Buzz Marketing and its Impact on Organizational Reputation Management: An Analytical Study of the Opinions of a Sample of Workers in Private Banks in Karbala Governorate

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Abstract: *The research addressed the impact of buzz marketing on managing the organization's reputation. The research sought to achieve a number of objectives, the most important of which was to know the extent of interest of the banks surveyed in buzz marketing strategies and mechanisms and to apply them efficiently in order to improve the bank's reputation. Given the importance of buzz marketing, which greatly affects the bank's reputation, the research was conducted in (10 private banks), as the research was conducted on a sample of (250) people working in different positions. The research relied in its practical framework on the questionnaire to obtain data and information, and in order to process this data and information, the researchers used a set of statistical programs (AMOS VS.23, SPSS V.25, 12 Eviews vs). The research reached a number of conclusions, the most important of which is (that using buzz marketing mechanisms efficiently contributes greatly to improving and managing the reputation of banks), and the research also reached several recommendations, the most important of which is (training employees on buzz marketing mechanisms and strategies to ensure their efficient implementation at all levels of the bank, and linking them to the organization's reputation management objectives to ensure the mechanisms are efficiently implemented).*

Keywords: buzz marketing, organizational reputation, management, private banks, Karbala governorate

INTRODUCTION

Buzz marketing is an important topic, as it is one of the methods that work through the Internet and the most widespread use in marketing operations through social media and channels and through word of mouth by creating an advertising buzz for the nature of the products and services provided by organizations in general and banks in particular. The goal of using buzz marketing is to provide the best products and services to customers and choose the customers who deal with them permanently and give them the right to the decision-making process as well as talk about those products and services with others in all social media in exchange for a reward or incentives provided to them. Banking organizations also seek to achieve their goal and maintain it in building and strengthening their reputation that distinguishes them from other banks by developing and improving the level of services provided to customers. The research structure included four sections. The first section included the research methodology, while the second section included the theoretical aspect, while the third section included the applied aspect, and finally the fourth section included the conclusions and recommendations.

RESEARCH METHODOLOGY

First: The research problem: -

Business organizations in general and banks in particular face rapid technological developments, in addition to the fierce competition between them, and accordingly, these technological changes impose on these organizations, especially banks, to seek and search for new and modern ways to use marketing methods, including the method of buzz marketing, and accordingly, the research problem is represented in the main question "Is there a role for buzz marketing in achieving the organization's reputation?" From which two questions arise, which are:

(1) Is there a correlation between the dimensions of buzz marketing and the organization's reputation?

(2) Are there relationships of influence for buzz marketing in achieving the organization's reputation?

Second: Research objectives: -

This research is a theoretical and applied attempt to know the extent of the nature of the relationship between buzz marketing and the reputation of the organization in Iraqi private banks, and then seeks to achieve the following objectives: -

(1) Knowing the extent of the importance of buzz marketing and the reputation of the organization for the banks studied, as they are considered important vital variables for the life of all organizations.

(2) Knowing the extent of the interest of the banks studied in the concepts of buzz marketing and the reputation of the organization.

(3) Diagnosing the level and nature of the correlation relationships between buzz marketing and the reputation of the organization in the banks studied.

(4) Diagnosing the level and nature of the relationships of influence of buzz marketing in achieving the reputation of the organization in the banks studied.

(5) Providing a number of results and recommendations, which the banks studied can benefit from, as well as the possibility of benefiting from them by other banks about the importance of buzz marketing and its role in achieving the reputation of the organization.

Third: The importance of the research: -

The importance of the current research is highlighted through the following points: -

(1) The importance of the research comes from the importance of the banks under study and the extent to which these banks meet all the requirements of supporting human welfare and ensuring the rights of citizens, which creates the need to develop them, especially in terms of studying modern variables related to work, the most prominent of which is buzz marketing and achieving the organization's reputation.

(2) The topic of buzz marketing is one of the important and modern topics that work on the success of organizations and simulate the contemporary environment, despite that it has not received its due and has not taken its sufficient share in current research by researchers in this field at the level of the Arab world in general and Iraq in particular.

(3) The applied and field operations of the research produce knowledge of the results of the relationships of correlation and influence between the research variables, which helps individuals working in the banks under study to identify those variables and dimensions with the strongest correlation and influence in achieving the organization's reputation in the banks under study.

(4) The current research is a modest contribution to enriching the Iraqi and Arab library as an intellectual and philosophical enrichment and knowledge accumulation with regard to the research variables and dimensions.

