

## **Use advertising as a communication tool to overcome product harm crisis through image restore theory of institution**

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### **Abstract:**

Once product harm crisis occurs, the institution focuses on managing open relationships with all audiences and the various media where we find a very big role in dealing with the events of the crisis. The institution can make a perfect relationship to communicate with all the parties concerned by using advertising to convey a direct message by quick and efficient way. Enterprise advertising is of great importance before and after a product harm crisis. Advertising before the crisis can leave a significant positive impact for the brand in the market, as it can mitigate the harmful effects on the future of the organization in sales and cash flows, and this enhances investor confidence in the horizons of the affected institution, and advertisements have an important role in influencing consumer expectations, for large advertising spending before the crisis can lead to high expectations about product quality.

After the institutions were exposed to large waves of negative criticism and crises, the researchers called for greater integration of institutional communication strategies and the use of the theory of mental image recovery, to improve the long-term reputation of the institution. Communication strategies have evolved to meet these challenges, so the role of institutional advertising has gradually expanded beyond the Promotional purposes.

So, it aims to create a positive attitude and improve positive feelings directly towards the institution in the eyes of consumers. The organization's announcements are of particular importance at the time of the crisis, because it allows institutions to provide quick responses to the crisis with a unified voice while presenting its various messages in an organized manner through many multiple communication channels, so it Communicates directly with a large number of audiences, so we find the foundation's ads of great strategic value in the context of communicating with crises. Displaying a Successful experience of the Toyota Foundation to manage the product harm crisis, and applying image restore theory, how to use advertising as an effective means of communication with the masses of the institution. The broadcast of special advertising messages to correct the impressions and negative effects of the crisis in an attractive and creative form. At the end of the research some models of product harm crisis that were suffered by some Egyptian institutions have been analyzed.

**Keywords:**

Advertising - crisis communication - product harm crisis - image restore theory.

**Research problem:**

The product harm crisis greatly damages its reputation and its position in the marketing institution, which makes it search for the fastest and best solutions in order to control the situation and reduce the negative effects caused by the crisis and restore the positive image of it, hence the problem of the research appears in an attempt to answer the following questions:

- What is the impact of the product harm crisis on brand and customer perception?
- How can an organization use strategies of image theory in a time of product damage crisis?
- What is the role of advertising before and after the product harm crisis and its impact on the organization, and how is it used to solve and manage the product damage crisis that the organization is being exposed to?

**Research Goals:**

The research aims to highlight the role of advertising with theoretical strategies to restore the image to overcome the enterprise product harm crisis.

**Research imposition:**

The research assumes that advertising contributes as a means of communication during the product harm crisis to restore the positive image of the institution, as it can broadcast certain advertising messages that correct the impressions and negative effects of the crisis in an attractive and creative way.

**Research methodology:**

The research followed the inductive method in collecting information and data for the theoretical study, then the descriptive approach to describing and analyzing selected models from the Egyptian crises to which the institutions are exposed.

**Theoretical Framework:****1. Crisis Advertising:**

It is the advertisement that depends on the design of its advertising message on the sympathy of the public and that is the opposite of the commercial advertisement for different products, which plays its main role in promoting and selling the product, and the crisis announcement is the main communication port available to institutions as a mean to restore the mental image and improve its reputation, and its purpose is the desire to defend its position and Promote a specific point of view and convince the public of it.<sup>4</sup>

**2. Image restoration theory:**

The image recovery theory is primarily a descriptive theory, used to analyze various strategies for image reform and is used in specific situations (crises), where the senior management of the institution evaluates the strengths and weaknesses of communication efforts during the crisis and merges them with the strategy to reform the appropriate image of the crisis, and in the end we can say that the image reformation theory has made great progress in the study of crisis communication and has a great impact in repairing the reputation of institutions, and remains one of the most prevailing theories to study crisis communication.<sup>4</sup>

### **3. The importance of institution image in the crisis:**

Given the great importance that the mental image of any institution represents, as well as reputation, especially in times of crisis, because the image is among the mechanisms that accept the institution among its fans, and in this way it can be considered the trump card financially and competitively.

The value of the reputation can be half of the capital of the company or more, for example an institution (Coca-Cola) whose brand value exceeds 95% of its capital. The image of the institution is the product of all past and present perceptions, preferable and not misleading, that constitute the direction of a particular institution.

At the time of the crisis, the image that individuals own about the institution is affected, which makes the overall image of the institution accountable, and therefore it must enhance and multiply the position of the brand as well as the image of the institution.<sup>4</sup>

### **4. Product harm crisis:**

This crisis is a separate incident for some of the products of a brand, where these products are defective or dangerous to human health, and this type of crisis is considered the most common and frequent in the world, we have witnessed the recall of many products by manufacturers or suppliers or retailers due to product defects, contamination, product manipulation or other potential damage that products can cause to consumers.<sup>9</sup>

### **5. Product harm crisis and its impact on the brand:**

During a product harm crisis and negative brand-related information, it may cause consumers to reassess their purchasing decision criteria in order to reduce the risk of using a defective product, so the customer evaluates the value of the product again after the crisis, not only in terms of functionality and expected costs, but also in terms of enjoyment or the pleasure derived from the product (emotional value) and social value, which reduces customer expectations of the brand and is negatively affected by the crisis.<sup>12</sup>

### **6. The role of advertising before a product harm crisis:**

Advertising plays an immune role for the organization before the crisis, which affects the consumer's response to the expected negative news due to the crisis, where the positive message of the advertisement gives the public resistance against any attack on the institution.

