

**The Impact of Brand Reputation on Industries in Saudi Arabia on Made
carpet**

أثر سمعة العلامة التجارية في صناعات السعودية بتطبيق على مصنع مدى للسجاد



Prepared by:

Wejdan Mohammed Alharthi 23000839

Arwa Abdullah Alarfaj 232000267

Maram MohammedAlqahtani 2320001949

Supervised by:

Waleed Abdeljawad Suleiman Sadek

Faisal Abdulhamid Mohammad Hassan

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أهداء

أود أن أشكر بعض الأشخاص الذين ساهموا في إنجاح هذا البحث وساعدوني على تحقيق النتائج والتوصل إلى الاستنتاجات التي تم طرحها. أود أن أعبر عن امتناني وامتناني العميق لهم على مساهماتهم ودعمهم القيم. أود أن أهدي الشكر التالي:

أولاً وقبل كل شيء، أود أن أشكر مشرفي البحث الذين كانوا إرشاداً قيماً ومصدر إلهام لي طوال هذه الرحلة البحثية. شكراً جزيلاً للدكتور: وليد و الدكتور : فيصل على الإرشاد والدعم المستمر، والتوجيه العلمي القيم الذي قدمه. لقد كنتم مصدر إلهام لي لتطوير مهاراتي وتحقيق أفضل النتائج.

أود أيضاً أن أعبر عن شكري الخاص لزملائي في الفريق البحثي، الذين ساهموا في هذا البحث من خلال تبادل الأفكار والمناقشات القيمة. شكراً لكم على التعاون الوثيق والتحفيز المستمر والجهود المبذولة لإنجاح هذا العمل.

أود أيضاً أن أشكر جميع المشاركين في الدراسة، الذين قدموا وقتهم وجهودهم في الإجابة على الاستبيانات وتقديم المعلومات القيمة التي ساهمت في نتائج هذا البحث. بدون دعمكم ومشاركتكم، لم يكن بإمكانني تحقيق هذا العمل بنجاح.

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Abstract

This research investigates the impact of brand reputation on the Mada Carpet industry in Saudi Arabia. The study aims to examine the relationship between brand reputation and customer trust, as well as the subsequent effects on customer outcomes. A theoretical model is proposed, wherein brand reputation serves as the independent variable, customer trust acts as the mediating variable, and customer outcomes represent the dependent variable. The research employs a quantitative and qualitative research design, utilizing survey questionnaires to collect data from a sample of customers and employees in the Mada Carpet industry. The findings of this study contribute to the understanding of the significance of brand reputation and customer trust in the carpet industry, providing insights for practitioners to enhance customer outcomes. Theoretical and practical implications, limitations, and suggestions for future research are discussed based on the results obtained.

Chapter 1

Introduction

1.1 Introduction

Brand reputation plays a crucial role in determining the success and long-term viability of a business. This research aims to explore the multifaceted nature of brand reputation and its influence on various stakeholders' beliefs, perceptions, and opinions. According to Warren Buffett (2014), It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently. This quotation underscores the significance of proactive reputation management in guiding business decisions and strategies. Brand reputation significantly influences the success and sustainability of a business. Warren Buffett's notable quote serves as a reminder of the time and effort required to build a positive reputation and the potential consequences of tarnishing it. By actively managing and safeguarding their brand reputation, businesses can cultivate customer loyalty, gain market share, attract investors, and navigate crises effectively, ultimately positioning themselves for long-term success.

1.2 Statement of the Problem

The problem of the study is to understand how brand reputation impacts the success and sustainability of businesses in Saudi industries. Currently, there is limited knowledge about how brand reputation influences customer trust, loyalty, pricing power, market share, employee morale, investor confidence, crisis management, and competitive advantage. The study aims to bridge this gap by exploring these relationships and providing practical

insights and recommendations for effectively managing and safeguarding brand reputation in Saudi industries.

1.3 Purpose of the study

The purpose of the study is to investigate the impact of brand reputation on the success and sustainability of businesses in Saudi industries. The study aims to understand how brand reputation influences various factors, including customer trust, loyalty, pricing power, market share, employee morale, investor confidence, crisis management, and competitive advantage. By examining these relationships, the study seeks to provide valuable insights and recommendations for businesses in Saudi industries to effectively manage and leverage their brand reputation for long-term success.

1.4 Objective of the Study

The objective of the study is to Assess the current state of brand reputation management practices in Saudi industries and identify areas for improvement.

By conducting a thorough analysis of the existing brand reputation management practices in Saudi industries, the study aims to identify strengths and weaknesses in how businesses handle their reputation. This objective seeks to provide insights into areas where businesses can enhance their strategies and tactics for managing and protecting their brand reputation effectively. The study aims to offer recommendations for improving brand reputation management practices in Saudi industries to ensure

1.5 Research Questions

- What are the current brand reputation management practices employed by businesses in Saudi industries, and how effective are these practices in enhancing and protecting brand reputation?

- What are the key challenges faced by businesses in Saudi industries in managing their brand reputation, and what are the areas that require improvement?

1.6 Hypotheses

There is no significant relationship between brand reputation and customer trust in the Mada Carpet industry in Saudi Arabia.

There is a significant positive relationship between brand reputation and customer trust in the Mada Carpet industry in Saudi Arabia.

1.7 Theoretical Model

To develop a theoretical model for the impact of brand reputation on the Mada Carpet industry in Saudi Arabia, we can consider the following components:

Independent Variable: Brand Reputation

Brand reputation refers to the overall perception and evaluation of the Mada Carpet brand by customers, stakeholders, and the general public. It encompasses factors such as brand image, brand awareness, brand associations, and brand equity.

Mediating Variable: Customer Trust

Customer trust represents the confidence and belief that customers have in Mada Carpet's brand reputation. It reflects their perception of the brand's reliability, credibility, and integrity. Customer trust acts as a mediating variable that helps explain the relationship between brand reputation and its impact on various outcomes.

Dependent Variable: Customer Outcomes

Customer outcomes refer to the effects or consequences of brand reputation and customer trust on customer behavior and attitudes. These

outcomes can include customer loyalty, repeat purchase intentions, positive word-of-mouth, customer satisfaction, and perceived value.

Based on this model, we can propose the following theoretical relationships:

H1: Brand reputation positively influences customer trust in the Mada Carpet industry in Saudi Arabia.

Chapter 2

Literature Review

2.1 Introduction

The significance of brand reputation in influencing consumer behavior and shaping market dynamics has been a subject of extensive research in the field of marketing and business studies. As businesses strive to gain a competitive edge in today's global marketplace, understanding the impact of brand reputation on industries becomes imperative, particularly in regions characterized by rapid economic growth and evolving consumer preferences. Among such regions, Saudi Arabia stands out as a burgeoning market with a diverse industrial landscape, where the influence of brand reputation on consumer perceptions and industry performance is of paramount importance.