Fourth: The hypothetical plan of the research: -

The hypothetical plan was designed in order to express the relationships between the research variables, in light of the research problem and its objectives and in a manner consistent with the theoretical and applied framework, as shown in Figure (1):
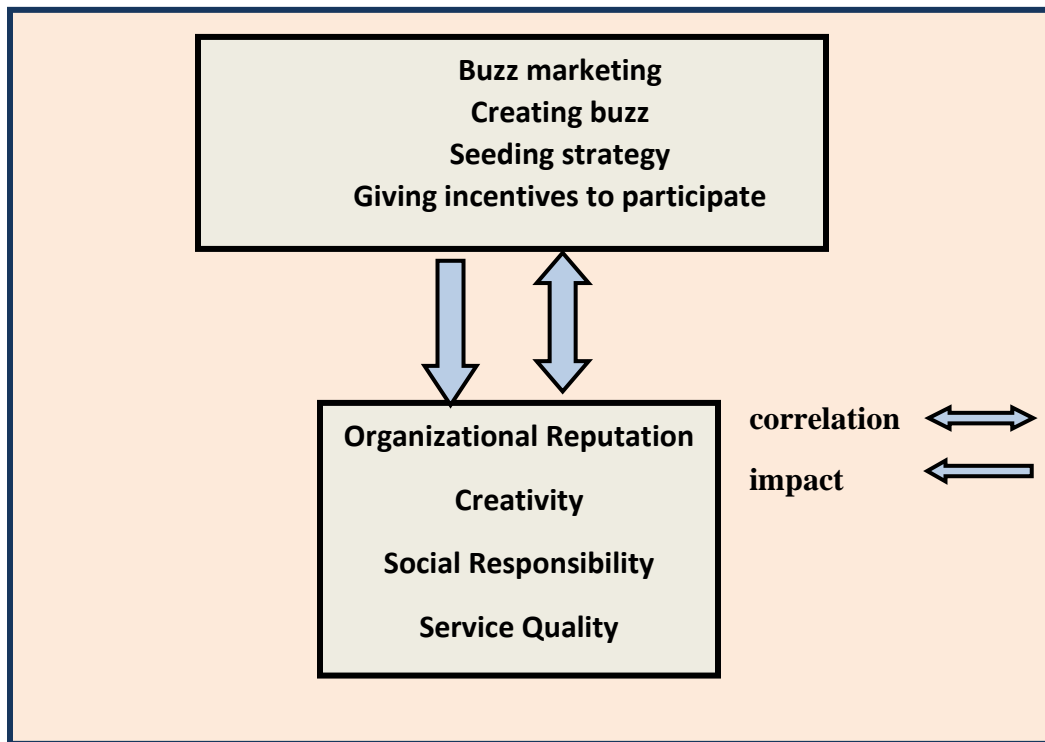
Fifth: Research hypotheses:

In order to test the hypothetical plan and achieve its objectives, the research was based on the following hypotheses: -

(1) There is no statistically significant correlation between the dimensions of buzz marketing and its dimensions and the organization's reputation.

(2) There is no statistically significant impact relationship for buzz marketing and its dimensions in achieving the organization's reputation.

(3) There is no statistically significant multiple impact relationship for the dimensions of buzz marketing in managing the organization's reputation

Sixth: Research Limits: -

1- Human Limits: - The human limits of the current research were represented by a group of individuals working in private Iraqi banks.

2- Spatial Limits: - The spatial limits of the research were represented by private Iraqi banks.

3- Temporal Limits: - The temporal limits were represented by the period of collecting the initial information about the sample of the research and its community, distributing the questionnaire to the working individuals and then retrieving it, as the time period extended from the date (10/9/2024) until the date (3/11/2024).

Seventh: Research community and sample: -

The sample category was chosen for the research in an intentional manner, as it included a number of employees of Iraqi private banks at administrative levels (department heads, department heads, branch managers, employees). This category was chosen intentionally, regardless of their jobs, due to the nature of the research, which requires a sufficient degree of awareness of the paragraphs and contents of the questionnaire, as well as the dimensions included in the questionnaire. The sample size reached (250) out of the total number of individuals working in Iraqi private banks, and this percentage is scientifically acceptable in administrative research.

The Theoretical Aspect

First: - Buzz marketing

The concept of buzz marketing: -

Buzz marketing represents a new phenomenon that has expanded and spread to increase awareness of the brand and the ability to penetrate the market through the use of the Internet and social networks, as it has been defined in multiple forms and according to the opinions of a group of writers and researchers, as (Morrissey, 2007: 15) explained that buzz marketing spreads like a virus, and is among a group of people who like to talk and listen to exciting products or services that are targeted and specified in advance and have a very strong impact. As for (Taufique & Shahriar, 2011: 3), buzz marketing is an amplifying method of word of mouth that results from the effort made by the organization to make people talk about the product or brand with others. While Peltovuori & Westrin, 2014:1) indicated that buzz marketing is a marketing method that focuses on motivating and encouraging customers in order to amplify and spread the marketing message through the use of a set of tactical methods that include transferring information among members of society and creating a buzz that comes from the media. In the same context, (Mohr, 2017:1)

confirmed that buzz marketing is a promotional method that focuses on maximizing word of mouth for a specific product or phenomenon in a viral manner through technology, whether through personal conversations or large-scale discussions on social media platforms. Also, (Sharma, 2021:1) explained that buzz marketing is a viral marketing technique that focuses on product promotion campaigns by maximizing word of mouth, as word of mouth is considered a form that allows interaction between customers for the products and services provided by the organization. While (Kumar & Srivastava, 2022:114) confirmed that buzz marketing is a strategy to stimulate strong word of mouth in the market. Radhi (2022:46) also indicated that buzz marketing is the marketing practice that aims to create a conversation about the organization's or brand's goods and services by urging specific customers to talk to their peers either directly using word of mouth or using social media about the performance and reputation of the organization's goods and services, with the aim of making the customer aware of the value of those products and thus increasing the level of promotion among customers.

Buzz marketing objectives

The main goal of any marketing strategy is to control the attention of the largest possible number of customers, and from this idea comes the idea of buzz marketing, which can be considered an extension of other marketing strategies. In addition, buzz marketing is a new marketing attempt whose goal is to benefit from the Internet and its wide openness, as it can happen face to face, but its most widespread presence is via the Internet (Alwani, 2021: (1. Buzz marketing also aims to obtain influential people in the market and agree with them to promote the product or service with their friends or acquaintances or within the family, in order to enhance sales of that product and increase market share (Gardner, 2005: 27).

The importance of buzz marketing

The importance of buzz marketing can be explained through the following points:- (Al-Taie et al., 2008: 7)

(1) The main element of buzz marketing is reliance on word of mouth, as individuals using social networks deliver messages to friends and acquaintances, and the message has great value to the recipient if it is from a trusted person.

