' perceptions of brand reliability and popularity, prompting them to interact more confidently.
 - Encouraging more UGC, especially reviews, can trigger and sustain engagement loops. Users tend to feel more confident when a product or service appears widely discussed or validated by peers.
 - **Note on Neutral Engagement:** Some users with neutral engagement still recognize the high volume of reviews but do not engage deeply. They may feel overwhelmed, suspicious of “too many” reviews, or simply indifferent. The brand should highlight the most relevant or helpful reviews rather than focusing solely on quantity. Strategies like featuring “Top Helpful Reviews” or “Verified Buyer Feedback” can improve the perceived credibility and relevance of content.

c. Key Findings Lowest Values:

- **2 cases:** Engagement = « neutral » × Volume = « neutral »
- **1 case :** Engagement = « disagree » × Volume = « disagree »
 - A moderate review volume combined with neutral engagement appears ineffective. This suggests that volume alone, without quality or emotional tone, does not strongly influence users.
 - When users disagree with the idea that there's a meaningful volume of reviews, their engagement drops to near zero. This is expected: in the absence of visible content, users find no compelling reason to get involved, leaving them disengaged and passive.

3.2.3. Valence des avis (EWOM_Val1) × Engagement (Mean_UE)

a. Statistical Results:

Chi-square test: Significant result ($p = .000$), suggesting a relationship between valence and engagement.

Figure 15: Cross Table EWOM_Val1 × Mean_UE

Tests du khi-carré				Tableau croisé EWOM_Val1 * Mean_UE													
	Valeur	ddl	Signification asymptotique (bilatérale)	Effectif													
				Mean_UE													
				1	2	2	2	Disagree	2	2	3	3	Neutral	3	3		
khi-carré de Pearson	203,184 ^a	108	,000	EWOM_Val1	Strongly disagree	0	0	1	1	0	0	0	1	0	0	0	0
Rapport de vraisemblance	121,993	108	,169	Disagree	1	1	0	0	1	0	0	2	0	0	0	0	1
Association linéaire par linéaire	8,523	1	,004	Neutral	0	0	0	0	1	1	1	3	2	1	0	14	
N d'observations valides	95			Agree	0	0	0	0	1	0	0	0	0	0	0	0	1
				Strongly agree	0	0	0	0	0	0	0	0	0	0	0	1	1
				Total	1	1	1	1	3	1	1	6	2	1	1	17	

a. 138 cellules (98.6%) ont un effectif théorique inférieur à 5.
L'effectif théorique minimum est de .05.

4	4	4	4	4	4	Agree	4	4	4	4	5	5	5	Strongly agree
0	0	0	0	0	0	4	0	0	0	0	0	0	0	0
0	0	1	0	1	0	0	0	0	0	0	0	0	0	1
3	1	4	0	24	1	2	3	0	1	0	0	0	0	0
0	1	0	1	0	2	0	0	1	0	0	1	0	0	1
0	0	0	0	1	0	0	0	0	0	1	0	1	0	0
3	2	5	1	26	7	2	3	1	1	1	1	1	1	2

b. Key Findings Highest Values:

- **24 cases:** Engagement = « agree » × Valence = « neutral »
- **14 cases:** Engagement = « neutral » × Valence = « neutral »
 - Most of the respondents who are either engaged (“agree”) or moderately engaged (“neutral”) perceive the tone of online reviews as neutral. This neutrality is often associated with objectivity and balance. A review that is neither overly positive nor overly negative is seen as more credible it appears less emotionally biased and more honest. In the context of Idoom Fibre, this suggests that users value measured and realistic feedback, which they interpret as trustworthy and informative. Such balanced reviews are more likely to generate sustained engagement through actions like careful reading, sharing, or commenting because they provide insight without sounding overly promotional or excessively critical.

c. Key Findings Lowest Values:

- **2 cases:** Engagement = « agree » × Valence = « agree »
- **1 case:** Engagement = « disagree » × Valence = « disagree »

- **Very low occurrence for (agree/agree):** Surprisingly, highly positive reviews do not correlate strongly with high engagement. This might indicate that overly positive feedback is perceived as less authentic possibly promotional or biased. Users may view such praise as lacking depth, reducing its impact on engagement.
- **Almost no cases for (disagree/disagree):** Strongly negative reviews are rarely associated with already disengaged users. This suggests that disengaged users do not bother expressing negativity they're simply uninterested. For them, negative opinions may not even be worth the effort of sharing, reflecting a state of complete detachment rather than active dissatisfaction.

3.2.4. Intensity of Speaking Out (EWOM_Int1) × Engagement (Mean_UE)

a. Statistical Results

Chi-square test: shows a significant association between intensity of speaking out and engagement level ($p = .000$).

Figure 16: Cross Table EWOM_int1 × Mean_UE

Tests du khi-carré			
	Valeur	ddl	Signification asymptotique (bilatérale)
khi-carré de Pearson	168,496 ^a	108	,000
Rapport de vraisemblance	128,577	108	,086
Association linéaire par linéaire	5,309	1	,021
N d'observations valides	95		

a. 135 cellules (96.4%) ont un effectif théorique inférieur à 5.
L'effectif théorique minimum est de .01.

Tableau croisé EWOM_int1 * Mean_UE													
Effectif		Mean_UE											
		1	2	2	2	Disagree	2	2	3	3	Neutral	3	3
EWOM_int1	Strongly disagree	1	1	1	0	0	1	0	4	1	0	0	12
	Disagree	0	0	0	0	1	0	0	1	1	1	1	4
	Neutral	0	0	0	1	2	0	1	1	0	0	0	0
	Agree	0	0	0	0	0	0	0	0	0	0	0	0
	Strongly agree	0	0	0	0	0	0	0	0	0	0	0	1
Total		1	1	1	1	3	1	1	6	2	1	1	17

	4	4	4	4	Agree	4	4	4	4	5	5	5	Strongly agree	Total
1	1	2	0	2	5	1	0	1	0	0	0	0	2	38
1	0	3	1	4	1	1	0	0	0	0	0	1	0	21
1	1	0	0	20	1	0	2	0	0	0	0	0	0	30
0	0	0	0	0	0	0	1	0	1	1	1	0	0	5
0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
3	2	5	1	26	7	2	3	1	1	1	1	1	2	95

b. Highest Frequencies (Dominant Profiles)

- **20 cases:** Engagement = « agree » × Intensity = « neutral »
- **12 cases:** Engagement = « neutral » × Intensity = « strongly disagree »
- **Neutral intensity drives the most high engagement (20 cases):** Messages expressed with neutral intensity receive the highest level of approval (20 cases). Opinions shared without excessive emphasis are perceived as more rational and balanced, encouraging calm and information-based engagement rather than emotional reactions.

