Olena Yencheva, Postgraduate Student
State University of Information and Communication Technologies
Kyiv, Ukraine
Veronica Darchuk, Candidate of Economic Sciences, Associate Professor
State University of Information and Communication Technologies
Kyiv, Ukraine

DOI: https://doi.org/10.30525/978-9934-26-698-0-27

ONLINE REPUTATION MANAGEMENT AS A MARKETING TOOL FOR INCREASING CONSUMER TRUST

The rapid development of digital technologies has significantly increased the importance of online reputation in shaping consumer behavior. Customer reviews, social media interactions, and digital content directly influence purchasing decisions and brand perception. Therefore, online reputation management has become an essential marketing tool for building consumer trust and strengthening competitive positions [6; 7].

The purpose of this study is to investigate online reputation management as a marketing tool for increasing consumer trust and to develop practical recommendations for improving online reputation using the example of the Ukrainian fashion brand CHER’17.

Online reputation represents the overall perception of a company formed through information available on the Internet, including customer reviews, ratings, social media discussions, and digital content. It directly influences consumer behavior and purchasing decisions, making online reputation management an important component of modern marketing strategies. Effective reputation management enables companies to strengthen consumer trust, improve brand image, and maintain competitive advantages in the digital environment [4; 5].

CHER’17 is a Ukrainian fashion brand specializing in the production and sale of women's clothing in the mass-market segment. The company actively applies digital marketing tools and relies on online communication channels as the primary means of interacting with consumers. The brand's marketing strategy is largely focused on social media promotion, content marketing, influencer collaborations, and customer engagement activities [3].

Based on the analysis of the brand's social media performance, CHER'17 has approximately 452,000 followers, with an average of 30,000 likes, 500 comments, and 150 shares per publication. The calculated engagement rate equals 6.75%, which exceeds the average engagement level typically observed in the fashion industry, where the indicator generally ranges from 2% to 4%. This result confirms the effectiveness of the company's content strategy and demonstrates a high level of audience involvement. Customer reviews were analyzed to evaluate consumer attitudes toward the brand.

Table 1

Consumer review structure of CHER'17 brand

Review Type	Number of Reviews	Share, %
Positive	412	68.7
Neutral	132	22.0
Negative	56	9.3
Total	600	100.0

Source: developed by the author based on customer review analysis

As shown in Table 1, positive reviews account for 68.7% of all feedback, indicating a generally favorable perception of the brand. Most negative comments are related to delivery delays and customer service issues.The results indicate that CHER'17 maintains a relatively strong online reputation and a satisfactory level of consumer trust. However, the presence of negative reviews demonstrates that certain operational aspects require improvement.

The main challenges identified during the analysis include logistics delays, sizing concerns, limited responses to some customer comments, and dependence on Instagram as the primary communication platform. These issues may negatively affect customer experience and create reputational risks if not addressed promptly [6].

Despite these challenges, the overall findings confirm that CHER'17 has established an effective digital communication strategy and successfully utilizes online marketing tools to build relationships with consumers.

The results of the analysis indicate that although CHER'17 maintains a generally positive online reputation, several factors limit the brand's ability to maximize consumer trust. The identified issues are primarily associated with logistics performance, customer communication efficiency, review management, and the concentration of marketing activities on a single social media platform. Therefore, a comprehensive approach to online reputation management is required to strengthen customer confidence and improve the overall digital image of the brand.

One of the priority directions for improvement is the optimization of logistics processes. Since a considerable share of negative reviews is related to delivery delays, the implementation of order tracking systems and improved communication regarding delivery status could significantly reduce customer dissatisfaction. Transparent information about order processing and shipment stages would help manage customer expectations and enhance trust in the brand [7].

Another important recommendation concerns customer communication. Modern consumers expect immediate responses to their inquiries, especially when interacting with brands through social media. Therefore, the implementation of automated chatbots, standardized communication procedures, and dedicated customer support systems can improve response speed and customer satisfaction. Faster communication not only enhances customer experience but also demonstrates the company's commitment to consumer needs.

Review management should also become a strategic component of online reputation management. The company should establish a systematic process for monitoring customer feedback and responding promptly to both positive and negative comments. Active engagement with customer reviews contributes to transparency and creates a perception of openness and responsibility, which positively affects consumer trust [8].

In addition, CHER'17 should diversify its communication channels to reduce its dependence on Instagram. Expanding activities through platforms such as TikTok, Threads, and e-mail marketing would allow the company to reach broader audience segments while minimizing reputational risks associated with changes in social media algorithms or platform policies. Diversification would also strengthen brand visibility and improve communication efficiency across different consumer groups [3–5].