(2) Buzz marketing is most likely done through electronic promotion, so its impact on customers in the purchasing process is direct.

(3) The technology used in buzz marketing allows it to be delivered to the largest number of customers with the least time, effort and cost.

(4) The possibility of reaching new market categories, and thus these categories can be won and thus converted into permanent customers and gained their loyalty.

Buzz marketing dimensions: -

The main dimensions of buzz marketing, which will be relied upon, can be explained as (creating noise, seeding strategy or planting ideas and giving incentives for participation), which can be addressed as follows:-

- Creating buzz:-

Creating buzz refers to the use of information and communication technology to facilitate the use of effective means for marketers of goods and services that depend primarily on interaction and direct communication with the customer, in order to create a marketing and media buzz that aims to deliver products and services to the largest possible number of potential customers (Ahuja et al., 2017: 7), and creating buzz about the nature of products and services is considered an effective way to stimulate customer discussion about the brand (Kazem, 2017: 44).

- Seed strategy or planting ideas: -

This strategy seeks to identify an initial group of customers who will be contacted and communicated with in order to reveal the nature of products and services at an early stage of the marketing process, noting that this strategy represents a decisive decision for many organizations since the beginning of the marketing process, and is one of the factors that contribute to the process of planting the product in the market (Al-Taie et al., 2019: 127). The seeding strategy also includes everything related to decisions about the number of customers and their types to spread the buzzing marketing content in order to attract them and make them its permanent customers (Mohr, 2017: 12).

- Providing incentives for participation: -

The organization works to provide incentives and rewards to individuals in order to encourage them to publish information related to its products and services, and these incentives often depend on the nature of the products that the organization seeks to market (Sharfani, Khaled, 2023: 593). Therefore, social media networks and platforms are among the ways that motivate individuals effectively as they contribute to the speed of response with The nature of the products offered by organizations (Peltovoori & Westrin, 2014:24).

Second: - Organizational reputation: -

The concept of organizational reputation: -

 (Ferit & Faruk, 2021: 48) believes that the organization's reputation is more important than ever due to many factors, including transparency, public awareness, and personal expectations of customers regarding the organization's services and products, and the expectations of stakeholders in the business. (Al-Dhabawi, 2012: 247) refers to the concept

of organizational reputation as the organization's ability to implement goals, objectives, strategies, and internal operations in order to adapt to the external environment. As for (Rashid and Al-Zayadi, 2014: 17), he defined it as the comprehensive mental image formed by the various stakeholders who deal with the organization, its systems, activities, decisions and policies, which is linked to the continuity of their relationships, dealings and support, and thus it is embodied in all the efforts that aim to gain customer satisfaction and achieve their well-being, while (Harvey et al., 2017: 4) explained the organization's reputation as the stakeholders' perception of the organization's ability to provide results that distinguish it from competitors, and the good reputation that gives it a competitive advantage. As for (Aziz, 2020: 163), he referred to the organization's reputation as the method followed that gives an image of the organization from the point of view of customers and in a way that achieves a competitive advantage for it. In the same context, (Dacko, 2022: 17) confirmed that the organization's reputation is a joint assessment of the organization's work in the past, which reflects its ability to achieve better results from the point of view of stakeholders.

The importance of the organization's reputation: -

The organization's reputation is the main pillar for creating value, retaining customers for long periods, and establishing good relationships with stakeholders (Al-Kriti, 2018: 82). It is also one of the intangible assets in the organization and the main key to the process of attracting distinguished employees in the organization (Huseynova, 2021: 9). The importance of the organization's reputation can be determined through the following points: - (Muhammad, 2016: 82-83), (Al-Taie and Al-Dhabhawi, 2017: 198).

Increasing the relationship and trust between the organization and its customers.

2- Helping to develop the relationship between the organization and stakeholders inside and outside.

3- Attracting and retaining competent human resources in the organization.

4- Efficient financial performance.

5- Increasing trust with potential investors and partners.

6- The organization's reliance on the method of advertising and publicity for its products and services.

3- Dimensions of the organization's reputation: -

The model (Sontaite & Kristensen, 2009: 132) was relied upon as it is the most appropriate for the current research, which is represented by the following dimensions (creativity, social responsibility, service quality) and we will explain them in some detail: -

Creativity

(Al-Sakarna, 2011: 16) indicated that creativity is the ability to discover and create something new of high value and bring it into existence, which ultimately leads to the accomplishment of creative work and its achievement, or it is the process that results in the discovery of new and advanced ideas that aim to improve the capabilities and potential of the organization and the individuals working in it in order to reach excellence, as the organization's creativity cannot be achieved by providing goods and services only, but rather by developing all administrative practices and adhering to them (Nasser, and Abdul Hussein, 2018: 421).

Social responsibility: -

(Hristea, 2011: 58) indicated that social responsibility is the organization's participation in the development of modern society and is a path to sustainable development through which the organization can To combine cultural, social, environmental and economic interests in developing strategies and activities in a transparent manner, and is a means of creating wealth and developing the level of development in society. (Al-Fatlawi, 2017: 17) confirmed that it is all administrative practices in the organization that have a positive impact on the quality of the organization's services and products and express the personal values and behavior of managers, which are considered trends and beliefs that lead to the formation of a framework for their information, and it is also the organization's commitment to the society and environment in which it operates, in addition to ethical behavior and participation in solving social and economic issues as a whole and in an interactive manner (Azman & Mustapha, 2018: 216).