Why? Highly engaged users tend to express their opinions with moderation (neutral tone). This behavior reflects: A preference for selective advocacy (e.g., sharing opinions only when prompted).and potential privacy concerns or a general lack of motivation to post actively.

- **Strategic implication:** implement “low-effort” sharing tools such as integrating "click-to-share" or quick reactions to lower psychological barriers to public expression.
- **Silent loyalists: neutral engagement + strong refusal to share** (12 cases): In addition, a notable portion of moderately engaged respondents (12 cases with a “neutral” engagement score) strongly disagree with the idea of frequently sharing their opinions. This may reflect a more reserved consumption culture, where users prefer to consume content and services rather than produce or share them.

We also found that a large number of users (39 cases) indicated that they do not intend to share their opinions online about Idoom's services. This is the highest value recorded in the “Strongly Disagree” row for the EWOM_Int1 variable, highlighting a dominant trend of non-participation in e-WOM.

Figure 17: Cross Table sharing * EWOM_int3

Tests du khi-carré			
	Valeur	ddl	Signification asymptotique (bilatérale)
khi-carré de Pearson	45,117 ^a	4	,000
Rapport de vraisemblance	48,279	4	,000
N d'observations valides	95		

a. 4 cellules (40.0%) ont un effectif théorique inférieur à 5.
L'effectif théorique minimum est de .37.

Tableau croisé partage * EWOM_Int3							
Effectif		EWOM_Int3					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
partage	Non	39	13	6	1	1	60
	Oui	4	3	26	2	0	35
Total		43	16	32	3	1	95

Furthermore, when cross-tabulating this data with engagement scores, we observed that 12 of these 39 users report a neutral level of engagement. They do not actively reject Idoom, but they also do not demonstrate strong loyalty or enthusiasm.

This correlation suggests the existence of a passive user segment individuals who use the service but remain silent on public platforms. This “low e-WOM / high consumption” profile

may result from cultural norms, lack of digital habits, or limited emotional connection to the brand.

- **Strategic Implications:** Not all engaged users are vocal. Brands like algérie telecom (Idoom fibre) should develop strategies to activate silent users, such as: Personalized requests for feedback, Gamified prompts to encourage reviews.

c. Lowest Frequencies (Marginal Profiles)

- **2 cases:** Engagement = « neutral » × Intensity = « neutral »
- **1 case:** Engagement = « disagree » × Intensity = « disagree »
- A neutral intensity combined with a neutral level of engagement is very rare in our data. This suggests that measuring intensity alone is not sufficient to explain user engagement. The quality and relevance of the content also play a crucial role. This rare alignment of neutrality indicates that users who neither share nor engage likely: lack an emotional connection to the product or see no personal benefit in participating.
- The weak association between responses of “disagree” on both intensity and engagement shows that users who are reluctant to share are also typically less engaged. This is a coherent finding: a low desire to communicate often goes hand in hand with low involvement. Users who rarely share opinions (low e-WOM intensity) and show low engagement are likely: deeply dissatisfied with the service or naturally passive or indifferent.

3.2. Synthesis

- All four dimensions of e-WOM perceived quality, volume, valence, and intensity have a significant and positive relationship with user engagement on the platform.
- Perceived quality of e-WOM emerges as the most influential factor, with the strongest correlation to engagement, followed by volume and valence. Intensity has the weakest but still statistically significant impact.
- Strategic implication: To boost user engagement, platforms should prioritize high-quality, credible, and informative reviews, along with encouraging a positive yet balanced tone in user feedback.
- Users value quality over quantity they are more likely to engage with content that is reliable, detailed, and trustworthy rather than overly emotional or excessively positive.

- Moderate neutrality in valence and intensity proves more effective than extremes. Neutral tones are often perceived as more objective and authentic, increasing users' trust and willingness to engage.
- Volume creates a "crowd effect": A high number of user opinions boosts perceived credibility and fosters a sense of community, making individuals feel safer and more encouraged to participate.
- Intensity, although the weakest factor, still matters. Emotionally charged content alone does not drive engagement unless it is also supported by substantive quality and clarity.
- Combined effect: All four e-WOM dimensions contribute to a rich, engaging environment that promotes both cognitive engagement (attention, curiosity) and behavioral engagement (sharing, commenting, staying longer on the platform).

3.2.1. Key Takeaways:

- Perceived Quality is the strongest lever: Reviews seen as credible, well-structured, and informative lead to the highest user engagement, reflecting the importance of source credibility in building trust.
- Moderate neutrality is more effective than extremes: Reviews with balanced tone and moderate emotional intensity are perceived as more trustworthy and authentic. This enhances user confidence more than overly emotional or biased content.
- Volume provides strong social proof: A large number of reviews gives users a sense of safety, validation, and popularity of the product or service. This crowd signal encourages them to explore, trust, and engage.
- Low-quality or vague content results in disengagement: A lack of clarity, credibility, or emotional connection in content leads to almost total disengagement. Users ignore such feedback and are unlikely to interact with the platform.

So, the questionnaire analysis confirms a significant link between e-WOM perceptions and user engagement, with perceived quality having the strongest impact. Users respond best to credible and balanced content, while vague or overly promotional messages lead to disengagement. The study also highlights a "silent but loyal" segment whose activation could strengthen Algérie Télécom's digital presence.

To conclude, this chapter successfully bridged the gap between theoretical concepts and empirical investigation, applying both qualitative and quantitative methods to understand the impact of electronic word-of-mouth on user engagement in the context of Algérie Télécom. The netnographic study offered rich insights into how content type and tone shape user reactions and interactions, while the questionnaire analysis quantified the influence of key e-WOM dimensions on engagement.

This research was conducted with the goal of understanding the impact of e-WOM on user engagement in a digital context, specifically in the Algerian telecommunications sector. The central question of our study was: "How does e-WOM influence the level of user engagement on digital platforms?" To answer this, we structured our work into two main chapters that combined both theoretical understanding and practical field investigation.

In the first chapter, we laid out the theoretical foundations of e-WOM and user engagement and explored how these two concepts are interconnected. e-WOM, as a modern evolution of traditional word-of-mouth, has grown into a powerful communication tool due to its public nature, wide reach, and its ability to influence consumer perceptions. It allows users to share opinions, experiences, and recommendations on social media, forums, and review platforms, impacting not only the reputation of a service or brand but also the decisions of potential users. At the same time, user engagement has emerged as a crucial concept, especially in service-based industries. Engagement is no longer limited to simple usage of a product; it involves how users think about, feel toward, and act upon their experiences with a brand. We explored this concept through its three major dimensions: cognitive, affective, and behavioral engagement.

In the second chapter, we applied this theoretical framework to a real-world case study: the Idoom Fibre service offered by Algérie Télécom. To understand the user experience and perception of e-WOM in this context, we adopted a mixed-method approach. First, we conducted a qualitative netnography over a two-month period by closely observing the official Facebook page of Algérie Télécom. Each publication was analyzed based on its tone, function, and user interaction. We examined the emotional responses, comment content, and social engagement metrics to determine how different types of posts entertaining, useful, or informative influenced user engagement and shaped the nature of e-WOM. This analysis provided insights into the patterns of user expression, highlighting frustration in practical content, emotional attachment in festive posts, and curiosity in informative publications.

In parallel, a quantitative survey was conducted to gather structured data directly from Idoom Fibre users. This allowed us to evaluate the correlation between their level of interaction with e-WOM content and their cognitive, affective, and behavioral engagement with the brand.

General Conclusion

The survey results helped confirm or challenge our initial hypotheses, providing measurable evidence to support our observations.

We tested four hypotheses:

- **H1:** Users who frequently interact with e-WOM content demonstrate higher engagement levels was confirmed
- **H2:** A greater volume of e-WOM content increases user engagement was confirmed
- **H3:** High-quality e-WOM (credible, detailed, well-articulated) promotes more engagement was confirmed
- **H4:** Positive e-WOM has a greater impact than negative feedback was partially confirmed
balanced or neutral comments were often seen as more trustworthy and relatable.

Overall, the results show that the most impactful dimension of e-WOM is perceived quality, followed by volume and valence. Behavioral interaction such as sharing or posting was present but did not play as strong a role, suggesting that many users engage passively, reading and reflecting without necessarily expressing themselves.

Based on these findings, we propose several actionable recommendations for Algérie Télécom. Firstly, the company should focus on encouraging the publication of well-structured and trustworthy reviews that future users can rely on. Secondly, it is important to target the large portion of silent users who observe but do not participate. These users could be encouraged through light engagement mechanisms such as small incentives, simplified feedback buttons, or prompts at key moments in the user journey. Thirdly, strengthening the company's presence on social media where most users encounter opinions can help control the narrative and foster stronger emotional bonds. Finally, the netnographic study revealed the importance of aligning communication strategies with service realities, especially in useful content. This means being transparent about delays, showing empathy in responses, and listening actively to recurring complaints. Entertaining posts can continue to maintain emotional connection, while informative content should be clearer and more relevant to user needs.

It's important to acknowledge the limitations of our study. Our research focused solely on one company and one service, which may not reflect broader trends across sectors. Furthermore, the survey was distributed to a limited sample, which may influence the generalizability of the

General Conclusion

findings. Future research could explore the same relationship in other industries such as banking, e-commerce, or education, and consider additional variables like age, digital habits, or user expectations to deepen the analysis.

In conclusion, our research demonstrates that e-WOM is not just a communication phenomenon it is a strategic tool that, when understood and managed effectively, can significantly enhance user engagement. In a digital world where users rely more and more on peer opinions, companies like Algérie Télécom must recognize the power of e-WOM not only as a challenge but also as a powerful ally in building meaningful relationships with their customers.

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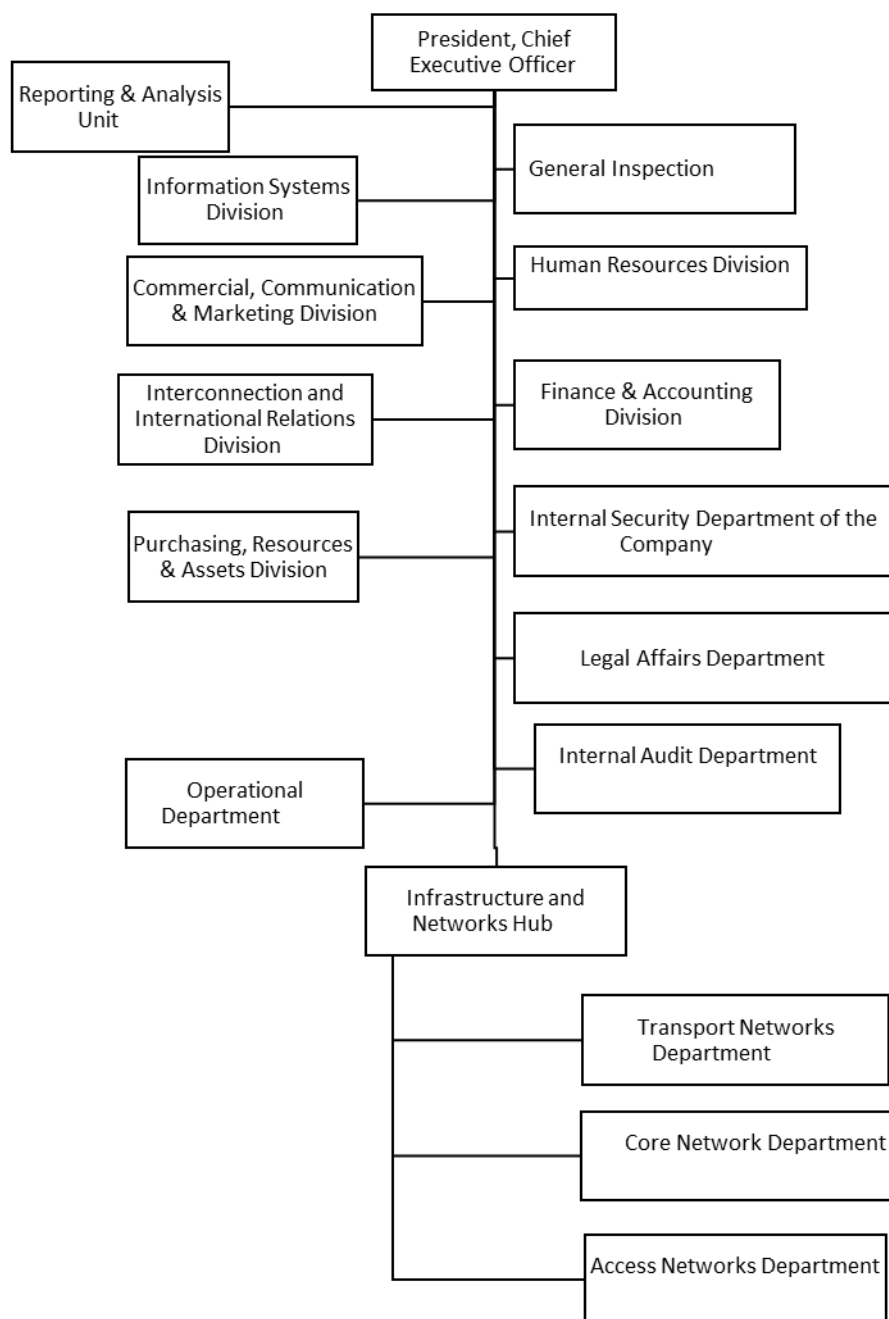
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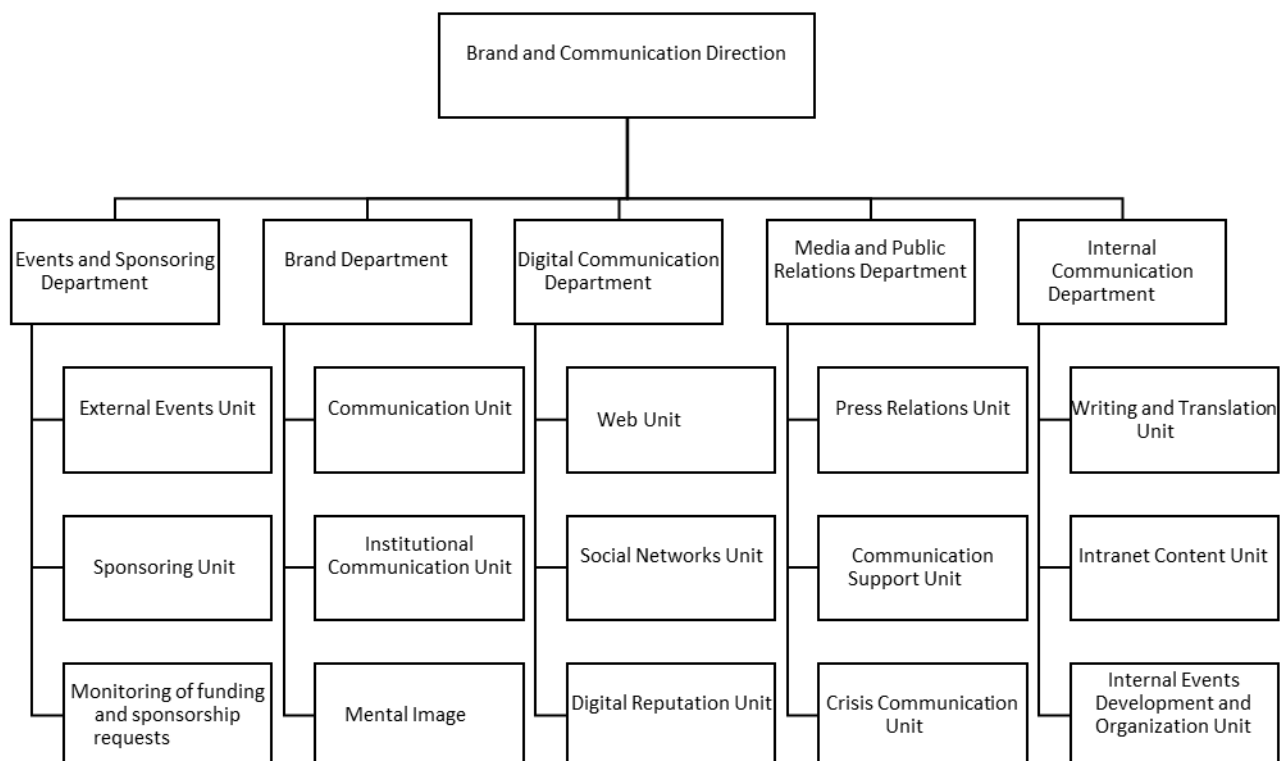
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Appendix

