

# ANALYSIS OF FACTORS INFLUENCING A BRAND THROUGH REPUTATION AND EMPLOYEE SATISFACTION

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A company's interest in the role of human resources while building the brand, which is directly related to promoting the company's reputation when/after being rendered a service, especially increased after administrators' taking interest in the sphere of employees influence on internal and external environment, as "employees" represent a customer from within the organization. Despite the interest from this point of view, the research shows that many heads still have not understood how to use it to achieve better reputation outcome and, thus, how to gain competitive advantages for their company. The purpose of this article is to analyze the factors that influence a brand through reputation and employee satisfaction with a company's activity. These factors have always been directly associated with a brand in order to demonstrate a company's successful marketing strategies. Reputation is also tightly connected to the relationships and interactions between the parties involved, namely between the consumers and the company's representatives. These interactions represent customers' trust and loyalty to the company, caused by such factors.

**Keywords:** brand, reputation, employee satisfaction, brand equity, customer loyalty.

## Introduction

Today, it is important to study the importance of brands and the factors that affect them, especially on the marketing side, which is one of the most important and controversial research topics in marketing literature over the past few years. In addition, there is more and more literature about agreeing on the importance of the brand and its impact on consumer behavior and its magical results. So the search for the relationship between these literature is interesting for marketers.

It is extremely important to uncover the factors that affect the brand through the current reputation in the market and in terms of employee satisfaction to enable it to face the penalties facing the company's shopping approach. There is a certain number of benefits offered by the organization that increase the brand value of the company and lead to increased belonging and loyalty, reflecting the motivations of productivity of the company and its employees. The success of the institution is directly proportional to its good reputation and its staff approach. Today, the reputation of the company and its employees is one of the most important components of the capital of institutions that contribute significantly to the development of the company. The company enjoys a good reputation in the market based on the fact reflected by the company through its products and services in the market, and quite the opposite that the bad reputation of the company reduces the value of products and services in the event of an invalid approach in the reputation and style of employees with the customer, the employee is well represented outside Organization to attract customers and plays a key role in attracting qualified employees to participate in it. Accordingly, ensuring employee satisfaction has become an important topic for both the organization for existing and potential employees. Currently, many variables are identified by attracting skilled labor to

the organization. One of them is the brand of the employer, the promised brand values. Another equally important issue is employee satisfaction. At this stage, the employer's mark and values are necessary to satisfy the employee.

## Reputation

Brand value increases with the value of organizational reputation and vice versa. Brand consumers are influenced by many factors when purchasing any goods or services. Brand reputation is one of the most important factors in its impact. Therefore, the brand is not only important and beneficial but also by another consumer beneficiary. According to "Moon and Melizon". The brand makes decision-making easier during purchase, provides brief product information to the consumer that is protected when making a purchase, protects quality assurance, reduces estimated risks, helps consumers express themselves and makes friends by involving them in a social environment.

Other advantages of a brand regarding its consumers are, as follows (Tim Ambler, 2009) [1]:

- The brand maintains consumer protection. The consumer understands that the company is the manufacturer of the product with a trademark.
- The brand is about adding functional and emotional features to products by giving information about the product maker or service provider, helping consumers remember the memory effects of the brand and also helping to make a purchase decision.
- The gains from the brand favor the status of consumers by having a product that carries self-defined product brands.
- Brand name helps consumers determine which product is met "what you need and want" The consumer knows through previous experience where he finds what he needs and wants.

• Brands makes shopping easier for consumers and give them a chance to buy.

Consequently, perceived value and the main result of marketing activity is a first-class element in relationship marketing. This figure shows (Fig. 1), as a model to assess the effect, which is considered in this study, the reputation.

