CONSTRUCTING PERCEPTION THROUGH REPUTATION MANAGEMENT IN TERMS OF CORPORATE BRANDS

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Abstract

The aim of this study is to reveal the meaning of the concepts of image and reputation for consumers. On top of that this study is also tries to find out the impact potential of image, reputation and brand over consumers' attitudes towards the corporations and as well as the elements that affect image and reputation in building a corporate brand in terms of the perception of consumers. Therefore a survey research, which consists of 48 questions applied on randomly chosen 1208 consumers who live in big cities of Marmara Region of Turkey. It was found in the research that the most important element that increases trust and respect of the corporate brand in general is comments on the social media about a person or a corporation. Regarding the responsibilities of the corporations to their stakeholders, the most important activity that builds trust and respect is sponsoring to various activities.

Keywords: Corporate Brand, Reputation Management, Perception

KURUMSAL MARKALAR AÇISINDAN İTİBAR YÖNETİMİ İLE ALGININ İNŞASI

Öz

Bu çalışmanın amacı, tüketiciler açıcından imaj ve itibarın anlamını ortaya çıkarmaktır. Ayrıca, imaj, itibar ve markanın tüketicilerin kurumlara karşı davranışlarını etkileme potansiyelini belirlemek ve marka oluşumunda imaj ve itibarı etkileyen unsurları müşteri algısı üzerinden ortaya koyabilmektir. Bu nedenle Türkiye'nin Marmara Bölge'sinin büyük şehirlerinde yaşayan 1208 tüketiciye 48 soruluk bir anket uygulanmıştır. Araştırmanın sonuçlarına göre, tüketiciler açısından güven ve itibarı artıran en önemli unsur, sosyal medyada kişi veya kurumlar hakkındaki konuşmalar olarak belirlenmiştir. Kurumların paydaşlarına karşı sorumluluklarında güven ve itibarı artıran en önemli unsur olarak ise, çeşitli aktivitelere sponsor olunması olarak tespit edilmiştir.

Anahtar Kelimeler: Kurumsal Marka, İtibar Yönetimi, Algı

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I. INTRODUCTION

According to Oscar Wilde, apart from death, one can survive everything and overlook everything but a good reputation [1]. Rupert Murdoch states that our reputation is worth more than last hundred million dollars [2]. Technological developments, internet, virtual communication environment, ICT and its devices facilitate reaching sharing and moving of all kinds of information for individuals easily which creates information societies. As a result of wide spread use of social media applications as a new way of communication, sharing of written and visual information have become an important part of our lives. Virtual sociality has become a way of life for social media users as social media applications innately push their users to share everything regarding their lives more and more, which creates a virtual sharing culture. As all kinds of information is constantly shared among individuals through those communication applications and ICT devices, information is spread so quickly influencing the users, as they are interactive environments. Besides, virtual environments, where the information and experiences are shared and commented, are accepted to be reference points for decision-making processes as to make difference in tough competition environment of information society. So, listening and interacting with the public in virtual environment, which provides endless choices, is as vital as it is in every other types of communication as to understand stakeholders' expectations in actualizing effective Public Relations (PR) contributions to the company's vision. Wilcox and Cameron claims that rapid spreading of social media usage evolved PR. It means that PR needs listening more than ever before owing to make the conversation easy between the company and its stakeholders. However, those conversations can't be controlled thoroughly. So, corporation and PR staff should get used to the idea that everything, the company does, needs to be more transparent and fare-game for comment [3]. As fast moving of information from one to many is the case in communication age in the virtual environment, the company related information and customer requests needs to be handled meticulously in terms of heeding, interpretation, responding rapidly and especially acting on them as to create operational strategies.

It is a PR department's duty to establish effective and even immaculate information exchange systems between internal and external customers through innovative communication strategies of management team of PR department utilizing information communication technology (ICT) as to establish the targeted image and reputation in the minds of stakeholders. According to Wilcox and Cameron the research results state that the effectiveness of PR in a corporation often depends on the type of corporation, management's perceptions and even the talents of the public relations executive. Larger the company and more it operates in a competitive environment, more likely that it includes public relations department in the policy-making process as they are sensitive to public attitudes and corporate reputation. They continue saying that one of the largest PR firms, Burson-Marsteller, stated that its business was "perception management." Other PR firms also declared that their real business

was "reputation management". According to them, the main idea is that PR staff work on increasing credibility, to steer issues and to build effective relationships between the company and its target audiences. In order to succeed those responsibilities, PR departments should utilize research to do PR audits, communication audits, environmental monitoring and social audits [3]. This perspective is exactly what this study tries to emphasize that building positive customer perceptions are vital to manage corporate reputation effectively. As reputation is an intangible asset, which takes time to build, long-term consistency in forming it is the key factor. Therefore the PR department plays a crucial role in its coordination between the company and its stakeholders developing operational strategies through managing corporate intelligence.

Grunig states that establishing relationships, PR departments also provide corporations with reducing the costs of certain issues such as litigation, regulation and lost revenue consequence of bad relationships with public (as cited in Wilcox and Cameron, 2012). As public relations departments pull off such important works, their executives play undisputable and indispensible roles in strategic decision-making processes of top managements as consultants in such a competitive business environment. Therefore, the PR executive finds itself an exquisite place in the management chart. Wilcox and Cameron assert that importance and power of a PR department usually drive from access to top management, which utilizes suggestions and advices for build policy. That is the reason why a public relations department is located high in corporation charts [3].

II. LITERATURE REVIEW

Reputation, which can be accepted as an intellectual property, is just like a sand-made castle for the corporations that they struggle to build over the years. Reputation is an essential value for corporations, which can be managed. Reputation management's importance for corporate brands has increased over the years as an intangible asset, which constructs positive customer perception. According to Dr. Leslie Gaines-Ross, chief reputation strategist for Weber Shandwick, reputation's media coverage has ascended 108 percent over the period of five years [2]. Whether face to face or on the virtual environment, encounters to stakeholders create positive or negative images, which comprise the power of reputation. It can be gained in the long run, but on the contrary it can be lost in such a short time frame. Therefore, it requires to be managed proactively taking necessary precautions on time at all times according to stakeholders feedback, which are gathered from each and every possible ways utilizing and taking the most out of ICT's interactive facilities.