Appendix 1:Organizational Chart of Algérie Télécom



Appendix 2: Organizational Chart of the Brand and Communication Department



Appendix 3: The two-month Netnographic study

Publication Date	Opinion	Type of Opinion	Tone	Type of Published Content	Social Engagement
2025/01/1	ديرولنا لفيبر في بوعرفة ولاية البلدية	/ (fiber installation request)	Hope, Expectation	Entertaining and engaging content Text + video (New Year wishes and message of continuity)	769 reactions, 291 comments, 90 shares.
2025/01/02	للأسف درت طلب تحويل انترنت فيبر عندو 25 يوم ولحد ساعة المقلول لم يأتني لتركيب كابل الانترنت	- (complaint about a service delay: installation not done after request)	Frustration, Dissatisfaction	Entertaining and engaging content Text + video (New Year's greetings and message for a digital future)	723 reactions, 352 comments, 74 shares

Appendix

2025/01/03	إنترنت فايبر جد ضعيفة و تقطعات كثيرة	- (complaint regarding the quality of the fiber connection)	Frustration, Dissatisfaction	Entertaining and engaging content Text + image (New Year's greetings and expanding horizons + image)	581 reactions, 282 comments, 45 shares
2025/01/04	متى تحل مشكلتي يا تري؟ من شهر أوت فايبر مركبة في المنزل دون التمكن من الانترنت	- (complaint about the absence of connection despite installation since August)	Frustration, Despair	Useful and practical content text + image) (Idoom Fiber promotion with a special offer)	587 reactions, 345 comments, 59 shares
2025/01/05	نريد تخفيضات في الأسعار الفايبر لأنها مرتفعة بالنسبة للمواطنين وشكرا	/ (request to adjust prices to better meet the capabilities of citizens)	Hope, Expectation, Concern	Entertaining and engaging content Text + image (Opening message for the new year 2025)	471 reactions, 240 comments, 49 shares

Appendix

2025/01/06	Il n'y a pas de modem pour la fibre, qui est en rupture de stock et indisponible dans toutes vos agences. Cette publicité est trompeuse	- (complaint about non-compliance with the offer conditions - out of stock)	Anger, Dissatisfaction, Deception	Useful and practical content Text + image (Idoom Fiber promotion with free modem and free month)	565 reactions, 391 comments, 62 shares
2025/01/07	Bravo bonne continuation Algérie Télécom	+ (congratulations and encouragement)	Satisfaction, Enthusiasm	Useful and practical content Text + image (Idoom Fiber promotion at 500 DA)	361 reactions, 190 comments, 44 shares
2025/01/08	تطور ملحوظ في خدمة الانترنت Algérie Télécom - إتصالات الجزائر مشكورين على الخدمة والرجاء تغطية كامل الولايات الفيبر لوجود بخدمة ضعف تدفق في التقنية القديمة	/ (a word of thanks+ request to improve coverage)	Satisfaction + Expectation/Concern	Useful and practical content Text + image (MOOHTARI F Offer)	391 reactions, 170 comments, 96 shares

