



*International Journal of
Information Technology
and Management*

*Vol. X, Issue No. XV,
May-2016, ISSN 2249-4510*

**STUDY ON THE IMPACT OF CORPORATE
REPUTATION ON BRAND ATTITUDE AND
PURCHASE INTENTION**

AN
INTERNATIONALLY
INDEXED PEER
REVIEWED &
REFEREED JOURNAL

Study on the Impact of Corporate Reputation on Brand Attitude and Purchase Intention

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Abstract – This article reflects on the analysis and the buying in correlations in brand attitudes. It was also shown that the image of corporate social responsibility and brand image has a beneficial influence on the purpose of buying. This research aims to examine the derogatory image of CEOs and social accountability for the changing perceptions and buying intentions of consumer brands. The study discuss about the Marketing-consumer Purchase Intention Marketing-corporate Image-consumer Purchase Intention Marketing-Positive Attitude-Consumer Purchase Intention the Effect of Attitude on Purchase Intention and Corporate Image Moderating effect: types of corporate negative reputation Concept of Repurchase Intention, Customer's Attitude towards Repurchase Intention, Corporate image and repurchases intention. Corporate reputation and repurchase intention Brand awareness Initial brand attitude and purchase intention. Brand attitude and purchase intention Negativity bias: attitude and purchase intention changes The Effect of Corporate Brand Image on Purchase Intention.

Keywords – Purchase Intention, Brand Attitude, Corporate Reputation

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INTRODUCTION

Researchers concluded that one of the most significant intangible attribute boosting the company's success is a favourable corporate reputation. Not to be mistaken with brand name and logo, the prestige of the firm also refers to customer views, views and behavior against the company. The credibility of the brand is often based on the relative perspective of individuals; hence, the company's reputation is directly related to the subjective assessment of the customer about the firm.

Many studies have supported the impact of brand identity on corporate success. Previous research has shown that a good image has a huge impact on the willingness of a business to cut expenses, establish higher rates and boost earnings. Researchers have also recognized that favourable corporate reputations boost customer buying interest, organization attitude and client loyalty. It was noticed that corporate image impacts the brand attitude of customers, which affects their loyalty, buying intentions and perceived business success. As such, analysts have shown that brand equity and customer behavior are essential to corporate image.

In marketing studies, customer expectations of the consistency of goods and services provided by the organization and brand recognition have become a frequent test of corporate credibility. Furthermore, the behavior and expectation of customers in relation to brands are calculated as variables of performance.

Therefore, we wanted to study the effect of brand recognition and perceived product efficiency on brand perceptions and buying intention, in order to ascertain the effects on customer behavior of the conventional definition of company renown.

Most researchers in the marketing literature have concentrated on the good reputation instead of the negative and thus underestimated the case of a business with a negative reputation. However, some analysts have observed that negative information is more significant than positive information to customers' overall assessments of a commodity or business. Researchers have also observed that negative evidence in the customer decision-making phase was more diagnostic and insightful than positive information. Since buyers are more dependent than good credibility in the current market world on facts from the brand and commodity to lower their perceived risks while taking buying decisions. Another objective of this analysis was to investigate the impact of negative perception on improvements in customer behavior against a company and its procurement intentions, considering the importance of a negative reputation.

Corporate Reputation

The strong image of a company is a positive opportunity for businesses to succeed well sustainably. The strong name of the company has numerous advantages for companies, such as investments. In addition, the positive image of

companies contributes to the development of customer engagement with the brand. Thus, company credibility has attracted unparalleled recognition from academia as well as from businesses as one of the most useful corporate immaterial assets. In view of the diverse researchers' views of the company credibility, there is no agreement among researchers on the concept of the company's reputation. In the domestic and external view, corporate credibility is characterized as an overall assessment of a company by the stakeholders over time. In addition, the reputation was described as a perceptual representation of the past activities and prospects of a business, which in comparison to other top rivals, characterize the overall call of the company to all its major constituents. Corporate credibility as observer of a company's mutual judgments on the basis of economic, social and environmental evaluations over period of its associated impacts. In contrast, the difference is between corporate, corporate, identity and reputational capital, corporate identity defined as symbol collections, images defined as observer's general impressions of corporations, and reputable asset quality defined as distinct symbol collection and reputational capital.

