

CONSUMER INVOLVEMENT WITH CORPORATE REPUTATION

SELCEN ANLAŞ

BOĞAZİÇİ UNIVERSITY

2023

CONSUMER INVOLVEMENT WITH CORPORATE REPUTATION

Thesis submitted to the
Institute for Graduate Studies in Social Sciences
in partial fulfillment of the requirements for the degree of

Doctor of Philosophy
in
Management

by
Selcen Anlaş

Boğaziçi University

2023

DECLARATION OF ORIGINALITY

I, Selcen Anlaş, certify that

- I am the sole author of this thesis and that I have fully acknowledged and documented in my thesis all sources of ideas and words, including digital resources, which have been produced or published by another person or institution;
- this thesis contains no material that has been submitted or accepted for a degree or diploma in any other educational institution;
- this is a true copy of the thesis approved by my advisor and thesis committee at Boğaziçi University, including final revisions required by them.

Signature.....

Date

ABSTRACT

Consumer Involvement with Corporate Reputation

This thesis aimed to comprehend the underlying motivations of the consumers that make them get involved with the corporate reputation (CR) of companies across purchase decision contexts. It presented a model of consumer involvement (CI) with CR and scrutinized its underlying motivational states and its impact on the word of mouth (WOM) behavior of consumers. We introduced a new construct and, accordingly, a new scale to the literature: Corporate Reputation Involvement (CRI). The theoretical model and all hypothesized interactions between the model's constructs were developed based on the theoretical tenets of Regulatory Focus Theory (RFT) and CI. We empirically tested the proposed model with data from 420 consumers in Turkey. The collected data was analyzed using the Partial Least Square Structural Equation Modeling to assess the measurement and structural models. The different impacts of different regulatory focuses on the CRI confirmed that RFT effectively explains the individual differences regarding CRI. It was found that the pivotal role of CR in consumers' purchase decision making is beyond its mostly referred role in mitigating perceived risk and uncertainty related to the decision. The findings highlight that consumers get involved with CR to attain positive outcomes related to their goals, such as perceived benefits, positive emotions, and self-needs. The different impacts of CRI on WOM were concluded. The findings will help marketing scholars better understand whether and why (the underlying motivations) consumers get involved with the CR of companies. It will also help marketing professionals guide their companies in designing and executing appropriate marketing strategies and programs.

ÖZET

Tüketicilerin Kurumsal İtibar İlgilenimi

Bu tez, tüketicilerin satın alım karar süreçlerinde, şirketlerin kurumsal itibar ile ilgilenimlerinin temel motivasyonlarını ve bu ilgilenimin tüketicilerin ağızdan ağıza pazarlama davranışları üzerindeki etkisini anlamayı amaçlamıştır. Bu kapsamda, bu çalışma, literatüre yeni bir yapı ve buna bağlı olarak yeni bir ölçek kazandırmıştır: Kurumsal İtibar İlgilenimi (Kİİ). Teorik model ve modelin önerdiği tüm varsayılan etkileşimler, Düzenleyici Odak Teorisi (DOT)'nin ve tüketici ilgileniminin teorik ilke ve temellerine dayalı olarak geliştirilmiştir. Önerilen model, Türkiye'deki 420 tüketiciden alınan verilerle ampirik olarak test edilmiştir. Toplanan veriler, hem ölçüm hem de yapısal modeli değerlendirmek amacıyla Kısmi En Küçük Kareler Yapısal Eşitlik Modellemesi kullanılarak analiz edilmiştir. Bulgular, farklı düzenleyici odakların Kİİ üzerindeki farklı etkilerini saptayarak, DOT'nin tüketicilerin Kİİ farklılıklarını etkili bir şekilde açıkladığını ortaya koymuştur. Tüketicilerin, satın alım karar süreçlerinde, algılanan faydalar, olumlu duygular ve kişisel ihtiyaçlar gibi hedefleriyle ilgili olumlu sonuçlara ulaşmak için Kİİ gösterdikleri tespit edilmiştir. Kurumsal itibarın tüketicilerin satın alım karar süreçlerindeki rolünün, satın alım kararı ile ilgili olarak algılanan risk ve belirsizliği azaltmadaki çoğunlukla atıfta bulunulan rolünden farklı olduğu ortaya konulmuştur. Kİİ'nin ağızdan ağıza iletişim üzerinde farklı etkileri bulunmuştur. Araştırma bulgularının, pazarlama araştırmacılarının tüketicilerin kurumsal itibar ile ilgilenimini daha iyi anlamalarına ve pazarlama profesyonellerinin, doğru pazarlama stratejileri ve programları tasarlama ve yürütme konusunda şirketlerine rehberlik etmelerinde yardımcı olacağına inanılmaktadır.

CURRICULUM VITAE

NAME: Selcen Anlaş

DEGREES AWARDED

PhD in Management, 2023, Boğaziçi University

MBA, 2007, İzmir Ekonomi University

BA in Business Administration, 2000, Boğaziçi University

AREAS OF SPECIAL INTEREST

Corporate Reputation, Corporate Marketing, Services Marketing, Brand Management

PROFESSIONAL EXPERIENCE

Brand Equity & Program Development Manager, JTI, 2006-2011

Brand Manager, Pınar Süt, 2004-2006

Marketing Communications Manager, Siemens Business Services, 2002-2004

Marketing Communications Team Member, Turkcell, 2001-2002

Account Executive, Pars McCann-Erickson, 2000-2001

PUBLICATIONS

Book Chapters

Anlas, S. (2019). Consumer Awareness and Degree of Engagement With Circular Economy Practices: Evidence From Turkey. In *Ethical and Sustainable Supply Chain Management in a Global Context* (pp. 112-129). IGI Global.

Conference Proceedings

Anlas, S. (2022). Corporate Reputation Triangle: An Investigation of the Relationships Between Consumer, Company and Employees. In *41st EBES Conference, Berlin, Germany*.

Anlas, S. (2019). The Impact of Culture on Word-of Mouth Behavior of Consumers: Indulgence vs. Restraint Cultures. In *17th International Conference on Marketing, Humanities, Education & Social Sciences (MHES-19), Paris, France*.

Anlas, S. (2015). Tüketicilerin Lüks Marka Algısı Ölçümü. In *20. Ulusal Pazarlama Kongresi, Eskişehir, Turkey*.

ACKNOWLEDGEMENTS

First and most of all, I want to thank my advisor, Prof. Gülden Asugman, for being a great supportive and motivating teacher. Her expertise, immense knowledge, guidance, approachability, responsiveness and patience have always been a big support in completing this research. It is not enough to express my gratitude for all her contributions of time, ideas and support to make my Ph.D. journey better in every way. It was a great privilege and honor to work and study under her guidance.

Besides my advisor, I would like to express my special appreciation and thanks to my committee members Prof. Maria Dolores Alvarez and Prof. Nesrin Okay for their suggestions and encouragement throughout this process. Their invaluable advises on my research, their prompt responsiveness and encouragement has been priceless.

I would like to thank my defense committee members Prof. Ulaş Akkücü and Assist. Prof. Esra Arıkan for their time, interest, insightful questions and helpful comments.

I would like to take this opportunity to thank my family, who has been with me throughout this journey. My parents, Nezahat and Yusuf Akbulut, have always supported, encouraged and trusted me with their unconditional love. Without them I could never have accomplished so much. I am grateful for all the sacrifices they made in their lives to prepare a bright future for their kids. I would like to thank my brothers, Saltuk Buğra and Gökhan Tolga, who have always provided me the keys to getting through hard times and giving support at any time for anything.

I would like to thank my amazing husband, Bilgehan, for his love, understanding, patience, and substantial support. He encouraged me to do Ph.D. and

was always there during this journey. I find it difficult to express my appreciation because it is so boundless. He is my role model in every sense, and he is an amazing husband and father. I would like to thank my two children, Hanzade Ela and Batuhan Bora. They have been a constant source of joy in my life through the struggles and trials of this thesis. Without my beautiful family's motivating support and unconditional love, I certainly would not have been able to complete it.

Finally, I would especially like to thank Boğaziçi University for granting me the wisdom, knowledge and strength to undertake this research and for enabling me to complete my Ph.D.

DEDICATION

This dissertation is dedicated to my beautiful family. I am so lucky to have you.

Thank you for your support and unconditional love....

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION	1
CHAPTER 2: RESEARCH OBJECTIVES AND OUTLINE	8
CHAPTER 3: LITERATURE REVIEW	12
3.1 Corporate reputation	12
3.2 Consumer involvement	22
3.3 Consumer decision-making	30
3.4 Word of mouth	35
CHAPTER 4: CORPORATE REPUTATION INVOLVEMENT: CONCEPTUALIZATION AND SCALE DEVELOPMENT	42
4.1 Conceptualization of corporate reputation involvement	42
4.2 Scale development	43
CHAPTER 5: THEORETICAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESES	84
5.1 Regulatory Focus Theory	84
5.2 Discussion	91
5.3 The proposed model	102
5.4 Development of hypotheses	104
CHAPTER 6: RESEARCH DESIGN AND METHODOLOGY	124
6.1 Research design	124
6.2 Study context	124
6.3 Target population	129
6.4 The method of data collection and sampling	129
6.5 Operationalization of the constructs	130
6.6 Questionnaire development and design	131
6.7 Data analysis technique	133
CHAPTER 7: DATA ANALYSIS AND RESULTS	135
7.1 Data collection	135
7.2 Sample demographics	135
7.3 Data screening	141
7.4 Sample size	143
7.5 Measurement model evaluation	143
7.6 Structural model assessment results	147

7.7 Moderating effect.....	150
7.8 Multi-group tests	152
CHAPTER 8: DISCUSSION.....	156
8.1 The impact of regulatory focus on corporate reputation involvement..	156
8.2 The impact of corporate reputation involvement on word of mouth	160
8.3 The impact of generation on regulatory focus	164
8.4 The impact of values orientation on regulatory focus.....	165
8.5 The moderator impact of product involvement.....	165
8.6 Control variables	166
CHAPTER 9: CONCLUSION.....	167
9.1 Contribution to theory and implications for researchers.....	167
9.2 Implications for practitioners.....	171
9.3 Limitations and suggestions for future research	173
APPENDIX A: CORPORATE REPUTATION LITERATURE REVIEW	180
APPENDIX B: CONSUMER INVOLVEMENT LITERATURE REVIEW.....	190
APPENDIX C: FOCUS GROUPS MODERATOR GUIDELINE.....	196
APPENDIX D: EMERGED DIMENSIONS AND THEMES FOR CORPORATE REPUTATION INVOLVEMENT AFTER FOCUS GROUP INTERVIEWS	201
APPENDIX E: EXPLORATORY FACTOR ANALYSIS RESULTS FOR CRI SCALE	206
APPENDIX F: STRUCTURAL MODEL OF CRI FOR GOODS SCALE	210
APPENDIX G: STANDARDIZED REGRESSION WEIGHTS OF CONSTRUCTS IN CRI FOR GOODS SCALE.....	211
APPENDIX H: STRUCTURAL MODEL OF CRI FOR SERVICES SCALE	212
APPENDIX I: STANDARDIZED REGRESSION WEIGHTS OF CONSTRUCTS IN CRI FOR SERVICES SCALE	213
APPENDIX J: OPERATIONALIZATION OF CONSTRUCTS	214
APPENDIX K: QUESTIONNAIRE OF MAIN STUDY.....	218
APPENDIX L: DESCRIPTIVE STATISTICS OF CRI MODEL.....	230

APPENDIX M: COLLINEARITY STATISTICS OF CRI MODEL.....	231
APPENDIX N: FACTOR LOADINGS OF CRI MODEL.....	233
APPENDIX O: DISCRIMINANT VALIDITY STATISTICS OF CRI MODEL ..	235
APPENDIX P: TESTING EFFECT OF CONTROL VARIABLES ON CONSTRUCTS OF THE CRI MODEL	238
APPENDIX Q: SUMMARY OF THE RESULTS OF HYPOTHESES	245
APPENDIX R: RESEARCH QUESTIONS AND MAIN FINDINGS	247
REFERENCES.....	250

LIST OF TABLES

Table 1. Differentiating Organizational Identity, Organizational Image, and Organizational Reputation.....	13
Table 2. Summary of the Most Commonly Used Corporate Reputation Scales	52
Table 3. Composition of the First Round Focus Groups	56
Table 4. Composition of the Second Round Focus Groups	59
Table 5. Reliability Analysis Between Three Coders	70
Table 6. Sample Demographics for CRI Scale Development Study	72
Table 7. Explanatory Factor Analysis Results of CRI for Goods Scale	76
Table 8. Explanatory Factor Analysis Results of CRI for Services Scale	76
Table 9. Model Fit of the Constructs in CRI for Goods Scale	78
Table 10. Model Fit of the Constructs in CRI for Services Scale	78
Table 11. Reliability Analysis Results for CRI for Goods Scale	79
Table 12. Reliability Analysis Results for CRI for Services Scale	79
Table 13. Split Half Test Results for CRI for Goods Scale	80
Table 14. Split Half Test Results for CRI for Services Scale	80
Table 15. Conceptualization and Operationalization of CRI Construct	83
Table 16. The Key Differences Between Promotion Focus Regulation and Prevention Focus Regulation.....	86
Table 17. Cognitive and Affective Processing of Corporate Reputation.....	98
Table 18. The Different Regulation Focuses for Each Corporate Reputation Dimension.....	101
Table 19. Basic Human Values.....	108
Table 20. Consumer Involvement with CR by Product and Service Type.....	126

Table 21. Respondents' Demographic Characteristics for The Main Study.....	136
Table 22. Product Type and Purchase Frequency Characteristics	138
Table 23. The Purchased Product Type by Age Split.....	139
Table 24. The Level of Involvement with CR for Purchase Decisions by Product and Service Type	140
Table 25. Importance of WOM for Purchase Decisions by Product and Service Type	141
Table 26. Construct Reliability and Validity of CRI Model.....	144
Table 27. Fornell- Larcker Analysis	146
Table 28. Structural Model Results	148
Table 29. Moderating Effect of Product Involvement	151
Table 30. CRI Model Results	151
Table 31. Results of Multi-Group Tests for Company Knowledge	153
Table 32. The Comparison of Participants' Scores for Corporate Reputation Involvement for Gender, Education, Age, and Company Knowledge	154

LIST OF FIGURES

Figure 1. Simplified model of Consumer Decision Process.....	31
Figure 2. The evoked set as a sub-set of categories of decision alternatives.....	32
Figure 3. The alternative evolution process.....	33
Figure 4. Suggested procedure for developing better measures.....	44
Figure 5. Process followed in gathering, reviewing, and analyzing articles.....	46
Figure 6. The proposed model	105
Figure 7. Basic values of the Schwartz Theory	109
Figure 8. The hypothesized relationships between constructs of the theoretical framework.....	123

LIST OF APPENDIX TABLES

Table E1. Exploratory Factor Analysis Results for CRI for Goods Scale.....	206
Table E2. Exploratory Factor Analysis Results for CRI for Services Scale.....	208
Table O1. Cross-loading Matrix.....	235
Table P1. The Comparison of Participants' Scores for Product Involvement.....	238
Table P2. The Comparison of Participants' Scores for Corporate Reputation Involvement	239
Table P3. The Comparison of Participants' Scores for Positive Word of Mouth....	240
Table P4. The Comparison of Participants' Scores for Negative Word of Mouth....	241
Table P5. The Comparison of Participants' Scores for Word of Mouth Influence.....	242
Table P6. The Comparison of Participants' Scores for Regulatory Focus.....	243
Table P7. The Comparison of Participants' Scores for Values Orientation.....	244

ABBREVIATIONS

AGFI	Adjusted Goodness of Fit Index
AMOS	Analysis of Moment Structures
AVE	Average Variance Extracted
CA	Corporate Ability
CBR	Customer Based Reputation
CDP	Consumer Decision Process
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CI	Consumer Involvement
CI-CER	Consumer Involvement with Company as Employer Reputation
CI-CPR	Consumer Involvement with Capability Reputation
CI-CRR	Consumer Involvement with Character Reputation
CI-FRSR	Consumer Involvement with Company's Financial Reliability and Strength Reputation
CI-PSQR	Consumer Involvement with Product and Service Quality Reputation
CI-RR	Consumer Involvement with Company's Reputational Reputation
CI- SERR	Consumer Involvement with Company's Social and Environmental Responsibility Reputation
CI-VLR	Consumer Involvement with Company's Vision and Leadership Reputation
CIP	Consumer Involvement Profile
CMB	Common Method Bias

CMIN	Chi-square
CR	Corporate Reputation
CoR	Composite Reliability
CRI	Corporate Reputation Involvement
CSR	Corporate Social Responsibility
df	Degrees of Freedom
e-WOM	Electronic Word of Mouth
Gen X	Generation X
Gen Y	Generation Y
Gen Z	Generation Z
GFI	Goodness of Fit Index
IFI	Incremental Fit Index
IWOM	Influence of Word of Mouth
KMO	Kaiser-Meyer-Olkin
NFI	Normed Fit Index
NGOs	Non-Governmental Organizations
NWOM	Negative Word of Mouth
PI	Product Involvement
PII	Personal Involvement Inventory
PLS-SEM	Partial Least Square Structural Equation Modelling
PREV	Prevention Regulatory Focus
PROM	Promotion Regulatory Focus
PWOM	Positive Word of Mouth
RF	Regulatory Focus
RFQ	Regulatory Focus Questionnaire

RFT	Regulatory Focus Theory
RMSEA	Root Mean Square Error of Approximation
RQ	Reputation Quotient
SE	Self-Enhancement
SEM	Structural Equation Modelling
SPSS	Statistical Package for the Social Sciences
SRMR	Standardized Root Mean Square Residual
ST	Self-Transcendence
TLI	Tucker-Lewis Index
VIF	Variance Inflation Factor
WOM	Word of Mouth

CHAPTER 1

INTRODUCTION

For many companies operating in today's highly competitive and global business world, the search for intangible assets driving sustainable competitive advantage has become the key priority. Today, companies are aware that corporate reputation (CR) is their greatest asset such that they have moved the battleground into the marketplace for ideas, and they are fighting to build and maintain a favorable reputational status in the eyes of their key stakeholders to attain their business objectives and maintain their competitiveness.

In the past, some studies suggested that consumers care about quality and price but disregard CR for their purchase decisions and product choices (Boulstridge & Carrigan, 2000; Page & Fearn, 2005). However, these studies also implied that this might change in the future. For example, Boulstridge and Carrigan (2000) concluded, "...this does not mean that the new generation of consumers will not be interested in corporate reputation as much as product quality" (p. 366). And it changed.

The importance of CR has increased in the new dynamic and global marketing environment for several reasons. First of all, today, with numerous competitive offerings that are quite alike in terms of quality and price, it is difficult for consumers to differentiate companies' offerings from one another. Therefore, consumers require other criteria for their decision-making. They are more proactive in information search, are more aware of advertising manipulation, and are not solely dependent on information sources from companies as they were in the past. Today, with the advances in information technology, social media platforms provide

consumers with effortless (anywhere) and quick (anytime) access to information but also provide them with the online production and/or sharing of various contents among other consumers and engagement in collective actions with others (i.e., promoting or boycotting companies or products via online communities) (Bach & Kim, 2012). Today, positive or negative information about products, brands, and companies can be shared via social media platforms with millions of users in different geographies in seconds.

Furthermore, the expectations of society from companies are beyond profit maximization. Companies are expected to have an ongoing concern for society, be actively involved in societal and environmental problems, and collaborate with the government. Additionally, non-governmental organizations (NGOs) and activist groups are working more effectively and professionally to curb irresponsible and unacceptable company behaviors. The impact of NGOs and activist groups is stronger than in the past, such that they may be the initiators of many reputational crises by bringing these unacceptable company behaviors to the public attention.

Last but not least, contrary to the traditional marketing funnel model (Kotler, Keller, Brady, Goodman, & Hansen, 2009), today's consumers often start with an initial evoked set and a diminished number of alternatives for their purchase decisions. However, they add more brands to their evoked sets as they are exposed to much information from different sources (Court, Elzinga, Mulder, & Vetvik, 2009). According to digital experts, the easy and quick access to information in today's rich communication environment exposes consumers to about 4000-10000 messages/ads daily (Forbes, 2017). Therefore, to escape this clutter of brands, products, and messages, consumers try to simplify their processing by using overall assessments representing many of their interests, like CR.

Subsequently, the business interest is increasingly oriented toward perceptions formed by different stakeholders about companies. From a marketing point of view, CR, believed to be a factor influencing consumers' purchase decision, is now known to have a broader influence. As expressed in the American Marketing Association's latest definition: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." (American Marketing Association, 2017). The new role of marketing is building and sustaining relationships with multiple stakeholder groups, but not solely with the consumers (Shamma & Hassan, 2009).

Thus, the changes in the marketing micro and macro environment need both academicians and practitioners to rethink the role of CR in the marketing discipline. In a fast-changing business world, enhancing knowledge of CR's role in shaping and explaining consumer behavior and, therefore, in the future of companies and society is a key challenge for marketing, and this thesis is an attempt to address this challenge.

The existing CR literature covers the processes or mechanisms of how consumers form their judgments or assessments related to the CR of the companies and how these assessments influence the key marketing variables such as customer satisfaction, trust, purchase intentions, customer-company identification, customer loyalty, extra-role behavior, and word of mouth (WOM) intentions. It is also well documented in the literature that CR is a highly used cue or signal by consumers to diminish the perceived risk and uncertainty related to product choice or decision to purchase, particularly when the quality of the company's offering is difficult to assess before consumption. This is likely for most service industries and high-

involvement products, where CR serves as shorthand for assessing the quality of the product or service.

However, the existing literature has two major limitations. First, exploring the effects of CR across purchase decision contexts is incomplete, as it concentrates on a lack of understanding of consumer motivational orientations (Agarwal & Osiyevskyy, 2019; Bartikowski & Walsh, 2011; Caruana & Ewing, 2010). Thus, the present study focused on the psychological mechanisms behind why consumers get involved with CR. Although consumers are the companies' most important stakeholders, even recent studies still assume that individuals in the same stakeholder groups respond and behave in a unified way (West, Hillenbrand, Money, Ghobadian, & Ireland, 2016). However, triggered by different motivations, different stakeholders and even individuals in the same stakeholder groups may (or may not) integrate CR as a factor to their purchase decision-making process. That is to say, consumers' uses of and responses to CR stimuli may be different due to the differences in the values they hold, their personalities, and their involvement levels, as indicated in the literature as a gap (Money & Hillenbrand, 2006; West et al., 2016). However, not much is known about that mechanism and the factors that make consumers get involved with CR across purchase decision-making contexts.

The current research attempts to fill this gap by addressing the major question of which individual characteristics differentiate each consumer's involvement with the CR of the companies across purchase decision contexts and, thus, influence their attitudes and behaviors. Studies investigating the impact of motivational states on consumers' involvement with an explicit cue, namely CR, are scarce (Song & Morton, 2016).

This study proposes Regulatory Focus Theory (RFT) (Higgins, 1997) as its theoretical framework and utilizes promotion focus and prevention focus as motivational orientations of an individual. We believe that RFT has the potential to elucidate the individual differences regarding consumers' involvement with CR relatively well. RFT states that individuals tend to be more interested in the information/cue/signal relevant to their prominent regulatory focus (RF), so they emphasize the attributes congruent with their RFs (Song & Morton, 2016). This research specifically focuses on the RF of the individual as a motivational state and suggests that consumers may get involved with CR to maximize the positive outcomes (i.e., promotion focus) or diminish the negative outcomes (i.e., prevention focus) related to their purchase(s). These outcomes may be related to (1) the perceived benefits (i.e., functional, relational, economic, social, and emotional) or perceived costs/risks (i.e., physical, psychological, financial) related to the purchase decision, (2) the positive emotions or negative emotions, and (3) self-needs.

Secondly, without determining the degree of involvement (i.e., importance and interest) with CR, almost all studies implicitly ask the participants about the impact of their CR assessments of companies on their attitudes (i.e., perceived risk, quality, and value), product/brand choices, intention to purchase, and intention to engage in WOM related to the company. In summary, most existing studies force the recall or acquisition of the CR cue (Agarwal & Osipovskyy, 2019; Bartikowski & Walsh, 2011; Caruana & Ewing, 2010; Shamma & Hassan, 2009). Therefore, there is a further need to better understand whether the conclusions of existing literature regarding the pivotal role of CR on consumer evaluation, product/brand choices across purchase decision contexts, and key marketing outcomes agree with reality.

Involvement has an “established theoretical and empirical importance in moderating consumer information processing and decision making, both of which can be expected to temper consumer interest in relationships” (Varki & Wong, 2003, p. 84). In general, as an individual difference variable, consumer involvement (CI) significantly impacts how consumers search, process, and transmits information, derive purchase decisions, and engage in post-purchase assessments (Song & Qu, 2018). It is well evidenced across the literature that CI has a positive impact on consumers’ behaviors and responses (McMillan, Jang-Sun, & Guiohk, 2003). It is a powerful indicator for predicting purchasing behavior (Jiang, Chan, Tan, & Chua, 2010; Michaelidou & Dibb, 2008) and strongly impacts consumers’ willingness to maintain relationships with companies (Varki & Wong, 2003). So, the goal of this doctoral thesis was to explore, define, propose, and test a model for the integration between CI with CR, its motivational antecedents, and its impact on the communication behavior of the consumers (specifically, consumption and generation of WOM), and the relationships between each other across purchase decision contexts by using RFT as the theoretical background and integrating the theoretical underpinnings of CI.

The design of this study consisted of three main steps. First, we started by exploring the gaps in the existing literature and developing a theoretical background. Second, we conducted two qualitative studies to define and better understand the CRI construct. The qualitative findings were also used to develop the CRI scale. Third, the theoretical model and hypotheses were developed and evaluated via a large-scale consumer survey focusing on white goods.

This thesis adopted the interdisciplinary approach to contribute to both theoretical and practical knowledge such that it combined accumulated knowledge in

marketing (especially corporate marketing), consumer behavior, management, and psychology. The research findings will help marketing scholars to better understand whether and why (the underlying motivations) consumers get involved with CR of the companies. The findings will also help marketing professionals guide their companies in designing and executing the right marketing strategies and programs. This way, it is believed that their market and reputational value from the perspective of its pivotal stakeholders, consumers, will increase while ensuring a competitive, sustainable advantage in the marketplace.

CHAPTER 2

RESEARCH OBJECTIVES AND OUTLINE

Reputation is “...the single most valued organisational asset” (Gibson, Gonzales, & Castanon, 2006, p. 15), and its role is pivotal, especially in competitive markets, where it helps companies to form market barriers (Walker, 2010). It enhances financial and market performance, reduces transaction costs, helps companies to charge premium prices, increases company’s profitability, and attracts customers, clients, investors, and the best workers. A strong CR increases consumer trust by decreasing perceived risk, indicating that the company has the ability and resources to satisfy consumers’ expectations.

This research was conducted primarily to comprehend the underlying motivations of the consumers that make them get involved with CR of companies across purchase decision contexts. Therefore, this research explored, defined, proposed, and tested a model for the integration of Corporate Reputation Involvement (CRI), its motivational antecedents, its impact on the communication behavior of the consumers (specifically, WOM), and the relationships between them across purchase decision contexts. So, this study sought answers to the following research questions:

- i. What is CRI? What are its underlying dimensions?
- ii. Why do consumers get involved with CR across their purchase decision contexts?
 - a. What are the motivational antecedent(s) of CRI?
 - b. How do those antecedents impact the CRI of a consumer? What is the strength, level and direction of their relationship with CRI?

iii. What are the antecedents of those motivational states?

a. How do they impact the motivational states of an individual?

What is the strength, level and direction of their relationship with the individual's motivational state?

iv. How does CRI impact the communication behavior of consumers?

a. Is there a relationship between CRI and WOM? What is the strength, level and direction of the relationship between consumers' CRI and their WOM intention related to the companies?

b. Does the impact of CRI on WOM intention differ by the valence of WOM? Does CRI impact positive WOM (PWOM) and negative WOM (NWOM) differently?

c. Is there a relationship between CRI and WOM influence? Does an individual's CRI level affect the impact of WOM on their purchase decision? If yes, what is the strength, level and direction of the relationship between consumers' CRI and WOM influence (i.e., individuals as consumers of WOM)?

Moreover, the literature supports that product-related factors can be identified as moderator variables to derive a better understanding of CI and its antecedents/outcomes link (Andrews, Durvasula, & Akhter, 1990). Therefore;

v. Does product involvement moderate the relationship between CRI and consumer's motivational orientations? How does product involvement influence the relationships between them?

This study posited that across purchase decision contexts, impacted by their values orientation and the generation they belong to (antecedents of RF), consumers

get involved with the CR of a company (internal evaluation) with different RF (motivational state and personal source of involvement). Through cognitive and affective processing of CR information/cue/signal, consumers either want to minimize a negative outcome occurrence (prevention focus) or maximize the likelihood of acquiring a positive outcome (promotion focus) related to their goals.

Moreover, this thesis explored how CRI influenced the consumers' communication behavior, specifically, individuals' engagement with WOM related to the company as generators and receivers of this type of communication. Last but not least, product involvement was proposed to moderate how an individual's RF interacts with his or her involvement with CR. Customer characteristics such as gender, education level, income, and the frequency of social media use were included as control variables in the model to assess how they impact hypothesized relationships.

In addition to the main research questions listed above, this study also sought answers to other questions, such as:

- vi. How do control variables impact the relationships between CRI, its antecedents, and its outcomes?
- vii. Is there a difference in CRI levels between consumers who know and who do not know the company behind the product?
- viii. What is the CRI level for choosing different product categories (i.e., clothing, food, house appliances, financial services, health services)? Does the CRI level differ by products with different attributes (i.e., credence, experience, search)?

The product classification proposed by Nelson (1974) and Darby and Karni (1973) was utilized to isolate the differences between goods and services. The white

goods (products with experience attributes) category was selected as this study's context because experience goods must depend on reputation to protect their quality and dependability (Nelson, 1970). The available literature mostly focused on the pivotal role of CR in the choice of products with credence attributes (i.e., services) (Cretu & Brodie, 2007) and indicated, CR's impact on the choice of search products (i.e., chocolate) is negligible (Nelson, 1970). Therefore, there is merit in studying CRI across products with experience attributes.

This research was primarily exploratory and descriptive since the extant literature has a gap for the studies defining and understanding CRI. The research design strategies of Iacobucci and Churchill (2018) were applied in developing this research's outline. We started by exploring the existing literature gaps (Chapter 3). Then, we defined the construct of CRI and developed a scale to measure it (Chapter 4). It is followed by developing a theoretical background, determining the general conceptual model, the research model and the hypotheses (Chapter 5). Chapter 6 presents the research design and methodology. The research model testing and validation outcomes via a large-scale consumer questionnaire focusing on white goods are presented in Chapter 7, followed by a discussion of the findings (Chapter 8). Finally, the theoretical and practical implications, future research suggestions, and study limitations are discussed in Chapter 9.

CHAPTER 3

LITERATURE REVIEW

Both CR and CI literatures have been reviewed for the theoretical framework of this study. The CR literature review provided an understanding of the concept, its dimensions, key antecedents, and outcomes from a relational or perceptual perspective. CI literature was discussed to provide an overview of the construct, its different types, and its antecedents and consequences studied in the literature. The chapter continued with a review of the consumer decision-making process. Last, WOM literature was reviewed to discuss its strong relation with CR.

3.1 Corporate reputation

3.1.1 Corporate reputation definition

CR has been well studied in many research domains, including economics, management, and marketing, and many definitions are associated with CR in the literature. In fact, there is still a debate about its meaning, even today. Besides, literature sometimes uses CR and other concepts of marketing, such as corporate image, corporate brand, and brand equity, synonymously and interchangeably, although they are not (Barnett, Jermier, & Lafferty, 2006; Walker, 2010). Walker (2010) summarized the differences between corporate identity, corporate image, and CR, depicted in Table 1. As can be seen, CR is “...what is actually known (by both internal and external stakeholders)...” (Walker, 2010, p. 367). It takes time to build a reputation (Walker, 2010), whereas images can change quickly and represent the recent perceptions of a company (Walker, 2010). In other words, CR is the

perception of individuals about how the company has behaved over time, whereas the corporate image is a momentary perception (Balmer & Gray, 2003).

Table 1. Differentiating Organizational Identity, Organizational Image, and Organizational Reputation

	Organizational Identity	Organizational Image	Corporate Reputation
Stakeholders (internal or external)	Internal	External	Internal and external
Perceptions (actual or desired)	Actual	Desired	Actual
Emanating from inside or outside of the firm	Inside	Inside	Inside and outside
Positive or negative perception of the firm possible	Positive or negative	Positive	Positive or negative
Relevant question	“Who/what do we believe we are?”	“What/who do we want others to think we are?”	“What are we seen to be?”

Source: Walker (2010)

CR is a special form of corporate association that answers the “What do stakeholders actually think of the organization?” question (Brown, Dacin, Pratt, & Whetten, 2006, p. 102). For some stakeholders, CR is regarded as an aggregate evaluation of a company’s attractiveness compared to a reference (Barnett & Pollock, 2014). This reference can be competitors, industry standards, or marketplace of ideas, as in general surveys of reputation rankings.

A CR judgment is formed based on the consumer’s cognitive processing of the company signals regarding its future behavior and its ability to fulfill its commitments to its multiple stakeholders (Fombrun, Gardberg, & Sever, 2000;

Rindova, Williamson, Petkova, & Sever, 2005). Barnett et al. (2006) defined CR as “observers' collective judgments of a corporation based on assessments of the financial, social, and environmental impacts attributed to the corporation over time” (p. 34). It is clear from this definition that CR is constructed socially and externally (not by the company). That is to say, individuals’ perceptions of their interaction with the company (products, employees, and communication) and the reputation information they get from other sources (family, friends, social media) shape the CR perceptions of the individuals regarding a company. These impressions accumulate over time to produce an intangible asset, namely, reputational capital (Barnett et al., 2006).

There is no universally accepted definition for CR; however, there are common points amongst definitions so that they can be categorized. Barnett et al. (2006) categorized the definitions of CR as (1) reputation as an awareness state (perceptions of a company with no evaluations), (2) reputation as an assessment (judgment, evaluation, or beliefs such that stakeholders are judging or evaluating the company), and (3) reputation as an asset (intangible, resource, or financial asset of the company).

Similarly, Walker (2010) also grouped CR definitions as (1) perceptual definitions (the overall perceptions of a company’s internal and external features), (2) aggregate definitions (the perceptions of all stakeholder groups), (3) comparative definitions (compared to rivalry), (4) valence definitions (positive or negative reputation), and (5) temporal definitions (reputation being time-specific).

This study takes the reputation as an assessment perspective because we are interested in consumers' perceptions regarding the CR of a company with an evaluation or assessment (as opposed to reputation as an awareness state). Moreover,

our unit of study is consumer rather than company (as opposed to reputation as an asset perspective). Therefore, this thesis uses the definition by Gotsi and Wilson (2001) for CR as:

A corporate reputation is a stakeholder's overall evaluation of a company over time. This evaluation is based on the stakeholder's direct experience with the company, any other form of communication, and symbolism that provides information about the firm's actions and/or a comparison with the actions of other leading rivals. (p. 29)

3.1.2 Corporate reputation dimensions

Although CR is conceptualized uni-dimensionally by some researchers (Bhattacharya, Rao, & Glynn, 1995; Doney & Cannon, 1997), contemporary understanding of the CR construct emphasizes its multidimensionality (Agarwal, Osiyevskyy, & Feldman, 2015; Fombrun et al., 2000; Walsh & Beatty, 2007). Hall (1992) combined cognitive and affective components by formulating that CR consists of individuals' knowledge and emotions. Similarly, Schwaiger (2004) conceptualized CR as an attitude construct comprising two dimensions: (1) cognitive dimension (competence) and (2) affective dimension (sympathy). Fombrun et al. (2000) defined CR as having six dimensions: emotional appeal, workplace environment, product and service quality, financial performance, vision and leadership, and social responsibility. Walsh and Beatty (2007) proposed five dimensions (customer orientation, being a good employer, financial soundness, the product and service quality, and social and environmental responsibility) underlying the construct they developed, namely Customer Based Reputation.

Ponzi, Fombrun, and Gardberg (2011) differentiated the CR construct from its drivers and proposed a construct with three dimensions: (1) feeling, admiration, and respect, (2) confidence toward the company, and (3) the overall reputation.

Recently, Agarwal, Stackhouse, and Osiyevskyy (2018) demonstrated that for customers, reputation construct could be appropriately represented using three independent dimensions: (1) product and service efficacy, (2) societal ethicality, and (3) market prominence.

Throughout this research, CR is conceptualized as having both cognitive and affective components, in agreement with Fombrun and Van Riel (1997). CR is also studied as a multidimensional construct with distinct clustering of judgments because different stakeholders and even individuals in the same stakeholder groups may have different interests regarding CR (e.g., a reputation for the quality of products and services, reputation for social and environment responsibility, reputation for emotional appeal).

3.1.3 Corporate reputation for whom?

Some researchers have studied CR from the perspective of a specific stakeholder, such as consumers, the general public, employees, investors, and financial analysts, or from an aggregate perception.

Walker (2010) pointed out two issues by studying CR as an aggregate perception. First, reputation is issue-specific, which means that a company may have different reputations for different issues (i.e., product and service quality, financial reliability, and social and environmental responsibility). Second, a company may have different reputations across different stakeholders. Therefore, a fundamental question for CR research is, as Lewellyn (2002) stated, reputation for what and according to whom. It is obvious that different stakeholders find some reputational dimensions more essential than others (Walker, 2010), and even more, there might

be differences across the same stakeholder group due to individualistic characteristics (Brammer & Pavelin, 2006; Peloza & Shang, 2011).

Marketing studies of CR mainly focus on one group of stakeholders—consumers. The CR research across the marketing discipline proposes that consumers should be the primary stakeholder for companies due to their pivotal role in revenue generating for companies and their strong impact on other consumers' perceptions through WOM and word-of-mouth (Walker, 2010).

Consumers derive their CR evaluations (cognitive and/or affective) primarily through their personal experience and secondly, through information they get from media, the company's communication channels, and their friends and family (MacMillan, Money, Downing, & Hillenbrand, 2005; Walsh & Beatty, 2007).

Consumers who had a good experience with the company or learned or heard good things about the company will trust the company. This trust will lead to positive emotions, which will then help consumers behave in supportive ways (like loyalty, commitment, and positive WOM) toward the company in the future (MacMillan et al., 2005).

Surprisingly, although consumers are the company's most important stakeholders, the existing literature largely neglected the individual differences in consumers' responses to the reputation stimuli (Money, Saraeva, Garnelo-Gomez, Pain, & Hillenbrand, 2017). Even recent studies still assume that individuals in the same stakeholder groups respond and behave in a unified way; that is to say, they do not study stakeholders as heterogeneous groups composed of different individuals (Money et al., 2017).

This study took a specific stakeholder perspective and focused on consumers by considering the impact of individual differences in explaining their involvement with the CR of the companies.

3.1.4 Existing theories of corporate reputation

Several research streams exist for CR across the literature, and the focus of the studies differs by time. The period between 1940-1990 takes a strategic or asset-based perspective, and the research thereof conceptualizes CR as signals, where the company is the level of analysis (Money et al., 2017). The period from 1990-2006 is still dominated by studies taking strategic and asset-based perspectives. However, the relational approach and the role of observers or evaluators also become essential. By 2006, the literature starts to focus on individual differences and cognitive processes underlying CR formation to understand the reason for different stakeholders' reactions to the same organizational stimuli (Money et al., 2017).

From a perspective based on relation and perception, Signaling Theory (Bartikowski, Walsh, & Beatty, 2011; Dawar & Parker, 1994; Walsh, Mitchell, Jackson, & Beatty, 2009), Social Judgment Theory (Bitektine, 2011), Accessibility-Diagnosticity Theory (Berens et al., 2005), Attribution Theory (Helm, 2013), Social Axioms Theory (West et al., 2016), Stimulus-Organism-Response Theory (Mehrabian & Russell, 1974; Su, Hsu, & Boostrom, 2020), Cue Utilization Theory (Akdeniz, Calantone, & Voorhees, 2013), and Theory of Planned Behavior (Ajzen & Fishbein, 1980; Shamma & Hassan, 2009) are the theories that are mainly used by the existing literature to ground, legitimize and understand the antecedents, formation, and outcomes of CR.

3.1.5 Antecedents and consequences of corporate reputation

Due to its pivotal role in enabling a company to attain its objectives, several studies have explored CR antecedents and outcomes, generally using strategic and stakeholder approaches (Shamma, 2012). The strategic approach examined corporate resources needed to attain a positive CR and the influences of CR on company objectives or performance. Since this study took a stakeholder approach, antecedents and outcomes of CR from the strategic approach are not reviewed here.

For this study, the previous studies examining the antecedents and outcomes of CR from the stakeholder approach (not a strategic approach, where analysis metric is the company) are reviewed. Within the stakeholder approach, CR antecedents are studied as the factors that impact CR formation, and outcomes are studied as the feelings, evaluations, behavioral intentions, and actual behavior toward a company and its offerings.

Across consumers, CR is formed mainly from the judgments they make through the “personal interaction experiences with the firm, as well as from reputation-relevant information received about the firm” (Walsh & Beatty, 2007, p. 129). In that sense, Money et al. (2017) categorized antecedents of CR as functional drivers, motivational drivers, relational drivers, and third-party influence. Functional drivers are the most widely studied antecedents across the literature, and they categorize consumer experiences such as experiences of products and services and experiences regarding social responsibility, similar to Fombrun et al.’s (2000) Reputation Quotient. Relational drivers categorize consumer experiences from a relational perspective, such as consumer experiences regarding a company providing benefits, keeping commitments, listening, and informing as well as negative experiences such as abuse of power (Money et al., 2017; Walsh et al., 2009).

Motivational drivers build on psychology and include intrinsic and extrinsic benefits, whereas third-party influence drivers are the communication experiences consumers receive from WOM and word-of-mouth (Money et al., 2017).

Regarding the outcomes, existing literature showed that a strong reputation is a quality signal, reduces perceived risk, and helps consumers with product adoption (Fombrun & Shanley, 1990). A good CR indicates that the company has the ability and resources to satisfy consumers' expectations (Nguyen & Leblanc, 2001).

Moreover, CR significantly impacts several key marketing outcomes. A summary of key empirical works investigating CR is summarized in Appendix A. This summary also includes some works that focused on other corporate associations—corporate image, corporate ability, and corporate social and environmental responsibility—to attain a comprehensive review. As also observed in Appendix A, the existing literature consistently demonstrated that the essential outcomes of CR are purchase intentions, customer-company trust, customer-company identification, extra-role behavior (i.e., commitment, customer citizenship behavior, WOM intentions), loyalty (or lack of switching intentions), and satisfaction (Agarwal et al., 2015, 2018; Albassami, Alqahtani, & Saleh, 2015; Ali, Jin, Wu, & Melewar, 2017; Andreassen & Lindestad, 1998; Bartikowski & Walsh, 2011; Bartikowski et al., 2011; Bontis, Booker, & Serenko, 2007; Caruana & Ewing, 2010; Chang, 2013; del Bosque & San Martin, 2008; Fombrun & Van Riel, 1997; Goldsmith, Lafferty, & Newell, 2000; Jinfeng, Runtian, & Qian, 2014; Loureiro & Kastenholtz, 2011; Lujun, Swanson, Chinchanchokchai, Hsu, & Chen, 2016; Ma & Osiyevskyy, 2017; Sen & Bhattacharya, 2001; Shahsavari & Faryabi, 2013; Shamma & Hassan, 2009; Walsh & Beatty, 2007; Walsh, Schaarschmidt, & Ivens, 2017; Walsh et al., 2009). Some other studies concentrated on the buffering effect of CR

and found that a strong reputation decreases the failure severity impact across service failure contexts (Hess, 2008).

Service context, perceived risk, commitment, culture, relationship age, gender, national culture, and individual traits (self-construal) are the moderating constructs used to explain the direct and/or strength of the relationship between CR and its key marketing outcomes. In a study across fast-food restaurants and retailing, Bartikowski et al. (2011) observed that tenure and cultural values (uncertainty avoidance and time orientation) moderate the relationship between customer-based CR and loyalty. Walsh, Bartikowski, and Beatty (2014) explored how commitment partially mediates the customer-based CR and monetary/non-monetary outcomes relationship, whereas the risk of service context has a moderating role. Bartikowski and Walsh (2011) found that the link between customer citizenship behavior and consumer-based CR is mediated by loyalty and commitment. Walsh et al. (2017) studied how gender and perceived risk influenced the relationship between the reputation of fashion retailers and company outcomes such as trust and commitment. Recently, Agarwal and Osiyevskyy (2019) investigated the relationship between CR and its outcomes (trust, identification, WOM) moderated by culture (individualism-collectivism) and self-construal (an individual trait).

It can be concluded that research that focused on the outcomes of CR generally referred to the impact of consumer's CR assessments or judgments (i.e., I think this company develops innovative services, I think this company has consumer orientation, I think this company looks like it has financial soundness) on key marketing outcomes for consumer-company exchange relationships (i.e., loyalty, WOM, commitment). However, other than perceived risk and product type

(specifically, services), the factors that trigger consumers to get involved with CR of companies across purchase decision contexts is not well investigated.

Besides, even recent studies still assume that individuals in the same stakeholder groups respond and behave in a unified way. However, consumers' uses of and responses to CR stimuli may be different due to the differences in values they hold, their personalities, and their involvement levels, which has been addressed as a gap in the literature (Money & Hillenbrand, 2006; West et al., 2016).

Moreover, the existing literature studied the impact of CR on key marketing outcomes without determining consumer' level of involvement with CR. Thus, the question of whether consumers differ in the importance and interest in CR and, if yes, the factors that cause these differences and their potential outcomes are not well-covered in research. However, understanding CI with CR is important because CI significantly impacts how consumers search and process information and derive purchase decisions (Song & Qu, 2018). Next, CI literature is reviewed to understand its domain, its different types, and its studied antecedents and consequences because the central construct of this thesis is the involvement construct.

3.2 Consumer involvement

3.2.1 Definitions of involvement

Rooted in the seminal works of Allport (1943) and Sherif and Cantril (1947), CI has several definitions across the literature. Following the work of Krugman (1967) about advertising involvement, marketing scholars started to study the construct across several contexts, such as involvement with purchase decisions (Michaelidou & Dibb, 2008; Mittal & Lee, 1989), product class (Bloch & Richins, 1983; Bruwer, Burrows, Chaumont, Li, & Saliba, 2014; Kapferer & Laurent, 1993; O'Cass, 2004),

brand decision (Mittal & Lee, 1989), task/event/activity (Flynn & Goldsmith, 1993), service (Bienstock & Stafford, 2006; Gabbott & Hogg, 1999), advertising (Petty, Cacioppo, & Goldman, 1981; Zaichkowsky, 1994). Conclusively, this intense interest from scholars resulted in multiple conceptualizations and measurements, conflicting findings, and no unified definition of the involvement construct (Michaelidou & Dibb, 2008).

The frequently used definition for involvement across the literature was provided by Gabbott and Hogg (1999, p. 160) as “...a motivational variable reflecting the extent of personal relevance of the decision to the individual in terms of basic goals, values, and self-concept”. From the definition, two important aspects of involvement can be drawn. First, the focus is on the value the consumer places on the purchase or product (Schiffman & Kanuk, 2010) in deriving their objectives and values (Celsi & Olson, 1988). Secondly, it is a motivational factor that gives rise to a series of events.

Although there is little consistency among definitions, according to Antil (1984), all of the definitions of involvement, except response involvement (Houston & Rothschild, 1978), implies that the construct is related to the person or individual and is usually described as somehow a measure of interest, importance, and self-relevance to the person. Antil (1984) stated that involvement is “the level of perceived personal importance and/or interest evoked by a stimulus (or stimuli) within a specific situation” (p. 204). Similarly, Zaichkowsky (1985) defined involvement as “a person’s perceived relevance of the object based on inherent needs, values, and interests” (p. 342).

In general, involvement definitions focus on personal interest, personal importance, or personal relevance of stimuli to the person (Celsi & Olson, 1988;

Gabbott & Hogg, 1999) and according to Michaelidou and Dibb (2008), irrespective of the involvement type, this is the key aspect of involvement.

3.2.2 Types of involvement

The existing literature indicates that involvement is a central theory to understanding consumers' information processing and decision-making. CI influences purchasing behaviors and significantly affects several consumer attitudes and behaviors, as will be discussed here.

Basically, consumers differ in the level of mental and physical effort they allocate for consumption-related activities, driven by their involvement degrees, and they can be segmented with regard to their involvement levels. It is very common to see two types of involvement extensively referred to in literature: high and low involvement. In general, highly involved consumers would actively seek information on the object in question (i.e., product, purchase, communication), derive their conclusions regarding choices or preferences by using arguments and counterarguments, evaluate more alternatives, make more detailed and in-depth information processing, engage more in critical post-purchase assessments regarding products, and have less difficulty talking about the product, service categories, and available brands compared to the ones with low involvement (Schiffman & Kanuk, 2010). Consumers with high involvement focus more on collecting, learning, and using more information. Consumers with low involvement, on the other hand, tend to utilize risk reduction strategies (Bruwer, Fong, & Saliba, 2013) to ease their decisions (MacDonald, Saliba, & Bruwer, 2013).

The literature also acknowledged that there are other types of involvement. In general, types of involvement in the literature refer to the involvement regarding an object/target (i.e., product involvement, purchase involvement, advertising involvement, issue involvement) or the involvement regarding its characteristics (i.e., enduring involvement, situational involvement).

Many consumer behavior researchers define involvement as the psychological attachment between an individual and a target/object—idea, task, product, brand, or advertisement (Bloch, 1981; Celsi & Olson, 1988). Product involvement means some products have more importance for some consumers. For example, involvement is “a person’s perceived relevance of the object based on inherent needs, values, and interest” (Zaichkowsky, 1985, p. 342). This increased personal relevance may be because consumers may position these products as central to their lives, identities, and social relations.

Similar to Zaichkowsky (1986), Mittal and Lee (1989) defined product/product class involvement and purchase/brand decision involvement as two types of involvement. Product involvement is influenced by the consumer’s degree of interest in a specific product category (Mittal & Lee, 1989). Here, the consumer considers that this specific product class helps them address their personal goals and values (Isaacson, 2017). However, purchase or brand involvement is influenced by a consumer’s interest in a specific brand as long as it is perceived as self-relevant (Mittal & Lee, 1989). Unlike Houston and Rothschild (1978), Mittal and Lee (1989) acknowledged that both purchase involvement and product involvement might have situational variations.

As another example of involvement towards an object/target, Celsi and Olson (1988) stated that both situational and enduring involvements are motivated affective

states. They defined these emotional states as felt involvement, and according to them, these emotional states indicate the self-relevance a consumer feels or perceives with the product/product class characteristics (Celsi & Olson, 1988).

Other types of involvement exist in the literature that refers to involvement towards an object/target, such as issue involvement, risk involvement, and normative involvement. In their study, Nowak and Salmon (1987) defined issue involvement as "...the state or level of perceived importance and/or interest evoked by a stimulus (i.e., an issue) within a specific situation..." (p. 10). Broderick (2007) indicated that normative involvement is related to the product or product class importance to the values, ego, and emotions of the consumer, whereas risk involvement is determined by the relative importance given to product risk.

The other categorization of involvement refers to the characteristics of involvement. For example, according to Houston and Rothschild (1978), there are two types of involvement: situational and enduring. Enduring involvement is a permanent interest in an issue or an object, and situational involvement is the perceived relevance of the issue or product for a specific situation like purchase or gifting (Houston & Rothschild, 1978). Situational involvement may arise from any existing stimuli within a consumer's immediate environment or a particular situation (Houston & Rothschild, 1978). Those stimuli or cues act as personal relevance sources, and in general, they are temporary (Isaacson, 2017). However, enduring involvement arises from a consumer's past experiences with a specific issue or object that prompts personal relevance (Houston & Rothschild, 1978).

For example, wine is a good example of these involvement types: a low-enduring involved person may prefer low-priced wine for themselves but purchase a different brand for a gift or a special occasion due to increased involvement in the

decision (Bruwer & Buller, 2013). Situational involvement and enduring involvement together impact response involvement (Houston & Rothschild, 1978). Response involvement is the extensiveness of the behavioral processes (Houston & Rothschild, 1978). This behavioral process is related to consumers' decision-making process.

3.2.3 Antecedents and outcomes of consumer involvement

According to Bloch and Richins (1983) and Zaichkowsky (1985), there are three antecedents of involvement for the object/target. These are personal factors (personal characteristics—values, needs, and self-image), product-related factors (i.e., product characteristics), and situational factors (i.e., features of a product's changing usage and purchase situations). These factors refer to the involvement in which the product is the object/target.

In addition to these three antecedents, a fourth group, communication factors, was identified by Gabbott and Hogg (1999) based on Antil (1984)'s research. Communication factors are related to the information processing and learning of individuals and consist of variables related to message contents (Isaacson, 2017).

Similar to Bloch and Richins (1983) and Zaichkowsky (1985), Celsi and Olson (1988) acknowledged that the felt involvement level or the personal relevance perceived for an object, situation, or action is a function of intrapersonal and situational factors. Accordingly, they defined any situational factors or stimuli present in the consumer's immediate environment as situational sources of personal relevance as long as these factors and/or stimuli representations are found to be closely linked and, therefore, actuate the individual's self-relevant goals, values, or consequences (Celsi & Olson, 1988). On the other hand, they identified the factors

that result from previous experiences and are stored in long-term memory as intrinsic sources of personal relevance. The intrinsic sources are relatively stable compared to the situational sources, and they represent self-relevant knowledge, which is the perceived interrelation between objects and pivotal self-relevant outcomes (i.e., values maintenance, important goals, or consequences attainment).

Antil (1984) suggested that the key element of involvement definition is “perceived personal importance” (p. 206). However, he acknowledged the problem with the measurement of importance, especially when CI is impacted by several stimuli (i.e., product, communications, situation) and their interactions. Therefore, he suggested that the expected benefits from the individual and relevant stimulus interaction determined the perceived personal importance (Antil, 1984).

Accordingly, the involvement level in a particular situation is equivalent to the perceived personal importance level. The perceived personal importance level is calculated as the sum of anticipated benefits acquired via interacting with the stimulus (Antil, 1984). The core of Antil’s benefit orientation was the supposition that there should be motivations or reasons for a consumer to specify the level or degree of their involvement.

Laurent and Kapferer (1985) posited four antecedents of involvement as product importance, product risk, sign value of the product, and hedonic value of the product. According to them, the impact of involvement cannot be fully understood without knowing its antecedent conditions.

Gabbott and Hogg (1999) studied the applicability of Laurent and Kapferer (1985)’s CI across service contexts and found that service characteristics impact CI antecedents. Therefore, they recommended integrating the service characteristics into current and future CI models across service contexts.

Mittal and Lee (1989) developed The Causal Model of CI. Their model consisted of three parts: the antecedents of CI (sources sector), forms of CI, and consequences of CI (effects sector). They suggested these three sources were related to the consumer goals regarding buying, owning, and consuming the product: utilitarian (product's physical performance), sign-value (self-concept), and hedonic (related to sensory pleasure). Their model's central unit forms were composed of product involvement and brand-decision involvement. According to Mittal and Lee (1989), situational involvement and enduring involvement are qualifiers that enable situational variations in product and brand-decision involvement. The model's final component, the effects component, defined the behaviors impacted by involvement, including brand commitment, shopping enjoyment, and decision-making extensiveness.