Appendix

2025/01/09	ثلاثة شهور و انا نستنى تركيب الفيبر لاحياة لمن تنادي	- (excessive installation delay)	Frustration, exasperation	Useful and practical content Text + image (Idoom Fiber Gamers Offer)	317 reactions, 176 comments, 36 shares
2025/01/10	أربعة أشهر ملي زودونا بالفيبر دون انترنات واكثر من شهرين وانا اتواصل معكم في المنصة و الهاتف لكن دون جدوى ما الحل ???	- (complaint about no connection despite installation)	Distress, frustration, loss of patience	Useful and practical content Text + image (Promotions related to electronic payment for Internet subscriptions.)	338 reactions, 143 comments, 64 shares
2025/01/11	شكرا اتصالات الجزائر	+ (a word of thanks)	Satisfaction, recognition	Useful and practical content (Text + image) (Idoom Fibre offer	352 reactions, 332 comments, 50 shares

Appendix

2025/01/12	شهرين بدون أنترنت رغم ان الفيبر عندو قرابة 20 يوم مع توفر المودام رغم كل الشكاوي التي لم تأخذ بعين الإعتبار للأسف الشديد اصبح الزبون يعاني الويلات مع هذه الخدمات	-(dissatisfaction with the service because of lack of internet connection despite having fiber installed and a modem, and repeated complaints being ignored.	Insatisfaction / frustration	Useful and practical(Text +image Promotion encouraging electronic payment for internet subscriptions, with an incentive of free extra internet days	415 reactions, 256 comments, 54 shares
2025/01/13	Fibe optique non disponible dans notre quartier à Tlemcen centre ville. La gestion de ce projet est trop longue pourquoi vous laisser tomber le Centre ville.	-(complaint about the inaccessibility of the service and slowness of deployment)	Frustration, reproach, feeling of abandonment	Useful and practical content Text + image (A link to test eligibility for a fiber internet subscription, with an invitation to subscribe if the test is positive.)	347 reactions, 188 comments, 37 shares

Appendix

2025/01/14	Ça fait 3 mois qu'on attend vos fameux Modem fibre mais hélas rien. À chaque fois que je lis vos publications je rends compte que c'est juste de la pure pub	-(complaint about the unavailability of equipment)	Dissatisfaction, disappointment, frustration	Useful and practical content Text + image (a promotional offer for fiber internet at a reduced price, valid until January 20, 2025.)	455 reactions, 248 comments, 47 shares
2025/01/15	إلى متى ونحن ننتظر توصيلنا بخدمة الألياف البصرية	-(complaint related to the connection delay)	Impatience, dissatisfaction	Useful and practical content Text + image (a promotional offer for Idoom Fibre with an attractive price and included benefits.)	505 reactions, 342 comments, 56 shares

Appendix

2025/01/16	للأسف الفاير بعد السادسة مساء تنخفض سرعته إلى الثلث تقريباً	-(complaint about the quality of service in the evening)	Frustrated / disappointed	Useful and practical content Text + image	Reactions: 374 Comments: 229 Shares: 46
2025/01/17	اتصالات الجزائر احسن مؤسسة في الجزائر من حيث الخدمات المقدمة و سرعة الرد على الزبائن	+ (customer satisfaction with the quality of service and responsiveness)	Positive, praiseworthy, satisfied	Useful and practical content Text + image (Special offer for Fiber Internet with a reduced-rate subscription and one month free, with a limited duration.)	400 reactions, 262 comments, 42 shares

Appendix

2025/01/18	اعاني من انقطاع خطي للفيبر اكثر من شهر ونصف ولحد الساعة لم تتم معالجة الامر كل مصلحة تبعثني لمصلحة اخرى والحجة السيستام راني مبلوكي والحلول غائبة اين الاحترافية !! إلى متى؟	(clear complaint about an unresolved outage)	Frustrated, annoyed, disappointed	Useful and practical content Text + image(encouraging to take advantage of a promotional offer before the deadline, with benefits like a free month of internet and a free fiber modem.)"	374 reactions, 216 comments, 63 shares
2025/01/19	Ça fait plus de deux mois, j'ai pas de fibre depuis l'installation ! Et maintenant je suis sans ADSL depuis le 15 janvier ! Vous coupez un service sans procurer une autre alternative, je	-(complaint concerning the cut-off of services and absence of alternative)	Anger, frustration, feeling of abandonment	Useful and practical content Text + image (an offer for fiber internet, including a free modem, a free month of Internet, and no connection fees.)	636 reactions, 272 comments, 41 shares

Appendix

	suis sans connexion !!!!				
2025/01/20	Trop chers et pas de très bonne connexion	-(high prices and poor connection quality)	Frustration, dissatisfaction"	Useful and practical content Text + image (an offer targeted at professionals (doctors, lawyers, small businesses) with services adapted to their needs.)	328 reactions, 88 comments, 63 shares

Appendix

2025/01/21	ضعيفة جدا جدا وتقطعات مستمرة. ألياف بصرية في العقد فقط	-(complaint about the actual quality of the service)	Very frustrated / sarcastic	Useful and practical content Text + image (4G Internet offer, highlighting a subscription with a large amount of data and a long duration, aimed at satisfying the needs of regular users.)	Reactions 806, Comments 499, Shares 67
2025/01/22	لا وجود لحل للمشاكل المتكررة انا أعاني كغيري من عدم توفر مودام فيبيير لأكثر من 9 أشهر مع عدم المصادقية في كل مرة أشتكي يقولون لي المشكل سيحل ولكن لا حل يجب تغيير الأشخاص ولعله ينطلقوا في العمل الجاد وتحسين الجودة	-(complaint about the prolonged unavailability of modems, lack of responsiveness and transparency, high prices)	Negative, frustrated, critical	Useful and practical content Text + image (highlighting the Idoom 4G Internet offer, with an emphasis on the 1000 GB capacity for a duration of 6 months at an	3.9k reactions, 1.4k comments, 266 shares

Appendix

	وانقاص سعر الانترنت الغالي حاليا			advantageous price.)	
2025/01/23	Winta diro la fibre fi Chevrier jaya fi Arzew ?	/ (Request, question)	Neutral to slightly frustrated (tone of waiting)	Useful and practical content Text + image (Announcemen t regarding the possibility of recharging the Idoom 4G subscription via the electronic payment functionality, even without an active internet connection.)	815 reactions, 368 comments, 71 shares

Appendix

2025/01/24	Que de publicités pour une fibre optique dont nous ne voyons que les photos et les images mais absolument rien sur le terrain	-(criticism of the discrepancy between communication and reality on the ground)	Deception, irony, disillusionment	Useful and practical content Text + image (an offer for gamers (gaming), with speeds up to 1.2 Gbps.)	343 reactions, 117 comments, 36 shares
2025/01/25	خدمة لافايبر الحقيقية تقال انها ممتازة و سرعتها ثابتة	+(The user expresses their satisfaction with the quality and stability of the fiber connection.)	Satisfaction, confidence	Useful and practical content Text + Image (highlighting the Idoom 4G offers, adapted to the various needs of users with information to learn more.)	736 reactions, 306 comments, 47 shares