In this context, this literature review seeks to explore the intricate relationship between brand reputation and industries in Saudi Arabia, focusing specifically on the case of Mada Carpet. By examining existing scholarly works, theoretical frameworks, and empirical evidence, this review aims to provide insights into how brand reputation influences consumer behavior, industry competitiveness, and organizational performance within the Saudi Arabian context.

This chapter will delve into the theoretical underpinnings of brand reputation within the context of industries and consumer markets, exploring key concepts and frameworks that inform our understanding of this relationship. Following this theoretical foundation, the review will examine Mada Carpet as the independent variable in the study. This section will analyze the specific attributes and characteristics of Mada Carpet and how they contribute to its brand reputation within the Saudi Arabian market.

Subsequently, attention will turn to the dependent variable, focusing on the impact of brand reputation on industries in Saudi Arabia. This portion will review existing research and empirical evidence to elucidate how brand reputation influences consumer perceptions, industry competitiveness, and organizational performance within the Saudi context. Additionally, the literature review will provide a comprehensive summary of past studies, synthesizing key insights, methodologies, and empirical findings related to the interplay between brand reputation, industries, and consumer behavior in Saudi Arabia.

2.2 Mada Carpets

With its headquarters in Yanbu, Saudi Arabia, Mada Carpet Company is a well-known carpet company. Mada Carpet was founded with a dedication to creativity and quality, and it has since established a reputation for creating luxurious carpets that satisfy a wide range of client demands. The firm benefits from its advantageous location, which gives it access to important transportation lines and enables effective distribution both locally and globally. Yanbu is a bustling industrial city on Saudi Arabia's western coast.

Mada Carpet Company stands out for its commitment to using cutting edge technologies and contemporary manufacturing techniques. Modern gear and equipment are used by the organization to ensure precision in manufacturing while upholding the highest standards of quality. Mada Carpet's technological capabilities enable them to provide a vast array of carpet designs, patterns, and textures, meeting different needs and preferences in both home and business environments.

Mada Carpet Company also gives environmental responsibility and sustainability first priority in its operations. Understanding how important it is to lessen its environmental impact, the firm incorporates eco-friendly procedures from raw material procurement to waste management into every

step of the production process. This dedication to sustainability is in line with international environmental initiatives and appeals to consumers who are concerned about the environment and look for items with as little of an impact as possible on the environment.

Mada Carpet Company is very focused on client happiness in addition to quality and sustainability. The organization endeavors to give outstanding customer service by tailoring solutions and meeting deadlines for its customers. Whether working with designers, architects, or private homeowners, Mada Carpet always keeps the customer first, making sure that each and every encounter is marked by dependability, professionalism, and honesty.

Being one of Saudi Arabia's top producers of carpets, Mada Carpet Company still has a big influence on the development of the regional market. The firm is well-positioned to further build on its reputation and increase its global and local footprint because to its dedication to innovation, quality, sustainability, and customer happiness.

2.3 Brand Reputation Effect on Industries

Brand reputation encompasses the perceptions, whether favorable or unfavorable, that customers hold towards a specific brand. Several factors contribute to shaping brand reputation, including the quality and performance of the product, the effectiveness of advertising and marketing efforts, and the visibility of the brand in various publications. Moreover, brand reputation plays a crucial role in fostering positive customer expectations, as noted by Creed and Miles (1996).

According to Shandi (2011), brand reputation serves as a yardstick for customers to assess the reliability of a brand. Additionally, Alam and Yasin (2010) highlight several factors that influence brand reputation, such as past customer experiences, word-of-mouth recommendations, media coverage, and

the company's public relations efforts. These elements collectively contribute to shaping the overall perception of a brand among consumers.

Furthermore, Aaker (1991) proposes four key indicators for evaluating brand reputation: memorability, uniqueness, and personality. These factors help gauge how well a brand stands out in the minds of consumers and the extent to which it embodies distinct characteristics that resonate with its target audience. By understanding and effectively managing these indicators, companies can proactively shape and enhance their brand reputation, thereby fostering stronger connections with customers and gaining a competitive edge in the marketplace.

The perception of a brand's name is often considered an external signal, known as an extrinsic cue, associated with the product, as discussed by Zeithaml (1988), rather than an inherent characteristic of the product itself. Brand reputation is dynamic and continuously evolving, primarily shaped by the exchange of information between users, as highlighted by Herbig and Milewicz (1993). It encompasses the collective perception held by various stakeholders, including employees, customers, suppliers, distributors, competitors, and the general public, as described by Fombrun and Shanley (1990).

In essence, brand reputation reflects the overall esteem in which a company is held within its ecosystem. Recognizing the significance of brand reputation, businesses actively compete to cultivate a strong reputation across their products. This is because a robust reputation allows companies to command higher prices for their products, thereby gaining a competitive advantage over their rivals, as emphasized by Loureiro and Kaufmann (2016).

To grasp consumers' perceptions of a brand's reputation, Walsh and Beatty (2007) suggest evaluating the customer's comprehensive assessment of a company. This assessment is formed through their experiences with the

company's products, services, communication efforts, interactions with company representatives, and awareness of its corporate activities. Essentially, it encompasses the entirety of a customer's encounters and interactions with the brand, including their impressions of the company's offerings, the effectiveness of its communication strategies, and the quality of its interactions with various stakeholders such as employees, management, and other customers. This holistic approach allows for a nuanced understanding of how consumers perceive and evaluate a brand's reputation based on their multifaceted experiences and interactions with the company.

As per Lau and Lee (2021), brand reputation embodies the perception held by others regarding a brand's quality and trustworthiness. This reputation can be cultivated through various means such as media exposure, advertising campaigns, and public relations efforts. Moreover, the quality and performance of the brand also play a significant role in shaping its reputation.

Furthermore, according to Dick et al. (2015), brand reputation represents the overall evaluation of a brand by the company itself, where the brand serves as a reflection of the company's identity and values.

Expanding upon this concept, the notion of brand reputation indicators, as discussed by Selness in Makalew et al. (2016), encompasses several key elements. These include having a favorable reputation compared to competitors, being widely recognized, and being easy to recall. A good name and positive reputation in relation to competitors are particularly important factors contributing to brand reputation, as they signify the brand's standing within the market and its ability to differentiate itself effectively.

2.4 Summary of Past studies

Brand reputation encompasses consumers' understanding of a brand and the collective perceptions held by others about that brand. It is shaped through various means such as advertising and public relations efforts, while also

being influenced by the quality of products and the brand's performance in the market. According to Creed and Miles (1996), as cited in Lau, Geok Theng, and Lee (1999), certain groups within society have the ability to positively influence the expectations of others. This phenomenon arises from the establishment of reciprocal relationships among different groups. Brand reputation represents more than just a consumer's awareness of a brand; it embodies the collective image and esteem associated with that brand within society. Positive brand reputation can be cultivated through strategic marketing initiatives that enhance brand visibility and promote favorable associations with the brand. Conversely, negative brand experiences or perceptions can undermine brand reputation, leading to decreased consumer trust and diminished market competitiveness. Moreover, the findings by Creed and Miles suggest that social dynamics play a crucial role in shaping brand reputation. Through reciprocal relationships among various social groups, positive perceptions of a brand can be reinforced and spread, contributing to the overall enhancement of its reputation. This highlights the interconnectedness of individuals and groups within society and their collective influence on brand perceptions.

