

Digital Branding and Online Reputation Enhancement in An Algerian Enterprise A Case Study of Condor Electronics

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Abstract:

With intensified competition in domestic and global markets, branding and online reputation have become strategic intangible assets. Brand identity shapes consumer positioning and competitive differentiation, while online reputation reflects platform-mediated trust and engagement. This study aims to analyze Condor Electronics' digital branding strategies and their role in strengthening its online reputation. It applies a descriptive-analytical, case-study design and examines 2,847 digital posts. The findings indicate that Condor's digital strategy is effective in consolidating brand strength.

Keywords: digital branding; online reputation; digital communication; Condor Electronics.

1. Introduction

Over the last two decades, commercial exchange and organizational communication have been reshaped at a structural level. Digital technologies are no longer peripheral tools; they increasingly function as drivers of economic growth and institutional change¹. In this setting, digital branding and online reputation become high-stakes assets. They can affect how an enterprise is perceived, how it competes, and, in some cases, whether it endures in a market that keeps shifting.

For firms in developing contexts, particularly across North Africa, the situation is more complex. There is pressure to follow global technological trajectories while still maintaining local identity and culturally specific positioning. Algeria, in this regard, has been experiencing a gradual but noticeable expansion of ICT adoption; internet access is estimated at 74% of the total population².

1.1. Significance and Rationale

This study derives its significance from a set of complementary angles that, together, provide a coherent basis for a nuanced understanding of digital branding in the Algerian context:

First, it responds to a persistent gap in Arabic-language scholarship on how Maghrebi economic enterprises operationalize digital marketing strategies in practice, beyond generic discussions. Second, it presents a concrete, examined case of an Algerian company that moved from predominantly traditional methods to more advanced digital strategies.

¹ Shams, R., & Chatterjee, S. (2024). "Developing brand identity and sales strategy in the digital era: Moderating role of consumer belief in brand", *Journal of Business Research*, Vol. 165, p:15.

² National Observatory of Telecommunications. (2024). *Report on the digital situation in Algeria* (p. 23). Publications of the Ministry of Post and Telecommunications, Algeria.

Third, it focuses on a strategic domain within the Algerian economy, namely electronics and mobile phones.

1.2. Research Problem and Questions

The core research problem is organized around the following question: How did Condor Electronics mobilize digital branding strategies to enhance its online reputation and consolidate its competitive position in the Algerian and regional market?

From this central question, a set of subsidiary questions follows:

1. What are the key components of Condor's digital branding strategy?
2. How did this strategy develop across different historical phases of the company's growth?
3. What digital tools and channels were used to build and stabilize the company's online presence?
4. How can the impact of digital strategies on online reputation be assessed or measured?
5. What constraints and challenges did Condor encounter during its shift toward digital transformation?

1.3. Research Objectives

- To analyze and interpret Condor Electronics' digital branding strategies and evaluate their effects on the company's online reputation.
- To describe and analyze the historical development of Condor's digital strategy.
- To identify internal and external determinants that supported the effectiveness of these strategies.
- To assess the performance of the digital tools and channels adopted by the firm.
- To examine the influence of digital strategies on commercial performance indicators.
- To propose operational recommendations for other Algerian enterprises.

1.4. Research Hypotheses

Drawing on the theoretical literature and prior studies, the study advances the following hypotheses:

Main hypothesis: The digital branding strategies implemented by Condor Electronics have a positive effect on strengthening its online reputation and competitive position.

Sub-hypotheses :

- There is a positive, statistically significant relationship between the quality of locally produced digital content and the level of engagement with the brand.
- Diversifying digital platforms positively affects the brand's reach across wider segments of the target audience.
- Responsiveness to customer inquiries on digital platforms contributes to improved indicators of trust and brand loyalty.
- Emphasizing interactive and educational content positively contributes to the development of the firm's online reputation.

2. Theoretical Framework

2.1. Branding Theories in the Digital Age

2.1.1. The Evolution of the Branding Concept

The concept of branding has undergone continuous development, reflecting fundamental shifts in business environments and technology. In traditional scholarship, a brand was primarily defined as a

symbol or sign that distinguishes the products of a given enterprise from those of competitors³. This classical definition, while historically significant, has become increasingly limited under contemporary technological conditions.

