Navigating the Digital Landscape: How E-Marketing and Product Attractiveness Shape Company Reputation from a Customer-Centric Perspective

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Abstract

Purpose – This study investigates the influence of e-marketing risks on a Corporation's Reputation (CR) resulting from its online marketing of products and services.

Design/methodology/approach – A comprehensive analysis was conducted to enhance the company's e-marketing strategies and bolster its reputation in the market. This involved an investigation into key factors of e-marketing risks, such as customer confidence, product quality, marketing fraud, credibility, and customer knowledge and proficiency in using online platforms. These factors have directly impacted the company's reputation, including aspects such as product/service quality, attractiveness, performance, and commitment to social responsibility.

Findings – Its finding indicates that customers' lack of confidence in e-marketing has a strong impact on CR, followed by product quality and credibility. The absence of consumer awareness about e-marketing websites and e-fraud affects negatively frequently the organizational reputation.

Practical implications – To enhance the corporation's reputation, it is recommended that companies provide educational resources on online shopping, including guidance on using the company's website, comparing prices, and other services that facilitate online purchases. This will help to support the credibility of e-marketing and enhance customer trust.

Originality – This research is an exploration of how e-marketing has affected a Corporation's Reputation. It provides modern knowledge about the dynamic interplay between digital strategies and brand perception. Investigating this relationship provides valuable insights into the evolving landscape of consumer trust in the digital age. By analysing the various ways in which e-marketing influences a company's reputation, innovative approaches can be developed to enhance its online presence and build lasting customer trust.

Keywords: E-marketing, companies' reputations, marketing risks, marketing fraud, credibility, quality, online consumer behaviour

Introduction

The current global economic crisis is a direct result of the COVID-19 pandemic. In the US, UK, Germany, France, Italy, Japan, China, and India (Barua, 2020; Patel and Malpani 2020), a large number of businesses have been forced to shut down, leading to a decrease in sales revenue. As a result, consumers have started to adopt safer purchasing methods due to their changing attitudes towards the situation (Adam et al., 2022). In India, consumers began to be encouraged towards electronic marketing to address the economic crisis (Sharma, 2020). To remain competitive in the global market, the majority of industrial/service companies need to adopt new strategies that meet customers' changing purchasing patterns (Kaur *et al.*, 2021), and offer safer shopping options (Adam *et al.*, 2022). Consequently, adopting E-Marketing is an alternative way to promote and market products or services while protecting the company's market reputation. Electronic media can assist companies in meeting customer needs and achieving maximum profits (Gatzert and Schmit 2016). While contributing to increased sales, brand pervasion, and establishing long-term relationships with customers (Hoe and Mansori, 2018; Kaur *et al.*, 2020; Oluwabiyi *et al.*, 2022; Pappas, 2015).

Likewise, Mehta *et al.* (2020) have found that consumer materialism has changed to consumer spiritualism during the pandemic, highlighting the need for developing new models for new market segments that meet the changing needs of consumers, varied personalities, cultures, and nationalities (Kaur *et al.*, 2021). Additionally, Adam *et al.* (2022) have examined the usage of e-marketing as a model for buying decisions moderated by perceived risk during the COVID-19 pandemic in Aceh Province, Indonesia, using the Structural Equation Modelling – Analysis of Moments Structure method (Adam *et al.*, 2022). However, E-Business organizations require employees with multiple skills, such as extensive knowledge of e-business activities, dealing with rapid marketing changes, identifying available opportunities quickly and accurately, developing innovative capabilities, and having diverse creativity skills (Adrian *et al.*, 2022). Corporate credibility is a crucial factor that affects e-marketing success. It's built on values such as trust, integrity, social responsibility, respect for employees, and fair value to shareholders (Beheshtifar and Korouki, 2013). Social Responsibility encompasses the optimal investment of various resources e.g., human, material, financial, and informational, leading to stakeholder satisfaction due to the organization's achievement of its goals (Honey, 2017).

Consequently, this study reviewed previous research on the impact of product attractiveness on online purchasing behavior. It aims to understand the relationship between product attractiveness and e-commerce and identify factors influencing consumer decisions. The study analysed the impact of e-marketing on social responsibility among consumers who purchased goods/services from commercial websites. A quantitative analysis evaluated the impact of e-marketing on business reputation based on consumer purchasing style. The research contributes to improving electronic shopping experiences and proposes future studies during the COVID-19 pandemic. This is done by adopting the analytical method approach for the following previous studies (Adam *et al.*, 2022; Kaur *et al.*, 2021; Kryscynski *et al.*, 2021).

Literature Reviews

Risk of the Electronic-Marketing

E-marketing has become a crucial component for organizations as it leverages digital technologies to boost sales and improve service delivery. By utilizing e-shopping websites, e-marketing enables businesses to identify the current needs and desires of their customers, communicate with them online, and reduce costs through efficient distribution of goods and brand expansion (Kaur *et al*., 2020). The term e-marketing is also referred to e-business, e-commerce, and internet marketing (Kaur *et al*., 2021). To execute a successful e-marketing strategy, organizations need to provide their staff with specialized expertise in e-business activities, which will enable them to adapt to rapid market changes, identify available market opportunities, and develop innovative capabilities and creative skills (Adrian *et al*., 2022).