Service quality:

(Yuen & Chan, 2010: 226) explained that service quality enhances the organization's confidence through customer loyalty, who is more willing to do everything that serves the organization in achieving its strategic goals. (Shammot, 2011: 1319) believes that the quality of service from the customer's point of view is that which is consistent and matches his expectations, so the organization aims to ensure that these expectations are met and to identify the standards that the customer resorts to in order to judge the nature of the quality of the service provided, and that interest in the quality of service is extremely important for the organization and the customer or both, as it is an effective way to continuously accomplish all service operations in order to remain competitive. The organization also seeks to provide its services and products in a distinctive and high-quality manner that achieves customer satisfaction, which is the most important element in its production line and meets his current and future needs (Salah al-Din and Amir, 2017: 229), and the quality of service reflects the customer's assessment of the degree of excellence of the organization in providing its services and products (Alkheir, et.al, 2019: 63).

The Applied Aspect

The third section included three axes, the first axis included the confirmatory factor analysis test for the research variables (buzz marketing, organizational reputation management), while the second axis included a description and diagnosis of the research variables, and the third axis included testing the research hypotheses, as follows:-

❖ The first axis: - Confirmatory factor analysis

The aim of conducting the confirmatory factor analysis test is to ensure that all unmeasured theoretical constructs are related to one dimension and represent it in the measurement, and accordingly, to ensure the consistency of the scale structure at the level of a specific environment, and for the purpose of evaluating the structural model resulting from the outputs of the confirmatory factor analysis, two criteria must be verified:-

- Parameter estimates: which represent the standard regression weights, as the parameter estimates are acceptable if their ratios exceed (0.40).

- Conformity indicators: which are used to measure the extent to which the achieved structural model conforms to the established criteria, i.e. to verify that the data obtained are consistent with the hypothetical model for measurement according to specific criteria. Table (1) shows the most important conformity indicators and their acceptance rule.

Table (1) Criteria for evaluating the measurement model

ت	*Indicators*	*conformity quality rule*
1	*The ratio of x2 values to degrees of freedom DF*	**CMIN/DF < 5**
2	*Comparative Conformity Index (CFI)* **Comparative Fit Index**	**CFI > 0.90**
3	*Increasing Conformity Index (IFI)* **The Incremental Fit Index**	**IFI > 0.90**
4	*Tucker-Lewis Index (TLI)* **The Tucker-Lewis Index**	**TLI > 0.90**
5	*Root Mean Square Error of Approximation (RMSEA)*	**RMSEA < 0.08**

Source: Singh, Vedant, Perceptions of emission reduction potential in air transport: a structural equation modeling approach, Env. Syst Decis 36, 2016. P. 388.

In light of the above, the results of the confirmatory factor analysis of the research variables' measures were as follows:

Confirmatory factor analysis of the buzz marketing variable

It is clear from Figure (2) that the buzz marketing variable was measured by (18) phrases distributed over three sub-dimensions, each with (6) standard paragraphs. When examining the estimates of their standard saturations, we note that they exceeded the required

percentage of (0.40). As for the structural building conformity indicators, when examining them, we note that they exceeded the required values after relying on a number of modification indicators. This is evident from the values of (CMIN/DF = 1.490, CFI = 0.970, IFI = 0.960, TLI = 0.971, RMSEA = 0.044). Thus, it is clear from Figure (1) that the structural model has achieved the necessary level of conformity and within the required limits. It is also clear from Table (2) that all measurement phrases enjoy a high level of significance by examining the value of the critical ratio (.C.R) at a statistical level (5%), which proves the validity of the statements in the field measurement and their moral significance at the level of opinions of employees in the private banks, the research sample.
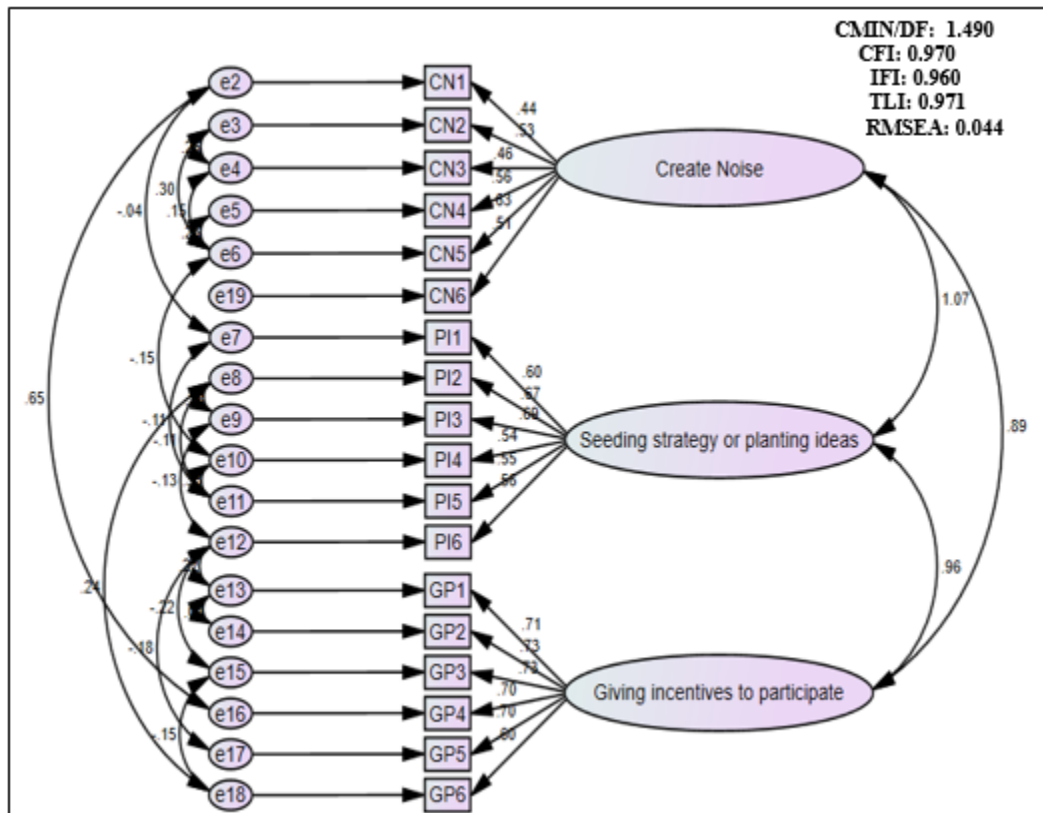

Figure (2) Construct validity of the buzz marketing variable

Source: Prepared by researchers based on Amos vs 23 program.