Appendix

2025/01/26	كانت عندي 15 ميغا طلعتها 30 ميغا رحمة ربي تفراج بلا تقطيع والتحميل رهيب شكرا اتصالات الجزائر ونتمنا كل جزائري تلبولو طلباتو ويتمتع كيما كيفي	+(testimony of satisfaction)	Grateful, enthusiastic	Useful and practical content Text + image (an offer to double the internet speed for Idoom Fibre subscribers, with an emphasis on improving the user experience.)	Reactions: 969, Comments: 530, Shares: 81
2025/01/27	عندنا شبكة الألياف البصرية منذ عدة أشهر ولكن اتصالات الجزائر بعين وسارة ليس لديهم مودام الويفي	-(complaint about the unavailability of Wi-Fi modems despite the fiber installation)	Negative, disappointed but factual	Useful and practical content Text + image (My Idoom mobile application, facilitating access to various services such as account tracking, top- up, online	801 reactions, 344 comments, 118 shares

Appendix

				payment, and more.)	
2025/01/28	ديرولنا حل، المودام فيير راكب و مكاش كونيكسيون	-(Claim, complaint)	Negative (frustration and dissatisfaction)	Informative and discovery content (text + video educational visit about digital security)	539 reactions, 68 comments, 53 shares

Appendix

2025/01/29	شهرين والأنترنيت فيبر لا تعمل رغم تقديم مئات الشكاوي واصبحت شكاوي يومية لكن لا حياة لمن تنادي – قسنطينة حي الأمير عبد القادر نهج ب	-(complaint related to an unresolved technical problem despite numerous complaints)	Frustration, powerlessness, annoyance	Informative and discovery content (digital security and best practices) Text + image	391 reactions, 78 comments, 58 shares
2025/01/30	السلام، للاسف رقم 12 اتصلت به أكثر من 20 مرة وحتى بالخلوي ولكن لا ...حياة لمن تنادي لم يتم تفعيل الانترنت فيبر رغم الربط والمودام	-(The author expresses their exasperation following the lack of response despite multiple contact attempts, and the non- functioning of the fiber internet even after the installation of the equipment.)	Frustration, dissatisfaction	Informative and discovery content text + image (Wi-Fi 6 product)	1.1k reactions, 342 comments, 69 shares

Appendix

2025/01/31	<p>الفايبر أصبحت الانترنت قوية و مريحة و لا توجد معانات مشكورين بالتوفيق لكم</p>	<p>+(successful personal experience)</p>	<p>Satisfied / Encouraging</p>	<p>Entertaining and engaging text + image (highlighting a special offer for gamers, with an accent on attractive prices and specific benefits for fiber optic users.)</p>	<p>Reactions: 671 Comments: 275 Shares: 50</p>

Appendix

2025/02/01	السلام عليكم البارحه دفعت رسوم توصيل شبكة فيبر للمنزل ولم يأتو العمال لحتى اليوم، للعلم أقطن بالبويرة حي النسيم	-(service delay)	Frustration, waiting	Useful and practical Text + image (Announcemen t of the migration to Idoom Fibre online)	507 reactions, 205 comments, 49 shares
2025/02/02	On attend depuis décembre 2023 notre installation, nous avons nos contrats et nos modèles depuis décembre 2023. Rien n'a été fait, rien que des promesses, ce n'est pas sérieux.	-(unfulfilled promises)	Frustration, disappointment	Useful and practical Text + image (Announcemen t of the new feature to find the FTTH number)	2.2K reactions, 719 comments, 385 shares

Appendix

2025/02/03	<p>عندي مشكل تاع فيبر تقطع وجيت وشكيت وتقولولي رانا جابين وماجيتوش راني جيت شحال من مره وديتوا رقم ديالي والو جاوبوني واش هو الحل دوك</p>	-(unresolved outages)	Anger, weariness	<p>Informative and discovery content Text + image (Announcement of participation in the ACF 2025 exhibition)</p>	425 reactions, 127 comments, 64 shares
2025/02/04	<p>Suggestion: Faites des offres qui correspondent à la réalité du terrain, par exemple faites des bouquets comprenant une connexion fibre de 1Go symétrique avec access à un VPS en plus d'un hébergement de site et attribution</p>	/(suggestion to improve the offer)	Engagement, encouragement, requirement, hope, respect	<p>Useful and practical Text + image (presentation of the mohtarif offer for professionals)</p>	443 reactions, 143 comments, 90 shares

Appendix

	<p>d'adresse IP unique pour un prix concurrentiel (les offres les plus alléchantes sont à 20 Dollars ou Euros par an). ceci va booster les auto-entrepreneurs et les Startups de la tech spécialement. Pensez aussi à garantir une connexion stable et compensez les clients touchés par des problèmes de connexion.</p> <p>Rien que du respect pour les agents L1 et les superviseurs sur plateau, faites passer le</p>				
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Appendix

	message Barakallahou fikoum!				
2025/02/05	2 mois et pas de fibre ! c'est absurde j'ai fais la migration depuis 2 mois et walou rien en plus vous m'avez couper la ligne téléphonique !	-(delay + line cut-off)	Anger, frustration	Useful and practical Text + image (Renewal offer with Internet bonus)	1k reactions, 1k comments, 134 shares

Appendix

2025/02/06	ركبتو مودام ميمشيش اش الفائدة نتاعو قريب شهر وكل يوم تقولو في أقرب الأجل في أقرب الأجل.....خدمة رديئة جدا من المفروض ركبو المودام أطلق الانترنت مش تركبوه وتخلوه	-(breakdown / activation delay)	Anger, frustration	Informative and discovery content Text + image (Algeria Telecom's participation in the ACF exhibition in Annaba)	414 reactions, 174 comments, 59 shares
2025/02/07	ركبولي فيبر بصر راهي في 3 ايام مجانش واش رحت عند اتصالات جزائر قالولي خاطينا مفهمت والو	(incomplete installation and lack of explanation)	Confusion, annoyance	Useful and practical Text + image (Presentation of the Dr. Web parental control feature)	437 reactions, 240 comments, 95 shares

Appendix

2025/02/08	نحن اصحاب اشترك idoom منذ اسبوعين fibre ونحن ننتظر خدمة mise en service لخطوطنا	-(service activation delay)	Frustration, impatience	Informative and discovery content Text + image (Awareness campaign for safe internet use by children)	295 reactions, 121 comments, 212 shares
2025/02/09	إشتركت في عرض Idoom fibre واستلمت منذ أكثر 6 WiFi مودم من 20 يوم ولم تقم الجهات المعنية بالتوصيل لحد الساعة فما هو عذركم	-(connection delay)	Annoyance, impatience	Informative and discovery content Text + image (Algeria Telecom's participation in the ACF 2025 exhibition in Annaba)	224 reactions, 78 comments, 46 shares

Appendix

2025/02/10	واش راكم تتسناو باش تطلقو انترنت الفابير الخط جيد والمودام راكم من اسبوعين لماذا هذا التأخير على الأقل جاوبو زبائنكم وفهمونا في المشكل	-(activation delay + lack of response)	Frustration, annoyance	Useful and practical Text + image (Presentation of the My Idoom application)	659 reactions, 417 comments, 70 shares
2025/02/11	Veillez continuer les installations de la fibre optique au village Ighil Bouzzal d'AZAZGA	/ (request for extension)	Hope, expectation	Informative and discovery content Text + image (Awareness of internet safety)	326 reactions, 201 comments, 62 shares

Appendix

2025/02/12	<p>بالتوفيق لاتصالات الجزائر في مهمة تعميم خدمة انترنت الألياف البصرية و ألف شكر للمجهودات المبذولة من طرف فرقكم</p>	+(service satisfaction)	Satisfaction, recognition	<p>Useful and practical</p> <p>Text + image (Announcement of the partnership between Algeria Telecom and Djezzy for bill payment)</p>	1.6K reactions, 372 comments, 272 shares
2025/02/13	<p>مودام فيير مركبة عندها 15 يوم كونكسيو مكانش قولتولي 48 ساعة تجي مي مكانش حلونا المشكل</p>	-(no connection after installation)	Anger, frustration	<p>Useful and practical</p> <p>Text + image (Announcement of a link to find your landline number and your customer ID)</p>	878 reactions, 489 comments, 210 shares

Appendix

2025/02/14	مودام فيبر مركب عندو 10 أيام كونكسيون مكاش درنا كلش، لاهياة لمن تنادي حلونا المشكل من فضلكم	-(connection failure despite installation)	Anger, weariness	Useful and practical Text + image (Announcemen t of Idoom Fibre eligibility test)	493 reactions, 327 comments, 53 shares
2025/02/15	ça fait 20 jours que le modem fibre a été installé et toujours le PON instable malgré plusieurs réclamations et toujours pas de retour	-(unresolved technical malfunction)	Dissatisfaction, weariness	Useful and practical Text + image (Announcemen t of the Idoom Fibre 30 Mbps offer at 2200 DA)	1k reactions, 706 comments, 73 shares

Appendix

2025/02/16	<p>درتولنا فيبر لنستمتع بالانترنت فاذا بها اكتشفنا انكم عاقبتونا لمدة 45 يوم بدون انترنت. والخطأ من عندكم. للاسف</p>	-(prolonged outage)	Anger, disappointment	<p>Informative and discovery content</p> <p>Text + video (Announcement of participation in the CTO Forum in Algiers)</p>	145 reactions, 91 comments, 21 shares
2025/02/17	<p>Ça fait un mois que l'installation a été faite mais pas de mise en service, plusieurs réclamations, aucune suite</p>	- (no activation after installation)	Frustration, weariness	<p>Useful and practical</p> <p>Text + image (Presentation of the steps to check eligibility for Idoom Fibre)</p>	554 reactions, 356 comments, 62 shares

Appendix

2025/02/18	<p>Cela fait 19 jours que je ne cesse de signaler un problème de chute importante de débit de ma connexion IDOOM fibre (je suis facturé pour un débit de 240 Mbps et vous ne me délivrez que 48 Mbps au maximum) et, MALGRÉ TOUTES VOS PROMESSES, il n'y a eu, à ce jour, aucune intervention de vos</p>	- (unresolved speed problem)	Anger, dissatisfaction	<p>Informative and discovery content</p> <p>Text + image (Opening of a new Algeria Telecom agency in Souarekh, Tarf province)</p>	1.3 k reactions, 241 comments, 63 shares
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Appendix

	services techniques, ni aucune prise de contact. Si cela n'est pas du mépris pour le client que je suis, c'est quoi donc ?				
2025/02/19	أكثر من 10 أيام ركبنا المودام فيبر و مزال ما طلقونا الانترنت ، و المشكلة قطعولنا القديم ، بقينا بلا انترنت. التسيير صفر	- (service interruption, connection problem)	Frustration, dissatisfaction	Useful and practical Text + image (Presentation of the Idoom Fibre offer and eligibility test)	611 reactions, 499 comments, 58 shares

Appendix

2025/02/20	ربي يبارك في كل الكفاءات النزيهة وفي كل الجهود الطيبة	+ (satisfaction and encouragement)	Gratitude, respect	Informative and discovery content Text + image (Inauguration of the first Skills Center in Sétif)	328 reactions, 130 comments, 57 shares
2025/02/21	من فضلكم عندنا مشكل في الألياف البصرية، تم تركيب كل شي و الانترنت !مكاش	- (lack of service)	Frustration, dissatisfaction	Informative and discovery content Text + image (Announcemen t of the opening of the Skills Center in Sétif)	781 reactions, 187 comments, 177 shares

Appendix

2025/02/22	ركبونا فيبر في لبلاد قسطنطينة وللدرك مطلقوهش مفهمناش علاش تقريب شهر وحنا نشناو	- (prolonged wait for service activation)	Frustration, incomprehension	Useful and practical Text + image (Idoom 4G offer with 1000 GB of internet for 6 months)	1.4K reactions, 794 comments, 94 shares
2025/02/23	أسبوع منذ أن تحصلت على مودام فيبر وإلى الآن لا توجد أنترنت.. !! بعد التقرب إلى الوكالة أخبروني بأن المشكل خارج عن نطاقهم.. !! لماذا وكيف ومتى	- (no connection after installation)	Frustration, incomprehension	Useful and practical Text + image (Promotion for online payment of Idoom Fibre and ADSL/VDSL Internet subscriptions)	904 reactions, 454 comments, 203 shares

Appendix

2025/02/24	الحمد لله اشتغل أخيرا الفاير في حيننا بعد صبر طويل .. الحمد لله شكرا لكم	+ (satisfaction, gratitude)	Relief, joy	Informative and discovery content Text + image (Announcemen t of special Ramadan offers and solidarity initiatives)	665 reactions, 221 comments, 87 shares
2025/02/25	في بلديتنا منذ شهر نوفمبر 2024 تم توصيل شبكة الألياف البصرية في اعمدة و وضع علب عليها في شوارع البلدية ونحن في مع نهاية شهر فيفري 2025 ننتظر توصيل إلى منازل أين هو الخلل	-(delay in commissioning)	Frustration, confusion	Informative and discovery content Text + image (Review of the Ecsel Expo event and Algeria Telecom's presence)	621 reactions, 115 comments, 46 shares

Appendix

2025/02/26	L'installation de la fibre a été terminée le mardi soir mais aucune connexion à ce jour. Et ça fait plus que 10 jours sans internet, sans connexion, sans rien fait le nécessaire !!!! Jusqu'à quand jusqu'à quand !!!	-(connection problem)	Anger, frustration	Useful and practical Text + image (Announcement to check eligibility for Idoom Fibre online)	621 reactions, 370 comments, 50 shares
2025/02/27	Bjr, j'ai fait une demande de basculement vers la fibre depuis le mois d'octobre et à ce jour je n'ai pas eu de retour malgré plusieurs réclamations. Est-ce normal ?	-(lack of response following the request)	Frustration, incomprehension	Informative and discovery content Text + image (Announcement of the "Local Economic Development" award obtained by Algeria Telecom)	645 reactions, 202 comments, 59 shares

Appendix

2025/02/28	رمضان مبارك وكل عام وانتم بخير اخي اطلقونا الانترنت رنا قريب 20 يوم ملي ركبتو الفيبر والانترنت مكانش	-(no connection after installation)	Frustration, impatience	Informative and discovery content Text + image (Ramadan wishes and message of solidarity)	895 reactions, 218 comments, 67 shares
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Appendix 4: Questionnaire

Formulaire d'enquête : L'impact du bouche-à-oreille électronique (e-WOM) sur l'engagement des utilisateurs d'Idoom Fibre

Dans le cadre de la préparation d'un mémoire de fin de cycle en Master E-Business, nous réalisons cette enquête afin d'étudier l'impact du bouche-à-oreille électronique (e-WOM) sur l'engagement des utilisateurs du service Idoom Fibre d'Algérie Télécom. Ce questionnaire vise à comprendre comment les avis, commentaires et recommandations publiés en ligne influencent la perception, la satisfaction et l'implication des abonnés vis-à-vis de la marque.

Les réponses recueillies seront **strictement confidentielles** et utilisées **exclusivement à des fins de recherche académique**. Aucune donnée personnelle ne sera divulguée.

Nous vous remercions de bien vouloir répondre avec **honnêteté et objectivité**, car votre contribution est essentielle à la réussite de cette étude.

Merci pour votre temps et votre précieuse collaboration.

* Indique une question obligatoire

Veillez sélectionner la langue dans laquelle vous souhaitez répondre à ce questionnaire *

☐ Français

☐ العربية

Formulaire d'enquête : L'impact du bouche-à-oreille électronique (e-WOM) sur l'engagement des utilisateurs d'Idoom Fibre

* Indique une question obligatoire

Informations générales sur Algérie Télécom – Idoom Fibre

Comment avez-vous connu l'offre Idoom Fibre ? : *

☐ Recommandation d'un proche

☐ Réseaux sociaux

☐ Site web d'Algérie Télécom

☐ Forums ou groupes en ligne

☐ Publicité

☐ Autre : _____

Depuis combien de temps utilisez-vous Idoom Fibre ? : *

☐ Moins de 6 mois

☐ 6 mois à 1 an

☐ 1 à 3 ans

☐ Plus de 3 ans

Avez-vous déjà partagé votre expérience avec Idoom Fibre sur Internet ? : *

☐ Oui

☐ Non

Appendix

Échelle de mesure du e-WOM (Word-of-mouth électronique)

(Évaluez chaque affirmation de 1 à 5 : 1 = Pas du tout d'accord, 5 = Tout à fait d'accord)

Qualité perçue des messages e-WOM :

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes concernant la qualité des messages et avis en ligne partagés par d'autres utilisateurs ?

	1=Pas du tout d'accord,	2	3	4	5= Tout à fait d'accord
Les messages sont convaincants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les messages sont objectifs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les messages sont faciles à comprendre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les messages sont crédibles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les messages sont clairs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Volume perçu :

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes concernant le nombre de messages que vous voyez en ligne à propos d'Idoom fibre ?

	1=Pas du tout d'accord,	2	3	4	5= Tout à fait d'accord
Je vois souvent beaucoup de commentaires et publications sur Idoom Fibre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le service est fréquemment discuté en ligne.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je suis exposé(e) à beaucoup d'avis sur Idoom Fibre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beaucoup d'utilisateurs parlent d'Idoom Fibre sur des forums, des blogs ou des réseaux sociaux.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je vois Idoom Fibre mentionné sur plusieurs plateformes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Intensité du comportement e-WOM :

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes concernant votre comportement de partage d'opinions sur Idoom fibre en ligne ?

	1=Pas du tout d'accord,	2	3	4	5= Tout à fait d'accord
Je partage souvent mes opinions sur les services d'Idoom Fibre en ligne.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je poste fréquemment des avis en ligne sur Idoom Fibre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je discute régulièrement d'Idoom Fibre dans des forums.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'informe les autres en ligne de ma satisfaction ou non.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je participe activement aux discussions sur Idoom Fibre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Valence (tonalité des messages) :

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes concernant les opinions et le ton des messages en ligne que vous avez vus ?

	1=Pas du tout d'accord,	2	3	4	5= Tout à fait d'accord
La majorité des avis que je lis sont positifs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les commentaires expriment des opinions favorables.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le ton global est encourageant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Il y a plus d'éloges que de critiques.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les utilisateurs semblent satisfaits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Retour

Suivant

Effacer le formulaire

Appendix

Échelle de mesure de l'engagement utilisateur

(Évaluez chaque affirmation de 1 à 5 : 1 = Pas du tout d'accord, 5 = Tout à fait d'accord)

Engagement cognitif :

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes à propos des avis et opinions en ligne que vous lisez d'autres utilisateurs ?

	1=Pas du tout d'accord,	2	3	4	5= Tout à fait d'accord
Je lis attentivement les avis avant de prendre une décision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je fais attention aux opinions des autres en ligne.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'essaie de comprendre les raisons des recommandations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Engagement affectif :

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes à propos de vos réactions émotionnelles face aux avis et recommandations en ligne ?

	1=Pas du tout d'accord,	2	3	4	5= Tout à fait d'accord
Je suis enthousiaste quand je lis des avis positifs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les commentaires négatifs m'affectent émotionnellement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les avis influencent ma confiance ou mes doutes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Engagement comportemental

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes à propos de vos actions liées aux opinions en ligne ?

	1=Pas du tout d'accord,	2	3	4	5= Tout à fait d'accord
J'interagis souvent avec les avis des utilisateurs en les aimant ou en réagissant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je partage des avis ou des recommandations utiles avec d'autres personnes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je laisse des commentaires ou des retours sur les avis ou opinions d'autres utilisateurs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Retour

Envoyer

Effacer le formulaire

