



Journal of Marketing Management >

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

4,450

Views

39

CrossRef citations to date

97

Altmetric

General Articles

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

Paul F. Burke , Grahame Dowling & Edward Wei

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>



Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

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.

Notes on contributors

Paul F. Burke

Paul F. Burke is Associate Professor and ARC Research Fellow at the University of Technology Sydney. His work focuses on choice modelling and ethical consumption. He has published in the International Journal of Research in Marketing, Research Policy, Journal of Product Innovation & Management, International Business Review, European Journal of Marketing, Journal of Business Ethics, Journal of Operations Management and Tourism Analysis.

Grahame Dowling

Grahame Dowling is Professor at UTS School of Business. His research, relating to corporate reputation and marketing, has been published in Strategic Management Journal, MIT Sloan Management Review, Californian Management Review, European Management Review, Journal of Marketing and Journal of Consumer Research. His latest book is Winning the Reputation Game.

Edward Wei

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.

Related research

People also read

Recommended articles

Cited by
39

Information for

[Authors](#)

[R&D professionals](#)

[Editors](#)

[Librarians](#)

[Societies](#)

Opportunities

[Reprints and e-prints](#)

[Advertising solutions](#)

[Accelerated publication](#)

[Corporate access solutions](#)

Open access

[Overview](#)

[Open journals](#)

[Open Select](#)

[Dove Medical Press](#)

[F1000Research](#)

Help and information

[Help and contact](#)

[Newsroom](#)

[All journals](#)

[Books](#)

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2025 Informa UK Limited [Privacy policy](#) [Cookies](#) [Terms & conditions](#)

[Accessibility](#)



Taylor & Francis Group
an informa business

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG