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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 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		ethics
corporate reputation	consumer choice	marketing strategy		marketing managem	ient
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