THE MOST EFFECTIVE DIGITAL MARKETING TECHNIQUES FOR REPUTATION REPAIR

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Abstract

Internet use and social media have altered consumer behavior and corporate operations. Companies have numerous chances because of social and digital marketing, which lowers expenses while raising brand awareness and revenue. However, there are serious issues with unfavorable online word-of-mouth and overbearing brand presence. This study includes the collective knowledge of several leading experts on social media and digital marketing-related subjects. The opinions of the experts offer a comprehensive narrative on the most crucial aspects of this subject as well as viewpoints on more specialized issues like artificial intelligence, marketing that uses augmented reality, digital content management, mobile marketing and advertising, B2B marketing, electronic word of mouth, and related ethical concerns. In this study, which provides a significant and pertinent contribution to academics and practitioners, the

limitations of the current research, the research gaps, and the issues and propositions that might assist in advancing knowledge in the digital and social marketing field are highlighted.

Keywords: Social Media, Social Marketing, Issues, Research, Perspectives, Opportunities

1. Introduction

The current study article examines several relationship marketing tactics businesses use to restore their reputation following misfortune (Alghizzawi, Habes, et al., 2023). This part serves as an introduction for the reader by providing background information on brand image, corporate crises, and marketing opportunities (Ahmad et al., 2022; Mansoori et al., 2023; D. N. Tahat et al., 2023; Wang et al., 2023) A strong brand image is precious in the corporate world of businesses and corporations (Alnawafleh et al., 2019). Customer loyalty, brand perception, and other intangible assets are becoming increasingly significant (Habes, Alghizzawi, Elareshi, et al., 2023). This is especially true for businesses that must answer to stakeholders and have obligations to a sizable portion of the public. Due to their social responsibilities, companies like this are particularly susceptible to reputational hardship. There are several instances where companies have taken actions that have caused controversy and a decline in consumer and public trust and loyalty (J. A. Al-Gasawneh et al., 2022). Organizations now employ E-marketing technologies to communicate with customers because of new trends in online commerce that encourage consumers to research services and products online. Companies who are employing E-marketing tactics to carry out their operations in a virtual business environment with no limits have found success thanks to the trend of promoting products online using a combination of online and off-line strategies (Noorbehbahani et al., 2019). In their 2015 article, Petersen and Lemke describe a company with poor working conditions and subsequent reputational harm. Corporate reputation has recently received increased attention in business (J. Al-Gasawneh et al., 2023). Examining the subject of corporate reputation has also attracted a lot of interest. Moreover, corporate reputation has been seen as an intangible asset in and of itself, and its effects on economic success can be directly linked (Abratt & Kleyn, 2012). Although there is no agreed-upon definition of corporate reputation, some study claims that it is the sum of stakeholders' assessments of a particular organization over time. Moreover, this encompasses stakeholders' complete perception of the firm, as well as communication and external representation of the company's actions (Alghizzawi, Al-ameer, et al., 2023). This emphasizes how interactions between a corporation and its stakeholders, where perceptions and impressions develop over time, are the foundation of corporate reputation. (Abratt & Kleyn, 2012) assert that one of the most important factors influencing an organization's sustainability is its corporate reputation. (Argenti & Druckenmiller, 2004). Discuss how challenging controlling a company's reputation is. Moreover, (Abratt & Kleyn, 2012) demonstrate how hard it is to restore and fix a damaged business reputation following a failure in its stakeholder communication. The role that digital marketing plays in the growth of a firm is vital, because it has a short lifespan and little to no global advertising.

Additionally, we must adjust quickly if there are any changes to the product because this generates greater knowledge than traditional marketing alone. Therefore, it has a big impact on consumer awareness (especially when a new product is introduced) (Al Mansoori et al., 2023; Alshaketheep et al., 2020). This customer perception refers to the method through which a consumer selects, interprets, and categorizes information and stimuli to form an important impression of the created items (Rahi et al., 2023). When evaluating the importance of service promotion and the effect of service comfort on consumer purchasing behavior, the research (Theep, 2021) offers a significant reference from a retail point of view. According to the study's findings (Khaled et al., 2021), a variety of products, digital payments, scheduling, free delivery, and slower delivery times all significantly influence consumer behavior. The major factors in choosing a particular channel are its easy accessibility, security, ease of use, and adherence to all applicable regulations (AlHamad et al., 2022). According to the study's findings (Al-Rubaye et al., 2023), trust, risk, and attitude all affect citizens' intentions to make purchases. A company's reputation is something that should be protect at all costs. A few studies have examined the unfavorable effects of businesses embroiled in scandals that have seriously damaged their reputations. These kinds of corporate conflicts are discussed by (Knittel & Stango, 2014), History in this area has demonstrated firms' need to safeguard and improve their image constantly. (Vig et al., 2017) highlighted the importance of reputation, who note "reputation has become a major risk concern for organizations throughout the world in recent years." They set restrictions on it, arguing that defining reputation in a way that would apply to all businesses is challenging. This is because not all businesses' environments, locations, or fields of activity can be precisely measure and compare. as stated by (Khojastehpour & Johns, 2014), "attitudes surrounding the responsibilities of firms have experienced a major transformation throughout the previous decades," and internal corporate policies are shifting towards reputational management. As a result, we established our theoretical foundation on the most recent works we could locate. The Reputation Institute's Van Riel and Baumann highlighted ten themes in reputation management in 2020. The first point they make is that "transparency and honesty" are essential to success, along with employee connections, in their view.