Reputation, which feeds the corporate brand, is something that corporations try to gain over the years as to attract more customers. It is an important asset as to make difference in the competition in each sector. Ronald J. Alsop asserts that social environment, quality

of product and services, corporate leadership and vision, financial performance and CEO's self-reputation are the components that impact reputation [4]. Stewart Lewis, Director of MORI Ltd argues that branding focus on products and services the corporation sells, but reputation evokes what it stands for. As companies try to be reputable they have been putting into practice social responsibility projects. The only way those projects provide reputation for the company if whole the company involves in it. Sustainability is the key concept for the corporate social responsibility as the image targeted to be consistent at all levels.

Mori's reputation management focuses on communication to build reputation addressing some important questions;

- What are your target audiences best interests and concerns?
- How good are you doing in meeting those expectations?
- How good are you amongst your competitors regarding awareness in customers' mind?
- Do you care about problems?
- How can your communications work the best to build the reputation you targeted?
- What media would be most suitable and effective for your messages to convey?
- Are you spending on your reputation strengths?

MORI's main reputation management elements are;

- Reputation tracking,
- Reputation audit,
- Corporate identity, naming and branding,
- Elite focus groups,
- Corporate social responsibility
- Multi-client surveys,
- Website evaluation,
- International research,
- Stakeholder relationship analysis [5].

Reputation Institute (RI) has also a method to evaluate reputation for companies. Performance based elements of RI's operationally conceptualized reputation measurement method are as below;

- Product and services,
- Innovation,
- Workplace,
- Governance,
- Citizenship,
- Leadership,
- Performance [6].

We can say that as reputation connotes respect and dignity, it makes sales of the company easy to the customers in decision-making process eliminating ambiguities of the company in customers' perceptions. This is the point where reputation shores up brand equity, which contains tangible and intangible values, constructing perceptions of customers in the favor or disfavor of the corporate brand, its products and services depending on qualities of experiences that they have. Keller argues that many practicing managers states that a brand refers to reputation, awareness, prominence and so on in the marketplace and it also evokes the past experiences with the product and service and its marketing program. So, consumers can figure out which brands meet their expectations and which brands do not [7]. That is why brands' reflecting characteristics of products and services that they represent, function just as names do for individuals. Perpetual PR activities introduce to make known all kinds of company activities and achievements to consumers as to draw constant attention, through which they help to develop corporate brand's reputation.

As one of the most important endeavors of corporations is to develop service quality perception of their audiences as to make difference in creating a good image, which comprises the corporate brand reputation in the long run, companies should be aware of aforementioned reality and pay more attention to PR departments, which are thought to be perception engineers, in gathering, managing and evaluating the information momentarily as to react customer needs and to reform services accordingly. It would be a strategic move, as spreading of information reach many people in a short period of time affecting their perception generally regardless of confirming accuracy. Keller argues that a corporate image is comprised by a number of factors like the company's products, actions it takes and the manner it communicates to its target audiences. According to Johnson & Johnson's CEO, reputation is indicated by the behavior you perform through many small things in a daily operation. The right track for your reputation management is by always trying and contemplating to do the right thing every day. He also reflects to the matter some marketing experts' thoughts saying that purchasing decision is affected more and more by the consumer perceptions of a company's role in society, which is built through how the company treats its stakeholders, employees, local neighbors and others. He continues the importance of reputation explaining the opinion of an agency's leader about it; "Reputation is the only sustainable competitive advantage of any business has." Coherent with this approach, according to a large survey of financial analysts and others in investment community showed that 91% of the sample agreed that if a company fails to take care its reputation will encounter financial difficulties. Similarly, according to the annually Reputation Quotient survey of almost 20.000 Americans, indicates that a strong statistical correlation exists between an immaculate corporate reputation and customers' desire to buy a company's product and services, recommend that to their friends, buy a company's stock and recommend it to other investors. The executives at Accenture support their marketing

investments stating that a solid corporate image can also be an effective way to motivate and attract employees. In addition to that, if a company aims to build a strong corporate brand and brand equity it is necessary to keep a high public profile to help to communicate the company related information. It can only be achieved to maintain a high level of openness through being more transparent in its activities, values and programs [7]. Considering icons and indexes, image and reputation are signification elements. They constitute thoughts, feelings and value for an individual or a corporation through perception. This process shapes our positive or negative attitudes and behaviors. In other words, in marketing point of view, they bolster the decision-making and action part when customer need is emerged. Therefore, they are indispensible for brand equity, which attracts attention of stakeholders and makes difference in competition. Keller argues that a brand can shape people's opinions and the prices they agree to pay for products. Making difference, which is constituted by added value, is the most valuable asset of brand equity. According to Keller, what customers have seen, felt, learned and heart about the brand as a result of their experiences over time constitute customer-based brand equity [7]. It can be inferred that each encounter is an image creator between a company and its stakeholders, which affects brand equity. Being extremely bounded with brand equity, image and reputation as perception builders, can be thought to be independent variables of the corporation's brand equity.

Hannington argues that brand is the visual indicator of an iceberg raised above the waterline as a symbol of the corporation, its services and products. Reputation, on the other hand, is under the surface. Brand elements are the ones, which form our attitudes towards the brand. He points out that when it comes to service provider corporations the mix of influences that create the reputation exist very much under the waterline. Their reputations are comprised by recommendations of friends and contacts, personal experience and press mentions (figure 1). Advertising is not a direct reputation builder itself, but it can induce to come about reputation related questions. Hannington also draws attention to a least visible but most important part of the iceberg that is ready to trap negligent management who fail to take into account its influence on their corporate future [8].
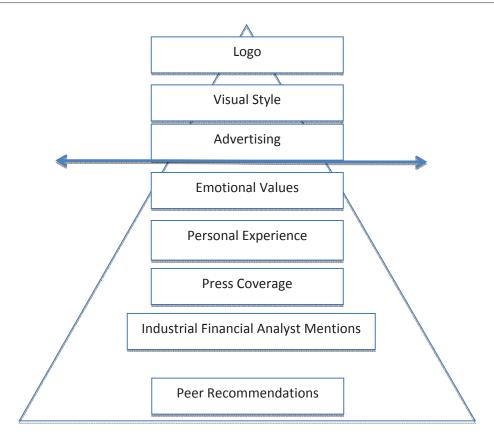
Figure 1. Brand Reputation Iceberg [8]

Therefore it is vital for the corporations to pay most attention to customer needs and complaints especially in the information age. Quicker the corporation comes up with solutions to the customers' expectations, more it creates positive images in target audiences' eye. Hannington asserts that the most delicate times in the relationship with the customers when they have a problem to be solved. There is a substantial amount of evidence that indicates that how the corporation deals with product and service problems has an immense effect on the attitude of the customer to the corporation. Creating swift real solutions to the problems increases the level of trust and respect toward to the company. He underlines the importance of recognition, action taken to resolve the problems and acknowledgement of related improvements [8]. So, it can be inferred that missing out even a small number of complaints or requests may cause a big difference in the perception of target audiences causing some serious damages to the corporate brand reputation efforts in general. The communication of feelings and thoughts of target audiences needs to be well managed to attain and maintain

an exquisite corporate brand reputation, which is built through positive images. A successful management of the public relations department, which is responsible from perception formation of the target audiences, for corporations through conspicuous applications, which are based on ICT, is the solution in this respect.

III. AIM and METHODOLOGY

The aim of this study is to find out the importance of the concepts of image and reputation for Turkish consumers and the corporations and the ways the corporations follow to build effective image and reputation perception over consumers. Besides, this study is also tries to reveal the potential of image and reputation feeding and growing the corporate brands and affect consumers' attitudes towards those brands. Therefore a survey research has been carried out. The survey research, which consists of 42 questions applied on randomly chosen 1844 consumers from big cities of Marmara Region of Turkey.

The following questions were examined in the research:

RQ1: Is there an association between elements that increase trust and respect of the corporate brand and trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred?

RQ2: Is there an association between elements that increase trust and respect of the corporate brand and management success of the corporate brand?

RQ3: Is there an association between elements that increase trust and respect of the corporate brand and image, reputation and trust building effect of communicating with the customers?

RQ4: Is there an association between elements that increase trust and respect of the corporate brand and trustable corporate brand's trust harming behaviors?

RQ5: Is there an association between trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred and the effects of corporate reputation and image in terms of the brand's preferability on customers?

RQ6: Is there an association between trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred and management success of the corporate brand?

RQ7: Is there an association between trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred and image, reputation and trust building effect of communicating with the customers?

RQ8: Is there an association between the effects of corporate reputation and image in terms of the brand's preferability on customers and management success of the corporate brand?

RQ9: Is there an association between the effects of corporate reputation and image in terms of the brand's preferability on customers and image, reputation and trust building effect of communicating with the customers?

RQ10: Is there an association between the effects of corporate reputation and image in terms of the brand's preferability on customers and effects of the news published, comments on social media and ads about the corporate brand on consumers?

RQ11: Is there an association between the effects of corporate reputation and image in terms of the brand's preferability on customers and trustable corporate brand's trust harming behaviors?

RQ12: Is there an association between image, reputation and trust building effect of communicating with the customers and affects of the news published and comments on social media and ads about the corporate brand on consumers?

RQ13: Is there an association between effects of the news published and comments on social media and ads about the corporate brand on consumers and positive effects of trustable corporate brand on the consumer behavior?

RQ14: Is there an association between positive effects of trustable corporate brand on the consumer behavior and effects of emotional connections and developments on the corporate brand's preferability?

RQ15: Is there an association between effects of emotional connections and developments on the corporate brand's preferability and ignoring the trustable corporate brand's trust harming behaviors?

III.1. Significance of the Research

Image and reputation are so important components for branding, which is thought to have an attraction value for customers in terms of corporations' preferability in markets. Therefore, they are also vital for the corporations as to make difference in the competitive markets. Considering images' and reputation's ability to bring together a brand value in customers' minds, they need to be paid upmost attention by the corporations constantly. Therefore, images and reputation needs to be managed and created carefully considering stakeholders' expectations. It is also critical to listen to stakeholders at all times with every possible way as to actualize seamless interactions. As a result the corporations may put into practice strategic approaches in building targeted images and the corporate reputation. This research's aim is to figure out the perception and expectations of stakeholders in terms of

image, reputation and brand. The research has prepared as the first phase of a perception and reputation research series which will be realized at various places of Turkey at various times.

III.2. Methodology of the Research

Preparation of the research started in September 2015. A research team, which consists of 121 PR & Advertising undergraduate students, has gone through a detailed training on time management, activity planning and question asking techniques in September 2015 as to get precise results and accomplish a seamless research. During the training, students reviewed each question of the survey and interview questions as to make sure they understand them thoroughly. A project blog page was prepared and assigned for easy communication and document sharing for an immaculate research operation. Students were instructed about how to communicate with project leader, who was reachable through mobile phone, social media applications and e-mail as an instant problem solver at all times just in case if they come across any problem and need any support related the research.

The research was performed in October 2015. The survey, which consists of 48 questions, has been developed according to viewpoints that mentioned in literature review section. 36 questions of the survey were measured using a 5-point Likert scale and other questions were measured utilizing categorical multiple-choice questions. The survey applied on 1208 randomly chosen participants who live in big cities of Marmara Region of Turkey. The list of the cities, where the participants live, is below;

Table 1. The Number of The Participants and The Names of The Cities Where They Originally Live

Cities	Number of Participants
Sakarya	543
İstanbul	412
Kocaeli	124
Bursa	91
Kırklareli	22
Bilecik	17
Total	**1208**

III.3. Limitations

It is a snapshot in time kind of study. One of the main research related restriction is that there is not adequate statistical research done on public relations especially on reputation, image and corporate branding in Turkey.

IV. FINDINGS OF THE RESEARCH

IV.1. Descriptive Findings

Descriptive statistics about the data are as follows:

About Demography: 95% of the participants are between 17 to 54 years old. Representation of woman is 44% and 56% for man. 86% of the participants are high school or university graduates.

