

# **The Role of Public Relations on Company Image: Social Media as a Moderating Variable: A Case Study at the Applied Science Private University at Jordan**

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## **Abstract**

The aim of this study is to clarify the role of Public Relations on Company Image and to find out the moderating role of Social Media between Public Relations and Company Image, where the study was applied to the employees of the Applied Science Private University especially on middle management, the research had destitute (100) questioner. The results showed that there was an impact of the Public Relations on Company Image, and an impact of the Social Media as a moderating variable among Public Relations and Company Image.

**Keywords** Public Relations; Company Image; Social Media; University; Jordan

## **Introduction**

Relations with the media is the most obvious element in Public Relations, so they form a tactical approachable to influence the opinions of others and change their behaviour and creating new channels and opportunities for sale. However, as long as the Public Relations built relationships with journalists working in areas that intersects with their work in order to spread news of their clients.

As a result of the popularity increase of Social Media, Public Relations experts began adding bloggers to the list of media interest, in a move that seeks to take views about their customers products and publications browsing, or the so-called (posts), in addition to other forms of coverage and image improvement of an organization. For workers in the industry, they love to talk about the merits of this effect. It should also

hire a Public Relations' officer in order to improve the Company Image, as it has become urgent, especially in the era of globalization. Public Relations play a key role in improving the activities of organizations, also have a fundamental role in improving the vision of organizations to customers with regard to improving the mental image towards the clients, but many of those with existing allocated for Public Relations tasks are not doing their duties well, as they do not establish a strategic vision.

### **Literature View**

**Public Relations:** A way of management which functions as an evaluation of the public's attitude, and identifies the policies and procedures of an individual or an association with the public interest. It is a planned and implemented program that requires actions, so as to earn public's understanding and approval (Black, 2002).

**Company Image:** The perception of the company held by the public based on how they portrayed through branding, Public Relations exertions, media, stakeholders, employees and trade unions and consumer advocacy organizations. Companies invest a large part of the marketing and advertising dollars to build and maintain a positive corporate image, which is vital to the competitive status. (Brady, 2005)

**Social Media:** Computational tools that allow people to create, share, or exchange of information, and professional interests, ideas, and images/video in local communities and virtual networks. The definition of Social Media is, "A set of activities performed online to exploit the conceptual and technical fundamentals of Web (2.0), which allows for the construction and sharing of user-generated content." Moreover, Social Media rely on existing technologies to and smartphones to produce a collaborative platform through which people and communities alike can share, participate in, discuss, and edit user-generated content. They go through large and spacious modifications on ways of correspondence amongst companies and organizations, societies and individuals. These changes are to focus on the emerging field of studies techno self. Social Media differ from traditional media or industry in many ways, including quality, access, and the frequency and ease of use, salt, and permanence. Social Media operating in the talk show transport system (many sources for many of the receptors). This is in contrast to the traditional media, which operate under the monologist transmission model (a single source for many of the receptors). (Kaplan, 2010)

### **Theatrical Background**

The study by (John, Lamme, 2011) title is, "The Evolution of an Idea." This work aims at exploring Edward L. Bernays' early development of cogitation, regarding the foundation of Public Relations and to fleetingly discuss how these evolving conceptual notions have proven to be pivotal for modern Public Relations. *Design/Methodology/Approach* – Bernays' conceptual advancement during the decade following the First World War was outlined through his early deliberate work; his acquaintance with substantial written works regarding the usage of inducement to manage the crowds; and his own writings. *Findings* – Bernays, who is commonly known as an innovator in the field of Public Relations, revealed a rather faltering progress in cogitation regarding the role of a new Public Relations professional. From (1920) through (1927), he generally defined a Public Relations counsellor as using marketing to send crowds toward the acceptance of good causes. Yet, and by the end of the decade, his view of the Public Relations counsellor shifted toward highlighting the use of marketing as a pro-social tool to deliver the ideas of minorities to the targeted audience. The latter view is a

predecessor to modern-day identifications of Public Relations as an endeavour to construct mutually favourable relations among clients and the targeted audience. *Originality/Value* – This paper offers a distinct aspect at how, throughout a critical decade, a pioneer in the US Public Relations developed foundations for the growing field. The consideration of his progressing philosophy provided a more profound view on how Bernays contributed to durable conceptions of a socially-productive exercise of Public Relations.