Primarily, people always want to work for organizations that reflect their beliefs or those they can relate to. Second, workers communicate, indirectly advance and defend the interests of the firm they are affiliate with outside their professional realm. This will demonstrate how reputation, often focused on consumers, should now consider all of the extended stakeholder settings in a firm (Jorge Correia de Sousa & Van Dierendonck, 2014). Conferring to the respondents, banks' division of e-business relies on authoritative powerful implementation of critically important results. According to (ALSHAKETHEEP et al., n.d.), this shows a strong correlation between association execution, electronic trade, benefits and challenges, media transmission, getting caught up in e-business, authoritative change in terms of e-business activities, work execution, and satisfaction in the saving money section (Alomari et al., 2020). In addition, all businesses must be ready for challenges resulting in reputational harm. This may be achieve by employing a management strategy that combines relationship-marketing tools and focuses on reputational rehabilitation. The Lean Six Sigma factors, along with the absence of wasted expertise and transportation, have positive

associations with business efficiency in Jordanian industrial businesses (Mahafzah et al., 2020). Since every giant firm may experience comparable circumstances at some point, all businesses should have some form of management strategy (Halim et al., 2023). Due to altering conditions, reputational damage within a corporation might also manifest differently (Alomari et al., 2020). Moreover, reputational harm is typically viewe as a danger with significant ramifications and detrimental effects on businesses. This event can affect an entire organization and its products and brand image. A complete business, including its products, brand image, workforce, and financial resources, may be impacted by this incident (Hertati et al., 2020). Yet, relationship marketing may be a valuable and effective tactic for businesses to utilize for those who have suffered a reputational blow and need to restore their brand image (F. Alnaser et al., 2023). To improve the experiences of their constituents, the government must adopt the best e-governance methods. This might ensure that the created data is processed, stored, and shared according to local laws by enacting stringent data regulations (A. S. Alnaser et al., 2022). Between reputational management and relationship marketing, a research gap found that suggests a need for more study. This enables a comprehensive examination of this area

Today's corporate environment places a greater emphasis on intangible organizational characteristics than ever before. It is no longer only about performing successful business. Trust and company reputation are a couple of these. Many CEOs and top executives today prioritize maintaining a positive corporate reputation since it is a resource that has to be safeguarded and well-managed (Al- Samirae et al., 2020). The advantages of establishing a solid company reputation are numerous. In addition, from the customer's standpoint, buying from a business with a strong reputation will be more desirable. These include the potential to attract and maintain employees, clients, suppliers, and investors. Although developing and sustaining a positive corporate reputation is complex for individuals and organizations, trust is crucial to every successful corporation. Losing one's reputation can have disastrous effects on a business. Because these incidents may be share in public, we live in a modern society where knowledge spreads swiftly, and reputational damage is challenging to avoid. Trust between stakeholders and the organization is particularly brittle when reputational damage results from a specific occurrence (Matuleviciene & Stravinskiene, 2016).Several businesses have experienced significant reputational harm over the past few decades; prominent examples are Volkswagen, Facebook, Apple, and Lehman Brothers. This demonstrates that today's achievement does not guarantee tomorrow's success. Digital communication has grown in importance during the past decade, mainly when reputation is at risk. Today's digital infrastructure may send communications that provide in-depth information about a company's continuous reputational damage and explain the present situation (Rahi et al., 2021). Yet, when reputational harm has occurred, leveraging digital communication alone is insufficient to reassure stakeholders and consumers. Hence, to limit possible damage, the tone and substance of communication intended for consumers and the general public are more crucial (Habes, Alghizzawi, Ahmad, et al., 2023). Also businesses must prioritize

their connections with customers since they need to maintain these ties to maintain their good reputations (Rahi et al., 2023).

Organizations must be at ease in making the required adjustments to their current business models to endure a period of reputational crisis, whenever something wholly unexpected occurs in a company or the environment in which it operates, a change in business strategy may force the management to move quickly. It often suggests that choices are made fast since the environment in which a firm operates is constantly changing. Hence, a change in approach might be planned and necessary immediately. If this occurs, the company's decision-making process is less organize since decisions must be more swiftly. This is because when a firm's reputation is damage, there is a significant level of decisional ambiguity among different corporate players, which makes it harder to make quick decisions. This suggests a sizable knowledge gap in the area that may be fill. For businesses, reputation management during a tragedy can be terrible and transformational. That is crucial for a company's existence, nevertheless. This will be crucial for any business to preserve its position as the industry leader. This study aims to examine how reputational changes affects business performance, the many organizational changes that take place internally, and the learning outcomes that result from those organizational changes as companies attempt to repair reputational harm. Moreover, this study attempts to evaluate and add to the information already known in the academic community about reputation management. This will be accomplish by providing accurate information, drawing inferences about how businesses deal with reputational damage brought on by particular factors, and outlining step they may take to win back stakeholders' confidence. It is hope that, consequently, more businesses will choose wisely and strategically when their reputation is suddenly damaged.