The implementation of these measures is expected to improve key indicators of online reputation and consumer trust. Forecast calculations based on the proposed recommendations are presented in Table 2.

The data presented in Table 2 demonstrate the potential effectiveness of the proposed measures. The forecast suggests a significant increase in consumer trust, accompanied by higher audience engagement and a reduction in negative feedback. Such improvements would contribute to a stronger online reputation and a more favorable brand image in the digital environment.

Table 2

Forecasted changes in online reputation indicators of CHER'17

Indicator	Current Value	Forecasted Value	Change
Consumer Trust Level	68.7%	80.0%	+11.3%
Engagement Rate	6.75%	8.50%	+1.75%
Negative Reviews Share	9.3%	5.0%	-4.3%
Positive Reviews Share	68.7%	75.0%	+6.3%

Source: calculated by the author

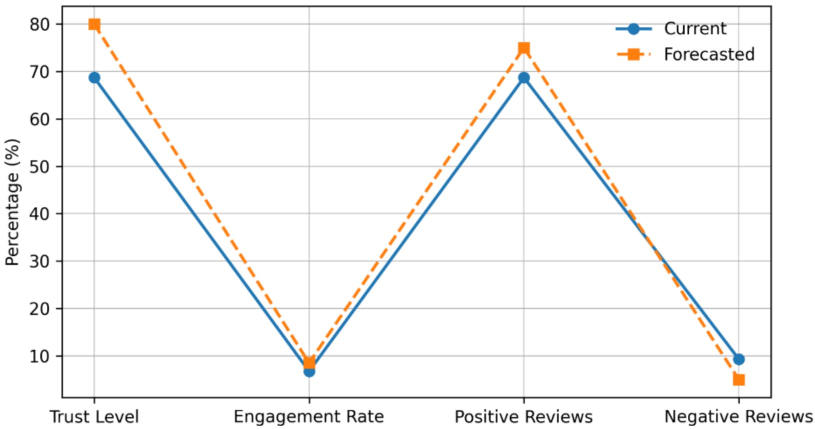

Figure 1. Forecasted changes in online reputation indicators of cher'17

Source: developed by the author

As illustrated in Figure 1, the projected dynamics indicate positive changes across all key reputation indicators. The anticipated increase in consumer trust and engagement reflects improvements in customer experience, communication quality, and overall brand perception. At the same time, the reduction in negative reviews demonstrates the expected effectiveness of measures aimed at addressing operational shortcomings.

To strengthen consumer trust, CHER'17 should optimize logistics processes, improve customer support responsiveness, and implement a systematic review management approach. These measures would reduce the number of negative reviews and improve customer satisfaction.

Additionally, the company should diversify its communication channels through TikTok, Threads, and e-mail marketing to expand audience reach and reduce dependence on a single platform.

References:

1. Mike Vestil. (2023) Brand reputation in focus: Why it matters, what factors impact it, how to measure it and how it drives success. 2023. Available at: https://www.agilitypr.com/pr-news/branding-reputation/brand-reputation-in-focus-why-it-matters-what-factors-impact-it-how-to-measure-it-and-how-it-drives-success/
2. Deloitte Insights. (2023) Global Marketing Trends 2023. *Deloitte University Press*, pp. 190–210.
3. CHER'17. (2025) *Official Website of CHER'17*. Available at: https://cher17.com
4. Dwivedi Y. K., Ismagilova E., Hughes D. L. et al. (2021) Setting the future of digital and social media marketing research. *International Journal of Information Management*, vol. 59, pp. 1–17.
5. Appel G. et al. (2020) The future of social media in marketing. *Journal of the Academy of Marketing Science*. DOI: https://doi.org/10.1007/s11747-019-00695-1
6. Chaffey D., Ellis-Chadwick F. (2022) *Digital Marketing: Strategy, Implementation and Practice*. Harlow: Pearson Education, pp. 45–68.
7. Kotler P., Keller K. L., Chernev A. (2021) *Marketing Management*. 16th ed. Harlow: Pearson Education, pp. 523–548.
8. Kingsnorth S. (2022) *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. London: Kogan Page, pp. 112–139.
9. Ryan D. (2024) *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. London: Kogan Page, pp. 87–114.
10. Hollensen S., Kotler P., Opresnik M. O. (2022) *Social Media Marketing*: *A Practitioner Guide*. Munich: Opresnik Management Consulting, pp. 73–95.