The findings from an empirical study conducted by Muhammad Rizan and Basrah Saidani (2012) demonstrated a positive and significant relationship between brand image or reputation and brand loyalty. This result was corroborated by Nila Kasuma Dewi (2012), who also obtained similar findings. Furthermore, supporting evidence from additional studies conducted by Kaisupy (2017), Mahmood et al. (2018), Astono, Astuti, & Respati (2021), and Dewi Aurora Mikasari and Agung Edy Wibowo (2021) further reinforced the notion that brand reputation positively influences brand loyalty. Conversely, contrasting results were observed in studies conducted by Oskar Sepriadi and Dahliana Kemener (2012) and Mochammad Edris (2012), which suggested that brand reputation did not have a significant impact on brand

loyalty. Despite these differing conclusions, it is essential to consider various factors such as methodology, sample size, and industry context when interpreting the results of these studies.

It is widely accepted that brand reputation is a crucial aspect of a brand's identity. A positive brand reputation not only contributes to its financial success but is also integral to brand building, alongside brand identity and brand image (De Chernatony, 1999). A favorable reputation also gives companies a competitive edge, helping them outperform rivals in the marketplace. Fombrun and Rindova (1996) define brand reputation as the collective perception of a brand's past actions and achievements, illustrating its capacity to deliver valuable outcomes to various stakeholders.

Brand reputation represents consumers' enduring perceptions of a brand, characterized by stability over time. This contrasts with the more volatile nature of brand image, which tends to fluctuate frequently within shorter time frames, as noted by Fombrun and Van Riel (1997). Companies actively cultivate brand reputation through a variety of marketing signals and attributes associated with their brands. These signals and characteristics are carefully crafted by companies and are then picked up and interpreted by consumers, as discussed by Herbig and Milewicz (1994). In essence, brand reputation serves as a cornerstone of consumer perception, providing a foundation of trust and reliability that underpins consumers' long-term relationships with brands.

Reputation is widely recognized as a critical asset that provides companies with a competitive edge and helps establish a lasting presence in the market (Hall, 1992). A brand's reputation serves as a foundation for building trust and loyalty among consumers. However, if a brand's reputation is tarnished, it can jeopardize the positive purchase intentions that the company has painstakingly cultivated since its inception. This deterioration in reputation can have far-reaching consequences, leading to negative

perceptions among consumers. Conversely, companies with a positive brand reputation are more likely to attract a larger customer base, as noted by Herbig and Milewicz (1995). A positive reputation not only enhances consumer trust but also strengthens brand loyalty, contributing to sustained success and profitability in the marketplace. Therefore, safeguarding and enhancing brand reputation should be a priority for companies seeking to maintain a competitive advantage and achieve long-term growth.

Mohammad Rishad Faridi and Mohammad Naushad (2021) - A study of brand fidelity: Its contribution and impact on the Saudi market:

This study examines the level of brand fidelity among Saudi consumers and validates the brand fidelity scale in the Saudi context. The findings reveal that Saudi consumers demonstrate high loyalty to their favorite brands, and brand fidelity factors such as accommodation, performance, cognitive interdependence, and derogation of alternatives hold valid in the Saudi market. The study provides insights for brand-related strategy formulation.

Hemaid Alsulami (2018) - Evaluating the Influence of Branding on Saudi Consumers' Decisions: This study investigates the impact of branding, brand perception, and brand knowledge on Saudi consumers' purchasing decisions. The results indicate that brand name influences consumers' choice, and consumers are more attached to internationally branded products than local brands. The study emphasizes the importance of brand awareness and quality in attracting consumers.

Sheroog Alhedhaif, Upendra Lele, Belal A. Kaifi (2016) - Brand Loyalty and Factors Affecting Cosmetics Buying Behavior of Saudi Female Consumers:

This study focuses on brand loyalty for cosmetic products among Saudi female consumers. It explores brand preferences and identifies factors influencing the purchase decisions of Saudi consumers. The results highlight

the significant impact of various factors on consumers' purchasing decisions, and brand loyalty is observed among a significant percentage of consumers.

Methaq Ahmed Sallam (2015) - The Effects of Brand Credibility on Customers' Word-of-Mouth Communication: The Mediating Role of Brand Commitment:

This study investigates the relationship between brand credibility, brand commitment, and customers' word-of-mouth communication. The findings reveal that brand credibility positively impacts brand commitment, which, in turn, influences customers' word-of-mouth communication. The study emphasizes the importance of brand credibility in triggering customer commitment and positive word-of-mouth.

Fethi Klabi, Abdulrahim Meshari (2023) - Factors Influencing Brand Love: A Case Study of Apple in Saudi Arabia:

This study explores the factors driving brand love for Apple among Saudi Arabian consumers. The findings highlight the role of self-image congruence and price perception in developing brand love. The study also reveals the moderation effect of prestige sensitivity on the relationship between self-image congruence and brand love. The results provide valuable insights for marketers to enhance consumers' emotional connection with their brands in Saudi Arabia.

Masood Hassan, Mehboob-ul Hassan, Imam Uddin (2021) - A Literature Review on Dimensions of Brand Equity in the Insurance Industry of Saudi Arabia:

This literature review focuses on branding and brand equity in the insurance industry of Saudi Arabia. It highlights the importance of brand distinctiveness and its impact on brand equity. The paper provides an overview of the specialized literature in the Saudi insurance industry and emphasizes the need for further analysis of takaful insurance requirements.

Mohammed Arshad Khan, Abdullah A. Alakkas, Maysoon Khojah, Vivek, Hamad Alhumoudie (2023) - Corporate Social Responsibility and Corporate Brand Awareness: An Interface in the Kingdom of Saudi Arabia:

This study examines the relationship between corporate social responsibility (CSR) and corporate brand awareness among Saudi Arabian consumers. The findings indicate a positive perception of customers towards CSR activities and a positive association between CSR and brand awareness. The study emphasizes the importance of CSR initiatives in today's era of sustainable awareness and customer expectations.

2.5 Theoretical Framework of the Study

Throughout history, brand-related topics have emerged as a robust area of inquiry within academia, solidifying the domain of branding as a significant focus of marketing research (Bastos & Levy, 2012; Veloutsou & Moutinho, 2008). A historical bibliometric study conducted by Martínez-López, Merigó, Valenzuela-Fernández, & Nicolás (2018) revealed the prominence of 'brand' as one of the most frequently published keywords in international marketing literature over the past five decades. 'Brand management', 'brand equity', and 'brand image' also ranked high among published keywords. Notably, 'brand reputation' was notably absent from this analysis.