In the digital era, branding has expanded into a more complex and inclusive construct. Digital branding is defined as “the totality of interactions and experiences that customers obtain through digital platforms and electronic channels, including websites, social media, mobile applications, and other interactive platforms.”⁴

2.1.2. The Importance of Branding in Economic Enterprises

Branding may be understood as a set of symbols and signifying cues that differentiate an enterprise’s products or services, enable consumer recognition, and contribute to the formation of a positive mental image among target audiences.

It is also treated as a key intangible asset that supports consumer loyalty, increases market share, strengthens the enterprise’s market value, and differentiates products within competitive settings.

In the Algerian context, branding becomes even more salient for enterprises seeking local and international distinction, since firms often face difficulties in communicating product value in the presence of foreign brands with long-established experience.

2.1.3. Foundational Theories of Digital Branding

- **Digital corporate identity theory:** This approach stresses the need to develop a coherent and consistent identity across all digital customer touchpoints⁵. It centers on aligning messages, values, and visual representations across platforms.
- **Integrated customer experience theory:** This perspective emphasizes building a seamless and coherent customer experience across all digital interaction points⁶. It moves beyond a narrow marketing definition to include every moment of contact between the customer and the brand.

2.2. The Concept of Online Reputation and Its Dimensions

2.2.1. Theoretical Grounding of Online Reputation

Online reputation is defined as “the general impression that consumers form about an enterprise or a specific brand within the digital environment, shaped through their direct and indirect engagement with the enterprise’s digital content and with other users’ opinions.”⁷

Online reputation has several distinctive characteristics:

- **Speed and diffusion:** information can circulate immediately through social networks.
- **Durability and digital memory:** information remains accessible and visible for long periods.
- **Interactivity and participation:** users can react to content and add their own evaluations.

2.2.2. Dimensions and Components of Online Reputation

³ Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press, P: 22.

⁴ France, S. L., Davcik, N. S., & Kazandjian, B. J. (2025). "Digital brand equity: The concept, antecedents, measurement, and future development", *Journal of Business Research*, Vol. 178, p: 118.

⁵ Aaker, D. A., & Joachimsthaler, E. (2000). *Brand Leadership*. New York: Free Press, P:44.

⁶ Kotler, P., & Keller, K. L. (2022). *Marketing Management*. 16th Edition, Pearson, P :241.

⁷ Fombrun, C., & Van Riel, C. (2004). *Fame and Fortune: How Successful Companies Build Winning Reputations*. New Jersey: Prentice Hall, P :95.

- **Cognitive dimension:** the information and knowledge consumers hold about the enterprise and its products⁸.
- **Affective dimension:** the feelings and emotional responses the brand elicits among consumers.⁹
- **Behavioral dimension:** consumers' intentions and actual behaviors toward the brand.

2.3. Digital Communication and Social Interaction Theories

2.3.1. Social Media Theory in Marketing

Social media marketing theory explains how these platforms influence consumer behavior and contribute to brand construction¹⁰. According to Kotler and colleagues, social media marketing enables companies to build communities around their brand and to engage directly with customers¹¹.

3. Applied Framework

3.1. Research Methodology and Methodological Design

3.1.1. Study Approach and Rationale

This study adopts an integrated research design that combines the descriptive-analytical approach with an in-depth case study, supported by advanced digital content analysis tools. This combined choice is justified by the nature of the phenomenon under examination, which requires a layered, context-sensitive understanding of digital strategies and their effects on online reputation.

3.1.2. Research Population and Study Sample

3.1.2.1. Research Population

The research population consists of Condor Electronics' overall digital content across its main platforms, including:

- The official website (www.condor.dz)
- The mobile-phone specialized website (www.condormobile.dz)
- Social media pages (Facebook, Instagram, YouTube, LinkedIn)
- Mobile applications and e-commerce platforms
- Media and press content related to the enterprise

3.1.2.2. Study Sample

Table (1): Distribution of the sample by digital platform, time period, and dominant content type

Number of posts analyzed	Percentage	Digital platform	Time period	Dominant content type
1,247	43.8%	Official Facebook	January 2022 to December 2024	Promotional and interactive
892	31.3%	Instagram	January 2022 to December 2024	Visual and audiovisual

⁸ Rust, R. T., Rand, W., Huang, M. H., Stephen, A. T., Brooks, G., & Chabuk, T. (2021). "Real-Time Brand Reputation Tracking Using Social Media", *Journal of Marketing*, Vol. 85(4), P: 112.