After an extant literature review, some key works of involvement are summarized in Appendix B. As can be observed, the literature studied several factors that impact CI, such as culture (Isaacson, Jordaan, & Heerden, 2018), gender (O'Cass, 2004), product knowledge (Broderick, 2007), perceived risk (Jain & Sharma, 2000), product's sign/hedonic/utility value (Mittal & Lee, 1989), self-expression (Bloch, 1981), perceived significance of possible bad outcomes from choosing the wrong product (Laurent & Kapferer, 1985), purchase situation (Michaelidou & Dibb, 2008), frequency of product use and product purchase (Jain & Sharma, 2000), and purchase occasion (Andrews et al., 1990).

CI is found to be a strong indicator of purchasing behavior (Fortin & Dholakia, 2005; Jiang et al., 2010; O'Cass, 2000) and has impacted several behavioral outcomes as depicted in Appendix B, such as brand loyalty (Isaacson et al., 2018; Quester & Lim, 2003), change in spending (Wong, Wan, & Qi, 2015),

brand choice (Michaelidou & Dibb, 2008), purchase likelihood (Gordon, McKeage, & Fox, 1998), attention and comprehension process (Celsi & Olson, 1988), increased information search behavior (Andrews et al., 1990), the extensiveness of decision-making (Flynn & Goldsmith, 1993; Te'eni-Harari & Hornik, 2010), brand commitment (Bruwer et al., 2014; Flynn & Goldsmith, 1993), brand experimentation (Flynn & Goldsmith, 1993), service quality perceptions (Baker, Cronin, & Hopkins, 2009), willingness to interact with service providers (Varki & Wong, 2003), advertising interest (Mittal & Lee, 1989), and shopping enjoyment, social observation, and product usage frequency (Flynn & Goldsmith, 1993).

In summary, the antecedents of involvement can be categorized as (a) product related, (b) situation related, and (c) personal-related factors, as previous studies have mostly agreed on. Furthermore, involvement greatly impacts consumers' information search behaviors and attitudes. The focus of this study, CI with CR, has not been defined or discussed in any research to the author's best knowledge. Next, a brief discussion of the Consumer Decision Making Process is presented since this study's purpose is to understand the underlying motivations of consumers' involvement with CR across purchase decision contexts.

3.3 Consumer decision-making

Although there are several key models of consumer decision making in the literature (e.g., Nicosia's model, Howard and Sheth's model), this study considered the Consumer Decision Process (CDP) model of Blackwell, Miniard, and Engel (2006) as its reference. Stemmed from the Engel, Kollat, and Blackwell Model (1968) and the Engel, Blackwell, and Miniard Model (1995), the CDP model is defined as "... a road map of consumers' minds that marketers and managers can use to help guide

product mix, communication, and sales strategies” (p. 70). According to the model, as depicted in Figure 1, consumers generally follow seven main steps in their purchase decision-making processes (Blackwell et al., 2006).

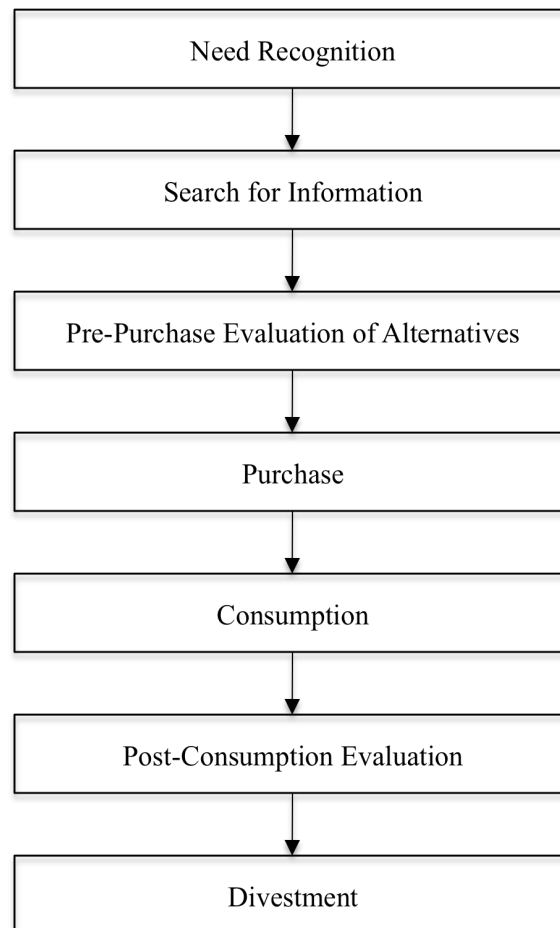


Figure 1. Simplified model of Consumer Decision Process (Blackwell et al., 2006)

The model indicates that the process begins with the need for recognition, where consumers feel a gap between their actual and desired states, which can arise from any external or internal stimuli (Kotler et al., 2009). Although the pre-purchase evaluation step is integrated into the model as a separate stage, in reality, it is interlaced with the previous stage (information search). The pre-purchase evaluation stage of decision-making relates to the assessment of choice options.

The information search needs an assessment of choice options, which may make it necessary to continue the search (Blackwell et al., 2006). Here, consumers may pursue an internal search (i.e., recall the brands/products/companies based on past experiences) followed by an external search (i.e., seek information from family, friends, or experts) if they do not have any prior knowledge of the product or brand. In the alternative evaluation stage, instead of considering all the potential options available to them, in general, consumers consider a set of alternatives or options to choose from, which is called a consideration or evoked set (Blackwell et al., 2006; Schiffman, Kanuk, & Hansen, 2012) as indicated in Figure 2.

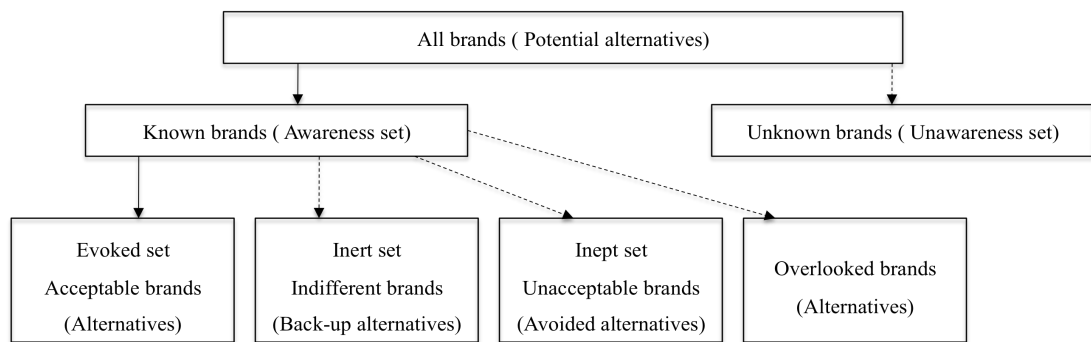


Figure 2. The evoked set as a sub-set of categories of decision alternatives (Adapted from Schiffman et al., 2012)

Consumers usually utilize criteria related to important product features (i.e., price, quality, and reliability) to derive alternative sub-sets from their evoked sets (Schiffman et al., 2012). According to the CDP model, this process also integrates the utilization of pre-existing product assessments stored in the long-term memory of consumers and the generation of new product assessments through a categorical or piecemeal process, as indicated in Figure 3.

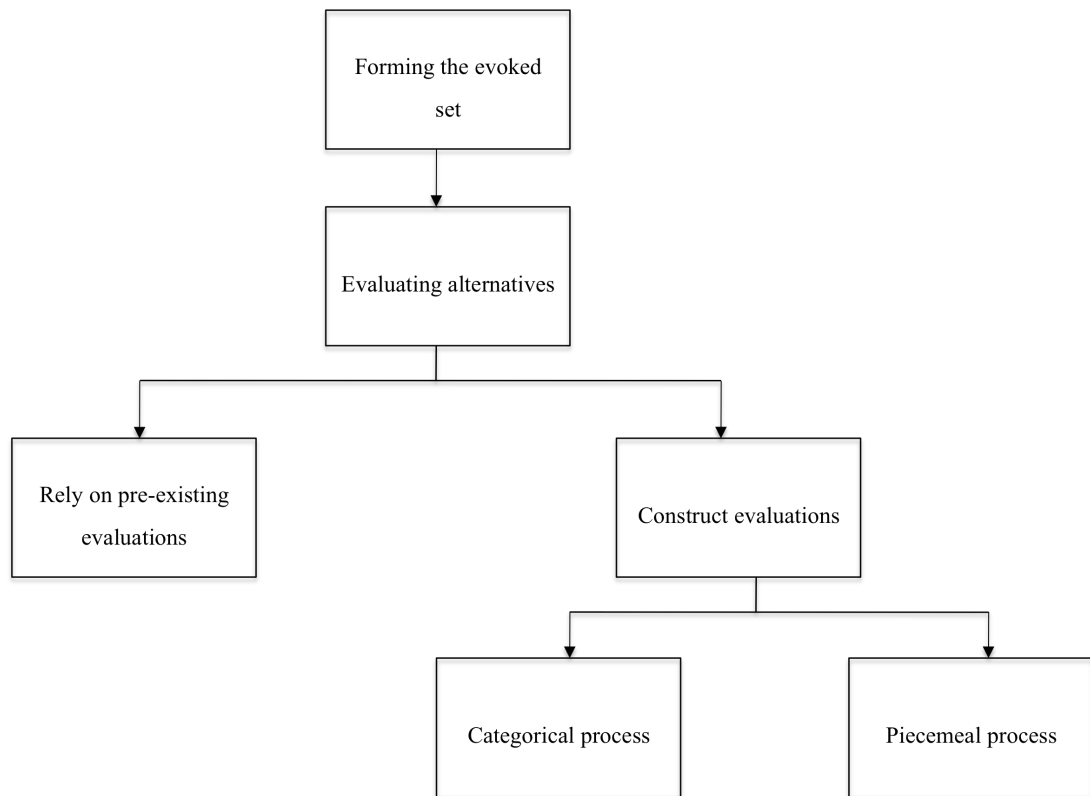


Figure 3. The alternative evolution process
(Adapted from Blackwell et al., 2006)

In summary, the pre-purchase evaluation stage requires the comparison of the consumer's own assessment criteria with the information gathered about the choice options defined in the information search stage. At the end of the pre-purchase evaluation stage, a consumer may experience a change in their beliefs related to the evaluated alternatives, which may be followed by attitude and intentions change (i.e., purchase intentions) (Blackwell et al., 2006; Isaacson et al., 2018).

Court et al. (2009) revealed that today's consumers, bombarded with media, often start their decision journeys with an initial consideration set consisting of a diminished number of alternatives. However, they add more brands to their evoked sets and discard some initial choices as they are exposed to information from different sources, such as companies, friends, families, and peers through their purchase decision journeys, and accordingly, their selection criteria change

(Court et al., 2009). So, it can be concluded that it is crucial for companies to launch and sustain their products or brands in evoked sets of consumers, which is a very challenging task to achieve in today's marketing environment.

The present research suggests that as a judgment or assessment, CR is a memory-stored information that facilitates the inclusion of a company's brands or products in the consumers' evoked set. This can be explained by the accessibility and diagnosticity of CR. According to Fiske and Taylor (1991), due to the cost of information search, consumers do not utilize all their accessible and diagnostic information sources. Most consumers (especially loyal ones) have learned and hold memory-stored company information as a dependent associations network (Barsalou, 1983). CR is a node or association learned over time in a consumer's memory connected to several associations and other nodes (Swoboda, Puchert, & Morschett, 2016). In decision situations, the associations related to a good CR stored in the consumer's memory can be retrieved easily (Swoboda et al., 2016).

Moreover, a stored association may be more accessible and diagnostic due to its distinctiveness or unusualness (Higgins & King, 1981). Previously, focusing on the quality of products and services was sufficient for companies to distinguish themselves from competitors (Mascarenhas, Kesavan, & Bernacchi, 2006). Nowadays, this is not adequate. The consumer experiences, the company brand, the experiences with the company, and the emotional bonds established with brands have been identified as new sources of differentiation (Anderson, Narus, & van Rossum, 2006). In that sense, CR serves as a source of differentiation and choice. Consumer orientation, innovativeness, striving for high quality, achievement, visibility, social and environmental responsibility, and being global are some examples of corporate associations that may create differentiation (Burt & Davies, 2010). In their study,

Biehal and Sheinin (2007) indicated that high product differentiation leads to easy accessibility of corporate messages since differentiation is a means for consumers to free up mental resources that enable them to focus on corporate messages.

Similarly, Bitectine (2011) found that CR is focused on what is “different” via comparisons between companies. Accordingly, corporate associations will be more accessible and diagnostic for a company that succeeded in positioning itself as unique or differently benchmarked to an industry prototype (Berens, Van Riel, & Van Bruggen, 2005). Bitectine (2011) concluded that there is a powerful relationship between differentiation and CR. He stated that sometimes CR and differentiation could not be separated, as with Tiffany's, Harrods, and others. Money et al. (2017) also concluded that cognitive aspects (i.e., judgments or beliefs) of CR can serve as a means of differentiation, whereas emotional aspects (i.e., feelings or attitudes) can act as a means of benchmarking.

Next, the WOM literature review is presented with a special focus on its relation to CR. A pivotal role of WOM is that it is both a determinant and an outcome of consumers’ assessments (Godes & Mayzlin, 2004). Therefore, it is important to understand how CRI interacts with consumers’ WOM behaviors.

3.4 Word of mouth

According to Harrison-Walker (2001), WOM is an “...informal person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service” (p. 63). WOM has received much attention in the marketing literature due to its pivotal impact on influencing and shaping the attitudes and intentions of consumers. It is more influential than other forms of communication (Maxham & Netemeyer, 2002;

Trusov, Bucklin, & Pauwels, 2008) as it is more reliable (Gruen, Osmonbekov, & Czaplewski, 2006). It has been recognized as having an important role in diminishing various forms of risk related to the purchase decision, such as financial, social, psychological, and functional.

The existing literature investigated WOM antecedents, including customer satisfaction/dissatisfaction (East, Hammond, & Wright, 2007; East, Uncles, Romaniuk, & Riley, 2015; Godes & Mayzlin, 2004) and the motivations that make individuals engage in WOM (Sundaram, Mitra, & Webster, 1998; Tax, Chandrashekar, & Christiansen, 1993). Unlike the previous literature focusing on consumer dissatisfaction and complaint behavior contexts, Asugman (1998) presented a framework for negative WOM antecedents and their outcomes in everyday conversations. Some other studies have investigated WOM outcomes (Chevalier & Mayzlin, 2006; East, Hammond, & Lomax, 2008).

Another research stream studied the impact of negative versus positive WOM on consumer decision-making (Chevalier & Mayzlin, 2006; Godes & Mayzlin, 2004). PWOM refers to consumers communicating positive information about a company and recommending the company and its products to others (Maxham & Netemeyer, 2002). In contrast, NWOM refers to consumers communicating negative information about a company and warning against the company and its offerings to others (Blodgett, Hill, & Tax, 1997). The existing literature revealed that the information with negative valence is more valuable to the WOM receiver than the information with positive valence across judgment and decision-making tasks (Ahluwalia & Shiv, 1997; Weinberger, Allen, & Dillon, 1981). Similarly, Weinberger and Dillon (1980) revealed that, compared to favorable product ratings, negative product ratings might influence purchase intention more. Sen and Lerman

(2007) found that negative reviews are considered more accurate compared to positive ones by the readers, and therefore, it is more likely that they read and incorporate the negative reviews more in their decision-making. East, Romaniuk, Chawdhary, and Uncles (2017) found that NWOM has more than four times as much impact in deterring the acquisition of new buyers compared to its impact on deterring customer retention. On the other hand, they found that PWOM affected the acquisition of new buyers twice as much as the retention of customers.

On the contrary, Sweeney, Soutar, and Mazzarol (2014) posited that, compared to NWOM, PWOM is more effective, more influential on consumers' willingness to purchase and consume a service, and less dependent on situational effects. Similarly, East, Uncles, Romaniuk, and Lomax (2016) found that negative messages are less useful for many choices and decisions of consumers. Some other studies posited that PWOM and NWOM are opposite ends of the same continuum (Kau & Loh, 2006).

Recently, with technological advances, the virtual dimension of WOM behavior has gained importance. Online WOM has become a powerful communication tool (Godes & Mayzlin, 2004; Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004) such that sharing favorable and unfavorable opinions or experiences regarding specific products or services easily becomes public in today's social media environment. Electronic-WOM (e-WOM) is "...any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet" (Hennig-Thurau et al., 2004, p. 39). The existing literature related to e-WOM described several aspects of e-WOM, such as the motivations of individuals posting online (Hennig-Thurau et al., 2004; Lee, Noh, & Kim, 2013), motivations of individuals

searching for e-WOM (Goldsmith & Horowitz, 2006), the opportunities and threats related to e-WOM (Stauss, 2000), and how it changes the buying environment (Varadarajan & Yadav, 2002).

For example, one important type of e-WOM is online product reviews of consumers, and consumers are increasingly likely to check online product reviews at the information search stage of decision-making processes (Zhu & Zhang, 2010). Chevalier and Mayzlin (2006) observed that online product reviews significantly impacted the purchase behavior of other consumers and, therefore, the sales performance of online booksellers. The research of Bambauer-Sachse and Mangold (2011) depicted how consumer-based brand equity is damaged by negative online product reviews and the existence of these effects being independent of an individual's sensitivity to online product reviews. Sen and Lerman (2007) noted that the valence of reviews significantly affected how consumers viewed the product in question. Goldsmith and Horowitz (2006) found out that there were different motivations for the consumers seeking others' opinions online (i.e., to get pre-purchase information, reduce their risk, get information easily, and ensure lower prices) and these motivations were found to be similar to the motivations to seek opinions offline.

The results of the work of Senecal and Nantel (2004) indicated that product recommendation consultation positively affected consumers' choice behavior. For example, they found out that those consumers engaging in product recommendation consultation purchased the recommended products twice as frequently as those who did not engage in any consultation. Moreover, the recommended product type impacts the information source use. For example, recommendations for wine (experience product) were found to be more influential than those for calculators

(search product). Recent studies also evidenced that other consumers' reviews and opinions are important in consumers' decision-making for high-involvement products (Vieira, Santini, & Araujo, 2018).

So, consumers can engage in WOM (i.e., PWOM, NWOM) intentions and/or behaviors offline and online and, therefore, can be generators of WOM and may also be the receivers of WOM itself (Antonides & Asugman, 1995).

Within the scope of this study, WOM influence is defined as "the change in attitude and/or behavioral intention resulting from an interpersonal information exchange" (Gilly, Graham, Wolfinbarger, & Yale, 1998, p. 84). This behavioral intention may be related to the purchase decision. It may be regarded as WOM's influence on purchase decisions (Voyer & Ranaweera, 2015). Sweeney, Soutar, and Mazzarol (2008) posited personal factors, interpersonal factors, message characteristics, and situational characteristics could be the drivers of WOM influence. As discussed before, CI significantly impacts consumers' information search behavior. Highly involved consumers tend to seek more information, including WOM. Similarly, Voyer and Ranaweera (2015) found that CI impacted WOM influence positively.

How CR interacts with WOM is crucial, especially in today's communication environment. Today, consumers are not solely dependent on the information or communication they receive from companies as they were before. Now, they can attain information about any company or product through various sources such as social media, search engines, and their intimate social groups. Much more communication occurs through consumer-to-company, consumer-to-consumer, and consumer-about-communication of the company (Batra & Keller, 2016). Any problem in product quality or misbehavior in the production process deters

consumers from purchasing from that company or even makes consumers boycott the company and cause a reputational crisis. Therefore, WOM substantially impacts how a company's CR is perceived (Allsop, Bassett, & Hoskins, 2007).

Allsop et al. (2007) proposed a comprehensive model showing the link between WOM influence and CR. They stated that WOM significantly influences CR perceptions, and the strength of its influence differs with the reputation dimension and the company. For example, they found that emotional appeal impacts CR the most. It is followed by the company's product and service reputation. They concluded that these two facets of CR are driven heavily by WOM.

On the other hand, CR is found to have the most credible and objective impact on WOM. Consumers derive their CR evaluations (cognitive and/or affective) primarily through their personal experience and, secondly, through information they get from media, the company's communication channels, and their friends and family (Walsh & Beatty, 2007). Consumers who had a good experience with the company or learned or heard good things about the company will trust the company. Following this trust will lead to positive emotions, which will help consumers engage in supportive intentions and behaviors (like WOM) toward the company in the future (Walsh et al., 2009). Helping the company is one of the eight motives Sundaram et al. (1998) found to explain individuals' engagement in WOM.

Walsh et al. (2009) studied how trust and customer satisfaction influence CR and how CR affects customer loyalty and WOM. Bartikowski and Walsh (2011) explored how commitment and loyalty mediate the relationship between CR and customer citizenship behavior (helping the company). Shahsavari and Faryabi (2013) found that customer citizenship behaviors (helping others, helping the company, PWOM) are impacted by the bank's reputation. It can be concluded that a good CR helps

companies in building a goodwill reservoir amongst consumers, such that consumers act as company advocates (Walsh et al., 2009).

Another research by Davies, Chun, and Kamins (2010) concluded that high customer satisfaction levels stimulate PWOM and WOM is both an antecedent and an outcome of CR.

This chapter discussed the literature on CR, CI, WOM, and the consumer decision-making process. The literature review indicates a gap for studies investigating the underlying motivations and outcomes (specifically, WOM) of CI with CR of the companies. Moreover, there exists no definition and, accordingly, no measurement tool for the construct CRI. Therefore, we continue with the conceptualization and operationalization of the main construct of this thesis, CRI, in the next chapter.

CHAPTER 4

CORPORATE REPUTATION INVOLVEMENT: CONCEPTUALIZATION AND SCALE DEVELOPMENT

CR has been well studied in many research domains, including economics, management, and marketing, and many scales have been developed to measure the CR of a company (Agarwal et al., 2015; Fombrun et al., 2000; Walsh & Beatty, 2007). However, the main construct of this study, CRI, has not been defined and therefore, measured in the literature before. As suggested by Hair, Black, Babin, and Anderson (2018), when there is no rich theoretical history of the constructs under scrutiny, a new scale development is appropriate.

4.1 Conceptualization of corporate reputation involvement

As discussed in the Literature Review Section, although there is little consistency in involvement definitions, according to Antil (1984), most of the definitions of involvement implied that the construct relates to the person or individual, and it is usually described as somehow a measure of interest or importance of an object or issue to the individual.

Within the scope of this study, the perspective chosen to define CRI is subject centered as in parallel with the works of Antil (1984), Celsi and Olson (1988), Broderick and Mueller (1999), and Zaichkowsky (1985) for two reasons. Firstly, by placing the consumer at the center of the decision, this study concludes on what is and is not involving. As Antil (1984) stated, "...it is the person's interpretation of the interaction of the stimuli that determines the level of involvement and not the characteristics of the stimuli themselves" (p. 204). Secondly, in line with Celsi and

Olson (1988), this study's approach to CI implies a subjective experience or sense of personal relevance for the object or issue (here, CR). Accordingly, a definition, based on Antil's (1984) involvement description with a slight modification, was done for CRI: "Corporate Reputation Involvement is the consumer's personal involvement with the CR of a company. It is the level of perceived importance and interest of a person for CR of a company across his or her purchase decision contexts."

As can be concluded from the definition, CRI is a motivational state of felt involvement, as described by Celsi and Olson (1988). The felt involvement is identified as "a consumer's overall subjective feeling of personal relevance" (Celsi & Olson, 1988, p. 211). It acknowledges that a consumer does not always feel personal relevance for an object or issue, even if that object or issue has significant importance to the person. Similarly, it is posited here that consumers do not get involved with the CR of the companies all the time and/or across all their purchase decision contexts. Rather, the degree of involvement with CR is a function of intrinsic and/or situational sources of personal relevance (the sources of felt involvement).

4.2 Scale development

Churchill (1979) suggested a procedure to develop multi-item measures for marketing constructs. According to Churchill (1979), multi-item constructs have several advantages over single-item constructs. First, single items are likely to correlate less with the construct being measured due to their narrowness and specificity. Second, single-item scales classify the sample into rather small groups. Third, single-item scales usually have substantial measurement errors; therefore, they do not produce reliable results. Accordingly, this study applied the suggested

procedure for multi-item scale development for marketing constructs by Churchill (1979) to create a CRI scale in the context of the purchase decision-making process, as depicted in Figure 4.

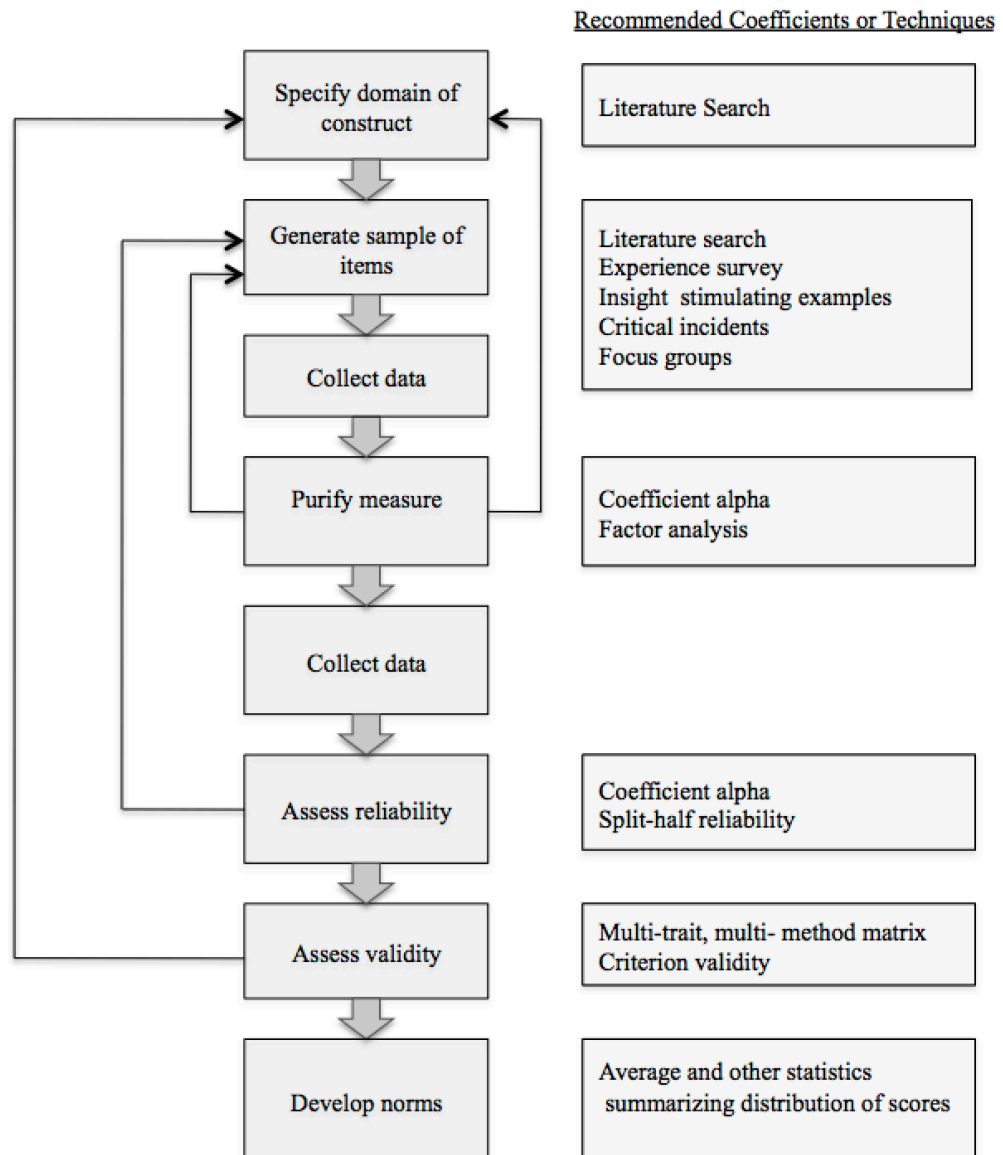


Figure 4. Suggested procedure for developing better measures (Churchill, 1979)

4.2.1 Reviewing relevant literature

To develop the measurement tool for CRI construct, the researcher reviewed the existing relevant articles. This literature review was intended to comprehend the concept and identify the boundary of the construct in question.

Since the CRI construct has not been measured in the marketing field before, articles that studied CI and CR across marketing contexts were targeted in the first place. The inclusion and exclusion criterion of an article was determined as the article's relevance to the current study. For the CR literature review, if the article was found to be studied from the consumers' viewpoint, it was kept. The article was excluded from the review set if it was related to CR from the organizational, public, or greater economic aspect and not related to consumer behaviors. Various keywords were utilized to identify the most relevant articles, such as corporate reputation, firm reputation, organization reputation, company image, corporate image, company credibility, company social and environmental responsibility, company reputation, and consumer-based corporate reputation. Similarly, for the CI literature review, various keywords were utilized to identify the most relevant articles, such as consumer involvement, situational involvement, enduring involvement, purchase involvement, brand involvement, product involvement, issue involvement, perceived importance, and perceived relevance.

Several databases, such as the Web of Science, Emerald, Science Direct, and ProQuest, were used to search and download the articles in review. An additional search was also conducted in the Google Scholar search engine to include conference proceedings and e-Books related to the topic. The preliminary search ended up with 1656 articles. Following the criteria defined for inclusion and exclusion, 126 scholarly articles were maintained in the set. Figure 5 depicts this search process.

A review was conducted to assess the articles with respect to involvement with CR from the consumers' perspective. It was once again confirmed that there is no definition and, therefore, no valid scale to measure the construct CRI.

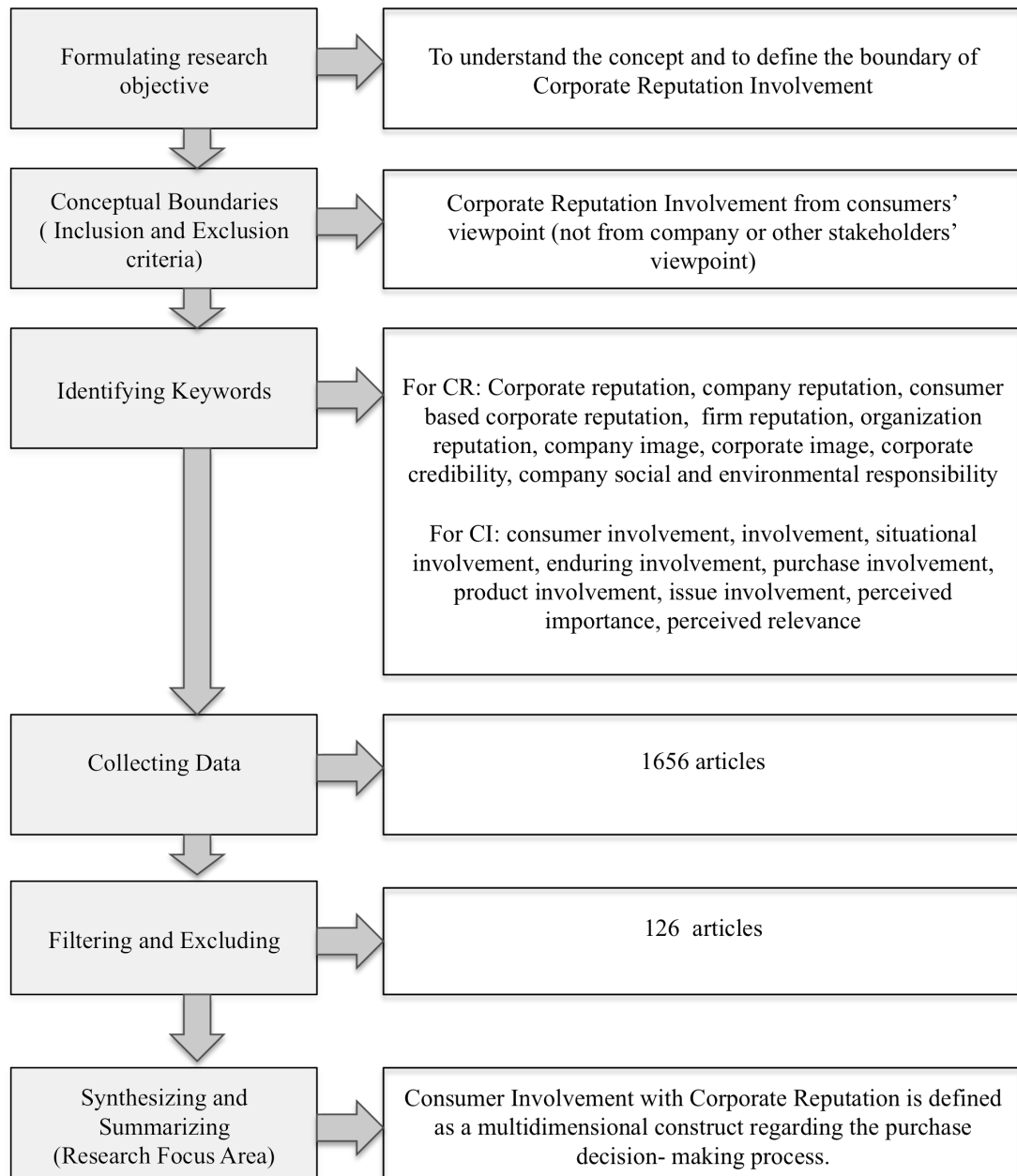


Figure 5. Process followed in gathering, reviewing, and analyzing articles

As CI conceptualization varies from researcher to researcher, there is also no consensus on how to measure the construct of involvement. Zaichkowsky (1985)

argued that each type of involvement for several product classes could be measured by one scale. On the other hand, other researchers (Bloch & Richins, 1983; Michaelidou & Dibb, 2006) argued that there was a need for different measures for each type of involvement and product. However, involvement was seen as a multidimensional construct (Bruwer & Huang, 2012).

Although there are several scales developed to measure involvement, the Zaichkowsky (1985)'s Personal Involvement Inventory (PII) and the Consumer Involvement Profile (CIP) of Laurent and Kapferer (1985) are discussed in detail here as the two extensively used measures across the literature.

Zaichkowsky intended to develop a scale that was "standardized, general, valid" (Zaichkowsky, 1985, p. 342), context-free, and only measured the state of involvement (Zaichkowsky, 1994). The focus of PII was individual-object involvement, and personal relevance was the overarching theme of involvement (Zaichkowsky, 1985). Although PII achieved reliability, its validity has been questioned, and several criticisms were raised regarding it (i.e., its being uni-dimensional, some of its items being redundant, and its being too long) (Aldlaigan & Buttle, 2001). Accordingly, Zaichkowsky (1994) revised the PII as a two-dimension (cognitive dimension and affective dimension) scale and shortened the original scale by eliminating some redundancies and adjusting the items slightly.

Laurent and Kapferer (1985) developed CIP to focus on object-individual involvement like PII. Laurent and Kapferer (1985) identified five antecedents of involvement: perceived risk, perceived importance (of negative outcomes due to making a bad decision and perceived probability of a bad decision), sign value, pleasure value, and interest. A multi-item instrument measured the position of a consumer on each antecedent, and the involvement profile of consumer was

calculated (Laurent & Kapferer, 1985). However, the authors could not achieve discriminant validity in factors of perceived importance and perceived risk (negative outcome of a mispurchase). In this regard, these two factors were combined and named 'imporisk' (Laurent and Kapferer, 1985, p. 44-45). Compared to PII, CIP is found as less reliable (Aldlaigan & Buttle, 2001; Broderick, 2007). Besides, Laurent and Kapferer (1985) did not distinguish between product involvement and purchase-decision involvement, and antecedents of involvement were not properly separated from the involvement itself (Mittal & Lee, 1989).

Furthermore, Mittal and Lee (1989) maintained that among the CIP dimensions, only the importance/interest dimension is involvement. They discussed that sign value, pleasure value, and risk are the antecedents of involvement. Broderick (2007) also conceptualized CI as a self-relevant degree of interest and importance of an object/issue restricted to purchase decisions and/or over time across all purchase situations.

Based on the literature review and the discussion above, in this study CRI is defined as the consumer's personal involvement with the CR of a company for his/her purchase decisions. It is the level of perceived personal importance and interest for the CR of a company across purchase decision contexts. After defining CRI, a review of the scales developed to measure CR was a good starting point to develop a measurement tool for CRI.

To find tools to assess perceptions about companies, academicians and practitioners developed many scales to measure CR. The measurements of CR ranged from general surveys to specific ones created to measure specific features of CR. For example, practitioners have developed many scales to measure CR, such as Fortune's Most Admired Companies (developed by Fortune magazine), Corporate

Branding Index (developed by consulting firm Corebrand), Global RepTrak™ Pulse model (developed by the Reputation Institute), and World's Most Respected Companies (developed by Financial Times) are the well-known examples. Since these scales measure CR from one-group stakeholders' point of view (mainly investors and financial analysts), the results could be biased. Furthermore, their reliability and validity have also been a subject of debate.

Academic studies for CR measurement can fall into two groups: uni-dimensional generic scales and multi-dimensional specific scales. Uni-dimensional generic scales request all stakeholders to respond to generic questions about the overall CR perceptions. However, using this type of scale makes it difficult for companies to explore the specific reputation dimensions, which contribute to a good reputation and cause a bad reputation across different stakeholders (Chun, 2005). Therefore, several scales that measure CR from a multi-faceted perspective have been suggested. These multi-faceted scales can also be grouped under two categories: measurements based on corporate roles and measurements based on personality/character.

Regarding corporate-role-based measurements, the scale developed by Caruana (1997) is limited to measuring sales and financial performance. One contribution of The Reputational Index by Cravens, Oliver, and Ramamoorti (2003) is its measuring of non-financial performance components other than financial performance. Reputation Quotient (RQ) (Fombrun et al., 2000) measures CR with six dimensions (emotional appeal, workplace environment, products and services quality, financial performance, vision and leadership, and social responsibility). The RQ is a ranking comparison that presents the differences and strengths of companies across different reputation dimensions (Brønn & Brønn, 2005). It can be applied to

almost all stakeholders and across various cultural contexts (Wartick, 2002) due to its broadness and satisfying psychometric properties (Groenland, 2002). However, there are also criticisms of the RQ scale, such as its content validity and process of defining CR dimensions (Boshoff, 2009).

The measure developed by Helm (2005) was composed of ten dimensions: product quality, corporate success, financial performance, customer orientation, management quality, employees treatment, products' value for money, the credibility of advertising claims, charitable and social issues commitment, and commitment to protecting the environment.

Another scale, Customer-Based CR (Walsh & Beatty, 2007), was composed of the product and service quality, customer orientation, financial soundness, being a good employer, and social and environmental responsibility.

RepTrak Pulse was developed by Ponzi et al. (2011). Ponzi et al. (2011) differentiated the construct CR from its drivers. This is an emotion-based scale consisting of feeling, admiration and respect, confidence in the company, and overall reputation. Recently, Agarwal et al. (2018) demonstrated that for customers, the reputation construct could be appropriately represented using dimensions: (1) product and service efficacy, (2) societal ethicality, and (3) market prominence.

On the other hand, some scales measure CR based on the personification metaphor. The Corporate Character Scale (Davies, Chun, Da Silva, & Roper, 2004) is a similar personality test and can be applied across various cultural contexts. The respondents are asked to evaluate the companies' personalities. It is composed of seven dimensions: Agreeableness, Chic, Competence, Enterprise, Informality, Machismo, and Ruthlessness.

In their recent work, Money et al. (2017) pointed out that many scales developed for CR measurement are, in fact, measuring drivers of CR instead of the construct itself. Similarly, Ponzi et al. (2011) stated that most CR operationalizations assume that stakeholders think or use all of the dimensions of reputation scales (for example, all RQ dimensions); therefore, they concluded it is not right to calculate CR as a mean or sum of the reputation dimensions. Accordingly, rather than measuring all drivers of the company's performance, Ponzi et al. (2011) operationalized CR as an overall impression.

The literature indicated that CR research recognized both cognitive and emotional aspects of CR. Money et al. (2017) suggested that the cognitive aspects of CR (i.e., judgments or beliefs) can serve as a means of differentiation, whereas the emotional aspects (i.e., attitudes or feelings) can be applied as a benchmark. Table 2 summarizes the well-known and most used scales in academia and practice to measure CR.

Different stakeholders consider some reputation dimensions more essential than others (Walker, 2010), and expectations from a company may differ within the same stakeholder group due to individualistic characteristics (Brammer & Pavelin, 2006; Pelozo & Shang, 2011). As depicted in Table 2, product and service quality, financial performance, social and environmental responsibility, and being a good employer/workplace environment are almost common to all scales. That is to say, a company's providing high-quality products and services, having financial soundness, being socially and environmentally responsible, and being a good place to work, are the main blocks of a consumer's perception and/or evaluation of consumers' CR perceptions regarding a company. This was also supported by the focus group findings conducted for this study.

Table 2. Summary of the Most Commonly Used Corporate Reputation Scales

Scale	Dimensions
Fombrun et al. (2000)	Emotional appeal, workplace environment, products and services quality, financial performance, social responsibility, vision and leadership
Walsh and Beatty (2007)	Product and service quality, customer orientation, being a good employer, financial soundness, social and environmental responsibility
Ponzi et al. (2011)	Feelings of admiration and respect, confidence in the company, overall reputation
Agarwal et al. (2015)	Product and service efficacy, market prominence, societal ethicality
Davies et al. (2004)	Agreeableness, chic, competence, enterprise, informality, machismo, ruthlessness
Fortune Magazine Most Admired Companies	Quality of products and services, financial soundness, wise use of corporate assets, value as a long-term investment, innovativeness, quality of management, ability to attract, develop and keep talented people, community and environment responsibility
Reputation Institute's Global RepTrakTM	Products and services, emotional appeal, performance, citizenship, governance, leadership, workplace and innovation

Note: Scales developed both in academia and practice

Besides the four dimensions mentioned above, this study integrated the dimension of company's vision and leadership from the RQ Scale (Fombrun et al., 2000) because of two reasons. First, the literature well-evidenced that customer's perceptions regarding companies having sound management or leadership with a clear vision for the future impact their attitudes and behaviors towards companies for their purchase decisions (Fombrun et al. 2000); therefore, some consumers find it personally relevant or important for their purchase decisions. Secondly, this dimension has been mentioned as one of the CR dimensions that participants of the focus groups mentioned, as they get involved for their purchase decisions.

Last, the reputational reputation dimension was defined as another dimension of the CRI construct by the researcher because consumers derive their CR assessments via personal experience (experiential reputation as a first-order cognition) and/or observations/information (reputational reputation as a second-order

cognition). Reputational reputation is defined as consumers' CR perceptions not based on direct experience but on what others say about the company, and they are more superficial than the experiential reputation (Grunig & Hung, 2002). While personal experience is the primary source of impression formation, consumers often do not have the opportunity to interact with the company personally. Nonetheless, they form impressions and assess the company despite never having firsthand experience with its products or services (Einwiller & Will, 2002) from the comments of friends, colleagues, and family members.

Moreover, in addition to WOM, independent sources such as Consumer Reports, national newspapers, public-open consumer complaint websites, and personal blogs provide evaluations of many products and services. Those evaluations are easily accessible through many websites. Online sources such as these and other social media (e.g., Twitter and Facebook), which facilitate information sharing, are readily available. Such media can significantly impact perceptions related to companies and the purchase decisions of consumers, respectively. So, even though some consumers do not have direct experience with the company, it is still possible for them to derive an evaluation of the company as an input to their purchase decisions based on its reputational reputation. This has also been mentioned frequently across the second-run focus groups.

In summary, for this study, six facets of CRI were considered. Involvement is generally measured by terms expressing importance, care, and interest related to the object, attitude, action, or issue in question (O'Cass, 2000; Olsen, 2007). Olsen (2007) stated that important/unimportant is by far the most utilized expression for measuring involvement, but 'concern' and 'interest' are also used to evaluate a general involvement construct. Accordingly, the six facets of CRI are defined as:

- i. CI with Product and Service Quality Reputation (CI-PSQR) as perceived personal importance and interest for a company offering high-quality products and services, which they support.
- ii. CI with Company as Employer Reputation (CI-CER) as perceived personal importance and interest for how company employees are treated (i.e. working conditions, well-being) and whether a company hires qualified personnel.
- iii. CI with Company's Social and Environmental Responsibility Reputation (CI-SERR) as perceived personal importance and interest for companies looking beyond just their own communities and working alongside other stakeholders to find solutions on topics such as public health care, global warming, energy saving, and poverty.
- iv. CI with Company's Vision and Leadership Reputation (CI-VLR) as perceived personal importance and interest for companies having a strong and appealing leader/management and being well-organized with a clear future vision.
- v. CI with Company's Financial Reliability and Strength Reputation (CI-FRSR) as perceived personal importance and interest for a company's competence, solidity, profitability, and investment potential.
- vi. Consumer Involvement with Company's Reputational Reputation (CI-RR) as perceived personal importance and interest for what others say and think about the company (not based on personal experiences).

4.2.2 Qualitative studies

Two rounds of focus groups were executed for different purposes.

4.2.2.1 Study 1: First round of focus groups

The first-round focus group discussions served to generate general ideas for the research construct. The secondary aim was to feed item generation stage of the scale development for CRI construct. The first round of focus groups was conducted between June 2018 and August 2018. Participants' selection for interviews was purposive, which means that participants were chosen based on their compatibility and ability to share opinions and ideas related to the researched topic. The participants were not necessarily representatives of the whole population. The size of the groups was rather small, as Morgan (1996) suggested. It is more useful to have small groups if the researcher intends to get a full grasp of each participant's opinion regarding the topic, as small groups let each participant talk more. Saturation was reached after the third focus group, where it was seen that there was no need for a new one.

The groups were formed based on acquaintanceship. The members of each group knew each other. This way, the fluidity and richness (in terms of details) of the conversations and the freedom of sharing opinions/experiences were ensured. One group consisted of friends, one group consisted of relatives, and one group consisted of employees of a Geneva-based multinational fast-moving consumer goods company. The principle of homogeneity within a group and heterogeneity between groups was strictly applied. Out of three groups, two were conducted in Istanbul, Turkey, and one in Geneva, Switzerland. The rationale for choosing two different contexts was mainly to investigate any cultural difference between groups and for practical reasons (i.e., the researcher's being located in Switzerland and having easy access to individuals living there). Table 3 depicts the group composition.

Table 3. Composition of the First Round Focus Groups

Group	Age	Gender	Occupation	Group Size
1	25-45	F&M	Working	8
2	45+	F&M	Working and not working	6
3	25-45	F&M	Working	7

Each focus group discussion lasted 40 minutes on average and was voice-recorded. As a moderator, the researcher controlled both the dynamics of the group discussion and the topics discussed. The researcher tried not to be too involved in the group discussions, did not impose her sense of what is essential, and let the members speak their opinions freely.

In the groups, CI with CR of companies was questioned, with respondents being given the freedom to think across every sector or product they desired. The interview started by taking each participant's consent about using an audio-taping device to record the interview. After they all agreed, a brief and general introduction about the topic was provided. Afterward, open-ended questions like; "Do you know/have you heard of the concept CR?", "What do you know about CR?", "Thinking about your previous purchases/experiences, can you please tell the top three reasons/triggers that get you involved with the CR of companies?", "Have you been involved with any of the dimensions of CR for your purchase decision?" (here, a list of CR dimensions from selected scales was mentioned after collecting unprompted responses), "For which sectors do you think the CR of a company is very crucial?", and "For which cases is CR more important?" were the focal questions of the discussions.

The researcher transcribed all the interviews and read the transcriptions several times to capture the content and finalize the items to proceed with the next step. Focus group transcripts can be coded in three ways, as proposed by Morgan (1996), "...to note (a) all mentions of a given code, (b) whether each individual participant mentioned a given code, and (c) whether each group's discussion contained a given code..." (p. 60). The first one was applied for coding these transcripts since the objective was to generate general ideas. All items mentioned, even those with low frequency, were coded. At the end, 402 units of themes were identified in Study 1.

In summary, nineteen of the participants (out of twenty-one) across three groups stated that they knew the concept of CR and thought it significantly impacted their buying decisions. Most of the participants stated that the concerns related to product and service quality, the availability of after-sales service, the need for a trustable and credible exchange partner, and the concerns for social and environmental responsibility were the main reasons to get involved with the CR of the company. Most respondents stated that health, education, finance, the food industry, fashion/clothing, tourism/accommodation, durable goods, automotive, information technologies, and transportation are the sectors where a company's reputation is very crucial for their purchase decisions. No major difference was found between the Turkey and Switzerland groups, with the Swiss groups being slightly more prone to be more concerned about the companies' social and environmental responsibility reputation.

4.2.2.2 Study 2: Second round of focus groups

The second focus group discussions were held to better understand the antecedents of the main construct of the study and to feed item generation stage of the scale development for CRI. Specifically, with the second focus group discussions, the researcher intended to (a) ensure that all domains and dimensions were captured with the measurement items developed after the extant literature review explained above, (b) pre-test the emerged themes to confirm whether the consumers perceived these measures in a way that the researcher intended, and finally (c) simplify items.

Seven focus group interviews with a convenience sample of Swiss and Turkish individuals were conducted between March 2019 and April 2019. The rationale for choosing two different contexts was mainly to investigate any cultural difference between groups and for practical reasons (i.e., the researcher's being located in Switzerland and having easy access to individuals living there).

Out of seven groups, five were conducted in Istanbul, Turkey, and two in Geneva, Switzerland. The procedures given by Carson, Gilmore, Perry, and Grønhaug (2001) were followed in the focus group setup. A diversity of respondents according to gender, age, and occupation were targeted in choosing the subjects. Individuals were pre-screened to ensure they had experienced a goods/service purchase within the last six months. Table 4 presents the group composition.

The discussions were voice recorded and carried out in Turkish and English. All groups lasted 105 minutes on average. A moderator guide was used to ensure the same flow across all groups (See Appendix C), with a moderate level of moderator involvement. The second round of focus groups aimed to get deeper into consumers' insights on their involvement with CR across their purchase decisions, so the focus groups started with a general discussion of important criteria that consumers use for

their purchase decisions and became more detailed around CI with CR of companies at later stages.

Table 4. Composition of the Second Round Focus Groups

Group	Age	Gender	Occupation	Group Size
1	18-22	F&M	University Students	6
2	23-44	F	Working and not working	5
3	23-44	M	Working and not working	6
4	45+	F	Working and not working	7
5	45+	M	Working and not working	6
6	25-45	F	Working and not working	5
7	25-50	F&M	Working	5

The terminology of the study and the overall research context were shared with the participants by the moderator. Although the objective of the study was not fully disclosed to avoid bias, the participants were informed that this study was held for academic purposes. The conversations were fluent and detailed, implying that the participants were at ease with freely sharing their views, experiences, and opinions.

Across all focus groups, price, quality, need satisfaction, functionality, after-sales guarantee, trust, durability, employee behavior, availability, aesthetics, advertising, recommendation from friends and family, and CR were important factors that most of the participants considered for their purchase decisions. In Groups 2 (23-44 female) and Group 4 (45+ female), CR and reputation for sustainability/being environment friendly were mentioned more frequently among the main factors for purchase decisions.

In general, the participants defined CR as a pre-requisite and hidden criterion for all their purchase decision-making. It was defined as trust, integrity, credibility, assurance, and reliability of the company. Most respondents described CR as a company standing behind its products and being reachable whenever and for whatever reason consumers need. It was mostly associated with product quality, trust, being a good and fair employer, reliability, and being environmentally social friendly, in line with the first-round focus group results. Most participants stated they know the manufacturers of the products they buy and did not want to get into a relationship or exchange with a badly reputed company. Most respondents claimed to have an evoked set of brands for every product and service category, and CR is one of the most important determining criteria for their evoked set formation.

For dimensions of CR, most respondents stated that they give importance to CR for product quality, CR for financial performance, and CR as a workplace. Product quality reputation was stated as the pre-requisite of other reputation dimensions (i.e., financial performance, workplace environment). A company's social and environmental behavior reputation and emotional reputation were found to be more influential, majorly by the female groups. Most of the female participants stated that they would choose that company's brand if they were aware that the company is environmentally and socially responsible. CR was stated as a pivotal determinant of the purchase decision for food, clothing, durables, transportation, construction, education, health, and financial sectors due to the perceived risks (i.e., health, social, financial, and psychological). Especially in male groups, CR was the most significant factor for decision-making for almost all product categories because consumers spend their time and money on those market exchanges. Most

respondents stated that CR was not important for professional services like hairdressers and lawyers.

Interestingly, for participants, being reputable does not guarantee the company's product quality. A good reputation is considered to be beyond providing product quality, and other building blocks (i.e., being rooted and trustable) were mentioned to call a company reputable. Participants stated that reputable companies stand behind their products and always find a solution to problems, even though they may not provide high-quality products all the time. Thus, it can be stated that CR is not the same as product and service quality.

Most of the participants shared that they get involved with the CR of a company in every step of the purchase decision (not only in the information search and alternative evaluation stage, as indicated in the existing literature). Across all groups, it was stated that a company being reputable satisfies the participants' safety, physiological, self-esteem, belonging, and self-actualization needs.

Some participants mentioned that they could not tolerate a reputational crisis related to physical damage or harm but could tolerate one related to the financial strength, competition, or employees because they think they are not affected personally and directly from those kinds of crises. They stated that they would definitely stop using the product/brand if they lose trust in the company. In general, they stated that they want to know where their money is going. If they felt that they were helping a company get involved with or support any bad behaviors or practices (i.e., terrorism or contraband activities), they would immediately stop their purchase of this product/brand. Across female groups, a company implementing sustainability practices and being socially and environmentally friendly was found to impact their purchase decisions more than the male groups in Turkey.

The source of participants' CR information about companies was identified as their personal experiences and mostly WOM. The reputational reputation (CR assessments of individuals based on what others say and think about the company and its offerings) is found to have impact on the choice and decision of the participants. If the purchase was made for others, like a family member or friend, the participants gave more importance to CR.

Most respondents stated that health, finance, the food industry, durable goods, and transportation are sectors where the CR of a company is very crucial. Education was not mentioned as one of the sectors where CR is found very important across Switzerland groups. This may be because Switzerland already has a strongly founded education system.

The major difference between the Turkey and Switzerland groups in the second round of focus group discussions was that the participants in the Swiss groups cared more about environmental responsibility, workplace environment, and vision and leadership dimensions of the CR.

So, the major contributions of focus groups can be summarized as follows;

- i. Most of the participants stated they get involved with the CR of a company in every step of the purchase decision process (not only in the information search stage and alternative evaluation stage, as indicated in the literature). So, it can be said that the impact of CR across purchase decision contexts may be beyond that indicated in the existing literature.
- ii. It was concluded that the reasons consumers get involved with CR differed from person to person. Moreover, different participants considered some reputation dimensions more essential than the other dimensions, and this importance may change by product category.

Therefore, there is a further need to explore the sources of these personal differences.

- iii. CR helps consumers to satisfy their safety, physiological, self-esteem, belonging, and self-actualization needs. Therefore, it was deduced that CR influences consumers' purchase decision-making beyond its role in signaling the product quality and diminishing perceived risk related to the purchase decision or choice.
- iv. Most participants stated that CR is very important for food, clothing, durables, transportation, construction, education, health, information technologies, and financial sectors due to their perceived risks. They stated that CR is not important for professional services like hairdressers and lawyers. Therefore, there is merit in studying CR for services and consumer goods.

4.2.2.3 Validation of the results of the second round of focus groups

Following focus groups, a short quantitative survey was conducted online. The survey aimed to validate the focus group findings related to the role of CR across purchase decision contexts and to investigate whether CR impacts change by product type.

The non-probability snowball sampling method was followed in this validation study. In this method, the initial respondents in the personal network of the researcher were asked to find people in the target population around their personal network and distribute the survey. Participation in this research was voluntary.