Given the importance of brand-related themes in academic research, it is pertinent to examine the co-occurrences of key terms that shape the conceptual and knowledge structure of classical literature in brand management (Aaker, 1991; Aaker, 1992; Kapferer, 2008; Keller, 1993). The term 'brand' itself has been entrenched in marketing literature since 1922 (Stern, 2006), initially representing a combination expression encompassing the brand name and associated commercial terminology. Early seminal works, such as Butler's study in 1914, highlighted the strategic importance of branding in consumer choice, illustrating how advertising could enable brands

to gain a competitive edge among producers, manufacturers, wholesalers, and retailers.

The concept of a brand transcends mere tangible attributes, evolving into a complex and intangible market asset with multifaceted dimensions and functionalities (Bastos and Levy, 2012). Brands are recognized as multi-dimensional entities that encompass various facets of consumer perception, market positioning, and strategic value. Therefore, understanding the intricacies of brand management, including reputation, equity, and image, is essential for marketers and scholars alike to navigate the dynamic landscape of contemporary marketing practices effectively.

Over the years, scholarly discourse on the concept of 'brand' has undergone evolutionary shifts, reflecting a deepening understanding of its various dimensions and implications. These debates have encompassed diverse facets such as the intrinsic value of a brand's name (Aaker, 1991), the multitude of touchpoints through which a brand interacts with consumers and its fundamental essence (Kapferer, 1995), the imperative of creating and effectively managing brands (Aaker, 1996), and the attribution of personality characteristics to brands (Aaker, 1997). Additionally, scholars have explored brand perceptions and the strategic management imperative they entail (de Chernatony, 1999), highlighting the need for organizations to strategically align their operations with brand-building objectives.

Recognizing the strategic importance of brands, Kapferer (2012) emphasized the urgent demand for their strategic management, underscoring the significance of aligning strategic principles with brand strengthening efforts. Frost and Cooke (1999) contributed significantly to this discourse by emphasizing the interdependent relationship between brands and reputation, advocating for their tenacious management as invaluable intangible assets. They contended that effective brand and reputation management extend beyond mere communication, image, or identity management, requiring a

holistic approach that integrates performance, customer service, ethics, and business practices. Such an approach necessitates a recognition of responsibility at the highest levels of organizational governance.

In subsequent years, scholars have delved deeper into specific aspects of brand management, with a particular focus on brand satisfaction in service marketing literature (Grönroos, 2007) and the paramount importance of consistency in brand behavior and expression (Veloutsou, 2007). These discussions underscore the evolving nature of brand management theory and practice, emphasizing the enduring relevance of brands as strategic assets and the imperative of effectively managing them in a dynamic and increasingly interconnected marketplace.

Another prominent perspective pertains to the relationship between brands and their consumers, where brand tribes or communities emerge to collectively express their affinity for specific brands (Veloutsou & Moutinho, 2008). Additionally, reputation is perceived as the external perception of a corporation's significant attributes by outsiders (Veloutsou & Moutinho, 2009), which serves to reinforce brand engagement (Leckie, Nyadzayo, & Johnson, 2016). Customers' sensitivity regarding their private and public self-concept is also influenced by their association with certain brands (Moliner, Monferrer-Tirado & Estrada-Guillén, 2018), as well as by their social media interactions (Choi & Burnham, 2021).

However, brand reputation is not solely determined by a company's ability to deliver quality offerings but also by its capacity to fulfill societal obligations through corporate responsibility (Johnson et al., 2019). Therefore, corporate reputation is seen as a reflection of the public's cumulative perceptions regarding a company's outstanding characteristics (Dowling, 2004; Dowling, 2006), or the reputation of brands themselves (Corkindale), as both products and corporate images are identified as outcomes of consumers' experiences with the brand (Corkindale & Belder, 2009). Furthermore, brand

reputation extends beyond customer satisfaction to encompass their social status intentions (Choi & Burnham, 2021).

Hence, "Reputation is an intangible yet invaluable asset that mirrors the level of esteem and trustworthiness accorded to an organization by its diverse stakeholders" (Corkindale & Belder, 2009). Similarly, "Reputation is commonly perceived as the cumulative result of our past interactions: it represents the credibility that an entity or entity garners through repeated engagements" (Origgi, 2019). As emphasized by Harjoto and Salas (2017), "An organization's image can impact its brand valuation and reputation." (p. 545). Additionally, it is acknowledged that factors pertaining to corporate responsibility and irresponsible behaviors serve as pivotal determinants of corporate reputation and vice versa (Tench, Sun, & Jones, 2012).

Adhering to this rationale, the management of a brand's responsibility and reputation should align closely with the objectives and functions inherent in each stakeholder relationship (e.g., shareholders, employees, customers, prospects, etc.). According to Frost and Cooke (1999), harnessing the potential of corporate brand and reputation management necessitates strategic accountability for certain internal factors, including the development, assessment, and integration of a cohesive brand reputation strategy.

The current study attempts to fill in a number of holes in the body of knowledge by concentrating mostly on Western markets and paying little attention to developing markets like Saudi Arabia. By analyzing the dynamics of brand reputation within the distinct sociocultural and economic environment of Saudi Arabia, this study aims to close this gap. Although a lot of research has been done on brand reputation in a variety of sectors, there hasn't been much in-depth study done particularly on Saudi Arabia's carpet manufacturing sector. The purpose of this study is to provide light on how customer perceptions, market dynamics, and organizational tactics are influenced by brand reputation in this particular industry. Although the

theoretical underpinnings of brand reputation have been examined in earlier study, more integration of these ideas into empirical investigations in the Saudi Arabian context is required. By using pertinent theoretical frameworks to examine the effects of brand reputation on Saudi Arabian sectors, with a specific focus on Mada Carpet, this study aims to close this gap. Even though academic research offers insightful information, there is sometimes a gap in how these results are applied to practical business operations. In addition to adding to the body of academic knowledge, this study attempts to offer actionable advice that Saudi Arabian companies, like Mada Carpet, may use to improve their brand reputation and strategic positioning in the face of competition.

Chapter 3

Research Methods

3.1 Introduction

To achieve the objectives and answer the research questions, the study will utilize a mixed-methods approach. This approach combines qualitative and quantitative research methods to provide a comprehensive understanding of brand reputation management practices in Saudi industries.

By employing a mixed-methods approach, the study will provide a robust analysis of brand reputation management practices in Saudi industries, offering insights into current practices, challenges, and areas for improvement.

3.2 Research Design

3.2.1 Data Collection:

- Qualitative methods: In-depth interviews with key stakeholders such as business leaders, marketing managers, and communication professionals will be conducted. These interviews will provide insights into the current practices, challenges, and perceptions related to brand reputation management in Saudi industries.

- Quantitative methods: Surveys will be administered to a representative sample of customers in Saudi industries. The surveys will collect quantitative data on customer trust levels, brand reputation attributes, and other relevant factors. Statistical analysis techniques, such as regression analysis or correlation analysis, will be used to examine the relationship between brand reputation and customer trust. The findings will provide numerical insights into the impact of brand reputation on customer trust in the Saudi industries.