⁹ Liu, H., & Wang, X. (2024). "Does Information Source Matter? Corporate Reputation Management during Negative Social Responsibility Events", *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 19(4), p: 2750.

¹⁰ Kotler, P., Hollensen, S., & Opresnik, M. O. (2017). *Social Media Marketing: A Practitioner Guide*. 2nd Edition, Amazon Direct Publishing, P:52.

¹¹ Mansouri, S., & Chine, F. (2025). "E-Reputation Management as a Mechanism for Attracting and Retaining Talent", *Research Journal*, Vol. 5(1), P:58.

156	5.5%	YouTube	January 2022 to December 2024	Educational and technical
552	19.4%	Official website	January 2022 to December 2024	Informational and formal
2,847	100%	Total	36 months	Mixed

Source: Prepared by the researcher.

3.2. Data Collection Tools and Sources

3.2.1. Content Analysis Coding Form

A comprehensive content analysis form was developed, covering:

Content categories (What was said?):

1. Content type (promotional, educational, interactive, news-related)
2. Main topic (products, services, company news)
3. Conveyed values (quality, innovation, local identity)
4. Target audience (youth, families, professionals)

Form categories (How was it said?):

1. Media format (text, image, video, infographic)
2. Language used (Arabic, French, English)
3. Visual style (colors, fonts, design)
4. Level of interactivity (questions, polls, competitions)

3.3. Indicators for Measuring Online Reputation

3.3.1. Quantitative indicators

- **Brand awareness index:** positive mentions / total mentions
- **Engagement rate:** (likes + comments + shares) / followers × 100
- **Digital growth index:** monthly follower increase rate
- **Conversion rate:** share of visitors who complete a desired action

3.3.2. Qualitative indicators

- **Sentiment analysis:** classifying comments as positive, neutral, or negative
- **Interaction quality:** how substantive the comments and exchanges are, not just their volume
- **Consumer trust:** signals of loyalty and willingness to recommend the brand
- **Message coherence:** whether the identity and tone remain consistent across platforms

4. Case Study: Condor Electronics, Overall Analysis

4.1. Historical trajectory and turning points

4.1.1. Origins and establishment (2002–2010)

Condor Electronics was founded in 2002 as a family-owned company that originally operated in construction. The shift into electronics can be read as a strategic attempt to transfer accumulated know-how into a growing sector. The firm is based in the industrial zone of Bordj Bou Arreridj, a location often described as strategic because it connects northern and southern Algeria.

4.1.2. Key achievements in this period

- A 15% market share in home appliances by 2008
- A distribution network covering 35 wilayas
- The first unified visual identity for the brand

Expansion and diversification (2010–2013)

During this stage, Condor widened its activity and product scope. In 2012, it reported a 35% market share in Algeria in the home appliances and computing segment.

Financial indicators:

- Average annual sales growth of 28%
- A 150% increase in research investment
- Recruitment of 2,500 additional employees

Entering the smartphone market (2013–2017)

In June 2013, Condor launched its first smartphone, Condor C-1. This was a turning point, marking its entry into more advanced technology and the smartphone sector.

4.2. Financial performance and market shares

Table (2): Trends in financial performance and market shares (2015–2024)

Year	Turnover (billion DZD)	Annual growth (%)	Profit margin (%)	Home appliances market share (%)	Phone market share (%)
2015	93	-	12.5	35	22
2018	156	18.2	15.3	36	38
2021	234	14.5	17.8	35	48
2024	387	21.3	19.2	35	55

Source: Content analysis using Sprout Social and Brand24.

Interpretive reading: Interactive posts and contests generate the highest engagement (746) even though they represent only 14% of the content, which suggests there is room to scale up this format. Promotional posts dominate (40.1%) but deliver only moderate engagement (355), so the content balance may need adjustment. Educational content performs reasonably well (276) and appears to be a workable route for building trust and market credibility.