E-marketing is an interactive process that utilizes information technologies to establish long-term relationships between the company and its customers (Berry, 2004). It encompasses both strategic and tactical planning processes aimed at satisfying clients' needs while maximizing profit (Pappas, 2015). It's categorized into two types: a marketing strategy for an entire organization and a marketing system that includes all standard marketing components (Pan et al., 2013). According to Kaur *et al*., (2020), e-marketing is defined as the movement of various elements of marketing strategies and activities to a computerized, networked environment such as the Internet. Kumar *et al*., (2017) define it as a platform that provides consumers with multiple data and information over the internet about the seller, products, services, etc. (Kaur *et al*., 2021).

E-marketing products can be classified as goods and services (Pappas, 2015). Examples of merchandise include clothing, electrical appliances, cars, toys, etc., while services comprise legal, medical, educational, banking, etc., (Alwi *et al*., 2017; Schroeder *et al*., 2013). Achieving consumer satisfaction is the primary goal of electronic commercial transactions, which is essential for the success of providing any service (Pringviriya *et al*., 2015; Rimkutė, 2018). Therefore, in e-marketing, providing consumers with high-quality and distinctive marketing services that meet their satisfaction is critical. E-marketing operations are dependent on the optimal use of wired and wireless communication networks, starting from the pre-production of goods and services to achieving consumer satisfaction (Berry, 204).

Company Reputation

Company Reputation (CR) is a crucial component of organizational value on a global scale. In a study conducted by Deck (2015), it was revealed that CR's value represents 22% of the S&P 500's total market capitalization (Gatzert and Schmit 2016). Compared to competitors with a low reputation, organizations with a high reputation enjoy significant competitive advantages in the market (Ankrah and Omar, 2015; Kryscynski *et al*., 2021; Schor, 2005). Consequently, CR is considered a strategic intangible asset that requires investment in positive reputation creation to manage marketing risks and achieve a strong return (Gatzert and Schmit 2016; Hoe and Mansori, 2018).

Jonathan Low and Pam Cohen Kalafut define CR as "intangible," whose concept varies based on stakeholders' or consumers' evaluation (Beheshtifar and Korouki, 2013). It is slippery, volatile, easily compromised, impossible to control, and amorphous

(Honey, 2017). However, a good CR can positively impact stakeholder behaviours and market share, customer behaviours, purchase intention, loyalty, trust, and identification (Ciftcioglu, 2010; Gatzert and Schmit 2016). Consequently, Companies have widely embraced the implementation of qualitative methodologies such as the Altman Z-score model to effectively forecast financial risks and prevent the possibility of bankruptcy (Hilo and Mkalaf, 2022). Furthermore, the utilization of the Tobin Q model has become prevalent in assessing market value (Mkalaf and Hilo, 2023).

Reputation differs from trademark, reputability, famed, or organization logo in terms of stakeholders, control, and objectives. A trademark aims to define the company's products or services to customers, while reputation is the perception held by a customer about the organization in anticipation of future behaviour's. Owners establish and manage it to generate profits (Honey, 2017). However, CR can be affected by many internal and external factors, including the market reputation of a company owner, competitors, customers, industry, country, and environmental factors (Sharma, 2020; Slack and Singh, 2020).

Seaman (2004) identified three reputational risks associated with intangible assets, including reputation and trust, mutual relationships, culture and values, leadership and communication, and knowledge. Reputation management forms the basis of stakeholders' expectations regarding corporate behaviours, and mutual relationships can be identified and assessed to identify reputational risks that may expose the business in the market. Reputational risk is directly related to organizational behaviours, both individual (values) and corporate (culture), and should be managed under the advice of external consultants or the supervisory board. The understanding of reputational risk depends on communication systems that provide comprehensible information, and knowledge plays a crucial role in understanding reputational risk. It involves the optimal use of a variety of resources, methods, and the process of market research to acquire reliable information on the attitudes of employees, customers, and shareholders toward their organization (Kazimierz and Szymon 2015). So, one of the major challenges faced by financial companies is the lack of consumer data on their websites, particularly when it comes to their financial status. Which had a negative affected on their regulatory reputation within the financial markets and has even led to the bankruptcy or closure of some private banks. As a result, these banks have been unable to commit their financial obligations to companies and individuals, causing them to lose customers who would otherwise have deposited money with them (Hilo and Mkalaf, 2022).

Risks Affecting the Company Reputation

Effective reputation risk management is crucial for organizations, as it helps to safeguard their intangible assets and enhance their market value. These intangible assets include reputation, strategic position, human capital, brand value, knowledge, and alliances (Kazimierz and Szymon 2015). In this study, the elements of reputation risk management that were investigated include product quality, product attractiveness, performance, and responsibility, all of which were found to be affected by e-marketing.

Product quality is defined as the degree to which products conform to customer requirements (Shamma, 2012). Organizations that implement an efficient monitoring system and continuous evaluation of their activities, train their employees and plan their production processes can reduce losses and waste during and after the production process, resulting in lower production costs and increased product reliability (Kryscynski *et al.*, 2021; Li *et al.*, 2018; Stylidis *et al.*, 2020; Sullivan and Kim, 2018). This approach helps organizations to offer products and services that meet customer expectations, and satisfaction and ultimately contributes to the sustainability of reputation risk management (Deng *et al.*, 2010; Stylidis *et al.*, 2020, Saeidi *et al.*, 2015). Quality has become a crucial strategy for success and survival in both local and global markets, enabling organizations to achieve long-term reputation and sustainable competitive advantage (Bianchi *et al.*, 2019; Punjaisri and Wilson, 2017).