3.2.2 Data Tooles:

- Qualitative analysis: The interviews will be transcribed and analyzed using thematic analysis. Themes and patterns related to brand reputation management practices, challenges, and perceptions will be identified.
- Quantitative analysis: The survey data will be analyzed using statistical techniques, such as descriptive statistics and inferential analysis, to examine the relationship between brand reputation and customer trust. The analysis will explore the extent to which brand reputation influences customer trust in the context of the study.

3.2.3 Limitations:

- Human Limitations: The human limitations of this study were the impact of brand reputation in the Mada Carpet Factory
- Spatial Boundaries: The study focused solely on the impact of brand reputation within the Mada Carpet Factory in Yanbu Industrial City.
- Time Constraints: The study was conducted within a limited time frame from February 2024 to April 2024.

Chapter 4

4.1 Research Findings

The findings of an analysis done to look into the connection between consumer trust and brand reputation are shown in the section that follows. The study included a survey instrument that had ten questions that were sent to participants, with a particular emphasis on evaluating attitudes on brand reputation and its impact on customer trust. This study sought to clarify the degree to which consumer trust, the dependent variable, is impacted by brand reputation, the independent variable, using the Statistical Package for the Social Sciences (SPSS).

Given that it includes customer attitudes, beliefs, and collective views of a brand, brand reputation is a crucial component of organizational success. It has a crucial role in shaping customer behavior, decisions about what to buy, and brand loyalty. Businesses looking to build and hold a strong position in the market must comprehend the relationship between consumer trust and brand reputation. Conversely, consumer connections with brands are fundamentally shaped by customer trust. Consumers' faith and confidence in a brand's capacity to fulfill commitments, offer high-quality goods and services, and respect moral principles are reflected in their level of trust. Furthermore, good word-of-mouth referrals, repeat business, and brand loyalty are all significantly influenced by trust.

The question Do you believe that a positive brand reputation increases your level of trust in that brand? Is set as the dependent variable that is correlated with other questions.

Do you believe that a positive brand reputation increases your level of trust in that brand? * Do you consider a brand's reputation when making purchasing decisions?

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.330	.001
	Cramer's V	.330	.001
N of Valid Cases		105	

Figure 1 Symmetric Measures

The Phi coefficient in this study comes out to be 0.330. This value shows a somewhat positive correlation between the conviction that a well-known brand builds trust and the practice of taking that reputation into account when making judgments about what to buy. Less below the typical significance level of 0.05, the p-value linked to the Phi coefficient is 0.001. This suggests that there is statistical significance in the observed relationship between the two variables. Stated differently, the likelihood of discovering such a link via chance alone is minimal.

Do you believe that a positive brand reputation increases your level of trust in that brand? * Have you ever chosen one brand over another based on its reputation?

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.099	.312
	Cramer's V	.099	.312
N of Valid Cases		105	

Figure 2 Symmetric Measures

The Phi coefficient in this study comes out to be 0.099. This number indicates a weak positive correlation between selecting a brand over another based on reputation and thinking that a positive brand reputation boosts trust. The Phi coefficient has a p-value of 0.312, which is higher than the accepted significance level of 0.05. This suggests that there is no statistically significant relationship between the two variables as seen. Stated differently, the likelihood of discovering such a correlation via chance alone is rather high.

Do you believe that a positive brand reputation increases your level of trust in that brand? * Do you think a brand's reputation influences how likely you are to recommend it to others?

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.469	.000
	Cramer's V	.469	.000
N of Valid Cases		104	

Figure 3 Symmetric Measures

The Phi coefficient in this study comes out to be 0.469. This value shows a moderate to high positive correlation between the perception that a brand's reputation affects the likelihood of recommending it to others and the belief that a favorable brand reputation improves trust. Less below the typical significance threshold of 0.05 is the p-value linked to the Phi coefficient, which is 0.000. This suggests that there is statistical significance in the observed relationship between the two variables. Stated differently, the likelihood of discovering such a link via chance alone is minimal.

Do you believe that a positive brand reputation increases your level of trust in that brand? * Have you ever given a brand a second chance after it improved its reputation?

Symmetric Measures		
		Approximate Significance
Nominal by Nominal	Phi	.187
	Cramer's V	.187
N of Valid Cases		105

Figure 4 Symmetric Measures

The Phi coefficient in this study comes out to be 0.187. Giving a brand a second opportunity once it has improved its reputation and thinking that a positive brand reputation enhances trust are positively correlated, according to this value. The Phi coefficient's corresponding p-value is 0.056. This number above the traditional significance threshold of 0.05. Consequently, at the conventional level, the observed relationship between the two variables is not statistically significant. It is noteworthy, therefore, that the p-value is in proximity to 0.05, suggesting a possible trend in the direction of significance.

Do you believe that a positive brand reputation increases your level of trust in that brand? * Do you believe that a brand's reputation impacts the overall quality of its products or services?

Symmetric Measures		
		Approximate Significance
Nominal by Nominal	Phi	-.080
	Cramer's V	.080
N of Valid Cases		105

Figure 5 Symmetric Measures

The Phi coefficient in this study comes out to be -0.080. This number indicates a weak negative correlation between the perceptions that a brand's reputation affects the overall quality of its goods or services and the perception that a positive brand reputation fosters trust. The Phi coefficient has a p-value of 0.413, which is higher than the usual significance level of 0.05. Consequently, at the conventional level, the observed relationship between the two variables is not statistically significant.

Do you believe that a positive brand reputation increases your level of trust in that brand? * Do you trust brands that are known for their positive reputation more than those with a lesser-known reputation?

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.018	.858
	Cramer's V	.018	.858
N of Valid Cases		103	

Figure 6 Symmetric Measures

The Phi coefficient in this analysis is given as -0.018. According to this value, there is a very weak negative correlation between thinking that a brand's reputation improves consumer trust and preferring to trust well-known businesses over less well-known ones. The Phi coefficient's p-value is 0.858, which is much greater than the accepted significance level of 0.05. Consequently, at the conventional level, the observed relationship between the two variables is not statistically significant.

Do you believe that a positive brand reputation increases your level of trust in that brand? * Have you ever been influenced by online reviews or word-of-mouth recommendations regarding a brand's reputation?

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.089	.367
	Cramer's V	.089	.367
N of Valid Cases		104	

Figure 7 Symmetric Measures

The Phi coefficient in this analysis is given as 0.089. This figure indicates a very modest positive correlation between being swayed by internet evaluations or word-of-mouth recommendations regarding a business's reputation and thinking that a favorable brand reputation enhances trust. The Phi coefficient has a p-value of 0.367, which is more than the accepted significance level of 0.05. Consequently, at the conventional level, the observed relationship between the two variables is not statistically significant.

Do you believe that a positive brand reputation increases your level of trust in that brand? * Do you think a brand's reputation affects its long-term success in the market?

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.072	.464
	Cramer's V	.072	.464
N of Valid Cases		103	

Figure 8 Symmetric Measures

The Phi coefficient in this analysis is given as -0.072. According to this value, there is very little correlation between the beliefs that a brand's reputation boosts trust and that a brand's reputation has an impact on its long-term performance in the marketplace. The Phi coefficient has a p-value of 0.464, which is more than the usual significance level of 0.05. Consequently,

at the conventional level, the observed relationship between the two variables is not statistically significant.