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Table (2) Results of confirmatory factor analysis parameters for the resonant marketing variable

Tracks			Standardized assessment	Non-standard estimation	Standard error	Critical ratio	Morale ratios	Label
CN6	<---	x1 create noise	.508	.735	.102	7.202	***	
CN5	<---	x1 create noise	.630	1.000				
CN4	<---	x1 create noise	.560	.845	.093	9.110	***	
CN3	<---	x1 create noise	.461	.661	.093	7.106	***	
CN2	<---	x1 create noise	.533	.677	.076	8.913	***	
CN1	<---	x1 create noise	.443	.762	.119	6.410	***	
PI6	<---	x2 seeding strategy	.564	1.000				
PI5	<---	x2 seeding strategy	.547	1.021	.143	7.125	***	
PI4	<---	x2 seeding strategy	.537	1.135	.162	7.026	***	
PI3	<---	x2 seeding strategy	.689	1.402	.178	7.888	***	
PI2	<---	x2 seeding strategy	.674	1.441	.175	8.221	***	
PI1	<---	x2 seeding strategy	.601	1.144	.150	7.620	***	
GP6	<---	x3 Giving incentives to participate	.596	1.000				
GP5	<---	x3 Giving incentives to participate	.704	1.381	.158	8.713	***	
GP4	<---	x3 Giving incentives to participate	.698	1.171	.134	8.735	***	
GP3	<---	x3 Giving incentives to participate	.729	1.372	.163	8.413	***	
GP2	<---	x3 Giving incentives to participate	.731	1.171	.131	8.942	***	
GP1	<---	x3 Giving incentives to participate	.707	1.207	.139	8.713	***	

Source: Prepared by researchers based on Amos vs 23 program.

Confirmatory factor analysis of the organizational reputation management variable

It is clear from Figure (3) that the organizational reputation management variable was measured by (18) phrases distributed over three sub-dimensions, each with (6) standard paragraphs. When examining the estimates of their standard saturations, we note that they exceeded the required percentage of (0.40). As for the structural conformity indicators, when examining them, we note that they exceeded the required values after relying on a number of modification indicators. This is evident from the values of (CMIN/DF = 2.113, CFI = 0.939, IFI = 0.940, TLI = 0.927, RMSEA = 0.067). Thus, it is clear from Figure (2) that the structural model has achieved the necessary level of conformity and within the required limits. It is also clear from Table (3) that all measurement phrases enjoy a high level of significance by examining the value of the critical ratio (.C.R) at a statistical level

(5%), which proves the validity of the phrases in the field measurement and their significance. Its morale at the level of opinions of employees in private banks, the research sample.
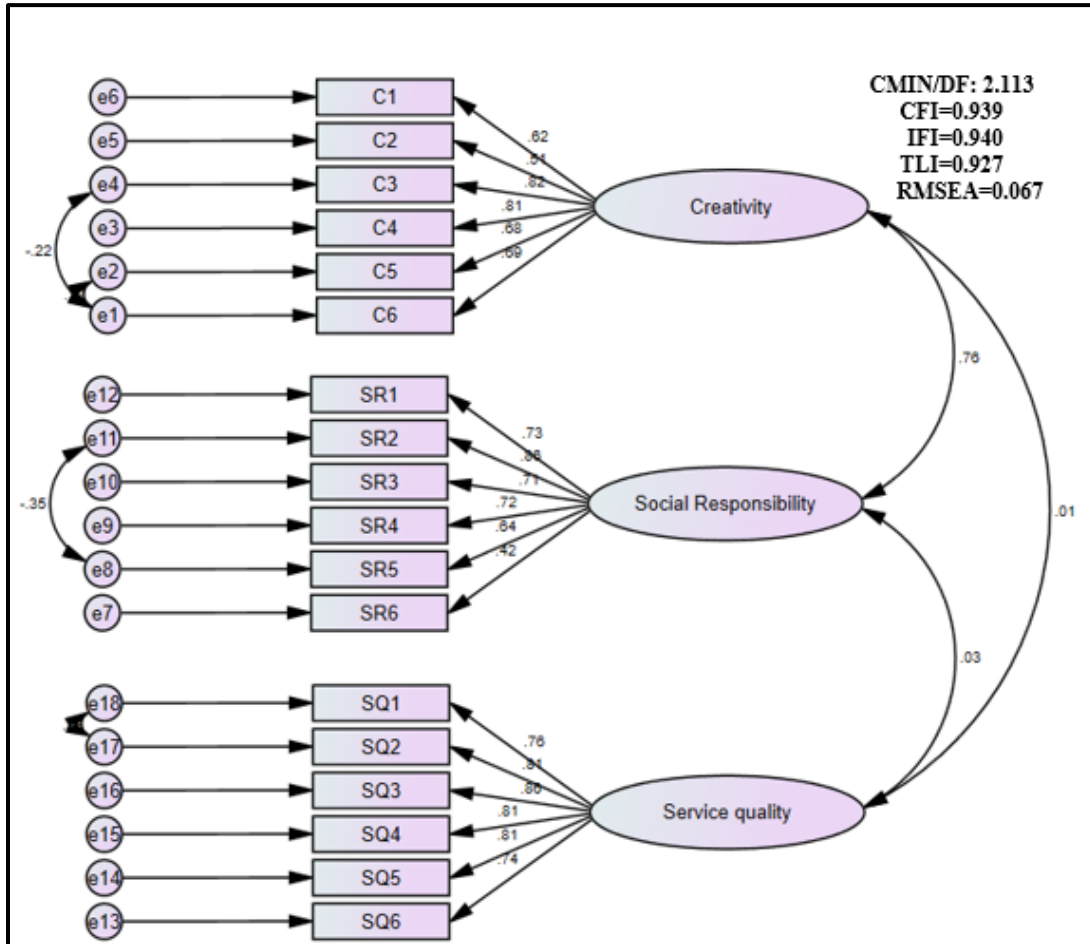