Product attractiveness is a critical factor in the success of organizations in the global marketplace, as it affects consumer purchasing decisions. To remain competitive, organizations must pay attention to changes in consumer preferences and design products that are attractive to their target audience (Munir *et al.*, 2019).

Performance refers to the outcomes of all activities performed by individuals, groups, organizations, or production processes (Wilson and Campbell, 2020). Organizational departments are responsible for establishing procedures to evaluate performance that align with planned objectives (Gatzert and Schmit 2016). Measuring performance is critical for implementing effective strategies that achieve profitability, market share, and cost reduction (Wilson and Campbell, 2020). Performance evaluation includes three functions: operational, financial, and marketing performance (Wheelen *et al.*, 2017). Consequently, operational performance focuses on adding value to customer goods and services, financial performance is concerned with achieving profits, return on investment, and return on assets, while marketing performance concerns sales and increased market share (Adrian *et al.*, 2022; Beheshtifar and Korouki, 2013).

Responsibility is defined as an organization's integration of social and environmental concerns into business operations and interactions with stakeholders. This includes charitable giving, reducing negative environmental impacts, fair work practices, and volunteering. Organizations that prioritize social and environmental responsibility enhance their market reputation and contribute to supporting and solving community problems (Beheshtifar and Korouki, 2013). Social responsibility is a crucial component of any organization, contributing to achieving competitive advantage, reducing conflict between companies and local communities, and creating job opportunities that can eliminate poverty and unemployment.

Social responsibility refers to an organization's obligation to act ethically and responsibly towards the society and environment in which it operates. This includes initiatives that promote sustainable development, fair labour practices, social justice, and environmental protection. Companies that prioritize social responsibility often have a positive impact on their stakeholders and communities, which can contribute to a strong reputation and brand image (Bianchi *et al.*, 2019). However, social responsibility initiatives can also pose risks to a company's reputation if they are not properly implemented or managed. For example, a company may face negative publicity and public backlash if it is discovered that it engages in unethical practices, such as using child labour or violating environmental regulations (Turker, 2009; Kim *et al.*, 2020). Similarly, a company that does not adequately address social and environmental concerns may face reputational damage and loss of trust from its stakeholders (Lee *et al.*, 2017).

Accordingly, a current study focuses on the social responsibility risks that can arise from the actions of a company's suppliers or partners. For instance, a company may be linked to a supplier that engages in unethical or illegal practices, leading to negative publicity and reputational damage for the company. To manage social responsibility risks and protect their reputation, companies should adopt responsible business practices, establish clear policies and procedures, and engage in transparent communication with their stakeholders. It is also important for companies to monitor their social responsibility initiatives and assess their impact on their stakeholders and the environment, to ensure that they are aligned with their values and business objectives.

In summary, effective reputation risk management requires organizations to focus on various elements, including product quality, product attractiveness, performance, and responsibility, which are all affected by e-marketing. By prioritizing these elements, organizations can enhance their market reputation, achieve long-term success, and contribute to the betterment of society.

Materials and Methods

Sample study

The study sample was created to categorize consumers based on their age, occupation, and income level. These three factors were chosen because they directly affect buying behavior and help assess e-marketing risks. A total of 1250 consumers from different backgrounds participated in the survey, with 58% being male and 42% female. Most of the respondents held the position of university professor (68.4%), followed by employees (12.6%), students (8.4%), engineers (3.2%), teachers (3.2%), businessmen (2.1%), and unemployed individuals (2.1%). Income was the most significant factor in determining purchasing power. Among the respondents, 43.2% had a good income, 42.1% had a moderate income, 7.4% had the lowest income, 5.1% had a high income, and 2.2% had a mediocre income. The study found that the majority of consumers (73.7%) preferred purchasing moderately-priced products with acceptable quality rather than high-priced or rare items, as illustrated in Figure 1. The findings reveal that a person's buying capacity is linked to their earnings, as 42% of consumers belong to the middle-income group. Additionally, the age group of 30-39 years witnessed the highest percentage (40%) of buying levels.