Do you believe that a positive brand reputation increases your level of trust in that brand? * Have you ever stopped purchasing from a brand due to a negative reputation?

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.109	.265
	Cramer's V	.109	.265
N of Valid Cases		104	

Figure 9 Symmetric Measures

The Phi coefficient in this analysis is given as -0.109. This value indicates a modest negative correlation between the belief that a brand's reputation enhances trust and the experience of ceasing to purchase from a brand because of a bad reputation. The Phi coefficient has a p-value of 0.265, which is more than the accepted significance level of 0.05. Consequently, at the conventional level, the observed relationship between the two variables is not statistically significant.

At the end we can answer the question whether There is or there is no a significant positive relationship between brand reputation and customer trust in the Mada Carpet industry in Saudi Arabia. Obviously, there is a significant positive relationship as survey results and interview shows how reputation is effects on hoe people purchasing and in purchasing power itself. The relationship between the Brand and the customers is very important, and in new world and social media we can see how the advertising now is the first thing that helps the brand to build their reputation. Mada Carpet company

have a trusted relationships between brands and customers its evident that a strong good reputation is one of the important reasons to increased customer trust, loyalty and positive feedback.

Interview with Mr. Samer Al-Dhashan, Marketing and Sales Manager with over 10 years of experience in the Saudi Arabian industries:

How does your organization define and measure brand reputation?

Our organization defines brand reputation as the level of trust and confidence that customers have in our products. We measure it by evaluating the frequency of customer orders and assessing whether customers continue to choose our brand over competitors. If customers repeatedly order our products, it indicates that they trust the quality and reliability of our brand, reflecting a positive brand reputation. By monitoring customer behavior and tracking their purchasing patterns, we can gauge the strength of our brand reputation in the market.

What strategies or tactics does your organization employ to enhance and protect its brand reputation?

To enhance and protect our brand reputation, our organization employs several key strategies. Firstly, we prioritize registering our brand locally and globally, securing our legal rights and safeguarding against counterfeit products that could undermine our reputation. Additionally, we invest in strong marketing campaigns closely aligned with our parent company, leveraging their credibility and reputation to provide confirmation and protection for our brand. By aligning ourselves with a trusted and established entity, we enhance the perception of our brand as reliable and trustworthy, further bolstering our brand reputation in the eyes of customers and stakeholders.

How do you monitor and assess the perception of your brand among customers and stakeholders?

Monitoring and assessing the perception of our brand among customers and stakeholders is essential for maintaining a strong brand reputation. We employ various methods to gather feedback and insights from our target audience. This includes conducting customer satisfaction surveys, analyzing online reviews and ratings, monitoring social media platforms for mentions and discussions about our brand, and engaging in direct communication with customers through customer service channels. By diligently collecting and analyzing this feedback, we can gain valuable insights into customer satisfaction, identify areas for improvement, and measure the level of trust and confidence customers have in our brand. This ongoing assessment allows us to make informed decisions and take proactive steps to enhance our brand reputation.

Can you share any specific examples of reputation crises your organization has faced and how you handled them?

One instance involved a customer registering our brand in Indonesia, leading to a decline in sales and potential confusion among consumers. To address this issue, we took a multi-faceted approach. Firstly, we pursued legal actions to protect our brand and intellectual property rights. Simultaneously, we engaged in discussions with our other customers in Indonesia to address any concerns and clarify the situation.

To mitigate the impact on our brand reputation and regain market share, we developed a new brand specifically for the Indonesian market. This involved improving our product offerings and tailoring them to meet the unique needs and preferences of Indonesian consumers.

Furthermore, we implemented extensive marketing campaigns in Indonesia to introduce our new brand and increase awareness and demand. These campaigns utilized various channels, including digital marketing, advertising, and collaborations with local influencers and media outlets.

By taking these proactive measures, we were able to navigate through the reputation crisis effectively. Our legal actions protected our brand, the introduction of a new brand addressed any confusion, and the marketing campaigns helped rebuild trust and regain market share in Indonesia.

How do you involve employees in managing and promoting the brand reputation of your organization?

Employee involvement is vital in managing and promoting our organization's brand reputation. We achieve this by providing comprehensive training programs that educate employees on brand principles and values. We also foster a positive culture that aligns with our brand, encouraging teamwork and a customer-centric mindset. Clear and transparent communication strategies are implemented, ensuring consistent messaging and engaging employees through regular updates. Negative feedback is addressed empathetically, with a focus on finding solutions and implementing continuous improvement measures. By involving employees in these ways, we empower them to become brand ambassadors, actively contributing to the management and promotion of our brand reputation.

What communication strategies do you use to build and maintain trust with customers and stakeholders?

To build and maintain trust with customers and stakeholders, we employ a range of communication strategies. We prioritize clear and consistent messaging across all communication channels, ensuring that our brand values

and offerings are effectively conveyed. Transparency is key, and we strive to share timely and relevant information openly, keeping stakeholders informed about important updates and initiatives. We actively engage with customers and stakeholders on appropriate platforms, responding promptly to inquiries, concerns, and feedback. Additionally, we utilize storytelling techniques to create emotional connections, sharing narratives that resonate with our audience and highlight the positive impact of our brand. By implementing these strategies, we foster trust, credibility, and long-term relationships with our customers and stakeholders.

Do you utilize social media channels for managing your brand reputation? If yes, how do you leverage them?

Yes, we do utilize social media channels as a part of our brand reputation management strategy. Social media platforms provide us with valuable insights into the market and customer needs. We actively monitor and follow customer comments, opinions, and feedback, considering them as opportunities for improvement and development. During the COVID-19 pandemic, social media channels played a crucial role in our communication with customers, allowing us to provide timely updates, address concerns, and maintain engagement. Our presence on social media has helped us increase our follower base and enhance customer engagement, fostering a closer connection with our audience and strengthening our brand reputation.

How does your organization respond to negative feedback or criticism concerning the brand?

When faced with negative feedback or criticism concerning our brand, our organization views it as an opportunity for growth and improvement. We respond to such feedback in a constructive and proactive manner. Firstly, we listen attentively to the concerns raised and acknowledge the customer's

perspective. We then take prompt action to address the specific issue, whether it is a product quality concern, service-related matter, or any other aspect impacting the customer experience. Our aim is to find effective solutions and resolve the problem to the customer's satisfaction. Simultaneously, we use this feedback to identify broader areas for improvement within our organization, such as refining our processes, enhancing product offerings, or implementing additional training for our staff. By treating negative feedback as an opportunity to learn and evolve, we demonstrate our commitment to continuous improvement and strive to turn dissatisfied customers into loyal advocates for our brand.

Can you explain the crisis management plan your organization has in place to address reputation challenges?