**H1.A** Custom behavioral intentions are signals of influence in the actual purchase option, and therefore it is advisable to monitor them (Zeithaml, Berry, & Parasura-man, 1996) [2]. There are many different ways of activating behavioral intentions in behavioral literature. For example, Bansal, Irving, and Taylor (2004) [3] examine what roles the consumer is committed to changing and demonstrating intentions. Mittal, Kumar and Tsiros (1999) measure customer intent in the recommendation, as well as an asymmetric crossover effect as well as dynamically to product and service satisfaction in determining customer intentions towards product companies and service delivery. Zethamlet Al. (1996) refers to the structure of behavioral intent represented by multiple dimensions on the basis of Servqual scale, and here we say that all the way has a positive as well as a negative form, the choice between which depends on the purposes of researching specifications that fit the consumer. Focus on behavioral intentions and willingness to have a price premium for existing customers, which have a significant, direct and significant impact on the brand and organizational performance of the company (Ailawadi, Neslin, and Lehmann, 2003 [4]; Zeithamlet., 1996). Existing clients in the 2B market are particularly prominent as it is difficult to attract new clients because of the high risks and complexity

faced by the management organization. Ultimately, the brand image and reputation play a big role in this behavioral aspect that affects customer and consumer intent.

**H1B.** There is no doubt that the reputation of the company is positively affected by the perceived quality of the customer after the experience of using the product or receiving the service. The reputation of the company is a broad structure that keeps a large part of the company in the market now and in the future, and therefore not likely but certainly a strong impact on the perceptions of customer value, this is part of the marketing itself (de la Fuente Sabate & de Quevedo Puente, 2003) [5]. In particular Mudambi [6] et al. (1997) points out that reputation has many facets such as “global level”, “technical leadership” and “global presence” that have the potential to influence the formation of a primitive image appropriate to the brand and to customer value perceptions. Empirical research that has shown an effective impact on the company's reputation and on customers' perception of value includes studies by Shapiro (1983), Yoon, Guffey, and Kijewski (1993) [7]. In another study of the labor market, the reputation of the company was ranked first.

**H1c.** The impact of the company's reputation is undoubtedly a positive impact on the value of the customer. In service industries, corporate associations may also play an important role in attracting customers and retaining customers in the long run (Andreassen & Lindestad, 1998) [8]. Raj (1985) and Zenis (2001), and also the reputation of the pillars are essential in shaping the culture and institutional identity of customers.