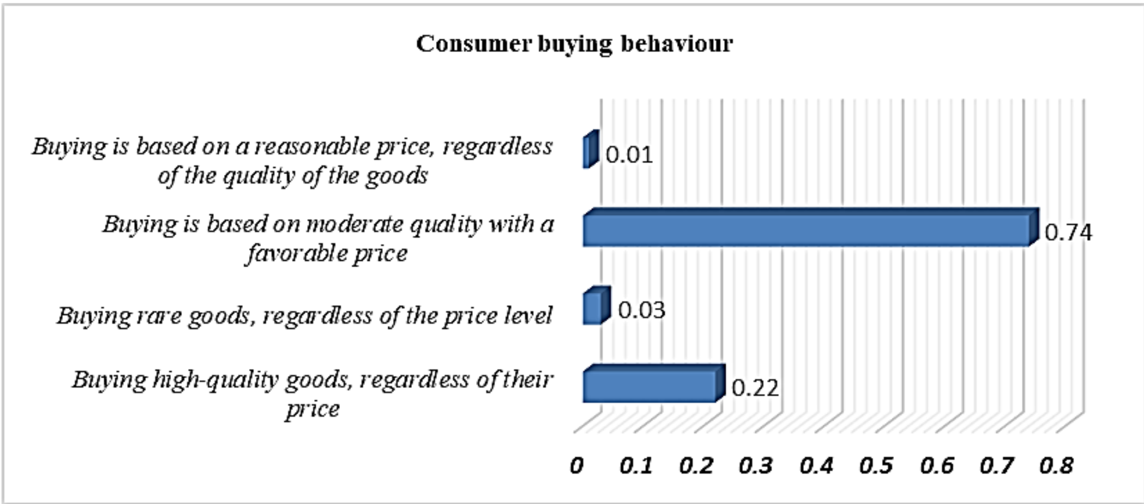

Figure 1 Consumer buying behaviour

Method

In recent times, there has been a significant increase in the use of electronic purchases by individuals, particularly due to the emergence of the COVID-19 pandemic. Consumers have been compelled to seek safer ways to shop, leading to a surge in online shopping. However, this has brought about multiple challenges faced during the e-marketing process. The present study aims to evaluate the impact of company reputation (CR) on the risks of e-marketing and identify their causes. The research problem was identified based on the risks experienced by consumers during online shopping and how these risks affected their perception of CR. The study adopts a customer-centric perspective and makes a crucial contribution to understanding the influence of CR on e-marketing and product attractiveness. An investigation involved a majority of the key factors of e-marketing risks, such as customer confidence, product quality, marketing fraud, credibility, and customer knowledge and proficiency in using online platforms. These factors have directly impacted the company's reputation, including aspects such as product/service quality, attractiveness, performance, and commitment to social responsibility. The findings have significant implications for companies seeking to enhance their online marketing strategies, emphasizing the need to build and maintain a positive reputation in the minds of customers.

The study aimed to investigate the correlation between E-marketing and company reputation, as well as identify E-marketing risk factors that have an impact on the reputation of the company. To achieve this, a "Descriptive Analysis" was conducted. Correlation analysis is an essential tool in examining the relationship between two variables. In the context of this study, the correlation between E-marketing and company reputation was analysed. The findings of this study can provide valuable insights into how E-Marketing activities influence the reputation of the company. This information can be utilized by businesses to improve their marketing strategies and enhance their reputation in the market.

Descriptive analysis is also crucial in identifying the factors that affect E-Marketing's impact on the Company's reputation. By analysing descriptive statistics, it is possible to identify the key factors that affect a company's reputation. This information can be utilized by businesses to develop strategies that mitigate the impact of negative factors and enhance the impact of positive factors. In conclusion, the combination of correlation analysis and descriptive analysis is crucial in understanding the relationship between E-Marketing and Company Reputation and developing effective strategies to improve a company's reputation in the market. The study also employed theoretical and practical thematic analysis, which is an acceptable method for analysing the relationship between essentialism and constructionism. This method provided accurate results about consumer buying experiences during the COVID-19 period (Braun and Clarke, 2006).

Study Design

The study employed quantitative analysis techniques, including Spearman correlation and simple regression analysis, to test the research hypotheses. The study hypotheses' conceptual framework is designed based on e-marketing risk variables that affect the company's reputation. Figure 2 shows the conceptual framework of the study hypotheses.

The study hypotheses were:-

H1: Is there a significant relationship between the risks of e-marketing and organizational reputation?

*H2: Is there a significant effect of e-marketing risks on organizational reputation***?**

Data collection for this study was conducted using Google Forms, with a questionnaire designed to capture the basic research variables. The first variable was e-marketing risk, which was explored through 21 questions related to customer confidence, product quality, marketing fraud, credibility, and customer knowledge and skill in using online websites. The second variable was company reputation, which was assessed using

16 questions related to product/service quality, attractiveness, performance, and social responsibility.

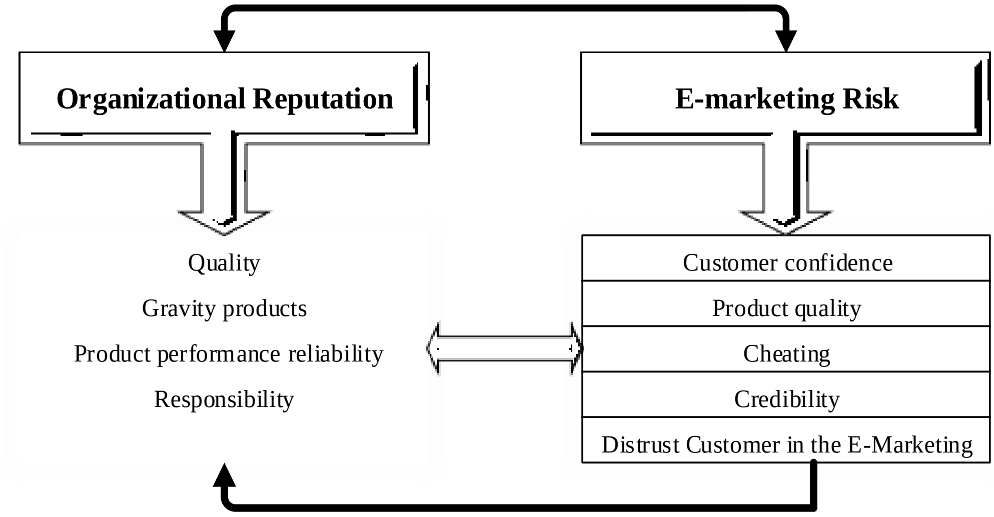

Figure 2 Conceptual Framework of the Research Hypotheses

The first variable that was examined pertained to the risks associated with e-marketing, such as customer confidence, product quality, marketing fraud, credibility, and the level of customer knowledge and proficiency when it comes to using online platforms. A descriptive analysis of the risk factors in E-Marketing was conducted based on the 20 significant sub-factors which are as follows:

1. *Examination of customer confidence (x1, x2, x3, and x4). The questionnaire was designed to measure the factors that contribute to consumer satisfaction when purchasing online. These factors include the quality of services provided, prices, and confidence in the level of e-service provided to customers, and the extent to which commercial companies are interested in customer complaints submitted electronically. One of the key findings from the survey was that many respondents did not engage in electronic marketing due to concerns about fraud and issues related to product specifications. These concerns led to a reluctance to engage in online purchasing.*
2. *Examination of product quality (x5, x6, x7, and x8). Product quality can be measured by assessing the integration of its qualities and characteristics and evaluating its ability to satisfy current and future needs. This evaluation also includes ensuring that customers have access to data and information about product specifications through electronic marketing. Additionally, products can be distinguished by using special trademarks to highlight their quality.*
3. *Examination of marketing fraud (x9, x10, x11, and x12). The unethical practice of marketing fraud encompasses a wide range of meanings and implications within the business world. It is primarily characterized by the violation of rules and standards that govern human behavior. Marketing fraud can manifest in various forms, including but not limited to false or misleading product specifications advertised on a company's website, limited buying and selling options, fluctuating pricing structures, failure to provide adequate after-sales guarantees, and delayed product delivery.*
4. *Examination of credibility (x13, x14, x15, and x16). Credibility refers to the extent to which e-commerce companies fulfill their promises and meet the needs of their customers, resulting in consumer satisfaction. This includes e-pricing for marketing*

services, the effectiveness of e-promotion of products/services, and the commitment to e-delivery of products, regardless of environmental conditions.

5. *Examination of the lack of customer culture in E-Marketing (x17, x18, x19, and x20). This factor investigated several issues regarding the customer culture in website usage and e-transactions. Firstly, the company website lacks adequate information about its products and services, which can lead to confusion and frustration for customers. Secondly, there is a lack of e-payment system facilities available for customers, which can hinder their ability to make purchases easily and efficiently. Lastly, there seems to be a failure on the part of the company to activate consumer protection laws against fraud in e-marketing, leaving customers vulnerable to potential scams and fraudulent activities.*

The second variable focused on most of the factors that have a direct impact on the company's reputation, including aspects such as the quality of its products or services, their attractiveness, performance, and the extent to which the company is committed to social responsibility. An analysis was conducted to determine the risk factors that impacted the reputation of the company. The analysis was based on 16 significant sub-factors, which are as follows:

1. *Examination of product quality (x21, x22, x23, and x24). It measures whether an e-commerce company is committed to maintaining high international quality standards through modern and well-planned programs. Based on encouraging employees to suggest innovative ideas that can attract customers to purchase the company's products. Also, test whether the e-company is providing the necessary resources and supplies to ensure that the marketing service is performed efficiently.*
2. *Examination of product gravities (x25, x26, x27, and x28). Measuring a product's attractiveness helps establish a brand's distinctive position in the market. Positive results attract consumers and satisfy their needs. The company continuously adopts new strategies to maintain customer satisfaction.*
3. *Examination of product performance and reliability (x29, x30, x31, and x32). Assess a company's performance including the successful company in achieving its goals in time. This can be achieved by implementing effective strategies that result in economic and financial benefits. It is also crucial to evaluate the company's strengths and potential for competition within the market. Finally, the company should consider supporting charitable projects that are organized by public community organizations.*
4. *Examination of responsibility (x33, x34, x35, and x36). E-commerce companies' social responsibility is evaluated based on adherence to policies, customs, and the environment while providing reliable community services.*

Results

Descriptive Analysis of Electronic Marketing Risk

The descriptive analysis summarizes the dimensions of electronic marketing risk customer confidence, product quality, cheating, E-marketing risk, and lack of customer culture in electronic marketing. Table 1 shows the dimensions of electronic marketing risk. The customer's confidence factor had reached the arithmetic mean (3.53). That is greater than the hypothetical mean specified by (3). This result indicates that the level of interest of the study sample for this dimension was (high). That is a level of significance reached (70.5%).

Table 1 Descriptive Analysis of the E-Marketing Risk Factors

Factors	Variables	Weighted Average	Standard Deviation	Percentage
Customer Confidence	x1	3.98	0.77	79.52
	x2	3.07	0.88	61.46
	x3	3.42	0.97	68.46
	x4	3.63	1.06	72.68
Average		3.53	0.92	70.53
Product Quality	x6	3.02	1.07	60.48
	x7	3.62	0.82	72.36
	x8	3.68	0.84	73.50
	x5	3.91	1.02	78.22
Average		3.56	0.94	71.14
Cheating	x9	3.94	0.89	78.7
	x10	3.51	1.07	70.24
	x11	3.48	1.02	69.6
	x12	3.49	0.97	69.76
Average		3.61	0.99	72.08
Credibility	x13	3.65	1.01	73.00
	x14	4.21	0.84	84.22
	x15	3.66	0.96	73.18
	x16	4.07	0.69	81.46
Average		3.90	0.88	77.97
Lack of Customer Culture in Electronic Marketing	x17	3.66	0.9	73.18
	x18	3.94	0.86	78.86
	x19	3.96	0.88	79.18
	x20	4.03	0.89	80.66
Average		3.9	0.88	77.95
E-Marketing Risks		3.7	0.92	73.94

The standard deviation ratio for the dispersion of the questionnaire responses was (0.92).