Our organization has a comprehensive crisis management plan to effectively address reputation challenges. This plan consists of several key components. Firstly, we have established procedures to identify and assess potential threats to our reputation. This involves continuous monitoring of relevant channels and stakeholders to detect any emerging issues. We also appoint designated spokespersons who are trained to handle communication during a crisis, ensuring a consistent and controlled message delivery. Predefined communication channels and messages are prepared in advance to ensure timely and accurate dissemination of information. Additionally, our crisis management plan involves close coordination with relevant departments, such as legal, PR, and customer service, to align actions and responses. After a crisis, we conduct thorough evaluations to learn from the experience and make necessary improvements to our crisis management approach. By having this plan in place, we are well-prepared to address reputation challenges and mitigate their impact on our organization.

How does your organization measure the effectiveness of its brand reputation management efforts?

To measure the effectiveness of our brand reputation management efforts, we employ a combination of quantitative and qualitative measures. We track brand sentiment by monitoring online mentions, reviews, and social media conversations related to our brand. Customer satisfaction surveys and feedback help gauge the overall perception of our brand and the quality of customer experiences. Brand awareness is measured through metrics such as website traffic, social media followers, and reach. Online engagement metrics, including likes, shares, and comments, provide insights into the level of engagement with our brand. Additionally, we periodically conduct brand perception surveys to assess how our brand is perceived in the market and identify areas for improvement. By analyzing these indicators and feedback, we can evaluate the effectiveness of our brand reputation management efforts and make informed decisions to enhance our brand's impact and customer trust.

4.2 Recommendations

Based on the findings of the analysis, the following recommendations can be made to enhance the relationship between brand reputation and customer trust:

1. Strengthen brand reputation: Since a positive brand reputation has a significant impact on customer trust, businesses should focus on building and maintaining a strong brand reputation. This can be achieved through consistent delivery of high-quality products and services, fulfilling commitments, and adhering to ethical principles. Implementing effective reputation management strategies, such as monitoring online reviews and addressing customer concerns promptly, can also help in enhancing brand reputation.

2. Emphasize the link between reputation and trust: Businesses should educate customers about the connection between a positive brand reputation and customer trust. Marketing and communication efforts should highlight the reputation-building initiatives, customer testimonials, and positive experiences to reinforce the relationship between brand reputation and trust. This can be done through various channels, including social media, website content, and advertising campaigns.
3. Encourage positive word-of-mouth: As the analysis suggests, there is a correlation between brand reputation and the likelihood of recommending a brand to others. Companies should focus on providing exceptional customer experiences and encourage satisfied customers to share their positive experiences through word-of-mouth. This can be facilitated by offering incentives for referrals, implementing customer loyalty programs, and actively engaging with customers on social media to amplify positive brand sentiment.
4. Address negative reputation issues promptly: While the analysis indicates that the relationship between a negative brand reputation and customer trust is not statistically significant, it is still important for businesses to address any negative reputation issues promptly. This includes transparently addressing customer complaints, taking corrective actions, and communicating the improvements made to the brand's reputation. By demonstrating a commitment to resolving issues and rebuilding trust, businesses can mitigate the negative impact of a poor reputation.
5. Monitor and respond to online reviews: Online reviews have a modest positive correlation with the perception that brand reputation enhances trust. Businesses should actively monitor and respond to online reviews,

both positive and negative, to show customers that their feedback is valued. By promptly addressing customer concerns and publicly acknowledging positive reviews, businesses can build trust and credibility among potential customers who rely on online reviews for decision-making.

6. Consistently deliver high-quality products and services: The perception that a brand's reputation influences the overall quality of its products or services has a weak negative correlation with the belief that a positive reputation enhances trust. To overcome this, businesses should focus on consistently delivering high-quality products and services that align with their brand reputation. This can be achieved through robust quality control measures, continuous improvement initiatives, and customer feedback integration into product/service development processes.
7. Continuously monitor and assess brand reputation: It is essential for businesses to continuously monitor and assess their brand reputation through various channels, including social media, online reviews, and customer feedback. This allows them to identify any emerging reputation issues, address them promptly, and track the impact of reputation management efforts over time. Regular assessments will help businesses make informed decisions and adjustments to their strategies to maintain and enhance customer trust.

By implementing these recommendations, businesses can strengthen the relationship between brand reputation and customer trust, leading to increased customer loyalty, positive word-of-mouth referrals, and long-term success in the marketplace.

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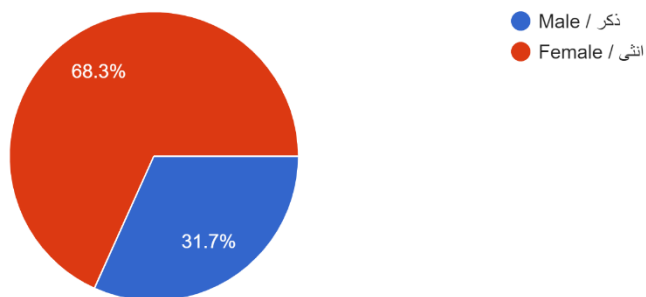
المستخلص

تهدف هذه الدراسة إلى تحليل تأثير سمعة العلامة التجارية على صناعة السجاد في شركة "مدى" في المملكة العربية السعودية. تهدف الدراسة إلى فحص العلاقة بين سمعة العلامة التجارية وثقة العملاء، وتأثيرها المترتب على نتائج العملاء. يتم اقتراح نموذج نظري، حيث تكون سمعة العلامة التجارية المتغير المستقل، وثقة العملاء المتغير الوسيط، ونتائج العملاء المتغير المعتمد. يعتمد البحث تصميمًا بحثيًا كميًا ونوعيًا، حيث يستخدم استبيانات لجمع البيانات من عينة من العملاء والموظفين في صناعة السجاد في شركة "مدى". تسهم نتائج هذه الدراسة في فهم أهمية سمعة العلامة التجارية وثقة العملاء في صناعة السجاد، وتقديم رؤى للممارسين لتعزيز نتائج العملاء. يتم مناقشة الآثار النظرية والعملية والقيود والاقتراحات المستقبلية للبحث استنادًا إلى النتائج المحصل عليها.