About Image, reputation and brand: Almost 56% of the participants have said, "Respectability" and 21% of the participants have said "Trust" comes to their mind when "Reputation" is said. Almost 45% of the participants have said, "Appearance" and almost 22% of the participants have said "Difference" comes to their mind when "Image" is said. 64% of the participants have said "Quality" and almost 18% of the participants have said "Prestige" comes to mind when "Brand" is said. 83% of the participants have asserted that they pay attention to the image and the reputation of the corporation before they purchase its goods/services. 87% of the participants have stated that they do believe that someone's or a corporation's image and reputation increase its brand value. 64% of the participants have said that a corporation's visual elements like logo, font style and colors are important for them. 50% of the participants have said that the most important determinant of reputation of someone or a corporation for them is their own experiences, secondly fulfilling social responsibilities by 29% and then thirdly news published on the media by 11%. 35% of the participants have said that they would not pay more for a brand buying a product or a service, 12% of them have stated that they would pay up to 40% more. 54% of the participants have alleged that a reputable product or a service is more important than cheap price. 89% of the participants have stated that when a product or a service satisfies them, it increases trust toward the brand that produces it. 66% of the participants purported that being sponsor to various activities and 78% of the participants have stated that actualizing projects of social responsibilities increase corporations' respectabilities. 84% of the participants have denoted that success of after sale services increase trust toward the corporation. 89% of the participants have stated that expert staff of a corporation increases trust. 82% of the participants have claimed that purchasing a product or a service they prefer the brands, which respect the laws and pay attention to ethical principles. 58% of the participants have said that they prefer a brand, which puts into practice social responsibility projects while buying a service or a product. 41% of the participants have said that they prefer a brand, which sponsors to certain activities while buying a service or a product. 82% of the participants have stated that a corporation asking about their opinion on the products and services that it produces increases its image positively. 60% of the participants have claimed that the time span, which needs to be passed before they call a corporation or a brand, which constantly builds positive images through its operations, as reputable is more than 3 years in average.

About communicating with individuals and corporations: 61% of the participants have asserted that news, which are published on the media, affect their thoughts about the individuals and the corporations. 54% of the participants have stated that comments and comments

over the social media affect their opinion about the individuals and the corporations. 81% of the participants have alleged that easily communicating with individuals and corporations increases trust. 55% of the participants have said that sharing information of a corporation or a person about itself/himself/herself constantly over the social media increases trust. 72% of the participants have stated that sharing information of a corporation about itself constantly with the public increases trust.

83% of the participants have claimed that getting useful information from and corporation's website creates a positive image about the corporation.

About trust, feelings and attitudes of individuals: 36 % of the participants have said that it is hard for them to lose confidence in someone or in a corporation once they trust them. 41% of the participants stated that emotional closeness to a brand is so important for them while they buy a product or a service.

45% of the participants have claimed that emotional developments about a person or a corporation affect their opinion. 60% of the attendants have pointed out that they believe the ads of the corporation they trust more than the others. On the other hand 63% of the participants have also said that they trust ads about a corporation more than the news about it. 76% of the participants have pointed out that they always prefer to buy the products or the services of the brand that they trust.

About the corporation: 79% of the participants have stated that a corporation, which follows technology in producing its products and services, affects their opinion positively. 90% of the participants have argued that producing quality goods and services of a corporation increase trust. 84% of the participants stated that producing innovative products and services increase the corporation's respectability. 60% of the participants have denoted that financial success of a corporation increases trust. 81% of the participants have denoted that having a decent working environment increases the corporation's respectability. 85% of the participants stated that managing the corporation seamlessly raises trust. 91% of the participants have said that they pay attention to being trustable and respectable of the corporation where they wish to work. 86% of the participants have claimed that they recommend the corporation they trust to their friends. 68% of the participants have said that their close friends' recommendations affect their decision buying a service or a product. Only 26% of the attendants have stated that producing defective product and services of the corporation, which they trust, for a few times would not stop them from buying that corporation's products and services. Only 10% of the participants have agreed that when the person or the corporation tells lie for a few times, it would not impair trust towards the corporation or the person.

IV.2. Reliability and Factor Analysis Findings

Initial factor analyses were conducted with reliability tests to identify items to be included in each category. KMO values for the two categories of data were acceptable (KMO: 0.876). The Barlett's tests also showed that the data were suitable for factoring (p=0.000).

Table 2. Rotated Factor Matrix and Cronbach's Alpha Values for Each Factor

Factor Name	Item	Component*	Cronbach's Alpha	Eigenvalues	Total Variance Explained
Factor 1: Elements that increase trust and respect for the corporate brand	Q19 After sales services increase trust.	,630			
	Q30 It'd make me trust the corporation, if it produced quality goods or services.	,619			
	Q20 More the employees are experts on their jobs, more I trust the corporation.	,613			
	Q24 More I'm satisfied with the goods or the services, more I trust that brand.	,582			
	Q17 Easier I communicate with someone or a company, more I trust.	,549	,725	6,44	9,63
	Q29 If a company followed the technology producing its goods or services, it'd affect my opinion positively.	,479			
	Q35 I want the company that I work at to be trustworthy and respected.	,436			
	Q41 I always prefer goods or services produced by a brand that I trust.	,432			
	Q31 Producing innovative products or services increase corporation's respectability.	,401			
Factor 2: Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred	Q45 Purchasing a product or a service I prefer a brand, which puts into practice social responsibility projects.	,720			
	Q44 Purchasing a product or a service I prefer a brand, which sponsors to various activities.	,701	,693	2,20	5,96
	Q25 Sponsorship increases corporations' respectfulness.	,616			
	Q26 Putting into practice social responsibility projects increase corporations' respectability.	,599			

Factor 3: The effects of corporate reputation and image in terms of the brand's preferability on customers	Q10 I pay attention to the image and the reputation of the corporation of which I want to buy a product or a service.	,734			
	Q11 Image and reputation of a corporation increase its brand equity.	,719			
	Q13 I respect the company or those, who obey the law and pay attention to ethics.	,597	,417	1,71	5,71
	Q12 A corporation's visual elements like logo, its colors and font style are important for me.	,446			
	Q23 Buying a product or a service I prefer a cheaper one rather than a reputable brand.	-,372			
Factor 4: Management success of the corporate brand	Q33 Having a decent working environment increases corporation's respectability.	,658			
	Q34 I Managing the company well increases trust.	,657	,631	1,46	5,09
	Q32 I trust financially successful corporations	,583			
Factor 5: Image, reputation and trust building effect of communicating with the customers	Q46 I trust more to a corporation, which constantly shares information about itself with the society.	,633			
	Q18 If someone or a company had a social media account, I'd trust him more	,618			
	Q48 When I get useful information from a corporation's web site it affects its image positively.	,531	,592	1,32	5,06
	Q47 If a corporation asks about my opinion on the products and the services they produce, it affects its image positively.	,427			