- *A product Quality had reached its arithmetic mean (3.56). That is greater than the hypothetical mean defined by (3). This result indicates that the level of interest of the research sample in this dimension was (high). That is a level of significance reached (71.15%). The standard deviation ratio for the dispersion of responses was (0.94).*
- *Cheating had reached its arithmetic mean (3.61). This result is greater than the hypothetical mean specified by (3). This result indicates that the level of interest of the research sample in this dimension was (high). That is a level of significance reached (72.1%). The standard deviation ratio for the dispersion of responses was (0.99).*
- *E-marketing risk had reached its arithmetic mean (3.7). That is greater than the hypothetical mean defined by (3). This result indicates that the level of interest of the research sample in this dimension was (high). A significance level was reached (73.94%). The standard deviation ratio for the dispersion of the questionnaire responses was (0.92).*
- *Credibility had reached its arithmetic mean (3.9). It is greater than the hypothetical mean defined by (3). This result indicates that the level of interest of the research sample in this dimension was (high). That is a level of significance reached (77.95%). The standard deviation of the response dispersion was (0.88).*
- *The lack of customer culture in e-marketing had reached its arithmetic mean (3.9). It is greater than the hypothetical mean defined by (3). This result indicates that*

the level of interest of the research sample in this dimension was (high). A significance level was reached (77.95%). The standard deviation of the response dispersion was (0.88).

Descriptive Analysis of Company Reputation

The summary of a descriptive analysis of company reputation risk includes; quality, gravity products, product performance, reliability, and responsibility. Based on this, the company reputation variable had an arithmetic mean (3.75). This indicator is greater than the hypothetical mean defined by (3), as shown in Table 2.

Table 2 descriptive analysis of company reputation risk

Factors	*Variables*	*Weighted Average*	*Standard Deviation*	*Percentage*
Quality	x21	4.46	0.72	89.26
	x22	4.08	0.75	81.62
	x23	3.82	0.71	76.42
	x24	3.89	0.87	77.72
Average		4.06	0.76	81.25
Gravity products	x25	3.58	1.02	71.54
	x26	3.67	0.84	73.34
	x27	3.76	0.77	75.12
	x28	3.67	0.83	73.34
Average		3.67	0.87	73.4
Product Performance, reliability	x29	3.6	0.85	72.04
	x30	3.89	0.83	77.88
	x31	3.85	0.77	77.08
	x32	3.88	0.79	77.56
Average		3.81	0.81	76.1
Responsibility	x33	3.38	0.89	67.64
	x34	3.49	0.84	69.76
	x35	3.6	0.93	72.04
	x36	3.42	0.84	68.46
Average		3.47	0.88	69.45
Organizational reputation		3.75	0.93	75.06

This result indicates that the level of interest of the research sample in this variation was (high). Its significance level had reached (75.06%). The standard deviation ratio for the dispersion of responses to a questionnaire was (0.93).

- *Quality: Its arithmetic mean was (4.06). That is a higher indicator than the hypothetical mean defined by (3). This result also indicates that the level of interest of the research sample in this dimension was (high). Its significance level had reached (81.25%). The standard deviation ratio to the dispersion of the questionnaire responses was (0.76).*
- *Gravity products: It is arithmetic mean is (3.67). This indicator is greater than the hypothetical mean defined by (3). This result indicates that the level of interest of the research sample in this dimension was (high). It is a significant level reached to (73.4%). The standard deviation ratio for the dispersion of the questionnaire responses was (0.87).*
- *Product performance and reliability had an arithmetic mean of (3.81). This indicator is greater than the hypothetical mean defined by (3). This result indicates that the level of interest of the research sample in this dimension was*

(high). It is a significant level reached to (76.1%). The standard deviation of the dispersion of the questionnaire responses was (0.81).

- *Responsibility had reached his arithmetic mean (3.47). This indicator is greater than the hypothetical mean defined by (3). This result indicates that the level of interest of the research sample in this dimension was (high). Its significance* level reached *(69.45%). The standard deviation ratio for the dispersion of the questionnaire responses was (0.88).*

Analysing the Correlation between E-Marketing and Company Reputation

The following Table 3 summarizes the results of the correlation between electronic marketing and organizational reputation. Based on the information presented in Table 3, there is a positive correlation between e-marketing risks and organizational reputation with a coefficient of (0.57, p-value = 0.05). This correlation is fairly strong for the "credibility" dimension, which has a rate of (0.5, p-value = 0.05). After-product quality also shows a significant direct correlation with organizational reputation at (0.49, p-value = 0.05). However, the remaining dimensions of e-marketing risks - customer trust, responsibility, and marketing fraud - have weak direct correlations with organizational reputation, with coefficients of 0.29, 0.29, and 0.28, respectively.