The survey (both in Turkish and English) was distributed virally on November 25 and 30, 2019. The survey was estimated to reach at least 450 people, of which 259 completed the survey. The respondents were from Turkey and Switzerland and were aged 18-60. The participants were asked whether they were the main grocery shoppers, and those who answered “yes” were asked to proceed with the survey questions with multiple-choice answer options.

Three questions were asked regarding important factors for purchase decisions in general, important factors for purchase decisions for different product categories, and important reputation dimension(s) for purchase decisions for different product categories. The participants were required to select from the available choices for each question (i.e., multiple choice), which were pre-determined from the focus group discussions and literature review.

The results confirmed that CR is one of the top five general criteria for purchase decisions and is much more important for durables, technological products, and services. Different participants considered some reputation dimensions as more important than others. For example, respondents cared for reputation for being environmentally and socially responsible for detergent, dairy, and fashion/clothing, whereas reputation for being top competitor and reputation for financial soundness was found as more important for durables and services.

In conclusion, it was confirmed that CR is a key determinant of the purchase decision-making process, and consumers get involved with it in a way that the importance of reputation facets changes according to the product category.

4.2.3 Item generation

Morgan (1996) posited that focus groups aid researchers in attaining a complete picture of consumers' perceptions instead of depending on their own assumptions about what is relevant. According to Morgan (1996), focus groups contribute to the item generation process in three ways: "... (a) by capturing all the domains that need to be measured in the survey, (b) by determining the dimensions that make up each of these domains, and (c) by providing item wordings that effectively convey the researcher's intent to the survey respondent" (p. 25). Similarly, Churchill (1979) suggested: "... focus groups also can be used to advantage at the item-generation stage" (p. 67).

Next, a content analysis (a method of counting as is the conclusion that something occurs 'regularly' or is 'more important' than something else) was followed.

4.2.3.1 Generation of coded text through content analysis

Following Churchill (1979), the researcher transcribed the responses of the participants of focus groups into a table with the name of the themes and the number of occurrences (frequency). In doing this, double-edged responses were divided into two parts, and all responses with even little meaning differences were included in the item pool, as Churchill (1979) proposed.

Morgan (1996) posited that focus groups transcripts can be coded in three ways: "... to note (a) all mentions of a given code, (b) whether each individual participant mentioned a given code, and (c) whether each group's discussion contained a given code" (p. 60). The first one was applied for coding the transcripts,

so all mentions were given a code. Accordingly, even an item with low frequency derived from the content analysis was kept in the item pool.

A total of 1282 mentions were coded by the researcher. A second sorter (Ph.D. Marketing student) also categorized the results. Out of 402 units of themes identified in Study 1 and 880 units of themes identified in Study 2, 377 and 812, respectively, were found to match between the researcher and the sorter. This showed a percentage agreement of 94% ($377/402=0.94$) and 92% ($812/880=0.92$) for Study 1 and Study 2, respectively. Following a discussion session, 1279 mentions were agreed on.

4.2.3.2 Aggregation of coded text into themes and dimensions

For all research that utilized content analysis, reliability analysis was suggested (Gremler, 2004). Inter-judge reliability refers to the extent of agreement of two or more coders on coding the statements (Perreault & Leigh, 1989).

We used inter-judge reliability (rather than intra-judge reliability) to ensure the reliability. The researcher who conducted this study was the first coder and the second coder was a Ph.D. candidate in marketing in Lausanne, Switzerland.

Although she had marketing knowledge, to familiarize herself with the study, she was given the construct's domain and conceptual definition. She was also given the categories applied for CR previously in the literature. Finally, a discussion session was done online to ensure that each judge commenced the coding with the same background knowledge.

Another issue for the content analysis is semantic validity. Semantic validity refers to: "...the degree to which the analytical categories of texts...correspond to the meanings these texts...have for particular readers or the roles they play within a

chosen context” (Krippendorff, 2004, p. 323). For semantic validity, it was agreed to analyze statements based on the categories in the literature and, if needed, add new ones if there was a non-fit between the statement and pre-defined categories.

4.2.3.3 Inter-judge reliability

Two coders (the researcher and the second judge) held a face-to-face meeting in March 2021 to discuss their outputs regarding the coding process. In the end, 1279 units of coded text were aggregated under 41 themes and six dimensions.

4.2.3.4 Consistency of scores

To investigate the consistency of scores, a hold-out sample (dividing the incidents into two parts such that one part is used for categories development and the other part is used for validation) (Gremier, 2004) or a split-half technique (dividing the sample into two parts of equal size randomly to check whether these two parts give the same result) (Krippendorff, 2018) can be chosen. This study used the split-half technique, so the sample was split into two equal parts measure the consistency of the test scores.

4.2.3.5 Expert judgment

Following the completion of the coding process, to confirm the face validity of the themes that emerged, expert judgment is employed. Face validity refers to “common truth” (Krippendorff, 2018, p. 313).

To confirm the face validity of the constructs, in other words, to ensure that emerged dimensions and themes “make sense” (Krippendorff, 2018, p. 313), 1279 units of coded text, 41 themes, and six main dimensions were sent to a marketing

director of a technology company and one consultant, a pioneer of integrating CR management to several companies' agendas in Turkey. Therefore, their expert opinions were considered important for the face validity of the constructs.

The researcher sent the content to the experts in an excel sheet via e-mail in September 2021. This process took approximately one month. By November 2021, the researcher and two judges came together online to discuss and solve the disagreements. Following this, 38 themes and six main dimensions emerged.

4.2.3.6 Face validity of emerged items

The final generated items were shared with the same two experts in the previous stage via e-mail in an excel sheet to ensure that simplified sentences and revised wordings made sense. Following mutual agreement on the relevancy of the finalized items, a reliability analysis was conducted.

4.2.3.7 Reliability analysis of emerged items

Two researchers (a Ph.D. candidate in Marketing and Assoc. Professor in Finance) independently coded 38 themes into six main dimensions. These researchers had not been involved with the study before. The Perreault and Leigh (1989) formula was used to calculate reliability as:

$$R = \sqrt{\left(\left(\frac{F}{N} \right) - \left(\frac{1}{k} \right) \right) \left(\frac{k}{k-1} \right)}$$

Where F = number of agreed themes; N = total number of themes; k = number of categories.

The reliability of the CRI was acceptable, with scores of 0.90 between Coder 1 and Coder 2, 0.94 between Coder 2 and Coder 3, and 0.94 between Coder 2 and

Coder 3, as summarized in Table 5. Gremler (2004) indicated that there is an informal but generally accepted rule of thumb that the lower limit for the coding decisions to be reliable is 0.80. Therefore, based on Perreault and Leigh's reliability index, the coding decisions in this study were concluded as reliable.

Furthermore, using the formula proposed by Zimmer and Golden (1988), z-scores were calculated as follows:

$$z = \frac{k - E}{\sqrt{np(1 - p)}}$$

Where n = total number of themes, k = number of matches out of n, E = expected number of matches or (E = n / number of categories), p = probability that two judges will assign a theme to the same category by chance or (1/number of categories) (Alvarez, Yarcán, & Inelmen, 2006).

As depicted in Table 5, the z-scores were found for CRI as 10.74 between Coder 1 and Coder 2, 12.05 between Coder 1 and Coder 3, and 12.05 between Coder 2 and Coder 3. Zimmer and Golden (1988) suggested that the probability that different judges would assign themes to the same category by chance is very low with a z-score of at least 2.33 as it corresponds to an alpha of .01. Since the z-score achieved for the CRI construct exceeded 2.33, it was concluded that the three pairs of judges' number of matches was significantly higher than would be attributable to chance alone.

Table 5. Reliability Analysis Between Three Coders

	CI with Company's...						
Coder 1 / Coder 2	CI-PSQR	CI-CER	CI- SERR	CI-VLR	CI-FRSR	CI-RR	Total
Total Number of Themes	17	3	4	6	3	5	38
Number of Matches	13	3	4	4	3	4	31
Percentage Matching	0.76	1.00	1.00	0.66	1.00	0.80	0.81
Z-score							10.74
R							0.90
Coder 1 / Coder 3	CI-PSQR	CI-CER	CI- SERR	CI-VLR	CI-FRSR	CI-RR	Total
Total Number of Themes	17	3	4	6	3	5	38
Number of Matches	14	3	4	5	3	5	34
Percentage Matching	0.82	1.00	1.00	0.83	1.00	1.00	0.89
Z-score							12.05
R							0.94
Coder 2 / Coder 3	CI- PSQR	CI-CER	CI- SERR	CI-VLR	CI-FRSR	CI-RR	Total
Total Number of Themes	17	3	4	6	3	5	38
Number of Matches	15	3	4	4	3	4	34
Percentage Matching	0.76	1.00	1.00	0.66	1.00	0.80	0.89
Z-score							12.05
R							0.94

Note: CI-PSQR= CI with Product& Service Quality Reputation, CI-CER= CI with Company as Employer Reputation, CI- SERR=CI with Company 's Social and Environmental Responsibility Reputation, CI-VLR= CI with Company's Vision and Leadership Reputation, CI-FRSR= CI with Company's Financial Reliability& Strength Reputation, CI-RR= Consumer Involvement with Company's Reputational Reputation.

4.2.3.8 Results of the item generation process

The qualitative study findings offered empirical evidence to support the six dimensions, which were also derived from the literature review. Accordingly, it is proposed here that consumers get involved with CR in terms of six facets. Appendix

D depicts the dimensions, themes, and expressions examples from the focus groups with the frequencies mentioned by consumers generated for the construct CRI.

4.2.4 Data collection and purification of items

Based on the generated items pool, a survey was developed in Turkish. Before the main study, a pilot study was conducted to obtain participants' opinions and reactions to each item on the scale so that the researcher could describe and eliminate any potential problem(s) in the developed scale before it was applied at the main panel (Morgado, Meireles, Neves, Amaral, & Ferreira, 2018).

A pilot study was conducted between February 2022 and March 2022 in Turkey. Applying the snowball sampling method, initially participated respondents from the researcher's network were asked to find people in the target population around their network and distribute the survey. Participation in this study was entirely voluntary. The questionnaire was distributed online, and 230 respondents participated.

Since no issue or problem was identified with the pilot study, a main study was conducted between April 2022 and May 2022. Since there were 38 items in the questionnaire, the target number of respondents was determined as 400. It was distributed to 450 participants via a Google form based on snowball sampling. Out of 450 participants, 401 responded.

4.2.5 Data analysis method

The research data were analyzed through exploratory and confirmatory factor analysis on Statistical Package for the Social Sciences (SPSS) for Windows 25.0 and

Analysis of Moment Structures (AMOS) program. Descriptive statistical methods (number, mean, percentage, standard deviation) were employed to compute the data.

4.2.6 Sample demographics

The sample demographics are important in deciding how representative is the sample in the study to the whole target population. Therefore, the sample profile is presented in Table 6.

Table 6. Sample Demographics for CRI Scale Development Study

		n	%
Gender	Female	212	53.0
	Male	189	47.0
Age	31,26±10,12		
Education	Primary school	23	5.7
	Secondary school	47	11.7
	High school	122	30.4
	University	188	46.8
	Masters/PhD	21	5.2
Income	Income<Expenses	162	40.4
	Income=Expenses	167	41.6
	Income>Expenses	72	18.0
Social media usage	Yes	375	93.5
	No	26	6.5

The participants' mean age was 31.26±10.12. Fifty-three percentage of the participants were women and 30.4% were high school graduates. An analysis of the economic status of participants showed that 40.4% of them have less income than their expenses, and 41.6% of them have income equal to their expenses. 93.5% of the participants stated that they are social media users.

4.2.7 Data analysis

4.2.7.1 Data screening

Before starting the data analysis, outliers and missing data were checked.

Participants were excluded from the analysis if there was missing data on any variable (list-wise deletion). Moreover, unengaged responses in data (participants giving the same values for all questions) were also investigated by checking standard deviation values equal to 0. Those participants have also been eliminated via the list-wise deletion technique. Outliers were checked via Mahalanobis Distance probabilities. Accordingly, five data outside the range of ± 2 for the overall scores of the scale were excluded from the analysis, and it was seen that the remaining data met the range of ± 2 .

Harman's single-factor test was used to assess common method bias (CMB). The results of the exploratory factor analysis revealed that a single-factor component could account for 29.4% of the observed variance, thus falling below the 50% cut-off value and showing that CMB was not a problem in our data (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003).

4.2.7.2 Exploratory factor analysis

The Kaiser-Meyer-Olkin (KMO) test was used prior to the application of exploratory factor analysis to determine whether the sample size was appropriate for factorization. From the analysis, the KMO value derived was 0.964. Thus, the sample size and items were adequate for factor analysis. In addition, the Bartlett Sphericity test results showed that the obtained chi-square value was significant ($\chi^2(253) = 5503.337$ $p < 0.01$). The data was, therefore, assumed to be derived from a multivariate normal distribution.

The scale's factor pattern was revealed by explanatory factor analysis. After confirming the suitability of the data for the factor analysis, the principal component analysis was performed using Varimax as a rotation method and Eigen Values greater than 1 as an extraction method. The factor loadings below 0.4 were defined as insignificant (Hair et al., 2018). For insignificant factor loadings or factor loadings with cross-loadings or unacceptable commonalities, Hair et al. (2018) suggested several solutions.

One recommended solution was using another rotation technique, such as Quartimax, Equamax, Promax, and Direct Oblimin. As recommended, other techniques were applied. Moreover, the number of factors was fixed to a smaller number instead of using Eigen Values greater than 1. However, the problem was not eliminated.

Next, the option of deleting items was applied. Before deleting each item, reliability analysis was performed for both the related factor and the scale via checking for item deleted scores. It was confirmed that the factors' Cronbach's Alpha scores increased following the deletion of those problematic items. As a result, all items, which were insignificant and had a cross-loading problem, were deleted.

With the remaining items, exploratory factor analysis was re-conducted. The principal component analysis using Varimax as a rotation method and Eigen Values greater than 1 as an extraction method was repeated. This time, the items under each factor were successfully loaded into the related factor without cross-loadings. This result confirmed the discriminant validity. Moreover, convergent validity was confirmed since all items had loadings over the recommended threshold (0.6).

Furthermore, Average Variance Extracted (which is suggested to be over 0.5 for convergent validity) and composite reliability (which is suggested to be over 0.7 for reliability) was calculated for each factor with the following formula;

$$\text{Average Variance Extracted (AVE)} = \frac{\sum \lambda^2}{n}$$

$$\text{Composite Reliability (CoR)} = \frac{(\sum \lambda)^2}{(\sum \lambda)^2 + (\sum \varepsilon)}$$

The scores showed that the data had successfully passed convergent validity and composite reliability tests. Moreover, all the AVEs were calculated over 0.5, and all the CoRs over 0.7.

As depicted in Table 7 and in Table 8, the factor analysis results indicate a two-factor solution for both goods and services sample. As a result of factor analysis, 65.9% of the goods sample variance and 67% of the service sample variance were explained. In addition, the first factor explained 44.6% of the total variance, and the second factor explained 21.3% of the total variance in goods scale, whereas the first factor explains 45.8% of the total variance, and the second factor explains 21.2% of the total variance in service sample.

As a result of the item deletion process, the generated factors and the items are depicted in Appendix E (see Table E1 for the results of the goods sample and Table E2 for the services sample).

Table 7. Explanatory Factor Analysis Results of CRI for Goods Scale

	Factor 1	Factor 2
PQ10	0.774	
PQ17	0.736	
RR1	0.726	
PQ7	0.715	
PQ12	0.707	
PQ9	0.703	
PQ4	0.696	
PQ8	0.687	
PQ11	0.685	
PQ13	0.662	
PQ6	0.659	
GE3	0.658	
RR4	0.605	
PQ14	0.604	
RR2	0.604	
PQ5	0.602	
SR2		0.753
VL2		0.721
SR1		0.684
VL3		0.651
VL5		0.641
FS3		0.614
GE1		0.604

Table 8. Explanatory Factor Analysis Results of CRI for Services Scale

	Factor 1	Factor 2
PQ10	0.784	
PQ11	0.779	
PQ9	0.773	
RR1	0.768	
PQ7	0.763	
GE3	0.736	
PQ4	0.735	
PQ13	0.724	
PQ5	0.724	
PQ12	0.724	
PQ1	0.704	
PQ8	0.676	
PQ3	0.652	
PQ6	0.649	
PQ2	0.646	
RR2	0.634	
PQ15	0.625	
VL1		0.794
FS1		0.771
SR2		0.739
VL2		0.650
VL5		0.590
FS2		0.586
GE1		0.573
FS3		0.526

4.2.7.3 Confirmatory factor analysis

Following the exploratory factor analysis, the generated factors were tested through confirmatory factor analysis in SPSS AMOS. Similar to exploratory factor analysis, the goods and the services samples were investigated separately in confirmatory factor analysis.

The constructs of the CRI for Goods model that illustrate the correlations between the dimensions and the items related to those dimensions are depicted in Appendix F. The standardized regression weights of all items under each construct in the CRI for Goods model are depicted in Appendix G. Furthermore, the constructs of the CRI for Services model that illustrates the correlations between the dimensions and the items related to those dimensions are depicted in Appendix H. The standardized regression weights of all items under each construct in the CRI for Services model are depicted in Appendix I.

The CRI for Goods Scale model fit values are represented in Table 9, and the CRI for Services Scale model fit values are depicted in Table 10 with the threshold values proposed by Bollen (1989), Cheung and Rensyold (2002), Jöreskog and Sörbom (1986), Kline (2012), and Schermelleh-Engel, Moosbrugger, and Müller (2003). Comparing the model values with perfect and acceptable fit criterion, it can be concluded that sufficient model validity for the measurement model is achieved.

Table 9. Model Fit of the Constructs in CRI for Goods Scale

Measure	Perfect Fit Criterion	Acceptable Fit Criterion	Model Values
CMIN			519.763
df			226
CMIN/df	$0 \leq \chi^2/df \leq 3$	$3 \leq \chi^2/df \leq 5$	2.300
RMSEA	$0.00 \leq RMSEA \leq 0.05$	$0.05 \leq RMSEA \leq 0.08$	0.057
SRMR	$0.00 \leq SRMR \leq 0.05$	$0.05 \leq SRMR \leq 0.08$	0.0356
CFI	$0.97 \leq CFI \leq 1.00$	$0.90 \leq CFI$	0.945
GFI	$0.90 \leq GFI \leq 1.00$	$0.85 \leq GFI$	0.900
AGFI	$0.90 \leq AGFI \leq 1.00$	$0.85 \leq AGFI$	0.878
NFI	$0.95 \leq NFI \leq 1.00$	$0.90 \leq NFI$	0.908
IFI	$0.95 \leq IFI \leq 1.00$	$0.90 \leq IFI$	0.946
TLI	$0.5 \leq TLI \leq 1.00$	$0.90 \leq TLI$	0.939
CMIN=Chi-square, df=Degrees of Freedom (/SD), RMSEA= Root Mean Square Error of Approximation, SRMR: Standardized Root Mean Square Residual, CFI=Comparative Fit Index GFI= Goodness of Fit Index, AGFI= Adjusted Goodness of Fit Index, NFI= Normed Fit Index IFI= Incremental Fit Index, TLI= Tucker-Lewis Index			

Table 10. Model Fit of the Constructs in CRI for Services Scale

Measure	Perfect Fit Criterion	Acceptable Fit Criterion	Model Values
CMIN			658.859
df			271
CMIN/df	$0 \leq \chi^2/df \leq 3$	$3 \leq \chi^2/df \leq 5$	2.424
RMSEA	$0.00 \leq RMSEA \leq 0.05$	$0.05 \leq RMSEA \leq 0.08$	0.060
SRMR	$0.00 \leq SRMR \leq 0.05$	$0.05 \leq SRMR \leq 0.08$	0.0486
CFI	$0.97 \leq CFI \leq 1.00$	$0.90 \leq CFI$	0.937
GFI	$0.90 \leq GFI \leq 1.00$	$0.85 \leq GFI$	0.884
AGFI	$0.90 \leq AGFI \leq 1.00$	$0.85 \leq AGFI$	0.861
NFI	$0.95 \leq NFI \leq 1.00$	$0.90 \leq NFI$	0.910
IFI	$0.95 \leq IFI \leq 1.00$	$0.90 \leq IFI$	0.937
TLI	$0.5 \leq TLI \leq 1.00$	$0.90 \leq TLI$	0.930
CMIN=Chi-square, df=Degrees of Freedom (/SD), RMSEA= Root Mean Square Error of Approximation, SRMR: Standardized Root Mean Square Residual, CFI=Comparative Fit Index GFI= Goodness of Fit Index, AGFI= Adjusted Goodness of Fit Index, NFI= Normed Fit Index IFI= Incremental Fit Index, TLI= Tucker-Lewis Index			

Reliability analyses were conducted to test whether the items in the scales are consistent with each other and whether all of the statements measure the same subject. In the reliability analysis, Cronbach's Alpha is assessed. When the results were examined, Cronbach's Alpha was 0.953 for CRI for Goods scale and 0.954 for CRI for Services scale. Therefore, the CRI scale was found to be a very reliable scale. The reliability analysis results for CRI for Goods and for Services scales are represented in Table 11 and Table 12, respectively.

Table 11. Reliability Analysis Results for CRI for Goods Scale

	Cronbach's Alpha
Factor 1	0.948
Factor 2	0.855
CRI for goods	0.953

Table 12. Reliability Analysis Results for CRI for Services Scale

	Cronbach's Alpha
Factor 1	0.955
Factor 2	0.866
CRI for services	0.954

Moreover, the results of the split-half test further demonstrated the models' reliability. This study used a split-half technique such that the sample was split into two equal parts to measure the consistency of the scores. The results indicated that the CRI for Goods scale is reliable, with the correlation between Half 1 and Half 2 as 0.908, the Spearman-Brown coefficient as 0.952, and the Gutman Split Half coefficient as 0.951. The split half-test results for CRI for Goods Scale are represented in Table 13.

Table 13. Split Half Test Results for CRI for Goods Scale

Cronbach's Alpha	Half 1: RR1, RR2, PQ4, PQ5, SR2, VL3, FS3, VL5, PQ9, PQ10, PQ11, PQ12	0.908
	Half 2: PQ13, PQ14, VL2, PQ6, RR4, PQ7, PQ8, GE3, PQ17, GE1, SR1	0.914
Correlation between Half 1 and Half 2		0.908
Spearman-Brown		0.952
Gutman Split-Half		0.951

Similarly, the results indicated that the CRI for Services scale is also reliable, with the correlation between Half 1 and Half 2 as 0.903, the Spearman-Brown coefficient as 0.949, and the Gutman Split Half coefficient as 0.947. The split half-test results for CRI for the Services scale are represented in Table 14.

Table 14. Split Half Test Results for CRI for Services Scale

Cronbach's Alpha	Half 1: RR1, RR2, PQ4, PQ5, SR2, PQ1, FS1, VL2, PQ9, PQ10, PQ11, PQ12, VL1	0.922
	Half 2: PQ13, PQ15, VL5, PQ6, PQ2, PQ7, PQ8, GE3, PQ3, GE1, FS2, FS3,	0.904
Correlation between Half 1 and Half 2		0.903
Spearman-Brown		0.949
Gutman Split-Half		0.947

4.2.8 Results of the measurement development process

Churchill's (1979) multi-item scale development process was followed in this study to develop scale for CRI. The items were generated via literature review and focus group discussions. Items purification was done via exploratory and confirmatory factor analysis in SPSS AMOS applied to the collected survey data.

The analysis indicates that, the items generated can be grouped under two factors such that, the items under CI- PSQR and CI-RR merged under Factor 1, whereas the rest (CI-CER, CI-SERR, CI-VLR, CI-FRSR) under Factor 2. These two

dimensions consist of nearly same items for both goods and services, where only some items under the dimensions showed slight change. For example, the item “It is important for my purchase decision that a company offers robust / durable / long-lasting products” was included in the scale of CRI for goods, whereas the item “It is important for me to make purchases from a company that has attentive and caring employees” was in the scale of CRI for services.

We defined these two dimensions as CI with Company’s Capability Reputation for Factor 1 and CI with Company’s Character Reputation for Factor 2. Capability Reputation is the collective assessment of a company’s offerings’ quality and performance features (Mishina, Block, & Mannor, 2011). Although consumers’ past experience with the company is the main input for their evaluations or judgments regarding the companies’ offerings’ qualities and performance attributes, sometimes consumers do not interact directly with the companies. However, even in those cases, consumers still develop assessments regarding companies and their offerings based on their communication experiences (i.e., WOM, e-WOM, company sources, news, and social media), as previously discussed. On the other hand, Character Reputation is defined as the collective judgments about the behavioral tendencies of a company (Mishina et al., 2011). Companies can also be regarded as people, and therefore, several personality traits may be attributed to the companies (Davies et al., 2004).

The first dimension, CI with Company’s Capability Reputation, is defined as the perceived personal importance and interest in a company’s quality and performance characteristics (i.e., skills, resources, and capabilities) stemming from personal experiences and indirect experiences. As discussed, reputational reputation is defined as consumers’ CR perceptions not based on direct experience but on what

others say about the company, and they are more superficial than the experiential reputation (Grunig & Hung, 2002), and this is similar to the Emotional Appeal dimension of the RQ of Fombrun et al. (2000). When consumers are involved with CR of companies in terms of companies' quality and performance characteristics, they merge all their assessments regarding companies' offerings either based on their personal experience or on what they read and hear from other sources.

The second dimension, CI with Company's Character Reputation is defined as perceived personal importance and interest in how a company would behave with respect to its values and vision. Consumers may find it important to be in an exchange relationship with reputable companies based on their characters, so they regard some companies as more caring, benevolent, visionary, innovative, creative, socially and environmentally friendly, responsible, and reliable. These perceptions (referring to the CI-CER, CI-SERR, CI-VLR, and CI-FRSR) can be fostered or deteriorated by the communication activities of the company and its observable behaviors.

Table 15 summarizes the conceptualization and operationalization of the CRI construct. It was concluded that the items under CI with Company's Character Reputation are more related to the consumers' CR perceptions regarding the company's relationships with stakeholders other than consumers, such as its employees, the general public, and investors. However, CI with Company's Capability Reputation refers to the relationship between the company and the consumers, arising from the first-hand (direct experience) and second-hand experiences of consumers regarding the quality and performance of companies' offerings.

Table 15. Conceptualization and Operationalization of CRI Construct

Construct	Conceptual definition	Operational definition	Dimensions
Corporate Reputation Involvement (CRI)	CRI is a consumer's personal involvement with the CR of a company for their purchase decisions. It is the level of perceived personal importance and interest of a consumer for the CR of a company across purchase decision contexts.	CRI refers to the consumer's personal involvement with the CR of a company for their purchase decisions. It indicates the degree of perceived personal importance and interest in the quality and performance characteristics of a company (skills, resources, and capabilities) stemming from personal experiences and indirect experiences and how it would behave in relation to its values and its vision. It is a multi-dimensional construct.	•Consumer Involvement with Company's Capability Reputation •Consumer Involvement with Company's Character Reputation

This chapter presented the conceptualization and scale development of CRI. After integrating the literature review and focus group discussions, a pool of items was generated. After applying several stages of content analysis, main dimensions and items were generated to measure CRI for goods and CRI for services. Later, two quantitative studies (a pilot study and a main study) were conducted to purify scale items and assess the developed construct's reliability and validity. Next, Chapter 5 will provide the theoretical framework and the hypothesized interactions among variables under scrutiny in this study.

CHAPTER 5

THEORETICAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESES

This section starts with a discussion of the theory chosen as relevant to this study, namely RFT. The proposed model and the hypothesized interactions between variables under scrutiny are then presented.

5.1 Regulatory Focus Theory

In the formulation of a theoretical perspective for studying CI with CR, RFT provides a useful framework. In general, RFT is used to explain how an individual's RF impacts their cognitive (i.e., information processing, motivation) and affective processes (i.e., the experienced emotion types) as well as his or her adopted behaviors (i.e., buying behavior).

RFT (Higgins, 1997) is a theory that elaborates on the means or motivational approaches individuals utilize to self-regulate their goal pursuits. Self-regulation can be described as the mental techniques an individual uses to direct their thoughts, emotions, and behaviors and is a key component in achieving goals (Fellner, Holler, Kirchler, & Schabmann, 2007).

RFT posits that the motivation style of an individual depends on the strategies they employ toward their goals (Higgins, 1997, 1998). RFT defines goals as “representational structures that guide the system in its pursuit of a reference or end state” (Markman & Brendl, 2000, p. 98). Individuals are characterized as having an approach goal if the end state is desired and positive, whereas they are characterized as having an avoidance goal if the end state is undesired and negative (Higgins, 1987).

The RFT is an expansion of the Self-Discrepancy Theory. Self-Discrepancy Theory posits that two main subsets of goals, namely ideals and oughts, guide human behavior (Higgins, 1997). Ideals pertain to the wishes, hopes and aspirations of an individual, whereas oughts are related to the duties, obligations, or responsibilities of an individual.

On the other hand, RFT is also an expansion of the Hedonic Principle. According to Higgins (1997, 1998), the Hedonic Principle (which posits that individuals seek pleasure and refrain from pain to maximize desirable outcomes) does not sufficiently explain how individuals approach pleasure or avoid pain. In other words, the desire to succeed or the fear of failing can equally drive one toward the same positive outcome (Higgins, 1997). Therefore, different from the Hedonic Principle, Higgins (1997, 1998) explored the strategies individuals use to approach pleasure or avoid pain.

According to RFT, human behavior and motivation are directed by two systems of self-regulation: promotion focus and prevention focus. These two different motivational systems originate from different basic human needs (Chernev, 2004; Higgins et al., 2001), and they lead individuals to different goal-pursuit modes. In other words, the RF orientation of an individual affects how they approach a task or position themselves relative to a desired or undesired state.

The existing literature from various fields supports the difference between promotion and prevention focus, such as consumer behavior (Lee, Aaker, & Gardner, 2000), advertising (Aaker & Lee, 2006), psychology (Pennington & Roese, 2003), and organizational behavior (Pham & Chang, 2010).

An individual may use different strategies toward their goal(s), such as approach or avoidance, based on their RF. RFT posits that promotion-focused

individuals utilize the standards related to their ideals and aspirations (ideal self), whereas prevention-focused individuals regulate themselves with respect to their obligations, responsibilities, and security (ought self) (Lockwood, Jordan, & Kunda, 2002). Promotion focus regulation is related to the achievement, growth, and aspirations of ideals, and the motivation of the individuals is approaching gains and avoiding non-gains. In contrast, prevention focus regulation is related to responsibility and safety, and the motivation of the individuals is avoiding losses/pain/mistakes/punishment and approaching non-losses. From extant literature, Table 16 illustrates the fundamental distinctions between the two self-regulations.

Table 16. The Key Differences Between Promotion Focus Regulation and Prevention Focus Regulation

	Promotion Focus Regulation	Prevention Focus Regulation
Needs	Nurturance needs (growth, progress, accomplishment, advancement, aspirations)	Security needs (security, safety, protection, responsibility, obligation)
Target	• Ideal self • Desired end-state	• Ought self • Undesired end-state
Strategy used	• Approach “gains” and avoid “non-gains” • Eager strategies to achieve success	• Avoid “losses” and approach “non-losses” • Vigilant strategies to avoid failure
Desired outcome	• Presence of positive outcomes • Maximizing the probability of obtaining a positive outcome • Minimizing the absence of positive outcomes	• Absence of negative outcomes • Minimizing the occurrence of a negative outcome • Maximizing the absence of negative outcomes

Source: Adapted from existing literature

It is important to explain here that, according to RFT, both prevention focus regulation and promotion focus regulation intend to derive a desired end-state, although the characteristics of these desired end-states might differ, and this is contrary to the hedonic principle (Higgins, 1997). The reasoning is that the hedonic

principle concentrates solely on the accomplishment of a desirable outcome (pleasure) and the avoidance of an undesirable outcome (pain) (Higgins, 1997).

The RF of an individual influences the patterns of an individual thinks and acts in everyday life (Lockwood et al., 2002). RFT is extensively used across marketing literature to better explain the underlying motivation of consumer behavior to derive more efficient and effective marketing strategies related to the purchasing, communication, and consumption behaviors of consumers. It helps researchers to understand various consumer behaviors (Pham & Higgins, 2005), such as how they interpret motivational messages (Sasaki & Hayashi, 2015), take risks (Hamstra, Bolderdijk, & Veldstra, 2011), accomplish tasks (Förster, Higgins, & Idson, 1998), make decisions (Crowe & Higgins, 1997), and have distinct sensitivities toward the valence (positive or negative) of outcomes (Brendl, Higgins, & Lemm, 1995).

Regarding the influence of RF on an individual's cognitive processes, the RF literature studied how RF impacts the type and diagnosticity of information, the use of heuristics vs. rational information processing, the information structure, and its representation in the memory. For example, the literature well evidenced that prevention-focused individuals concentrate on negative signals to avoid undesired states such as negative outcomes or making mistakes (Kirmani & Zhu, 2007), utilize a more rational and logical process to derive their evaluations and decisions (Novak & Hoffman, 2009), and depicts objects in a detailed and concrete way (lower level) (Keller, Lee, & Sternthal, 2004), contrary to promotion-focused individuals. Moreover, Zhu and Meyers-Levy (2007) found that individuals with a promotion focus were more inclined to build representations in the memory that are distant from and indirectly related to the original input (i.e., information). In contrast, the

associations constructed in the memory by prevention-focused participants are more closely and directly related to the original input. Additionally, compared to promotion-focused individuals, individuals with a prevention focus are less impulsive and more analytic (Song & Qu, 2018). On the other hand, individuals with a promotion focus are more impulse-driven and preferred imagery signals for their decision-making tasks (Song & Qu, 2018).

Regarding the influence of RF on the individual's affective processes, it has been found that RF affects emotion types. Higgins (1997, 1998) stated that promotion-related achievements (i.e., gains, positive outcomes) give rise to emotions reflecting the pleasurable presence such as happiness, delight, and cheerfulness, whereas prevention-related successes (i.e., elimination of negative outcomes) give rise to emotions reflecting the pleasurable absence such as relaxation and tranquillity. Similarly, promotion-related failures (i.e., absence of non-gains) give rise to emotions reflecting the painful absence, such as sadness and regret, whereas prevention-related failures (i.e., presence of negative outcomes) give rise to emotions reflecting this painful presence, such as nervousness and anxiety. Generally, the emotions related to security and trust feelings tend to be experienced more by prevention-focused individuals, whereas the emotions related to happiness and cheerfulness are more likely to be experienced by individuals with a promotion focus (Higgins, Shah, & Friedman, 1997). Moreover, according to Fournier (1998), the brand-consumer relationship nature may be impacted by the different emotions experienced. For example, Aaker and Lee (2001) posited that feelings of trust and safety might foster a stable and nurturing relationship, such as being best friends or committed partnerships. In contrast, the emotions of cheerfulness and happiness may foster an enjoyable and fun relationship such as casual friendship.

Last, RF affects the behaviors and actions of individuals. For example, Freitas, Liberman, Salovey, and Higgins (2002) stated that prevention-focused subjects are less likely to delay or postpone action or behavior than those with a promotion focus. Another research by Liberman, Idson, Camacho, and Higgins (1999) found that individuals with a promotion focus might be more open to change, whereas individuals with a prevention focus are more prone to seek stability. Moreover, in the same study, it was found that promotion-focused individuals are more inclined to end an activity and shift to another more easily. This finding was also supported by Fuglestad, Rothman, and Jeffery (2008). They concluded that, in the long term, individuals with a prevention focus tended to continue with their current behavior because they were worried about sustaining a desirable state.

Moreover, RF also has implications for buying behavior. For example, promotion-focused consumers are more likely to select products with hedonic characteristics, whereas consumers with a prevention focus tend to choose products with utilitarian features (Chernev, 2004). Consumers with a promotion focus are more interested in innovatory characteristics; therefore, they tend to purchase more new products than consumers with a prevention focus (Herzenstein, Posavac, & Brakus, 2007). Similarly, Werth and Foerster (2007) revealed that individuals with a strong promotion focus pay more attention to the innovative attributes of a product; on the contrary, those with a prevention focus are more interested in the product's available warranties or guarantees.

RF also impacts the risk-taking behavior of consumers. The literature indicated that individuals with a prevention focus are more risk averse, whereas those with a promotion focus are more likely to be risk takers (Zhou & Pham, 2004). Another study by Gino and Margolis (2011) revealed that because of their higher risk

acceptance levels, promotion-focused individuals are likely to perform more unethical behavior than prevention-focused individuals.

Although RFT is extensively utilized to explain the RF impact on the decision-making process of an individual, the theory also suggests the determinants of individuals' developing different RFs. Higgins (1997) defined socialization during infancy as one of the determinants of individuals' developing different RF. Moreover, culture (Lee et al., 2000), age (Hooker & Kaus, 1994), and personality variables (self-esteem, extraversion, openness to experience, positivism) (Grant & Higgins, 2003; Vaughn, Baumann, & Klemann, 2008) are also identified by previous studies as determinants of a person's RF orientation.

Here, it is necessary to clarify that extant literature studied RF in two ways: RF as a stable personal characteristic (chronic RF) and RF as a motivational state, which is context-stimulated (temporary RF) (Higgins, 1997). Higgins (1997) defined chronic RF as the propensity of an individual to choose prevention or promotion RF stemming from their interpersonal relations and socialization process from babyhood; in other words, the culture that the individual is exposed to. For example, individualistic cultures have more promotion-focused individuals, whereas individuals from collectivist cultures tend to have a prevention focus regulation (Lee et al., 2000).

In contrast, an RF can also be activated and be made temporarily more accessible by the context (Higgins, 1997). For example, temporary RF is activated by manipulating the message framing, type of decision, product characteristics, instructions, or situation to which individuals are subjected (Zhu & Meyers-Levy, 2007), by the targeted standards like ideal self or ought self (Higgins, 2002), or by

the nature of needs sought (Crowe & Higgins, 1997). This research considered RF as a stable personal characteristic; therefore, the focus was on chronic RF.

5.2 Discussion

Surprisingly, RFT has not been extensively used across CR studies. Song and Morton (2016) studied the different information processing of individuals with different RF. They found that promotion-focused consumers perceive extrinsic cues (in their study, CR) as more important and evaluate a product with better extrinsic cues more favorably. In contrast, a product's intrinsic cues are found to be more important for prevention-focused consumers, and accordingly, they favor a product with superior intrinsic cues more (Song & Morton, 2016). They built their study on the premise that since promotion-focused individuals tend to be involved in instant decision-making and heuristic information processing (Higgins, 1997), it is more likely that they would use extrinsic cues. On the contrary, prevention-focused consumers tend to utilize the intrinsic cues because these individuals are more concerned with the security and safety of the product, are more cautious in their decision-making, and are more inclined to check products features to avoid risks (Higgins, 2000; Pham & Higgins, 2005).

As discussed above, the RF of an individual influences their decision-making process, namely the cognitive (i.e., information processing, assessment, judgment, motivation) and affective processes (i.e., the experienced emotion types) they involve. In applying RFT to this study, it was recognized that an individual's involvement with CR is a cognitive and affective processing (internal evaluation) of CR (as a cue, signal, or information) impacted by their RF. The existing literature evidenced that the RF of an individual acts like a filter and diverts individuals'

attention to specific types of information. Internal evaluations may include predispositions, experiences, cognitive networks, motives, judgments of risk, judgments of quality, and involvement (Jacoby, 2002). Moreover, internal evaluations may be both affective and cognitive (Jacoby, 2002).

Here, it is important to elaborate on how the existing literature studied CR effects across consumer evaluation and decision-making contexts. After an extant literature review, it was concluded that the processing of CR can be cognitive, affective, or normative.

This study defined the cognitive processing of CR as the rational utilization of CR cues by consumers (such as deriving product quality features or attributes or perceived value from the cue CR) and the affective processing of CR as a CR cue causing an emotional reaction or feeling in the consumer. When a consumer's behavioral intentions toward an object are directed by the CR-generated moral reflections, these effects of CR are identified as normative effects of CR.

Summary construct effect is one of the cognitive processing types underlying CR-effects found in the literature (Berens et al., 2005; Chang, 2013; Souiden, Kassim, & Hong, 2006). According to Elaboration Likelihood Model (Petty & Cacioppo, 1984), the summary construct effect can be considered as a central route-processing example because its impact on the evaluation and decision-making of consumers is direct and has invaluable importance. For example, in the context of country of origin literature, the summary construct is defined as "...a "file" of information about various brands from a country that consumers develop over time, store in their memory in the form of overall evaluation of products from the country and retrieve readily when evaluating the brands..." (Han, 1990, p. 34).

Here, the CR information is not a surrogate indicator that helps consumers to infer information about the attribute or features of the product, but it has a more direct and large impact on consumers' evaluative tendency. Consumers utilize CR as a heuristic to ease their evaluations and decisions. According to Fiske and Taylor (1991), due to the cost of information search, consumers do not utilize all their accessible and diagnostic information sources. Most consumers (especially loyal ones) have learned and hold memory-stored company information as a dependent associations network (Barsalou, 1983). Therefore, CR is referred to as a node or association learned over time in a consumer's memory linked to several associations and other nodes (Aaker, 1994). Accordingly, it can be said that the consumers using CR as a summary construct will more likely derive their assessments or decisions based on an "...automatically activated database, already filled with detailed information about various product attributes..." (Yang & Wang, 2018, p. 152) based on past experiences and/or exposure to information.

This summary effect is also referred to in many definitions of CR that exist in the literature, such as "...corporate reputation is a collective representation of a firm's past actions and results that describes the firm's ability to deliver valued outcomes to multiple stakeholders..." (Fombrun & Van Riel, 1997, p. 10), "... as an umbrella construct referring to the cumulative impressions of internal and external stakeholders..." (Chun, 2005, p. 105), and "...a stakeholder's overall evaluation of a company over time..." (Gotsi & Wilson, 2001, p. 29).

Another type of cognitive processing of CR found in the literature is the halo effect. Across multiple attribute contexts, consumers use their CR knowledge as a proxy indicator that enables them to deduce perceptions about the product's quality. This can happen when consumers find that information regarding product attributes

is lacking, the existing product information is unfamiliar, or there is ambiguous information regarding product attributes (Brown & Dacin, 1997; Caruana & Ewing, 2010). Here, CR has a weak and indirect impact on the overall evaluation of consumers since it is mediated by the beliefs of product attributes. This cognitive processing is theoretically based on the Expectancy Value Theory (Fishbein & Ajzen, 1975). Expectancy Value Theory posits that marketing stimuli influence product attitudes through salient beliefs. For the Elaboration Likelihood Model, this halo effect can be posited as peripheral processing of the CR cue since it has an indirect impact on consumer evaluations, and its impact is rather limited compared to the impact of the summary construct effect.

Although not studied extensively, another cognitive effect found in the literature is the default heuristics effect of CR-cue. The study of Burke, Dowling, and Wei (2018) is a good example of the default heuristics effect. Here, CR information is processed with other cues or product information, creating an interactive effect on consumers' evaluation. Both additional product information and CR affect consumers' evaluations, but on the other hand, CR-cue and additional product information affect each other's interpretation. The default heuristics effect of CR-cue happens when consumers find themselves in a position where the relevance or informational value of the existing cues is moderate. For example, Manrai, Lascu, and Manrai (1998) explained this cognitive effect in their study across a country-of-origin context, and they defined it as an intermediary notion between summary construct and the halo effect.

As evidenced in the literature, CR-cue may also have an affective effect via bypassing cognitive processing. Emotions can be used as information to make judgments (Wyer, Clore, & Isbell, 1999). Sometimes, the stimulus being judged may

evoke the effect (Shiv & Fedorikhin, 1999). Money et al. (2017) showed that CR's emotional aspects (such as trust, respect, and admiration for the company) serve to benchmark, and this is often investigated as the emotional appeal of RQ (Fombrun et al., 2000) in the marketing literature.

The rationale of this effect is that the perceived quality may diverge on facets other than functionality or durability (Lee & Shavitt, 2006); therefore, CR effects go beyond its signalling of product quality. CR has strong affective connotations that may be concluded from the direct experiences of the consumers with the company or their indirect experiences and observations. Such connotations also influence consumers' evaluations. For example, MacMillan et al. (2005) conceptualized CR as perceptions influenced by stakeholders' experiences and emotions. Therefore, it can be said that CR also functions as an image or expressive motive. Expressive attributes "...would embrace esteem, social and self-actualization needs..." (Mittal, Ratchford, & Prabhakar, 1990, p. 138), whereas image attributes "...reveal how product use and/or ownership associates the consumer with a group, role or self-image..." (Lefkoff-Hagius & Mason, 1993, p. 101).

Consumers sustain and express their self-identities via the purchase or consumption of the brands they associate with (Aaker, 1999), and certainly, some companies provide attractive and meaningful social identities to consumers such that they help consumers fulfill or satisfy their essential self-definitional needs. Agarwal and Osiyevskyy (2019) suggested that affective identification results in a customer evaluating one's self against the perceived identity of a company (reflected in reputational dimensions), resulting in a positive emotional response. As such, an evaluative judgment of CR triggers the dual processes of consumers' identifying with a company through both cognitive and affective connections. Consumers are

likely to identify with reputable and trustworthy organizations to satisfy their self-definition and enhance their self-esteem. For example, identifying with prestigious, reputable companies is one of the routes that consumers' self-enhancement needs are satisfied (Ashforth & Mael, 1989).

Another means to attain self-actualization is focusing on corporate social responsibility behaviors of companies because this enhances consumers' achieving goals beyond their own self-interest (Berens et al., 2005). For example, by buying products of a company with social and environmental responsibility, consumers may express their personal identities to satisfy their certain self-definition requirements and help them express their values socially (Sen & Bhattacharya, 2001; Yoon, Gürhan-Canli, & Bozok, 2006). It is well documented in the literature that consumer-company identification can be generated via a company's social and environmental responsibility practices (Currás-Pérez, Bigné-Alcañiz, & Alvarado-Herrera, 2009). In summary, consumers may directly conclude an emotional response based on CR, from which they infer positive or negative beliefs via bypassing cognitive processing.

As another information processing mechanism, CR may have a direct impact on intentions and/or behaviors, although consumers do not experience any change in attitude or overall assessment toward the product. This mechanism is referred to as the normative effect of CR across this study. For example, in Turkey, a consumer may evaluate Ulker products favorably and have no emotional response but comply with the family or peer group norm, saying "Buy Eti" products. Since buying a company's products is a means of promoting its financial strength, buying from companies that engage in inconvenient behaviors or have values contrary to the consumer and/or the group can be viewed as a moral action.

In applying RFT to this study, an individual's involvement with CR was recognized as cognitive and affective information processing of CR information (internal evaluation) impacted by their RF. The theoretical framework of the cognitive and affective processing of CR as influencing consumer evaluations is summarized in Table 17. Although there is also normative processing of CR, only cognitive and affective processing of CR was focused on in this study.

Throughout the literature, involvement is described as, at an individual level, a state that is unobservable and reflects the degree of motivation or interest caused by a specific stimulus or situation. Respectively, it can be concluded that involvement is an internal evaluation resulting from the cognitive and/or affective processing of the individual. As discussed before, this study defined CRI as a motivational state like felt involvement. Felt involvement acknowledges that a consumer does not feel as involved for an object or issue all the times, even if that object or issue has significant importance to the person. Similarly, it was posited here that consumers do not get involved with the CR of the companies all the time and/or across all their purchase decision contexts, but the degree of involvement is a function of intrinsic and/or situational sources of personal relevance (sources of felt involvement).

Table 17. Cognitive and Affective Processing of Corporate Reputation

Information Processing	Description	Effect	Reference	Theoretical Background
Cognitive	CR is a cue/signal for product quality/perceived value.	A company with a good CR indicates its provision of higher product/service quality and/or value to its customers (Burke et al., 2018; Chang, 2013; Cretu & Brodie, 2007; Oliver & DeSarbo, 1988; Walsh et al., 2009).	“A corporate reputation is a cognitive representation of a company’s actions and results that crystallize the company’s ability to deliver valued outcomes to its stakeholders” (Fombrun et al., 2000, p. 87).	Signaling Theory Cue Utilization Theory Utility Maximization Theory Accessibility and Diagnosticity Framework
Affective	CR is a cue/signal that has symbolic and emotional value to consumers.	CR is an image attribute that links the product to symbolic and emotional benefits, such as social status, prestige, and pride (Agarwal et al., 2018; Hur, Kim, & Park, 2013; Lee & Shavitt, 2006; Yoon et al., 2006).	“Corporate reputation is the overall evaluation in which a company is held by its constituents which represents the net affective or emotional reaction of all the stakeholders to the company’s name” (Fombrun, 1996, p. 72).	Signaling Theory Social Identity Theory Hierarchy of Effects Model SOR Theory Cultural Theories

Source: Author’s work following literature review

The intrinsic sources of felt involvement are comparatively stable compared to the situational sources, and they represent self-relevant knowledge, which is the perceived interrelation between objects and pivotal outcomes (i.e., values maintenance, important goals, or consequences attainment). Accordingly, an individual’s RF is an intrinsic source of involvement and, thus, a person-related determinant of CI. Therefore, based on RFT, this thesis posited that one possible way to explain the motivations of consumers getting involved with CR is their RF.

This research proposes that across purchase decision contexts, an individual may get involved with the CR of a company (cognitive and/or affective processing) with different RF (personal source of involvement) to attain their objectives. These objectives can be either related to the gains or losses toward goal attainment. For instance, by minimizing the absence of or maximizing the presence of positive results, a desired outcome or end state (related to the approach goals) can be achieved. For example, a consumer may want to feel proud and happy (i.e., desired end state) by purchasing from a company with a strong reputation for social and environmental responsibility. Here, the consumer uses a strategy that helps them maximize the positive outcomes (i.e., the presence of positive emotions). Likewise, by minimizing the presence of or maximizing the absence of negative outcomes, a desired end state (related to the avoidance goals) can be achieved. Thus, a consumer may try to avoid feeling anxious (i.e., undesired end state) by not purchasing from a company with a bad reputation for its product and service quality. Here, the consumer uses a strategy that helps them minimize the presence of a negative result.

Song and Qu (2018) revealed that for product decisions, promotion focus and hedonic-related attributes are positively correlated, and promotion-focused individuals emphasize positive results, such as perceived benefits. On the contrary, they found a positive relationship between prevention focus and utilitarian-related attributes, and prevention-focused individuals tend to concentrate more on negative outcomes, such as perceived risks.

The existing literature also evidenced that individuals chasing goals with a prevention focus interpret pleasure as attaining safety or security and fulfilling responsibility, and interpret pain as the absence of these. On the contrary, individuals pursuing goals with a promotion focus interpret pleasure as fulfilling hopes,

aspirations, and ideals and construe pain as the absence of these (Mowle, Georgia, Doss, & Updegraff, 2014).

Therefore, based on the above discussion, this thesis suggests that consumers may get involved with CR to maximize the positive outcomes or diminish the negative ones related to their purchase(s). These outcomes may be related to (1) the perceived benefits (i.e., functional, relational) or perceived risks (i.e., physical, psychological, financial), (2) the positive emotions or negative emotions, and (3) the self-needs.

Accordingly, following an extant literature review and the focus group findings, this research proposes that across purchase decision contexts, due to their distinct RFs, consumers may get involved with the CR of companies related to the gains or losses towards their goal attainment, as summarized in Table 18. As discussed in the Literature Review, different stakeholders and even individuals in the same stakeholder groups may give importance to the different facets of CR such as CR for the quality of products and services of the company, CR for vision and leadership of the company, or CR for social and environmental responsibility of the company (Fombrun et al., 2000). Therefore, Table 18 is presented to show the impact of different RFs on different CR dimensions.

Table 18. The Different Regulation Focuses for Each Corporate Reputation Dimension

	Promotion Focus	Prevention Focus
Reputation for Product and Service Quality	CR signals the quality of the products/service of a company such that it helps consumers to enjoy more perceived benefits (i.e., economic, social, functional, relational, emotional) to satisfy their high-order self-needs (i.e., self-esteem, self-actualization, self-identification), as well as maintain or improve their wellbeing via positive emotions.	CR of a company helps consumers to fulfill their safety and security needs and minimize the perceived costs/risks (i.e., financial, social, psychological, health, time) related to the purchase by signaling the safety and quality of the product/service. It also helps consumers to release any negative emotions (i.e., stress, anxiety) that may arise from the wrong product choice or decision-making.
Reputation for Company as Employer/ Workplace	The CR of a company helps consumers to maximize the perceived benefits (i.e., relational benefit) and feel proud/happy by supporting the companies that create good working conditions/environment for their employees and that strive to maintain/enhance their employees' well-being. Moreover, it helps consumers to satisfy their high-order needs (i.e., relatedness, self-esteem, self-actualization).	CR ensures the reliability and consistency of product/service provision and, therefore, minimizes the occurrence of a negative outcome or probability of an undesired outcome (i.e. dissatisfaction) such that it decreases perceived risks/costs and feelings of any negative emotions.
Reputation for Social and Environmental Responsibility	CR helps consumers to feel proud and happy (positive emotions) by supporting the companies involved in social and environmental responsibility programs so that they can express their values (i.e., self-enhancement) through the choice of the company. In that sense, it also helps consumers to satisfy their high-order needs (i.e., relatedness, self-esteem, self-actualization).	Consumers avoid supporting companies that ignore social and environmental issues or do not engage with any social and environmental responsibility programs because they avoid feeling bad, guilty, or anxious by causing harm to the planet and society. Moreover, they do not want to harm their self-image.
Reputation for Financial Soundness	CR signals a company's profitability and future investment potential and, therefore, helps the advancement of consumers (i.e., future-self) and minimizes the absence of positive outcomes.	Consumers avoid finding themselves alone in case of product/service problems in the future; therefore, CR guarantees the continuance of the provision of the offering, and it ensures that the company will stand behind its products. Moreover, consumers want to know where their money is going, and they do not want to purchase from companies whose financial source they do not like in order to minimize any negative feelings related to the purchase (need for safety, security).
Reputation for Vision and Leadership	CR signals a company's vision, its future potential, and therefore, the advancement of consumers (i.e., future-self, self-continuity).	CR guarantees the continuance of the provision of offering and signals that the company will stand behind its products and strive to be a top competitor (minimize the absence of negative outcomes).
Reputational Reputation	CR helps consumers to sustain/improve their status/prestige and favourability (self-enhancement).	Consumers may refrain from buying from companies with negative reputations because they do not want their image/status harmed/ deteriorated.

Source: Author's elaboration

Here, it is important to explain the existing viewpoints on the relationship between prevention RF and promotion RF. One of the existing viewpoints is that the two are mutually inhibitory (Higgins et al., 2001), whereas the other posited that the two RFs cannot exist independently (Sengupta & Zhou, 2007).

This study took the position of Higgins et al. (2001) and considered the independency of the two RFs. The reasoning was that Gray's (1990) Self-Regulatory System and RFT are closely related (Higgins et al., 2001). According to Higgins et al. (2001), prevention focus is like a behavioral inhibition system, whereas promotion focus is like a behavioral arousal system. While the behavioral inhibition system is more responsive to negative outcomes, the behavioral arousal system is more sensitive to positive outcomes. The behavioral inhibition system controls aversive motivation, whereas the behavioral arousal system controls motivations and desires. Each behavioral system symbolizes distinct physiological structures of the nervous system, and the systems' sensitivity is considered independent of each other. Accordingly, it can be concluded that prevention focus and promotion focus are also independent of each other (Cui & Ye, 2017).