The study by (Kristin, 2008) title is, “Corporate Social Responsibility, New Activism and Public Relations.” This study aims at analysing the reason why a number of modern business organizations are unwilling to express the influence of their marketing demeanour on the reluctant societies that go against their activities. It defines the forthcoming collaborations among numerous large commercial organizations and the proletarian activists disagreeing with their actions, in Victoria, Australia. *Design/Methodology/Approach* – Broad secondary information was collected, as well as widespread newspaper and radio transcriptions since the campaign days, website downloads, letters and other documents. The design of the research was applied to the information; a qualitative, informative inquiry, drawing on crucial theoretic outlines. *Findings* – The discoveries suggest that influential protest strategies, combined with the right political and social circumstances, in addition to a change in the focus of politics and expertise, will reveal public fears concerning the beliefs of commercial practices, such as Public Relations, which is used egoistically by organizations to harmonize their actions in late modern Western civilization. It says no grave renovation of business morals can arise until the union of Public Relations is censoriously scrutinized and renewed. It helps express an alternate general communicative method which can be applied more broadly to business exercises that help evade the restrictions and relativism of Public Relations. *Originality/Value* – The study flags innovative ways of thinking declared by the beliefs of public statement that might lead to pioneering and exceptional coherences vital to deal with the deceptive environmental challenges for late modern societies.

Magic’s and his colleagues study (Magic et al., 2012), which aimed to recognize the degree of correlation between the activities related to electronic marketing and social networking sites in the less developed regions in Europe (Lublin) and competitive perceived in the global and domestic markets, the study relied on descriptive analytical method In order to reach the objectives of the study, and the study included three types of companies: (1) companies exported (2) companies want to export (3) companies do not bother to co-exist in the international arena and only work locally, the study showed that there is variation in the level of adoption Enterprises by The three types of information and communications technology, and the researchers that as the organization sought to world had more than its adoption of information and communication technology and marketing activities and mail, as among the researchers that in all it was exporting companies more aware of the importance of e-marketing, and the e-marketing activities more effective to have.

The study by (Saeed et al., 2012) (Iran) The study aimed to find out how e-marketing and social networking sites impact on the performance of business

organizations, the study relied on the analytical descriptive approach to reach the objectives of the study and I study sample consisted of (73) as Director of (Behnoh) company in Iran, which produces multiple types of cold drinks, the researchers identified the e-marketing dimensions to include (customer relations, marketing research, distribution channels), and the researchers used several statistical methods of analysis, which showed that the level of importance of the variables was satisfactory (Medium), researchers also found that the variables of greatest importance are: knowledge about competitors, and get new ideas and recommendations of the special products, receive electronic applications in the performance of organizations.

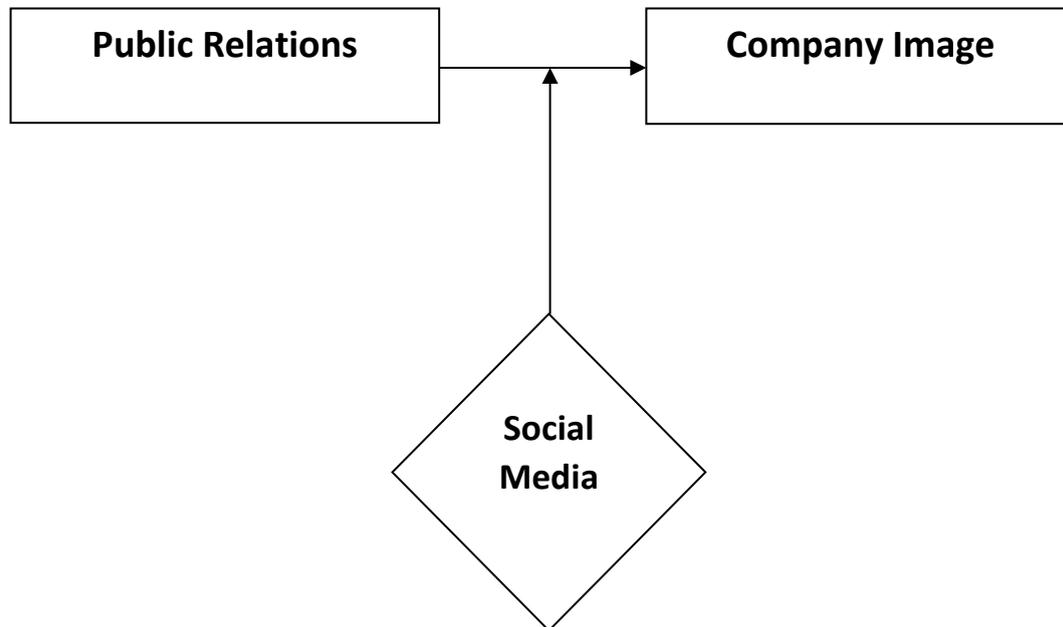
The study by (Oremc Ramesh et al. 2010) (Malaysia) aimed to identify the impact of each of the product in e-marketing and social networking sites, which include the value of (the quality of electronic services, the effectiveness of pricing, customer service, the study relied on the analytical descriptive approach to reach the objectives of the study and the ability to Product allocation (Customization, websites and effectiveness of use) at the level of customer satisfaction and loyalty design, and the researchers collect information from a sample of (104) of the electronically intellectuals in Malaysia and who have the ability to read and write and Internet use, the results shows that there are significant relationship differences between the product and the value of mail contained the elements mentioned above and customer satisfaction, as the results showed, there was a statistically noteworthy relation among customer loyalty in e-marketing and the level of customer satisfaction.