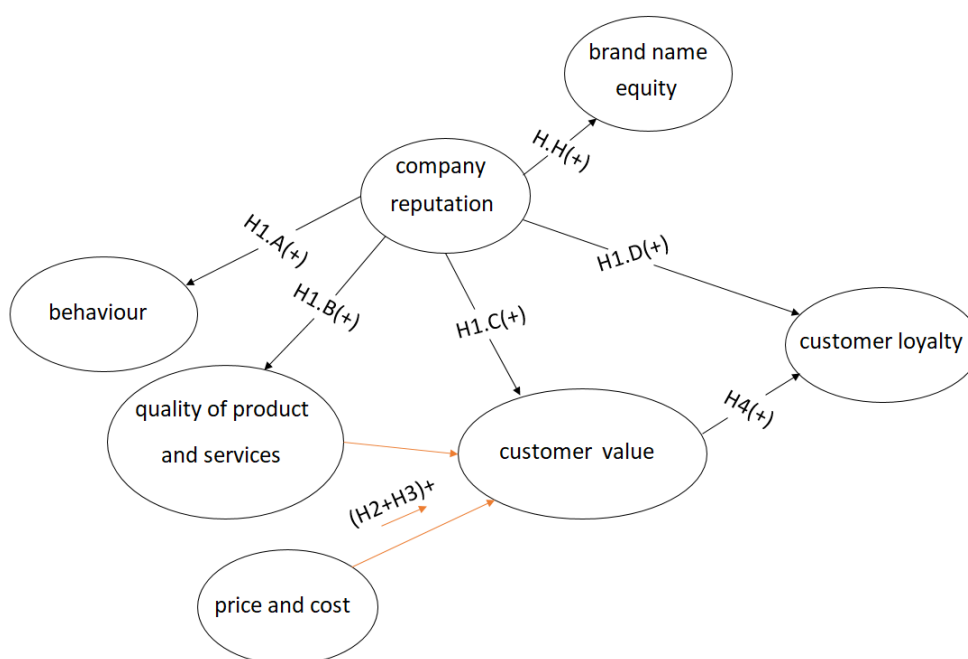


Fig. 1. Conceptual Model and Results

**H1d.** The company's reputation positively affects customer loyalty. The core customer value and reputation of the company include the customer loyalty process, and three principles about core operations within the framework. Customer value perceptions can be seen as a trade-off between tangible and intangible benefits and the quality of products and services and the prices and costs of sacrifices, both monetary and non-monetary. Honesty in the company's marketing approach, which plays a significant role in maintaining and increasing loyalty and mutual trust and in empirical research to support these relationships, includes studies conducted by Anka E. Creto, Roderick J. Brody, 2007) [9], Hurley and Letamaki (1995) [10], Letamaki and Korodobleski (1997), Higgins Lemon and Zethamel (2001). The following hypotheses are therefore proposed.

**H2.+H3.** The quality of products and services is one of the areas of companies with a great reputation and therefore attention. The first is for practitioners, managers and researchers to have a strong impact on business performance and on the other hand low costs or price strategies that also attract customer satisfaction, customer loyalty and profitability (Asghar, Seyed, Mohammad, Khaled, 2011) [11]. Quality of service is an attribute that is delivered externally only by the customer or consumer after use (Walker, Johnson & Leonard, 2006) [12]. (Seth, Deshmukh & Vrat, 2005) [13]. This means a significant positive relationship between perceived quality and customer value.

**H4.** There is considerable scientific and practical experience as well as empirical evidence that customer value clearly has a positive impact on customer loyalty (Gale, 1994; Hurley & Laitamaki, 1995) (Roland T. Rust, Katherine N. Lemon, & Valarie A. Zittahl, 2004) [14]. This is a clear indication that this proposed hypothesis is correct. Customer value will have a positive effect on customer loyalty.

It is also known that reputation is the information that is broadcast about the company in providing its products and services in addition to the strategy in how to provide it. They are getting the trustworthiness of the representative of the company. It also refers to past experiences of a third party with another potential future exchange partner [Picot et al., 2001]. Granovetter [1985] emphasizes on the side of social relations in marketing this concept is created by claiming that reputation is formed as a result of the cumulative relationships of social marketing network, when information about the actor's behavior in relationship with others is spread across the widespread information network. In the marketing literature, the company's reputation serves as a comprehensive assessment of all aspects the customer envisages and also about the potential customer about the company [Dowling, 1994] or a net investigation of the company's ability to meet the expected requirements of all

stakeholders [Fombrun, 1996]. Looking at these definitions, we see that the market-oriented social and marketing view emphasizes the collective nature of the market's reputation as a common asset of the company in the market. Therefore, after confirming the significant impact of this factor, we must deal with it with great importance, bearing in mind that appropriate marketing strategies should be used to maintain the company's reputation and brand.

**H.H.** The aim of the study in this model shows that reputation clearly affects the brand name equity.

### **Staff satisfaction and loyalty**

It has many factors that directly affect the brand. It starts with the employee's communication with the customer, which improves his dealings with the customer sincerely and honestly, which reflects a good image of the company to the recipient, either when buying the product or receiving the service, and the second factor that affects the company name through social relations with the outside environment about the radio that this company respects Full structuring. And to convey a good image of the company. We speak in this study only in the aspects that affect the shopping side of the company there are other things supported by the employee.

It turns out in the US Manpower Status Report (2013) [15], Gallup conducted a survey of more than 3,000 employees about their company's brand. It was found that only 41 per cent knew what the brand was or how it was different from that of competitors. Business owners should educate employees about what a brand is and influence it as we mentioned at the beginning. We take a beautiful example of IBM where it has conducted seminars for the entire team of administrators and employees about the marketing process. This plays a critical role in the awareness of employees on the importance of the company's brand and reputation.

In the event that employees are happy and eager to be in the right place at work, they are undoubtedly one of your most powerful ambassadors in the field of arms marketing. Employees are always in the workplace, so your marketing machine should never stop their happiness. There is less risk of taking the wrong steps than the brand ambassador when the company's workforce lies. Marketing budgets are owned by the company, and even large budgets are finally running out. Marketing campaigns are "configured" and are short-lived compared to company ambassadors and are your employees. Even the most creative campaigns are not the true strategy of the target audience. There is no "component" that is the real deal. We recommend from this aspect of this study that the employees of the company have a key role in the approach of social marketing strategy but an important role in conveying the internal image of the company to the outside world "company customers".