5.3 The proposed model

While the research model was based on RFT, the theoretical tenets of CI were integrated to support the creation of the conceptual framework for CRI. For this study, the variables identified in the RFT are defined as follows:

- i. Promotion RF (chronic) - the motivational state in which the individual seeks to maximize the probability of attaining a positive outcome towards their goal,

- ii. Prevention RF (chronic) - the motivational state in which the individual seeks to minimize the occurrence of a negative outcome toward their goal(s),
- iii. Culture/values orientation - a determinant of an individual's RF orientation,
- iv. Generation - a determinant of an individual's RF orientation,
- v. CRI - the cognitive and affective processing of the individual (internal evaluation).

In addition to the variables defined above, involvement theories state that CI has implications for information search and communication behavior (Andrews et al., 1990; Mittal & Lee, 1989). Therefore, this study proposed a relationship between CRI and consumers' engagement in communication behaviors regarding a company, such as WOM. So:

- vi. PWOM and NWOM intentions (generation of WOM) - the outcome of CRI, where consumers are the senders of WOM communication,
- vii. WOM influence (consumption of WOM) - the outcome of CRI, where consumers are the receivers of WOM communication.

Moreover, product-related factors are defined as moderator variables to better explain the relationship between the involvement and its antecedents and/or outcomes (Andrews et al., 1990). Therefore;

- viii. Product involvement - the moderator variable impacting the relationship between RF and CRI.

With these specific variables, it is proposed here that, across purchase decision contexts, consumers get involved with the CR of companies through two different motivational systems: they either want to increase the likelihood of obtaining a

positive outcome (promotion focus) or minimize the occurrence of a negative outcome (prevention focus) impacted by their culture/values orientation and the generation they belong. The CI with CR impacts the individual's WOM communication related to the company (WOM intention and WOM influence). The product involvement is integrated into the model as a moderator variable affecting the relationship between RF and CRI.

Customer characteristics such as gender, education level, income, and the frequencies at which participants use social media are added to the model as control variables to test their effect on hypothesized relationships in the model. The proposed model is depicted in Figure 6.

Next, the discussion of the hypothesized interactions between variables under scrutiny are presented. The hypotheses were developed on the theoretical tenets of RFT and theoretical underpinnings of CI.

5.4 Development of hypotheses

5.4.1 The impact of values orientation on regulatory focus

As guiding principles, values determine how individuals choose or assess others, events, actions, and policies (Schwartz, 2012). Values symbolize individuals' responses to deal with “three universal requirements” (Schwartz, 1994, p. 21), namely biological needs, social interaction needs, and the survival of group needs. They are the drivers of almost all social behaviors and moral judgment formations (i.e., good or bad, legitimate or illegitimate, avoid or approach). Based on their values, individuals may differ in their pursuit of goals and their evaluation of different choice options (Leutner, 2016).

It is well-evidenced in the literature that, compared to personality characteristics, values predict consumer choices better (Worsley, Wang, & Hunter, 2010), and they impact consumers' assessments and behaviors regarding companies and their offerings (Brown & Dacin, 1997). For example, Allen (2002) revealed that when people perceive a match between a product and their values, they tend to confirm that product.

According to RFT, culture has a significant role in the individuals' RF formation (Kurman & Hui, 2011; Scholer & Higgins, 2008). Since the main values, beliefs, and socialization practices differ by culture (Schwartz, 2012), one can conclude that prevention and promotion motivations also differ across different cultural contexts. Accordingly, the existing literature is rich with extensive studies investigating how culture influences RF (Aaker & Lee, 2001; Lalwani, Shrum, & Chiu, 2009; Lee et al., 2000; Lockwood, Chasteen, & Wong, 2005). Most of the existing research links RF to the constructs of collectivism and individualism. For example, Kurman and Hui (2011) revealed that Western cultures are more promotion oriented, whereas Eastern cultures can be regarded as prevention-oriented. In individualistic cultures, members seek to be seen as independent and unique (Markus & Kitayama, 1991), and they try to attain this goal through self-enhancement (Aaker & Lee, 2001). Members of individualistic cultures focus on autonomy and accomplishment, which leads them to have personal attributes similar to the characteristics of promotion focus (Lee et al., 2000).

On the contrary, individuals from collectivistic cultures seek to be seen as members of a group. They seek to avoid social mistakes to harmoniously fit in with the other group members. They consider themselves and their society as a whole interdependent group of people who depend on each other to attain success, security,

and safety (Lee et al., 2000). Triandis and Suh (2002) stated that this can be achieved by fulfilling social obligations and maintaining relationships with the other members, and this leads members of collectivistic cultures to have personal attributes similar to the characteristics of prevention focus (Lee et al., 2000). This understanding was also evidenced by the research of Aaker and Lee (2001). They found that individuals from collectivistic cultures tend to have a prevention focus, whereas the ones from individualistic cultures tend to have a promotion focus.

Other studies (Lalwani et al., 2009; Lee et al., 2000) also supported the conclusion that cultures that are liberal, egalitarian, and individualistic tend to be more promotion oriented, whereas cultures that are hierarchical, traditional, and collectivistic are likely to be more prevention-oriented. Moreover, Aaker and Lee (2001) depicted that priming of the self as related to others increased the persuasion of prevention focus attributes, whereas priming the self as independent increased the persuasion of promotion focus qualities in their study. Their study, once again, supported the conclusion that an individualistic cultural orientation triggers promotion-related considerations, whereas a collectivist orientation gives rise to considerations that are prevention related.

Although several cultural frameworks are used extensively across marketing literature (Hofstede, 1980; Markus & Kitayama, 1991; Sharma, 2010), this work used the Theory of Basic Values of Schwartz (2012) at the individual level due to its reliability, validity, and cross-cultural applicability. Besides, it is a comprehensive, methodologically, and theoretically grounded framework (Baack & Singh, 2007; Steenkamp, 2001).

Schwartz (1994) described value as “...a (1) belief (2) pertaining to desirable end states or modes of conduct, that (3) transcends specific situations, (4) guides

selection or evaluation of behavior, people, and events, and (5) is ordered by importance relative to other values to form a system of value priorities...” (p. 20). Schwartz (2012) stated that values drive action, act as a benchmark to appraise and justify behaviors, are constructed by personal experiences and values of groups significant to a person, and render some social entity’s interest. As depicted in Table 19, Schwartz (1994) identified ten values (achievement, benevolence, conformity, hedonism, power, security self-direction, stimulation, tradition, and universalism) that can be grouped into three basic concerns of societies (i) individual and group relationships, (ii) responsible social behavior, and (iii) humans’ role in the social world.

Table 19. Basic Human Values

Power	Social status, control, or dominance over people and resources
Achievement	Personal success
Hedonism	Pleasure and sensuous gratification for oneself
Stimulation	Excitement, novelty, and challenge in life
Self-direction	Independent thought and action choosing, creating, exploring
Universalism	Appreciation and protection of the welfare of all people and nature
Benevolence	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact
Tradition	Respect and commitment to cultural and religious customs
Conformity	Restrain from actions likely to upset others and violate social norms
Security	Safety and stability of society, relationships, and self

Source: Schwartz (1994)

Figure 7 presents the model of the relationships among value dimensions in the Schwartz Framework. On the diagram, values are highly correlated if they are closer to each other; on the contrary, values at two opposing sides of the circle are

conflicting. For example, Self-Enhancement values oppose Self-Transcendence values.

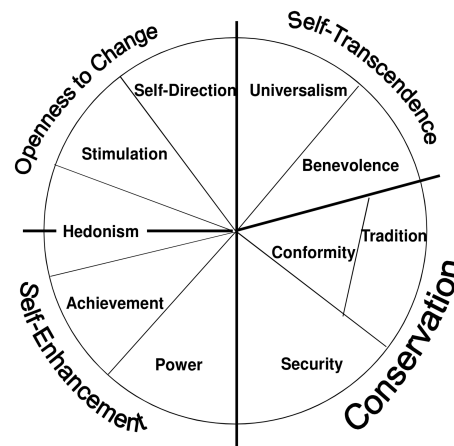


Figure 7. Basic values of the Schwartz Theory (Schwartz, 2012)

This thesis focuses on two dimensions of Schwartz's Theory: self-enhancement and self-transcendence values. The reasoning is that it is believed that these two opposing values better explain the choice of RF orientation of an individual. Moreover, some existing studies have detailed the relationship between those values and the individual's RF, so this study's findings can be discussed alongside existing literature.

The self-enhancement (achievement, power, hedonism) vs. self-transcendence (universalism, benevolence) dimension in this model reflects the opposition of concern for the consequences of one's own and others' actions for the self vs. others (Siltaoja, 2006). Self-enhancement values orientation concerns motivation to maintain or enhance positivity, and is similar to independent self-construal and self-regulation as a promotion focus (Agarwal & Osiyevskyy, 2019). Agarwal, Malhorta, and Bolton (2010) stated that to diminish the perceived

uncertainty and the differences between their desired and current end-states, individuals with independent self-construal want to attain promotion goals that provide technical efficacy and diminish the gap between their current and desired end states (Higgins, 1998; Markus & Kitayama, 1991) or they avoid conflict (Schwartz, 2012).

Moreover, self-enhancement values orientation also concerns the motivation to decrease the self's negativity (Agarwal & Osiyevskyy, 2019) and the consequences of one's own and others' actions for the self. Therefore, it is posited here that self-enhancement values may also positively impact prevention RF. The self-enhancement values are related to personal success and social status, and individuals with different RF can attain the goals related to these values by following different strategies. For example, driven by the same values orientation (here, self-enhancement), individuals with prevention RF may desire to attain the same goal (here, decrease the self-negativity) by avoiding losses, pain, mistakes, punishment, and approaching non-losses. Therefore, it can be concluded that self-enhancement values also impact prevention RF.

Accordingly, it is proposed that self-enhancement values have an impact on both RFs and this impact is expected to be higher for promotion RF compared to prevention RF.

H1: a) There is a positive impact of self-enhancement values on promotion RF such that, b) the impact of self-enhancement values on promotion RF is higher than its impact on prevention RF.

H2: There is a positive impact of self-enhancement values orientation on prevention RF.

Conversely, self-transcendence values are growth or self-expansive values expressing anxiety-free motivations (Schwartz, 2012). The self-transcendence dimension (which consists of universalism and benevolence values) implies care for welfare interests (Siltaoja, 2006). Self-transcendence values are beyond self-interest, symbolize concern for the enhancement of the welfare of others and the world, and are similar to interdependent self-construal and self-regulation as prevention focus (Agarwal & Osiyevskyy, 2019). Agarwal et al. (2010) stated that individuals with interdependent self-construal tend to pursue prevention goals because they are more concerned about security, safety, stability, and status quo; moreover, they want to minimize any potential losses.

However, since self-transcendence values oppose self-enhancement values (concern for the consequences of one's own and others' actions for the self), we expect a negative relationship between self-transcendence values and both RFs. Therefore, it is proposed here that:

H3: There is a negative impact of self-transcendence values orientation on promotion RF.

H4: There is a negative impact of self-transcendence values orientation on prevention RF.

5.4.2 The impact of generation on regulatory focus

Despite divergent opinions on how aging affects RF (Haaga, Friedman-Wheeler, McIntosh, & Ahrens, 2008), generally, studies posited that age is a determinant of the RF orientation of an individual. Since this study focused on chronic RF, age is studied with respect to the generation of the individual; it is believed that the

generation of an individual might aid the researcher in better comprehending the individuals' use of different regulatory foci.

Basically, a generation refers to individuals born within a similar period and shaped by particular events, trends, and developments. It is "... a group of individuals born and living contemporaneously who share common knowledge and experiences that affect their thoughts, attitudes, values, beliefs, and behaviors..." (Clark, 2017, p. 379). A group of people from the same generation share similar generational personalities (Calk & Patrick, 2017) and, therefore, can provide a better explanation of the choice of RF.

Currently, there are five defined generations identified across literature: the Silent Generation (born between 1925 and 1942), the Baby Boomers (born between 1943 and 1960), the Generation X (born between 1961 and 1981), Generation Y or Millennials (born between 1982 and 1999), and Generation Z (born between 2000 until today) (Calk & Patrick, 2017; Venter, 2017). This study concentrated on Generation X, Generation Y, and Generation Z.

For Generation X (Gen X), people from this generation were born and raised at the time of the emergence of the Internet and new technologies (i.e., mobile phones, computers) in society; therefore, they can be called tech-savvy (Twenge, Campbell, Hoffman, & Lance, 2010). According to Lissitsa and Kol (2016), this generation is among the most educated generations in history. The main characteristics of individuals from this generation are that they are considered as skeptics (Lissitsa & Kol, 2016). Since the individuals from Gen X have insecurity needs, they give great importance to what others think, and therefore, they often find themselves in need of "... reassurance that their choices are sound" (Lissitsa & Kol, 2016, p. 30).

People from Generation Y (Gen Y) or Millennials can be characterized as having a high level of altruism, individualism, and multitasking capabilities (Twenge et al., 2010). Since they have high interaction with the technological world, they are called digital natives, and they spend many hours communicating through social networks over the Internet (Venter, 2017). This generation has more tendencies to be motivated by extrinsic rewards compared to intrinsic ones (Twenge et al., 2010).

Generation Z (Gen Z), born approximately between 2000 and the present, take the Internet for granted, and the individuals from Gen Z grow in a completely digitalized world. Therefore, this generation is characterized as being highly connected. Another distinctive characteristic of Gen Z is that they are the first generation that earns less money from their parents (Schiffman & Wisenblit, 2015).

The life cycle position of an individual impacts their sensitivity to gains and losses. For example, in general, young adults want to advance through self-set-goals and are considered as having more promotion orientations relative to prevention (Lockwood et al., 2005). In their future projections, young adults anticipate sound gains and minimal losses in their middle age, and they report very sound self-improvement goals based on various dimensions (Lockwood et al., 2005).

Moreover, studies of possible selves (i.e., individuals' hoped-for and feared future selves) also posited that young adults seek promotion-related outcomes (Lockwood et al., 2005). Young adults project their future selves more positively than older adults and seek to attain more desirable positive end states or outcomes than their present selves (Ryff, 1991). Based on the above discussion, it can be concluded that individuals from Gen Y and Gen Z pursue more promotions goals that help them reach their desired end states.

The life-span theory of control posits that individuals endeavor to control their environment throughout their life span. In doing this, they adjust their behavior to the changing developmental ecologies to optimize their potential to exert control. Accordingly, as people age, they typically anticipate more losses than gains (Heckhausen, 1999). It is found that, in their future development, older adults typically anticipate more losses than young adults (Heckhausen, 1999) and pursue more goals that help them prevent losses compared to young adults. Regarding future selves, older adults project themselves with more negative selves and anticipate that their future selves will be more negative compared to their current selves (Ryff, 1991). Accordingly, it can be concluded that, as people age, the tendency of having a prevention focus is higher because the possibility of losses becomes more evident. In conclusion, the members of Gen X are anticipated to concentrate more on the potential setbacks and challenges ahead. Thus, it can be proposed that,

H5: a) There is a positive relationship between being a member of a generation (Gen X, Gen Y and Gen Z) and promotion-focus regulation such that, b) the impact of being member of Gen Z and the impact of being a member of Gen Y on promotion RF is higher than their impact on prevention RF.

H6: There is a positive relationship between being a member of a generation (Gen X, Gen Y and Gen Z) and prevention-focus regulation.

5.4.3 The impact of regulatory focus on corporate reputation involvement

First, in applying RFT to this study, it was proposed here that an individual's involvement with CR is cognitive and affective information processing of CR information (internal evaluation), which is impacted by the RF of the individual.

The hedonic/utilitarian distinction in consumer behavior research to classify products has received substantial attention. Hedonic products are considered exciting, delightful, and enjoyable, whereas utilitarian products are deemed effective, necessary, helpful, practical, and functional (Dhar & Wertenbroch, 2000; Voss, Spangenberg, & Grohmann, 2003). The existing literature well evidenced that utilitarian experiences are more rational, whereas hedonic ones are more affective (Alba & Williams, 2013; Botti & McGill, 2011; Holbrook & Hirschman, 1982).

Regarding the relationship between hedonic/utilitarian attributes and RF, consumers with a promotion focus may select products with hedonic characteristics, whereas prevention-focused consumers may choose products with more utilitarian features (Chernev, 2004). According to Werth and Foerster (2007), promotion-focused individuals are more interested in comfort-related product attributes, and there is a high probability that they look for products that provide luxury and/or enjoyment (Cesario, Grant, & Higgins, 2004). Similarly, Roy (2017) revealed that promotion-focused individuals concentrate more on positive imagery features for their product choice decisions; conversely, prevention-focused individuals focus on rational or analytical features related to the product. The products fulfilling the hedonic needs of an individual give rise to the effects regarding the accomplishment of the promotion goals, which, in turn, evolves to delight (Chitturi, Raghunathan, & Mahajan, 2008).

On the contrary, utilitarian goods are primarily instrumental, and the buying motivation of those products is their functional product attributes. Examples of utilitarian products include microwaves, TV, personal computers, and home security systems (Dhar & Wertenbroch, 2000; Holbrook & Hirschman, 1982).

Based on existing literature, it can be proposed that consumers with a prevention focus increase their CRI for the purchase of utilitarian products (here, white goods) because, in general, the products fulfilling the utilitarian needs give rise to the effects related to the accomplishment of prevention goals (Boesen-Mariani, Gomez, & Gavard-Perret, 2010; Higgins et al., 2001; Idson, Liberman, & Higgins, 2000). For purchase decisions of utilitarian products, consumers with a prevention focus may increase their involvement with CR because CR helps them minimize any negative outcomes or risks related to the purchase. This risk can be related to short-term preventions, such as minimizing the product failures, or long-term preventions, such as ensuring after-sales support in the future. Werth and Foerster (2007) showed that prevention-focused individuals value safety-related attributes or features of the products tested. Similarly, prevention-focused individuals may look for products that are reliable and safe (Cesario et al., 2004), an important attribute for the choice of durables (Burke et al., 2018).

However, this research posits that, even for utilitarian products, consumers with a promotion focus get more involved with CRI (for both dimensions) across purchase decision contexts. It was observed that promotion-focused consumers perceive extrinsic cues as more important and evaluate a product with better extrinsic cues more favorably, whereas intrinsic cues of a product are found as more important for prevention-focused consumers (Song & Morton, 2016). Moreover, RFT states that rather than using heuristics as promotion-focused consumers prefer, prevention-focused consumers utilize a more rational and logical process to derive their evaluations and decisions (Novak & Hoffman, 2009). Consumers with a prevention focus are more careful in their decision-making and are likely to be more involved with product-related features to minimize the presence of negative outcomes and

maximize the absence of negative outcomes. Therefore, a positive relationship between promotion focus and CRI was proposed, whereas a negative relationship was proposed between prevention focus and CRI. So;

H7: Across white-goods purchase decision contexts, there is a positive relationship between promotion focus regulation and CRI for Capability Reputation, such that, as the orientation of promotion focus regulation increases in an individual, their CRI level also increases.

H8: Across white-goods purchase decision contexts, there is a positive relationship between promotion focus regulation and CRI for Character Reputation, such that, as the orientation of promotion focus regulation increases in an individual, their CRI level increases.

H9: Across white-goods purchase decision contexts, there is a negative relationship between prevention focus regulation and CRI for Capability Reputation, such that, as the orientation of prevention focus regulation increases in an individual, their CRI level decreases.

H10: Across white-goods purchase decision contexts, there is a negative relationship between prevention focus regulation and CRI for Character Reputation, such that, as the orientation of prevention focus increases in an individual, their CRI level decreases.

5.4.4 The impact of corporate reputation involvement on word of mouth

As discussed in Chapter 3, it is well evidenced across the literature that CI influences consumers' information search and communication behavior. CI is a good indicator of increased search behavior (Andrews et al., 1990; Mittal & Lee, 1989). If a consumer does not have personal experience with the company and its offerings,

they will rely on communication experiences with their peers or WOM, e-WOM, blogging, traditional advertising, and public relations (Money et al., 2017). This thesis proposes that CRI impacts not only consumers being influenced by WOM as an input to their purchase decisions but also their intention to engage in WOM about the company following the purchase and consumption of the company's offering.

Bruwer and Huang (2012) indicated that for wine, high-involved consumers have a significantly higher tendency to utilize more information sources such as newspapers, magazines, the Internet, and wine books, whereas low-involved consumers show a higher tendency to use WOM. Charters and Pettigrew (2006) found that CI increases the consumers' information seeking activities and attention to opinion leaders. Therefore, it is proposed that:

H11: Across white-goods purchase decision contexts, there is a positive relationship between CRI for Capability Reputation and WOM influence. The individuals with higher CRI will have a greater WOM influence.

H12: Across white-goods purchase decision contexts, there is a positive relationship between CRI for Character Reputation and WOM influence. The individuals with higher CRI will have a greater WOM influence.

Secondly, this work proposes that consumers with high CRI are apt to engage in both PWOM and NWOM activity related to the company. The existing literature well evidenced that higher involvement levels increase the consumers' communication behavior. For example, Celuch and Longfellow (1992) posited that there is a positive relationship between the CI level and the provision of information and opinion leadership of an individual. Varki and Wong (2003) found that consumers with high CI are more likely to engage in relationships with service

providers. Accordingly, we expect that consumers with high involvement are more likely to involve in communication activities towards companies.

The impact of CI with Capability and Character Reputation on PWOM and NWOM can also be explained by the values orientation of the individuals. Self-enhancement values orientation concerns motivation to maintain or enhance the positivity or decrease the self's negativity (Agarwal & Osiyevskyy, 2019).

Consumers engage with WOM based on three motives: functional (to provide others with information), social (to fulfill the belonging or socializing intentions), and emotional (to disseminate their feelings about brands) (Lovett, Peres, & Shachar, 2013). As CI with Capability Reputation and Character Reputation increase, consumers are proposed to engage more in NWOM related to the companies with the objective to narrow the gap between their actual and desired end states and self-negativity that might arise from any dissatisfaction stemming from a negative experience with the company related to its offerings and behaviors. Therefore, consumers with high CRI are apt to voice their negative experiences across offline and online contexts. Thus,

H13: Across white-goods purchase decision contexts, there is a positive relationship between CI for Capability Reputation and NWOM intention.

H14: Across white-goods purchase decision contexts, there is a positive relationship between CI for Character Reputation and NWOM intention.

Regarding PWOM, consumers with high CI with Character Reputation are expected to engage more with PWOM related to the company because they may want to feel that they are doing something good by helping and recommending these companies to others. Furthermore, by sharing their feedback, opinions, and

recommendations about the companies and offerings of the companies, they may want to enhance their self-image (i.e., opinion leader, reliable).

Moreover, consumers with high CI for Capability Reputation are expected to engage more in PWOM related to the companies and give recommendations to their families and friends regarding their experiences with a product and/or company. The reasoning is that, as discussed above, high involvement leads to higher engagement in communication behaviors. Furthermore, by sharing feedback, opinions, and recommendations about the companies and offerings of the companies, consumers with high CRI enhance their self-image (i.e., opinion leader, reliable). Sundaram et al. (1988) suggested that consumers are likely to engage in PWOM communication due to altruism (triggered by price/value perceptions and responses to consumer problems), product involvement (triggered by satisfying product experiences), self-enhancement (triggered by superior product experience) and the motivation of helping the company (triggered by company responses and employee behaviors). Therefore,

H15: Across white-goods purchase decision contexts, there is a positive relationship between CI for Capability Reputation and PWOM intention.

H16: Across white-goods purchase decision contexts, there is a positive relationship between CI for Character Reputation and PWOM intention.

5.4.5 Moderator variables

Baron and Kenny (1986) stated that “...moderation implies that the causal relation between two variables changes as a function of the moderator variable” (p. 1174).

Across CR studies, there is a call for future studies incorporating potential moderators to the studied models (Bartikowski et al., 2011; Money et al., 2017; Sen

& Bhattacharya, 2001; West et al., 2016). In their seminal work, Brown and Dacin (1997) called for future research incorporating familiarity with product class and product involvement as moderators for the relationship they derived. The literature also supported that product-related factors can be identified as moderator variables for the relationship between the involvement and its antecedents (Andrews et al., 1990).

Within the scope of this study, product involvement is integrated into the model as a moderator variable as it can impact how an individual's RF interacts with their CRI. Product involvement is related to the consumer's interest in a specific product category (Mittal & Lee, 1989; Zaichkowsky, 1986). Here, the consumer considers that this specific product class helps them to address their personal goals and values (Isaacson, 2017). Consumers with high product involvement tend to actively search for more information about the products and incorporate many criteria into the decision-making process (Flynn & Goldsmith, 1993). Consumers with high involvement consider the buying decision an important subject and assess purchase-related risk. On the contrary, consumers with low involvement tend to be passive in information search related to the product, and they do not concentrate on several product aspects for their buying decisions.

We expect consumers with high product involvement consider the buying decision as an important subject and make assessments regarding the risk related to the purchase. In turn, they are more likely actively search for more information about the products and incorporate many criteria into the decision-making process. Therefore, prevention-focused individuals with high product involvement are expected to get more involved with CR. On the contrary, promotion-focused individuals with high product involvement are considered be less involved with CR.

This is because these individuals are anticipated to concentrate more on several product aspects for their buying decisions and use less heuristic information processing, such as use of explicit cues like CR. Therefore, product involvement is proposed to moderate the relationship between RF and CRI, such that:

H17a: Prevention RF has a positive effect on CI with Capability Reputation for consumers with high product involvement (vs. low).

H17b: Prevention RF has a positive effect on CI with Character Reputation for consumers with high product involvement (vs. low).

H17c: Promotion RF has a negative impact on CI with Capability Reputation for consumers with high product involvement (vs. low).

H17d: Promotion RF has a negative impact on CI with Character Reputation for consumers with high product involvement (vs. low).

5.4.6 Control variables

To enhance this research model's generalizability, the impacts of the control variables on hypothesized relationships need to be analyzed. Control variables significantly impact the prediction ability of a model. Age, gender, and product familiarity are some of the control variables that past researchers incorporated into their studied models. In this study, customer characteristics such as gender, education level, income, and the frequencies at which participants use social media are added to the model as control variables to test their impact on the hypothesized relationships of the model. The hypothesized relationships between the constructs of the theoretical framework are presented in Figure 8.

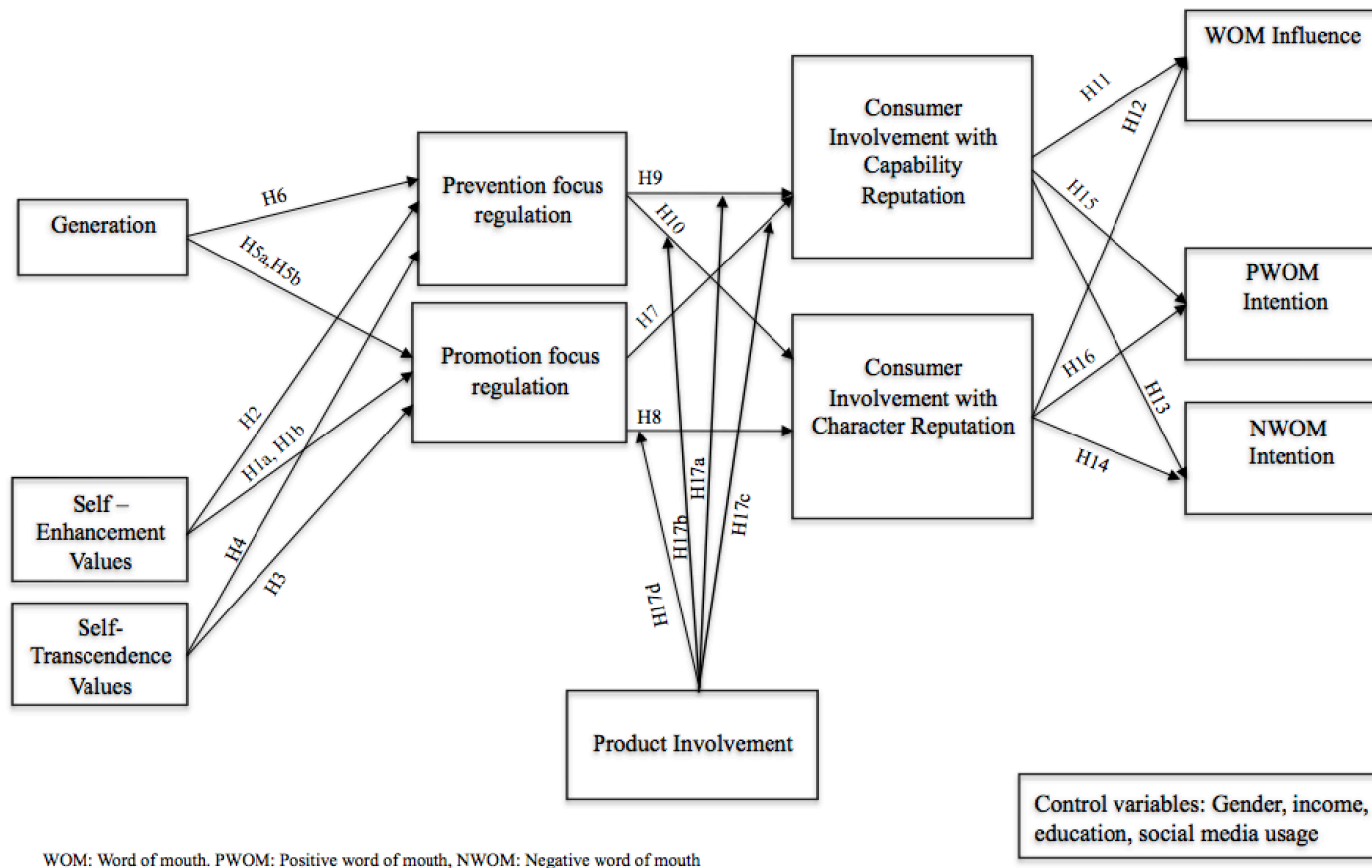


Figure 8. The hypothesized relationships between constructs of the theoretical framework

CHAPTER 6

RESEARCH DESIGN AND METHODOLOGY

6.1 Research design

The current dissertation applied a descriptive study with a quantitative research design to investigate the relationships between CRI, its antecedents (RF of the consumer), and its outcomes (WOM behavior of the consumers) across decision-making contexts. The study explored relationships at a single point in time and represented a cross-sectional study design.

6.2 Study context

Across the literature, it is well documented that due to service qualities (i.e., intangibility, uncertainty, and perceived risk concerning product quality), CR is important in consumers' purchase and consumption processes across service contexts. Moreover, many service sectors become almost identical in satisfying the increased expectations of consumers for excellent and elevated service quality; therefore, the choice of brands in such sectors became solely evaluated by how companies behave or act (McDonald, de Chernatony, & Harris, 2001). This key role of CR for service industries is evidenced in literature with many studies taking banking (Bartikowski & Walsh, 2011), tourism (Andreassen & Lindestad, 1998), restaurant (Bartikowski et al., 2011), transportation (Graham & Bansal, 2007), energy sector (Walsh et al., 2009), insurance (Michaelis, Woisetschläger, Backhaus, & Ahlert, 2008), and telecommunications (Ali, Alvi, & Ali, 2012) as their study contexts.

On the other hand, the results of the ten focus groups conducted for this thesis confirmed that the participants found CR as an important criterion across their purchase decisions not only for services but also for the consumer goods like durables, clothing/apparel, and technology hardware and equipment. Moreover, data from the Turkish Statistical Institute show that spending on goods represents a major proportion of household consumption expenditure (i.e., 20.8% for food and drinks, 5% for clothing and shoes, 6.4% for furniture and durables, and 4.3% for cigarette and alcohol) (Turkish Statistical Institute, 2019). Therefore, it is important to investigate CRI not only across service contexts but also across consumer goods.

By incorporating the literature review and the qualitative findings, Table 20 summarizes CR dimensions involved by product and service category. For this study, product classification as proposed by Nelson (1974) and Darby and Karni (1973), was used to isolate the differences between goods and services. Nelson (1974) grouped properties of consumer products into two categories: search properties (attributes that consumers can identify prior to product purchase) and experience properties (attributes that can only be realized during consumption or after the purchase of the product). Thereafter, Darby and Karni (1973) added a third category of properties of products, namely credence properties, to Nelson's classification, which were attributes that consumers may not be able to evaluate even after the purchase and consumption of the product. Generally, the literature posits that goods with high search properties are the easiest to assess, whereas those with high credence attributes are the hardest (Parasuraman, Zeithaml, and Berry, 1985; Zeithaml, 1981).

Table 20. Consumer Involvement with CR by Product and Service Type

Consumer Involvement with CR for...								Example of works that study CR across this context...
			Product & Service Quality	Being Good Employer	Social & Environmental Responsibility	Vision & Leadership	Financial Reliability & Strength	
Search, Experience, Credence Classification of Goods and Services	Goods with search attributes	Clothing/ Apparel	✓	✓	✓			Bartikowski et al. (2011); Jung and Seock (2016); Walsh et al. (2014, 2017)
		Detergent	✓		✓			D'Souza, Taghian, Lamb, and Peretiatkos (2006)
	Goods with experience attributes	Dairy products	✓		✓			Curras-Perez, Dolz-Dolz, Miquel-Romero, and Sanchez-Garcia (2018)
		Durables	✓	✓	✓	✓	✓	Burke et al. (2018), Maden, Arikan, Telci, and Kantur (2012)
	Services with experience attributes	Restaurant	✓	✓	✓			Ali et al. (2017); Bartikowski et al. (2011); Chang (2013); Kim and Moon (2009)
		Vacation/ Hotel	✓	✓	✓		✓	del Bosque and San Martin (2008); Su, Hsu, and Boostrom (2020)
		Online retail	✓	✓	✓		✓	Caruana and Ewing (2010); Walsh et al. (2014)
	Services with credence attributes	Health	✓	✓	✓	✓	✓	Milan, Eberle, and Bebbler (2015); Srivoravilai, Melewar, Liu, and Yannopoulou (2011)
		Banking	✓	✓	✓	✓	✓	Bartikowski and Walsh (2011); Berens et al. (2005); Bontis et al. (2007); Walsh et al. (2014)
		Education	✓	✓		✓	✓	Nguyen and Leblanc (2001); Rindova et al. (2005)

Source: Author's elaboration

Assessing several product categories by incorporating the results of the focus group discussions on consumer durables (products with experience attributes) was selected as this thesis's study context for the following reasons:

- i. This product category allowed the researcher to investigate the differential impact of different RFs (promotion and prevention) on CI with CR.
- ii. Almost every consumer has awareness and/or experience with this product category.
- iii. These products are familiar, tangible, and heterogeneous and can be assessed based on their features and/or the company that produces them.
- iv. This category is considered a reasonably involved purchase where the effect of CR would require deliberation compared to the other product choice contexts where more habitual decision-making may occur.
- v. White goods were mentioned frequently across focus groups, for which the CR of a company is an important criterion for the participants' purchase decision-making decisions.
- vi. The 2021 Global RepTrak 100 Report (The Reprtrak Company, 2021) indicated that, for industry performance, consumer durables and apparel achieved the highest reputation score, which means that companies operating in those sectors were ranked as having the strongest CR compared to any other industry. Therefore, it is very common to find many white goods companies (such as Bosch, Siemens, Electrolux, Miele, and Arcelik) involved in annual reporting on each dimension of their reputation performance indicators because they closely track their self-performance on this performance indicator.

- vii. Especially for white goods, companies are expected to operate and produce in a sustainable way, which is controlled by regulations such as the EU Energy label in 1994, which defined some requirements (energy efficiency requirements, functional requirements, resource efficiency requirements) and some measurement methods (e.g., energy efficiency index) because, white goods use considerable energy (Rubik, Frankl, Pietroni, & Scheer, 2007). Accordingly, every appliance is rated from A to G from the EU Energy Label, where A is the most energy efficient and G is the lowest. This information is displayed on every appliance and allows consumers to compare energy consumption. This is identified as an eco-labeling example by marketing literature (Rubik et al. 2007).

The services with experience attributes (i.e., online retailing, restaurant) and those with credence attributes (i.e., banking, health, education) were not investigated within the scope of this study because it is well evidenced in the literature that evaluating the intrinsic qualities of services before purchase is difficult (Zeithaml, 1988) and has inherent uncertainty. In general, across high uncertainty conditions, consumers seek additional information prior to a purchase decision to reduce any perceived risk (i.e., financial, social, psychological) or avoid potential losses. Therefore, it is highly likely that individuals with both a prevention focus and a promotion focus will get involved with the CR of the companies for their purchase decisions. This is because CR has an important role in aiding consumers to diminish perceived risk when they cannot assess product/service quality before purchase or consumption (Gürhan-Canli & Batra, 2004).

6.3 Target population

This study's unit of analysis was individuals over age 18 who recently made a purchase in either one of the white goods categories. Accordingly, there was one screening question before the respondents could continue with the questionnaire: "Have you recently purchased a white good during last year?". Any respondent who gave "no" as an answer to this question was kindly asked to terminate the survey.

6.4 The method of data collection and sampling

Primary data was collected through an online self-administered survey, which asked the respondents standardized, structured questions. The approval forms were presented in the preface of the survey, and those who agreed to participate and gave online consent continued with the online survey. A pilot study (online) was conducted before the main study to refine the questionnaire in both design and wording.

The non-probability snowball sampling method was followed in this quantitative study. Snowball sampling is typically used to access hard-to-reach populations (Atkinson & Flint, 2001). In this method, the initial respondents were asked to find people in the target population around their personal network and distribute the survey. This way, it was possible to reach the target population that lived in different locations and occupied various jobs. Participation in this research was voluntary. Based on the research design and the number of questionnaire items, over 400 individuals targeted in the main study.

6.5 Operationalization of the constructs

Since the variables of this study are latent (i.e., cannot be directly observed), to measure them, observable items need to be defined. For latent variables, Jensen and Hansen (2006) recommended the use of multi-item scales that would include two or more items to obtain accurate measures of these constructs.

Accordingly, utilizing the procedure proposed by Churchill (1979) for new scale development of marketing constructs, the scale for CRI was developed as discussed under Chapter 4. All items were measured on a five-point scale (1= lowest, 5= highest). Furthermore, RF, values orientation, WOM influence, PWOM, NWOM and product involvement measures were adapted from the literature.

The Regulatory Focus Scale proposed by Lockwood et al. (2002) was deemed the most appropriate scale in this study, although there are other tools to measure chronic RF. The Regulatory Focus Questionnaire (RFQ) by Higgins et al. (2001) and the scale of Lockwood et al. (2002) are the most frequently used scales across the literature, despite their limitations. For example, the RFQ has been criticized as having low convergent validity (Haaga et al., 2008). Haws, Dholakia, and Bearden (2010) compared these two scales and concluded that there was a lack of convergence between them, and RFQ did not measure the emotional dimensions of RF. This research focused on chronic RF, identified as "...theoretically causal when it comes to cognitive and affective responses" (Song & Qu, 2018, p. 8). In that sense, the use of the Lockwood et al. (2002) scale was more relevant because it measured chronic RF by incorporating both cognitive perceptions and emotions (Haws et al., 2010). RF items were rated on a seven-point scale with endpoints (1 = not at all true of me, 7 = very true of me).

For Values Orientation, The Schwartz Value Survey by Schwartz (2012) was utilized. The questionnaire has already been translated into many languages, including Turkish (Schwartz, 2021). Although our proposed model concentrated on two dimensions of The Schwartz Value Survey, we applied whole survey as recommended (Schwartz, 2021). Items were rated on a six-point scale with endpoints (1 = looks very much like me, 6 = does not look like me).

For PWOM intention, the scale was adapted from Maxham and Netemeyer (2002), and Walsh and Beatty (2007). For NWOM intention, the scale was adapted from Nguyen, Lee, Ngo, and Quan (2021). The WOM influence scale was adapted from Gilly et al. (1998). Items were rated on a seven-point scale (1 = strongly disagree, 7 = strongly agree).

This study used the product involvement scale adapted from Olsen (2007). As discussed before, involvement is seen broadly as a multidimensional construct (Bruwer & Huang, 2012; Laurent & Kapferer, 1985). Product involvement items were rated on a seven-point scale (1 = strongly disagree, 7 = strongly agree). Each construct and its corresponding items are demonstrated in Appendix J.

6.6 Questionnaire development and design

To confirm the reliability and validity of this research's constructs and answer the research questions investigating the relationships between them, a quantitative research was designed, and a standardized survey was prepared for data collection.

To avoid potential CMB, introductory information and descriptions were included in the survey to minimize uncertainty for respondents. Moreover, it was explained to participants via the approval form (see Appendix K) that all answers

were anonymous in the survey, and answers were perceptual (there were no right or wrong answers). Conclusively, the model was considered free of CMB.

The questionnaire (Appendix K) was composed of five main sections: product, CRI, WOM, RF, and values orientation. Along with the sections related to the main constructs of the conceptual model, another section in the questionnaire was devoted to the participants' demographical profiles. Questions are asked about age, gender, education, marital status, occupation and monthly salary, the number of household members, social media usage habits, and the city where the respondents live. At the end of the survey, the knowledge about the company behind the product and general satisfaction level with the purchase was questioned under a separate section. All items originally in English (RF, PWOM, NWOM, WOM influence, and product involvement) were translated into Turkish. To prepare the Turkish versions of the scales in English, a standard back-translation methodology was followed. The objective was to translate all items to Turkish while ensuring the appropriateness of the translated items to the Turkish language and culture and maintaining the concept intended by the original English items. In the back translation method, a blinded independent translator made a back translation of the original translation into the source language (Sperber, Devellis, & Boehlecke, 1994). Comparisons were made between two source-language versions, and if needed, individual translators or a specialist committee were consulted (Sperber et al., 1994).

Accordingly, a translator translated the scales into English. Next, the Turkish version was shared with an academician who had no prior knowledge about the survey and had not seen the original version of the scales. The academician was requested to back-translate the Turkish items. The survey, including original Turkish items and the translated version of the English scales, was distributed to eleven

respondents, and they were asked to fill out the survey. The outcomes were deemed satisfactory, as equivalent items were determined to have identical meanings and forms.

The CRI measure was primarily developed in Turkish in the exploratory study; therefore, original statements were used in the survey for those items. For values orientation, the existing Turkish translation of the scale provided by Schwartz (2021) was used.

6.7 Data analysis technique

A partial least squares structural equation modeling (PLS-SEM) approach was used to explore the relationship between the latent constructs, the observable variables that were postulated to indicate those constructs (measured through a structured questionnaire), and additional demographic variables postulated to influence these relationships (Loehlin & Beaujean, 2017).

The PLS-SEM method allows researchers to study the strength of the constructs' influence on the targeted construct in a path model (Hair, Hult, Ringle, & Sarstedt, 2022). It avails the estimation for formative measurement models and reflexive ones (Hair, Risher, Sarstedt, & Ringle, 2019).

It is a highly used method across several social sciences disciplines such as marketing, management, and CR studies to support their research goal. It supports both explanatory and predictive goals in analyzing the causal-predictive relationships of the model (Chin et al., 2020). The PLS-SEM was chosen for several reasons:

- i. PLS-SEM was selected mainly due to its being a variance-based, predictive SEM approach with the capacity to analyze complex models as this study's (Henseler, Ringle, & Sinkovics 2009). It quickly estimates

cause-and-effect relationships in complex models (Dash & Paul, 2021) such as this study's model.

- ii. PLS-SEM was found to be convenient for new theories development and existing theories' extension (Richter, Sinkovics, Ringle, & Schlägel, 2016), which was parallel with the objective of this study.
- iii. It offers analytical flexibility for the researcher because it does not require large samples or presume that the data are normally distributed (Hair, Matthews, Matthews, & Sarstedt, 2017).
- iv. It has been found to have higher statistical power vs. covariance-based analysis, and it can test hypothesized relationships and can employ a prediction focus to estimate the proposed model (Hair et al., 2019).
- v. Using the same dataset compared to SEM, PLS-SEM path modeling using Smart PLS was found to be more reliable and valid (Afthanorhan, 2013).

Based on these reasons, PLS-SEM was used for the estimation and results assessments of the model.

CHAPTER 7

DATA ANALYSIS AND RESULTS

This chapter presents the testing and validation of the developed theoretical model through a large-scale field study. All analyses were conducted in Smart PLS3 to assess the measurement and structural models.

The constructs in the measurement model were validated using confirmatory factorial analysis (CFA). The hypotheses tests were carried out through path analysis by PLS-SEM. The measurement and structural model evaluation followed the method by Hair et al. (2019). The impact of the control variables in the measurement model were examined using multi-group analyses.

7.1 Data collection

The principles discussed under the target population (see section 6.6) and the method of data collection and sampling (see section 6.7) were strictly applied. Data collection was conducted online from October 24, 2022 to November 17, 2022. After collecting 452 completed surveys, 420 valid responses were retained for further analysis. Thirty-two responses were invalid because of incomplete surveys.

7.2 Sample demographics

The sample demographics were important for ensuring that the study sample was representative of the target population. Participants' demographics are listed in Table 21.

Table 21. Respondents' Demographic Characteristics for the Main Study

		Frequency	Percentage
Gender	Male	215	51.2
	Female	205	48.8
Marital status	Married	194	46.2
	Single	188	44.8
	Divorced	17	4.0
	Widow(er)	21	5.0
Education	Primary	25	6.0
	Secondary	67	16.0
	High-school	97	23.1
	University	192	45.7
	Master's Degree/PhD	39	9.3
Age	18-22	53	12.6
	23-40	266	63.3
	41-61	81	19.3
	62 and older	20	4.8
Monthly Salary (TRY)	< 5500	63	15.0
	5500-9999	178	42.4
	10000-14999	102	24.3
	15000-19999	43	10.2
	>20000	34	8.1
Status of Employment	Working	297	70.7
	Not working	123	29.3
Type of Employment	Full time	235	79.1
	Part-time	57	19.2
	Freelance	5	1.7
Occupation	Government Employee	60	14.3
	Private Company Employee	208	49.5
	Student	59	14.0
	Housewife	45	10.7
	Retired	19	4.5
	Other	29	6.9
Number of People in the Household	1	52	12.4
	2	72	17.1
	3-4	201	47.9
	5-7	81	19.3
	>1	14	3.3

Regarding gender, females (48.8%) and males (51.2%) were represented almost equally in the sample, with slight differences. Most participants were between ages 23 and 40 (63.3%). Moreover, the respondents identified the number of household members mostly as 3-4 (47.9%). While 46.2% of the respondents declared themselves married, 44.8% selected single as their marital status. The majority of the respondents were working (70.7%) and stated that they earned between 5500-9999 TRY (42.4%) monthly net incomes, followed by the group earning 10000-14999 TRY (24.3%). Therefore, it can be argued that the sample represents people with low-middle income. On the other hand, respondents' education level can be claimed to be high, as the majority had a university degree and above (54%). Finally, for the demographics, participants are asked to express their social media usage habits. Over half of the respondents (66.4%) declared that they use social media every day, and 14% expressed that they use social media every two or three days. Therefore, it can be concluded that the participant profile was mostly composed of people who are active on social media.

Besides demographics, the questionnaire also had questions regarding the product type and purchase frequency. Participants indicated the product type they had purchased within the last year. If there was more than one product purchased, they were requested to choose the most recent one. The results (see Table 22) indicated that the purchased product type showed variety, and the majority of the respondents made the purchase when the existing one was broken (55.7%).

Table 22. Product Type and Purchase Frequency Characteristics

		Frequency	Percentage
Product Type	Refrigerator / Deep Freezer	106	25.2
	Washing Machine / Dryer	58	13.8
	Dish Washer	59	14.0
	Combi / Water Heater	42	10.0
	Oven/ Microwave/ Stove	69	16.4
	Air conditioner	63	15.0
	Air purifier	17	4.0
	Other	6	1.4
Purchase Frequency	Every year	8	1.9
	Every 2-3 years	13	3.1
	Every 4-6 years	53	12.6
	Every 7-9 years	59	14.0
	>10 years	53	12.6
	When the old one is broken	234	55.7

If we look in detail into the type of the purchased product by age split (see Table 23), it was observed that participants between the ages of 18-22 mostly bought refrigerator/deep freezer (22.6%), followed by air conditioner (20.8%), whereas the participants between the ages of 23-40 mostly bought refrigerator/deep freezer (28.3%), followed by washing machine/dryer (15.4%) and dishwasher (15.4%).

Table 23. The Purchased Product Type by Age Split

	18-22		23-40		41-61		>62		Total	
	n	%	n	%	n	%	n	%	n	%
Refrigerator / Deep Freezer	12	22.6	75	28.3	16	19.8	3	15.0	106	25.2
Washing Machine / Dryer	8	15.1	41	15.4	8	9.9	1	5.0	58	13.8
Dish Washer	3	5.7	41	15.4	11	13.6	4	20.0	59	14.0
Combi / Water Heater	3	5.7	24	9.0	13	16.0	2	10.0	42	10.0
Oven/ Microwave/ Stove	10	18.9	39	14.7	16	19.8	4	29.0	69	16.4
Air conditioner	11	20.8	34	12.8	13	16.0	5	25.0	63	15.0
Air purifier	5	9.4	8	3	3	3.7	1	5.0	17	4.0
Other	1	1.9	4	1.5	1	1.2	0	0	6	1.4

Furthermore, respondents were asked to indicate their knowledge about the company behind the product. The participants who declared that they knew the company behind the product were requested to write the company's name in an open-ended box. Sixty-five percent of the consumers stated that they knew the company behind the product, whereas 35% did not.

The respondents also indicated their level of CI with CR across purchase decision contexts in general and for each product/service type on a 1-5 scale (1=Not at all, 5=Very high). The results are depicted in Table 24. As observed, in general, 52.4% of the respondents highly involved, and 24.5 % very highly involved with CR for their purchase decisions, whereas 18.6% of the respondents were neutral. Majority of the respondents stated that they got involved with CR for all product and service categories, with responses (high + very high) ranging from 70.2% for telecommunication services to 79.8% for food. For white goods, as the focus of this research, 27.9% of consumers highly involved with CR, whereas 47.9% of them very highly involved with CR for their purchase decisions.

Table 24. The Level of Involvement with CR for Purchase Decisions by Product and Service Type

	Not at all		Low		Neutral		High		Very High	
	n	%	n	%	n	%	n	%	n	%
Overall	1	0.2	18	4.3	78	18.6	220	52.4	103	24.5
Clothing & shoes	14	3.3	17	4.0	57	13.6	117	27.9	215	51.2
Food	14	3.3	15	3.6	56	13.3	149	35.5	186	44.3
Cleaning products	9	2.1	25	6.0	79	18.8	112	26.7	195	46.4
Personal care products	9	2.1	22	5.2	63	15.0	144	34.3	182	43.3
White goods	7	1.7	16	3.8	79	18.8	117	27.9	201	47.9
Home appliances	7	1.7	33	7.9	82	19.5	118	28.1	180	42.9
Electronics	10	2.4	18	4.3	72	17.1	115	27.4	205	48.8
Car	7	1.7	22	5.2	68	16.2	137	32.6	186	44.3
Health	8	1.9	15	3.6	63	15.0	127	30.2	207	49.3
Education	10	2.4	18	4.3	67	16.0	130	31.0	195	46.4
Transportation	7	1.7	29	6.9	73	17.4	106	25.2	205	48.8
Financial services	11	2.6	20	4.8	83	19.8	129	30.7	177	42.1
Hotel and restaurant	11	2.6	21	5.0	65	15.5	134	31.9	189	45.0
Entertainment services	10	2.4	22	5.2	78	18.6	147	35.0	163	38.8
Telecommunication	7	1.7	19	4.5	74	17.6	123	29.3	197	46.9

As depicted in Table 24, for white goods, as the focus of this research, 24% of the consumers stated they did not involve with CR for their purchase decisions, or they were neutral. On the other hand, the percentage of consumers who stated that they did not know the company behind the product is 35%. We explain this variance in responses (11%) with the possibility of some respondents' unwillingness to fill the open-ended box where they were requested to write the company name. Since no missing data or unengaged response issues were obtained for those respondents for the rest of the questions, they were kept in the sample.

Moreover, the participants indicated their overall product satisfaction. Most respondents (84.5%) declared they were satisfied with the product, whereas 11.7% of the participants were indecisive.

The respondents also indicated the level of importance they give to WOM across purchase decision contexts for each product type on a 1-5 scale (1= Not at all,

5= Very important). The results are depicted in Table 25. The majority of the respondents found WOM as an important and very important factor for all product and service categories, with the percentage (important + very important) ranging from 71.4% (for home appliances) to 79.1% (for clothing). For white goods, 31.7% of the participants found WOM as an important criterion, whereas 41.4% found it very important for their purchase decisions.

Table 25. Importance of WOM for Purchase Decisions by Product and Service Type

	Not at all Important		Low importance		Neutral		Important		Very Important	
	n	%	n	%	n	%	n	%	n	%
Clothing & shoes	15	3.6	20	4.8	53	12.6	146	34.8	186	44.3
Food	9	2.1	25	6.0	60	14.3	145	34.5	181	43.1
Cleaning products	12	2.9	23	5.5	80	19.0	148	35.2	157	37.4
Personal care products	13	3.1	21	5.0	69	16.4	139	33.1	178	42.4
White goods	11	2.6	29	6.9	73	17.4	133	31.7	174	41.4
Home appliances	13	3.1	22	5.2	85	20.2	129	30.7	171	40.7
Electronics	14	3.3	21	5.0	72	17.1	144	34.3	169	40.2
Car	17	4.0	24	5.7	78	18.6	154	36.7	147	35.0
Health	12	2.9	21	5.0	70	16.7	127	30.2	190	45.2
Education	14	3.3	22	5.2	71	16.9	145	34.5	168	40.0
Transportation	13	3.1	23	5.5	86	20.5	123	29.3	175	41.7
Financial services	12	2.9	23	5.5	81	19.3	147	35.0	157	37.4
Hotel and restaurant	14	3.3	24	5.7	80	19.0	132	31.4	170	40.5
Entertainment services	18	4.3	18	4.3	76	18.1	138	32.9	170	40.5
Telecommunication	10	2.4	21	5.0	83	19.8	137	32.6	169	40.2

7.3 Data screening

Before starting the data analysis, outliers and missing data were checked. For missing data on any variable, the respondent was eliminated from the dataset (list-wise deletion). Moreover, unengaged responses in data (i.e., participants giving the exact same values for all questions) were also investigated by checking standard deviation values that equal to 0. Those participants were also eliminated via a list-

wise deletion technique. Outliers were checked via Mahalanobis Distance probabilities.

Normality checks, Skewness, and Kurtosis values for all variables were controlled to investigate whether there was any kurtosis or skewness in data distribution. Hair et al. (2017) suggested that an acceptable threshold for Skewness values ranges between -1 and +1, with a range between -2 to +2 for Kurtosis. The descriptive statistics of the model are depicted in Appendix L. Furthermore, z-scores were calculated for all variables, and it was found that Zcal scores did not exceed the Ztable scores. Two test scores were expected to be between +1.96 and -1.96 at a 0.05 error level on the Z table. Therefore, the data were accepted as normally distributed.

Harman's single-factor test was employed to evaluate CMB. The exploratory factor analysis results suggested that a single-factor model explained 24.8% of the observed variance, which was considerably below the 50% cut-off value, indicating that CMB was not a problem in our data (Podsakoff et al. 2003). Moreover, the correlation matrix was checked to see whether the correlations were below 0.9 (Hair et al., 2019). The Correlation Matrix indicated that all correlations were below 0.9. Overall, the results confirmed that collected data were not tainted by CMB.

The variance inflation factor (VIF) was evaluated to investigate the potential existence of factor multicollinearity. VIF values were expected to be lower than ten (Mason & Perreault, 1991) to confirm that there was no issue regarding multicollinearity in the sample. However, some other researchers (Ringle, Wende, & Becker, 2015) state VIF values should not exceed five. As depicted in Appendix M, although some VIF values are above five (six out of sixty), all VIF values are below ten. Therefore, the sample is considered as lacking multicollinearity.

