



Journal of Marketing Management >

Volume 34, 2018 - [Issue 13-14](#)

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The relative impact of corporate reputation on consumer choice: beyond a halo effect

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Pages 1227-1257 | Received 16 Mar 2017, Accepted 06 Oct 2018, Published online: 26 Nov 2018

Cite this article <https://doi.org/10.1080/0267257X.2018.1546765>



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ABSTRACT

Previous work suggests that corporate reputation generates a ‘halo effect’ where products from companies with better reputations are more likely to be chosen. We argue that corporate reputation plays a more expansive role, proposing that consumers will be less price-sensitive to offerings endorsed by companies with good reputations and that it moderates the marginal utility of product features with high clarity. We also propose that an individual’s knowledge of a company increases the likelihood its products will be purchased. Using a choice model incorporating an individual SEM-based reputation measure, we find support for these hypothesised effects in the context of television choices. The results suggest that corporate reputation warrants more attention by marketing managers to increase preferences for their products through these mechanisms.

KEYWORDS:

Corporate branding

marketing management

corporate social responsibility (CSR); ethics

corporate reputation

consumer choice

marketing strategy

marketing management

Acknowledgements

The researchers acknowledge the assistance of colleagues and reviewers that have provided feedback and assistance, particularly Prof Marc Fischer, Dr Graham Massey and Dr Natalina Zlatevska.

Disclosure statement

No potential conflict of interest was reported by the authors.

Additional information

Funding

This work was supported by the Australian Research Council [DE130101463] and a UTS research grant.

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Edward Wei is Senior Research Associate at UTS from which he received his PhD. He also holds a Masters of Business from QUT and a Bachelor of Economics from University of International Business & Economics (UIBE), China. Edward has worked with various companies, including AC Nielsen, as a quantitative analyst, operations and survey manager. He has published in journals such as Design Science, Agenda, and Energy Policy.

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