Figure (2) Construct validity of the organizational reputation management variable

Source: Prepared by researchers based on Amos vs 23 program.

Table (3) Results of confirmatory factor analysis parameters for the variable of organizational reputation management

Tracks			Standardized assessment	Non-standard estimation	Standard error	Critical ratio	Morale ratios	Label
C6	<---	Creativity y1	.686	1.000				
C5	<---	Creativity y1	.678	.803	.080	10.075	***	
C4	<---	Creativity y1	.808	1.027	.096	10.651	***	
C3	<---	Creativity y1	.823	.975	.096	10.177	***	
C2	<---	Creativity y1	.505	.573	.080	7.197	***	
C1	<---	Creativity y1 ١	.622	.794	.092	8.656	***	
SR6	<---	Social Responsibility y2	.422	1.000				
SR5	<---	Social Responsibility y2	.645	1.380	.230	6.000	***	
SR4	<---	Social Responsibility y2	.715	1.986	.313	6.342	***	
SR3	<---	Social Responsibility y2	.712	1.937	.306	6.331	***	
SR2	<---	Social Responsibility y2	.861	2.220	.334	6.652	***	
SR1	<---	Social Responsibility y2	.731	2.039	.319	6.389	***	
SQ6	<---	Quality of service y3	.744	1.000				
SQ5	<---	Quality of service y3	.814	1.029	.080	12.911	***	
SQ4	<---	Quality of service y3	.814	1.094	.085	12.913	***	
SQ3	<---	Quality of service y3	.861	1.136	.083	13.711	***	
SQ2	<---	Quality of service y3	.813	1.111	.086	12.863	***	
SQ1	<---	Quality of service y3	.764	1.051	.088	11.998	***	

Source: Prepared by researchers based on Amos vs 23 program.

The second axis: Description and diagnosis of research variables

Description and analysis of the buzz marketing variable

When examining the results of Table (4), the following is evident:-

The noise creation dimension achieved an arithmetic mean (4.132) at a good level and a standard deviation (0.766), which indicates that bank employees consider creating a buzz about the service to be the most important element in buzz marketing. The coefficient of variation for this dimension reached (0.26), as it came in first place according to the importance of the buzz marketing dimensions, which indicates the lack of dispersion of the sample's answers to this dimension.

As for the seeding or planting strategy, it achieved an arithmetic mean (3.935) and a standard deviation (1.18), which indicates that employees in the banks surveyed focus on spreading initial ideas about the service, i.e. presenting innovative ideas about new financial services in a way that arouses the interest of customers and motivates them to

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share them with others. The coefficient of variation for this dimension reached (0.30), as it came in second place according to the importance of the buzz marketing dimensions.

The arithmetic mean of the buzz marketing variable was (3.952) with a standard deviation of (1.30), which indicates the importance of providing incentives to customers to participate in promoting banking services. The coefficient of variation for this dimension was (0.30), as it came in third and last place. Although this dimension came in last place, its arithmetic mean and the intensity of its response indicate that it is still considered an important element in the buzz marketing of the private banks studied in Karbala Governorate. The arithmetic mean of the buzz marketing variable was (3.952) with a standard deviation of (1.19), which indicates the tendency of employees in these banks to adopt and apply buzz marketing methods.

Table (4) Arithmetic means, standard deviations, response degree and coefficient of variation for the main dimensions of the buzz marketing variable (N=250)

	Dimensions	Arithmetic mean	Answer intensity	standard deviation	coefficient of variation	Contrast	Dimensions arrangement
X1	create noise	4.132	82.6%	1.07	0.26	1.14	1
X2	seeding strategy	3.935	78.7%	1.18	0.30	1.4	2
X3	Giving incentives to participate	3.789	75.8%	1.30	0.34	1.68	3
X	Overall rate of buzz marketing variable	3.952	79.0%	1.19	0.30	1.43	

Source: Prepared by researchers

Description and analysis of the variable of organizational reputation management

When viewing the results of Table (4), we note the following:-

The creativity dimension achieved an arithmetic mean (4.015) and a standard deviation (1.10), which indicates that bank employees realize that creativity is the most important factor in managing the reputation of the private banks studied, as it came in first place according to the importance of the dimensions of organizational reputation management. The social responsibility dimension achieved an arithmetic mean (3.985) and a standard deviation (1.45), which indicates that employees in the banks studied realize the importance of social responsibility in managing the bank's reputation, and the coefficient of variation for this dimension reached (0.31), as it came in second place according to the importance of the dimensions of organizational reputation management. The service quality dimension achieved an arithmetic mean (3.290) and a standard deviation (1.30), and despite the importance of this dimension for banks and customers, it ranked third and

last when compared to the dimension of creativity and social responsibility. Therefore, the private banks under study need more attention in this dimension in order to improve the reputation of banks. The coefficient of variation for this dimension reached (0.44). The arithmetic mean of the variable of managing the organization's reputation reached (3.763) and a standard deviation of (1.31), which indicates that the employees in the private banks in the research sample are aware of the importance of managing the bank's reputation in order to achieve the continuity of banking work.