2. Literature review

The literature and theoretical framework the study builds on are discuss in the following part. Reputational management, reputational harm, relationship marketing, and reputational healing are the theoretical subtopics covered below. A model that explains these tactics is also provide. This demonstrates how businesses must work hard to recover their reputations after a time of reputational damage. By recognizing the study gaps in this area and applying a fresh perspective to the phenomena at hand, this thesis seeks to offer value and advance knowledge. As noted, this literature review will highlight earlier studies that address reputational management, harm, and marketing tactics. There are several methods a company may employ to repair its reputation when it has been harmed (Welch, 2021). Therefore, this study will concentrate on relationship marketing, especially reputation management. Many studies have analyzed this phenomenon of strategy modifications following a reputational loss. Because many areas of this topic have already demonstrated their relevance, the subsequent sections of this chapter will be arrange thematically.

2.1 Marketing strategies

For social media marketing, companies use a range of social media platforms, such as Facebook, Snapchat, Twitter, and others. Target audiences and marketing strategy both have an impact on

platform choice. (Mohamad et al., 2018) studied the Snapchat social media marketing tactic for attracting young clients. The study's findings indicate that the most active, private, and laid-back platform for sharing knowledge, communicating with people, and having fun is Snapchat. Young consumers tend to have a favorable opinion of Snapchat, which is reflect in their purchase intentions and brand loyalty, the survey claims. (Tafesse & Wien, 2018) looked at a variety of business strategies, such as transformational marketing, in which the focal brand exhibits desired psychological traits, informational marketing, in which genuine product and service information is presented in plain language; interactional marketing, in which social media advertising fosters ongoing interactions with customers, and message strategies (Tafesse & Wien, 2018). A study by (Kusumasondjaja, 2020) found that interactive brand postings elicited more reactions than informative message content. In terms of informational appeal, Twitter did better. The study found that Facebook fared better for interactive entertainment postings, while Instagram was better suited for interactive content combining informative-entertainment attractions. While the least popular brand posts on Facebook and Instagram were self-centered and instructive, the most popular ones were participatory and offered a range of interests (M. Al Jwaniat et al., 2023; M. I. Al Jwaniat et al., 2023; Habe, 2023; Habes, Tahat, Tahat, et al., 2023; Safori et al., 2023; K. Tahat et al., 2023).

Content marketing has a significant impact on the success of marketing communications. According to some literary works, the use of emotions in a message may significantly influence consumer behavior. (Hutchins & Rodriguez, 2018) looked at the marketing materials from eleven B2B companies in their 2018 study. Emotions in content marketing have been demonstrated to provide companies with a competitive advantage and increase brand equity. Several studies looked at the distribution of films via corporations. Social media messaging capabilities are essential for advertising. For instance, (Hwang et al., 2018) used motivation theory in tourism to conclude that completeness, relevance flexibility, timeliness of the argument, quality, and source trustworthiness all have a beneficial influence on user satisfaction. The likelihood that users will return to the website and purchase the travel-related item may then be affect by this, which may, in turn, affect user intent. (Lin et al., 2018) discovered that the message structure (interactivity, formality, and immediacy) significantly influences consumer behavior, including views about brands, corporate trust, and purchase intentions. Businesses face various challenges when developing their social media marketing strategy. In their study, (Parsons & Lepkowska-White, 2018) provided a framework to help managers create and use social media as a marketing tool. The proposed structure has four parts: projecting/messaging, monitoring, evaluating, and responding.

2.2 Outcomes

The impact of social media and digital marketing on companies has the potential to have both positive and negative effects. According to research, social media marketing positively affects client retention and purchase intent in the setting of hotels, high-end fashion companies, and universities (Hanaysha, 2018). A company's brand may gain from social media and digital

marketing. Factors like brand equity, sustainability, loyalty, and meaning might be examples of this (Tarnovskaya & Biedenbach, 2018). (Stojanović et al., 2020) used survey data from 249 international tourists to explore how social media communications influenced brand equity. It applied the multidimensional approach to brand equity and the schema theory. The results demonstrated a positive relationship between the intensity of social media use, brand awareness, and the intention to participate in E-WOM communication. According to research, social media may substantially impact brand loyalty, sustainability, and commercial performance (Daabseh & Aljarah, 2021).

Consumer interaction has been consider in studies due to social media marketing. According to the survey by (Syrdal & Briggs, 2018), exchange, such as enjoying and sharing material, should not be seen as interactive behavior but rather as a psychological state of mind. Several research concentrated on results about non-profit organizations, even though most studies looked at the impact of social media marketing and digital marketing on commercial firms. (Smith McKoy et al., 2018) investigated how non-profit organizations used Facebook and Twitter, as well as the results and effects on user engagement, and concluded that people react differently to social media activities across platforms. Organizations need to consider the unfavorable effects and repercussions of digital and social media marketing. using unqualified service providers to conduct digital marketing might have a bad outcome marketing development and management results in a lack of benefits, the destruction of value, a rise in transaction costs, an increase in coordination costs, the loss of non-contractible value, and a detrimental effect on long-term benefits (Al-Shibly et al., 2019).

2.3 Multiple perspectives from invited contributors

The method used by (Kizgin et al., 2020) to present consolidated expert contributions relating to the developing field of digital and social media marketing is used in this section. The authors provide their input based on both their research and practitioner expertise. Each perspective includes an overview, a list of problems, constraints, research gaps, and suggestions for further study or inquiries. The contributions gathered in this part are present primarily in their original, unedited form, just as the experts intended. This strategy reflects the unique orientations of the specialists and their advice connected too many parts of digital and social media marketing, despite the inherent unevenness in the logical flow it introduces.

