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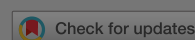
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The relative impact of corporate reputation on consumer choice: beyond a halo effect

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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

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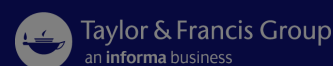
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