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# Insights



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## RECTOR'S MESSAGE



A heartiest congratulation is extended to the Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, on the publication of the seventh volume of FBM Insights.

This most recent volume of FBM Insights covers 25 emerging issues related to microcredit, micromanagement, marketing, consumer behaviour, social media, disability, dark tourism, and food security. This compilation demonstrates UiTM Cawangan Kedah's commitment to disseminate business-related information and relevant content to a wider audience.

I believe that this bulletin is an apt platform for members of the Faculty of Business and Management to produce more academic materials which can benefit the faculty members themselves and also other people at large. Such an initiative is indeed laudable since as academicians, writing to share information is definitely crucial to our personal and professional development.

Again, I would like to congratulate the Faculty of Business and Management and all individuals involved in the publication of FBM Insights volume 7. May FBM Insights continue to grow from strength to strength in the future.

Sincerely,

Prof. Dr. Roshima Haji Said  
Rector  
Universiti Teknologi MARA (UiTM)  
Cawangan Kedah

## FROM THE DESK OF THE HEAD OF FACULTY



Assalamualaikum w.b.t

Welcome to the 7th Edition of FBM Insights 2023. This edition presents 25 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge, including matters relating to Covid 19, entrepreneurship, microfinance, and gold investing. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was created in the year 2020 with the aspiration to inculcate the scholarly writing culture among FBM UiTM Kedah's lecturers. Thank you to the Almighty, this bulletin still receives a positive response for each of its editions. It is our hope this continues and that FBM Insights will one day progress to another level.

Publish or perish, one phrase that all academics must embrace. The importance of academic publication is evident when it is included in several of the university's Key Performance Index (KPI). We need to strive to produce scholarly work. I hope FBM Insights can become a small steppingstone for all FBM academics of UiTM Kedah, in our efforts to improve our publications numbers.

Congratulations again to all authors. Heartiest congratulations to the bulletin's editorial board who worked hard in making FBM Insights what it is today. I wish everyone the best and keep up the excellent work.

Dr. Yanti Aspha Ameira Mustapha  
FBM Insights Advisor

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# **THE IMPACTS OF NEGATIVE ONLINE REVIEWS ON BUSINESS REPUTATION**

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## **INTRODUCTION**

In today's customer-centric environment, keeping consumers is the centre of a business's marketing strategy. A company's reputation depends greatly on the interactions between customers and the company and how others see the interactions. One way of interaction is through reviews and ratings on review websites, which help businesses in acquiring customers, increase conversion rates, promote brands, and take extra steps to boost productivity and revenue (Ray et al., 2021). In the present Internet era, online reviews are one of the best ways to advertise a product and build a company's reputation in the contemporary industry. It allows customers to express their opinions about your business and direct customers to your brand or to your competitors. This happens whether the product in question is brand new or established, as well as whether the brand in question is well-known. The reviews and ratings on review websites help increase trust which has a positive relationship with the brand's reputation. Also, according to Huang (2022), the level of consumer trust and the brand's reputation are two crucial factors that can affect a company's long-term success.

On the other hand, negative remarks can harm a business. Monitoring customer online feedback is important to maintain a positive reputation and to make sure that a brand is appropriately represented. According to Halim et al. (2022), unfavourable content review increases negative customer attitudes, upsets subjective norms and behaviour control, and decreases purchase intention as approached by the theory of planned behaviour (TPB). In addition, negative online reviews have a significantly greater impact than favourable online reviews on customer attitudes towards service providers and purchase intents. Also, negative online reviews are said to impact crucial indicators, including customer loyalty and retention, business profitability, and brand reputation. Thus, this paper further discusses the impacts of negative online reviews on a business's reputation.

## **THE IMPACTS OF NEGATIVE ONLINE REVIEWS**

People use the Internet for many things, including shopping and pre-purchase research. They also use the Internet to compare brands, costs, and items. Customers who conduct research on companies and products can find both positive and negative online reviews that soon will influence their purchase decisions. As negative evaluations may damage a business's reputation, reliability, and trustworthiness, negative online reviews can significantly impact a brand and swiftly alienate consumers (Wu et al., 2022). A dissatisfied customer may share their bad experience with a company with others on social media or a review website, resulting in others growing suspicious and a company's reputation may suffer. Hence, with every negative comment emerging on comment pages, a business runs the danger of losing customers as customers are less likely to make purchases from companies with poor online ratings. In short, negative online reviews on any

e-commerce website could have a significant negative impact on a company, including negatively impacting the brand value of a brand's service and business, hence affecting customer acceptance.

Online reviews, whether positive or negative, have the same potential as word-of-mouth, which is an important social and marketing tool (Azer & Ranaweera, 2022). Customers who take the time to leave a negative online review are obviously unhappy. Ignoring this review runs the risk of permanently alienating the customer and other potential customers. If their reputation suffers and customers begin to dissent, companies will face difficulty in making business. They need to spend more money on marketing to attract new customers as well as on hiring and training more customer support agents for better customer service. However, marketing expenditures to bring in new customers are a waste of money if the fundamental problem is not resolved first.

Online reviews of customer service affect all business categories. With poor customer service ratings, a company risks losing its best employees in addition to losing its customers. The best employees may be requested to compensate for the subpar work of others when a company has a problem with customer service. As a result, the best employees become exhausted and unsatisfied (Salama et al., 2022). When these employees notice that things are not going well, they may decide to leave the company. As a result, the company's sales and profitability may suffer as a result of the brand's poor reputation and complaints about its customer service. A bad reputation also makes it difficult for a company to sustain itself since customers will feel unfavourable about associating with them and using their services because they only see the brand as unreliable, lack of credibility, and untrustworthy. Without customers, both the company and its employees would not have a future.

Online reviews of goods and services provide marketers with an excellent and trustworthy way to assess market competitiveness and customer demand for a particular product or service. These reviews, alike word-of-mouth, provide detailed information about competing businesses, allowing companies to quickly identify and take advantage of their competitors' weaknesses. Not only that online reviews that are now used in every aspect of the service and industrial sectors often contain extremely useful for competitors, but the subjective customer online review is also significantly more instructive in comparison to the objective online review. In these circumstances, the reviews shared online offer information from a source that is viewed as more impartial and reliable (Ye et al., 2022).

## **CONCLUSION**

Getting positive and negative reviews helps a company to improve. However, a damaged reputation is hard to repair. Many trustworthy businesses struggle to continuously satisfy every consumer in order to receive absolutely no negative feedback. However, the complete absence of negative online reviews would make people wonder about their services. As brand's reputations depend on customer satisfaction, companies should understand how to evaluate unfavourable consumer reviews and deliver sympathetic, well-phrased responses rather than making excuses. In order to pursue sustainable performance and development, companies should also continually improve their knowledge and proficiency in handling online reviews by communicating with customers and genuinely addressing their issues. If they are receiving more negative reviews, they should take them as an opportunity better serve customers. Also, new remarks from the company itself can be given in response to unfavourable feedback. In the perspective of the audience, this demonstrates that the brand is trustworthy and responsible. Because of this conversion, the company will gain advantages in terms of brand exposure and perception. Use them as opportunities to demonstrate the excellent customer services and enhance the reputation of the business. This demonstrates how unfavourable reviews can nonetheless have a positive effect on products and businesses. In conclusions, positive reviews may outweigh the negative ones; but negative reviews may increase as efforts to deliver the greatest product or service.



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