Factor 6: Effects of the news published and comments on social media and ads about the corporate brand on consumers	Q16 Positive or negative comments and comments on social media about a person or a corporation affect my opinion of him/her.	,732			
	Q14 News about people or corporations affects my opinion about them.	,724	,585	1,28	4,97
	Q15 I trust the news about a company than I trust to ads about it.	,644			
Factor 7: Positive effects of the trustable corporate brand on the consumer behavior	Q37 I talk positively about a corporation to those around me	,687			
	Q36 I recommend products and services of a corporation that I trust.	,547	,478	1,15	4,55
	Q38 I believe ads of a corporation that I trust more than others.	,463			
Factor 8: Effects of emotional connections and developments on the corporate brand's preferability	Q28 Emotional developments about a person or a corporation affect my opinion about him/her.	,673			
	Q43 Emotional intimacy to a brand is important for me when I purchase a product or a service.	,569	,384	1,12	4,29
	Q27 When I trust someone or a corporation it would not diminish easily.	,526			
Factor 9: Ignoring the trustable corporate brand's trust harming behaviors	Q39 A few false goods or services of the corporation that I trust would not stop me from buying its products.	,834			
	Q40 A few lies of the corporation or the person that I trust would not impair the trust.	,720	,503	1,02	3,91
Overall			,830		

* Notes: Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization, Rotation converged in 9 iterations.

As a result of factor analysis all factors, which had been defined at the beginning of the survey, was found. The factors found are as follows:

Factor 1: Elements that increase trust and respect for the corporate brand.

Factor 2: Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred.

Factor 3: The effects of corporate reputation and image in terms of the brand's preferability on customers.

Factor 4: Management success of the corporate brand.

Factor 5: Image, reputation and trust building effect of communicating with the customers.

Factor 6: Effects of the news published and comments on social media and ads about the corporate brand on consumers.

Factor 7: Positive effects of the trustable corporate brand on the consumer behavior.

Factor 8: Effects of emotional connections and developments on the corporate brand's preferability.

Factor 9: Ignoring trustable corporate brand's trust harming behaviors.

Reliability value is an indicator of the degree of reaching the same result after repeated measurements. Therefore, reliability analysis is needed. To do that Cronbach's Alpha is computed. If Alpha value is above 0.70, the survey is considered reliable. Like overall Cronbach's Alpha value, which is (0,830), all Cronbach's Alpha values for all the factors are acceptable. Therefore, all factors have been taken into account and they have been included in the analyses.

IV.3. Inferential Statistics Findings

In this part basic hypothesis tests were conducted. As factors and their underlying survey questions are measured in Likert scale, for correlation analyses Spearman rank correlation coefficients were computed. For test of differences among groups, non-parametric Mann-Whitney U and Kruskal-Wallis H tests were used.

IV.4. Factor 1: Elements That Increase Trust and Respect of The Corporate Brand

There is a high significant (p=0,000) positive correlation (r=0,252) between "Elements that increase trust and respect of the corporate brand" and "Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being

preferred", which indicates that more the number of elements that increase trust and respect of the corporate brand, higher the trust and respect boosting effect of activities of the corporate brand regarding its responsibilities to its public in terms of being preferred gets (RQ1).

There is a high significant (p=0,000) positive correlation (r=0,369) between "Elements that increase trust and respect of the corporate brand" and "The effects of corporate reputation and image in terms of the brand's preferability on customers", which shows that more the number of elements that increase trust and respect of the corporate brand, higher the effects of corporate reputation and image in terms of the brand's preferability on customers gets.

There is a high significant (p=0,000) positive correlation (r=0,374) between "Elements that increase trust and respect of the corporate brand" and "Management success of the corporate brand", which states that more the figure of elements that increase trust and respect of the corporate brand, higher the management of the corporate brand is perceived to be successful (RQ2).

There is a high significant (p=0,000) positive correlation (r=0,361) between "Elements that increase trust and respect of the corporate brand" and "Image, reputation and trust building effect of communicating with the customers", which represents that more the numbers of elements that increase trust and respect of the corporate brand, higher the Image, reputation and trust building effect of communicating with the customers gets (RQ3).

There is a high significant (p=0,000) positive correlation (r=0,121) between "Elements that increase trust and respect of the corporate brand" and "Effects of the news published and comments on social media and ads about the corporate brand on consumers", which shows that more the figure of elements that increase trust and respect of the corporate brand, higher the effects of the news published and comments on social media and ads about the corporate brand on consumers gets.

There is a high significant (p=0,000) positive correlation (r=0,328) between "Elements that increase trust and respect of the corporate brand" and "Positive effects of trustable corporate brand on the consumer behavior", which shows that more the number of elements that increase trust and respect of the corporate brand, higher the positive effects of trustable corporate brand on the consumer behavior gets.

There is a high significant (p=0,000) positive correlation (r=0,162) between "Elements that increase trust and respect of the corporate brand" and "Effects of emotional connections and developments on the corporate brand's preferability", which shows that more the number of elements that increase trust and respect of the corporate brand, higher the effects of emotional connections and developments on the corporate brand's preferability gets.

There is a high significant (p=0,003) negative correlation (r=-0,085) between "Elements that increase trust and respect of the corporate brand" and "Trustable corporate brand's trust harming behaviors", which shows that lowering the number of elements that increase trust and respect of the corporate brand is perceived as the trustable corporate brand's trust harming behavior (RQ4).

There is a significant difference between the various answers given to the question of "What is the most important determinant of a corporation's or a person's reputation for you?" in terms of the answers given to the question of "Elements that increase trust and respect of the corporate brand". Those, who have said that "comments on the social media", are closer to definitely agree (651,51), while those, who have said that "sponsoring to various activities", are closer to definitely disagree (481,06) in terms of the elements that increase trust and respect of the corporate brand (p= 0,020).

There is a significant difference between the various answers given to the question of "Up to how many percent more do you agree on paying buying a product or a service for a brand one?" in terms of the answers given to the question of "Elements that increase trust and respect of the corporate brand". Those, who have said "30%", are closer to definitely agree (672,52), while those, who have said "none", are closer to definitely disagree (565,08) in terms of the elements that increase trust and respect of the corporate brand (p= 0,000).