2.4 Conceptual framework and research proposition

We put up a plan for humanity. Several facets of humans operating as humanity are depicted in clouds; the lower tiers, such as information searchers, represent facets more closely related to consuming, while the top stories, such as knowledge producers, indicate more closely associated with production.
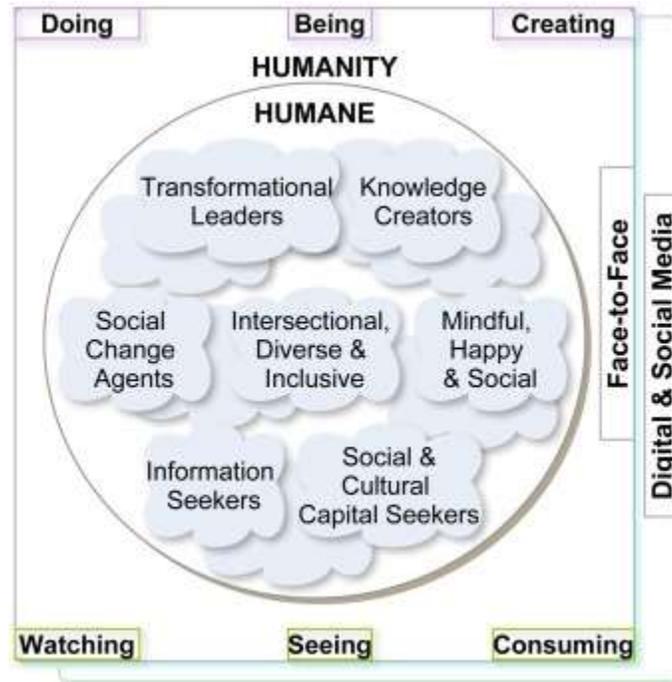
Figure 1. Digital Marketing and Humanity Conceptual Model.

2.5 Reputational Management, Damage & Repair

A company's reputation management may suffer various adverse effects due to internal system flaws or external influences. According to (Vig et al., 2017)these unfavorable effects may impact an organization's overall performance and tangible resources, such as lower market value and future cash flow. It's only recently that reputation management has been used in corporate governance. Although reputation and the implications of having a bad reputation have been research for decades, they were primarily discuss in terms of marketing or psychology. They were considered to be heavily centered on one's appearance until recently (Al-Aulamie, 2013).Sharp competition, expanding need for corporate transparency, increased complexity of stakeholders and environment, and social responsibility are the main factors contributing to reputation management's rising relevance in corporate management settings (Habes, Alghizzawi, et al., 2021).

Shareholder expectations rise as the rivalry intensifies. Due to this, it is more difficult for businesses to stand out from the competition, increasing the possibility of losing market share (Boafo et al., 2020). Past studies have demonstrated that a company's business reputation may set it apart from rivals (Chung et al., 2016). A solid corporate reputation may function as an intangible asset that is closely tied to a company's operating success, Internal fraud within a firm has a reputational impact on customers. Analyzing the intensity and duration of the response allows us to gauge the reputational impact on the organization's business. Findings show that this results in the need for more capacity to maintain clients and forge new relationships. More specifically, the firm is unable to restore its pre-event reputation with clients within a one-year timeframe due to the reputational harm impact's size. According to (Fiordelisi et al., 2019) a company's reputation

is a valuable asset for any corporation that rests its trade on trust. A large sample of financial businesses from Europe and the United States between 1994 and 2008 was examine to estimate the reputational impact of publicly disclosed operational harm. It shows that "fraud" is the sort of incident that causes the most reputational damage.

2.6 Relationship marketing

In particular, during the past 30 years, relationship marketing has received much attention from marketing researchers (Okidarsyah, 2017). Relationship marketing influences customers to support a specific business. Relationship marketing is a marketing strategy centered on interaction within networks of connections, according to (Mujahidin; Yusuf Rian; Sutaguna, I. Nyoman Tri; Sampe, Ferdianndus, 2022) who expands on this description. Relationship marketing is a strategy businesses use to attract new clients while enhancing client connections and customer retention. Building closer ties with clients is the critical advantage relationship marketing can provide businesses, and this often improves client retention and return on investment while also increasing sales and profit (Rahi et al., 2020a).According to prior research, a good relationship marketing approach includes every aspect of relational interactions. For instance, in service marketing, the primary goal is strengthening the bond between the firm and its stakeholders. Yet, industrial marketing aims to forge strong, enduring partnerships between suppliers and buyers. Even though previous relationship marketing research has advanced and improved the marketing area, some components of the earlier study have yet to be link to various situations. These circumstances could arise from organizational crises, brand reputational harm, or others. Researching the gap between relationship marketing and reputational damage and healing may thus reveal elements that have yet to be emphasize or identified in earlier studies.