Fig. 2. Conceptual model () by Tobias Schlager

The conceptual model shown in (Fig. 2) was developed by Tobias Schlager, Mareike Bodderas, Peter Maas and Joe'l Luc Cachelin (2011) [16], series of service profits and employer attractiveness. A brand is defined as feelings, impressions, perceptions, beliefs and attitudes towards the company. The brand focuses primarily on external stakeholders (Filip Lievens, Jerel Slaughter, 2016) [17] as clients. This includes in two important things that employees represent an important link in the creation of the service brand, as mentioned in the various administrative and marketing literature by other scientists (such as Brodie et al., 2009) and the second aspect, the company can manage employees with a more systematic approach. From the real customers because they are closer to the company and at the same time they are the first interface that deals with customers. Research in the marketing area of services reflects that employees and their interactions with customers are of great importance not only in dealing with the customer. and Zeplin, 2005; Chung and Schneider, 2002; Vella et al., 2009; Palmer,

employer's brand, employee satisfaction and the company's reputation. This indicates that public relations play a vital role in the development of many companies, particularly in the approach of marketing strategies of a company, which is reflected in the impact of increasing the reputation of the brand and its promotion in the market and establish the image of the brand in the market. Public social relations are also selected for the target audience to increase the company's brand reputation. Decision makers should also develop an employee satisfaction policy, as noted, and a marketing policy that reflects the quality assurance of products and / or services provided by the company. In the end, it is safe to say that marketing managers cannot create a good brand in the market and maintain a reputation in case they are unsatisfactory to their customers in the market. It will not last long if it is required because it is definitely the wrong policy. Customer for this degree of excellence in strategy located in the market.

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*Received October 27, 2019*

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УДК 339.138

DOI:10.14529/em190418

## **АНАЛИЗ ФАКТОРОВ, ВЛИЯЮЩИХ НА БРЕНД ЧЕРЕЗ РЕПУТАЦИЮ И УДОВЛЕТВОРЕННОСТЬ СОТРУДНИКОВ**

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Интерес к роли человеческих ресурсов компании в построении бренда, который напрямую связан с продвижением репутации компании при получении и после получения услуги, особенно возрос после проявления интереса администраторов в сфере влияния сотрудников на внутреннюю и внешнюю среду, так как они, «сотрудники», представляют клиента внутри организации. Несмотря на интерес к этой области с данной точки зрения, исследования показывают, что многие руководители до сих пор не смогли разобраться с тем, как использовать его для достижения лучшей репутации и, следовательно, как получить конкурентные преимущества для своей компании.

Целью данной статьи является анализ факторов, влияющих на бренд посредством репутации и удовлетворенностью сотрудников деятельностью компании. Данные факторы всегда были напрямую связаны с брендом с целью демонстрации успеха маркетинговых стратегий компании. Репутация также прочно связана с взаимоотношениями и взаимодействиями между вовлеченными сторонами, а именно потребителем и представителем компании. Данные взаимодействия представляют собой доверие и лояльность потребителя компании, вызванные этими факторами.

**Ключевые слова:** бренд, репутация, удовлетворенность сотрудников, ценность бренда, лояльность клиентов.

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Поступила в редакцию 27 октября 2019 г.

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#### ОБРАЗЕЦ ЦИТИРОВАНИЯ

Almandeel, Munther A. Analysis of Factors Influencing a Brand through Reputation and Employee Satisfaction / Munther A. Almandeel // Вестник ЮУрГУ. Серия «Экономика и менеджмент». – 2019. – Т. 13, № 4. – С. 180–185. DOI: 10.14529/em190418

#### FOR CITATION

Almandeel Munther A. Analysis of Factors Influencing a Brand through Reputation and Employee Satisfaction. *Bulletin of the South Ural State University. Ser. Economics and Management*, 2019, vol. 13, no. 4, pp. 180–185. DOI: 10.14529/em190418

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