IV.5. Factor 2: Trust and Respect Boosting Activities of the Corporate Brand Regarding Its Responsibilities to Its Public in Terms of Being Preferred

There is a high significant (p=0,000) positive correlation (r=0,285) between "Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred" and "The effects of corporate reputation and image in terms of the brand's preferability on customers", which signifies that more the number of trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred increases, higher the effects of corporate reputation and image in terms of the brand's preferability on customers gets (RQ5).

There is a high significant (p=0,000) positive correlation (r=0,279) between "Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred" and "Management success of the corporate brand", which indicates that more the figure of the trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred rises, higher the management success of the corporate brand in customers' perception gets (RQ6).

There is a high significant (p=0,000) positive correlation (r=0,371) between "Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred" and "Image, reputation and trust building effect of communicating

with the customers", which indicates that more the number of trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred soars, higher the image, reputation and trust building effect of communicating with the customers gets (RQ7).

There is a high significant (p=0,000) positive correlation (r=0,127) between "Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred" and "Effects of the news published and comments on social media and ads about the corporate brand on consumers", which states that more the figure of trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred accrues, higher the positive effects of the news published and comments on social media and ads about the corporate brand on consumers gets.

There is a high significant (p=0,000) positive correlation (r=0,158) between "Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred" and "Positive effects of trustable corporate brand on the consumer behavior", which shows that more the number of trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred rises, higher the positive effects of trustable corporate brand on the consumer behavior gets.

There is a high significant (p=0,000) positive correlation (r=0,211) between "Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred" and "Effects of emotional connections and developments on the corporate brand's preferability", which signifies that more the number of trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred increase, higher the effects of emotional connections and developments on the corporate brand's preferability gets.

There is a significant difference between the various answers given to the question of "What is the most important determinant of a corporation's or a person's reputation for you?" in terms of the answers given to the question of "Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred". Those, who have said "sponsoring to various activities", are closer to definitely agree (664,92), while those, who have said "my own experiences", are closer to definitely disagree (561,92) in terms of the trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred (p= 0,000).

There is a significant difference between the various answers given to the question of "Up to how many percent more do you agree on paying buying a product or a service for a brand one?" in terms of the answers given to the question of "Trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred". Those, who have said "30%", are closer to definitely agree (651,56), while those, who have

said "none", are closer to definitely disagree (563,74) in terms of the trust and respect boosting activities of the corporate brand regarding its responsibilities to its public in terms of being preferred (p= 0,022).

IV.6. Factor 3: The Effects of Corporate Reputation and Image in Terms of the Brand's Preferability on Customers

There is a high significant (p=0,000) positive correlation (r=0,281) between "The effects of corporate reputation and image in terms of the brand's preferability on customers" and "Management success of the corporate brand", which shows that more the management success of the corporate brand increases, higher the effects of corporate reputation and image in terms of the brand's preferability on customers gets (RQ8).

There is a high significant (p=0,000) positive correlation (r=0,260) between "The effects of corporate reputation and image in terms of the brand's preferability on customers" and "Image, reputation and trust building effect of communicating with the customers", which indicates that doing more to communicate with the customers as to build a positive image, reputation and trust increases the effects of corporate reputation and image in terms of the brand's preferability on customers (RQ9).

There is a high significant (p=0,000) positive correlation (r=0,106) between "The effects of corporate reputation and image in terms of the brand's preferability on customers" and "Effects of the news published and comments on social media and ads about the corporate brand on consumers", which states that more the effects of corporate reputation and image in terms of the brand's preferability on customers increases, higher the effects of the news published and comments on social media and ads about the corporate brand on consumers gets (RQ10).

There is a high significant (p=0,000) positive correlation (r=0,177) between "The effects of corporate reputation and image in terms of the brand's preferability on customers" and "Positive effects of trustable corporate brand on the consumer behavior", which shows that more the effects of corporate reputation and image in terms of the brand's preferability on customers rises, higher the positive effects of trustable corporate brand on the consumer behavior gets.

There is a high significant (p=0,000) positive correlation (r=0,123) between "The effects of corporate reputation and image in terms of the brand's preferability on customers" and "Effects of emotional connections and developments on the corporate brand's preferability", which signifies that more the effects of corporate reputation and image in terms of the brand's preferability on customers soars, higher the effects of emotional connections and developments on the corporate brand's preferability gets.

There is a high significant (p=0,023) negative correlation (r=-0,065) between "The effects of corporate reputation and image in terms of the brand's preferability on customers" and "Ignoring trustable corporate brand's trust harming behaviors", which states that more ignoring trustable corporate brand's trust harming behaviors increases, lesser the effects of corporate reputation and image in terms of the brand's preferability on customers gets (RQ11).

There is a significant difference between the various answers given to the question of "What is the most important determinant of a corporation's or a person's reputation for you?" in terms of the answers given to the question of "The effects of corporate reputation and image in terms of the brand's preferability on customers". Those, who have said "news on the media", are closer to definitely agree (634,91), while those, who have said "sponsoring to various activities", are closer to definitely disagree (470,47) in terms of the effects of corporate reputation and image in terms of the brand's preferability on customers (p= 0,008).

There is a significant difference between the various answers given to the question of "Up to how many percent more do you agree on paying buying a product or a service for a brand one?" in terms of the answers given to the question of "The effects of corporate reputation and image in terms of the brand's preferability on customers". Those, who have said "30%", are closer to definitely agree (656,61), while those, who have said "20%", are closer to definitely disagree (578,11) in terms of the effects of corporate reputation and image in terms of the brand's preferability on customers (p= 0,027).

There is a significant difference between the various answers given to the question of "What is the time span which needs to be passed before you call a corporation or a brand, which builds positive images through its activities, as reputable?" in terms of the answers given to the question of "The effects of corporate reputation and image in terms of the brand's preferability on customers". Those, who have said "more than 10 years", are closer to definitely agree (675,85), while those, who have said "I have no idea", are closer to definitely disagree (540,40) in terms of the effects of corporate reputation and image in terms of the brand's preferability on customers (p= 0,000).