7.4 Sample size

The minimal sample size requirement relies on the complexity of the individual equations because PLS-SEM produces estimates of partial model structures rather than all parameters simultaneously (Rigdon, Sarstedt, & Ringle, 2017). The statistical power, degree of significance, size effect, and number of predictors were defined in order to establish the minimal sample size for PLS-SEM (Nitzl, 2016). A statistical power of 0.8 and a significance level of 0.05 were specified, as they were considered acceptable for behavioral studies (Cohen, 1988). The size effect was considered typical and similar to previous studies. Therefore, with a medium size effect, a statistical power of 0.8, a significance level of 0.05, and the number of predictors according to the model, the minimum required size was 87. The size of the study sample (420) covered the minimum requirement.

7.5 Measurement model evaluation

A consistent PLS algorithm was used for the measurement model validity (Sarstedt, Hair, Ringle, Thiele, & Gudergan, 2016). The loadings for indicators, composite reliability, convergent validity, and discriminant validity were evaluated for the reflective measurement model (Sarstedt et al., 2016).

Hair et al. (2018) indicated that all standardized loading estimates should be above 0.5, construct reliabilities for each construct should be over 0.7, and the AVE should be over 0.50 cut-off value, signifying their adequate convergent validity. Moreover, the composite reliability of all constructs was also recommended to be greater than 0.7 to ensure convergent validity (Bagozzi & Yi, 2012). The results revealed that all constructs' factor loadings were statistically significant and exceeded the 0.50 cut-off (Hair et al. 2018), as depicted in Appendix N.

The measure model assessment results are shown in Table 26. The construct reliability was measured using Cronbach's alpha coefficient, composite reliability, and rho_A (Werts, Linn, & Jöreskog, 1974). As can be observed in Table 26, the measures' composite reliability, Cronbach's alphas, and rho_A ranged from 0.888 to 0.980, revealing high-scale reliability. Since the AVE values of all constructs surpassed the 0.50 cut-off value, it was concluded that the measurement model ensured convergent validity (Hair et al., 2019).

Table 26. Construct Reliability and Validity of CRI Model

Variables	Cronbach's Alpha	rho_A	CoR	AVE
CI-CRR	0.942	0.942	0.942	0.697
CI-CPR	0.980	0.980	0.980	0.755
PROM	0.968	0.969	0.968	0.770
PREV	0.957	0.958	0.956	0.709
PWOM	0.939	0.939	0.939	0.837
NWOM	0.945	0.946	0.946	0.853
IWOM	0.934	0.935	0.934	0.826
PI	0.943	0.944	0.942	0.804
SE	0.914	0.922	0.915	0.730
ST	0.888	0.888	0.888	0.799

Note: AVE= Average Variance Extracted, CoR= Composite Reliability, CI-CRR= CI with character reputation, CI- CPR= CI with capability reputation, PROM= Promotion regulatory focus, PREV= Prevention regulatory focus, PWOM: Positive word of mouth, NWOM=Negative word of mouth, IWOM: Influence of word of mouth, PI= Product involvement, SE= Self-enhancement values, ST= Self-transcendence values,

The discriminant validity (whether each construct differed significantly from other constructs in the model) was first verified through Fornell and Larcker's (1981) criterion as depicted in Table 27. Fornell and Larcker criteria require that the square root of the AVE for each latent construct exceeds the correlation it has with other constructs. Besides, we performed the cross-loading analysis (Hair et al., 2017). As depicted in Appendix O, in the cross-loading analysis, it was verified that no item

would carry more intensity in other constructs than the measured ones (Barclay, Higgins, & Thompson, 1995). Therefore, the discriminant validity of the model is also confirmed.

Table 27. Fornell-Larcker Analysis

	Fornell-Larcker									
	CI-CRC	CI- CRQ	IWOM	NWOM	PI	PROM	PREV	PWOM	SE	ST
CI-CRC	0.835									
CI- CRQ	0.742	0.869								
IWOM	0.715	0.688	0.909							
NWOM	0.379	0.244	0.423	0.923						
PI	0.704	0.675	0.782	0.339	0.897					
PROM	0.760	0.759	0.737	0.313	0.686	0.877				
PREV	0.718	0.680	0.738	0.447	0.685	0.851	0.842			
PWOM	0.714	0.704	0.775	0.378	0.695	0.710	0.695	0.915		
SE	0.081	0.029	0.087	0.347	0.060	0.012	0.060	0.109	0.854	
ST	0.056	0.005	0.032	0.353	0.045	0.002	0.050	0.072	0.781	0.894

Note: CI-CRR= CI with character reputation, CI- CPR= CI with capability reputation, PROM= Promotion regulatory focus, PREV= Prevention regulatory focus, PWOM: Positive word of mouth, NWOM=Negative word of mouth, IWOM: Influence of word of mouth, PI= Product involvement, SE= Self-enhancement values, ST= Self-transcendence value

7.6 Structural model assessment results

First of all, we started with creating dummy variables for the age category. For the four age categories (18-22, 23 -40, 41-61, 62 and >), dummy variables were created. Out of those four, we integrated three dummy variables into our model (18-22, 23 - 40, 41-61), whereas the fourth dummy variable (62 and >) was used as a reference category.

We assessed the structural model by investigating the standardized root mean square residual (SRMR) to evaluate model fit, which should remain <0.10 (Henseler, Hubona, & Ray, 2016). The adequate model fit was confirmed with an SRMR value of 0.077. Moreover, the R² and Q² values of the predictor variables were checked to evaluate the model's predictive power. All R² values exceeded the 0.10 threshold (Falk & Miller, 1992) as follows: CI-CPR = 0.703; CI-CRR = 0.658; PWOM = 0.519; NWOM = 0.259; IWOM = 0.513. All Q² values for endogenous constructs were positive as follows: CI-CPR = 0.477; CI-CRR = 0.439; PWOM = 0.422; NWOM = 0.151; IWOM = 0.406; confirming the model's predictive power (Hair et al., 2017).

Next, the consistent PLS algorithm was applied for structural model evaluation (Sarstedt et al., 2016). Table 28 shows the results of the structural model assessment.

Table 28. Structural Model Results

Path	β	t	p	Result
SE $\rightarrow$ PROM	0.129	4.070	0.002*	Accepted
SE $\rightarrow$ PREV	0.186	3.327	0.008*	Accepted
ST $\rightarrow$ PROM	-0.066	4.005	0.002*	Accepted
ST $\rightarrow$ PREV	-0.063	2.771	0.020*	Accepted
Gen Z $\rightarrow$ PROM	0.034	0.367	0.721	Rejected
Gen Z $\rightarrow$ PREV	0.054	0.485	0.638	Rejected
Gen Y $\rightarrow$ PROM	0.484	5.130	0.000*	Accepted
Gen Y $\rightarrow$ PREV	0.254	3.678	0.004*	Accepted
Gen X $\rightarrow$ PROM	0.163	2.954	0.014*	Accepted
Gen X $\rightarrow$ PREV	0.153	2.801	0.019*	Accepted
PROM $\rightarrow$ CI-CPR	1.024	7.779	0.000*	Accepted
PROM $\rightarrow$ CI-CRR	0.582	3.412	0.007*	Accepted
PREV $\rightarrow$ CI-CPR	-0.630	6.021	0.000*	Accepted
PREV $\rightarrow$ CI-CRR	-0.179	2.791	0.017*	Accepted
CI-CPR $\rightarrow$ IWOM	0.092	1.391	0.194	Rejected
CI-CRR $\rightarrow$ IWOM	0.621	5.377	0.000*	Accepted
CI-CPR $\rightarrow$ NWOM	0.242	1.481	0.170	Rejected
CI-CRR $\rightarrow$ NWOM	1.328	4.579	0.001*	Accepted
CI-CPR $\rightarrow$ PWOM	-1.004	3.614	0.005*	Accepted
CI-CRR $\rightarrow$ PWOM	0.490	2.650	0.024*	Accepted

*p<0.05, β =path coefficient, t—t value, p—p value

Note: Gen Z: 18-22 years old, Gen Y: 23-40 years old, Gen X: 41-61 years old, CI-CRR = CI with character reputation, CI-CPR = CI with capability reputation, PROM = Promotion regulatory focus, PREV = Prevention regulatory focus, PWOM = Positive word of mouth, NWOM = Negative word of mouth, IWOM = Influence of word of mouth, SE = Self-enhancement values, ST = Self-transcendence values

The path coefficients for the path PROM $\rightarrow$ CI-CPR, for the path CI-CPR $\rightarrow$ PWOM, and for the path CI-CRR $\rightarrow$ NWOM were found to be greater than 1.0 but these do not necessarily indicate a mis-specified model (Deegan, 1978; Jöreskog, 1999). Jöreskog (1999) explained that this value gets affected by the rotational method (oblique) used. Oblique rotations use regression coefficients instead of correlations, and they can be greater than 1 (Jöreskog, 1999).

Regarding the paths between values orientation and RF, as envisaged in hypothesis 1a, self-enhancement yielded promotion RF, revealing a positive effect ($\beta = 0.129$), however, the impact of self-enhancement values orientation on prevention focus was found to be higher than its impact on promotion focus. As

theorized in hypothesis 2, there was a positive relationship between self-enhancement and prevention RF ($\beta = 0.186$).

Moreover, as postulated in hypothesis 3, self-transcendence values orientation had a negative impact on promotion RF ($\beta = -0.066$). As proposed in hypothesis 4, self-transcendence values orientation had a negative impact on prevention RF ($\beta = -0.063$).

Regarding the paths between being a member of a generation and promotion RF, hypothesis 5a is partially accepted because no significant impact of being a member of Gen Z was found on the RF of the individual. As hypothesized in hypothesis 5a, a positive relationship was found between being a member of Gen Y and promotion RF, with a strong effect ($\beta = 0.484$), and a positive relationship was found between being a member of Gen X and promotion RF, with a small effect ($\beta = 0.163$). Moreover, the impact of being member of Gen Y on promotion RF was found to be higher than its impact on prevention focus (Hypothesis 5b).

Regarding the paths between being a member of a generation and prevention RF, hypothesis 6 is partially accepted because no significant impact of being a member of Gen Z was found on the prevention RF of the individual. As hypothesized in hypothesis 6, a positive relationship was found between being a member of Gen Y and prevention RF, with a medium effect ($\beta = 0.254$). Likewise, a positive relationship was found between being a member of Gen X and prevention RF, with a small effect ($\beta = 0.153$).

Next, the paths between RF and CRI were checked. As hypothesized in hypothesis 7, a positive relationship was found between promotion focus and CI with Capability Reputation, with a very strong effect ($\beta = 1.024$). Likewise, in hypothesis 8, a positive relationship is found between promotion focus and CI with Character

Reputation, with a strong effect ($\beta = 0.582$). As hypothesized in hypothesis 9, a negative relationship was found between prevention focus and CI with Capability Reputation, with a very strong effect ($\beta = -0.630$). Likewise, in hypothesis 10, a negative relationship was found between prevention focus and CI with Character Reputation with a small effect ($\beta = -0.179$).

Next, the impact of CRI on WOM influence was analyzed. Hypothesis 11 was rejected because no significant relationship was found between CI with Capability Reputation and WOM influence. As postulated in hypothesis 12, a positive relationship was found between CI with Character Reputation and WOM influence, with a strong effect ($\beta = 0.621$).

The impact of CRI on both PWOM and NWOM was investigated. No significant relationship was found between CI with Capability Reputation and NWOM. As hypothesized in hypothesis 14, a positive relationship was found between CI with Character Reputation and NWOM, with a very strong effect ($\beta = 1.328$). Contrary to hypothesis 15, a negative relationship was found between CI with Capability Reputation and PWOM, with a very strong effect ($\beta = -1.004$). As hypothesized in hypothesis 16, a positive relationship was found between CI with Character Reputation and PWOM ($\beta = 0.490$).

7.7 Moderating effect

The structural model assessment results also revealed a significant interaction and positive moderator effect of product involvement on the relationship between prevention RF and CRI as postulated in hypotheses 17a and 17b, whereas a significant interaction and negative moderator effect of product involvement on the relationship between promotion focus and CRI was found as postulated in

hypotheses 17c and 17d. The results of moderating effect of product involvement are presented in Table 29. In summary, the results of CRI model are depicted in Table 30.

Table 29. Moderating Effect of Product Involvement

Path	β	t	p	Result
(PREV*PI)→CI-CPR	0.044	2.331	0.042*	Accepted
(PREV*PI)→CI- CRR	0.039	2.312	0.043*	Accepted
(PROM*PI)→CI-CPR	-0.072	3.175	0.010*	Accepted
(PROM*PI)→CI-CRR	-0.070	5.828	0.000*	Accepted

Note: CI-CRR= CI with character reputation, CI- CPR= CI with capability reputation, PROM= Promotion regulatory focus, PREV= Prevention regulatory focus, PI= Product involvement

Table 30. CRI Model Results

Hypothesis	Antecedent Variable	Outcome Variable	Direction	Result
H1a	Self-enhancement values	Promotion RF	Positive	Accepted
H2	Self-enhancement values	Prevention RF	Positive	Accepted
H3	Self-transcendence values	Promotion RF	Negative	Accepted
H4	Self-transcendence values	Prevention RF	Negative	Accepted
H5a	Generation	Promotion RF	Positive	Partially accepted
H6	Generation	Prevention RF	Positive	Partially accepted
H7	Promotion RF	CI for Capability Reputation	Positive	Accepted
H8	Promotion RF	CI for Character Reputation	Positive	Accepted
H9	Prevention RF	CI for Capability Reputation	Negative	Accepted
H10	Prevention RF	CI for Character Reputation	Negative	Accepted
H11	CI for Capability Reputation	WOM influence	Positive	Rejected
H12	CI for Character Reputation	WOM influence	Positive	Accepted
H13	CI for Capability Reputation	NWOM	Positive	Rejected
H14	CI for Character Reputation	NWOM	Positive	Accepted
H15	CI for Capability Reputation	PWOM	Positive	Rejected
H16	CI for Character Reputation	PWOM	Positive	Accepted
H17a	Prevention RF* Product Involvement	CI for Capability Reputation	Positive	Accepted
H17b	Prevention RF* Product Involvement	CI for Character Reputation	Positive	Accepted
H17c	Promotion RF* Product Involvement	CI for Capability Reputation	Negative	Accepted
H17d	Promotion RF*Product Involvement	CI for Character Reputation	Negative	Accepted

7.8 Multi-group tests

After the final structural model was tested, multi-group analyses were performed. For the variables with adequate samples, the t-test was performed to evaluate the statistically significant differences between two groups, whereas the F-test was conducted for comparisons of more than two groups.

However, there are some variables represented with non-adequate samples in some sub-groups. For those variables, the Mann-Whitney U test was conducted to compare two groups, whereas the Kruskal Wallis H test was used to determine the statistically significant differences in two or more groups of an independent variable on a continuous or ordinal dependent variable. The relationships between the variables were investigated through Pearson correlations.

For interpretation, a significance level (denoted as α or alpha) of 0.05 is typically acceptable. The question is whether the calculated p-value is smaller or larger than the significance level usually set at 0.05. If the p-value is larger, the null hypothesis is retained; otherwise, it is rejected. To determine the significance of the discrepancy, the means of the two groups were examined. Additionally, the Bonferroni test was used to lower the likelihood of a false positive. Bonferroni designed an adjustment to prevent data from falsely appearing to be statistically significant. The results are listed in Appendix P.

There was a significant difference between participants who knew the company behind the product and those who did not. The significant difference between means was observed for all constructs except values orientation. The participants who knew the company behind the product had higher scores for CRI, PI, PWOM, NWOM, IWOM, and RF. The results are depicted in Table 31.

Table 31. Results of Multi-Group Tests for Company Knowledge

	Mean±SD(Med)		t-test	p values
	Yes	No		
PI	5.57±1.37(6.0)	4.49±1.84(4.5)	6.862	0.000*
CRI	4.09±0.84(4.26)	3.58±1.15(4)	4.740	0.000*
PWOM	5.62±1.37(6)	4.4±1.88(4.33)	7.645	0.000*
NWOM	4.80±1.98(5.33)	3.88±1.94(3.67)	4.553	0.000*
IWOM	5.63±1.27(6)	4.5±1.82(4.33)	7.400	0.000*
RF	5.56±1.29(5.83)	4.50±1.85(5)	6.214	0.000*
Values Orientation	3.23±1.36(2.88)	3.16±1.3(2.88)	0.511	0.605

*p<0.05

When the participant's scores for CRI were compared across groups (see Table 32), a significant difference between means was found for age and company knowledge. The participants who were 23-40 years old were found to have higher CRI levels compared to those who were 18-22 years old and >62 years old. As mentioned above, the participants with company knowledge had higher scores for CRI.

The male and female participants' evaluations significantly differed on three out of seven constructs. The means for NWOM intention, values orientation, and IWOM showed significant differences where the scores of men were higher than the women. The means of the female and male groups for CRI, PWOM, RF, and PI were similar. The results are listed in Appendix P.

The education level of participants was significantly different on two out of seven constructs. A significant difference between means was observed for values orientation, where the scores of secondary and high school were higher than that of university graduates. Moreover, the NWOM scores of participants with education below high school were higher than those of participants with education above high school. The means of groups for CRI, PWOM, RF, IWOM, and PI were similar. The results are listed in Appendix P.

Table 32. The Comparison of Participants' Scores for Corporate Reputation Involvement for Gender, Education, Age, and Company Knowledge

		CRI
		Mean±SD(Med)
Gender	Male	3.94±0.86(4.13)
	Female	3.86±1.11(4.09)
t-test		0.825
p-value		0.410
Education	Primary	3.87±1.03(4.3)
	Secondary	3.74±1(4.04)
	High school	3.92±0.89(4.09)
	University	3.93±1.05(4.26)
	Master's / PhD	4.08±0.88(4.22)
F test		0.813
p-value		0.517
Age	18-22(1)	3.48±1.11(3.87)
	23-40(2)	4.06±0.9(4.3)
	41-61(3)	3.84±1.06(4.17)
	>61 (4)	3.24±1.01(3.59)
F test		9.057
p value		0.000*
Bonferroni		2>1,4
Company knowledge	Yes	4.09±0.84(4.26)
	No	3.58±1.15(4)
t-test		4.740
p-value		0.000*

*p<0.05

Statistical tests were conducted to evaluate the significant differences amongst participants with different incomes. A significant difference between means was observed for RF, NWOM, IWOM, and PI. The means of groups with different incomes for CRI, PWOM, and values orientation showed no significant differences. The group with a monthly income of 5500-9900 TRY and 10000-14999 TRY were found to have higher PI than those with an income lower than 5500 TRY. The group with income lower than 5500 TRY was found to have higher scores for NWOM, IWOM, and values orientation than other groups. The results are listed in Appendix P.

The differences in respondents' social media usage frequency were evaluated. Significant differences between means were observed for IWOM, PI, and values orientation. However, no significant differences were observed in groups with different incomes for CRI, PWOM, NWOM, and RF. The groups with participants who use social media had higher IWOM scores than those using social media every two or three weeks. The same group had higher PI scores than those with no social media account. The results are listed in Appendix P.

CHAPTER 8

DISCUSSION

In this chapter, the findings of the theoretical model tested are discussed. Based on RFT and the theoretical underpinnings of CI, this research tested a model for CRI, its motivational antecedents, its impact on the communication behavior of the consumers (WOM), and the relationships between each other across purchase decision contexts.

8.1 The impact of regulatory focus on corporate reputation involvement

The main proposition of this thesis, namely, the impact of RF of an individual on CRI, is confirmed. As hypothesized, promotion focus had a positive and strong direct effect on CRI ($\beta = 1.024$ for the path between promotion focus and CRI for Capability Reputation and $\beta = 0.582$ for the path between promotion focus and CRI for Character Reputation). In contrast, prevention focus had a significant and negative effect on CRI ($\beta = -0.630$ for the path between promotion focus and CRI for Capability Reputation and $\beta = -0.179$ for the path between promotion focus and CRI for Character Reputation). This means that across purchase decision contexts, as promotion (prevention) RF increases in an individual, the level of perceived importance and interest in the quality and performance characteristics of a company (i.e., skills, resources, and capabilities) stemming from personal experiences and indirect experiences as well as the level of perceived personal importance and interest for how a company would behave with respect to its values and vision increases (decreases).

The impact of different RF orientations on CRI have been confirmed in that, RFT effectively explains the individual differences regarding CI with CR, as this thesis posited. Contrary to the existing literature, which mainly focused on the signaling role of CR in minimizing negative outcomes related to choice and/or decision (such as the perceived risk and the negative emotions), this study revealed that the level of perceived importance and interest for CR of a company is heightened as the promotion RF orientation increases in individuals. Further, the level of perceived importance and interest in CR of a company is diminished as the prevention RF orientation increases in individuals.

This finding is important because it sheds light on the signaling role of CR in attaining positive outcomes related to the consumers' goals. By getting involved with CR, consumers maximize the positive outcomes related to their goals, such as perceived benefits, positive emotions, and self-needs.

For example, CR for product quality allows consumers to perceive that products and services utility incorporates functional, aesthetic, and relational benefits acquired during the exchange process (Agarwal et al., 2018). Moreover, consumers perceive social value when they feel that using a product/service helps them connect to others (Sweeney & Soutar, 2001). Hur et al. (2013) showed that social value could be attained from visibly driving a hybrid car. By engaging in environmentally conscious practices, consumers may enhance their connectedness or belongingness to a specific group, such as environmentally conscious communities or activists (Hur et al., 2013).

For positive emotions, Terblance (2009) showed that attractive, well-designed, and enduring consumer experiences would generate positive emotions in consumers, and this emotional bond, in the form of CR, will serve as an intangible

asset for a company, which is difficult for competition to replicate. For example, consumers feel good about themselves when they think they are doing something good (i.e., purchasing a product from a company supporting a social cause or penalizing a company engaging in irresponsible practices), which will lead to positive feelings (Curraz-Perez, Dolz-Dolz, Miquel-Romero, & Sanchez-Garcia, 2018). In another study, Hur et al. (2013) showed that environmentally concerned consumers preferred to drive a hybrid car to attain the feeling that they were doing the right thing and contributing to the reduction of environmental problems.

Besides, consumers sustain and express their self-identities via the purchase or consumption of the brands they associate with (Aaker, 1999). Certainly, some companies provide attractive and meaningful social identities to consumers to help them fulfill or satisfy their essential self-definitional needs.

Consumers are likely to identify with reputable, trustworthy, and prestigious companies to satisfy their self-definition and enhance their self-esteem, which in turn, improves their sense of self-worth. For example, identification with a benevolent, competent, and honest company arises from the need of consumers' tendency to describe them with a similar profile. Lee and Shavitt (2006) showed that the store's reputation influences product judgments (quality in their study) regarding the salience of social identity and image goals. Furthermore, self-actualization is also one of the needs that company or brand associations may be related to (McEnally & de Chernatony, 1999). It is well documented in the literature that consumer-company identification, which helps consumers satisfy their self-definition and self-expression needs, can be generated via a company's CSR practices (Lii & Lee, 2012) because this enhances consumers' achieving goals beyond their own self-interest (Berens et al., 2005).

In that sense, CR may serve as an overall assessment for maximizing the positive outcomes (i.e., perceived benefits, fulfillment of self-needs, positive emotions) or minimizing the absence of positive outcomes related to the consumers' goals. Therefore, it can be concluded that CR has a substantial role in consumers' purchase decision process beyond its mostly referred role in mitigating perceived risk and uncertainty related to the choice/decision. In that sense, it can be said that CR can be a source of value generation for consumers.

The finding related to the significant positive impact of promotion focus on CRI also supports the conclusion of Song and Morton (2016). In their experimental design, Song and Morton (2016) studied the different information processing of individuals with different RF and found that promotion-focused consumers perceived extrinsic cues (in their study, CR) as more important and evaluated a product with better extrinsic cues more favorably. In contrast, the intrinsic cues of a product were regarded as more important for prevention-focused consumers, and accordingly, they were likely to favor a product with superior intrinsic cues more.

Second, a negative relationship was found between prevention focus and both dimensions of CRI, as hypothesized. This finding is interesting because the existing literature well documented that CR is a signal that mitigates the uncertainties and perceived risk related to the decision, which prevention-focused individuals concentrate on (minimizing the negative outcomes). However, this result can be explained by the security and safety needs of prevention-focused individuals. Due to these needs, consumers with a prevention focus are more careful in their decision-making and are more likely to be involved with product-related features to minimize the presence of negative outcomes and maximize the absence of negative outcomes. Moreover, RFT states that prevention-focused consumers utilize a more rational and

logical process to derive their evaluations and decisions (Novak & Hoffman, 2009) and are less impulsive and more analytic than promotion-focused individuals (Song & Qu, 2018). In that sense, we expected the individuals with a prevention focus to be more involved with the intrinsic cues of the product in question rather than CR. However, we expect the direction of this relationship change for the consumers with high product involvement, as will be discussed later.

8.2 The impact of corporate reputation involvement on word of mouth

Higgins (1997) posited that customers with a promotion focus engage in more positive WOM online than those with a prevention focus. Shin, Song, and Biswas (2014) found that promotion-focused individuals with positive experiences exerted higher intentions to engage in positive e-WOM. Surprisingly, CI with Company's Capability Reputation showed a significant negative impact on the PWOM intention of the consumers ($\beta = -1.004$), contrary to what was hypothesized.

The questionnaire included a question regarding the overall satisfaction level to better explain the impact of CRI on PWOM and NWOM. The overall satisfaction results indicated that the majority of the respondents (84.5%) declared that they were satisfied with the product, whereas 11.7% of the participants were indecisive. Therefore, as CRI increases in an individual, even if the individual is satisfied with the purchase, the intention to engage in PWOM declines. That means, as the level of perceived personal importance and interest for the quality and performance characteristics of a company (i.e., skills, resources, and capabilities) stemming from personal experiences and indirect experiences increases, intention to engage in PWOM related to the company and give recommendations to their families and friends regarding their experiences with a product and/or company decreases.

We explain this finding with the motivations of consumers' engagement with PWOM. Sundaram et al. (1988) suggested that consumers may engage in PWOM communication due to altruism (triggered by price/value perceptions and responses to consumer problems), product involvement (triggered by satisfying product experiences), self-enhancement (triggered by superior product experience) and the motivation of helping the company (triggered by company responses and employee behaviors). RFT posits that promotion-focused individuals utilize the standards related to their ideals and aspirations (ideal self). Therefore, consumers involved with CR (promotion-focused) may assess the performance of the product and company as standard or as 'it has to be,' but not superior, leading them to not engage in PWOM communication. Moreover, by not engaging in PWOM with their families, friends, and colleagues, consumers with high CRI levels may want to protect their face and ideal self (self-prestige) and refrain from damaging their relationships with those people in case of any possible failure in the recommended product (avoiding non-gains). For example, Dubois, Bonezzi, and De Angelis (2016) found out that there is a tendency for customers to share more positive information about a product or service to people with whom they have weak ties (with the motivation to self-enhance), and more negative information with whom they have strong ties (with the motivation to protect others).

Moreover, the impact of CI with Company's Capability Reputation on NWOM was found as statistically insignificant. This implies that the level of perceived importance and interest in the quality and performance characteristics of a company (i.e., skills, resources, and capabilities) stemming from personal experiences and indirect experiences does not have an impact on consumers communicating negative information about a company (i.e., warning against the

company and its offerings to the other people). We can explain this finding by the promotion-focused individuals' pursuit of advancement goals in life. The literature indicates that individuals with a promotion focus tend to overlook negative information across purchase decision contexts (Sengupta & Zhou, 2007). Roy and Naidoo (2017) posited that promotion-focused individuals resist unfavorable information in their decision-making. Likewise, the likelihood of spreading NWOM following a negative experience (i.e., service failure) was minimized for individuals with a promotion focus (Shin et al., 2014).

CI with Company's Character Reputation had a significant positive impact on both PWOM intention ($\beta = 0.490$) and NWOM intention ($\beta = 1.328$) of the consumers, with a strong effect. This shows that consumers' willingness to communicate positive and negative information about a company to others increases by the level of their perceived importance and interest in how a company would behave with respect to its values and vision. Stemming from insufficient responses to customers' problems, unsatisfactory product performance, and unsatisfactory employee behavior, consumers are likely to engage in NWOM communication due to altruism (to prevent others from experiencing the same problem), anxiety reduction (to vent their anger), vengeance (to retaliate against the company and deter other consumers from patronizing the business), and advice seeking (to find a solution their problems) (Sundaram et al., 1988). Therefore, this finding can be explained by the intention of consumers to narrow the gap between their actual and desired end states and self-negativity that might arise from any anxiety driven by the misbehavior of the company (anxiety reduction), vengeance (as seen during offline and online collective boycotts to the companies) and altruism. For example, in 2012, Greenpeace accused Zara of selling clothing harmful to consumers' health and the

environment due to its use of some chemicals in its production (SgT Group, 2017). Consequently, a petition called ‘Detox Zara’ was created and signed by approximately 300,000 Zara consumers as a call for change to be executed.

Moreover, consumers with high CI with Character Reputation are found to engage more with PWOM related to the company because they may want to feel as if they are doing something good by helping and recommending these companies to others. Furthermore, by sharing their feedback, opinions, and recommendations about the companies and offerings of the companies, they enhance their self-image (i.e., opinion leader, smart, reliable). The previous literature showed that promotion-focused individuals are more motivated to engage in PWOM with the aim of self-enhancement (heightening the self-image) and the obtainment of social benefits (social identification and integration) (Sohaib et al., 2019).

Regarding WOM influence, CI with Company’s Character Reputation showed a significant positive impact on WOM influence ($\beta = 0.621$). This shows that consumers with a high level of perceived importance and interest in how a company would behave with respect to its values and vision would experience more changes in attitude and/or behavioral intention resulting from interpersonal information exchange. Specifically, this finding suggested that as involvement with Company’s Character Reputation increases, WOM influence also increases.

However, no statistically significant relationship is found between the Company’s Capability Reputation and WOM influence. We can explain this impact with RF of the individual. The individuals with high CRI were found to have a promotion focus in this study. Pentina, Bailey, and Zhang (2015) found that PWOM can enhance the persuasiveness of a message and intention for individuals with a prevention focus. In contrast, they found no effect of PWOM for individuals with a

promotion focus. The literature indicates that promotion-focused individuals focus more on first-hand experiences and the experiential side of consumption (Jia, Wang, Ge, Shi, & Yao, 2012). Accordingly, regarding the Capability Reputation of a company, individuals with high CRI (with promotion focus) may prefer to rely on their own experiences rather than WOM.

8.3 The impact of generation on regulatory focus

No significant effect of being a member of Gen Z on promotion and prevention RF was found. There is insufficient evidence in the sample to conclude this hypothesized impact.

However, for Gen X and Gen Y, positive relationships were found between them and RF. Being a member GenX impacted both RFs positively ($\beta = 0.163$ for promotion RF, $\beta = 0.153$ for prevention focus), with a slight proneness to promotion RF. The members of GenX were expected to be more prone to have a prevention focus, but the findings indicated the opposite. This implies that this generation pursues more promotion goals that help them to self-improve and attain more desirable positive end states, contrary to the existing literature.

Being a member of GenY positively impacted both RF ($\beta = 0.484$ for promotion RF, $\beta = 0.254$ for prevention focus), with a slight proneness to promotion RF, as hypothesized. The members of Generation Y pursue more promotion goals that help them to reach their desired end states. These results confirmed that, as RFT posits, age helps to explain the RF orientation of an individual, and it is a better predictor of the RF of an individual compared to values orientation.

8.4 The impact of values orientation on regulatory focus

As hypothesized, self-enhancement values had a positive impact on both RFs ($\beta = 0.129$ for promotion RF, $\beta = 0.186$ for prevention focus). However, self-enhancement values were found to have a higher impact on the prevention RF. This is contrary to existing literature stating that self-enhancement values orientation is similar to self-regulation as a promotion focus (Agarwal & Osiyevskyy, 2019).

Self-transcendence values had a negative impact on both RFs ($\beta = -0.066$ for promotion RF, $\beta = -0.063$ for prevention focus), as expected because theoretically, self-enhancement values oppose self-transcendence values. The results confirmed that, as RFT predicts, values orientation helps explain the RF orientation of an individual, although with a small effect.

8.5 The moderator impact of product involvement

A significant interaction and positive moderator effect of product involvement on the relationship between prevention RF and CRI for Capability Reputation ($\beta = 0.044$) and CRI for Character Reputation ($\beta = 0.039$) was found. A significant interaction and negative moderator effect of product involvement on the relationship between promotion RF and CRI for Capability Reputation ($\beta = -0.072$) and CRI for Character Reputation ($\beta = -0.070$) was found. This confirms the moderating role of product involvement in the relationship between RF and CRI.

The consumer's interest in a specific product category changes the sign of the positive impact of promotion RF on CI for Capability Reputation and CRI for Character Reputation to negative. Similarly, it changes the sign of the negative impact of prevention RF on CRI for Capability Reputation and CRI for Character Reputation to positive. Consumers with high involvement consider the buying

decision an important subject and assess the risk related to the purchase. In turn, they tend to actively search for more information about the products and incorporate many criteria into the decision-making process (Flynn & Goldsmith, 1993), including CR. Therefore; prevention-focused individuals with high product involvement were found to get more involved with CRI. On the contrary, promotion-focused individuals with high product involvement were found to be less involved with CRI. This is because they concentrate more on several product aspects for their buying decisions and use less heuristic information processing, such as use of explicit cues like CR.

8.6 Control variables

No significant impact of gender, income, education, and social media usage was found on the overall model.

Based on the structural model assessment outcomes and multi-group tests, the results of all hypothesized interactions between the model's constructs are summarized in Appendix Q.

CHAPTER 9

CONCLUSION

Based on RFT and the theoretical underpinnings of CI; this research explored, defined, proposed, and tested a model for the integration between CRI, its motivational antecedents, and its impact on the communication behavior of the consumers (WOM) across purchase decision contexts. The research questions, the focus of the investigation, and the main findings are summarized in Appendix R.

9.1 Contribution to theory and implications for researchers

This study aimed to make several contributions to the field of marketing. First, and most importantly, contrary to the mainly emphasized role of CR in diminishing the perceived risk and uncertainty related to product choice and purchase decision, this thesis illustrated the signaling role of CR in attaining positive outcomes. It was found that, by being involved with CR, the consumers pursue approach goals and they want to maximize the positive outcomes related to their goals, such as perceived benefits, positive emotions, and self-needs. Findings related to the differential impact of RF orientations (promotion focus vs. prevention focus) on CRI confirmed that RFT effectively explains the individual differences regarding CI with CR, as this thesis proposed. Therefore, contrary to the existing literature focusing on the signaling role of CR in minimizing the negative outcomes related to the choice and/or decision, such as perceived risks and negative emotions (prevention focus), this study revealed that the level of perceived importance and interest for CR of a company is heightened as the promotion RF orientation increases in an individual. That is, consumers with high CRI are found to focus more on presence of positive outcomes,

to utilize the standards related to the ideals and aspirations (ideal self) and to have motivations to approach gains and avoid non-gains. Accordingly, we believe that this thesis brought the unexplored role of CR as a source of value generation for consumers (not for companies, as the existing literature focused on) to the agendas of marketing academicians. We believe that this is an important venue for research where CR studies can make significant contributions to the marketing area since value is a key marketing concept.

In relation with the above contribution, another significant implication for research is that this study used RFT to develop its proposed model and explain its hypothesized relationships between its studied constructs. RFT is extensively used across the marketing literature to better explain the underlying motivations of consumers to derive more efficient and effective marketing strategies related to consumer purchasing, communication, and consumption behaviors (Boesen-Mariani et al., 2010; Pham & Higgins, 2005; Song & Morton, 2016; Song & Qu, 2018). However, the existing literature is not rich with studies investigating the CR construct based on the theoretical tenets of RFT. CR studies across the marketing literature generally used Signaling Theory as their theoretical background. Therefore, by being one of the first attempts that applied RFT to CR studies in the marketing literature, this thesis has made theoretical contributions.

Moreover, this research investigated what makes consumers involved with CR across their purchase decision journeys. It presented a model of CRI and scrutinized its underlying motivational states and its impact on the WOM behavior of consumers across purchase decision-making contexts. In this way, contrary to the existing literature, this thesis took a specific stakeholder perspective and focused on consumers by considering the impact of individual differences (rather than aggregate

level) in explaining the relationship between its studied constructs. Therefore, this research investigated the impact of individual differences in CR studies across the marketing literature, which has been pointed out as a gap in the existing literature (West et al., 2016; Money & Hillenbrand, 2006).

As another important research contribution, the present study introduced a new construct and its scale to the literature, namely CRI for both goods and services. The existing literature has the implicit assumption that consumers already know about the company behind the product or service, find this information as important, and integrate this information into their product or service evaluations or choices. Without determining the level of involvement (i.e., the level of importance and interest) with CR, almost all studies implicitly asked the participants about the impact of their CR assessments about companies on their attitudes (i.e., perceived risk, perceived quality, perceived value), product/brand choices, intention to purchase, intention to engage in WOM related to the company). It is believed that this construct and the scale developed will be useful in future research attempts studying CR, brand reputation, WOM, customer satisfaction, loyalty, customer commitment, customer citizenship behavior, corporate image, perceived risk, corporate social and environmental responsibility, corporate branding, and the like. Utilizing this construct in future studies will help researchers to develop more comprehensive research models that better explain consumer attitudes and behaviors as well as further establishing its validity & reliability.

This study also contributes to the marketing literature by exploring the relationship between CRI and consumer communication behavior. Therefore, this study also attempted to answer calls for future research that study the role of CR in attaining some other potential results, including but beyond financial results for

companies (Money et al., 2017). Interestingly, contrary to the existing literature emphasizing the key role of CR on WOM, no significant relationship was found between CRI for the Capability Reputation and NWOM, between CRI for the Capability Reputation and WOM Influence, and a statistically negative relationship was found between PWOM and CRI for Capability Reputation in this study. This may be because we did not ask the respondents about their actual WOM behavior towards the company during the last year. Instead, we questioned the respondent's likely future WOM behavior. By rephrasing the related question and asking consumers about their actual WOM behavior, future studies can investigate the effect of CRI on both generation and consumption of WOM related to the companies. By doing this, future studies can aid the researchers in better figuring out the role of CR in today's interconnected communication environment.

This study also shed light on the dilemma existing across the literature about whether consumers really care about CR across their purchase decision contexts. The findings of both the qualitative studies and large-scale surveys conducted within the scope of this thesis confirmed that consumers care about CR. Moreover, contrary to the existing literature stating that consumers only care about CR in the information search and alternative evaluation stage of the decision-making process, the qualitative research results confirmed that consumers integrate CR to every stage of their purchase decision journeys.

This research contributed to the existing literature by confirming the antecedent role of values orientation and age of individuals in predicting the RF orientation of an individual. The results confirmed that age is a better predictor of the RF orientation of an individual. Moreover, the moderating role of product involvement in the relationship between RF and CRI was confirmed.

Last but not least, in contrast to the dominant approach in CR literature taking pure service contexts as a focused industry, this research was conducted for consumer durables, namely white goods. As discussed in Chapter 4, the qualitative study conducted for this study confirmed that CR is one of the key determinants of purchase decisions not only for services but also for consumer durables and our findings support this.

9.2 Implications for practitioners

This study also contributes to the marketing practice. Since CR is a domain of corporate marketing, consumer-marketing practitioners continue to focus on key performance indicators such as brand equity, customer loyalty, and consumer awareness. However, going back to the marketing definition of the American Marketing Association (2017), the new role of marketing encompasses building and sustaining relationships with multiple stakeholder groups, not solely with consumers (Shamma & Hassan, 2009). Moreover, for many companies operating in today's highly competitive and global business world where consumers find it difficult to differentiate between companies' offerings, having intangible assets driving sustainable competitive advantage has become the key priority of companies.

Bitektine (2011) found out that reputation is focused on what is different (Whetten & Mackey, 2002) via comparisons between companies. Previously, focusing on product and service quality was sufficient for companies to differentiate themselves from competitors (Mascarenhas et al., 2006). Nowadays, this is not adequate. The consumer experiences, the company brand, the experiences with the company, and the emotional bonds established with brands have been identified as new sources of differentiation (Anderson et al., 2006). In that sense, CR serves as a

source of differentiation and choice. Consumer orientation, innovativeness, striving for high quality, achievement, visibility, social and environmental responsibility, and being global are some examples of corporate associations that may create differentiation (Burt & Davies, 2010).

CR is an intangible asset of a company that cannot be copied by the competition, and it is influenced by the perceptions of the company's stakeholders. Since consumers' perceptions take the front seat in determining a company and brand's value, CR intelligence or insights have become necessary for companies. Thus, CR management emanated to domains of several departments of companies, including marketing. Marketing practitioners, in collaboration with other reputation guards in the company, should continuously look for strategies, resources, and tools to enhance or at least safeguard the CR of the company. By understanding the differences (i.e., the underlying motivations) amongst consumers regarding their CRI amounts and focus, marketers can segment the market and develop more efficient and effective market strategies and programs. Designing and implementing market strategies and programs (for example, social and environmental responsibility programs, sponsorships) without determining whether consumers really care and are involved with the CR of the company and the underlying motivations and outcomes of this type of involvement will be a waste of resources for the company.

Most importantly, CR has substantial role in building and maintaining long-term relationships with stakeholders. It signals the company's willingness to engage in strong and long-term relationships with its stakeholders and serves as a risk mitigator for stakeholders (De Leaniz & Del Bosque, 2013). Spencer (2005) felt so strongly about reputation and relationship connectedness and concluded

“Relationships are reputation.” (p. 9). So, reputation may help companies to build relationships that generate value for both parties.

Moreover, this study expects that exploring how CRI influences consumer’s WOM generation and WOM consumption behavior can guide marketing professionals to illustrate how CR perceptions influence consumers’ attitudes and behaviors and, therefore, offer prescriptions for marketing communicators to design and execute more efficient and effective marketing communication strategies and programs.

Last but not least, in the eyes of consumers, marketing as a whole has been associated with benefits for the company but not necessarily for consumers (Kachersky & Lerman, 2013). This means that marketing practice and research must dispel the myth that marketing is dishonest and utilized solely to advance the interests of the corporation by creating income. Overcoming this stigma might be made easier by persuading customers of the importance of their and the environment's wellbeing (Ezell, 2019). In that sense, compared to any communication driven by the company (i.e., related to a product, brand), CR perceptions can better help consumers in their perceptions and/or evaluations regarding a product/service of a company or the company itself because CR is an overall evaluation that is socially constructed, validated by the market, and built on behaviors of the company.

9.3 Limitations and suggestions for future research

It is important to consider the study's limitations when interpreting the results. First, the sampling method (non-probability sampling) used in selecting participants for the survey was chosen due to restrictions in time and budget. The use of a non-

probability sampling method (i.e., snowball sampling) for this research limited the generalizability of the sample to the whole population because this type of sampling eliminates the possibility of sampling error assessment. However, the data quality and generalizability of the research can be enhanced with large sample sizes.

Although the sample size (420) is above the minimum size recommended for SEM studies (400), it is still slightly smaller than the recommended level, given the complexity of the conceptual model. Hair et al. (2018) suggested a minimum sample size of 500 for models with a large number of constructs (more than seven).

Accordingly, the sampling error limitation of the current research methodology should be considered in interpreting the results. Therefore, one area for future research can be to test the model by gathering data, applying a simple random sampling method, and attaining a larger size.

Another limitation that should be considered is the geographical location of the study. Data collection for both scale development for the CRI construct and the main survey was conducted in Turkey. Although, the individual countries or nations were not the focus here, the impact of culture at the country level on the beliefs and values of individuals is well evidenced in the literature. In general, Turkish culture is defined as collectivistic, with a high-power distance and high uncertainty avoidance (Hofstede Insights, 2022). Therefore, future research can address the same research problem and test the scale developed for CRI in other countries and/or cultures (i.e., individualistic, low uncertainty avoidance, low power distance) to investigate the cross-cultural generalizability of the scale developed for CRI and the study findings.

Concerning the study's geographical location, the timing of data collection was another limitation. At the time of data collection, Turkey was experiencing economic turmoil with a high inflation rate (85.51% in October 22) (Reuters, 2022)

and a collapse of its currency (TRY). Since late 2019, Turkey's inflation rate has consistently been in double digits, with recent months experiencing the biggest increases. This might make consumers give similar scores for values orientation at the time of study because the challenges people cope with in life depend on the economic conditions of the country they live in, which may impact their values orientation. For example, a respondent who might think of himself as benevolent (a value of self-transcendence) might declare himself as seeking achievement and control (values of self-enhancement) at the time of data collection. Therefore, the same research problem and model can be repeated in future research for Turkey when the economy is relatively more stable and/or also can be addressed for other countries with sound economies.

Another limitation worth mentioning is the study context. One type of product category (white goods, which are utilitarian) was focused on, and consumers who have purchased one product in the white goods category within the last year were selected. Future researchers should repeat the study by including several product and service categories (i.e., hedonic products, low involvement vs. high involvement products, services) as well as different consumer groups (i.e., first-time buyers vs. repeat buyers, customers vs. non-customers) to better understand the underlying motivations of CRI.

The data collection method and length of the survey can be considered as another limitation of this study. On top of timing and budget constraints, after the COVID-19 pandemic, people were reluctant to conduct face-to-face interviews. This led us to conduct the survey online. Online data collection has advantages, such as accessing larger sample sizes with a more balanced ratio of genders and geographies, achieving quick returns with lower cost while ensuring anonymity, and design

flexibility. However, there are some disadvantages, such as respondent bias (recall bias, social desirability bias, conformity bias), false information, and high abandonment rates. Future research can address this study's research questions by utilizing other data collection methods such as mall-intercept shopping, face-to-face interview, mixed (offline and online), and with a shorter version of the survey.

Related to the above limitation, the survey can be re-designed using different scales for RF and values orientation to test whether the model produces the same results with different measures of the studied constructs.

Interestingly, no significant impact of CRI for the Capability Reputation of a company on NWOM and WOM influence was found in this study. Moreover, a statistically negative relationship was found between PWOM and CRI for Capability Reputation. This finding might be due to the related question format and memory factors stemming from the time lapse between the purchase and questionnaire implementation. We did not ask the respondents about their actual WOM behavior towards the company during the last year, but instead, we questioned the respondent's likely future WOM behavior. Therefore, future research can contribute to the well-evidenced strong relationship between WOM and CR in the literature by incorporating these limitations. Moreover, new studies can test the existing models with the CR-WOM link by integrating CRI into their models.

Furthermore, an important area for future research is revealed: the signaling role of CR in the attainment of positive outcomes. It was observed that the important role of CR in consumers' purchase decision processes is beyond its mostly referred role in mitigating perceived risk and uncertainty related to the choice/decision. Accordingly, future research is recommended to study CR as a source of value generation for consumers. We believe this is an important venue where CR studies

can make significant contributions to marketing research because value is a key marketing concept. In their study, Money et al. (2017) suggested some other potential CR outcomes, such as intentions and end-states (like the well-being of stakeholders, pro-social behaviors, volunteering, and life satisfaction), that go beyond more utilitarian and company-focused behaviors that are well studied in the literature. They called for future research to investigate CR with respect to those potential outcomes to generate more strategic insights regarding CR's role in attaining some other results, including but beyond financial results for companies. Although the academia and marketing practice accept that CR is a dispensable and key intangible asset that creates value for companies (Chen, Nguyen, & Melewar, 2017; Money & Hillenbrand, 2006), the influence of CR practices on its outcomes for companies and the society is inexorably subjected to financial value generation for companies (Dowling, 2006; Hansen, Samuelsen & Silseth, 2008). However, surprisingly, the value generation role of CR perceptions for consumers is not well documented in the literature. The findings of this study posited the need to explore the role of CR as a value generator across consumers.

Besides, it is recommended for future research to expand the theoretical model of this study. For example, RFT proposes that, besides culture and age, personality variables (i.e., self-esteem, extraversion, openness to experience, positivism) (Grant & Higgins, 2003; Vaughn et al., 2008) are also identified as determinants of the RF orientation of a person. Future studies can investigate how personal variables impact RF and, in turn, the CRI of the individuals.

Moreover, CI influenced various attitudes and behaviors of the consumers, such as attention and comprehension process, loyalty, change in spending, service quality perceptions, and willingness to engage in relationships with service

providers. The impact of CRI on different key marketing outcomes, other than WOM, can be further investigated.

Remarkably, CR is well-studied across service recovery contexts and relationship management in marketing. Future studies can attain more comprehensive results by integrating CRI into their models.

Furthermore, product-related factors can be identified as moderator variables to illustrate the relationship between the involvement and its antecedents and/or outcomes (Andrews et al., 1990). Therefore, other than product involvement, different moderators, such as product knowledge and attributes, can be integrated into the existing model. For example, studies on consumer behavior have demonstrated an inverted-U shape relationship between product knowledge and the total number of searches (Bettman & Park, 1980; Brucks, 1985). Future research can examine how product knowledge moderates the interplay between RF and CRI during decision-making by taking customer knowledge into account.

The theoretical model of this study can also be expanded by integrating situational and decision-related factors into the study. The relationships identified between the constructs of the study can be tested for different situations (i.e., emergency, presence of others, gifting) and regarding the characteristics of the decision (i.e., imminence of decision, degree of decision irrevocability, degree of personal responsibility associated with the decision).

Last but not least, there is a complex relationship between brand equity and CR, which are positively related but not identical constructs (Beneke, Chamberlain, Chohan, & Neethling, 2015; Wang, Kandampully, Lo, & Shi, 2006). The literature shows that CR may affect or be affected by brand equity (Beneke et al., 2015; Wang et al., 2005). Moreover, good CR does not assure strong brand equity, and a bad

reputation may destroy brand equity (Beneke et al., 2015). Therefore, there is merit in investigating the relationship between brand equity and CR by integrating CRI into the studied models with other involvement types (i.e., product, purchase) to derive more comprehensive models.

APPENDIX A

CORPORATE REPUTATION LITERATURE REVIEW

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
Brown and Dacin (1997) Journal of Marketing	Signalling Theory Consumer Inference Making	Corporate associations are studied. No definition of CR is given. Two types of corporate associations: 1. Corporate Ability (CA) 2. Corporate Social Responsibility (CSR)	Empirical Study 1&2: Lab-type Study 3: Shopmall	N/A	USA	<u>Study 1&2</u> : University undergrads. <u>Study 3</u> : Consumers through mall intercepts	<u>Study 1 & 3</u> : Fictitious technology company <u>Study 2</u> : 12 well-known companies that produce consumer products	• CA • CSR	• New product evaluations	(1) Consumers' knowledge about a company impacts their beliefs about and attitudes toward new products produced by that company. (2) CA and CSR associations differently influence consumer responses to products. A reputation based on CA has a greater impact on both product attributes perceptions and the overall company assessment than CSR reputation. (3) Negative associations related to the company's products do not always have a negative impact on consumer responses.
Biehal and Sheinin (2007) Journal of Marketing	Accessibility–Diagnosticity Framework (Feldman & Lynch 1988)	N/A	Experiment	The CSR message: company's ethical conduct, employee integrity, charity, community efforts. The CA message: customer service and quality.	USA	Undergrad. students	<u>Study 1</u> : Fictitious financial services company <u>Study 2</u> : Fictitious company in lodging and restaurant	• Corporate messages • Product messages	Product Portfolio	This study is an extension of Brown and Dacin's (1997) work by demonstrating how qualitatively different corporate information influences corporate message diagnosticity across company's product portfolio. This study demonstrated that multiple products in a portfolio can be influenced by corporate messages, whereas a product message has no portfolio impact..

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
Berens et al. (2005) Journal Of Marketing	Accessibility–Diagnosticity Framework	N/A	Field Experiment	RQ Scale	Netherland	Potential customers of a large financial services provider who were asked to evaluate products that were marketed by the company's subsidiaries	Financial services	CA and CSR associations	Customer product evaluations	(1) The extent to which associations with the company's CA and CSR influence product attitudes is determined by the corporate brand dominance. (2) In product quality assessments, the accessibility of CA associations is increased by the dominance of the corporate brand.
Yoon et al. (2006) Journal of Consumer Psychology	Attribution and Suspicion Theory	N/A	Experiment	N/A	USA	University students	<u>Study 1&3:</u> Tobacco/ (Fictitious) <u>Study 2:</u> Oil company (Exxon)	• The benefit salience of the CSR activity • Information source	• Company evaluations • Inferred motives	A company's image is enhanced by CSR activities when consumers attribute sincere motives and are ineffective when the sincerity of motives is perceived as ambiguous and insincere.
Johnson and Grayson (2005) Journal of Business Research	Social Psychology	Perceived service firm reputation has been defined as the customer's belief that the firm is fair and honest (Doney & Cannon, 1997).	Survey	Adapted from Doney and Cannon (1997)	UK	Consumers	Financial Advisory	• Expertise • Product performance. • CR • Satisfaction with previous interactions • Similarity	• Cognitive trust • Affective trust • Sales effectiveness • Anticipation of future interactions	(1) Cognitive and affective dimensions of trust can be differentiated such that they have both common and unique antecedents. (2) The antecedent role of CR, similarity, and cognitive trust are found to be the antecedents of affective trust.
Goldsmith et al. (2000) Journal Of Advertising	Dual Mediation Elaboration Likelihood Model	Corporate credibility as the reputation of a company for honesty and expertise.	Survey	N/A	USA	Consumers	Oil industry	• Endorser credibility • Corporate credibility	• Attitude-toward-the-ad • Attitude toward-the-brand • Purchase intentions	A significant role of corporate credibility on consumers' reactions to advertisements and brands is found and this impact is independent of the endorser credibility.

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
Bartikowski and Walsh (2011) Journal of Business Research	Cognitive Consistency Theories	Walsh and Beatty (2007) Customer-Based Corporate Reputation (CBR)	Survey	Walsh and Beatty (2007)	France	Service customers	Banking Retailing Fast-food restaurants	CBR	Customer citizenship behaviors	Commitment and loyalty mediate the relationship between CBR and helping the company (as one type of the customer citizenship behaviors).
Bartikowski et al. (2011) Journal of Business Research	Signaling Theory Cognitive Consistency Hierarchy-of-effects	Walsh and Beatty (2007) CBR	Online survey	Walsh and Beatty (2007)	France UK USA	Students	Retailing Fast food restaurants	CBR	• Affective loyalty • Intentional loyalty	(1) CBR influences affective and intentional loyalty in all countries. (2) Culture interacts with relationship age, such that age of relationship increases the impact of CBR in France while diminishing its effect in the UK and USA.
Walsh et al. (2017) Journal of Product & Brand Management	The Commitment–Trust Theory of Relationship Marketing Signaling Theory	Walsh and Beatty (2007) CBR	Online survey	Walsh and Beatty (2007)	Germany	Shoppers	Fashion Retail	CBR	• Trust • Perceived risk • Commitment.	(1) CBR influences perceived risk and trust. (2) Perceived risk and trust mediate the relationship between CBR and commitment. (3) Gender moderates the relationship between CBR and trust such that CBR has a stronger positive effect on trust toward the fashion retailer for women than men.
Walsh et al. (2009) British Journal of Management	Signaling Theory	Walsh and Beatty (2007) CBR	Survey	Walsh and Beatty (2007)	Germany	Customers	Energy supply	• Customer satisfaction • Trust	• Customer loyalty • WOM • CBR	(1) CBR is impacted by customer satisfaction and trust. (2) CBR influences customer loyalty and WOM.