Purchase Intentions

The intention is to get an individual ready to respond prior to the action, the Planned Behavior. Theory was used to describe what occurred before behavioral regulation, personality and subjective norm. In certain instances, these three things were used to describe an individual's actual and indirect intentions, such as voluntary pronunciation and delivery, in a direct measure. Attitude involves assessing assessments of the behavioral benefits and drawbacks. Subjective norm implies an individual's understanding of social behavior. Perceived control of actions implies confidence in a person's behavior. For a long time this principle of planned action has been well used and used by several researchers.

Brand Attitude

Attitude is an assessment of an individual by its psychological characteristics. Measuring the consumer's attitude to the company is important due to its propensity to align favorably with its market tastes and purchasing intentions. The rationale principle of action (TRA) argues that actions are directly connected. TRA notes that the main predictors of human actions are behaviors and subjective standards. For advertisers, thus, measuring customer brand attitudes as both their context and implications is crucial. The potential context and results for customer reactions to a company are accessible from a wide range of studies. However, in the previous scholarly research, brand experiences a history of customer brand attitude also gained less consideration. In addition, there are only a few experiments that empirically examine the effect of marketing behavior on the customer brand.

Marketing-consumer Purchase Intention

One of Cause Related Marketing strategies' main purposes is to boost companies' profits. It was found that effective causal marketing strategies lead to a dramatic growth in revenue. This is a political instrument for attracting buyers to the cause of profits.

Marketing-corporate Image-consumer Purchase Intention

Companies have promoted their altruistic and philanthropic actions so that they can increase their business reputation and adopt a favourable mindset in customers' minds about the company. Researcher image is characterized as a four-dimensional concept: corporate product image, corporate service image, corporate citizenship image and corporate reputation images. That the company logo is a shared view of the organization, according to previous studies, Cause related marketing has several benefits to enhance the company's name and prestige from impressing shareholders. Research shows that respondents agree that Cause Related Marketing enhances the reputation of firms, brand value, market share and overall competitive position of companies. Webb and Mohr note that corporate images of consumers' buying firms affect the purchasing choice of consumers. Thus, research has already identified the connection between marketing-corporate picture buying intentions of the customer.

Marketing-Positive Attitude-Consumer Purchase Intention

states that about 92 % have agreed that cause-related marketing is developing a favourable picture of firms and the support of brands according to previous polling. Related marketing brings in positive changes in consumer perceptions towards the products that promote it. Further research has established the interaction between customers and the sponsoring corporation in a more constructive manner. Due to the fact that the related marketing camps have shown that customers are in favor of products and have a better view of the business. The consumer's view of a source often affects his views and his behavior towards the commodity he makes. Commercialization most experiments have shown that marketing related to causes. Thus Cause Related Marketing probably yields more efficient outcomes by most customers than normal, and they were optimistic in relation to it along with the purchasing intentions. Consumers' optimistic outlook often relies on the value of consumers' perception of the source. It is more optimistic than an insignificant customer considered that the essential cause.

The Effect of Attitude on Purchase Intention and Corporate Image

Brand behavior effect on decision to buy, For instance, the attitude of consumers to a specific brand has a

direct effect on their decision to buy. Companies will take the mindset of consumers to the company if companies will fund events often. They also stressed that the purchasing behavior may be strongly influenced by just brand attitude. The investigator claimed that advertising would shape the strong attitude of buying behavior. Moreover, optimistic feelings about events lead to the purchase of more consumers. The sponsorship of the companies in a case should however be compatible with its name or the behavior of the consumers would have a detrimental effect. In other terms, the mindset of consumers towards a company is going to give customers a more optimistic corporate picture, it has been said that events and brands have a huge effect on corporate social responsibility and corporate image.

The Effect of Corporate Brand Image on Purchase Intention

Investigators stressed the fact that the reputation of companies is a crucial factor for processing and attaining company goals. The value of corporate image among companies is increasing because it affects the mindset of consumers and therefore impact on the purchasing behaviour of customers. In addition, several previous experiments have found that corporate images influence the purchasing choices of consumers. Clients like to purchase a commodity from a company with a good brand reputation rather than depending on the performance of the goods. Researchers claimed that, the more uncertainty the client becomes the buyer, the less a brand relationship under sponsorship is. In other words, companies taking part in funding activities have a strong effect on the actions of consumers. For companies, sponsoring activities is important because it improves the reputation of companies. Moreover, whether such factors such as advertisements influenced the brand image, increasing the buying intention rate.