IV.7. Factor 4: Management Success of the Corporate Brand

There is a high significant (p=0,000) positive correlation (r=0,274) between "Management success of the corporate brand" and "Image, reputation and trust building effect of communicating with the customers", which indicates that more communicating with the customers as to build a positive Image, reputation and trust, higher it is thought to be the management success of the corporate brand by the customers.

There is a high significant (p=0,000) positive correlation (r=0,105) between "Management success of the corporate brand" and "Effects of the news published and comments on social media and ads about the corporate brand on consumers", which shows that more the

management success of the corporate brand increases, higher the effects of the news published and comments on social media and ads about the corporate brand on consumers get.

There is a high significant (p=0,000) positive correlation (r=0,189) between "Management success of the corporate brand" and "Positive effects of trustable corporate brand on the consumer behavior", which states that more the management success of the corporate brand soars, higher the positive effects of trustable corporate brand on the consumer behavior get.

There is a high significant (p=0,000) positive correlation (r=0,180) between "Management success of the corporate brand" and "Effects of emotional connections and developments on the corporate brand's preferability", which signifies that more the management success of the corporate brand increases, higher the effects of emotional connections and developments on the corporate brand's preferability get.

There is a significant difference between the various answers given to the question of "What comes to your mind when brand is said?" in terms of the answers given to the question of "Management success of the corporate brand". Those, who have said "quality", are closer to definitely agree (617,21), while those, who have said "belonging", are closer to definitely disagree (449,75) in terms of the management success of the corporate brand (p= 0,014).

There is a significant difference between the various answers given to the question of "What is the most important determinant of a corporation's or a person's reputation for you?" in terms of the answers given to the question of "Management success of the corporate brand". Those, who have said "fulfilling its social responsibilities", are closer to definitely agree (643,72), while those, who have said "sponsoring to various activities", are closer to definitely disagree (473,51) in terms of the management success of the corporate brand (p= 0,002).

There is a significant difference between the various answers given to the question of "Up to how many percent more do you agree on paying buying a product or a service for a brand one?" in terms of the answers given to the question of "Management success of the corporate brand". Those, who have said "10%", are closer to definitely agree (632,97), while those, who have said "none", are closer to definitely disagree (554,90) in terms of the management success of the corporate brand (p= 0,003).

There is a significant difference between the various answers given to the question of "What is the time span which needs to be passed before you call a corporation or a brand, which builds positive images through its activities, as reputable?" in terms of the answers given to the question of "Management success of the corporate brand". Those, who have said "more than 3 years", are closer to definitely agree (644,44), while those, who have said "I have no idea", are closer to definitely disagree (541,39) in terms of the Management success of the corporate brand (p= 0,000).

IV.8. Factor 5: Image, Reputation and Trust Building Effect of Communicating with the Customers

There is a high significant (p=0,000) positive correlation (r=0,158) between "Image, reputation and trust building effect of communicating with the customers" and "Effects of the news published and comments on social media and ads about the corporate brand on consumers", which points out that more communicating with the customers as to build a positive image, reputation and trust, higher the effects of the news published and comments on social media and ads about the corporate brand on consumers get (RQ12).

There is a high significant (p=0,000) positive correlation (r=0,250) between "Image, reputation and trust building effect of communicating with the customers" and "Positive effects of trustable corporate brand on the consumer behavior", which shows that more communicating with the customers due to build a positive image, reputation and trust, higher the positive effects of trustable corporate brand on the consumer behavior get.

There is a high significant (p=0,000) positive correlation (r=0,189) between "Image, reputation and trust building effect of communicating with the customers" and "Effects of emotional connections and developments on the corporate brand's preferability", which signifies that more communicating with the customers due to build a positive image, reputation and trust, higher the effects of emotional connections and developments on the corporate brand's preferability get.

There is a significant difference between the group of education level in terms of the answers given to the question of "Image, reputation and trust building effect of communicating with the customers". Those, who have graduated from high school, are closer to definitely agree (618,50), while those, who have no education, are closer to definitely disagree (322,56) in terms of the image, reputation and trust building effect of communicating with the customers (p= 0,047).

There is a significant difference between the various answers given to the question of "What is the most important determinant of a corporation's or a person's reputation for you?" in terms of the answers given to the question of "Image, reputation and trust building effect of communicating with the customers". Those, who have said "comments on the social media", are closer to definitely agree (685,03), while those, who have said "sponsoring to various activities", are closer to definitely disagree (528,76) in terms of the image, reputation and trust building effect of communicating with the customers (p= 0,046).

There is a significant difference between the various answers given to the question of "Up to how many percent more do you agree on paying buying a product or a service for a brand one?" in terms of the answers given to the question of "Image, reputation and trust building effect of communicating with the customers". Those, who have said "40%", are closer to

definitely agree (656,56), while those, who have said "none", are closer to definitely disagree (548,59) in terms of the image, reputation and trust building effect of communicating with the customers (p= 0,001).

There is a significant difference between the various answers given to the question of "What is the time span which needs to be passed before you call a corporation or a brand, which builds positive images through its activities, as reputable?" in terms of the answers given to the question of "Image, reputation and trust building effect of communicating with the customers". Those, who have said "more than 10 years", are closer to definitely agree (647,20), while those, who have said "I have no idea", are closer to definitely disagree (576,56) in terms of the image, reputation and trust building effect of communicating with the customers (p= 0,047).

IV.9. Factor 6: Effects of the News Published, Comments on Social Media and Ads about the Corporate Brand on Consumers

There is a high significant (p=0,000) positive correlation (r=0,147) between "Effects of the news published and comments on social media and ads about the corporate brand on consumers" and "Positive effects of trustable corporate brand on the consumer behavior", which states that more the news published and comments on social media and ads about the corporate brand increase, higher the positive effects of trustable corporate brand on the consumer behavior get (RQ13).

There is a high significant (p=0,000) positive correlation (r=0,110) between "Effects of the news published and comments on social media and ads about the corporate brand on consumers" and "Effects of emotional connections and developments on the corporate brand's preferability", which signifies that more the news published and comments on social media and ads about the corporate brand increase, higher the effects of emotional connections and developments on the corporate brand's preferability get.

There is a significant difference between the various answers given to the question of "What comes to your mind first when reputation is said?" in terms of the answers given to the question of "Effects of the news published and comments on social media and ads about the corporate brand on consumers". Those, who have said "respect", are closer to definitely agree (624,87), while those, who have said "financial power", are closer to definitely disagree (513,04) in terms of effects of the news published and comments on social media and ads about the corporate brand on consumers (p= 0,023).