Table (5) Arithmetic means, standard deviations, response degree and coefficient of variation for the main dimensions of the variable of managing the organization's reputation (N=250)

	Dimensions	Arithmetic mean	Response intensity	Standard deviation	Coefficient of variation	Variance	Dimensional order
Y1	Creativity	4.015	80.3%	1.10	0.27	1.21	1
Y2	Social Responsibility	3.985	79.7%	1.24	0.31	1.53	2
Y3	Service Quality	3.290	65.8%	1.45	0.44	2.11	3
Y	Overall Average of Organizational Reputation Management Variable	3.763	75.3%	1.31	0.35	1.73	

Source: Prepared by researchers

❖ **The third axis is testing the research hypotheses**

1. Analysis of the correlation relationships between (buzz marketing in its dimensions and the management of the organization's reputation) This paragraph explains the type and nature of the relationship between buzz marketing as an independent variable and the management of the organization's reputation as a dependent variable and to test the first main hypothesis, which is (there is no statistically significant correlation between buzz marketing and the management of the organization's reputation) through the results shown in Table (6) as follows: -

There is a positive and statistically significant correlation between buzz marketing and the management of the organization's reputation, as the value of the correlation coefficient between them reached (0.468**), which is a statistically significant value at the level of (5%), which confirms that the use of buzz marketing mechanisms with high efficiency leads to improving the management of the bank's reputation.

There is a strong statistically significant correlation between the sub-dimensions of the independent variable buzz marketing (noise creation, seeding strategy or planting ideas, giving incentives for participation) and the dependent variable organizational reputation management. The values of the correlation coefficient between them reached (0.385**, 0.456**, 0.432**) respectively and at a significance level of (5%). This confirms the existence of a correlation between the two variables.

Table (6) Correlational relationships between buzz marketing and its dimensions and organizational reputation management

Independent Variable / Dependent Variable	Buzz marketing	Dimensions of Buzz Marketing		
		Creating Noise	Seeding Strategy	Giving Incentives to Participate
Organizational Reputation Management	**0.468	**0.385	0.456**	0.432**
Sig. (2-tailed)	0.000	0.000	0.000	0.000
Result (Decision)	Rejecting the first main hypothesis and adopting that there is a statistically significant correlation at the 5% level between buzz marketing and its .dimensions and managing the organization's reputation			

Source: Prepared by researchers based on SPSS V.25

2. Analysis of the simple influence relationships between buzz marketing and its dimensions and the management of the organization's reputation. This paragraph includes the type and nature of the influence between buzz marketing as an independent variable and the management of the organization's reputation as a dependent variable to test what was stated in the second main hypothesis, which is **(there is no statistically significant influence relationship for buzz marketing in the management of the organization's reputation)**, as we note from the test results shown in Table (7) the following: -

A. There is a statistically significant influence relationship for noise creation X1 in the management of the organization's reputation Y, and the estimated regression equation was Y=1.634+0.348X1, which explains 14.8% of the nature of the relationship between noise creation X1 and the organization's reputation management, meaning that 14.8% of the changes that occur in the organization's reputation management are caused by the change in noise creation X1. The value of (calculated F) for the simple regression model reached (43.143) at a significance level of F (0.000= Sig), and therefore the decision is to reject the first sub-hypothesis and adopt the alternative hypothesis, which is the existence of a statistically significant influence relationship for noise creation 1X in the management of the organization's reputation Y.

B. There is a statistically significant effect of the seeding or planting of ideas strategy X2 on the management of the organization's reputation Y, and the estimated regression equation was Y=1.480+0.388X2, which explains 20.8% of the nature of the relationship between the seeding or planting of ideas strategy X2 and the management of the organization's reputation, meaning that 20.8% of the changes that occur in the management of the organization's reputation are caused by the change in the seeding or planting of ideas strategy X2, and the (calculated F) for the simple regression model reached (65.012) with a significance level of F (0.000 = Sig), and therefore the decision is to reject the second sub-hypothesis and adopt the alternative hypothesis, which is the existence of a statistically significant effect relationship for the seeding or planting of ideas strategy X2 on the management of the organization's reputation Y.

C. There is a statistically significant effect of giving incentives to participate X3 in managing the reputation of the organization Y, and the estimated regression equation was Y=1.622+0.311X3, which explains 18.6% of the nature of the relationship between giving incentives to participate X3 and managing the organization's reputation, meaning that 18.6% of the changes that occur in the management of the organization's reputation are due to the change in giving incentives to participate X3, and the (calculated F) for the simple regression model reached (56.789) with a significance level of F (0.000 = Sig), and therefore the decision is to reject the third sub-hypothesis and adopt the alternative hypothesis, which is the existence of a statistically significant effect relationship for giving incentives to participate X3 in managing the reputation of the organization Y. D. The table below shows that there is a statistically significant impact of buzz marketing X on the management of the organization's reputation Y, and that the estimated regression equation was Y = 1.417 + 0.421X, which explains 21.9% of the nature of the relationship between buzz marketing X and the organization's reputation management, meaning that 21.9% of the changes that occur in the organization's reputation management are due to the change in buzz marketing X. The (calculated F) for the simple regression model reached (69.428) with a significance level of F (0.000 = Sig), and therefore the decision is to reject the second main hypothesis and adopt the alternative hypothesis, which is the existence of a statistically significant impact relationship for buzz marketing X on the management of the organization's reputation Y.