Concept of Repurchase Intention

The motives of repurchase are grouped into divisions of behavioural motive. Goal is an indicator of potential action, according to Behavioral Purpose. Define the desire to buy back as an opinion of the person to purchase another specified service from the same business. The desire to repeat purchases is the extent to which consumers are able to buy the same good or service. The intention of customers to buy back relies on the worth of their prior purchases.

A. Customer's Attitude towards Repurchase Intention

The concept of planed actions according to the attitude, subjective norm and assumed behavioral influence constitutes the three conceptually distinct determinants of the intention prediction and has a major effect in intentions. Customer attitudes and commitment to repurchase of a specific commodity will give rise to the intention to repurchase (Akbar, 2009

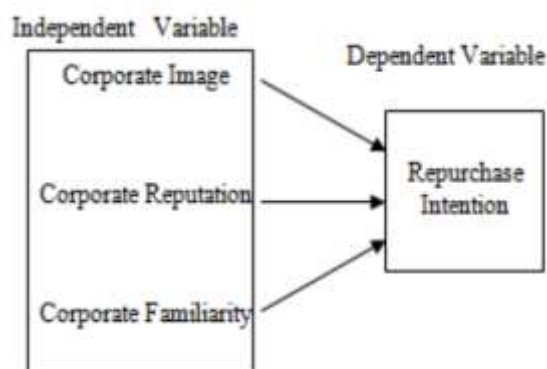
cited in). Not only does a strong brand picture enable businesses improve competitiveness, but it also encourages shoppers to re-buy. The desire to conduct a certain action is dictated by the individual's attitude. The attitudes of a person to a certain action are often dictated by the views of the individual. Any researchers who have sought to research the impact of a corporate identity on customer experience have suggested different methods and clarifications. Much of these reports also concentrated on how businesses define their identity campaigns. Here we will clarify the link between corporate products and the plan to buy back.

B. Corporate image and repurchase intention

Corporate representations are the emotional attitudes and emotions derived from and performance by users. Depending about how much an individual has a conduct assessment that is positive or unfavorable. Business reputation is a resource that is hard to replicate.

C. Corporate reputation and repurchase intention

Credibility for businesses is an image-related term. In addition, the integrity of the firm is the general norm for a company. The prestige of the brand helps strengthen the engagement of customers in the enterprise. The corporate identity, which includes showing the business logo on the goods of the company, may provide the picture of the companies and thus affect the consumer's assessment. Researchers contend that the branding of corporations affects the assessment of the company by customers in a manner which is different to the branding of goods.



The paradigm combines human convictions and expectations towards a company name and the desire to buy back.

Brand awareness

Three articles adapted from the researchers assessed brand recognition. For example: "American clothing is known for me (1 = not well known at all; 7 = well familiar);" "American clothing is a well-known brand of clothes for me (1 = not very common at all; 7

= well-known);" and "American clothes can be recognized by other clothing marks (1 = not recognizable in all; 7 = highly identifiable)." On these scales, the reliability coefficient was .92.

Initial brand attitude and purchase intention

Three elements from the researchers adjusted the original approach for the respondents for the brand (i.e. American Apparel) "How fine is American Apparel to business people (1 = extreme bad; 7 = incredibly good)," "How much do you still love American Apparel (1 = very bad; 7 = very much like)?" (1 = bad, 7 = good)." Three pieces adapted to the researcher report ("I'm likely to buy things from that company; I'm going to think about purchasing the brand when I need clothing next time; and "I'm going to try buying items from that company") were used to calculate the purpose of respondents in purchasing American Apparel goods. The replies were founded on a Likert scale of 7 points (1 = rather unanimous; 7 = strongly unanimous). The brand's reliability and buying motive were 86 and 94, respectively

Brand attitude and purchase intention

Once the initial brand attitude and the desire to buy were measured by the participants, two stimuli were provided to explore the impact of unfavorable business image on the brand attitude and intention of the customer. After the prompts were read, the mood and the intention of the subject to purchase were again assessed by the same elements used to assess original brand behavior and the intention to buy before the article was given. These scales were and respectively reliability coefficients. We performed Harman's one-factor test to test the common process prejudice, which is one of the most commonly employed techniques. We also observed that various size elements do not load into a similar factor using exploratory factor analysis with a non-rotated factor approach. Four parameters were taken into account in the study and collectively about 80 per cent of the overall variation was clarified. Our model of study included six constant variables. The contrast being that the mood of the brand and buying intention is twice as large, once before and once after the bad image of the company was achieved.