There is a significant difference between the various answers given to the question of "What is the most important determinant of a corporation's or a person's reputation for you?" in terms of the answers given to the question of "Effects of the news published and comments on social media and ads about the corporate brand on consumers". Those, who

have said "news on the media", are closer to definitely agree (740,52), while those, who have said "sponsoring to various activities", are closer to definitely disagree (568,85) in terms of the effects of the news published and comments on social media and ads about the corporate brand on consumers (p= 0,000).

IV.10. Factor 7: Positive Effects of the Trustable Corporate Brand on the Consumer Behavior

There is a high significant (p=0,000) positive correlation (r=0,147) between "Positive effects of the trustable corporate brand on the consumer behavior" and "Effects of emotional connections and developments on the corporate brand's preferability", which signifies that more effects of emotional connections and developments on the corporate brand's preferability increase, higher the positive effects of trustable corporate brand on the consumer behavior get (RQ14)

There is a significant difference between the various answers given to the question of "What comes to your mind first when reputation is said?" in terms of the answers given to the question of "Positive effects of the trustable corporate brand on the consumer behavior". Those, who have said "respect", are closer to definitely agree (624,04), while those, who have said "dignity", are closer to definitely disagree (541,74) in terms of the positive effects of trustable corporate brand on the consumer behavior (p= 0,034).

There is a significant difference between the various answers given to the question of "What is the most important determinant of a corporation's or a person's reputation for you?" in terms of the answers given to the question of "Positive effects of the trustable corporate brand on the consumer behavior". Those, who have said "comments on the social media", are closer to definitely agree (651,69), while those, who have said "sponsoring to various activities", are closer to definitely disagree (484,81) in terms of the positive effects of trustable corporate brand on the consumer behavior (p= 0,022).

IV.11. Factor 8: Effects of Emotional Connections and Developments on the Corporate Brand's Preferability

There is a high significant (p=0,000) positive correlation (r=0,117) between "Effects of emotional connections and developments on the corporate brand's preferability" and "Ignoring the trustable corporate brand's trust harming behaviors", which states that more the effects of emotional connections and developments on the corporate brand's preferability increase, higher the ignoring the trustable corporate brand's trust harming behaviors gets (RQ15).

There is a significant difference between the various answers given to the question of "Up to how many percent more do you agree on paying buying a product or a service for a brand

one?" in terms of the answers given to the question of "Effects of emotional connections and developments on the corporate brand's preferability". Those, who have said "20%", are closer to definitely agree (658,17), while those, who have said "none", are closer to definitely disagree (554,84) in terms of the effects of emotional connections and developments on the corporate brand's preferability (p= 0,001).

IV.12. Factor 9: Ignoring the Trustable Corporate Brand's Trust Harming Behaviors

There is a significant difference between the groups of "Gender" in terms of the answer given to the question of "Ignoring the trustable corporate brand's trust harming behaviors". Those, who are men, are closer to definitely agree (626,34), while those, who are women closer to definitely disagree (575,94) in terms of ignoring the trustable corporate brand's trust harming behaviors (p= 0,011) (RQ13).

There is a significant difference between the various answers given to the question of "What is the most important determinant of a corporation's or a person's reputation for you?" in terms of the answers given to the question of "Ignoring the trustable corporate brand's trust harming behaviors". Those, who have said "sponsoring to various activities", are closer to definitely agree (731,42), while those, who have said "my own experiences", are closer to definitely disagree (583,07) in terms of ignoring the trustable corporate brand's trust harming behaviors (p= 0,024).

V. DISCUSSION and CONCLUSION

As 84% of the participants of the survey are high school or university graduates the results of the survey reflects relatively educated target audiences point of view. Almost two thirds of the participants of the survey have claimed that it takes at least 3 years in average for them to call a corporation or a brand, which builds positive images constantly, as reputable. As women are less tolerable than men in forgiving product failures of the corporations and their lies, corporations need to pay more attention to their behaviors towards women than man in reputation building efforts. Reputation represents "respectability" in the first place for almost 56% of the participants and then it indicates "trust" in the second for 21% of the participants. Image represents "appearance" for 45% of the participants and then it signifies "difference" for 22% of the participants. Brand represents "quality" for 64% of the participants and then it means "prestige" for 18% of the participants. Image and reputation of the producer of the product or the service, which participants may wish to buy, are important for 84% of the participants. Visual elements like logo, font style and colors are important for almost two thirds of the participants. 87% of the participants believe that someone's or a corporation's image and reputation increase its brand value. Satisfaction from a service or

a product is one of the most important determinants of trust. 54% of the participants claim that a reputable product or a service is more important than the price tag. All those indicators state that reputation perception of a brand and its effects on the consumers are quite remarkable and all the efforts to build it, pays off.

Trustable corporations' trust harming behaviors can be tolerated by the consumers but, corporations should be aware that more the corporation keep repeating it, more the effects of corporate reputation and image in terms of the corporate brand's preferability is damaged in the customers' perception. Creating emotional connections as to be preferred as a corporate brand mostly depends on communicating with the customers through various communication environments like social media, ads and news on the media. Communicating with the customers is also important for building trust, positive image and reputation, which reflect on their behavior in terms of preferability of the corporation. Establishing constant communication with the consumers as to build an image and reputation has another effect on the consumers that the power of other communication efforts increases over them. Experienced and information shared on social media has becoming more and more opinion former for the consumers as 54% of the participants have stated that comments and comments over the social media affect their opinion about the individuals and the corporations. 81% of the participants have alleged that easily communicating with individuals and corporations increases trust. 55% of the participants have declared that sharing information of a corporation or a person about itself/himself/herself constantly over the social media increases trust. 72% of the participants have stated that sharing information of a corporation about itself constantly with the public increases trust. 83% of the participants have claimed that getting useful information from a corporation's website creates a positive image about the corporation. Therefore, corporations should take virtual environment seriously and also should do what is necessary to establish good communication channels for communicating with the stakeholders effectively due to build positive images and reputation. In conclusion, being relation builders between stakeholders and the corporations as to develop innovative operational strategies regarding the customers' expectations, PR departments' strategic importance for the corporate brands' reputations is conspicuous.

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