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Table (7) Parameters of the simple linear regression model to measure the impact of buzz marketing with its dimensions X on the management of the organization's reputation Y

Dependent variable		Organizational Reputation Management Y					
Independent Variable Buzz Marketing X		**Const) (ant**	**Beta (b)**	**Calculated F value**	**Significance (F) level**	**R²**	**decision**
Buzz marketing in its	**Creating Noise**	1.634	0.348	43.143	0.000	0.148	**Reject the null hypothesis**
	Seeding Strategy	1.480	0.388	65.012	0.000	0.208	**Reject the null hypothesis**
	Giving Incentives for Participation	1.622	0.311	56.789	0.000	0.186	**Reject the null hypothesis**
	Buzz Marketing	1.417	0.421	69.428	0.000	0.219	**Reject the null hypothesis**

Source: Prepared by researchers based on SPSS V.25

3. Analysis of the multiple impact relationships between the dimensions of buzz marketing and the management of the organization's reputation. This paragraph explains the impact of the dimensions of buzz marketing as an independent variable and the management of the organization's reputation as a dependent variable to prove what was stated in the third main hypothesis **(there is no statistically significant multiple impact relationship between the dimensions of buzz marketing in the management of the organization's reputation).** In order to accept the third main hypothesis or not, the F test was used to analyze the significance of the multiple linear regression model, as shown in Table (8), which was built according to the following formula: -

$Y = 1.419351 + 0.037658 X_1 + 0.237982 X_2 + 0.136040 X_3$

From Table (8), we note the following: -

A. The value of the coefficient of determination (interpretation coefficient) R2 reached (0.224874) and it explains 22.48% of the nature of the relationship between the dimensions of buzz marketing and the management of the organization's reputation, meaning that some of the changes that occur in the management of the organization's reputation Y result from changes in the dimensions of buzz marketing, while the remaining percentages are explained by other variables not included in the research.

B. The value of F calculated for the multiple linear regression model amounted to (23.78931) at the level (Sig=0.000), which indicates the significance of the regression.

C. There is no statistical effect of the noise creation dimension X1 in the management of the organization's reputation because the value of statistical significance is higher than 5%.

D. The seeding or planting strategy X2 affects the management of the organization's reputation directly and by an amount of (0.237982), which means that the management of the organization's reputation in the company under study will increase by an amount of (0.237982) if the seeding or planting strategy X2 increases by one unit, which indicates the stability of the significance of the multiple linear regression model at the significance level (sig=0.000). From the above, it is clear that the seeding or planting strategy X2 has an effect on the management of the organization's reputation Y at the significance level (5%).

H. Giving incentives for participation X3 affects the management of the organization's reputation directly and by an amount of (0.136040), which means that the management of the organization's reputation in the company under study will increase by an amount of (0.136040) if giving incentives for participation X3 increases by one unit, which indicates the stability of the significance of the multiple linear regression model at the significance level (sig=0.000). From the above, it is clear that giving incentives for participation X3 has an effect on the management of the organization's reputation Y at the significance level (5%). F. We conclude from this to reject the third main hypothesis and adopt the alternative hypothesis, i.e. there is a statistically significant multiple impact relationship for the dimensions of buzz marketing in managing the organization's reputation.

Table (8) The multiple impact of the dimensions of buzz marketing in managing the organization's reputation

Dependent Variable: Organizational Reputation Management				
Included observations: 250				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
(Constant)	1.419351	0.118204	12.00764	0.0000
create noise	0.037658	0.081054	0.464606	0.6426
seeding strategy	0.237982	0.085690	2.777242	0.0059
Giving incentives to participate	0.136040	0.065213	2.086082	0.0380
R-squared	0.224874	Mean dependent var		2.358667
Adjusted R-squared	0.215422	S.D. dependent var		0.518750
S.E. of regression	0.459490	Akaike info criterion		1.298471
Sum squared resid	51.93823	Schwarz criterion		1.354815
Log likelihood	-158.3089	Hannan-Quinn criter.		1.321148
F-statistic	23.78931	Durbin-Watson stat		1.574910
Prob(F-statistic)	0.000000			

Source: Prepared by researchers based on 12 Eviews vs.

❖ **Fourth Section: Conclusions and Recommendations**

CONCLUSIONS

1. The private commercial banks in the research sample focus more on creating noise and planting ideas as main strategies in buzz marketing, while giving relatively less importance to providing incentives for participation.
2. The efficient use of buzz marketing contributes significantly to improving and managing the reputation of banks.

3. The dimensions of buzz marketing, especially the two dimensions of creating noise and planting ideas, may contribute to enhancing the mental image of the bank and thus improving the bank's reputation.

4. There is a difference in the relative importance of the different dimensions of buzz marketing and reputation management, which requires focusing on the most influential aspects.

5. The dimension of creating noise alone may not have a significant impact on the management of the organization's reputation, but rather needs to be integrated with other strategies.

Recommendations

1.Strengthen the noise creation strategy (noise creation) by developing innovative marketing campaigns by employees that motivate customers to request banking services, taking into consideration not to exaggerate because it negatively affects the bank's reputation.

2. Train employees on buzz marketing mechanisms and strategies to ensure their efficient implementation at all levels of the bank, and link them to the organization's reputation management objectives to ensure efficient implementation of the mechanisms.

3. Conduct periodic studies to measure the efficiency of buzz marketing strategies and mechanisms and identify areas for continuous improvement.

4. Private banks in the research sample should reconsider their strategies related to service quality to further improve their reputation.

5. Allocate sufficient resources to implement buzz marketing campaigns with a focus on quality, innovation and creativity in implementing these campaigns.

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