3. Choice of theories

3.1 Reputational management

A positive organizational reputation has several advantages, which can thus be advantageous for various parties, including clients, investors, and business partners. While there are numerous advantages, there are also undoubtedly many drawbacks if a company's image is maintain to a low degree. Those advantages might be recovered quickly with careful management (Vig et al., 2017). Like anything else, establishing a solid company reputation requires time and money Every company must understand that when times change, its target market's expectations may vary (Rahi et al., 2020b). As a result, numerous departments inside the company must operate at a high standard to maintain a good reputation with their clients and customers. A few examples are the standard of the goods and services offered, the business's management philosophy, and its dedication to social responsibility. By doing this, the company will be better able to preserve its competitive advantage, uphold high standards for its reputation, and satisfy changing client needs (Alghizzawi, Ahmed, et al., 2023). Due to its connection to stakeholders' expectations and perceptions, the projection of firm performance also closely resembles reputation management.

Appropriate reputation management is essential to any business's success and is just as important as, if not more so, the caliber of its products and services (Alharafsheh et al., 2023).

3.2 Reputational damage

An incident that negatively impacts a company might be considered reputational harm (Vig et al., 2017). This occurs when other people begin to see the business and its brand negatively. Consequently, the key to developing a sound idea of reputational awareness understands that every activity within a corporation has some influence on its reputation. Even if a firm is not directly responsible for a particular form of reputational harm, it can be linked to it (Megdadi et al., 2023). Hence, it is crucial to comprehend the many events and circumstances that may result in false perceptions of the business and later become a possible source of reputational harm. When discussing potential risks associated with any business activities and their many risk elements to the company's awareness, reputational management may be employ. If an unknown conclusion materializes, it might have both favorable and unfavorable repercussions, which could be the beginning of reputational harm (Alqurashi et al., 2023). Because of how various players view the company and its brand, reputational harm to an organization can occur (Alghizzawi, 2019) the term "reputational management communication" describes this, which is holistic and allows for connecting all the different components in the explanation (Vig et al., 2017). This information is used to explain how stakeholders and other actors view the organization during this type of reputational damage and, eventually, assign the company the appropriate level of culpability (Alnawafleh et al., 2019). Reputational management communication seeks to direct stakeholders' evaluation of the business and determine if they feel positively or negatively about the brand and organization. It explains how it is crucial to consider how various stakeholders view the organization. These parties include, for instance, the press, the public, customers, partners, and other members of society who have ties to the company. Situational communication aims to outline the unique circumstance, the actions that will be perform, and how organizational responsibilities should be distributed.
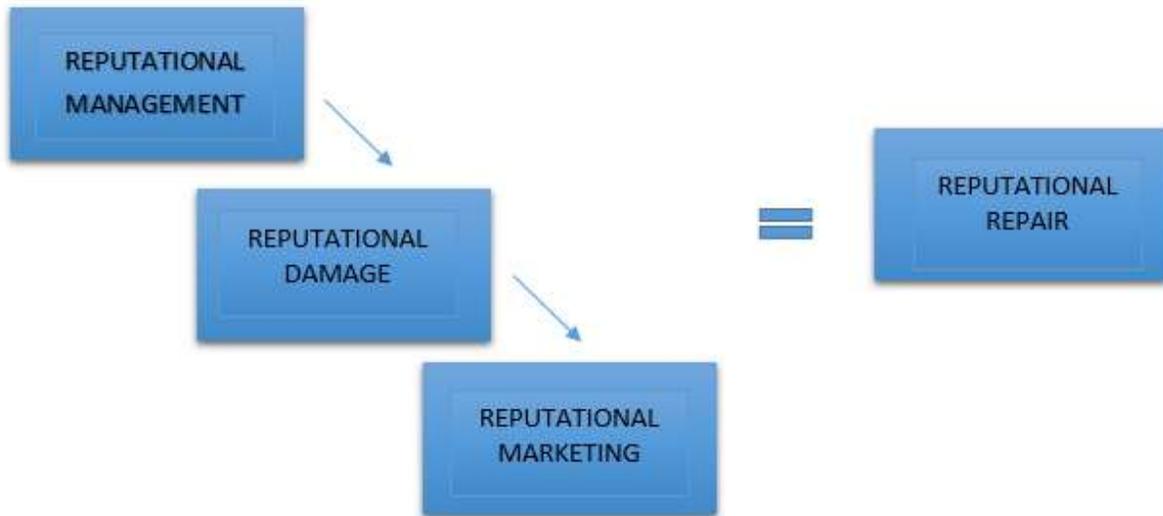
3.3 Relationship Marketing

A shift in approach is required to accomplish reputational rehabilitation. Relationship marketing is a technique that has been around for a while and is utilized by many businesses as a tool to improve the connection between stakeholders and the organization (Payne et al., 2017). The first step in handling reputational harm should be correctly describing and communicating the real problem before deciding on the best action. When discussing the source and cause of reputational damage, it's critical to examine the company's reputation but also the perceptions and perceptions of other stakeholders. The flow of communication needs to be over seen from the beginning. As the most substantial impact of any reputational harm occurs during its initial days, the company's chief executive officer should urgently manage the situation (Payne & Frow, 2017). (Gilal et al., 2020), noted how the Internet of Things and its components are influencing digital marketing. The study by (Khaled et al., 2022) can be useful in demonstrating the close connection between

performance and total quality management (TQM). Additionally, the instances that were look into showed that TQM is a crucial strategy for achieving efficiency, effectiveness, and performance inside companies and that the specialty of the businesses has an impact on the types of performance and TQM indicators that are employed.