Table 3 Correlations between electronic marketing and organizational reputation

The Dimensions of E-marketing Risk	Code	The dimensions of organizational reputation				Company reputation (Y5)	Confidence Degree
		Quality (Y1)	Gravity products (Y2)	Product performance, reliability (Y3)	Respon-sibility (Y4)		
Customer confidence	Xx1 (t)	0.39 4.67	0.15 1.65	0.24 2.77	0.21 2.31	0.29 3.28	0.95 1.98
Correlation coefficient		*Weak Sig.*	*Not Sig. Very weak*	*Weak Sig.*	*Weak Sig.*	*Weak Sig.*	
Product Quality	Xx2 (t)	0.4 4.77	0.42 5.07	0.38 4.48	0.45 5.48	0.49 6.19	0.95 1.98
Correlation coefficient		*Positive Sig.*	*Positive Sig.*	*Weak Sig.*	*Positive Sig.*	*Positive Sig.*	
Cheating	Xx3 (t)	0.27 3.12	0.23 2.62	0.23 2.54	0.31 3.56	0.28 3.18	0.95 1.98
Correlation coefficient		*Weak Sig.*	*Weak Sig.*	*Weak Sig.*	*Weak Sig.*	*Weak Sig.*	
Credibility	Xx4 (t)	0.37 4.38	0.42 5.16	0.42 5.08	0.44 5.44	0.5 6.38	0.95 1.98
Correlation coefficient		*Positive Sig.*	*Positive Sig.*	*Positive Sig.*	*Positive Sig.*	*Positive Sig.*	
Lack of culture in E-marketing	Xx5 (t)	0.39 4.67	0.15 1.65	0.24 2.77	0.21 2.31	0.29 3.28	0.95 1.98
Correlation coefficient		*Weak Sig.*	*Weak Sig.*	*Weak Sig.*	*Weak Sig.*	*Weak Sig.*	*Weak Sig.*
E-Marketing Risks	X (t)	0.53 6.93	0.48 5.99	0.44 5.43	0.46 5.7	0.57 7.54	0.95 1.98
Correlation coefficient		*Positive Sig.*	*Positive Sig.*	*Positive Sig.*	*Positive Sig.*	*Positive Sig.*	*Positive Sig.*

Investigate Research Hypotheses

Table 4 presents findings related to the investigation of Hypothesis 2. The hypothesis suggests that e-marketing risks have a significant impact on the reputation of an organization. The study analysed several dimensions such as customer confidence, product quality, marketing fraud, credibility, and customer's lack of e-marketing culture. The study found that the T values obtained for each dimension were higher than their tabular counterpart of (1.980, p=0.05) with a significant confidence level of 95%. The values of F were also higher than their tabular counterpart of (4, p=0.05) with a significant confidence level of 95%. Specifically, the T values were 5.262, 6.567, 3.897, 6.719, and 4.03 while the values of F were 27.69, 43.12, 15.19, 45.14, and 16.24 for each respective dimension.

According to the Correlation coefficient determination, the value of R2 is 0.36, which means that 36% of the risks associated with e-marketing are due to discrepancies in organizational reputation. The remaining 64% of the risks are attributed to other factors that should be studied in the future. The value of T is 8.244, which is greater than its tabular counterpart (t = 1.980, p=0.05), with a significant confidence level of 95%. Moreover, the value calculated by F is 67.97, with a p-value of 0.05, which is greater than its tabular counterpart of 4, with a significant confidence level of 95%.

Table 4 Ranking of the impact of e-marketing dimensions on organizational reputation

Independent variables	(Y)	R^2	C (*F*)	T(*F*)	P	C (*t*)	T (t)	R
E-marketing Risk (X)	CR	36%	67.97 *	4	0.71	*8.244	1.98	Sig.
Customer confidence (Xx1)	CR	18.60 %	27.69 *	4	0.36	*5.262	1.98	Sig.
Product quality (Xx2)	CR	26.30 %	43.12 *	4	0.47	*6.567	1.98	Sig.
Cheating (Xx3)	CR	11.20 %	15.19 *	4	0.23	*3.897	1.98	Sig.
Credibility (Xx4)	CR	27.20 %	45.14 *	4	0.45	*6.719	1.98	Sig.
Lack of customer culture in E-Marketing (Xx5)	CR	11.80 %	16.24 *	4	0.31	*4.03	1.98	Sig.

Where; Dependent variable (Y), The calculated value (F), Tabular value (F), Parameter (P), The calculated value (t), Tabular value (t), Results (R), Company Reputation (CR)

Based on the final results, Hypothesis 2 has been validated. It has been proven that electronic marketing risks have a significant impact on organizational reputation. Among the various risks of electronic marketing, the company credibility dimension has the most significant impact on the reputation of an organization. The other risks in descending order of impact are product quality, customer confidence, lack of customer awareness of electronic marketing, and marketing fraud. Likewise, it has been found that credibility, product quality, and customer trust have a similar impact. This means that the company should focus on displaying its products on the website with credibility by matching the quality of the product with the pre-defined specifications. Therefore, the customer's perception of the quality of the company's products will meet their expectations, resulting in increased trust in the company's products.

Discussion

The way consumers buy products has been transformed by the advent of e-marketing. This has given companies the chance to boost sales, enhance brand recognition, and offer goods at more competitive prices. Additionally, e-marketing can address ethical concerns that arise when customers shop online and reduce the impact of negative reviews and intrusive online branding (Dwivedi *et al.*, 2021). Alshidi's (2020) study highlights the role of e-marketing tools in enhancing online purchases in some cities in Muscat, identifying major factors that can affect online buying behavior and assisting e-commerce companies to improve their strategies and practices (Kaur *et al.*, 2021). Sullivan and Kim's (2018) study emphasizes the impact of product assessment factors on a seller's website's future repurchase intention based on trust, e-commerce elements, and perceived quality (Tong, 2015). Moreover, Pan *et al.'s* (2012) study examines the effects of seller reputation, product category, and surcharge on internet shopping and found that sellers with high reputations can increase the total price paid by the buyer through higher surcharges, while sellers with lower reputations cannot do so (Pan *et al.*, 2013).