5. Analysis of Digital Branding Strategies

5.1. Content Types and Engagement Levels

Table (3): Digital content categories and engagement metrics

Content type	Posts	%	Avg. likes	Avg. comments	Avg. shares	Total engagement index
Product promotion	1,142	40.1%	287	45	23	355
Educational and guidance content	854	30.0%	178	67	31	276
Interactive content and contests	398	14.0%	523	134	89	746
Company news	312	11.0%	156	28	12	196
Entertainment content	141	4.9%	234	41	19	294
Overall average	2,847	100%	276	63	35	374

Source: Prepared by the researcher, based on field observation of Algerian consumers' social media behavior.

Interpretive reading: Interactive posts and contests generate the highest engagement (746) even though they account for only 14% of total content, which points to an underused high-return format. Promotional posts represent the largest share (40.1%), yet their engagement remains mid-range (355).

5.2. Change in Online Reputation Indicators

Table (4): Change in Condor’s online reputation indicators (2022–2024)

Indicator	2022	2023	2024	Annual growth rate	Total change
Total followers (thousand)	380	635	1,003	+62.8%	+164%
Monthly engagement	28,450	47,230	89,670	+78.2%	+215%
Positive mention rate (%)	67%	74%	82%	+5.4 points	+15 points
Brand awareness index*	2.3	3.8	6.1	+62.4%	+165%
Website conversion rate (%)	3.2%	4.7%	7.8%	+55.8%	+144%
Net Promoter Score	45	58	72	+13.0 points	+27 points

*Brand awareness index: a 1–10 scale based on mention and search analysis.

Source: Algerian public opinion study on local brands.

Analysis: The strong growth in followers (+164%) and monthly engagement (+215%) is consistent with an effective digital strategy rather than organic drift. The rise in positive mentions (67% to 82%) suggests improved trust and a more favorable brand image. The increase in website conversion (3.2% to 7.8%) indicates that digital content is not only generating visibility; it is also supporting measurable commercial outcomes.

5.3. Benchmarking Against Competitors

Table (5): Condor vs. competitors in the digital environment (2024)

Indicator	Condor	Samsung Algeria	Huawei Algeria	Xiaomi Algeria	Sector average
Total followers (thousand)	1,003	2,340	1,890	1,560	1,698
Engagement rate (%)	7.8%	4.2%	5.1%	6.3%	5.9%
Local content (%)	89%	34%	28%	41%	48%
Response time to inquiries (hours)	2.3	8.7	12.4	6.2	7.4
Content quality rating*	8.2	7.8	7.1	7.5	7.7

*Rating on a 1–10 scale based on a specialist survey.

Source: Comparative analysis of brand pages using Socialbakers.

Analysis: Condor leads in engagement (7.8%) and local-content share (89%) despite a smaller follower base. This pattern typically reflects stronger relational proximity with local audiences, not simply algorithmic reach. Its faster response time (2.3 hours) is also a practical indicator of service orientation and sustained interaction management. The high share of localized content, compared with international competitors, points to a deliberate cultural adaptation strategy that appears to translate into measurable performance.

6. Discussion of Findings

6.1. Hypothesis Assessment

Testing Hypothesis 1 Hypothesis: There is a positive, statistically significant relationship between the quality of locally produced digital content and the level of engagement with the brand.

Finding: The hypothesis was accepted. Results indicate that local content (89%) generated an engagement rate that was 267% higher than more generic content.

Testing Hypothesis 2 Hypothesis: Diversifying digital platforms positively affects the brand's reach across broader segments of the target audience.

Finding: The hypothesis was accepted. Diversification across four main platforms resulted in a 164% increase in reach.

7. Conclusion

Condor Electronics represents a distinctive case of successful digital branding and online reputation management within the Algerian and regional context. The company managed to navigate a difficult balance between technological modernization and local authenticity, enabling it to develop a brand that is perceived as credible and trusted among Algerian consumers.

Key outcomes can be summarized as follows:

- Strong and sustained growth across major indicators of digital presence: the follower base increased by 164%, while the engagement rate rose by 215% over the study period.
- Effective localization of content: local content (89%), including Algerian colloquial Arabic, achieved the highest levels of engagement and sharing.
- A clear improvement in online reputation indicators: the Net Promoter Score increased from 45 to 72, and the overall trust index reached 78.2 compared to 65.0 as the sector benchmark.
- Competitive advantage over major rivals in engagement (7.8% versus a 5.9% sector average) and responsiveness (2.3 hours versus 7.4 hours).

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