A change in a company's operations and processes can be characterize as a shift in strategy. When a corporation changes its business plan abruptly, choices are typically taken swiftly (Agndal et al., 2017). This is due to frequent and quick changes in the situations and settings in their surroundings. Hence, a change in strategy might be plane or forced by outside events. Whenever an unexpected event occurs within an organization or in the environment in which it functions the management may be forced to respond in a reactionary manner (Agndal et al., 2017) Relationship marketing began with the same primary goal as all other marketing initiatives: to sell something and receive compensation. It has known that relationships, networks, and consumer engagement may be use in marketing. It's easy to see how farmers and other early dealers of products would have used connections to boost sales and profit (Saren et al., 2013). Hence, relationship marketing is nothing new. The phrase's meaning has expanded to include relationship marketing theory and a methodical examination of relationships in marketing. Therefore, a firm may gain a competitive edge by putting relationships, networks, and consumer contact at the core of relationship marketing (Rahi et al., 2019)

3.4 Model of analysis

This analytical model was develop using the theories of reputation management, reputational damage, relationship marketing, and reputational healing. To get a knowledge of a company's procedures, several processes require thorough explanation. Reputational management, the first step in the model, describes the idea of controlling a company's reputation and brand, as well as the advantages that come with it (Gioia et al., 2000). As a result, it needs to be an integral component of every firm strategy. Like everything else, reputation management has advantages, disadvantages, and a risk component that, if not handled effectively, can result in reputational harm.The second step describes the reputational harm that follows from the first step. Many paths can lead a business to this point. It can occur due to poor corporate management, individual errors, and sometimes circumstances unrelated to the core issue but brought on by irrelevant associations outside the firm's control (Booth, 2000). Hence, it is vital to comprehend the many situations and hazards associated with every business action, affiliation, partner, and stakeholder that might one day harm the firm brand.

Figure 2. Own process-analyzing model

The firm must take measures because of reputational harm. This brings us to the third stage of the paradigm, relationship marketing. We sought to investigate this area since the authors had found a study vacuum concerning controlling reputational harm through relationship marketing. Establishing solid customer interactions will boost the company's worth and reputation in this situation (Sheth, 2002). This will be accomplished by fostering confidence, steadfastness, and client retention, leading to increased competitive advantage (Gummesson, 2002). These extra tools will make dealing with and repairing reputational harm easier. This brings us to the last phase, which is reputation rehabilitation. For the organization to resume its well-being, it must finish the reputational restoration process. The event's intensity that caused this reputational instability will determine how severe the problem was. As a result, there may be many difficult choices to make. Adequate preparation before the reputational damage occurs, prompt communication with stakeholders and all parties involved, and clear and decisive responses by the firms have all shown to be successful choices in comparable circumstances ((Marconi, 2002). These are some of the best ways to avoid reputational harm and repair it.

4. Methodology

An explanation of the research's scientific approach opens the methodology section. A rationale for the decision to choose this specific approach. After that, the interviewing process, transcribing, and analytic approach are explain. The thesis technique was selectee based on the goal and the need to respond to the research topic. By speaking with organizations that function within the parameters of our delimitation and using the theory presented in the study, the thesis aims to compare the various responses performed by businesses during a scenario of reputational damage. The research was conduct using a qualitative approach. According to Martyn (2009), the qualitative technique involves a small number of respondents outlining their perspectives on a

topic. Interpretive is how (Creswell & Poth, 2016) define a qualitative research approach. An awareness of social reality is essential to this. When semi-structured interviews are used in a research project, the gathered data is examined to understand the subject better. The deductive approach is the name given to the methodology used in the study (Ekström & Johansson, 2019). Several benefits of qualitative research and semi-structured interviews are also mentioned by (Palinkas et al., 2015) The most common approach in qualitative research is interviewing participants, and respondents are given considerable discretion in how they choose to respond, and semi-structured interviews benefit from this flexibility. In semi-structured interviews, it is possible to ask further questions and follow-up inquiries after the respondent has answered.

4.1 Criticism of qualitative research

The primary issue with qualitative research is that it needs more objectivity. Asymmetric perspectives of what is essential might be use in this study methodology. The researcher is the most crucial instrument in the data-collecting process (AlghzawI et al., 2020). This might be problematic since the study's emphasis could be determined by the researcher's interests, which could result in subjectivity (Ibrahim et al., 2023). Everyone has different observations and perceptions. Because qualitative research methods lack structure, the researcher's subjective judgments may influence how the information is interpreted (Habes, Ali, et al., 2021).

4.2 Data collection

We have gathered both primary and secondary evidence that provides details on the phenomena under investigation. (Lewis, 2015) note that both primary and secondary sources are essential to attain dependability and pertinent information when a particular approach is employed to collect data. By stating that preliminary data is gathered through personal research methods like interviews, questionnaires, or exams, (Gani et al., 2020) also emphasize both techniques. Secondary data is information and data gathered through reference books, documents, and articles authored by other academics, authorities, or organizations. Both primary and secondary data gathered for this research. To maintain reliability and validity, gain a better understanding of the state of companies with prior experience in reputational management and relationship marketing, and support the thesis's theoretical and methodological part, the secondary data collected has been critically evaluated and analyzed.