Advertising before the crisis can leave a significant positive impact for the brand in the market, as it can mitigate the harmful effects on the future of the organization in sales and cash flows, and this enhances investor confidence in the affected enterprise's prospects. Advertisements have an important role in influencing consumer expectations, for large advertising spending before the crisis can lead to high expectations about product quality.

We find that advertisement before the crisis has the ability to reinforce positive behavior towards the institution, and to reduce or prevent the erosion of the current positive attitudes towards the institution due to crises, where the public is under attack on their own beliefs of the institution, so the role of advertising comes to motivate recipients to defend their positive attitudes towards the institution, by generating arguments and advertising messages stored in their minds to support their positive beliefs, we find that one of the most important benefits of using pre-crisis advertising is that it makes audiences more resistant to negative persuasion and attacks directed at the institution.<sup>6</sup>

Preferably, the type of advertisement before the crisis about social behaviors associated with the institution, such as charitable work in various fields (such as education, health, environmental issues and orphan care), the use of ads that serve society have the strongest impact on the consumer rather than advertising for promoting the institution, and those ads are of a very strong influence in times of crisis where these announcements create an aura of protection around the organization's positive reputation from any negative impacts coming after a crisis has occurred.

Finally, we find that the institution's advertisements before the crisis can prevent changes in consumer behavior due to negative information, and will enhance the consumer's resistance to negative news about the organization, because the announcement generally includes a defense in support of the institution.<sup>15</sup>

### **7. The advertising importance at the time of the product harm crisis:**

Advertising is a very important element in the marketing communication of the corporation, as it affects the environment in which the corporation lives by enhancing its reputation and positive image among consumers, as it affects the way they think and accept them for the corporation's brand, especially in times of crisis, so corporations spend very large amounts of money on those ads to maintain their position in the markets. After the institutions were exposed to large waves of negative criticism and crises, the researchers called for greater integration of institutional communication strategies to improve the institution's long-term reputation, and communication strategies evolved to meet these challenges, so the role of institutional advertising has gradually expanded beyond promotional purposes.

So, it aims to create a positive attitude and improve positive feelings directly towards the institution in the eyes of consumers, and the organization's announcements are of particular importance at the time of the crisis, because it allows institutions to provide quick responses to the crisis with an unified voice while presenting its various messages in an organized manner through many multiple communication channels, so it Communicates directly with a large number of audiences, so we find the foundation's ads of great strategic value in the context of communicating with crises.<sup>10</sup>

### **8. Advertising and consumer:**

When an organization faces a crisis, this crisis works to make the institution lose what is known as its societal legitimacy. The legitimacy of the institution is achieved when harmony is achieved between the societal values embedded in the behavioral rules of the larger social system of which the institution is part of.

Consequently, the organization must announce that it is working on the same approach that is consistent with the values and behavioral rules of society, as it achieves harmony among its strategic plans and the expectations of the public. Audience and statements that follow the one-way dialogue method should not be issued.

Crisis advertising strategies refer to consumer behavior, purchasing habits, and preference for one product over another. The purchasing habit of the consumer is usually due to the economic state of the country, which has the greatest psychological impact on the consumer and may sometimes push him/her to what is known as purchasing depression.<sup>2</sup>

### **9. Consumer response to the advertising in crisis:**

Consumers are exposed to a large amount of negative publicity about the institution during the crisis and it is certain that it constitutes a negative attitude, and here comes the role of advertising during the crisis that helps reduce consumer resistance to the institution.

The consumer must be exposed during this time of the crisis to greatest amount of the institution's announcement, and the content of the advertising message is preferably to be positive messages about the institution.

### **Research results:**

#### **After the theoretical and analytical study, the research reached some results:**

1. The necessity of using strategies of theory image restoration with advertising as one of the most important methods that can be used to improve the positive image of the organization at the time of the product harm crisis.
2. The advertising silence of the organization at the time of the product harm crisis is not in its final interest, but rather helps to confirm the negative mental image of it because of the crisis.
3. Advertising has an effective role after a product harm crisis, whereby it can provide specific advertising messages to influence the perceptions of the enterprise's audience, and emphasize its good reputation in terms of the quality of its products and services and the organization's efficiency in crisis management.

### **Research Recommendations:**

#### **Through the results obtained, the researcher recommends the following:**

1. The necessity of the institution relying on strategies of theory image restoration at the time of the product harm crisis, and not using unworked methods to save the institution from the negative damages of the crisis.
2. Paying attention to the effective role the advertisement plays in the time of the product harm crisis.
3. Advertising designers must submit a specific advertising message regarding crisis events to change negative opinions and impressions about the organization at the time of the product harm crisis, and try to retrieve the positive image of it before the crisis in an attractive, simplified and different way.

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