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
Walsh et al. (2014) British Journal of Management Citation:55	Consistency Theory	Walsh and Beatty (2007) CBR	Survey	Walsh and Beatty (2007)	France	Regular customers of the chosen service categories	Lower-risk services (retailing, fast food) Higher-risk services (retail banking, telecom.)	CBR	• Non-monetary outcomes (loyalty intentions, customer feedback) • Monetary outcomes (spending, share of wallet)	(1) Commitment partially mediates the relationship between CBR and most of the outcome variables. (2) Service provider selection risk moderates the relationships between CBR and outcome variables, such that CBR has a stronger effect on several non-monetary outcomes for higher-risk services, and commitment has a stronger effect for lower-risk services.
Michaelis et al. (2008) International Marketing Review	Risk Theory	Perceptions held by people inside and outside a company (Fombrun, 1996)	Experiment	N/A	Poland	Students	Insurance Telecomm.	• CR and perceived risk interaction • Perceived risk and country of origin interaction	Initial trust	(1) Both CR and the risk level of service have a significant main effect on initial trust. (2) A highly significant interaction effect between country of origin and level of initial trust is found for a risky service.
Souiden et al. (2006) European Journal of Marketing	Corporate Branding Theories	The perception of an organization's key attributes and which focuses on what it does and how it behaves (Gray & Balmer, 1998)	Survey	RQ	USA Japan	Consumers	Automobile	• Corporate name • Corporate image • CR	• Consumers' product evaluation • Corporate loyalty	(1) CR is found to have a significant effect on corporate loyalty such that Japanese and American consumers have different perceptions regarding the impact of corporate image on corporate loyalty. (3) CR is also found to be a mediator of the corporate image's influence on product evaluations of consumers.
Minkiewicz, Evans, Bridson and Mavondo (2011) Journal of Services Marketing	Corporate Branding Research	Corporate image as stakeholders' beliefs, perceptions, feelings, and attitudes towards an organization.	Survey	Davies et al. (2004) Corporate Character Scale	Australia	Visitors	Zoological garden	• Corporate image • The role of employees in the service encounter	Customer satisfaction	Corporate image positively impacts customer satisfaction.

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
Caruana and Ewing (2010) Journal of Business Research	N/A	Fombrun (1996)	Online survey sent to a sample of firms' customer database	Brown's (1995) scale	South Africa Australia	Customers of online books and shares dealers	Online retailers (books and share trading)	• CR	• Online customer loyalty • Quality • Perceived value	CR positively impacts online loyalty and has mediating effect for perceived value and aspects of quality in terms of their impact on online loyalty.
Andreassen and Lindestad (1998) International Journal of Service Industry Management	Disconfirmat. of Expectations Cognitive psychology	Image is defined as perceptions of an organization reflected in the associations held in consumer memory (Keller, 1993)	Telephone interview	Corporate image is measured using company's overall opinion about company, opinion for company's contribution to society, and liking of the company.	Norway	Customers from three package (charter) tour operators in Norway	Tourism	• Corporate image • Customer satisfaction	Customer loyalty	(1) For complex services, corporate image and customer satisfaction are found as not two separate routes to customer loyalty. Corporate image has a direct impact on customer loyalty, whereas customer satisfaction does not. (2) The results challenge the disconfirmation paradigm, which posits the primary route to customer loyalty is customer satisfaction.
Agarwal and Osiyevskyy (2019) Global Aspects of Reputation and Strategic Management Research in Global Strategic Management	Resource-Based View Theory Culture Theories	CR is an evaluative judgment of generalized favorability that stakeholders hold toward the company (Barnett et al., 2006)	Survey	Agarwal et al. (2018)	USA India	The subjects represented the general population of cell phone users in these countries.	Telecom. services (national cellular network operators)	CR	• Customer-company trust • Customer-company identification. • WOM	Individuals high on independent self-construal are found to be more responsive to utilitarian reputational dimension (product and service efficacy), whereas individuals high on interdependent self-construal are more sensitive to the group-oriented reputation (market prominence and social ethicality).
Shahsavari and Faryabi (2013) Research Journal of Applied Sciences, Eng. and Tech.	N/A	Walsh and Beatty (2007) CBR	Survey	Walsh and Beatty (2007)	Iran	Customers	Banking	CR	• Customer commitment • Loyalty • Customers' citizenship behaviors	Bank reputation through customer commitment and loyalty has a significant effect on three dimensions of customer citizenship behaviors.

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
Nguyen and Leblanc (2001) Journal of Retailing and Consumer Services	N/A	CR in association with credibility. The credibility is viewed as the believability of its stated intentions.	<u>Retail sector:</u> consumers intercepted in shopping malls <u>Telecomm. services:</u> personal interviews via phone <u>Educational sector:</u> surveys	Self-made	Canada	<u>Retail sector:</u> consumers <u>Telecomm. clients</u> <u>Educational sector:</u> freshmen and seniors of a faculty of management	Retail sector Telecomm. Education	• CR • Corporate image	Customer loyalty	The degree of customer loyalty is found to be higher when both CR and corporate image perceptions are strongly favorable.
Shamma and Hassan (2009) Journal of Product & Brand Management	Theory of Planned Behavior	The collective perception about a firm's past behavior and outcomes from a multiple stakeholder perspective.	Online Zoomerang software	RQ	USA	Random sample composed of customers and the non-customers	Wireless telecomm. industry	CR	Behavioral intentions	(1) CR perceptions differ between customers and non-customers. The emotional appeal dimension of CR is found to be specific to the customers, and the vision& leadership dimension is specific to the non-customer group. (2) Social and Environmental Responsibility is found as not a significant element in forming the perceptions about CR for both customers and non-customers.
Bontis et al. (2007) Management Decision	N/A	N/A	Data collected as part of the company's routine customer satisfaction survey.	Asking customers to rate the reputation of the company compared to its rivals on a five-point Likert-type scale ranging from best to worst in the industry.	USA	Customers	Banking	Satisfaction	• CR • Loyalty • Recommendation.	(1) Customer satisfaction enhances CR in the service environment. (2) CR partially mediates the relationship between satisfaction and loyalty and the relationship between satisfaction and recommendation.

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
West et al. (2016) British Journal of Management	Social Axioms Theory	Mental associations about the organization actually held by others outside the organization (Brown et al., 2006).	Data were collected during the retailer's annual exhibition.	RQ	Canada	Customer	Retailing	Stakeholder perceptions of CR	• Trust/ Distrust • Stakeholder behavior	(1) Stakeholder responses to reputation-related stimuli are found to be as a function of the interactions between these stimuli and individuals' deeply held beliefs. (2) Trust, distrust, and behavior intentions towards a company are impacted by CR perceptions for the core business activities and commitment to societal priorities of companies. These perceptions are formed through multiple direct (self-related) and indirect (others-related) signals.
Purohit and Srivastava (2001) Journal of Consumer Psychology	Cue Diagnosticity	N/A	Experiment	N/A	USA	Undergrads (Juniors and seniors only)	Retailer	• Manufacturer reputation • Retailer reputation • Product warranty	Perceived product quality	(1) Warranty is not incorporated to the product quality judgments when a manufacturer with a poor CR sells directly to consumers or sells through a retailer with a poor reputation. However, when the same manufacturer sells through a retailer with favorable reputation, then the warranty is utilized in quality assessments makings. (2) CR not only impacts product quality perceptions directly, but also indirectly influences perceptions by increasing the likelihood of warranty being used in assessing product quality.
Chang (2013) International Journal of Contemporary Hospitality Management	Stimulus-Organism-Response Theory	A cue that affects customers' perceptions of a company's product/service quality.	Survey	Loureiro and Kastenholtz (2011)	Taiwan	Customers	Restaurant	CR	• Perceived trust • Customer satisfaction • Perceived value • Customer loyalty	(1) CR creates loyalty through trust and value. (2) Perceived trust has an impact on customer loyalty through customer satisfaction, and its impact is stronger than perceived value.

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
Burke et al. (2018) Journal of Marketing Management	Utility Maximization Theory	A holistic judgment made by consumers about a company's attributes, which evolves over time and is reinforced via communication and perform. (Gray & Balmer, 1998).	Choice-based experiment	RQ	Australia	Selected from a commercial consumer panel that were screened as being reasonably knowledgeable about televisions.	Television	• CR Evaluation	• Utility of Product • Price sensitivity	Holding a better reputation vs. competitors' increases the overall utility of a product, diminishes price sensitivity, and moderates the marginal utility of some important product attributes.
Henard and Dacin (2010) Journal of Product Innovation Management	Signaling Theory	Reputation for product innovation : an individual's perceptions of, experiences with, and expectations of a firm's product innovativeness	Survey	RPI is developed for the focus of the study.	USA	Consumers	Automobile	Reputation for Product Innovation	• Involve-ment. • Excitement toward firm • Firm Image • Propensity to pay premium • Firm loyalty • Tolerance for failure	(1) A positive reputation for product innovation leads to an enhancement of the firm image and increases consumer loyalty toward the company and its products. (2) A statistically significant negative relationship between both reputation for product innovation and involvement and the willingness to pay price premiums is found.
Maden et al. (2012) Procedia-Social and Behavioral Sciences	Signaling Theory	Fombrun and van Riel (1997)	Survey	RQ Scale	Turkey	• Customer • Employee • Investor	• Banking • Telecom. • Airlines	• CSR • CR	• Customer outcomes • Employee outcomes • Investor outcomes • Behavioral intentions • WOM	Positive influence of CR on consumers' perceived value, satisfaction, loyalty, commitment to the firm is found.

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
Walsh, Albrecht, Kunz, and Hofacker (2016) British Journal of Management	Signaling Theory Dissonance Theory	Walsh and Beatty (2007) CBR	Experiment	Walsh and Beatty (2007)	Germany	<u>Study 1&2:</u> Student sample <u>Study 3:</u> Online consumer panel maintained by a market research firm. Panel members had to shop on a regular basis at multiple online retailers.	<u>Study 1:</u> Fictitious online retailer <u>Study 2:</u> clothing <u>Study 3:</u> multiple online retailers	CBR	Product returns	(1) A negative relationship Is found between a good CBR and the likelihood of consumers returning products bought online. (2) The returns- dampening effect of CBR is apparent for consumers with lower purchase frequency, for those who shop at specialist online retailers, for female consumers, and for those receive the item they ordered.
Kim, Kim, and Kim (2019) Service Business	N/A	The set containing all the consumer's perceptions regarding a corporate brand	Experiment	7-point Likert scale the extent to which participants agreed with a series of statements adopted from Weiss et al. (1999).	USA	Adult consumers from Amazon Mechanical Turk panel who volunteered to take a survey	Restaurant	• Message type • Adoption of various social-cause categories	• Trust • Consumer skepticism • CR	(1) When the messages included visuals parallel with the message text, respondents depicted the lowest levels of skepticism, the highest levels of trust, and the greatest respect for CR (2) No differences were found among the four types of social causes with regard to participants' responses, perceived trust being an exception.
Pool, Pool, and Taghipourian (2016) International Journal of Humanities& Cultural Studies	N/A	N/A	Survey	Schwaiger (2004)	Iran	Customers of largest bank in Islamic world	Banking	CR	• Customer satisfaction • Perceived value	(1) CR has a positive effect on customer satisfaction and perceived value, (2) Perceived value has a positive impact on customer satisfaction.

Study	Theoretical Background	CR Definition	Method	CR Scale	Geography	Sample	Context	Independent Variable(s)	Dependent Variable(s)	Key Finding(s)
Kircova and Esen (2018) Management Research & Practice	N/A	Walsh and Beatty (2007) CBR	Survey	Walsh and Beatty (2007)	Turkey	Customers and non-customers of an automobile firm	Automobile	CR	• Customer satisfaction • Loyalty • Trust • Repurchase • WOM	(1) Companies having favorable CR evolves to customer satisfaction, loyalty, trust, WOM and re-purchase. (2) Customer outcomes and intentions are shaped by company having high performance and being a good employer for employees.
Swoboda, Berg Schramm-Klein, and Forscht (2013) Journal of Retailing and Consumer Services	Schema Theoretical Reasoning Categorization Associative Network Theories	The overall evaluation of a retail corporation by consumers, which is primarily determined by the firm's corporate communications (Van Riel & Fombrun, 2007)	Face-to-face interview	Walsh et al. (2009)	Germany	Consumers	Retail store (Fashion and grocery)	• Retail Store Equity • CR	Store Loyalty	The interaction effect of retail store equity and CR is a more important driver of increased loyalty compared to CR.
Lee and Shavitt (2006) Journal of Consumer Psychology	N/A	Store reputation	Experiment	Favorability of several stores' reputation	USA	Students	Stores selling micro-wave running shoes	Store reputation	Product evaluation	(1) When brand and price information are available, reputation of store does not impact product judgments. (2) When social identity goals are salient or are perceived as relevant to the product, store reputation is used in product quality evaluations.

Source: Author's elaboration

Notes:

1. Some highly cited studies investigating corporate image were also included in the review since CR and corporate image often are used synonymous in the literature.
2. Only empirical studies focusing on consumers are included.

APPENDIX B

CONSUMER INVOLVEMENT LITERATURE REVIEW

Study	Involvement Type	Scale Used	Product Category	Countries Sampled	Respondents	Antecedents	Consequences
Isaacson et al. (2018)	Consumer Involvement	• Broderick's scale (2007) • Laurent and Kapferer's CIP (1985)	Clothing brands	South Africa	Residents	• Masculinity • Gender equality	• Brand loyalty • Brand consciousness
Wong et al. (2015)	Consumer Involvement	Green Festival Involvement Scale	Festivals	China	Event attendees		• Green value • Change in spending
Bruwer et al. (2014)	Product Involvement	Wine Product Involvement	Wine	UK	Clients of a specialist wine retail shop		• Consumer behavior • Brand commitment • Importance of brand name • Importance of price
Te'eni-Harari and Hornik (2010)	Product Involvement	Zaichkowsky's Revised PII (1994)	• Mobile phones • Hotdogs • Books • Toothpaste	Israel	Young people	• Age • Subjective product knowledge • Influence of parents • Influence of peers • Product category	• Decision-making process • Extent of search for information • Timing in adoption • Consumer's attitudes and references • Perceptions of alternatives • Brand loyalty
Kyle, Norman, Absher, Hammitt, and Jodice (2007)	Enduring Involvement	New scale developed	Leisure	USA	• Campers at a national forest • Consumers enquiring about angling opportunity		

Study	Involvement Type	Scale Used	Product Category	Countries Sampled	Respondents	Antecedents	Consequences
Michaelidou and Dibb (2008)	Situational/ Purchase Decision Involvement					• Purchase situation/ type of purchase • Degree of care as to the choice of brand • Level of motivation	Brand Choice
Broderick (2007)	Consumer Involvement	New scale developed: International Consumer Involvement Scale	Food	• UK • France • Germany • Italy • Spain	Main shoppers	• Product knowledge	
Baker et al. (2009)	Consumer Involvement	New scale developed	• Video rental outlet • Electronics store • Arcade • Quick lube garage	USA	Customers	• Customer contact • employees' customer orientation	• Service quality perceptions • Satisfaction
Charters and Pettigrew (2006)	Product Involvement		Wine	Australia	Wine drinkers		• Quality perceptions • Information-seeking activities • Attention to opinion leaders • Attention to advertising • Higher spending • Opinion former
Bienstock and Stafford (2006)	Consumer Involvement	Zaichkowsky's Revised PII (1994)	• Auto repair • Maid service • Banking • Restaurant • Dental services • Hairstyling	USA	Students	• Affective components • Cognitive components	

Study	Involvement Type	Scale Used	Product Category	Countries Sampled	Respondents	Antecedents	Consequences
O'Cass (2004)	Product Involvement	O'Cass (2000)	Fashion clothing	Australia	Residents	•Materialism •Gender •Age	• Subjective knowledge • Confidence
Quester and Lim (2003)	Consumer Involvement	Laurent& Kapferer's CIP Scale (1985)	• Sport shoes • Pens		Students		Brand loyalty
Varki and Wong (2003)	Consumer Involvement	Zaichkowsky's Revised PII (1994)	• Telecom • Health sector	USA	Household		• Consumers' intrinsic willingness to engage in relationships with service providers • Consumers' expectations of relational efforts by the service provider
Gabbott and Hogg (1999)	Consumer Involvement	Laurent& Kapferer's CIP Scale (1985)	• Legal services • Dry-cleaning services • Entertainment services • Hotel services	USA	Randomly selected adults		

Study	Involvement Type	Scale Used	Product Category	Countries Sampled	Respondents	Antecedents	Consequences
Jain and Sharma (2000)	Product Involvement	Zaichkowsky (1985)	• Cold drinks • Washing soap • Refrigerator	India	Residents	• Perceived risk • Consequences of mis-purchase • Pleasure value • Level of knowledge • Information on hand • Frequency of product use • Purchase frequency • Brand awareness • Brand (dis)similarities • Difficulty of choice	
Gordon, McKeage, and Fox (1998)	Consumer Involvement	Zaichkowsky PII (1985)	Jeans	• USA • New Zealand	University students	Relationship marketing tactics: • Continuity • Individualization • Personalization	Purchase likelihood
Shaffer and Sherrell (1997)	Consumer (Patient) Involvement	• Zaichkowsky PII (1985) • McQuarrie and Munson (1987)	Professional healthcare services		Patients of a specialized medical clinic		• Expectations • Performance • Disconfirmation • Satisfaction
Flynn and Goldsmith (1993)	Consumer Involvement	Mittal and Lee (1989)	Professional clothing	USA	Working women		• Extensiveness of decision-making • Brand commitment • Brand experimentation • Advertising interest • Shopping enjoyment • Social observation • Product usage frequency • Product opinion leadership • Product innovativeness

Study	Involvement Type	Scale Used	Product Category	Countries Sampled	Respondents	Antecedents	Consequences
Celuch and Longfellow (1992)	Consumer Involvement	Adapted from many scales in the literature	• Restaurant • Family physician • Hair care • Dry cleaner • Life insurance • Lawn care	USA	Consumers		• Search for information and opinion leadership • Provision of information and opinion leadership
Andrews et al. (1990)						• Personal needs, goals, and characteristics • Situational and decision factors	• Increased search and shopping behavior • Increased complexity of decisions process • Greater time spent examining options • Greater perceived product attribute differences • Greater number of personal connections • Increased recall • Increased comprehension
Mittal and Lee (1989)	Consumer Involvement	Product development Brand-decision Involvement	• Jeans • VCRs	USA	Students	• Product sign/ hedonic/ utility value • Brand sign/ hedonic value • Risk	• Extensiveness of decision-making process • Interest in advertising • Brand-commitment • Product usage frequency • Shopping enjoyment
Celsi and Olson (1988)	Felt Involvement	Zaichkowsky PII (1985)	Tennis	USA	Students and residents	• Situational sources of personal relevance • Intrinsic sources of personal relevance	• Attention process • Comprehension process

Study	Involvement Type	Scale Used	Product Category	Countries Sampled	Respondents	Antecedents	Consequences
Laurent and Kapferer (1985)	Consumer Involvement	New scale developed	14 product categories	France	Housewives	• Perceived importance • Perceived sign value • Perceived hedonic value • Perceived risk • Probability of error	
Bloch (1981)	Product Involvement	New scale developed	Automobiles		• Students • Members of sports car club	• Enjoyment of driving& usage of cars • Readiness to talk to others about cars • Interest in car racing activities • Self-expression through one's car • Attachment to one's car • Interest in cars	

Source: Author's work

APPENDIX C

FOCUS GROUPS MODERATOR GUIDELINE

Explaining how the process works, introduction and purpose:

- To determine to what extent the corporate reputation of companies affect consumers' purchase decisions for goods/services.
- To determine the differences of this effect on the basis of personal factors/product-related factors/occasions.

Topics & questions to be covered:

A. INTRODUCTION	10 min
B. CONCEPT OF CORPORATE REPUTATION (Unaided/Awareness)	10 min
C. CORPORATE REPUTATION AND PURCHASE DECISION (Attitude)	15 min
D. CORPORATE REPUTATION AND PURCHASE DECISION (Behaviour)	20 min
E. CORPORATE REPUTATION, PRODUCT AND PERSONAL FACTORS	20 min
F. CORPORATE REPUTATION AND PURCHASE DECISION (Aided)	25 min
F. ANY ADDITIONAL THOUGHTS	5 min

A. INTRODUCTION

1. What factors do you consider when purchasing any product/service?
(Using a flipchart)
2. Have you donated to any association? Has someone else donated on behalf of you?
(e.g. trees as a wedding gift, alms etc.). For those who have donated; what factors do you take into consideration when deciding to donate/gift?
3. Do you want to know who produces or what company is behind a certain product/service? Or when donating, would you like to know about the foundation? Is it important for you to know the company behind the product or the foundation?
Does this information affect your purchase/donating decision?
 - a. If yes→ why is it important to know the company behind?
 - b. If no → Then, what factors are important for your purchase decision?
Brand? Product performance? Distribution? After sale services? etc.

B. CONCEPT OF CORPORATE REPUTATION- *unaided awareness*

1. What do you think corporate reputation is? What does it mean to you?
2. What do you think it means for a company to be reputable (disreputable)?
3. Can you give examples of reputable / disreputable companies? (2-3 company names)
4. What do you think a company with good (poor) reputation does / has done well (badly)?
5. If what we call a reputable company is a person in real life, what kind of a person would it be? What personality traits would it have?
6. When making a judgement about a company's corporate reputation, do you rely more on your own experiences or your observations/the things you have heard?

C. CORPORATE REPUTATION AND PURCHASE DECISION – *attitude*

1. Do you consider it important to work with companies with corporate reputation? Why?
2. For which products/services purchases would you care whether the company is reputable or not?
3. In the process of purchasing a good/service, would you take the corporate reputation of the company in question / would you think about whether it is reputable or not? If yes, at what stages of the process?

D. CORPORATE REPUTATION AND PURCHASE DECISION -*behaviour*

(At this point, if the participant has declared what product s/he purchased over the last 12 months, ask him/her to think about that product purchase process),

1. Could you briefly describe your purchase process?
2. Was whether the company in question is reputable or not important in your purchase decision?
 - a. If yes, at which stage(s) was the importance of corporate reputation more prominent?
 - b. If no, what other factors were influential?
3. Who did you make the purchase for? If it was for individual use, would the fact that this purchase would be made for family/friends increase the importance of whether the company in question is a reputable one or not?

4. Did you make the purchase decision in a relaxed time or under time pressure? For your purchase decision, would being under time pressure (such as an emergency) have increased the importance of whether the company in question was a reputable one or not?
5. Now I will read you some product&service groups. For which of these product&service groups do you think it is important whether the company in question is reputable or not?
 - consumer durables (washing machines/dishwashers, refrigerators etc.)
 - Fmcg (food and beverages, milk, chocolate, detergents etc.)
 - retail (clothing)
 - professional services (attorneyship, consultancy, hairdressing, etc.)
 - hospitality services (restaurants, hotels, tourism, entertainment sector, etc.)
 - financial services (banking, insurance etc.)
 - transportation (planes, ships, automobiles, etc.)
 - healthcare services (hospitals, family practice, etc.)
 - education (schools, personal development, language schools, etc.)

Please indicate any other group that is not here but you consider to be of particular importance.

E. CORPORATE REPUTATION, PRODUCTS AND PERSONAL FACTORS - Start without aid, continue in an aided way.

1. You stated, when purchasing a product/service, whether the company in question is reputable or not is important / unimportant.
 - a. If you do not have any information about the product, if the product is on the market for the first time or if an equivalent of the product is offered by another company, the brand and product you always buy is not on the shelf, and if the service is closed, would you prefer an equivalent company or product / brand? In which services products options would you prefer an equivalent product/service? So, in this case, do you consider it important whether the company is reputable or not? Why?
 - b. For example: In a situation where the products are completely identical in terms of such factors as price, quality, availability, type of packaging, do you consider it important whether the company providing an equivalent product/service is reputable or not? Does that affect your purchase decision? Why?

2. For what type of people do you think the corporate reputation of that company matters?

Here, the participants will first asked to make free association. Then, the following questions will be asked. The groups of needs in question can be expressed as follows. (Here, the hierarchy of needs table will be shared.)

- a. In your opinion, whether the company is reputable or not is important for the satisfaction of which of these needs?
- b. Some people would like to identify themselves with brands/companies. Do you think purchasing goods/services from a company with a high corporate reputation satisfies one's need of self-identification? (e.g. studying at a reputable university would makes me a reputable person; places where I hang around, visit or stay, etc.)
- c. Some people would like to establish a lasting relation with companies. Can we relate the need to establish a lasting relation with a company and whether that company is a reputable one or not?
- d. Some people doubt everything. What do you think corporate reputation means to such people? What purpose does it serve for such people whether the company they are dealing with is reputable or not?

F. AIDED-CORPORATE REPUTATION AND PURCHASE DECISION

A sheet summarizing the dimensions of corporate reputation is to be handed out.

1. As a consumer, what dimension/dimensions of corporate reputation performance is important to you? Why? Poor management of which dimension/dimensions in a company would hinder your willingness to work with that company or buy its products?
 - a. Do you consider it important to feel close to a company? Does this influence your purchase decision? (*Emotional appeal dimension*)
 - b. Does whether a company is managed well, has a clear vision and a strong management team influence your purchase decision? (*Vision and leadership dimension*)
 - c. Does how a company treats its employees, the happiness of the people working there and their working conditions affect your purchase decision? (*Workplace environment dimension*)
 - d. Does whether a company engages in social responsibility projects or not affect your purchase decision? (*Social responsibility dimension*)

- e. Does a company's financial performance, its having a good balance-sheet (showing that it will not go bankrupt, and it is financially strong) affect your purchase decision? (*Financial performance dimension*)
 - f. Does the fact that a company offers quality products & services and stands behind them affect your purchase decision? (*Product and service quality dimension*)
2. You have found out the company behind a product you have always made purchase from, and this is a company with a poor reputation in your eyes. What would you do? Would you continue to buy the product? Why?
3. You have just found out that the company that produces your long-time favourite product with a very good quality/price value is causing environmental pollution. What would you do? Would you continue to buy the product from that company?

F. ANY ADDITIONAL THOUGHTS

Thank you very much for your participation.

APPENDIX D

EMERGED DIMENSIONS AND THEMES FOR CORPORATE REPUTATION

INVOLVEMENT AFTER FOCUS GROUP INTERVIEWS

Main Dimension	Themes	Frequency	Quotations Examples
Consumer Involvement with Company's Product& Service Quality Reputation	In my purchase decision, I care about the quality of the company's offerings.	159	"I want to be sure about the product/service quality regardless of product type and reputable companies ensure this."
	In my purchase decision, it is important for me to buy from a company who provides after-sales/ customer support.	128	"It is important for me to know that if I have a problem with product/ service, the company will be there for me."
	Consistency in the product/service provision is important for me for my purchase decision.	59	"It is important for me that the company will provide the same quality at every time I consume/ experience this product/service".
	In my purchase decision, I care about the price/quality value of the company's products.	70	"Obtaining maximum benefit from the product concerns me."
	I consider it important to purchase from companies that will assist me in reducing any risks that may be experienced or may arise regarding the purchase of products.	63	"With some purchases, I find myself in a risky situation and I want to diminish the perceived risks related to that."
	For my purchase decisions, it is important to me that a company offers guarantees for its products.	27	"I give importance for the availability of long-term guarantees."
	For my purchase decisions, it is important for me to make purchases from companies that have an extensive distribution network.	14	"For example THY. It is the only company who has flights almost to every city in Turkey, therefore I choose to buy tickets from them."
	It is important for me to buy from companies that offer safe / harmless products.	47	"It is important that use of product does not give harm to me or to the ones to whom I bought/gifted the product."
	It is important for me to make purchases from a company that has attentive and caring employees.	18	"How the employees of a company treat me is very crucial."
	It is important for me to make purchases from a company that has brand with high brand equity.	26	"Not every company's brands have good brand equity. For example, Zorlu Group is known and for some people, it is a reputable company but for me their brands are not strong as Koç Group's brands."
	For my purchase decision, I pay attention to the company having a high level of customer satisfaction.	21	"Are the customers of the company satisfied? For me, this is important."

Main Dimension	Themes	Frequency	Quotations Examples
	It is important for my purchase decision that the company offers products that do not harm my health	13	"Even for chocolate, I prefer to purchase from a reputable company because I do not want to be poisoned."
	It is important for me to make purchases from a company, which offers products/services that make life easier for me.	6	"I expect company's products or services make my life easier. The reputable companies provide this."
	I pay attention to buying from a company that does not engage in fraud/forgery.	1	"I prefer companies that offer products & services that are not fraudulent. The reputable companies never involve in such things."
	It is important for my purchase decision that a company offers robust/ durable/ long-lasting products.	40	"It matters for me if I can wear those sneakers for a long time. In that sense, reputation of company ensures the durability of the product."
	In my purchase decision, it is important for me that the company is accessible, and that its communication channels are open in case of any problem/ failure with the product that I purchase.	41	"When a problem arises related to product, I want to be assured that I can reach out a personnel in the company."
	A company standing behind its products is a high concern for me for my purchase decisions.	56	"I want to be sure that company is behind its products and keeps its promises. Reputable companies are always there for their customers."
Consumer Involvement with Company as Workplace/ Employer Reputation	In my purchasing decisions, I care that the company whose product (s) I buy/consider buying is a good company that everyone would like to work for.	36	"If a company is a bad employer that means people working there are unhappy, paid poor and not behaved fairly; not surprisingly this will be reflected in the product/ service provision."
	In my purchasing decisions, I give importance to the company having happy and proud employees.	38	"For example, during my stay in hotel, I observe if the staff is happy or not. If the employees are happy, they smile and I believe that they will do their best for the customers."
	In my purchasing decisions, I care about the attitudes/ behaviors of the company's employees towards consumers.	44	"How the employees welcome, respond, behave, and communicate is something I really look for."
Consumer Involvement with Company 's Social and Environmental Responsibility Reputation	I have a strong interest in the social and environmental responsibility of the company whose product I buy/consider buying.	52	"I buy Pinar products as much as possible because they support farmers." "I stopped using my bath shower gel with green particles after I learned that those particles are giving harm to environment."

Main Dimension	Themes	Frequency	Quotations Examples
	It is important to me to make purchases from ethical companies.	33	"The company should produce and sell its products in an ethical way. For example, here I pay attention to buy Fairtrade products."
	It is important to me to make purchases from companies that sponsor social programs.	13	"If I am indecisive between two banks, I choose the one who sponsors social responsibility programs. For example, I prefer to work with Akbank because I know that they are supporting women."
	For my purchase decisions, I give importance to the company supporting sustainability programs & policies for manufacturing, distribution, and marketing.	17	"I think sustainability is very important, even for a detergent. How products are manufactured, their impacts on our environment, planet, future...I care about the policies of the companies on sustainability."
Consumer Involvement with Company's Vision and Leadership Reputation	For my purchase decisions, a company's having a good CEO is important to me in the choice of product.	5	"It is important to know that the CEO of the company has no bad reputation or is involved in any unethical behaviors (i.e., bribery, mobbing) in the past."
	In my purchase decision, I believe it is important for a company to be transparent.	8	"We sometimes see, on company websites, annual reports for financial and sustainability performance. This indicates that the company is transparent; it has nothing to hide from the public. I prefer to buy from these companies."
	In my purchasing decision, it is important for me whether the company whose product I buy/consider buying is innovative or not.	12	"Companies updating itself with recent technologies...are they follower or leader? That is important".
	In my purchase decision, I believe it is important for a company to have a clear future vision.	9	"The vision of the company is important because that determines the rest."
	Company having an excellent leadership team is great interest of me in my purchase decisions.	4	"The leadership of the company should have sounded skills and experience, I believe."
	It is important for me to make purchases from creative companies.	1	"I give importance company finding new ways to do their business or create new products, like Apple."
Consumer Involvement with Company's Financial Reliability & Strength	The financial soundness of the company is important to me for my purchase decisions.	19	"If the company is financially strong, I believe that they can provide high quality products and services and they can stand behind their offerings. Moreover, the employees of the companies work happily

Main Dimension	Themes	Frequency	Quotations Examples
Reputation	The financial soundness of the company is important to me for my purchase decisions.	19	which increases customer satisfaction.”
	I am interested in the capital source of the company from which I buy.	5	“I want to know the name, company, group behind the product. I don’t want to finance the companies that involve in behaviors which I do not like or approve or against my values.”
	Investments and partnerships of the company from which I buy the product/service are of great importance to me.	8	“It is important for me where my money goes. For example, I stopped to consume Ulker brands. It is against my values.”
Consumer Involvement with Company’s Reputational Reputation	It is important for me to buy from companies that have no product scandals (for example, use of harmful substances in product ingredients), or reputational crises (for example, environmental pollution, mismanagement, unhealthy working conditions, etc.) in the past.	16	“The non-existence of product scandals is very crucial for me. For example, Arçelik of Koç Group. Koç Group has good reputation.”
	For my purchase decision, I give importance to what my friends, family, and colleagues say about the company and its products/services.	36	“I pay attention to what my friends, family say, comment. Do they recommend?”
	For my purchase decisions, it is important for me to buy the products of a company as known trustable and credible by public.	5	“If people think that company is credible and trustable, I think that is important because this tells you about the experience of others. For example, I can buy every product of Koç Group because I know that they are trustable and they will not risk their reputation among public.”
	For my purchase decisions, the history, past of the company is important in my choice.	25	“How the company behaved till now, is it an established company with heritage? These are important for me. In general, one does not have any product problem with the companies with heritage because these companies do not want their reputation be harmed.”
	For my purchase decision, it is important for me that there are no negative comments (e.g., negative consumer feedback) about the company and its products on social media or websites.	17	“I read customer feedbacks about the companies and their products, for example in sikayetimvar.com or twitter. Some people write in very detailed way. If I read those, I pay attention to what I learned. It is important for me

Main Dimension	Themes	Frequency	Quotations Examples
			not to see bad comments or bad news about the company and its products if I search the name on internet. If I do not find anything, that makes me think that this company is reputable.”

APPENDIX E

EXPLORATORY FACTOR ANALYSIS RESULTS FOR CRI SCALE

Table E1. Exploratory Factor Analysis Results for CRI for Goods Scale

	Construct/Item	Factor Loading	Reliability (Cronbach's Alpha)	AVE	CoR
Code	FACTOR 1		0.948	0.530	0.940
RR1	For my purchase decisions, it is important for me to buy the products of a company as known trustable and credible by public.	0.726			
RR2	It is important for me to buy from companies that have no product scandals (i.e., use of harmful substances in product ingredients), or reputational crises (i.e., environmental pollution, mismanagement, unhealthy working conditions, etc.) in the past.	0.604			
PQ4	In my purchase decision, I care about the price/quality value of the company's offerings.	0.696			
PQ5	I consider it important to purchase from companies that will assist me in reducing any risks that may be experienced or may arise regarding the purchase of products.	0.602			
PQ6	It is important for me to buy from companies that offer safe / harmless products.	0.659			
RR4	For my purchase decision, it is important for me that there are no negative comments (e.g., negative consumer feedback) about the company and its products on social media or websites.	0.605			
PQ7	For my purchase decisions, it is important to me that a company offers guarantees for its products.	0.715			
PQ8	It is important for my purchase decision that the company offers products that do not harm my health.	0.687			
GE3	In my purchasing decisions, I care about the attitudes/behaviors of the company's employees towards consumers.	0.658			
PQ9	For my purchase decision, I pay attention to the company having a high level of customer satisfaction.	0.703			
PQ10	A company standing behind its products is a high concern for me for my purchase decisions.	0.774			

	Construct/Item	Factor Loading	Reliability (Cronbach's Alpha)	AVE	CoR
PQ11	In my purchase decision, it is important for me that the company is accessible, and that its communication channels are open in case of any problem / failure with the product that I purchase.	0.685			
PQ12	I pay attention to buying from a company that does not engage in fraud/forgery.	0.707			
PQ13	It is important for me to make purchases from a company that offers products/ services that make life easier for me.	0.662			
PQ14	For my purchase decisions, it is important for me to make purchases from companies that have an extensive distribution network.	0.604			
PQ17	It is important for my purchase decision that a company offers robust/ durable/long-lasting products.	0.736			
	FACTOR 2		0.855	0.510	0.860
GE1	In my purchasing decisions, I care that the company whose product (s) I buy/consider buying is a good company that everyone would like to work for.	0.604			
SR1	I have a strong interest in the social and environmental responsibility of the company whose product I buy/consider buying.	0.684			
VL2	In my purchasing decision, it is important for me whether the company whose product I buy/consider buying is innovative or not.	0.721			
SR2	It is important to me to make purchases from companies that sponsor social programs.	0.753			
VL3	In my purchase decision, I believe it is important for a company to have a clear future vision.	0.651			
FS3	The financial soundness of the company is important to me for my purchase decisions.	0.614			
VL5	It is important for me to make purchases from creative companies.	0.641			

Note: AVE = Average Variance Extracted, CoR = Composite Reliability

Table E2. Exploratory Factor Analysis Results for CRI for Services Scale

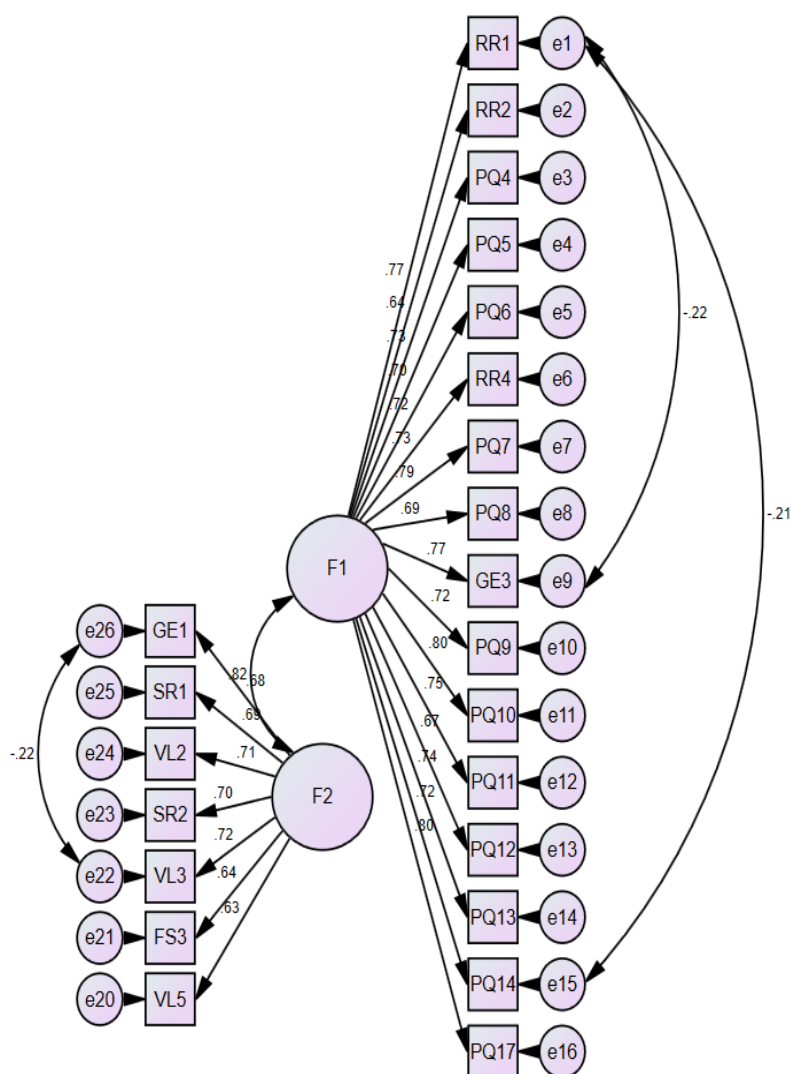
	Construct/Item	Factor Loading	Reliability (Cronbach's Alpha)	AVE	CoR
	FACTOR 1		0.955	0.560	0.950
Code					
PQ1	In my purchase decision, I care about the quality of the company's offerings.	0.704			
PQ2	In my purchase decision, it is important for me to buy from a company who provides after-sales/ customer support.	0.646			
PQ3	Consistency in the product/service provision is important for me for my purchase decision.	0.652			
RR1	For my purchase decisions, it is important for me to buy the products of a company as known trustable and credible by public.	0.768			
RR2	It is important for me to buy from companies that have no product scandals (i.e, use of harmful substances in product ingredients), or reputational crises (i.e environmental pollution, mismanagement, unhealthy working conditions, etc.) in the past.	0.634			
PQ4	In my purchase decision, I care about the price/quality value of the company's offerings.	0.735			
PQ5	I consider it important to purchase from companies that will assist me in reducing any risks that may be experienced or may arise regarding the purchase of products.	0.724			
PQ6	For my purchase decisions, a company offering safe/secure products & services is very important to me.	0.649			
PQ7	For my purchase decisions, it is important to me that a company offers guarantees for its products.	0.763			
PQ8	It is important for my purchase decision that the company offers products that do not harm my health.	0.676			
GE3	In my purchasing decisions, I care about the attitudes/behaviors of the company's employees towards consumers.	0.736			
PQ9	For my purchase decision, I pay attention to the company having a high level of customer satisfaction.	0.773			
PQ10	A company standing behind its products is a high concern for me for my purchase decisions.	0.784			
PQ11	In my purchase decision, it is important for me that the company is accessible, and that its communication channels are open in case of any problem / failure with the product that I	0.779			

	Construct/Item	Factor Loading	Reliability (Cronbach's Alpha)	AVE	CoR
	purchase.				
PQ12	I pay attention to buying from a company that does not engage in fraud/forgery.	0.724			
PQ13	It is important for me to make purchases from a company that offers products/ services that make life easier for me.	0.724			
PQ15	It is important for me to make purchases from a company that has attentive and caring employees.	0.625			
	FACTOR 2		0.866	0.520	0.860
VL1	For my purchase decision, a company's having a good CEO is important to me in the choice of product.	0.794			
FS1	Investments and partnerships of the company from which I buy the product/service are of great importance to me.	0.771			
SR2	It is important to me to make purchases from companies that sponsor social programs.	0.739			
VL2	In my purchasing decision, it is important for me whether the company whose product I buy/consider buying is innovative or not.	0.650			
GE1	In my purchasing decisions, I care that the company whose product (s) I buy/consider buying is a good company that everyone would like to work for.	0.573			
VL5	It is important for me to make purchases from creative companies.	0.590			
FS2	I am interested in the capital source of the company from which I buy.	0.586			
FS3	The financial soundness of the company is important to me for my purchase decisions.	0.526			

Note: AVE = Average Variance Extracted , CoR = Composite Reliability

APPENDIX F

STRUCTURAL MODEL OF CRI FOR GOODS SCALE



Note: GE: Good employer reputation, SR: Social and environmental responsibility reputation, VL: Vision and leadership reputation, FS: Financial soundness reputation, PQ: Product & service quality reputation, RR: Reputational reputation

APPENDIX G

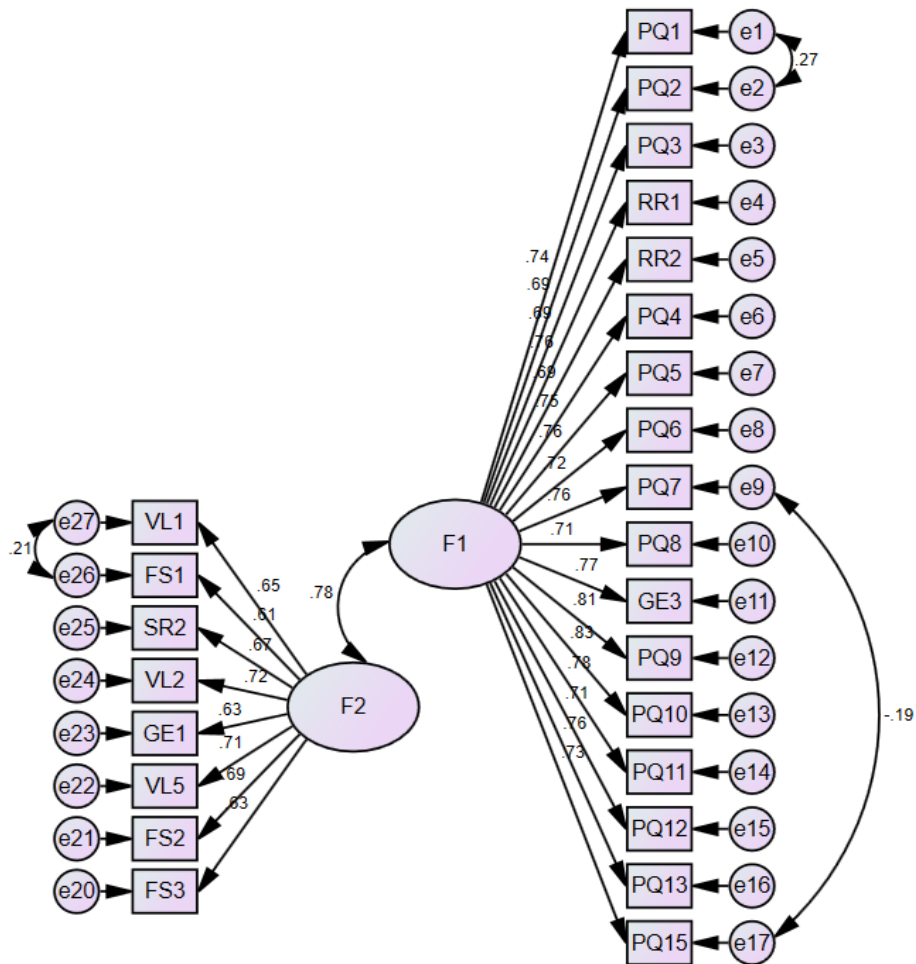
STANDARDIZED REGRESSION WEIGHTS OF CONSTRUCTS IN CRI FOR GOODS SCALE

	r	p
FACTOR 1		
RR1	0.733	0.000 *
RR2	0.623	0.000 *
PQ4	0.709	0.000 *
PQ5	0.679	0.000 *
PQ6	0.702	0.000 *
RR4	0.705	0.000 *
PQ7	0.759	0.000 *
PQ8	0.679	0.000 *
GE3	0.735	0.000 *
PQ9	0.708	0.000 *
PQ10	0.779	0.000 *
PQ11	0.737	0.000 *
PQ12	0.655	0.000 *
PQ13	0.710	0.000 *
PQ14	0.689	0.000 *
PQ17	0.777	0.000 *
FACTOR 2		
GE1	0.583	0.000 *
SR1	0.631	0.000 *
VL2	0.659	0.000 *
SR2	0,657	0.000 *
VL3	0.625	0.000 *
FS3	0.585	0.000 *
VL5	0.585	0.000 *

n = 401, **p* < 0.05

APPENDIX H

STRUCTURAL MODEL OF CRI FOR SERVICES SCALE



Note: GE: Good employer reputation, SR: Social and environmental responsibility reputation, VL: Vision and leadership reputation, FS: Financial soundness reputation, PQ: Product & service quality reputation, RR: Reputational reputation

APPENDIX I

STANDARDIZED REGRESSION WEIGHTS OF CONSTRUCTS IN CRI FOR SERVICES SCALE

	r	p
FACTOR 1		
PQ1	0.734	0.000 *
PQ2	0.683	0.000 *
PQ3	0.680	0.000 *
RR1	0.743	0.000 *
RR2	0.674	0.000 *
PQ4	0.737	0.000 *
PQ5	0.739	0.000 *
PQ6	0.701	0.000 *
PQ7	0.737	0.000 *
PQ8	0.694	0.000 *
GE3	0.749	0.000 *
PQ9	0.786	0.000 *
PQ10	0.805	0.000 *
PQ11	0.766	0.000 *
PQ12	0.688	0.000 *
PQ13	0.736	0.000 *
PQ15	0.697	0.000 *
FACTOR 2		
VL1	0.654	0.000 *
FS1	0.621	0.000 *
SR2	0.640	0.000 *
VL2	0.655	0.000 *
GE1	0.562	0.000 *
VL5	0.626	0.000 *
FS2	0.617	0.000 *
FS3	0.569	0.000 *

n = 401, **p* < 0.05

APPENDIX J

OPERATIONALIZATION OF CONSTRUCTS

Construct	Source(s)	Items
Values Orientation	Schwartz (2012)	
		(1) Thinking up new ideas and being creative is important to her/ him. (S)he likes to do things in his own original way.
		(2) It is important to her/him to be rich. (S)he wants to have a lot of money and expensive things.
		(3) (S)he thinks it is important that every person in the world should be treated equally. (S)he believes everyone should have equal opportunities in life.
		(4) It's important to her/him to show his abilities. (S)he wants people to admire what (s)he does.
		(5) It is important to her/him to live in secure surroundings. (S)he avoids anything that might endanger his safety.
		(6) (S)he likes surprises and is always looking for new things to do. (S)he thinks it is important to do lots of different things in life.
		(7) (S)he believes that people should do what they're told. (S)he thinks people should follow rules at all times, even when no one is watching.
		(8) It is important to her/him to listen to people who are different from her/him. Even when (s)he disagrees with them, (s)he still wants to understand them.
		(9) It is important to her/him to be humble and modest. (S)he tries not to draw attention to (her)himself.
		(10) Having a good time is important to her/ him. (S)he likes to "spoil" her/himself.
		(11) It is important to her/ him to make his own decisions about what (s)he does. (S)he likes to be free and not depend on others.
		(12) It's very important to her/him to help the people around her/him. (S)he wants to care for their well-being.
		(13) Being very successful is important to her/him. (S)he hopes people will recognize her/ his achievements.
		(14) It is important to her/him that the government ensures her/his safety against all threats. (S)he wants the state to be strong so it can defend its citizens.
		(15) (S)he looks for adventures and likes to take risks. (S)he wants to have an exciting life.
		(16) It is important to her/him always to behave properly. (S)he wants to avoid doing anything people would say is wrong.
		(17) It is important to her/him to get respect from others. (S)he wants people to do what (s)he says.
		(18) It is important to her/him to be loyal to her/his friends. (S)he wants to devote her/himself to people close to her/him.
		(19) (S)he strongly believes that people should care for nature. Looking after the environment is important to

		her/him.
		(20) Tradition is important to her/him. (S)he tries to follow the customs handed down by her/his religion or her/his family.
		(21) (S)he seeks every chance (s)he can to have fun. It is important to her/him to do things that give her/him pleasure.
Regulatory Focus	Lockwood et al. (2002)	
		(1) In general, I am focused on preventing negative events in my life.
		(2) I am anxious that I will fall short of my responsibilities and obligations.
		(3) I frequently imagine how I will achieve my hopes and aspirations.
		(4) I often think about the person I am afraid I might become in the future.
		(5) I often think about the person I would ideally like to be in the future.
		(6) I typically focus on the success I hope to achieve in the future.
		(7) I often worry that I will fail to accomplish my life goals.
		(8) I often think about how I will achieve life success.
		(9) I often imagine myself experiencing bad things that I fear might happen to me.
		(10) I frequently think about how I can prevent failures in my life.
		(11) I am more oriented toward preventing losses than I am toward achieving gains.
		(12) My major goal in school right now is to achieve my academic ambitions.
		(13) My major goal in school right now is to avoid becoming a failure.
		(14) I see myself as someone who is primarily striving to reach my "ideal self"- to fulfill my hopes, wishes, and aspirations.
		(15) I see myself as someone who is primarily striving to become the self I "ought" to be- to fulfill my duties, responsibilities, and obligations.
		(16) In general, I am focused on achieving positive outcomes in my life.
		(17) I often imagine myself experiencing good things that I hope will happen to me.
		(18) Overall, I am more oriented toward achieving success than preventing failure.
Corporate Reputation Involvement	Developed in the current dissertation	
		(1) In my purchasing decisions, I care that the company whose product (s) I buy/consider buying is a good company that everyone would like to work for.
		(2) I have a strong interest in the social and environmental responsibility of the company whose product I buy/consider buying.
		(3) In my purchasing decision, it is important for me whether the company whose product I buy/consider buying is innovative or not.
		(4) In my purchase decision, I believe it is important for a company to have a clear future vision.

		(5) The financial soundness of the company is important to me for my purchase decisions.
		(6) It is important for me to make purchases from creative companies.
		(7) For my purchase decisions, it is important for me to buy the products of a company as known trustable and credible by public.
		(8) It is important for me to buy from companies that have no product scandals (for example, use of harmful substances in product ingredients), or reputational crises (for example, environmental pollution, mismanagement, unhealthy working conditions, etc.) in the past.
		(9) In my purchase decision, I care about the price/quality value of the company's products.
		(10) I consider it important to purchase from companies that will assist me in reducing any risks that may be experienced or may arise regarding the purchase of products.
		(11) It is important for me to buy from companies that offer safe / harmless products.
		(12) For my purchase decision, it is important for me that there are no negative comments (e.g., negative consumer feedback) about the company and its products on social media or websites.
		(13) For my purchase decisions, it is important to me that a company offers guarantees for its products.
		(14) It is important for my purchase decision that the company offers products that do not harm my health.
		(15) In my purchasing decisions, I care about the attitudes/behaviors of the company's employees towards consumers.
		(16) For my purchase decision, I pay attention to the company having a high level of customer satisfaction.
		(17) A company standing behind its products is a high concern for me for my purchase decisions.
		(18) In my purchase decision, it is important for me that the company is accessible, and that its communication channels are open in case of any problem / failure with the product that I purchase.
		(19) I pay attention to buying from a company that does not engage in fraud/forgery.
		(20) It is important for me to make purchases from a company, which offers products/services that make life easier for me.
		(21) For my purchase decisions, it is important for me to make purchases from companies that have an extensive distribution network.
		(22) It is important for my purchase decision that a company offers robust/ durable/ long-lasting products.
		(23) I place much importance on a company's sponsoring of social programs in my selection of from which company I will buy.
Product Involvement	Olsen (2007)	
		(1) ... is an important part of my life
		(2) I am very concerned about consuming/using ...
		(3) I am very motivated to have ...
		(4) It is very significant to me that I use/consume...

PWOM	Adapted from Walsh and Beatty (2007); Maxham and Netemeyer (2002)	
		(1) I would say something positive about this company.
		(2) I would recommend this company to my friends and relatives.
		(3) If my friends were looking for a new company of this type, I would tell them to try this company/place.
NWOM	Adapted from Nguyen et al. (2021)	
		(1) I would complain about this company to other people.
		(2) I would say negative things about this company to other people.
		(3) I would recommend other people not to buy any product of this company.
WOM Influence	Adapted from Gilly et al. (1998)	
		(1) ...had a significant influence on choice about buying the service.
		(2) ... mentioned some things that helped me with the purchase decision
		(3) ...really helped me make a decision about buying the service.

APPENDIX K

QUESTIONNAIRE OF MAIN STUDY

Dear Participant,

I am a doctoral student at Boğaziçi University, Department of Management. As part of my doctoral thesis, Prof. Gülden Asugman, my thesis advisor, and I have been conducting a research on the Consumer Involvement with Corporate Reputation.

This research study is being carried out in the scope of a doctoral thesis that is being done in order to explain the consumer's involvement with corporate reputation of companies and the factors affecting this involvement in the purchase decision process of products falling under the white goods category. In line with the purpose of this research study, an online survey consisting of scales measuring the participants' level of involvement with the corporate reputation of the companies in their purchase decisions in the white goods category, the factors affecting this level (*your motivational orientations*), and its behavioural results (*word of mouth*) is prepared. If you agree to participate in the survey, you are expected to answer the questions of these scales and fill out a demographic information form individually. Thanks to your participation in the survey and the information you will provide, we will be able to analyze the factors affecting the Corporate Reputation Involvement of consumers and its behavioral results, and we will publish / present the findings obtained as a result of the analysis in scientific journals and conferences, so that the relevant institutions / organizations, academics and the society in general will be informed. In today's competitive environment where the theme of "sustainability" is important, to understand to what extent consumers are interested in the corporate reputation of companies in their purchasing decisions and the motivations of this interest will provide us with crucial insights about the future of not only businesses but also societies. This research is important in terms of increasing the working efficiency of marketing professionals and designing plans and programs that support the expectations of business stakeholders.