4.3 Case study

(Bell et al., 2022) assert that a case study's design should be complete and comprise an investigation of one or more examples in which the case's complexity is carefully considered. Because it provides insight into particular situations or businesses, the case study is a strategy frequently utilized in business and management. Using a case study has limits, just like any other approach. One of these drawbacks is that a single or a small number of examples can only partially support some external causes that might explain a particular behavior. As a result, case studies highlight specific elements and specifics rather than generalizing the findings and making broad

assumptions that apply to an entire field of various players. This helps establish a framework for examining multiple phenomena (Poblete & Grimsholm, 2010). We can find correlations, similarities, and differences that firms have in connection to the goal and research question of this thesis, thanks to the multiple-case study methodology utilized in this study.

4.4 Purposeful sampling

Purposeful sampling was use to choose the respondents. The discovery and selection of information-rich cases can give pertinent data for the investigated region using the frequently used "purposeful sampling" (Palinkas et al., 2015). Additionally, when it becomes necessary to find and choose educated people who can offer details about the phenomena being examined, deliberate sampling entails and is best suited for this (Creswell & Creswell, 2017). The writers picked the respondents because of their knowledge and background in providing pertinent information on the issue under study. A literature review was conduct to find and evaluate prior research pertinent to the field of study. They were developing a thorough awareness of the many theories and essential ideas in reputational management, reputational harm, relationship marketing, and reputational rehabilitation. Several vital ideas found when looking for information on the subject to locate pertinent material and sources using keywords related to these critical concepts. Finding the essential ideas that can be employed in the search for relevant material after reviewing scientific publications using search engines and databases is one technique to accomplish this (Bell et al., 2022).

4.5 Reliability and validity

To maintain a high standard and be trusted in research, a study undertaken at the master's level must adhere to specific research standards. Validity and dependability are two essential ideas in quality standards. The dependability index examines how simple it is to conduct a similar investigation and obtain the same conclusions (Saunders & Townsend, 2016). To address this, numerous researchers examine the empirical data from the study and then discuss the findings, reducing the possibility of misunderstanding. It is important to remember that good questions will be essential for correctly evaluating respondents' skills while collecting empirical data (Saunders & Townsend, 2016). Examining three separate businesses reduces the likelihood of extreme situations, increasing the study's credibility. Relevance and the degree to which the study was able to measure the stated research aim are discuses in terms of validity. Internal and external validity are two categories of validity. According to (Bell et al., 2022), internal validity indicates that the author's observations and theoretical concepts are in close accord. The study's ability to generalize and be teste in different settings known as external validity. This was accomplish by fully describing how we have functioned, the many beginning points, and the various considerations that have been consider during the research.

5. Method of analysis

Thematic analysis, one of the most popular types of analysis, is one of the techniques employed in this study's qualitative research approach (Koro-Ljungberg et al., 2009; Rahi et al., 2022). While doing a thematic analysis, the information gleaned from an interview is divided into several topics. While doing a theme analysis, a researcher might utilize the seven distinct phases as a guide. The seven processes are planning and arranging, transcribing, establishing the understanding of, considering the obtained data, coding the data, identifying categories or topics, and making the analytic process transparent (Lester et al., 2020). This is mainly done so that the researcher may organize the collected data by examining and comprehending the many topics (Koro-Ljungberg et al., 2009).

Making the whole process explicit is crucial when doing a thematic analysis so that the reader may understand how the coded data is divided into several categories, producing various themes (Naik & Jenkins, 2021). It also clarifies the researcher's steps to analyze the acquired empirical data to get multiple study results. When comparing the collected data to the various research hypotheses, linkages to the theories of choice may be drawn (Bell et al., 2022). In the end, the most crucial elements when employing a thematic analysis approach are to develop an understanding of the acquired data and then present it straightforwardly so that it can be comprehended. Understanding how the many codes and themes relate to one another is another essential component that contributes to a comprehensive overview and comprehension of how this information may be evaluated, explained, and compared in the results (Lester et al., 2020).

5.1 Reputational management

Recognizing that reputational management is a reasonably broad notion that may be use in various ways depending on the individual is essential. According to the authors, the respondents knew the significance of managing a company's reputation and noted that they used various but related ways. According to (Meena & Kumar, 2022), it's critical to recognize that consumer expectations for businesses change over time, like everything else. To adapt effectively, a company must maintain a high standard across various industries to maintain goodwill with the public and its stakeholders. After examining the respondents' further replies and considering this, we see a definite correlation between them and the theoretical notions. The respondents' approaches to good reputational management all had the theme of covering various topics. Their already established brand strategy was a factor in this. For instance, firm X's fundamental strategy was to stress multiple methods to include openness in their interactions to increase trust, which was one of their primary tactics. Customer service was one of Business Y's primary reputation management strategies, and they made plans for future occurrences that would damage their image. This is consistent with (Bernai, 2013) argument that controlling reputation and any future events that might damage it requires much time and work. Thus, the fact that business Y has put up a team to deal with this consistently builds a strong basis for them to stand on when facing future reputational damage. Similar elements found when examining business Z, mirroring what the earlier firms described in the data obtained. A team at Company Z is in charge of managing the company's reputation. Relationship marketing tactics are a part of their strategy.