International trade requires businesses and industrial companies to analyze and understand consumer behavior to develop products that align with their preferences (Chen and Popovich, 2003). Which needs to enhance knowledge of cause-related marketing's impact on eco-friendly consumer behavior, producers should define their target audience before selecting a type of marketing. This affects consumers with positive attitudes toward green consumption and involves analyzing the relationship between attitudes, subjective norms, intention, behavior, and cause-related marketing (Venciute *et al.*, 2023). Customers' attitudes toward products or services can be evaluated based on their utilitarian, hedonic, symbolic, and epistemic values. Moreover, the use of smartphones, the internet, and e-attitude, as well as e-involvement, have been found to have a direct and significant positive effect on customers' behavioral intentions (Hasan, 2022). Furthermore, from 2006 to 2021, over 463 studies concentrated on "Neuromarketing" were discovered in the United States, followed by the United Kingdom and Spain, according to research. Neuromarketing is a useful approach that helps businesses assess consumers' subconscious emotional responses to marketing motivations (Siddique *et al.*, 2023).

The framework helps align digital marketing with market competition like using social media and co-creation marketing value. Despite this, e-marketing is rarely adopted by target companies in developing countries (Pandey *et al.*, 2020). Consequently, this study focuses on identifying the main factors contributing to e-marketing risks such as customer trust, product quality, marketing fraud, credibility, and lack of customer culture in e-marketing, and their impact on business company reputation, specifically in terms of quality, attractiveness, product performance, and responsibility. With the increasing number of e-marketing companies dealing with customers, it is crucial to address issues related to electronic fraud and lack of credibility in displaying products/services online, which can lead to decreased confidence in e-shopping and loss of confidence in these business companies. This study is based on customers' experiences in e-marketing in Iraq and offers insights into how e-commerce companies can address these risks and maintain their reputation while improving customer satisfaction.

Conclusion

The study found that the research sample was balanced in terms of gender, but the majority of participants were from the young age group. University professors were the group with the highest responses in the questionnaire compared to other customers. Customers with a good or medium-income level were most interested in buying goods as needed at reasonable prices through e-marketing. The study also found a high level of agreement regarding the credibility dimension and the lack of customer culture in electronic marketing. The risks of e-marketing, manual fraud, product quality, and customer confidence were the most agreed-upon concerns. The highest level of agreement was on the quality dimension, followed by performance, organizational reputation, and product attractiveness. Consequently, the current study identified a strong correlation between e-marketing risks and business reputation, as well as a positive relationship between risks based on e-marketing and product quality, credibility, and organization reputation. There was a weak correlation between customer confidence and attractiveness, and a relationship between the lack of customer education in e-marketing and product attractiveness. The risks of e-marketing strongly affected organizational reputation, followed by business credibility and product quality. The lack of customer education in e-marketing and marketing fraud were least affected by organizational reputation. All research hypotheses were accepted.

The study recommends that marketing organizations must offer goods and services at high quality and favorable prices, according to the desires of customers, especially the younger age group. Effective promotion and distribution should also be adopted, along with enhancing the credibility of e-marketing by promoting goods on websites and providing clear information to consumers about electronic purchases and payment methods. Marketing organizations should seek to strengthen and maintain relationships with customers, provide after-sales guarantees, confirm conformity of the specifications of the goods displayed on their websites with the original goods, deal with electronic fraud cases, avoid their recurrence, and bear legal responsibility.

1. *Develop and adhere to a code of ethics: Organizations should establish a code of ethics that outlines their commitment to ethical business practices, social responsibility, and environmental sustainability. This code should be communicated to all employees, suppliers, and partners, and should be regularly reviewed and updated.*
2. *Monitor and manage supplier relationships: Organizations should carefully vet their suppliers and partners to ensure they share similar values and ethical standards. Regular monitoring and auditing can help detect any unethical or illegal activities that may negatively impact the organization's reputation.*
3. *Ensure quality control: Organizations should prioritize product and service quality, as this can directly impact customer satisfaction and loyalty. Quality control measures, such as regular testing and inspections, can help detect and address any issues before they become major problems.*
4. *Provide clear and transparent information: Organizations should provide clear and transparent information about their products and services, pricing, shipping, and return policies. This can help build trust with customers and reduce the risk of negative reviews or complaints.*
5. *Address customer concerns promptly: Organizations should have a process in place for addressing customer complaints and concerns promptly and effectively. This can help resolve issues before they escalate and reduce the risk of negative reviews or publicity.*
6. *Invest in cyber security: Organizations should prioritize cyber security to protect customer data and prevent data breaches. Regular security audits and employee training can help prevent cyber-attacks and protect the organization's reputation.*
7. *Engage in social responsibility: Organizations should prioritize social responsibility and environmental sustainability in their operations and interactions with stakeholders. This can help build a positive reputation and differentiate the organization from competitors.*

Acknowledgments

The authors would like to thank all the marketing managers who contributed to providing information on e-marketing problems that support the objectives of this research paper.

Funding

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

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