Corporate reputation is the total value that includes all positive and negative perceptions created by any institution or organization on its stakeholders (consumers, society in general, institution / organization employees, trade associations, suppliers, government, investors, social groups, etc.) In today's competitive environment, where the products and services offered by different businesses are very similar to each other, corporate reputation has gained importance. As intangible assets have become important on the way to gaining power, companies started to take into consideration the expectations of their stakeholders and work towards these expectations rather than offering quality goods and services. Some general examples of these expectations may include the business offering a good performance in the field of products/services (offering high-quality and innovative products, standing behind its products, etc.) as well as being a good employer (rewarding its employees, offering its employees a decent working environment, etc.), acting with social responsibility (supporting good causes, acting responsibly to the environment and the society, etc.), and being financially sound (having a growth potential, recording its profitability, etc).

Products considered being within the white goods category refrigerators, freezers, washing machines, tumble dryers, dishwashers, combi boilers, room heaters, ovens, cookers, microwave ovens, air conditioners, room air cleaners, and similar products.

We request your participation in this research. This research is carried out for a scientific purpose and the confidentiality of participant information is essential. Participation in this research is completely optional. If you participate, you also have the right to withdraw your consent at any stage of the study without giving any reason. If you withdraw, the information received from you will not be used in the study and will be destroyed. If you agree to participate in the study, your answers to the questions in the study will not be assessed individually; all answers will be compiled and analyzed collectively. If you would like additional information about the research project, please contact the Project Coordinator, Boğaziçi University Department of Business Administration Doctoral Student Selcen Anlaş (e-mail: selcen.anlas@boun.edu.tr, Phone: +902123595400, Address: Boğaziçi University, Faculty of Economic and Administrative Sciences, Department of Management, 34342 Bebek, Istanbul). You can consult Boğaziçi University Ethics Committee for Master and PhD Theses in Social Sciences and Humanities (SOBETİK) (sbe-ethics@boun.edu.tr) regarding your rights concerning the research.

If you agree to participate in this research project, please confirm your participation by ticking the relevant option. Following your approval, you will be directed to the online survey. Answering the survey will take you 20-25 minutes at the most. What is required of you is to carefully read the questions in the online survey and mark the answer that best expresses your opinion. Please do not leave any unanswered questions and do not forget to press the "Submit" button when you complete the survey.

☐ I have read the text above and fully understand the scope and purpose of the study. I am asked to participate in, and my responsibilities as a volunteer. I understood that I could leave this study whenever I want and without having to give any reason, and that I would not face any negative consequences if I withdraw.

Under these conditions, I agree to participate in the research study in question voluntarily, without any pressure or coercion.

☐ I do not want to participate in the survey.

CORPORATE REPUTATION INVOLVEMENT SURVEY

SECTION 1

1. Have you purchased any products from the white goods category within the last year?

- ☐ Yes
- ☐ No (*If you give this answer, please do not continue with the next questions. Thank you for your interest.*)

2. Please identify the type of the product you purchased within the last year from the list below. If you made more than one purchase from the white goods category, please identify the product type for your recent purchase.

- ☐ Refrigerator/ Deep Freeze
- ☐ Washing machine / Dryer
- ☐ Dish Washer
- ☐ Combi Boiler / Water Heater / Geyser
- ☐ Oven/ Microwave / Stove
- ☐ Air conditioner
- ☐ Water Purifying Equipment
- ☐ Other (please specify in the box below)

--

Note: Hereinafter, please refer to the product that you have selected above whenever you are asked a question about “the product”.

3. What is the purchase frequency of the product you have selected?

- ☐ Every year
- ☐ Every 2-3 years
- ☐ Every 4-6 years
- ☐ Every 7-9 years
- ☐ >10 years
- ☐ When it is broken

4. Regarding the product you purchased, please read the following sentences and indicate to what extent you agree or disagree with each statement.

(1=Definitely disagree, 2=Disagree, 3=Somewhat disagree, 4=Neutral, 5=Somewhat agree, 6=Agree, 7=Definitely agree)

	1	2	3	4	5	6	7
4.1. This product is an important part of my life.							
4.2. I am very interested in consuming/using that product.							
4.3. I am very willing to own this product.							
4.4. It is very important to me to use this product.							

SECTION 2

5. Thinking about your purchase decision for the product, please indicate to what extent you agree or disagree with each statement.

(1=Definitely disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Definitely agree)

	1	2	3	4	5
5.1. In my purchasing decisions, I care that the company whose product (s) I buy/consider buying is a good company that everyone would like to work for.					
5.2. I have a strong interest in the social and environmental responsibility of the company whose product I buy/consider buying.					
5.3. In my purchasing decision, it is important for me whether the company whose product I buy/consider buying is innovative or not.					
5.4. I place much importance on a company's sponsoring of social programs in my selection of from which company I will buy.					
5.5. In my purchase decision, I believe it is important for a company to have a clear future vision.					
5.6. The financial soundness of the company is important to me for my purchase decisions.					
5.7. It is important for me to make purchases from creative companies.					
5.8. For my purchase decisions, it is important for me to buy the products of a company as known trustable and credible by public.					
5.9. It is important for me to buy from companies that have no product scandals (for example, use of harmful substances in product ingredients), or reputational crises (for example, environmental pollution, mismanagement, unhealthy working conditions, etc.) in the past.					
5.10. In my purchase decision, I care about the price/quality value of the company's products.					
5.11. I consider it important to purchase from companies that will assist me in reducing any risks that may be experienced or may arise regarding the purchase of products.					
5.12. It is important for me to buy from companies that offer safe / harmless products.					
5.13. For my purchase decision, it is important for me that there are no negative comments (e.g., negative consumer feedback) about the company and its products on social media or websites.					
5.14. For my purchase decisions, it is important to me that a company offers guarantees for its products.					
5.15. It is important for my purchase decision that the company offers products that do not harm my health.					
5.16. In my purchasing decisions, I care about the attitudes/behaviors of the company's employees towards consumers.					
5.17. For my purchase decision, I pay attention to the company having a high level of customer satisfaction.					
5.18. A company standing behind its products is a high concern for me for my purchase decisions.					
5.19. In my purchase decision, it is important for me that the company is accessible, and that its communication channels are open in case of any problem / failure with the product that I purchase.					

	1	2	3	4	5
5.20. I pay attention to buying from a company that does not engage in fraud/forgery.					
5.21. It is important for me to make purchases from a company which offers products/services that make life easier for me.					
5.22. For my purchase decisions, it is important for me to make purchases from companies that have an extensive distribution network.					
5.23. It is important for my purchase decision that a company offers robust/ durable/ long-lasting products.					

6. In general, for your purchase decisions, what level of involvement (importance and/or interest) do you give to company's corporate reputation?

- ☐ Not at all
- ☐ Low
- ☐ Neutral
- ☐ High
- ☐ Very high

7. For the purchase decision of the product you indicated as you purchased, what level of involvement (importance and/or interest) did you give to company's corporate reputation?

- ☐ Not at all
- ☐ Low
- ☐ Neutral
- ☐ High
- ☐ Very high

8. For the items in the list below, please identify what degree of importance and/or interest you give to company's corporate reputation for your purchase decisions.

(1= Not at all, 5= Very high)

	1	2	3	4	5
Clothing & shoes					
Food					
Cleaning products					
Personal care products (i.e., toothpaste, deodorant, etc.)					
White goods (i.e., refrigerator, washing machine, dish washer, etc.)					
Home appliances (i.e., toaster, blender, mixer, kitchen robot, etc.)					
Electronics (i.e., TV, mobile phone, personal computer, etc.)					
Car					
Health services					
Education services (i.e., school, language courses, technical skills courses, etc.)					
Transportation services (i.e., flight ticket, inter-city bus ticket, etc.)					
Financial services (i.e., opening a bank account, insurance, etc.)					
Restaurants and hotels					
Entertainment services (i.e., digital platforms, theme parks, cinema)					
Telecommunication services (i.e., GSM operators, internet providers)					

SECTION 3

Following the purchase and consumption of the product/service, the informal sharing of information and experiences about the product/service, brand, or company with other consumers is defined as word-of-mouth marketing. The valence of this sharing can be positive (for example, a recommendation), negative (for example, a complaint), or mixed (both positive and negative). Thinking about the company of the product you purchased, please indicate to what extent you agree or disagree with each statement.

(1=Definitely disagree, 2=Disagree, 3=Somewhat disagree, 4=Neutral, 5=Somewhat agree, 6=Agree, 7=Definitely agree)

	1	2	3	4	5	6	7
9.1. I would say something positive about this company.							
9.2. I would recommend this company to my friends and relatives.							
9.3. If my friends are looking for a new company of this type, I would tell them to try this company.							
9.4. I would say negative things about this company to other people.							
9.5. I would complain about this company to other people							
9.6. I would recommend other people not to buy any product of this company							

10. For each of the products and services listed in the table below, please indicate the level of importance you give to what you hear about the company (for example, from your family, friends, or colleagues) or what you read about the company (for example, through newspapers, magazines, news sites, social media, consumer complaint sites, etc.)

(1= Not at all important, 5= Very important)

	1	2	3	4	5
Clothing & shoes					
Food					
Cleaning products					
Personal care products (i.e., toothpaste, deodorant, etc.)					
White goods (i.e., refrigerator, washing machine, dish washer, etc.)					
Home appliances (i.e., toaster, blender, mixer, kitchen robot, etc.)					
Electronics (i.e., TV, mobile phone, personal computer, etc.)					
Car					
Health services					
Education services (i.e., school, language courses, technical skills courses, etc.)					
Transportation services (i.e., flight ticket, inter-city bus ticket, etc.)					
Financial services (i.e., opening a bank account, insurance, etc.)					
Restaurants and hotels					
Entertainment services (i.e., digital platforms, theme parks, cinema, etc.)					
Telecommunication services (i.e., GSM operators, internet providers)					

11. Thinking about the company of the product you purchased, please indicate to what extent you agree or disagree with each statement.

(1=Definitely disagree, 2=Disagree, 3=Somewhat disagree, 4=Neutral, 5=Somewhat agree, 6=Agree, 7=Definitely agree)

What I hear about the company (for example, from my family, friends, or colleagues) or what I read about the company (for example, through newspapers, magazines, news sites, social media, consumer complaint sites, etc.)	1	2	3	4	5	6	7
11.1. ...had a significant influence on my choosing to buy from that company.							
11.2. ...mentioned some things that helped me with the purchase decision.							
11.3. ...really helped me make a decision about buying the product.							

SECTION 4

The following statements are prepared to find out HOW often certain events in your life occur in the past or present. Please give your answers by ticking the option that best describes you.

(1 = not at all true of me, 7 = very true of me).

	1	2	3	4	5	6	7
12.1. In general, I am focused on preventing negative events in my life.							
12.2. I am anxious that I will fall short of my responsibilities and obligations.							
12.3. I frequently imagine how I will achieve my hopes and aspirations.							
12.4. I often think about the person I am afraid I might become in the future.							
12.5. I often think about the person I would ideally like to be in the future.							
12.6. I typically focus on the success I hope to achieve in the future.							
12.7. I often worry that I will fail to accomplish my life goals.							
12.8. I often think about how I will achieve life success.							
12.9. I often imagine myself experiencing bad things that I fear might happen to me.							
12.10. I frequently think about how I can prevent failures in my life.							
12.11. I am more oriented toward preventing losses than I am toward achieving gains.							
12.12. My major goal in life right now is to achieve my life ambitions.							
12.13. My major goal in life right now is to avoid becoming a failure.							

12.14. I see myself as someone who is primarily striving to reach my “ideal self”—to fulfill my hopes, wishes, and aspirations.							
12.15. I see myself as someone who is primarily striving to become the self I “ought” to be—to fulfill my duties, responsibilities, and obligations.							
12.16. In general, I am focused on achieving positive outcomes in my life.							
12.17. I often imagine myself experiencing good things that I hope will happen to me.							
12.18. Overall, I am more oriented toward achieving success than preventing failure.							

SECTION 5

Some types of people are briefly described in this section. Please read each sentence and rate how similar this person is to you.

(1 = looks very much like me, 6 = not looks like me at all).

	Looks very much like me	Mostly like me	Somewhat like	Looks very little	Not much like me	Not like me at all	I do not know
	1	2	3	4	5	6	7
13.1. Thinking up new ideas and being creative is important to her/ him. (S)he likes to do things in his own original way.							
13.2. It is important to her/him to be rich. (S)he wants to have a lot of money and expensive things.							
13.3. (S)he thinks it is important that every person in the world should be treated equally. (S)he believes everyone should have equal opportunities in life.							
13.4. It's important to her/him to show his abilities. (S)he wants people to admire what (s)he does.							
13.5. It is important to her/him to live in secure surroundings. (S)he avoids anything that might endanger his safety.							
13.6. (S)he likes surprises and is always looking for new things to do. (S)he thinks it is important to do lots of different things in life.							
13.7. (S)he believes that people should do what they're told. (S)he thinks people should follow rules at all times, even when no one is watching.							
13.8. It is important to her/him to listen to people who are different from her/him. Even when (s)he disagrees with them, (s)he still wants to understand them.							
13.9. It is important to her/him to be humble and modest. (S)he tries not to draw attention to (her)himself.							
13.10. Having a good time is important to her/ him. (S)he likes to “spoil” her/himself.							
13.11. It is important to her/ him to make his own decisions							

	Looks very much like me	Mostly like me	Somewhat like	Looks very little	Not much like me	Not like me at all	I do not know
about what (s)he does. (S)he likes to be free and not depend on others.							
13.12. It's very important to her/him to help the people around her/him. (S)he wants to care for their well-being.							
13.13. Being very successful is important to her/him. (S)he hopes people will recognize her/ his achievements.							
13.14. It is important to her/him that the government ensures her/his safety against all threats. (S)he wants the state to be strong so it can defend its citizens.							
13.15. (S)he looks for adventures and likes to take risks. (S)he wants to have an exciting life.							
13.16. It is important to her/him always to behave properly. (S)he wants to avoid doing anything people would say is wrong.							
13.17. It is important to her/him to get respect from others. (S)he wants people to do what (s)he says.							
13.18. It is important to her/him to be loyal to her/his friends. (S)he wants to devote her/himself to people close to her/him.							
13.19. (S)he strongly believes that people should care for nature. Looking after the environment is important to her/him.							
13.20. Tradition is important to her/him. (S)he tries to follow the customs handed down by her/his religion or her/his family.							
13.21. (S)he seeks every chance (s)he can to have fun. It is important to her/him to do things that give her/him pleasure.							

SECTION 6

14. What is your gender? Please indicate in the box below.

15. What is your marital status? Please indicate in the box below.

16. What is your education level?

- ☐ Primary School
- ☐ Secondary School
- ☐ High School
- ☐ University
- ☐ Masters / PhD

17. What is your age?

- ☐ 18-22
- ☐ 23-40
- ☐ 41-61
- ☐ 62 and above

18. What is your monthly household income?

- ☐ <5.500 TRY a
- ☐ 5.500 TRY-9.999 TRY
- ☐ 10.000-14.999 TRY
- ☐ 15.000-19.999 TRY
- ☐ 20.000 TRY and above

19. What is your employment status?

- ☐ Working
- ☐ Not working

20. What is your employment type?

- ☐ Full-time
- ☐ Part-time
- ☐ Free-lance

21. What is your occupation?

- ☐ Government employee
- ☐ Private sector employee
- ☐ Student
- ☐ House wife
- ☐ Retired
- ☐ Self-employment (please specify in the box below.)

22. What is the number of households?

- ☐ 1
- ☐ 2
- ☐ 3-4
- ☐ 5-7
- ☐ >7

23. In which city do you live in? Please specify in the box below.

24. What is your social media usage frequency?

- ☐ Everyday
- ☐ Every 2-3 days
- ☐ Once in a week
- ☐ Once in 2-3 weeks
- ☐ Rarely
- ☐ I don't have a social media account

SECTION 7

25. Do you know the company name of the product you purchased?

- ☐ Yes (please indicate it in the box under next question).
- ☐ No

26. Please indicate the company name of the product you purchased?\

27. Thinking about your purchase, please indicate the overall satisfaction level with the purchase.

- ☐ Very unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very satisfied

THANK YOU FOR YOUR PARTICIPATION!

T.C.
BOĞAZİÇİ ÜNİVERSİTESİ
SOSYAL VE BEŞERİ BİLİMLER YÜKSEK LİSANS VE DOKTORA TEZLERİ ETİK İNCELEME
KOMİSYONU
TOPLANTI KARAR TUTANAĞI

Toplantı Sayısı : 35
Toplantı Tarihi : 19.10.2022
Toplantı Saati : 16:00
Toplantı Yeri : Zoom Sanal Toplantı
Bulunanlar : Prof. Dr. Feyza Çorapçı, Doç. Dr. Arhan S. Ertan, Doç. Dr. Senem Yıldız, Dr. Öğr. Üyesi
Yasemin Sohtorik İlkmen, Dr. Öğr. Üyesi Ayşegül Metindoğan, Dr. Öğr. Üyesi Harun
Muratoğulları
Bulunmayanlar :

Selcen Anlas
İşletme

Sayın Araştırmacı,

"Consumer Involvement with Corporate Reputation" başlıklı projeniz ile ilgili olarak yaptığımız SBB-EAK 2022/68 sayılı başvuru komisyonumuz tarafından 19 Ekim 2022 tarihli toplantıda incelenmiş ve uygun bulunmuştur.

Bu karar üyelerin toplantıya çevrimiçi olarak katılımı ve oy birliği ile alınmıştır. Onay mektubu üye ve raportör olarak Yasemin Sohtorik İlkmen tarafından toplantıya katılan bütün üyeler adına e-imzalanmıştır.

Saygılarımızla, bilgilerinizi rica ederiz.

Dr. Öğr. Üyesi Yasemin
SOHTORİK İLKMEN
ÜYE

e-imzalıdır
Dr. Öğr. Üyesi Yasemin Sohtorik
İlkmen
Öğretim Üyesi
Raportör

SOBETİK 35 19.10.2022

Bu belge, güvenli elektronik imza ile imzalanmıştır.

APPENDIX L

DESCRIPTIVE STATISTICS OF CRI MODEL

	N	Min	Max	Mean	Std. Deviation	Kurtosis	Skewness
PI	420	1.00	7.00	5.19	1.63	-0.224	-0.928
CI-CPR	420	1.00	5.00	3.85	1.00	-0.062	-0.951
CI-CRR	420	1.00	5.00	3.93	1.02	0.214	-1.088
PWOM	420	1.00	7.00	5.18	1.68	-0.217	-0.957
NWOM	420	1.00	7.00	4.47	2.02	-1.227	-0.480
IWOM	420	1.00	7.00	5.23	1.58	-0.440	-0.834
PREV	420	1.00	7.00	5.07	1.64	-0.305	-0.924
PROM	420	1.00	7.00	5.29	1.63	0.221	-1.189
SE	420	1.00	6.00	3.21	1.34	-1.017	0.343
ST	420	1.00	6.00	3.17	1.47	-1.129	0.314

Note: PI= Product Involvement, CI-CRR = CI with character reputation, CI-CPR = CI with capability reputation, PROM = Promotion regulatory focus, PREV = Prevention regulatory focus, PWOM = Positive word of mouth, NWOM = Negative word of mouth, IWOM = Influence of word of mouth, SE = Self-enhancement values, ST = Self-transcendence values

APPENDIX M

COLLINEARITY STATISTICS OF CRI MODEL

Factors	Items	VIF
CI-CRR	CRC1	3.167
	CRC2	2.971
	CRC3	3.584
	CRC4	2.765
	CRC5	3.584
	CRC6	2.977
	CRC7	3.096
CI-CPR	CRQ1	4.819
	CRQ2	4.047
	CRQ3	4.837
	CRQ4	4.700
	CRQ5	4.014
	CRQ6	4.495
	CRQ7	4.533
	CRQ8	5.440
	CRQ9	4.120
	CRQ10	4.725
	CRQ11	4.100
	CRQ12	4.828
	CRQ13	3.973
	CRQ14	4.499
	CRQ15	4.840
	CRQ16	5.934
PROM	PR1	3.714
	PR2	3.356
	PR3	4.617
	PR4	3.781
	PR5	4.434
	PR6	4.836
	PR7	5.658
	PR8	4.567
	PR9	4.362
PREV	PV1	3.081
	PV2	3.297
	PV3	3.789
	PV4	4.622
	PV5	4.284
	PV6	3.443
	PV7	3.411
	PV8	4.038
	PV9	3.885
PWOM	PWOM1	4.401

	PWOM2	3.711
	PWOM3	4.969
NWOM	NWOM1	6.724
	NWOM2	3.855
	NWOM3	5.175
IWOM	IWOM1	6.975
	IWOM2	4.211
	IWOM3	3.745
SE	SE1	2.364
	SE2	3.341
	SE3	3.197
	SE5	3.257
ST	ST4	2.767
	ST5	2.767
PI	PI1	4.802
	PI2	4.333
	PI3	3.808
	PI4	3.870

Note: VIF= Variance Inflation Factor, PI= Product Involvement, CI-CRR = CI with character reputation, CI-CPR = CI with capability reputation, PROM = Promotion regulatory focus, PREV = Prevention regulatory focus, PWOM = Positive word of mouth, NWOM = Negative word of mouth, IWOM = Influence of word of mouth, SE = Self-enhancement values, ST = Self-transcendence values

APPENDIX N

FACTOR LOADINGS OF CRI MODEL

Factors	Items	Factor Loading
CI-CRR	CRC1	0.845
	CRC2	0.832
	CRC3	0.885
	CRC4	0.779
	CRC5	0.826
	CRC6	0.846
	CRC7	0.828
CI-CPR	CRQ1	0.916
	CRQ2	0.824
	CRQ3	0.889
	CRQ4	0.850
	CRQ5	0.843
	CRQ6	0.886
	CRQ7	0.878
	CRQ8	0.859
	CRQ9	0.900
	CRQ10	0.852
	CRQ11	0.896
	CRQ12	0.877
	CRQ13	0.841
	CRQ14	0.832
	CRQ15	0.893
	CRQ16	0.854
PROM	PR1	0.816
	PR2	0.830
	PR3	0.894
	PR4	0.823
	PR5	0.869
	PR6	0.890
	PR7	0.943
	PR8	0.916
	PR9	0.907
PREV	PV1	0.868
	PV2	0.757
	PV3	0.832
	PV4	0.771
	PV5	0.811
	PV6	0.859
	PV7	0.804
	PV8	0.898
	PV9	0.958
PWOM	PWOM1	0.900
	PWOM2	0.921
	PWOM3	0.924

NWOM	NWOM1	0.910
	NWOM2	0.904
	NWOM3	0.956
IWOM	IWOM1	0.920
	IWOM2	0.881
	IWOM3	0.925
PI	PI1	0.845
	PI2	0.887
	PI3	0.908
	PI4	0.944
SE	SE1	0.769
	SE2	0.798
	SE3	0.960
	SE5	0.877
ST	ST4	0.898
	ST5	0.890

Note: PI= Product Involvement, CI-CRR = CI with character reputation, CI-CPR = CI with capability reputation, PROM = Promotion regulatory focus, PREV = Prevention regulatory focus, PWOM = Positive word of mouth, NWOM = Negative word of mouth, IWOM = Influence of word of mouth, SE = Self-enhancement values, ST = Self-transcendence values

APPENDIX O

DISCRIMINANT VALIDITY STATISTICS OF CRI MODEL

Table O1. Cross-loading Matrix

Factors	Items	CI-CRR	CI-CPR	IWOM	NWOM	PI	PR	PV	PWOM	SE	ST
CI- CRR	CRC1	0.856	0.807	0.613	0.307	0.609	0.651	0.597	0.623	0.050	0.045
	CRC2	0.833	0.801	0.598	0.296	0.573	0.630	0.596	0.608	0.061	0.009
	CRC3	0.878	0.791	0.629	0.355	0.613	0.667	0.641	0.613	0.056	0.040
	CRC4	0.770	0.734	0.544	0.332	0.525	0.606	0.565	0.525	0.112	0.100
	CRC5	0.818	0.730	0.600	0.275	0.586	0.632	0.596	0.580	0.053	0.036
	CRC6	0.856	0.780	0.588	0.316	0.615	0.639	0.599	0.644	0.075	0.060
	CRC7	0.829	0.764	0.602	0.336	0.589	0.618	0.602	0.580	0.072	0.042
CI- CPR	CRQ1	0.836	0.922	0.619	0.221	0.605	0.701	0.625	0.667	0.037	0.009
	CRQ2	0.831	0.835	0.593	0.236	0.564	0.627	0.576	0.561	0.039	0.033
	CRQ3	0.834	0.896	0.622	0.207	0.599	0.662	0.601	0.660	-0.029	-0.037
	CRQ4	0.835	0.851	0.584	0.222	0.577	0.645	0.586	0.594	0.065	0.050
	CRQ5	0.821	0.854	0.600	0.201	0.563	0.636	0.574	0.631	-0.021	-0.044
	CRQ6	0.819	0.889	0.629	0.205	0.621	0.674	0.603	0.602	0.050	0.026
	CRQ7	0.826	0.876	0.593	0.229	0.599	0.661	0.583	0.615	0.093	0.037
	CRQ8	0.819	0.847	0.589	0.182	0.602	0.658	0.585	0.577	-0.035	-0.062
	CRQ9	0.820	0.905	0.622	0.264	0.606	0.664	0.621	0.634	0.051	0.034
	CRQ10	0.793	0.854	0.582	0.238	0.575	0.657	0.574	0.594	-0.015	-0.021
	CRQ11	0.803	0.907	0.609	0.229	0.609	0.659	0.591	0.650	0.038	0.016
	CRQ12	0.799	0.858	0.574	0.195	0.589	0.692	0.620	0.606	-0.025	-0.041
	CRQ13	0.780	0.834	0.564	0.165	0.556	0.648	0.560	0.591	0.056	0.026
	CRQ14	0.817	0.823	0.575	0.182	0.560	0.634	0.566	0.574	0.013	-0.005

	CRQ15	0.843	0.889	0.620	0.213	0.594	0.674	0.596	0.621	0.024	-0.007
	CRQ16	0.822	0.850	0.584	0.186	0.562	0.663	0.583	0.601	0.061	0.050
IWOM	IWOM1	0.663	0.627	0.921	0.418	0.741	0.670	0.684	0.726	0.134	0.083
	IWOM2	0.628	0.608	0.880	0.395	0.706	0.667	0.661	0.704	0.056	-0.004
	IWOM3	0.657	0.641	0.924	0.341	0.686	0.672	0.668	0.684	0.046	0.007
PWOM	NWOM1	0.350	0.214	0.398	0.955	0.311	0.286	0.417	0.348	0.326	0.335
	NWOM2	0.343	0.220	0.393	0.904	0.323	0.302	0.408	0.359	0.324	0.330
	NWOM3	0.357	0.241	0.380	0.912	0.307	0.282	0.413	0.340	0.311	0.312
PI	PI1	0.598	0.568	0.741	0.351	0.846	0.612	0.634	0.635	0.070	0.054
	PI2	0.629	0.594	0.690	0.308	0.887	0.605	0.612	0.621	0.068	0.056
	PI3	0.645	0.608	0.679	0.318	0.908	0.604	0.588	0.618	0.062	0.054
	PI4	0.652	0.650	0.700	0.246	0.944	0.641	0.627	0.622	0.019	-0.000
PROM	PR1	0.625	0.622	0.638	0.291	0.622	0.818	0.846	0.632	0.022	-0.025
	PR2	0.650	0.646	0.618	0.273	0.600	0.838	0.849	0.610	-0.013	-0.019
	PR3	0.677	0.672	0.672	0.264	0.595	0.889	0.845	0.639	0.024	-0.000
	PR4	0.633	0.622	0.686	0.262	0.611	0.825	0.838	0.632	0.004	-0.018
	PR5	0.650	0.654	0.640	0.277	0.584	0.863	0.849	0.613	-0.036	-0.040
	PR6	0.672	0.673	0.652	0.296	0.589	0.886	0.810	0.627	0.004	0.005
	PR7	0.704	0.716	0.645	0.226	0.618	0.940	0.811	0.612	-0.019	-0.019
	PR8	0.707	0.700	0.652	0.288	0.622	0.920	0.855	0.631	0.010	0.012
	PR9	0.683	0.685	0.624	0.303	0.586	0.909	0.816	0.615	0.022	0.008
PREV	PV1	0.633	0.586	0.689	0.337	0.628	0.801	0.873	0.631	0.037	0.006
	PV2	0.550	0.494	0.600	0.445	0.575	0.734	0.753	0.572	0.087	0.062
	PV3	0.577	0.549	0.585	0.385	0.572	0.782	0.825	0.567	0.094	0.087
	PV4	0.563	0.532	0.621	0.383	0.546	0.783	0.773	0.528	0.015	0.014
	PV5	0.584	0.539	0.614	0.422	0.553	0.772	0.805	0.566	0.044	0.033
	PV6	0.609	0.584	0.617	0.377	0.598	0.828	0.856	0.613	0.057	0.078
	PV7	0.595	0.547	0.604	0.391	0.568	0.781	0.810	0.571	0.023	-0.005
	PV8	0.639	0.630	0.628	0.351	0.571	0.844	0.897	0.610	0.025	0.057
	PV9	0.681	0.670	0.641	0.323	0.589	0.874	0.964	0.610	0.075	0.048
	PWOM1	0.642	0.635	0.721	0.330	0.645	0.639	0.629	0.900	0.069	0.046

PWOM	PWOM1	0.642	0.635	0.721	0.330	0.645	0.639	0.629	0.900	0.069	0.046
	PWOM2	0.658	0.648	0.709	0.349	0.633	0.653	0.638	0.921	0.103	0.054
	PWOM3	0.661	0.650	0.698	0.358	0.630	0.656	0.642	0.924	0.128	0.096
SE	SE1	0.051	-0.012	0.113	0.308	0.081	0.005	0.046	0.147	0.669	0.728
	SE2	0.061	0.009	0.079	0.313	0.031	0.005	0.048	0.094	0.798	0.839
	SE3	0.075	0.029	0.054	0.284	0.048	-0.013	0.058	0.056	0.760	0.892
	SE5	0.088	0.067	0.060	0.289	0.049	0.012	0.053	0.089	0.777	0.886
ST	ST4	0.047	0.006	0.042	0.310	0.040	-0.007	0.046	0.066	0.771	0.897
	ST5	0.054	0.002	0.014	0.321	0.041	-0.014	0.044	0.062	0.783	0.891

Note: PI= Product Involvement, CI-CRR = CI with character reputation, CI-CPR = CI with capability reputation, PROM = Promotion regulatory focus, PREV = Prevention regulatory focus, PWOM = Positive word of mouth, NWOM = Negative word of mouth, IWOM = Influence of word of mouth, SE = Self-enhancement values, ST = Self-transcendence values

APPENDIX P

TESTING EFFECT OF CONTROL VARIABLES ON CONSTRUCTS OF THE CRI MODEL

Table P1. The Comparison of Participants' Scores for The Product Involvement

		PI
		Mean±SD(Med)
Gender	Male	5.33±1.49(5.75)
	Female	5.04±1.77(5.5)
t test		1.802
p value		0.072
Education	Primary	4.91±1.84(5.75)
	Secondary	4.99±1.86(6)
	High school	5.21±1.51(5.5)
	University	5.3±1.63(6)
	Master's/ PhD	5.06±1.42(5.25)
F test		0.710
p value		0.586
Income	<5500 TRY(1)	4.56±1.71(5)
	5500-9999 TRY (2)	5.31±1.54(6)
	10000-14999 TRY(3)	5.53±1.42(6)
	15000-19999 TRY (4)	5.12±1.78(6)
	>20000 TRY(5)	4.73±2.01(5)
	5-7 (4)	5.4±1.4(6)
	>7 (5)	4.16±1.84(3.63)
Social media usage frequency	Everyday(1)	5.26±1.66(6)
	Every 2-3 days (2)	5.00±1.69(5.5)
	Once in a week(3)	5.03±1.4(5.38)
	Once in 2-3 weeks(4)	4.48±1.37(5.13)
	Rarely(5)	5.80±1.11(6)
	I have no social media account(6)	3.92±1.77(3.75)
Kruskal Wallis H		18.935
p value		0.002*
Bonferroni		5>6

*p<0.05

Tablo P2. The Comparison of Participants' Scores for Corporate Reputation Involvement

		CRI
		Mean±SD(Med)
Gender	Male	3.94±0.86(4.13)
	Female	3.86±1.11(4.09)
t test		0.825
p value		0.410
Education	Primary	3.87±1.03(4.3)
	Secondary	3.74±1(4.04)
	High school	3.92±0.89(4.09)
	University	3.93±1.05(4.26)
	Master's/ PhD	4.08±0.88(4.22)
F test		0.813
p value		0.517
Income	<5500 TRY(1)	3.66±1.08(4)
	5500-9999 TRY (2)	4.04±0.91(4.26)
	10000-14999 TRY(3)	3.85±0.97(4.02)
	15000-19999 TRY (4)	3.94±1.03(4.39)
	>20000 TRY(5)	3.77±1.18(4.22)
F test		2.007
p value		0.093
Social media usage frequency	Everyday(1)	3.91±1.06(4.26)
	Every 2-3 days (2)	3.8±0.95(3.96)
	Once in a week(3)	3.8±0.7(3.87)
	Once in 2-3 weeks(4)	4.06±0.55(3.93)
	Rarely(5)	4.18±0.63(4.13)
	I have no social media account(6)	3.62±1.22(4.04)
Kruskal Wallis H		8.738
p value		0.120

*p<0.05

Table P3. The Comparison of Participants' Scores for Positive Word of Mouth

		PI
		Mean±SD(Med)
Gender	Male	5.34±1.62(6)
	Female	5.02±1.72(5.67)
t test		1.911
p value		0.057
Education	Primary	4.81±2.06(5.33)
	Secondary	5.04±1.83(6)
	High school	5.17±1.51(5.67)
	University	5.31±1.66(6)
	Master's/ PhD	5.07±1.59(5.33)
F test		0.767
p value		0.547
Income	<5500 TRY(1)	4.79±1.67(5.33)
	5500-9999 TRY (2)	5.37±1.57(6)
	10000-14999 TRY(3)	5.3±1.62(6)
	15000-19999 TRY (4)	5.06±1.51(5.33)
	>20000 TRY(5)	4.75±2.34(5.67)
F test		1.892
p value		0.116
Social media usage frequency	Everyday(1)	5.16±1.74(6)
	Every 2-3 days (2)	5.14±1.6(5.67)
	Once in a week(3)	5.15±1.37(5.33)
	Once in 2-3 weeks(4)	4.98±1.3(5.33)
	Rarely(5)	5.7±1.34(6)
	I have no social media account(6)	4.79±2.08(5.67)
Kruskal Wallis H		5.174
p value		0.395

*p<0,05

Table P4. The Comparison of Participants' Scores for The Negative Word of Mouth

		PI
		Mean±SD(Med)
Gender	Male	4.93±1.85(5.67)
	Female	3.99±2.07(4.33)
t test		4.948
p value		0.000*
Education	Primary	5.28±1.66(5.67)
	Secondary	5.06±1.64(5.67)
	High school	4.41±1.8(5)
	University	4.18±2.24(5)
	Master's/ PhD	4.54±1.86(5)
F test		4.212
p value		0.003*
Income	<5500 TRY(1)	4.21±1.81(4)
	5500-9999 TRY (2)	4.73±1.97(5.33)
	10000-14999 TRY(3)	4.74±1.9(5.33)
	15000-19999 TRY (4)	3.98±2.2(4.33)
	>20000 TRY(5)	3.4±2.29(2.33)
F test		4.655
p value		0.001*
Bonferroni		2>5
Social media usage frequency	Everyday(1)	4.29±2.19(5)
	Every 2-3 days (2)	4.67±1.73(5.33)
	Once in a week(3)	4.41±1.4(4.67)
	Once in 2-3 weeks(4)	4.64±1(5)
	Rarely(5)	5.56±1.24(5.67)
	I have no social media account(6)	4.67±1.97(5.33)
Kruskal Wallis H		9.836
p value		0.080

*p<0.05

Table P5. The Comparison of Participants' Scores for Word of Mouth Influence

		PI
		Mean±SD(Med)
Gender	Male	5.39±1.51(6)
	Female	5.06±1.65(5.67)
t test		2.145
p value		0.033*
Education	Primary	5.25±1.77(5.67)
	Secondary	4.81±1.9(5.67)
	High school	5.14±1.41(5.67)
	University	5.39±1.54(6)
	Master's/ PhD	5.34±1.4(5.33)
F test		1.827
p value		0.123
Income	<5500 TRY(1)	4.52±1.59(5)
	5500-9999 TRY (2)	5.42±1.5(5.83)
	10000-14999 TRY(3)	5.48±1.32(6)
	15000-19999 TRY (4)	4.97±1.8(4.67)
	>20000 TRY(5)	5.06±1.98(6)
F test		4.882
p value		0.002*
Bonferroni		1<2,3
Social media usage frequency	Everyday(1)	5.27±1.61(6)
	Every 2-3 days (2)	4.93±1.67(5.33)
	Once in a week(3)	5.17±1.26(5.33)
	Once in 2-3 weeks(4)	4.48±1.25(5.17)
	Rarely(5)	5.83±1.06(6)
	I have no social media account(6)	5±2.07(5.67)
Kruskal Wallis H		13.769
p value		0.017*
Bonferroni		5>4

*p<0.05

Table P6. The Comparison of Participants' Scores for Regulatory Focus

		PI
		Mean±SD(Med)
Gender	Male	5.32±1.43(5.72)
	Female	5.04±1.74(5.56)
t test		1.794
p value		0.074
Education	Primary	5.16±1.72(5.72)
	Secondary	5.1±1.7(5.72)
	High school	5.09±1.34(5.44)
	University	5.24±1.7(5.89)
	Master's/ PhD	5.28±1.44(5.56)
F test		0.221
p value		0.927
Income	<5500 TRY(1)	4.63±1.68(5.28)
	5500-9999 TRY (2)	5.33±1.6(5.78)
	10000-14999 TRY(3)	5.38±1.37(5.69)
	15000-19999 TRY (4)	5.24±1.57(6)
	>20000 TRY(5)	4.78±1.84(5.53)
F test		3.271
p value		0.012*
Bonferroni		2,3>1
Social media usage frequency	Everyday(1)	5.19±1.7(5.89)
	Every 2-3 days (2)	5.01±1.52(5.44)
	Once in a week(3)	5.14±1.28(5.39)
	Once in 2-3 weeks(4)	5.44±0.56(5.42)
	Rarely(5)	5.6±1.03(5.67)
	I have no social media account(6)	4.54±1.92(4.89)
Kruskal Wallis H		8.241
p value		0.143

*p<0.05

Table P7. The Comparison of Participants' Scores for Values Orientation

		PI
		Mean±SD(Med)
Gender	Male	3.40±1.29(2.94)
	Female	2.99±1.36(2.63)
t test		3.220
p value		0.001*
Education	Primary	3.86±1.33(4.25)
	Secondary	3.47±1.28(3.19)
	High school	2.82±1.27(2.59)
	University	3.1±1.35(2.56)
	Master's/ PhD	10.020
F test		0.000*
p value		2>4,5
Income	<5500 TRY(1)	3.35±1.39(3)
	5500-9999 TRY (2)	3.2±1.36(2.75)
	10000-14999 TRY(3)	3.19±1.31(2.88)
	15000-19999 TRY (4)	2.96±1.22(2.81)
	>20000 TRY(5)	3.26±1.38(2.84)
F test		0.556
p value		0.695
Social media usage frequency	Everyday(1)	2.98±1.3(2.75)
	Every 2-3 days (2)	3.67±1.36(3.94)
	Once in a week(3)	3.69±1.14(3.38)
	Once in 2-3 weeks(4)	3.48±1.07(3.19)
	Rarely(5)	3.76±1.43(4.56)
	I have no social media account(6)	3.31±1.26(2.56)
Kruskal Wallis H		22.756
p value		0.000*
Bonferroni		2>1

*p<0.05

APPENDIX Q

SUMMARY OF THE RESULTS OF HYPOTHESES

No.	Hypothesis	Result
1a	There is a positive impact of self-enhancement values on promotion RF.	Accepted
1b	The impact of self-enhancement values on promotion RF is higher than its impact on prevention RF	Rejected
2	There is a positive impact of self-enhancement values orientation on prevention RF.	Accepted
3	There is a negative impact of self-transcendence values orientation on promotion RF.	Accepted
4	There is a negative impact of self-transcendence values orientation on prevention RF.	Accepted
5a	There is a positive relationship between being a member of a generation (Gen X, Gen Y and Gen Z) and promotion focus regulation.	Partially accepted
5b	The impact of Gen Z and Gen Y on promotion RF is higher than its impact on prevention RF.	Partially accepted
6	There is a positive relationship between being a member of a generation (Gen X, Gen Y and Gen Z) and prevention focus regulation.	Partially accepted
7	Across white-goods purchase decision contexts, there is a positive relationship between promotion focus regulation and CRI for Capability Reputation, such that as the orientation of promotion focus regulation increases in an individual, his/her CRI level also increases.	Accepted
8	Across white-goods purchase decision contexts, there is a positive relationship between promotion focus regulation and CRI for Character Reputation, such that as the orientation of promotion focus regulation increases in an individual, his/her CRI level increases.	Accepted
9	Across white-goods purchase decision contexts, there is a negative relationship between prevention focus regulation and CRI for Capability Reputation, such that as the orientation of prevention focus regulation increases in an individual, his/her CRI level decreases.	Accepted
10	Across white-goods purchase decision contexts, there is a negative relationship between prevention focus regulation and CRI for Capability Reputation, such that as the orientation of prevention focus increases in an individual, his/her CRI level decreases.	Accepted
11	Across white-goods purchase decision contexts, there is a positive relationship between CRI for Capability Reputation and WOM influence. The individuals with higher CRI will have higher WOM influence.	Rejected
12	Across white-goods purchase decision contexts, there is a positive relationship between CRI for Character Reputation and WOM influence. The individuals with higher CRI will have higher WOM influence	Accepted

13	Across white-goods purchase decision contexts, there is a positive relationship between CI for Capability Reputation and NWOM intention.	Rejected
14	Across white-goods purchase decision contexts, there is a positive relationship between CI for Character Reputation and NWOM intention.	Accepted
15	Across white-goods purchase decision contexts, there is a positive relationship between CI for Capability Reputation and PWOM intention.	Rejected
16	Across white-goods purchase decision contexts, there is a positive relationship between CI for Character Reputation and PWOM intention.	Accepted
17a	Prevention RF has a positive effect on CI with Capability Reputation for consumers with high product involvement (vs. low).	Accepted
17b	Prevention RF has a positive effect on CI with Character Reputation for consumers with high product involvement (vs. low).	Accepted
17c	Promotion RF has a negative impact on CI with Capability Reputation for consumers with high product involvement (vs. low).	Accepted
17d	Promotion RF has a negative impact on CI with Character Reputation for consumers with high product involvement consumers (vs. low).	Accepted

APPENDIX R

RESEARCH QUESTIONS AND MAIN FINDINGS

Research Question	Related Theories	Hypotheses / Main Constructs under Scrutiny	Main Findings
RQ1: What is CRI? What are its underlying dimensions?	CI and CR Literature	<u>Purpose of Investigation</u> CRI Construct Generation (Inductive- No Hypothesis)	CRI construct is developed with two dimensions: (1) CI with Company's Capability Reputation (2) CI with Company's Character Reputation
RQ2: a. What are the motivational antecedent(s) of CRI? b. How do those antecedents impact the CRI of a consumer? What is the strength/level and direction of the relationship between them and CRI?	RFT	<u>Related Hypotheses:</u> H7, H8, H9, H10	<u>Result</u> All hypotheses are accepted. <u>Implications</u> (1) The significant direct impact of RF of an individual on CRI was confirmed. (2) Across purchase decision contexts, as promotion (prevention) RF increases in individual, the level of perceived importance and interest for the quality and performance characteristics of a company (i.e., skills, resources and capabilities) stemming from personal experiences and indirect experiences (CRI for Capability Reputation) as well as the level of perceived personal importance and interest for how a company would behave in relation to its values and its vision increases (CRI for Character Reputation) (decreases). (3) On contrary to the existing literature mainly studying the signaling role of CR in minimizing the negative outcomes related to the choice and/or decision such as perceived risks and negative emotions (prevention focus), the level of perceived importance and interest for CR of a company is heightened as the promotion RF orientation increases in individual.

Research Question	Related Theories	Hypotheses / Main Constructs under Scrutiny	Main Findings
RQ3: What are the antecedents of those motivational states? a. How do they impact the motivational states of an individual? What is the strength/level and direction of the relationship between them and the individual's motivational state?	RFT	<u>Related Hypotheses:</u> H1a, H1b, H2, H3, H4, H5a, H5b, H6	<u>Result</u> H1b is rejected. H1a, H2, H3, H4 are accepted. H5a, H5b, H6 are partially accepted. <u>Implications</u> (1) As RFT posits, both values orientation and age helps us to explain the RF orientation of an individual. (2) Age/ generation of the individuals is better predictor of the RF of an individual compared to values orientation. (3) No significant effect of being a member of Gen Z on promotion and prevention RF is found.
RQ4a: Is there a relationship between CRI and WOM? What is the strength/level and direction of the relationship between consumers' CRI and their WOM intention related to the companies? RQ4b: Does the impact of CRI on WOM intention differ by the valence of WOM? Does CRI impact PWOM and NWOM differently?	RFT	<u>Related Hypotheses:</u> H13, H14, H15, H16	<u>Result</u> H13, H15 are rejected H14, H16 are accepted <u>Implications</u> (1) CI with Company's Character Reputation was found to have positive significant impact on PWOM intention and NWOM intention. (2) The impact of CI with Company's Capability Reputation on NWOM is found as statistically insignificant. (3) CI with Company's Capability Reputation was found to have significant negative impact on PWOM intention of the consumers.
RQ4c: Is there a relationship between CRI and WOM influence? Does the CRI level of the individual affect the impact of WOM on their purchase decision? If yes, what is the strength/level and direction of the relationship between consumers' CRI and WOM influence (i.e., individuals as consumers of WOM)?		<u>Related Hypotheses:</u> H11, H12	<u>Result</u> H11 is rejected H12 is accepted <u>Implications</u> (1) CI with Company's Character Reputation was found to have positive significant impact on WOM influence. (2) The impact of CI with Company's Capability Reputation on WOM influence is found as statistically insignificant.

Research Question	Related Theories	Hypotheses / Main Constructs under Scrutiny	Main Findings
RQ5: Does product involvement moderate the relationship between CRI and consumers' motivational orientations? How does product involvement influence the relationships between them?	RFT	<u>Related Hypotheses:</u> H17a, H17b, H17c, H17d	<u>Result</u> All hypotheses are accepted. <u>Implications</u> A significant interaction and positive (negative) moderator effect of product involvement on the relationship between prevention RF (promotion RF) and CRI for Capability Reputation/CRI for Character Reputation was found. Prevention focused individuals with high product involvement are found to get more involved with CRI; whereas promotion focused individuals with high product involvement are found to get less involved with CRI.
RQ6: How do control variables impact the relationships between CRI, its antecedents and its outcomes?			<u>Result</u> No significant impact of gender, income, education and social media usage is found on overall of the model.
RQ7: Is there a difference in CRI levels between consumers who declared that they know and who declared that they do not know the company behind the product?			<u>Result</u> The participants with company knowledge have higher scores for CRI.
RQ8: What is the CRI level for choosing different product categories (i.e., clothing, food, house appliances, financial services, health services)? Does the CRI level differ by products with different attributes (i.e., credence, experience, search)?			<u>Result</u> In general, 52.4% of the respondents highly involve and 24.5 % very highly in involve with CR for their purchase decisions, whereas 18.6% of the respondents are neutral.

REFERENCES

- Aaker, D. A. (1994). Building a brand: The Saturn story. *California Management Review*, 36(2), 114-133.
- Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. *Journal of Marketing Research*, 36(1), 45-57.
- Aaker, J. L., & Lee, A. Y. (2001). "I" seek pleasures and "we" avoid pains: The role of self-regulatory goals in information processing and persuasion. *Journal of Consumer Research*, 28(1), 33-49.
- Aaker, J. L., & Lee, A. Y. (2006). Understanding regulatory fit. *Journal of Marketing Research*, 43(1), 15-19.
- Afthanorhan, W. M. A. B. W. (2013). A comparison of partial least square structural equation modeling (PLS-SEM) and covariance based structural equation modeling (CB-SEM) for confirmatory factor analysis. *International Journal of Engineering Science and Innovative Technology*, 2(5), 198-205.
- Agarwal, J., Malhotra, N. K., & Bolton, R. N. (2010). A cross-national and cross-cultural approach to global market segmentation: An application using consumers' perceived service quality. *Journal of International Marketing*, 18(3), 18-40.
- Agarwal, J., & Osiyevskyy, O. (2019). Does country really matter? Exploring the contextual effect of individual self-construal in reaping the relational benefits of customer-based reputation. *Global Aspects of Reputation and Strategic Management (Research in Global Strategic Management)*, 18, 95-125.
- Agarwal, J., Osiyevskyy, O., & Feldman, P. M. (2015). Corporate reputation measurement: Alternative factor structures, nomological validity, and organizational outcomes. *Journal Business Ethics*, 130, 485-506.
- Agarwal, J., Stackhouse, M., & Osiyevskyy, O. (2018). I love that company-look how ethical, prominent, and efficacious it is: A triadic organizational reputation (TOR) scale. *Journal of Business Ethics*, 153(3), 889-910.
- Ahluwalia, R., & Shiv, B. (1997). Special session summary the effects of negative information in the political and marketing arenas: Exceptions to the negativity effect. *Advances in Consumer Research*, 24(1), 222-223.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Akdeniz, B., Calantone, R. J., & Voorhees, C. M. (2013). Effectiveness of marketing cues on consumer perceptions of quality: The moderating roles of brand reputation and third party information. *Psychology & Marketing*, 30(1), 76-89.

- Alba, J. W., & Williams, E. F. (2013). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, 23(1), 2-18.
- Albassami, F., Alqahtani, S. S., & Saleh, M. A. (2015). Proposing a conceptual model of corporate reputation associated with relationship marketing and customer loyalty. *International Journal of Marketing Studies*, 7(6), 102-106.
- Aldlaigan, A. H., & Buttle, F. A. (2001). Consumer involvement in financial services: an empirical test of two measures. *International Journal of Bank Marketing*, 19(6), 232-245.
- Ali, I., Alvi, A. K., & Ali, R. R. (2012). Corporate reputation, consumer satisfaction and loyalty. *Romanian Review of Social Sciences*, 3, 13-23.
- Ali, R., Jin, Z., Wu, K., & Melewar, T. C. (2017). How does reputation win trust? A customer-based mediation analysis. *International Studies of Management & Organization*, 47(3), 220-239.
- Allen, M. W. (2002). Human values and product symbolism: Do consumers form product preference by comparing the human values symbolized by a product to the human values that they endorse? *Journal of Applied Social Psychology*, 32(12), 2475-2501.
- Allport, G. W. (1943). The ego in contemporary psychology. *Psychological Review*, 50(5), 451-478.
- Allsop, D. T., Bassett, B. R., & Hoskins, J. A. (2007). Word-of-mouth research: principles and applications. *Journal of Advertising Research*, 47(4), 398-411.
- Alvarez, M. D., Yarcan, S., & İnclmen, K. (2006, October 25-28). *Perceptions of culture tourists in Turkey: A historical perspective*. 24th EuroChrie Congress, Thessaloniki, Greece.
- American Marketing Association. (2017). Definition of marketing. Retrieved from <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Anderson, J. C., Narus, J. A., & van Rossum, W. (2006). Customer value propositions in business markets. *Harvard Business Review*, 84(3), 90-149.
- Andreassen, T. W., & Lindestad, B. (1998). The effect of corporate image in the formation of customer loyalty. *Journal of Service Research*, 1(1), 82-92.
- Andrews, J. C., Durvasula, S., & Akhter, S. H. (1990). A framework for conceptualizing and measuring the involvement construct in advertising research. *Journal of Advertising*, 19(4), 27-40.
- Antil, J. H. (1984). Conceptualization and operationalization of involvement. In: Kinnear, T.C. (ed.) *Advances in Consumer Research*, 21, 203-209.
- Antonides, G. & Asugman, G. (1995). The communication structure of consumer opinions. *European Advances in Consumer Research*, 2, 132-137.

- Ashforth, B., & Mael, F. (1989). Social identity theory and organization. *The Academy of Management Review*, 14, 20-39.
- Asugman, G. (1998). An evaluation of negative word-of-mouth research for new extensions. In B.G. Englis, & A. Olofsson (Eds.), *European advances in consumer research* (Vol.3, pp. 70-75). Association for Consumer Research.
- Atkinson, R., & Flint, J. (2001). Accessing hidden and hard-to-reach populations: Snowball research strategies. *Social Research Update*, 33(1), 1-4.
- Baack, D.W., & Singh, N. (2007). Culture and web communications. *Journal of Business Research*, 60(3), 181-188.
- Bach, S. B., & Kim, S. (2012). Online consumer complaint behaviors: The dynamics of service failures, 'consumers' word of mouth, and organization-consumer relationships. *International Journal of Strategic Communication*, 6(1), 59-76.
- Bagozzi, R. P., & Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Journal of the Academy of Marketing Science*, 40(1), 8-34.
- Baker, T. L., & Cronin, J. J., Jr., & Hopkins, C. D. (2009). The impact of involvement on key service relationships. *Journal of Services Marketing*, 23(2), 115-124.
- Balmer, J., & Gray, E. (2003). Corporate brands: What are they? What of them? *European Journal of Marketing*, 37(7-8), 972-997.
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38-45.
- Barclay, D., Higgins, C., & Thompson, R. (1995). The partial least squares (PLS) approach to casual modeling: Personal computer adoption and use as an Illustration. *Technology Studies*, 2(2), 285-309.
- Barnett, M. L., Jermier, J. M., & Lafferty, B. A. (2006). Corporate reputation: The definitional landscape. *Corporate Reputation Review*, 9(1), 26-38.
- Barnett, M. L., & Pollock, T. G. (2014). Building and maintaining a strong corporate reputation: A broad look at a core issue. *The European Financial Review*. London.
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Barsalou, L. W. (1983). Ad hoc categories. *Memory & Cognition*, 11(3), 211-227.
- Bartikowski, B., & Walsh, G. (2011). Investigating mediators between corporate reputation and customer citizenship behaviours. *Journal of Business Research*, 64(1), 39-44.