According to the theoretical idea put forward by (Vig et al., 2017) the extent to which businesses maintain a positive image, the advantages of excellent reputational management may be taken away just as quickly without it. To preserve a favorable reputation in the eyes of stakeholders and other players who will view them one way or another, Business Z also employs social media and digital platforms. According to the theories used for this study and the respondents, these various reputational management tactics prepare people for reputational loss. While the tactics employed by the different businesses were generally similar, particular distinctions stood out as preferable approaches to tackling reputational management. Hence, it was determined that all businesses have a method for managing their reputations, even if these methods may vary depending on the operating environment in which each company operates.

5.2 Validity and reliability

First, many elements' underlying links were evaluated using factor analysis to see whether they could be condense into smaller factors (Alghizzawi et al., 2019; Salloum et al., 2021). Several professors in the business and marketing department have received both the research model and the questionnaire to be evaluate for face and content validity as part of the validity test (Habes et al., 2019; Salloum et al., 2019; Samar et al., 2021). Based on their insightful remarks, the questionnaire was modify.

6. Result and discussion

The result demonstrates a considerable impact of products on the organization's reputation, as indicated in the table (1) about the product's influence on the company's reputation. The organization's restriction parameter (P value) was (0.000), and the values of (beta= 0.310), (t value= 10.951), and (P value) were all affected by the product. According to these findings, the alternative hypothesis Ha-1-1 has supported: The Product statistically significantly influences the business's reputation. Other theories are acceptable. The study's findings demonstrate the impact of pricing on an organization's reputation, with a considerable negative impact on the business's reputation. The organization's limitation parameter (P value) was (0.000), and the value of (beta=0.453) and (t value=16.401) were all determined by the price. This yields the alternate conclusion Ha-1-2: Pricing statistically significantly influences the company's reputation. Other theories are acceptable.

The study's findings also indicated that promotions impact an organization's reputation, showing a promotion's impact on an organization's reputation is considerable. The rise will affect the organization's (beta= 0.299), (t value= 11.189), and (P value) restriction parameters. Based on this finding, the null hypothesis is rejected, and the alternative view, Ha-1-3: Promotions have a statistically significant influence on an organization's reputation. The study's findings indicated that the location, as a part of the marketing strategy, impact the organization's reputation; the results suggest that this impact is considerable. The promotion will affect the organization's (beta= 0.079), (t value= 2.875), and (P value) restriction parameters. The alternative hypothesis, Ha-1-4,

which argues that the place has a statistically significant influence on an organization's reputation, is accepted in light of this finding, rejecting the null hypothesis.

Table 3. Regression Results

variables	beta	t-value	p-value
Product	0.310	10.951	0.000
Price	0.453	16.401	0.000
Promotion	0.299	11.189	0.000
place	0.079	2.875	0.005

The study by (Alomari et al., 2020) advances digital marketing from an Islamic perspective by providing observational studies into both digital and Islamic marketing, encouraging businesses to look for creative marketing strategies in the future by incorporating new innovations. According to (Mahafzah et al., 2020) findings, consumer preference and halal marketing have a substantial association. Customers are more likely to be drawn to products that are advertised according to Shariah rules. Because Jordan is an Islamic country, locals there favor Halal Marketing over conventional marketing.

7. Conclusion

The authors' goal was to learn more about reputational management and determine whether relationship marketing might be utilize to improve a company's image during a time of reputational harm. After examining the various theoretical ideas and after conducting three interviews with three distinct organizations, the writers were able to make a clear connection between each interviewee and determine that each company had greatly benefited from the usage of relationship marketing in their overall business plans. The study recommends more research on the marketing strategy and its relationship with other factors not included in the current investigation, such as the external environment and other traits that may help these businesses enhance their reputation.

Like the methodology used by (Dwivedi et al., 2015) the current study includes diverse perspectives on social media and digital marketing from invited experts. The viewpoints of the experts cover both broad overviews of this field and views on more specialized topics like artificial intelligence, augmented reality marketing, digital content management, mobile marketing and advertising, B2B marketing, e-WOM, and issues relating to the ethics and shady side of digital and social media marketing. Each perspective discusses the opportunities, difficulties, and future research agenda pertinent to the various themes and critical issues. The expert viewpoints within the broad themes of Environment, Marketing strategies, Company, and Outcomes, as well as the overall selected articles of all these four, elaborate on many of the essential elements and hot-button issues within the larger body of literature on digital and social media marketing. Each perspective offers unique expertise and insight on certain subjects that capture many ongoing academic and practitioner-focused research discussions. The core issues of customer engagement habits, technology influences on B2B marketing, the importance of happy customer journeys AI-driven social media performance, and ethical factors linked to digital and social media marketing have all been studied by various participants. (Carlson et al., 2018) offer a unique viewpoint on

how digital and social media marketing can increase business value by better understanding and cultivating consumer engagement patterns and satisfying customer experiences. These elements are essential for social media marketers since bad customer journeys negatively affect a brand's reputation and trust. The effects of increased usage of technical advancements like AI, AR, big data analytics, and blockchain have received much attention in the literature focusing on marketing. Several of the effects of adopting and using technology on social media and in digital media are discuss in the viewpoints of (Dwivedi et al., 2021). According to (Kumar et al., 2021), the transformational potential of AI highlights the enormous significance for businesses that integrate ML technologies into their marketing strategies, where digital platforms can track marketing campaigns and carry out real-time optimization based on user behavior and platform performance.

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