Appendixes

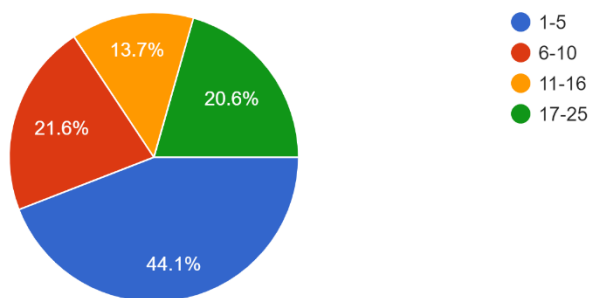
Gender / الجنس

104 responses



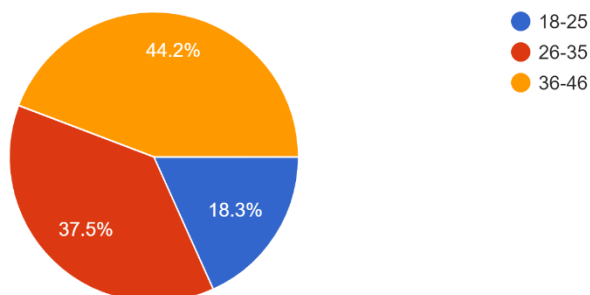
Number of years of experience / عدد سنوات الخبرة

102 responses



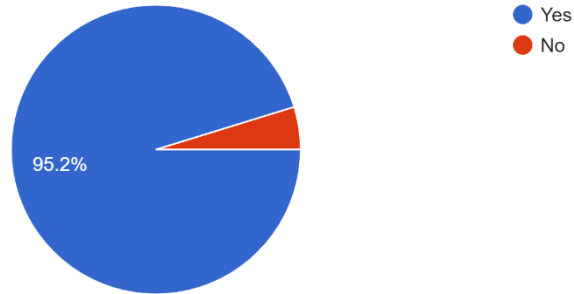
Age / العمر

104 responses



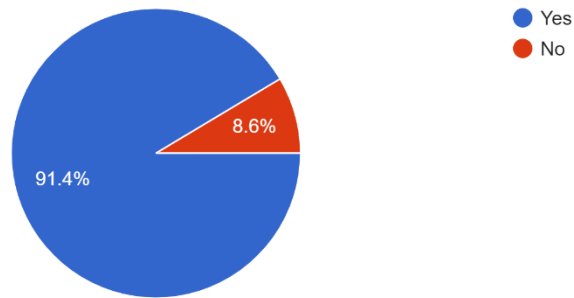
هل تأخذ في الاعتبار سمعة العلامة التجارية عند اتخاذ قرارات الشراء؟
التجارية عند اتخاذ قرارات الشراء؟

105 responses



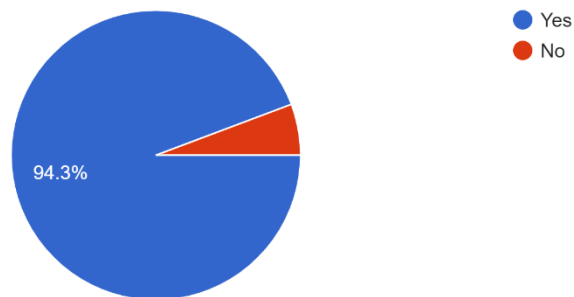
هل سبق لك أن اخترت علامة تجارية على أخرى بناء على سمعتها؟
على أخرى بناء على سمعتها؟

105 responses



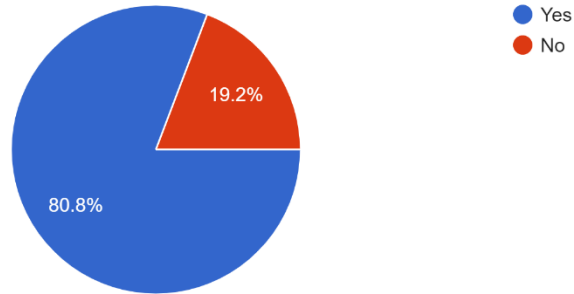
هل تعتقد أن سمعة العلامة التجارية الإيجابية تزيد من مستوى ثقتك في تلك العلامة التجارية؟
سمعة العلامة التجارية الإيجابية تزيد من مستوى ثقتك في تلك العلامة التجارية؟

105 responses



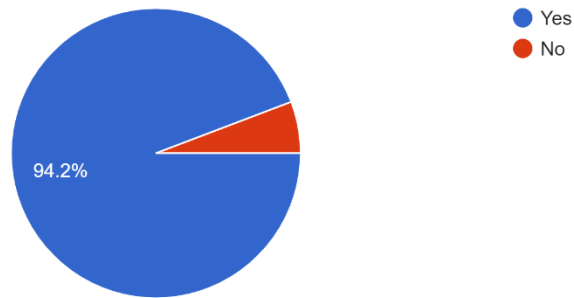
هل سبق لك أن توقفت عن شراء من علامة تجارية بسبب سمعة سلبية؟
Have you ever stopped purchasing from a brand due to a negative reputation?

104 responses



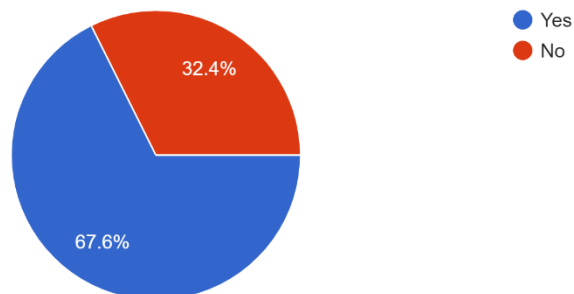
هل تعتقد أن سمعة العلامة التجارية تؤثر على مدى احتمالية التوصية بها للآخرين؟
Do you think a brand's reputation influences how likely you are to recommend it to others?

104 responses



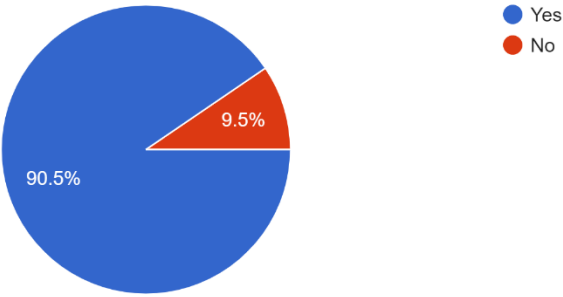
هل سبق لك أن منحت علامة تجارية فرصة ثانية بعد أن حسنت سمعتها؟
Have you ever given a brand a second chance after it improved its reputation?

105 responses



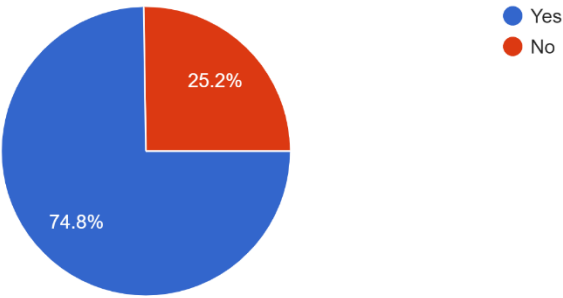
Do you believe that a brand's reputation impacts the overall quality of its products or services? هل تعتقد أن سمعة العلامة التجارية تؤثر على الجودة الشاملة لمنتجاتها أو خدماتها؟

105 responses



Do you trust brands that are known for their positive reputation more than those with a lesser-known reputation? هل تثق في العلامات التجارية المعروفة بسمعتها الإيجابية أكثر من تلك التي لها سمعة أقل شهرة؟

103 responses



Have you ever been influenced by online reviews or word-of-mouth recommendations regarding a brand's reputation? هل سبق لك أن تأثرت بالمراجعات عبر الإنترنت أو التوصيات الشفهية المتعلقة بسمعة العلامة التجارية؟

104 responses