- Bartikowski, B., Walsh, G., & Beatty, S. E. (2011). Culture and relationship ages as moderators in the corporate reputation role and loyalty relationship. *Journal of Business Research*, 64, 966-972.
- Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), 122–145.
- Beneke, J., Chamberlain, V., Chohan, R., & Neethling, M. (2015). The effect of corporate reputation on retailer brand equity: A study of two South African grocery chains. *Journal of Business and Retail Management Research*, 9, 1-16.
- Berens, G., Van Riel, C. B., & Van Bruggen, G. H. (2005). Corporate associations and consumer product responses: The moderating role of corporate brand dominance. *Journal of Marketing*, 69(3), 35-48.
- Bettman, J. R., & Park, C. W. (1980). Effects of prior knowledge and experience and phase of the choice process on consumer decision processes: A protocol analysis. *Journal of Consumer Research*, 7(3), 234-248.
- Bhattacharya, C. B., Rao, H., & Glynn, M. A. (1995). Understanding the bond of identification: An investigation of its correlates among art museum members. *Journal of Marketing*, 59(4), 46–57.
- Biehal, G. J., & Sheinin, D. A. (2007). The influence of corporate messages on the product portfolio. *Journal of Marketing*, 71(2), 12-25.
- Bienstock, C. C., & Stafford, M. R. (2006). Measuring involvement with the service: A further investigation of scale validity and dimensionality. *Journal of Marketing Theory and Practice*, 14(3), 209-221.
- Bigné-Alcañiz, E., Currás-Pérez, R., & Sánchez-García, I. (2009). Brand credibility in cause-related marketing: The moderating role of consumer values. *Journal of Product & Brand Management*, 18(6), 437-447.
- Bitektine, A. (2011). Toward a theory of social judgments of organizations: The case of legitimacy, reputation, and status. *Academy of Management Review*, 36(1), 151-179.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior* (10th ed.). Singapore: Thomson South-Western.
- Bloch, P. H. (1981). An exploration into the scaling of consumers' involvement with a product class. In K. B. Monroe (Eds.), *Advances in consumer research* (8th ed., pp. 61-65). Ann Arbor MI: Association for Consumer Research.
- Bloch, P. H., & Richins, M. L. (1983). A theoretical model for the study of product importance perceptions. *Journal of Marketing*, 47(Summer), 69-81.
- Blodgett, J. G., Hill, D. J., & Tax, S. S. (1997). The effects of distributive, procedural, and interactional justice on postcomplaint behavior. *Journal of Retailing*, 73(2), 185-210.

- Boesen-Mariani, S., Gomez, P., & Gavard-Perret, M. L. (2010). Regulatory focus: A promising concept for marketing research. *Recherche et Applications en Marketing (English Edition)*, 25(1), 87-106.
- Bollen, K.A. (1989). *Structural Equations with Latent Variables*. Wiley, 514, New York.
- Bontis, N., Booker, L. D., & Serenko, A. (2007). The mediating effect of organizational reputation on customer loyalty and service recommendation in the banking industry. *Management Decision*, 45, 1426-1445.
- Boshoff, C. (2009). A psychometric assessment of an instrument to measure a service firm's customer-based corporate reputation. *South African Journal of Business Management*, 40(2), 35-44.
- Botti, S., & McGill, A. L. (2011). The locus of choice: Personal causality and satisfaction with hedonic and utilitarian decisions. *Journal of Consumer Research*, 37(6), 1065-1078.
- Boulstridge, E., & Carrigan, M. (2000). Do consumers really care about corporate responsibility? Highlighting the attitude-behaviour gap. *Journal of Communication Management*, 4(4), 355-368.
- Brammer, S., & Pavelin, S. (2006). Corporate reputation and social performance: The importance of fit. *Journal of Management Studies*, 43, 435-455.
- Brendl, C., Higgins, E., & Lemm, K. (1995). Sensitivity to varying gains and losses: The role of self-discrepancies and event framing. *Journal of Personality and Social Psychology*, 69(6), 1028-1051.
- Broderick, A. J. (2007). A cross-national study of the individual and national-cultural nomological network of consumer involvement. *Psychology & Marketing*, 24(4), 343-374.
- Broderick, A. J., & Mueller, R. D. (1999). A theoretical and empirical exegesis of the consumer involvement construct: The psychology of the food shopper. *Journal of Marketing Theory and Practice*, 7(4), 97-108.
- Brønn, C., & Brønn, P. S. (2005). Reputation and organizational efficiency: A data envelopment analysis study. *Corporate Reputation Review*, 8(1), 45-58.
- Brown, S.P. (1995). The moderating effects of insuppliers/outsuppliers status on organizational buyer attitudes. *Journal of the Academy of Marketing Science*, 23(3), 170-181.
- Brown, T. J., & Dacin, P. A. (1997). The company and the product: Corporate associations and consumer product responses. *Journal of Marketing*, 61, 68-84.
- Brown, T. J., Dacin, P. A., Pratt, M., & Whetten, D. (2006). Identity, intended image, construed image, and reputation: An interdisciplinary framework and suggested terminology. *Journal of the Academy of Marketing Science*, 34, 99-106.

- Brucks, M. (1985). The effects of product class knowledge on information search behavior. *Journal of Consumer Research*, 12(1), 1-16.
- Bruwer, J., & Buller, C. (2013). Product involvement, brand loyalty, and country-of-origin brand preferences of Japanese wine consumers. *Journal of Wine Research*, 24(1), 38-58.
- Bruwer, J., Burrows, N., Chaumont, S., Li, E., & Saliba, A. (2014). Consumer involvement and associated behaviour in the UK high-end retail offtrade wine market. *International Review of Retail, Distribution and Consumer Research*, 24(2), 145-165.
- Bruwer, J., Fong, M., & Saliba, A. (2013). Perceived risk, risk-reduction strategies (RRS) and consumption occasions: Roles in the wine consumer's purchase decision. *Asia Pacific Journal of Marketing and Logistics*, 25(3), 369-390.
- Bruwer, J., & Huang, J. (2012). Wine product involvement and consumers' BYOB behaviour in the South Australian on-premise market. *Asia Pacific Journal of Marketing and Logistics*, 24(3), 461-481.
- Burke, P. F., Dowling, G., & Wei, E. (2018). The relative impact of corporate reputation on consumer choice: Beyond a halo effect. *Journal of Marketing Management*, 34(13-14), 1227-1257.
- Burt, S., & Davies, K. (2010). From the retail brand to the retailer as a brand: Themes and issues in retail branding research. *International Journal of Retail and Distribution Management*, 38, 865-878.
- Calk, R., & Patrick, A. (2017). Millennials Through The Looking Glass: Workplace Motivating Factors. *The Journal of Business Inquiry*, 16(2), 131-139.
- Carson, D., Gilmore, A., Perry, C., & Grønhaug, K. (2001). Case-based research. In D. Carson, A. Gilmore, C. Perry, & K. Grønhaug (Eds.), *Qualitative market research* (pp. 92-112). London: Sage Publications.
- Caruana, A. (1997). Corporate reputation: Concept and measurement. *Journal of Product & Brand Management*, 6(2), 109-118.
- Caruana, A., & Ewing, M. T. (2010). How corporate reputation, quality, and value influence online loyalty. *Journal of Business Research*, 63(9-10), 1103-1110.
- Celuch, K. G., & Longfellow, T. A. (1992). Consumers' service involvement: An exploratory examination. *Psychological Reports*, 71(3), 959-970.
- Celsi, R. L., & Olson, J. C. (1988). The role of involvement in attention and comprehension processes. *Journal of Consumer Research*, 15(September), 210-224.
- Cesario, J., Grant, H., & Higgins, E. T. (2004). Regulatory fit and persuasion: transfer from "Feeling right." *Journal of Personality and Social Psychology*, 86(3), 388-404.

- Chang, K. C. (2013). How reputation creates loyalty in the restaurant sector. *International Journal of Contemporary Hospitality Management*, 25(4), 536-557.
- Charters, S., & Pettigrew, S. (2006). Product involvement and the evaluation of wine quality. *Qualitative Market Research: An International Journal*, 9(2), 181-193.
- Chen, C. C. M., Nguyen, B., Melewar, T. C., & Dennis, C. (2017). Investigating the uses of corporate reputation and its effects on brand segmentation, brand differentiation, and brand positioning: Evidence from the Taiwanese pharmaceutical industry. *International Studies of Management & Organization*, 47(3), 240-257.
- Chernev, A. (2004). Goal orientation and consumer preference for the status quo. *Journal of Consumer Research*, 31(3), 557-565.
- Cheung, G. W., & Rensvold, R. B. (2002). Evaluating goodness-of-fit indexes for testing measurement invariance. *Structural Equation Modeling: A Multidisciplinary Journal*, 9(2), 233-255.
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345-354.
- Chin, W. W., Cheah, J.-H., Liu, Y., Ting, H., Lim, X.-J., & Cham, T. H. (2020). Demystifying the role of causal-predictive modeling using partial least squares structural equation modeling in information systems research. *Industrial Management & Data Systems*, 120(12), 2161-2209.
- Chitturi, R., Raghunathan, R., & Mahajan, V. (2008). Delight by design: The role of hedonic versus utilitarian benefits. *Journal of Marketing*, 72(3), 48-63.
- Chun, R. (2005). Corporate reputation: Meaning and measurement. *International Journal of Management Reviews*, 7, 91-109.
- Churchill, G. A., Jr. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16(1), 64-73.
- Clark, K. R. (2017). Managing multiple generations in the workplace. *Radiologic Technology*, 88(4), 379-396.
- Cohen, J. (1988). *Statistical power analysis* (2nd ed.). Hillsdale, NJ: Erlbaum.
- Court, D., Elzinga, D., Mulder, S., & Vetvik, O. (2009). The consumer decision journey. *McKinsey Quarterly*, 1, 1-11.
- Cravens, K., Oliver, E. G., & Ramamoorti, S. (2003). The reputation index: Measuring and managing corporate reputation. *European Management Journal*, 21(2), 201-212.
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230-240.

- Crowe, E., & Higgins, E. T. (1997). Regulatory focus and strategic inclinations: Promotion and prevention in decision-making. *Organizational Behavior and Human Decision Processes*, 69(2), 117-132.
- Cui, W., & Ye, M. (2017). An introduction of regulatory focus theory and its recently related researches. *Psychology*, 8, 837-847.
- Currás-Pérez, R., Bigné-Alcañiz, E., & Alvarado-Herrera, A. (2009). The role of self-definitional principles in consumer identification with a socially responsible company. *Journal of Business Ethics*, 89(4), 547-564.
- Currás-Pérez, R., Dolz-Dolz, C., Miquel-Romero, M. J., & Sánchez-García, I. (2018). How social, environmental, and economic CSR affects consumer perceived value: Does perceived consumer effectiveness make a difference? *Corporate Social Responsibility and Environmental Management*, 25(5), 733-747.
- Darby, M. R., & Karni, E. (1973). Free competition and the optimal amount of fraud. *The Journal of Law & Economics*, 16(1), 67-88.
- Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173, 121092.
- Davies, G., Chun, R., Da Silva, R. V., & Roper, S. (2004). A corporate character scale to assess employee and customer views of organization reputation. *Corporate Reputation Review*, 7(2), 125-146.
- Davies, G., Chun, R., & Kamins, M. (2010). Reputation gaps and the performance of service organizations. *Strategic Management Journal*, 31, 530-546.
- Dawar, N., & Parker, P. (1994). Marketing universals: Consumers' use of brand name, price, physical appearance, and retailer reputation as signals of product quality. *Journal of Marketing*, 58(2), 81-95.
- Deegan, J. (1978). On the Occurrence of Standardized Regression Coefficients Greater Than One. *Educational and Psychological Measurement*, 38(4), 873-888.
- del Bosque, I. R., & San Martin, H. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, 35(2), 551-573.
- De Leaniz, P. M. G., & del Bosque, I. R. (2013). Intellectual capital and relational capital: The role of sustainability in developing corporate reputation. *Intangible Capital*, 9(1), 262-280.
- Dhar, R., & Wertenbroch, K. (2000). Consumer choice between hedonic and utilitarian goods. *Journal of Marketing Research*, 37, 60-71.
- Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61, 35-51.

- Dowling, G. (2006). How good corporate reputations create corporate value. *Corporate Reputation Review*, 9(2), 134-143.
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green products and corporate strategy: An empirical investigation. *Society and Business Review*, 1, 144-157.
- Dubois, D., Bonezzi, A., & De Angelis, M. (2016). Sharing with friends versus strangers: How interpersonal closeness influences word-of-mouth valence. *Journal of Marketing Research*, 53(5), 712-727.
- East, R., Hammond, K., & Lomax, W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. *International Journal of Research in Marketing*, 25(3), 215-224.
- East, R., Hammond, K., & Wright, M. (2007). The relative incidence of positive and negative word of mouth: A multi-category study. *International Journal of Research in Marketing*, 24(2), 175-184.
- East, R., Romaniuk, J., Chawdhary, R., & Uncles, M. (2017). The impact of word of mouth on intention to purchase currently used and other brands. *International Journal of Market Research*, 59(3), 321-334.
- East, R., Uncles, M. D., Romaniuk, J., & Lomax, W. (2016). Measuring the impact of positive and negative word of mouth: A reappraisal. *Australasian Marketing Journal (AMJ)*, 24(1), 54-58.
- East, R., Uncles, M. D., Romaniuk, J., & Riley, F. D. (2015). Factors associated with the production of word of mouth. *International Journal of Market Research*, 57(3), 439-458.
- Einwiller, S., & Will, M. (2002). Towards an integrated approach to corporate branding – an empirical study. *Corporate Communications: An International Journal*, 7(2), 100-109.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior* (Intl. ed.). Orlando, Florida: Dryden Press.
- Ezell, D. (2019). *Consumer well-being: A typology and examination of voluntary simplicity* (Doctoral dissertation, University of Mississippi). Retrieved from <https://egrove.olemiss.edu/cgi>
- Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*. Akron, Ohio: University of Akron Press.
- Feldman, J. M., & Lynch, J. G. (1988). Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior. *Journal of Applied Psychology*, 73(3), 421-435.

- Fellner, B., Holler, M., Kirchler, E., & Schabmann, A. (2007). Regulatory focus scale (RFS): Development of a scale to record dispositional regulatory focus. *Swiss Journal of Psychology*, 66(2), 109-116.
- Fishbein, M., & Ajzen, I. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, 82, 261-277.
- Fiske, S. T., & Taylor, S. E. (1991). *Social cognition*. New York: McGraw-Hill Book Company.
- Flynn, L. R., & Goldsmith, R. E. (1993). A causal model of consumer involvement: Replication and critique. *Journal of Social Behavior and Personality*, 8(6), 129-141.
- Fombrun, C. J. (1996). *Reputation: Realising the value from corporate image*. Boston, MA: Harvard Business School Press.
- Fombrun, C. J., Gardberg, N. A., & Sever, J. W. (2000). The Reputation Quotient: A multi-stakeholder measure of corporate reputation. *The Journal of Brand Management*, 7, 241-255.
- Fombrun, C. J., & Shanley, M. (1990). What's in a name: Reputation-building and Corporate Strategy. *Academy of Management Journal*, 33, 233-258.
- Fombrun, C. J., & Van Riel, C. (1997). The reputational landscape. *Corporate Reputation Review*, 1, 1-16.
- Forbes. (2017). Finding brand success in the digital world. Retrieved from <https://www.forbes.com/sites/forbesagencycouncil/2017/08/25/finding-brand-success-in-the-digital-world/>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Fortin, D., & Dholakia, R. (2005). Interactivity and vividness effects on social presence and involvement with a Web-based advertisement. *Journal of Business Research*, 58, 387-396.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343-373.
- Foxall, G. R., & Pallister, J. G. (1998). Measuring purchase decision involvement for financial services: comparison of the Zaichkowsky and Mittal scales. *International Journal of Bank Marketing*, 16(5), 180-194.
- Förster, J., Higgins, E. T., & Idson, L. C. (1998). Approach and avoidance strength during goal attainment: Regulatory focus and the "Goal looms larger" effect. *Journal of Personality and Social Psychology*, 75(5), 1115-1131.

- Freitas, A. L., Liberman, N., Salovey, P., & Higgins, E. T. (2002). When to begin? Regulatory focus and initiating goal pursuit. *Personality and Social Psychology Bulletin*, 28(1), 121-130.
- Fuglestad, P. T., Rothman, A. J., & Jeffery, R. W. (2008). Getting there and hanging on: The effect of regulatory focus on performance in smoking and weight loss interventions. *Health Psychology*, 27(3), 260-270.
- Gabbott, M., & Hogg, G. (1999). Consumer involvement in services: A replication and extension. *Journal of Business Research*, 46, 159-166.
- Gibson, D., Gonzales, J. L., & Castanon, J. (2006). The importance of reputation and the role of public relations. *Public Relations Quarterly*, 51(3), 15-18.
- Gilly, M. C., Graham, J. L., Wolfinbarger, M. F., & Yale, L. J. (1998). A dyadic study of interpersonal information search. *Journal of the Academy of Marketing Science*, 26(2), 83-100.
- Gino, F., & Margolis, J. D. (2011). Bringing ethics into focus: How regulatory focus and risk preferences influence (un)ethical behavior. *Organizational Behavior and Human Decision Processes*, 115(2), 145-156.
- Godes, D., & Mayzlin, D. (2004). Using online conversations to study word-of-mouth communication. *Marketing Science*, 23(4), 545-560.
- Goldsmith, R. E., & Horowitz, D. (2006). Measuring motivations for online opinion seeking. *Journal of Interactive Advertising*, 6(2), 2-14.
- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3), 43-54.
- Gordon, M., McKeage, K., & Fox, M. (1998). Relationship marketing effectiveness: The role of involvement. *Psychology and Marketing*, 15, 443-459.
- Gotsi, M., & Wilson, A. M. (2001). Corporate reputation: Seeking a definition. *Corporate Communications: An International Journal*, 6(1), 24-30.
- Graham, M. E., & Bansal, P. (2007). Consumers' willingness to pay for corporate reputation: The context of airline companies. *Corporate Reputation Review*, 10(3), 189-200.
- Grant, H., & Higgins, E. T. (2003). Optimism, promotion pride, and prevention pride as predictors of quality of life. *Personality and Social Psychology Bulletin*, 29(12), 1521-1532.
- Gray, E. R., & Balmer, J. M. T. (1998). Managing corporate image and corporate reputation. *Long Range Planning*, 31(5), 695-702.

- Gray, J. A. (1990). Brain systems that mediate both emotion and cognition. *Cognition and Emotion*, 4, 269–288.
- Gremler, D. D. (2004). The critical incident technique in service research. *Journal of Service Research*, 7(1), 65-89.
- Groenland, E. A. G. (2002). Qualitative research to validate the RQ dimensions. *Corporate Reputation Review*, 4(4), 308-315.
- Gruen, T., Osmonbekov, T., & Czaplewski, A. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, 59, 449-456.
- Grunig, J., & Hung, C. (2002). *The effect of relationships on reputation and reputation on relationships: A cognitive, behavioural study*. Paper presented at the PRSA Educator's Academy 5th Annual International Interdisciplinary Public Relations Research Conference, Miami, United States.
- Gürhan-Canli, Z., & Batra, R. (2004). When corporate image affects product evaluations: The moderating role of perceived risk. *Journal of Marketing Research*, 41(2), 197-205.
- Haaga, D. A., Friedman-Wheeler, D. G., McIntosh, E., & Ahrens, A. H. (2008). Assessment of individual differences in regulatory focus among cigarette smokers. *Journal of Psychopathology and Behavioral Assessment*, 30(3), 220-228.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate data analysis* (8th ed.). India: Cengage Learning EMEA.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Thousand Oaks: Sage.
- Hair, J. F., Matthews, L., Matthews, R., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: Updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1, 107-123.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
- Hall, R. (1992). The strategic analysis of intangible resources. *Strategic Management Journal*, 10(1), 22-37.
- Hamstra, M. R., Bolderdijk, J. W., & Veldstra, J. L. (2011). Everyday risk taking as a function of regulatory focus. *Journal of Research in Personality*, 45(1), 134-137.
- Han, C. M. (1990). Testing the role of country image in consumer choice behaviour. *European Journal of Marketing*, 24(6), 24-40.

- Hansen, H., Samuelsen, B. M., & Silseth, P. R. (2008). Customer perceived value in BtB service relationships: Investigating the importance of corporate reputation. *Industrial Marketing Management*, 37(2), 206-217.
- Harrison-Walker, L. J. (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60-75.
- Haws, K. L., Dholakia, U. M., & Bearden, W. O. (2010). An assessment of chronic regulatory focus measures. *Journal of Marketing Research*, 47(5), 967-982.
- Heckhausen, J. (1999). *Developmental regulation in adulthood: Age-normative and sociostructural constraints as adaptive challenges*. Cambridge, England: Cambridge University Press.
- Helm, S. (2005). Designing a formative measure for corporate reputation. *Corporate Reputation Review*, 8(2), 95-109.
- Helm, S. (2013). How corporate reputation affects customers' reactions to price increases. *Journal of Revenue and Pricing Management*, 12(5), 402-415.
- Henard, D. H., & Dacin, P. A. (2010). Reputation for product innovation: Its impact on consumers. *Journal of Product Innovation Management*, 27(3), 321-335.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38-52.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems*, 116, 2-20.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In R. R. Sinkovics & P. N. Ghauri (Eds.). *New challenges to international marketing (Advances in International Marketing)* (Vol. 20, pp. 277-319). Bingley, UK: Emerald Group Publishing Limited.
- Herzenstein, M., Posavac, S. S., & Brakus, J. J. (2007). Adoption of new and really new products: The effects of self-regulation systems and risk salience. *Journal of Marketing Research*, 44(2), 251-260.
- Hess, R. L. (2008). The impact of firm reputation and failure severity on customers' responses to service failures. *Journal of Services Marketing*, 22(5), 385-398.
- Higgins, E. T. (1997). Beyond pleasure and pain. *American Psychologist*, 52, 1280-1300.
- Higgins, E. T. (1998). Promotion and prevention: Regulatory focus as a motivational principle. *Advances in Experimental Social Psychology*, 30, 1-46.
- Higgins, E. T. (2002). How self-regulation creates distinct values: The case of promotion and prevention decision making. *Journal of Consumer Psychology*, 12(3), 177-191.

- Higgins, E. T., Friedman, R. S., Harlow, R. E., Idson, L. C., Ayduk, O. N., & Taylor, A. (2001). Achievement orientations from subjective histories of success: Promotion pride versus prevention pride. *European Journal of Social Psychology, 31*, 3–23.
- Higgins, E. T., Shah, J., & Friedman, R. (1997). Emotional responses to goal attainment: Strength of regulatory focus as moderator. *Journal of Personality and Social Psychology, 72*(3), 515–525.
- Higgins, E. T., & King, A. G. (1981). Accessibility of social constructs: Information processing consequences of individual and contextual variability. In N. Y. Cantor & J. F. Kihlstrom (Eds.), *Personality, cognition and social interaction* (pp. 69-121). Hillsdale, NJ: Erlbaum.
- Hofstede, G. (1980). Motivation, leadership, and organization: Do American theories apply abroad? *Organizational Dynamics, 9*(1), 42-63.
- Hofstede Insights (2022). *Country comparison*. Retrieved from <https://www.hofstede-insights.com/country-comparison/turkey>.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research, 9*(2), 132-140.
- Hooker, K., & Kaus, C. R. (1994). Health-related possible selves in young and middle adulthood. *Psychology and Aging, 9*(1), 126-133.
- Houston, M. J., & Rothschild, M. L. (1978). Conceptual and methodological perspectives on involvement. In S. C. Jain (Ed.), *Proceedings of the American Marketing Association*, Chicago, 6-9 August, 184-187.
- Hur, W. M., Kim, Y., & Park, K. (2013). Assessing the effects of perceived value and satisfaction on customer loyalty: A ‘Green’ perspective. *Corporate Social Responsibility and Environmental Management, 20*(3), 146-156.
- Iacobucci, D., & Churchill, G. (2018). *Marketing research: Methodological foundations* (12th ed.). Cincinnati, Ohio: South-Western College Pub.
- Idson, L. C., Liberman, N., & Higgins, E. T. (2000). Distinguishing gains from non-losses and losses from non-gains: A regulatory focus perspective on hedonic intensity. *Journal of Experimental Social Psychology, 36*(3), 252-274.
- Isaacson, J. I. (2017). *The effect of personal cultural orientations on consumer decision-making styles through consumer involvement* (Doctoral dissertation, University of Pretoria).
- Isaacson, J. I., Jordaan, Y., & Heerden, G. (2018). The relationship between individual-level culture and consumer decision-making styles through consumer involvement. *Journal of Retailing and Consumer Services, 41*, 112-120.

- Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1), 51-57.
- Jain, S., & Sharma, K. (2000). Product related antecedents of involvement: An empirical investigation. *The Journal for Decision Makers*, 25(1), 29-42.
- Jensen, M. J., & Hansen, T. (2006). An empirical examination of brand loyalty. *Journal of Product & Brand Management*, 15(7), 442-449.
- Jia, H., Wang, Y., Ge, L., Shi, G., & Yao, S. (2012). Asymmetric effects of regulatory focus on expected desirability and feasibility of embracing self-service technologies. *Psychology & Marketing*, 29(4), 209-225.
- Jiang, Z., Chan, J., Tan, B. C. Y., & Chua, W. S. (2010). Effects of interactivity on website involvement and purchase intention. *Journal of the Association for Information Systems*, 11(1), 34-59.
- Jinfeng, L., Runtian, J., & Qian, C. (2014). Antecedents of corporate reputation and customer citizenship behavior: Evidence from China. *International Business and Management*, 9(1), 128-132.
- Johnson, D., & Grayson, K. (2005). Cognitive and affective trust in service relationships. *Journal of Business Research*, 58(4), 500-507.
- Jöreskog, K. (1999). How large can a standardized coefficient be? Chicago: Scientific Software International. <http://www.statmodel.com/download/Joreskog.pdf>
- Jöreskog, K.G., & Sörbom, D. (1986). LISREL 6: Analysis of linear structural relationship by maximum likelihood and least square methods, Scientific Software International, Chicago.
- Jung, N. Y., & Seock, Y. K. (2016). The impact of corporate reputation on brand attitude and purchase intention. *Fashion and Textiles*, 3(1), 1-15.
- Kachersky, L., & Lerman, D. (2013). Bridging marketing's intentions and consumer perceptions. *Journal of Consumer Marketing*, 30(7), 544-552.
- Kapferer, J. N., & Laurent, G. (1993). Further evidence on the consumer involvement profile: Five antecedents of involvement. *Psychology and Marketing*, 10, 347 - 355.
- Kau, A. K., & Loh, E. W. Y. (2006). The effects of service recovery on consumer satisfaction: a comparison between complainants and non-complainants. *Journal of Services Marketing*, 20(2), 101-111.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Keller, P. A., Lee, A. Y., & Sternthal, B. (2004). Fitting construal to judgment: The compatibility effect of regulatory focus and level of construal. *Unpublished working paper, Kellogg School of Management, Northwestern University, Evanston, IL.*

- Kim, D.Y., Kim, S.B., & Kim, K.J. (2019). Building corporate reputation, overcoming consumer skepticism, and establishing trust: choosing the right message types and social causes in the restaurant industry. *Service Business*, 13(2), 363-388.
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), 144-156.
- Kircova, I., & Esen, E. (2018). The effect of corporate reputation on consumer behaviour and purchase intentions. *Management Research and Practice*, 10(4), 21-32.
- Kirmani, A., & Zhu, R. (2007). Vigilant against manipulation: The effect of regulatory focus on the use of persuasion knowledge. *Journal of Marketing Research*, 44(4), 688-701.
- Kline, R. B. (2012). Principles and practice of structural equation modeling, 3rd edition. The Guilford Press, 427, New York.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2009). *Marketing management*. Harlow: Pearson Education Limited.
- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. Thousand Oaks, CA: Sage Publications.
- Krugman, H. E. (1967). The measurement of advertising involvement. *Public Opinion Quarterly*, 30, 583-596.
- Kurman, J., & Hui, C. (2011). Promotion, prevention or both: Regulatory focus and culture revisited. *Online Readings in Psychology and Culture*, 5(3), 1-16.
- Kyle, G., Absher, J., Norman, W., Hammitt, W., & Jodice, L. (2007). A modified involvement scale. *Leisure Studies*, 26(4), 399-427.
- Lalwani, A. K., Shrum, L. J., & Chiu, C.Y. (2009). Motivated response styles: The role of cultural values, regulatory focus, and self-consciousness in socially desirable responding. *Journal of Personality and Social Psychology*, 96(4), 870-882.
- Laurent, G., & Kapferer, J. N. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, 22(1), 41-53.
- Lee, A. Y., Aaker, J. L., & Gardner, W. L. (2000). The pleasures and pains of distinct self-construals: The role of interdependence in regulatory focus. *Journal of Personality and Social Psychology*, 78(6), 1122-1134.
- Lee, K., & Shavitt, S. (2006). The use of cues depends on goals: Store reputation affects product judgments when social identity goals are salient. *Journal of Consumer Psychology*, 16(3), 260-271.
- Lee, S. H., Noh, S. E., & Kim, H. W. (2013). A mixed methods approach to electronic word-of-mouth in the open-market context. *International Journal of Information Management*, 33, 687-696.

- Lefkoff-Hagius, R., & Mason, C. H. (1993). Characteristic, beneficial, and image attributes in consumer judgments of similarity and preference. *Journal of Consumer Research*, 20, 100–110.
- Leutner, F. (2016). *Profiling consumers: The role of personal values in consumer preferences* (Doctoral thesis, University College London). Retrieved from <https://discovery.ucl.ac.uk/id/eprint/1529382>.
- Lewellyn, P. G. (2002). Corporate reputation: Focusing the Zeitgeist. *Business & Society*, 41(4), 446–455.
- Liberman, N., Idson, L. C., Camacho, C. J., & Higgins, E. T. (1999). Promotion and prevention choices between stability and change. *Journal of Personality and Social Psychology*, 77(6), 1135–1145.
- Lii, Y. S., & Lee, M. (2012). Doing right leads to doing well: When the type of CSR and reputation interact to affect consumer evaluations of the firm. *Journal of Business Ethics*, 105(1), 69–81.
- Lissitsa, S., & Kol, O. (2016). Generation X vs. Generation Y – A decade of online shopping. *Journal of Retailing and Consumer Services*, 31, 304–312.
- Lockwood, P., Chasteen, A. L., & Wong, C. (2005). Age and regulatory focus determine preferences for health-related role models. *Psychology and Aging*, 20(3), 376–389.
- Lockwood, P., Jordan, C. H., & Kunda, Z. (2002). Motivation by positive or negative role models: Regulatory focus determines who will best inspire us. *Journal of Personality and Social Psychology*, 83(4), 854–864.
- Loehlin, J. C., & Beaujean, A. A. (2017). *Latent variable models: An introduction to factor, path, and structural equation analysis*. Oxfordshire, England: Routledge.
- Loureiro, S. M. C., & Kastenholz, E. (2011). Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal. *International Journal of Hospitality Management*, 30, 575–583.
- Lovett, M. J., Peres, R., & Shachar, R. (2013). On Brands and Word of Mouth. *Journal of Marketing Research*, 50(4), 427–444.
- Lujun, S., Swanson, S., Chinchanchokchai, S., Hsu, M. K., & Chen, X. (2016). Reputation and intentions: The role of satisfaction, identification, and commitment. *Journal of Business Research*, 69(9), 3261–3269.
- Ma, Q., & Osiyevskyy, O. (2017). Maximizing the strategic value corporate reputation: A business model perspective. *Strategy & Leadership*, 45, 24–32.
- MacDonald, J. B., Saliba, A. J., & Bruwer, J. (2013). Wine choice and drivers of consumption explored in relation to generational cohorts and methodology. *Journal of Retailing and Consumer Services*, 20(3), 349–357.

- MacMillan, K., Money, K., Downing, S., & Hillenbrand, C. (2005). Reputation in relationships: Measuring experiences, emotions and behaviors. *Corporate Reputation Review*, 8, 214-232.
- Maden, C., Arikan, E., Telci, E. E., & Kantur, D. (2012). Linking corporate social responsibility to corporate reputation: A study on understanding behavioral consequences. *Social and Behavioral Science*, 58, 655-664.
- Manrai, L. A., Lascu, D. N., & Manrai, A. K. (1998). Interactive effects of country of origin and product category on product evaluations. *International Business Review*, 7, 591-615.
- Markman, A. B., & Brendl, C. M. (2000). The influence of goals on value and choice. In *Psychology of learning and motivation-advances in research and theory* (pp. 97-128). Cambridge, Massachusetts: Academic Press Inc.
- Markus, H., & Kitayama, S. (1991). Culture and the self: Implications for cognitions, emotion, and motivation. *Psychological Review*, 98(2), 224-253.
- Mascarenhas, O. A., Kesavan, R., & Bernacchi, M. (2006). Lasting customer loyalty: A total customer experience approach. *Journal of Consumer Marketing*, 23(7), 397-405.
- Mason, C. H., & Perreault, W. D. (1991). Collinearity, power, and interpretation of multiple regression analysis. *Journal of Marketing Research*, 28(3), 268-280.
- Maxham, J. G., & Netemeyer, R. G. (2002). A longitudinal study of complaining customers' evaluations of multiple service failures and recovery efforts. *Journal of Marketing*, 66(4), 57-71.
- McDonald, M., de Chernatony, L., & Harris, F. (2001). Corporate marketing and service brands: Moving beyond the fast-moving consumer goods model. *European Journal of Marketing*, 35(3/4), 335-352.
- McEnally, M., & De Chernatony, L. (1999). The Evolving Nature of Branding: Consumer and Managerial Considerations. *Academy of Marketing Science Review*, 2, 1-16.
- McMillan, S. J., Jang-Sun, H., & Guiohk, L. (2003). Effects of structural and perceptual factors on attitudes toward the Website. *Journal of Advertising Research*, 43(4), 400-409.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge, Massachusetts: The MIT Press.
- Michaelidou, N., & Dibb, S. (2006). Product involvement: An application in clothing. *Journal of Consumer Behaviour: An International Research Review*, 5(5), 442-453.
- Michaelidou, N., & Dibb, S. (2008). Consumer involvement: A new perspective. *The Marketing Review*, 8(1), 83-99.

- Michaelis, M., Woisetschlager, D. M., Backhaus, C., & Ahlert, D. (2008). The effects of country of origin and corporate reputation on initial trust: An experimental evaluation of the perception of Polish consumers. *International Marketing Review*, 25(4), 404-422.
- Milan, G. S., Eberle, L., & Bebber, S. (2015). Perceived value, reputation, trust, and switching costs as determinants of customer retention. *Journal of Relationship Marketing*, 14(2), 109-123.
- Minkiewicz, J., Evans, J., Bridson, K., & Mavondo, F. (2011). Corporate image in the leisure services sector. *Journal of Services Marketing*, 25(3), 190-201.
- Mishina, Y., Block, E. S., & Mannor, M. J. (2012). The path dependence of organizational reputation: How social judgment influences assessments of capability and character. *Strategic Management Journal*, 33(5), 459-477.
- Mittal, B., & Lee, M. (1989). A causal model of consumer involvement. *Journal of Economic Psychology*, 10, 363-389.
- Mittal, B., Ratchford, B. T., & Prabhakar, P. (1990). Functional and expressive attributes as determinants of brand attitude. *Research in Marketing*, 10, 135-155.
- Money, K., & Hillenbrand, C. (2006). Using reputation measurement to create value: An analysis and integration of existing measures. *Journal of General Management*, 32(1), 1-12.
- Money, K., Saraeva, A., Garnelo-Gomez, I., Pain, S., & Hillenbrand, C. (2017). Corporate reputation past and future: A review and integration of existing literature and a framework for future research. *Corporate Reputation Review*, 20(3-4), 193-211.
- Morgado, F. F. R., Meireles, J. F. F., Neves, C. M., Amaral, A. C. S., & Ferreira, M. E. C. (2018). Scale development: Ten main limitations and recommendations to improve future research practices. *Psychology: Research and Review*, 30(1), 1-20.
- Morgan, D. L. (1996). *Focus groups as qualitative research* (2nd ed.). Thousand Oaks, CA: Sage Publications.
- Mowle, E. N., Georgia, E. J., Doss, B. D., & Updegraff, J. A. (2014). Application of regulatory focus theory to search advertising. *The Journal of Consumer Marketing*, 31(6/7), 494-502.
- Nelson, P. (1970) Information and Consumer Behavior. *Journal of Political Economy*, 78, 311-329.
- Nelson, P. (1974). Advertising as information. *Journal of Political Economy*, 82(4), 729-754.
- Nguyen, N., & Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. *Journal of Retailing and Consumer Services*, 8, 227-236.

- Nguyen, O. D. Y., Lee, J. J., Ngo, L. V., & Quan, T. H. M. (2021). Impacts of crisis emotions on negative word-of-mouth and behavioural intention: Evidence from a milk crisis. *Journal of Product and Brand Management*, 31(4), 536-550.
- Nitzl, C. (2016). The use of partial least squares structural equation modelling (PLS-SEM) in management accounting research: Directions for future theory development. *Journal of Accounting Literature*, 37(C), 19-35.
- Novak, T., & Hoffman, D. (2009). The fit of thinking style and situation: New measures of situation-specific experiential and rational cognition. *Journal of Consumer Research*, 36, 56-72.
- Nowak, G. J., & Salmon, C. T. (1987). *Measuring involvement with social issues*. Washington, D.C.
- O'Cass, A. (2000). An assessment of consumers product, purchase decision, advertising and consumption involvement in fashion clothing. *Journal of Economic Psychology*, 21, 545-576.
- O'Cass, A. (2004). Fashion clothing consumption: Antecedents and consequences of fashion clothing involvement. *European Journal of Marketing*, 38, 869-882.
- Oliver, R. L., & DeSarbo, W. (1988). Response determinants in satisfaction judgments. *Journal of Consumer Research*, 14, 495-507.
- Olsen, S. O. (2007). Repurchase loyalty: The role of involvement and satisfaction. *Psychology & Marketing*, 24(4), 315-341.
- Page, G., & Fearn, H. (2005). Corporate reputation: What do consumers really care about?. *Journal of Advertising Research*, 45(3), 305-313.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
- Peloza, J., & Shang, J. (2011). How can corporate social responsibility activities create value for stakeholders? A systematic review. *Journal of the Academy of Marketing Science*, 39, 117-135.
- Pennington, G. L., & Roese, N. J. (2003). Regulatory focus and temporal distance. *Journal of Experimental Social Psychology*, 39(6), 563-576.
- Pentina, I., Bailey, A. A., & Zhang, L. (2018). Exploring effects of source similarity, message valence, and receiver regulatory focus on yelp review persuasiveness and purchase intentions. *Journal of Marketing Communications*, 24(2), 125-145.
- Perreault, W. D., Jr., & Leigh, L. E. (1989). Reliability of nominal data based on qualitative judgments. *Journal of Marketing Research*, 26(2), 135-148.

- Petty, R. E., & Cacioppo, J. T. (1984). The Effects of Involvement on Responses to Argument Quantity and Quality: Central and Peripheral Routes to Persuasion. *Journal of Personality and Social Psychology*, 46, 69-81.
- Petty, R. E., Cacioppo, J. T., & Goldman, R. (1981). Personal involvement as a determinant of argument-based persuasion. *Journal of Personality and Social Psychology*, 41(5), 847-855.
- Pham, M. T., & Chang, H. H. (2010). Regulatory focus, regulatory fit, and the search and consideration of choice alternatives. *Journal of Consumer Research*, 37(4), 626-640.
- Pham, M. T., & Higgins, E. T. (2005). Promotion and prevention in consumer decision-making: State of the art and theoretical propositions. In S. Ratneshwar & D. G. Mick (Eds.), *Inside consumption: Frontiers of research on consumer motives, goals, and desires* (pp. 9-43). London, UK: Routledge.
- Podsakoff, P.M., MacKenzie, S.B., Lee, J., & Podsakoff, N.P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *The Journal of Applied Psychology*, 88(5), 879-903.
- Ponzi, L. J., Fombrun, C. J., & Gardberg, N. A. (2011). RepTrak™ pulse: Conceptualizing and validating a short-form measure of corporate reputation. *Corporate Reputation Review*, 14(1), 15-35.
- Pool, A. K., Pool, M. K., & Taghipourian, M. J. (2016). Customer satisfaction through corporate reputation: The mediating role of perceived value. *International Journal of Humanities and Cultural Studies*, 3(2), 1424-1434.
- Purohit, D., & Srivastava, J. (2001). Effect of manufacturer reputation, retailer reputation, and product warranty on consumer judgments of product quality: A cue diagnosticity framework. *Journal of Consumer Psychology*, 10(3), 123-134.
- Quester, P., & Lim, A. L. (2003). Product involvement/brand loyalty: Is there a link? *Journal of Product and Brand Management*, 12(1), 22-38.
- Reuters (2022). Turkey's inflation hits 24-year high of 85.5% after rate cuts. Retrieved from <https://www.reuters.com/markets/asia/turkeys-inflation-hits-24-year-high-855-after-rate-cuts-2022-11-03/>
- Richter, N. F., Sinkovics, R. R., Ringle, C. M., & Schlägel, C. (2016). A critical look at the use of SEM in international business research. *International Marketing Review*, 33(3), 376-404.
- Rigdon, E. E., Sarstedt, M., & Ringle, C. M. (2017). On comparing results from CB-SEM and PLS-SEM: Five perspectives and five recommendations. *Marketing ZFP*, 39(3), 4-16.
- Rindova, V. P., Williamson, I. O., Petkova, A. P., & Sever, J. M. (2005). Being good or being known: An empirical examination of the dimensions, antecedents, and consequences of organizational reputation. *The Academy of Management Journal*, 48(6), 1033-1049.

- Ringle, C.M., Wende, S., & Becker, J.M. (2015). *SmartPLS 3*. SmartPLS GmbH, Boenningstedt.
- Roy, R. (2017). The effects of regulatory focus and mixed valence imagery and analytical attributes on product decisions. *Marketing Intelligence and Planning*, 35(3), 397-407.
- Roy, R. & Naidoo, V. (2017). The impact of regulatory focus and word of mouth valence on search and experience attribute evaluation. *European Journal of Marketing*, 51(7/8), 1353-1373.
- Rubik, F., Frankl, P., Pietroni, L., & Scheer, D. (2007). Eco-labelling and consumers: Towards a re-focus and integrated approaches. *International Journal of Innovation and Sustainable Development*, 2(2), 175-191.
- Ryff, C. (1991). Possible selves in adulthood and old age: A tale of shifting horizons. *Psychology and Aging*, 6(2), 286-295.
- Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016). Estimation issues with PLS and CBSEM: Where the bias lies! *Journal of Business Research*, 69(10), 3998-4010.
- Sasaki, H., & Hayashi, Y. (2015). Regulatory fit in framing strategy of parental persuasive messages to young children. *Journal of Applied Social Psychology*, 45, 253-262.
- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). Evaluating the Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness-of-Fit Measures. *Methods of Psychological Research Online*, 8(2), 23-74.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.). Upper Saddle River, New Jersey: Prentice Hall.
- Schiffman, L. G., Kanuk, L. L., & Hansen, H. (2012). *Consumer behavior- A European outlook*. Harlow: Pearson Education Limited.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (Vol. XI). England: Pearson Education Limited.
- Scholer, A. A., & Higgins, E. T. (2008). Distinguishing levels of approach and avoidance: An analysis using regulatory focus theory. In A. J. Elliot (Ed.), *Handbook of approach and avoidance motivation* (pp. 486-500). New York: Taylor & Francis.
- Schwaiger, M. (2004). Components and parameters of corporate reputation – An empirical study. *Schmalenbach Business Review*, 56(1), 46-71.
- Schwartz, S. H. (1994). Are there universal aspects in the structure and contents of human values? *Journal of Social Issues*, 50(4), 19-45.
- Schwartz, S. H. (2012). An overview of the Schwartz theory of basic values. *Online readings in Psychology and Culture*, 2(1).

- Schwartz, S. H. (2021). A Repository of Schwartz Value Scales with Instructions and an Introduction. *Online Readings in Psychology and Culture*, 2(2).
- Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225-243.
- Sen, S., & Lerman, D. (2007). Why are you telling me this? An examination into negative consumer reviews on the web. *Journal of Interactive Marketing*, 21(4), 76-94.
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80(2), 159-169.
- Sengupta, J., & Zhou, R. (2007). Understanding impulsive eaters' choice behaviors: The motivational influences of regulatory focus. *Journal of Marketing Research*, 44, 297-308.
- SgT Group (2017). Apparel brands that failed. Retrieved from <https://www.sgtgroup.net/textile-quality-management-blog/5-apparel-brands-that-failed>.
- Shaffer, T. R., & Sherrell, D. L. (1997). Consumer satisfaction with health care services: The influence of involvement. *Psychology & Marketing*, 14(3), 261-285.
- Shahsavari, A., & Faryabi, M. (2013). The effect of customer-based corporate reputation on customers' citizenship behaviors in banking industry. *Research Journal of Applied Sciences, Engineering and Technology*, 6(20), 3746-3755.
- Shamma, H. M. (2012). Toward a comprehensive understanding of corporate reputation: Concept, measurement and implications. *International Journal of Business and Management*, 7(16), 151-169.
- Shamma, H. M., & Hassan, S. S. (2009). Customer and non-customer perspectives for examining corporate reputation. *Journal of Product & Brand Management*, 18(5), 326-337.
- Sharma, P. (2010). Measuring personal cultural orientations: Scale development and validation. *Journal of the Academy of Marketing Science*, 38(6), 787-806.
- Sherif, M., & Cantril, H. (1947). *The psychology of ego-involvements: Social attitudes and identifications*. Hoboken, New Jersey: John Wiley & Sons.
- Shin, D., Song, J. H., & Biswas, A. (2014). Electronic word-of-mouth (eWOM) generation in new media platforms: The role of regulatory focus and collective dissonance. *Marketing Letters*, 25(2), 153-165.
- Shiv, B., & Fedorikhin, A. (1999). Heart and mind in conflict: The interplay of affect and cognition in consumer decision making. *Journal of Consumer Research*, 26, 278-292.

- Siltaoja, M. E. (2006). Value priorities as combining core factors between CSR and reputation—A qualitative study. *Journal of Business Ethics*, 68(1), 91-111.
- Sohaib, M., Akram, U., Hui, P., Rasool, H., Razzaq, Z., & Kaleem Khan, M. (2020). Electronic word-of-mouth generation and regulatory focus. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 23-45.
- Song, D., & Morton, C. R. (2016). The influence of regulatory focus on the effect of product cues. *Psychology & Marketing*, 33(11), 917-933.
- Song, J., & Qu, H. (2018). How does consumer regulatory focus impact perceived value and consumption emotions? *International Journal of Contemporary Hospitality Management*, 31(1), 285-308.
- Souiden, N., Kassim, N. M., & Hong, H. J. (2006). The effect of corporate branding dimensions on consumers' product evaluation: a cross-cultural analysis. *European Journal of Marketing*, 40(7/8), 825-845.
- Spencer, C. (2005). Relationships are reputation. *Strategic Communication Management*, 9(4), 9-9.
- Sperber, A. D., Devellis, R. F., & Boehlecke, B. (1994). Cross-cultural translation: Methodology and validation. *Journal of Cross-Cultural Psychology*, 25(4), 501-524.
- Srivoravilai, N., Melewar, T. C., Liu, M. J., & Yannopoulou, N. (2011). Value marketing through corporate reputation: An empirical investigation of Thai hospitals. *Journal of Marketing Management*, 27(3-4), 243-268.
- Stauss, B. (2000). Using new media for customer interaction: a challenge for relationship marketing. In T. Hennig-Thurau & U. Hansen (Eds.), *Relationship marketing* (pp. 233-253). Berlin, Heidelberg: Springer.
- Steenkamp, J. B. E. (2001). The role of national culture in international marketing research. *International Marketing Review*, 18(1), 30-44.
- Su, L., Hsu, M. K., & Boostrom, R. E., Jr. (2020). From recreation to responsibility: Increasing environmentally responsible behavior in tourism. *Journal of Business Research*, 109, 557-573.
- Sundaram, D. S., Mitra, K., & Webster, C. (1998). Word-of-mouth communications: A motivational analysis. *Advances In Consumer Research*, XXV(25), 527-531.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.
- Sweeney, J., Soutar, G., & Mazzarol, T. (2008). Factors influencing word-of-mouth effectiveness: Receiver perspectives. *European Journal of Marketing*, 42, 334-364.

- Sweeney, J., Soutar, G., & Mazzarol, T. (2014). Factors enhancing word-of-mouth influence: Positive and negative service-related messages. *European Journal of Marketing*, 48 (1/2), 336-359.
- Swoboda, B., Berg, B., Schramm-Klein, H., & Foscht, T. (2013). The importance of retail brand equity and store accessibility for store loyalty in local competition. *Journal of Retailing and Consumer Services*, 20(3), 251-262.
- Swoboda, B., Puchert, C., & Morschett, D. (2016). Explaining the differing effects of corporate reputation across nations: A multilevel analysis. *Journal of the Academy of Marketing Science*, 44(4), 454-473.
- Tax, S. S., Chandrashekar, M., & Christiansen, T. (1993). Word-of-mouth in consumer decision-making: An agenda for research. *The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 6, 74-80.
- Te'eni-Harari, T., & Hornik, J. (2010). Factors influencing product involvement among young consumers. *Journal of Consumer Marketing*, 27(6), 499-506.
- Terblanche, N. S. (2009). Customer experiences, interactions, relationships and corporate reputation: a conceptual approach. *Journal of General Management*, 35(1), 5-17.
- The Reptrak Company (2021). *Global RepTrak 2021*. Retrieved from <https://www.reptrak.com/rankings>.
- Triandis, H. C., & Suh, E. M. (2002). Cultural influences on personality. *Annual Review of Psychology*, 53(1), 133-160.
- Trusov, M., Bucklin, R., & Pauwels, K. (2008). Effects of word-of-mouth versus traditional marketing: Findings from an Internet social networking site. *Journal of Marketing*, 73(5), 90-102.
- Turkish Statistical Institute. (2019). *Hanehalkı tüketim harcaması*. Retrieved from <https://data.tuik.gov.tr/Bulten/Index?p=Hanehalki-Tuketim-Harcamasi-2019-33593>.
- Twenge, J. M., Campbell, S. M., Hoffman, B. J., & Lance, C. E. (2010). Generational differences in work values: Leisure and extrinsic values increasing, social and intrinsic values decreasing. *Journal of Management*, 36(5), 1117-1142.
- Varadarajan, P. R., & Yadav, M. S. (2002). Marketing strategy and the internet: An organizing framework. *Journal of the Academy of Marketing Science*, 30(4), 296-312.
- Varki, S., & Wong, S. (2003). Consumer involvement in relationship marketing of services. *Journal of Service Research*, 6(1), 83-91.
- Vaughn, L. A., Baumann, J., & Klemann, C. (2008). Openness to experience and regulatory focus: Evidence of motivation from fit. *Journal of Research in Personality*, 42(4), 886-894.

- Venter, E. (2017). Bridging the communication gap between Generation Y and the Baby Boomer generation. *International Journal of Adolescence and Youth*, 22(4), 497-507.
- Vieira, V., Santini, F. O., & Araujo, C. F. (2018). A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing*, 35(4), 426-437.
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of Marketing Research*, 40(3), 310-320.
- Voyer, P., & Ranaweera, C. (2015). The impact of word of mouth on service purchase decisions: Examining risk and the interaction of tie strength and involvement. *Journal of Service Theory and Practice*, 25(5), 636-656.
- Walker, K. A. (2010). A systematic review of the corporate reputation literature: Definition, measurement, and theory. *Corporate Reputation Review*, 12(4), 357-387.
- Walsh, G., Albrecht, A. K., Kunz, W., & Hofacker, C. F. (2016). Relationship between online retailers' reputation and product returns. *British Journal of Management*, 27(1), 3-20.
- Walsh, G., Bartikowski, B., & Beatty, S. E. (2014). Impacts of customer-based corporate reputation on non-monetary and monetary outcomes: The roles of commitment and service context risk. *British Journal of Management*, 25(2), 166-185.
- Walsh, G., & Beatty, S. E. (2007). Customer-based corporate reputation of a service firm: Scale development and validation. *Journal of the Academy of Marketing Science*, 35(1), 127-143.
- Walsh, G., Mitchell, V. W., Jackson, P. R., & Beatty, S. E. (2009). Examining the antecedents and consequences of corporate reputation: A customer perspective. *British Journal of Management*, 20, 187-203.
- Walsh, G., Schaarschmidt, M., & Ivens, S. (2017). Effects of customer-based corporate reputation on perceived risk and relational outcomes: Evidence from gender moderation in fashion retailing. *Journal of Product & Brand Management*, 26(3), 227-238.
- Wang, Y., Kandampully, J., Lo, H.P., & Shi, G. (2006). The Roles of Brand Equity and Corporate Reputation in CRM: A Chinese Study. *Corporate Reputation Review*, 9, 179-197.
- Wartick, S. L. (2002). Measuring corporate reputation: Definition and data. *Business & Society*, 41(4), 371-392.
- Weinberger, M. G., Allen, C. T., & Dillon, W. R. (1981). Negative information: Perspectives and research directions. In K. B. Monroe (Ed.), *NA - Advances in consumer research* (Vol. 8, pp. 398-404). Ann Arbor, MI: Association for Consumer Research.

- Weinberger, M. G., & Dillon, W. R. (1980). The effects of unfavorable product rating information. In J. C. Olson (Ed.), *NA - Advances in consumer research* (Vol. 7, pp. 528-532). Ann Arbor, MI: Association for Consumer Research.
- Weiss, A. M., Anderson, E., & MacInnis, D. J. (1999). Reputation management as a motivation for sales structure decisions. *Journal of Marketing*, 63(4), 74-89.
- Werth, L., & Foerster, J. (2007). How regulatory focus influences consumer behavior. *European Journal of Social Psychology*, 37(1), 33-51.
- Werts, C., Linn, R., & Jöreskog, K. (1974). Intraclass Reliability Estimates: Testing structural assumptions. *Educational and Psychological Measurement*, 34(1), 25-33.
- West, B., Hillenbrand, C., Money, K., Ghobadian, A., & Ireland, R. D. (2016). Exploring the impact of social axioms on firm reputation: A stakeholder perspective. *British Journal of Management*, 27(2), 249-270.
- Whetten, D. A., & Mackey, A. (2002). A social actor conception of organizational identity and its implications for the study of organizational reputation. *Business & Society*, 41(4), 393-414.
- Wong, I. A., Wan, Y. K. P., & Qi, S. (2015). Green events, value perceptions, and the role of consumer involvement in festival design and performance. *Journal of Sustainable Tourism*, 23(2), 294-315.
- Worsley, A., Wang, W. C., & Hunter, W. (2010). Baby boomers' food shopping habits. Relationships with demographics and personal values. *Appetite*, 55(3), 466-472.
- Wyer, R. S., Jr., Clore, G. L., & Isbell, L. M. (1999). Affect and information processing. *Advances in Experimental Social Psychology*, 31, 1-77.
- Yang, H. C., & Wang, Y. (2018). The influence of US media and country image on Chinese high school: Students' attitudes toward and intent. *Journal of China Marketing*, 6(2), 145-182.
- Yoon, Y., Gürhan-Canli, Z., & Bozok, B. (2006). Drawing inferences about others on the basis of corporate associations. *Journal of the Academy of Marketing Science*, 34(2), 167-173.
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12, 341-352.
- Zaichkowsky, J. L. (1986). Conceptualizing involvement. *Journal of Advertising*, 15(2), 4-34.
- Zaichkowsky, J. L. (1994). The personal involvement inventory: Reduction, revision, and application to advertising. *Journal of Advertising*, 23(4), 59-70.

- Zeithaml, V. A. (1981). How consumer evaluation processes differ between goods and services. In C. Lovelock (Ed.), *Service marketing* (pp. 191-199). Englewood Cliffs: Prentice Hall Inc.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zhou, R., & Pham, M. T. (2004). Promotion and prevention across mental accounts: When financial products dictate consumers' investment goals. *Journal of Consumer Research*, 31(1), 125-135.
- Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing*, 74(2), 133-148.
- Zhu, R., & Meyers-Levy, J. (2007). Exploring the cognitive mechanism that underlies regulatory focus effects. *Journal of Consumer Research*, 34(1), 89-96.
- Zimmer, M. R., & Golden, L. L. (1988). Impressions of retail stores: A content analysis of consumer. *Journal of Retailing*, 64(3), 265-293.