The study by (Opera et al., 2002) The study aimed to investigate the effect of utilizing the Internet and Social Media sites in the competitive advantage of industries that are not considered part of the world of technology (dot.com) in Spain, the study relied on descriptive analytical method for access to the objectives of the study were competitive advantage measure based on the two dimensions: market share and assess customers, has a sample of (231) studies single from customers has been the collection of information, including through a questionnaire was sent by e-mail, and the results of the study showed that (56%) of companies that have been studied using e-mail, Instant via the Internet, a website of its own, as the study showed that those companies were not using electronic any form of trade of shapes The study showed a positive effect of Internet use on the competitive advantage but this weak effect of the presence of other factors may affect such as size of the organization as the study showed that the failure to consider the adoption of e-commerce of determinants that did not allow the researchers to measure the impact of e-commerce on the competitive advantage and customers.

The study by (Black & Hartel, 2002) title is, "Public Relations Orientation: Development, Empirical Testing and Implications for Managers." This study offers a new concept and a level of understanding toward the stability of Public Relations' capability at an organizational level. It emphasized how the concept of PRO was advanced and verified with a sample of (205) Australian public affairs and Public Relations consultants from a variety of organization types. The results indicated support for a multi-dimensional concept involving four aspects. The quota of PRO evaluates the degree at which organizations:

- (1) Pursue behavioural and representative relations with the public;
- (2) Set Public Relations aims to maintain organizational aims and accelerate the effective use of Public Relations data in the organization;

- (3) Provide sufficient resources for Public Relations; in addition to
- (4) Interact with the public, on whom its success or failure rely; where Public Relations Orientation (PRO) can be employed an analytical and referencing utility within organizations.



**RESEARCH MODEL**

*Dependent Variables*

*Independent Variables*

Figure (1)

**HYPOTHESES**

**H01:** There is no effect of Public Relations on Company Image.

**H02:** Whenever the effect of Social Media is high, the effect of Public Relations on Company Image will be low.

**Methodology**

*Population And Data Collection*

The employees of the Applied Science Private University have represented the population of this study. The sample involved Middle-Level Manager Employees such as The Head of Department, The Assistant Head of Department, and Supervisors). There were (100) surveys distributed.

*Data-Analyses Results*

In this section, gradual recession inquiry explored Public Relations’ effect on Company Image, with its outcome depicted in chart (1), while the simple recession inquiry examined the estimation of Social Media as a moderating variable between Public Relations and Company Image in chart (2).

*Major Hypotheses Testing Results*

Chart (1) represents the outcomes of gradual recession inquiry. The outcomes indicated that there is a noteworthy impact of Public Relations on Company Image ( $R^2=0.693$ ;  $P < 0.05$ ). Thus, the null hypothesis was overruled.

As for the other hypothesis in chart (2), it represented simple recession inquiry. The outcomes concluded that the direct impact of the Public Relations equalled ( $\beta=0.345$ ), while the impact of Social Media equalled ( $\beta=0.456$ ), and thus, the null hypothesis was overruled by an alternative.

Variables	B	T	SIG.*
<b>Public Relations</b>	0.345	2.073	0.000*

( $R^2=0.693$  ;  $F=9.324$ )

\*The Significant level is at  $P \leq 0.05$

*Chart (1) Recession Outcomes: Public Relations on Company Image*

Variables	$\beta$	T	SIG.*
<b>Public Relations</b>	0.329	3.215	0.000*

**Interaction between Public Relations and Social Media**

0.436      2.325      0.002\*

( $R^2=0.625$  ;  $F=11.325$ )

\* The Significant level is at  $P \leq 0.05$

*Chart (2) Recession Outcomes: Social Media as a Moderating Variable between Public Relations and Company Image***Conclusion**

The main reason behind this study was to measure the impact of the activity of Public Relations at the Applied Science Private University to improve the Company Image, as well as measuring the Social Media effect of a company as a moderating variable of the relation among the Public Relations and Company Image. Throughout the study, we found out that there was an impact of the Public Relations on Company Image, in addition to an impact of the Social Media as a moderating variable among Public Relations and Company Image.

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