Negativity bias: attitude and purchase intention changes

The definition of negative favors, including client behavior, has been employed to investigate the impacts of negative company image on brand responses. In the context of a market assessment method including negative variations, positive bias and extreme bias, scientists have often accepted the idea of consumer bias. Consumers prefer, when evaluating content, to offer weight to positive and negative data differently. Negative tendencies define the process from which individuals value negative knowledge rather than positive information. Researchers also

observed that the effect on a company's financial and pricing position is greater than the impact of the positive facts, Researchers have find that negative and diagnostic knowledge is valuable for advertisement and customer information systems as well as for marketing decisions. In addition, emerging theories often promote cynicism in describing the mechanism of assessing customer knowledge. For example, according to the prospect hypothesis of researchers, consumers are more likely to take choices on the basis of possible losses than of prospective benefits, and more frequently than not unfavorable knowledge is the prerogative between alternatives. In addition, the Category-Diagnosticity Principle (CDT) describes the more significant weighting of harmful information than positive information. Diagnosticity relates to the degree of utility of decision-making and judgment; people prefer to take diagnostic decisions to alleviate confusion. Often negative evidence is known to be more diagnostic than optimistic or neutral. In light of negative bias and diagnostic theory, the current research tried to find out if a company's negative image affects the attitudes of customers and their intention for the business.

Moderating effect: types of corporate negative reputation

Corporate credibility has traditionally been described as multiple stakeholders like staff, consumers and community members' aggregated perceptions, viewpoints and attitudes. This connectional representation of a company is a result of the management actions and conduct of a company in the past and functions as a valuable intangible asset and a competitive advantage. There have been debates in the past literature in order to describe company credibility, which highlight some main qualities. Initially, the credibility of the corporation is dependent on the overall perceptions of all stakeholders of a company; prior publications have traditionally divided key players into internal and external actors, and consumers are the domestic players in marketing literature. It leads us to study the impact of the image of companies on the consumer assessment method. The second trait is the continuum between favourable or negative reputation. Prior studies have empirically shown a positive reputation for enhancing consumer loyalty and business efficiency but under-researched vital consequences of a negative reputation will worsen substantial positive reputation effects. Third, the typology of the company's credibility in previous literature has not been established. Instead, the impact of individual business events on consumer opinion of a company's credibility has been studied in the majority of reputation tests. Researchers prefer to concentrate on topics relating to CEO's and CSR's as such events that contribute to organizational reputations. In previous research the impact of CEO and CSR problems on the assumed business image based on empirical data have been extensively investigated, this analysis tries to distinguish corporate credibility typologies into the reputation of CEO and CSR. As for CEOs, the prestige has traditionally incorporated the

skill and ethics of the CEO and the ethical component is the subject of this report. CSR construction has often been discussed in several ways, for example the problem of employee relations, the diversity problem, the product question and the environmental problem. CSR activities also cover sponsoring, causal promotion and philanthropy in previous literature. Fourth, the prestige of a company is sometimes analysed as a dependent or a mediating variable between different independent variables and brand stock. However, corporate renown may have a more diverse and unparalleled effect on customer decision-making. It noted that corporate credibility could engage with brand equity to boost corporate success which could reinforce or diminish brand equity effect. However, interactions between certain variables have rarely been investigated, and even though they have been seen to have an impact on customer behavior and company performance, the moderating influence of the credibility of a firm that assesses the correlation between corporate reputation and other variables has not been particularly studied.

CONCLUSION

This thesis aims to suggest and evaluate a model identifying the development of the credibility of the company and evaluating its effects. This research showed an important impact on purchasing intention on brand consciousness. The customer's buying motive often influences the creation of a brand loyalty to the store. In general, the purchasing intent of a buyer is determined by product quality and meaning perceived by the consumer. The purpose of purchase itself creates a loyal feeling towards the customer's product or service which can make customers into loyal to their company. In marketing studies, customer expectations of the consistency of goods and services provided by the organization and brand recognition have become a frequent test of corporate credibility. Furthermore, the behavior and expectation of customers in relation to brands are calculated as variables of performance. Therefore, we wanted to study the effect of brand recognition and perceived product efficiency on brand perceptions and buying intention, in order to ascertain the effects on customer behavior of the conventional definition of company renown. Since buyers are more dependent than good credibility in the current market world on facts from the brand and commodity to lower their perceived risks while taking buying decisions.

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