
THE EFFECT OF CORPORATE REPUTATION ON CONSUMER' RESPONSES BY APPLYING TO FOLLOWERS OF SPORTING EVENTS

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ABSTRACT

This research aims to find out the impact of the corporate reputation on consumer responses, and to measure the impact of the corporate reputation on the dimensions of consumer responses. A survey list was distributed to a sample of 384 individuals who followed the sporting events, and the number of investigations valid for analysis was 337. The research found a significant impact of the corporate reputation on consumer responses, and the presence of a significant impact on some dimensions of the corporate reputation on the dimensions of consumer responses.

Key words: Reputation, Consumer' responses, Event sponsorship

Cite this Article: Ahemd Ezzulddin Mohammed Sheet, The Effect of Corporate Reputation on Consumer' Responses by Applying to Followers of Sporting Events, *International Journal of Management*, 11(8), 2020, pp. 1804-1815.
<http://iaeme.com/Home/issue/IJM?Volume=11&Issue=8>

1. INTRODUCTION

The topic of corporate reputation has attracted significant interest from management scholars over the past two decades (Rindova et al. 2010). The administrators dealt with it as one of the critical factors for any corporate, as it works to create a continuous mental impression about the products or services provided by the Corporate (Yang, 2005).

Corporate's try to maintain their existing customers and attract new customers, and in order to achieve this goal, corporate's use the brand's reputation as playing a major role in creating a deep and strong relationship with consumers (Safa & Daraei, 2016).

On the other hand, studying consumer behavior and responses is considered one of the most important marketing activities in the corporate, because of the competition and the multiplicity of alternatives available to the consumer on the one hand, and the diversity of his needs and desires on the other hand, in a manner that imposes on the corporate the necessity of distinguishing in its products in line with the consumer and his financial capabilities, which It enables the corporate to grow and survive (Mazodier & Quester, 2013).

In this context, (Jagodic & Mateša, 2018) referred to the concept of event sponsorship as a commercial agreement for mutual benefit whereby a corporate or person (the sponsor)

provides financial or in-kind support in order to establish links with the event (the sponsored party) in exchange for the rights to promote this event.

Theoretical background and hypothesis development

1.1. Corporate Reputation

Shim and Yang, (2016) defined it in terms of the corporate's relationship with stakeholders as being aware of the corporate's actions and results that demonstrate its ability to provide better results for stakeholders so that the corporate's position is evaluated internally by employees and externally by stakeholders such as customers.

Almeida and Coelho (2017) also believes that the corporate's reputation reflects the level of credibility, reliability and merit that any corporate enjoys with its stakeholders.

Pritchard and Wilson (2018) defined corporate reputation as a collective assessment of a corporate's attractiveness to a particular group of stakeholders over other companies it competes with for resources. In what (Chung, et al., 2019) defined it as the stock of cognitive and social assets and the quality of the relationship between the corporate with the related parties that affect the corporate and its brand.

From the studies reviewed by the researcher, it was found that many studies such as (Walsh, et al., 2009; Gatti et al. , 2012; Shim & Yang, 2016; Chung, et al., 2019) dealt with four dimensions of the corporate's reputation: (Customer orientation, product and service quality, corporate prominence, vision and leadership), and this is what prompted the researcher to address them as follows:

Customer Orientation

Walsh, et al., (2009) indicates that customer orientation is the concern for the fulfillment of his needs and desires by the corporate. Efficient customer service requires listening to his needs and desires, as well as providing advice to him regarding his choices and then providing him with the necessary resources to make a rational decision, which leads to the formation of a customer-oriented culture (Shim & Yang, 2016).

In order to define the customer-oriented corporate, it is necessary to define the customer, who is the person who must be satisfied in order for the corporate to achieve its goals, and the customer is the person most vulnerable to change through the corporate's work. Every corporate has external customer as well as internal customers(employees), and the internal customer is every individual who gets compensation for the result of doing the work. If the internal customer does not get the equivalent of his effort, problems may occur and these problems may extend to the external customer (Chung, et al., 2019).

Product and Service Quality

When considering the concept of product quality, a distinction must be made between objective quality and perceived quality. The objective product quality corresponds to the actual technical excellence of the product. Perceived product quality refers to a customer's evaluation of a product's excellence or the superiority of a product over other products (Gatti et al., 2012).

Quality in a product or service does not mean what the seller offers but what the customer wants. It is worth noting that the corporate must be concerned with the quality and level of services it provides to its customers (Kolzow, 2012).Mahmoud, (2015) indicates that quality is the comparative advantage of evaluating the parties of interest to the corporate's ability to provide quality products and services.

Quality must begin and end with the customer, as the customer must be the body and soul of the corporate, and a corporate cannot achieve its qualitative progress if the customer is not its driving force (Almeida & Coelho, 2017). The parties with a common interest realize that the corporate is able to supply them with quality goods and services. Perceived quality can be affected by the signals the corporate sends when it creates a strategic choice for its resources and works to propagate it into providing products and services (Sarjana, et al., 2018).

Prominence

Prominence of the corporate expresses the state of public support and the level of perception related to the positive or negative behavior of the corporate in general, which is related to the evaluation of the corporate as an aggregate unit and not in relation to the output of some of what it produces to meet the needs of other parties, it is also considered a reaction of the parties dealing with the corporate (Lange, et al., 2011).

Burke, et al., (2011) pointed out that prominence indicates the belief that the corporate's performance is always at an excellent level, in addition to that the company is the best competitor in the market. (Mahmoud, 2015) explained that the corporate's prominence reflects the social interest in the pivotal role of the corporate in the market. The prominence earned must be equal to or greater than the resources the corporate allocates to the event (Hino & Takeda, 2016).

Almeida & Coelho (2017) explained that prominence refers to awareness of the corporate and continuous knowledge of it, and this indicates the level of trust that determines the corporate's behavior in the future. prominence is affected by the decisions of other parties such as middlemen and the position the corporate occupies vis-à-vis other corporate's (Sarjana, et al., 2018).

Vision and Leadership

A study (Walsh, et al., 2009) showed that vision and leadership is the perception of the customer by giving him good attention from management and employees. The top management formulates the vision for the corporate, by assessing the environment, in order to determine the corporate's growth opportunities (Ali, 2011). Shim and Yang (2016) pointed out that leadership is the way in which a manager performs major operations and deals well with personal relationships with stakeholders.

Also (Chung, et al., 2019) indicated that the vision is the desired situation and it is an essential component of the leadership process of the management, as it tries to reach the desired future.

1.2. Consumer Responses

Gattl, et al., (2012) shows that a consumer's response to repeatedly purchasing a product is affected by consumer satisfaction resulting from using the product during purchase and after purchase. Also (Papadimitriou, et al., 2016) showed that sponsorship awareness is the initial stage of continuous fan responses that can lead to actual purchase and purchase intentions. Biscaia, et al., (2017) defined it as expressing the personal characteristics that drive the consumer to make a decision to buy a specific product.

The study (Pritchard & Wilson, 2018) divided the impact levels of the consumer response to care into three components: the cognitive component, the emotional component, and the behavioral component. Knowledge of the mark also influences consumer response to marketing activities that link the mark to an event sponsored (Lili, 2017).

Among the studies reviewed by the researcher, it was found that many studies such as (Buil, et al., 2013; Li, et al., 2017; Mishra, 2018; Yen & Yang, 2018) dealt with consumer

responses through three dimensions: (Purchase intentions, Attitude, and Awareness of the corporate's brand), and this is what prompted the researcher to address it as follows:

Purchase Intentions

Eddy (2013) study deals with the concept of purchase intentions as the plans that consumers put in place to buy the product and evaluate the benefit resulting from buying it. In this context, Lu, et al., (2015) indicated that the intention is a state of mind that reflects the buyer's plan to purchase a specific product during a certain period.

Gilal, et al., (2018) showed that individuals with strong behavioral intentions are likely to be motivated to perform the behavior and make an effort to achieve their goals.

Attitude

Eddy, (2013) indicates that the trend is the result that is achieved after a period of the general evaluation process for the mark, and it expresses the tendencies and feelings that are formed towards it. Also, Demirel, (2014) indicated that a trend is a stable tendency to respond in a consistent way to certain things, situations, individuals, or certain elements.

In this context, Jung and Seock, (2016) indicated that the trend is to evaluate the customer with his feelings formed about a product or service, and trends can be used to measure the extent of the transition from loving the mark to favoring it. Attitudes toward the brand represent the affective component, and this component forms the basis for the formation of acceptable behaviors and attitudes toward the product. Enhancing customer orientation towards the brand is one of the goals of the sponsoring corporate's(Jalonen, et al., 2018).

Awareness of the Corporate's Brand

Moiescu, (2009) indicates that brand awareness is the positive or negative knowledge of a customer about a particular corporate, and therefore it is a vital component in making a purchase decision. Brand awareness leads to positive word, as a highly aware customer advises other people to engage with the brand(Johansson, 2010).According to (Buil, et al., 2013) beliefs are a type of information that includes the customer's knowledge of the product.

The researcher conducted a pilot study on a facilitated sample of 40 individual followers of sporting events aimed at knowing the level of consumers 'perception of both corporate reputation and consumer responses. The study revealed a decrease in the level of consumer responses, and the role of the corporate's reputation in influencing consumer response was not clear. In light of the results of the exploratory study, the researcher can formulate the research problem in: The low level of both the corporate's reputation and the consumer responses of the surveyed sample.

This study therefore sought to examine the effect of corporate reputation on consumer' responses by applying to followers of sporting events. The following specific objectives were established:

- 1- Determine the nature of the relationship between the corporate reputation and consumer responses to products.
- 2- Study the nature of the impact of corporate reputation and its dimensions on the consumers' purchase intentions.
- 3- Measuring the impact of the corporate reputation and its dimensions on consumers' attitudes.
- 4- Measuring the impact of the corporate reputation and its dimensions on consumers' awareness.

2. HYPOTHESIS DEVELOPMENT

The following sections provide reasoning for set forth hypothesis development. There are numerous studies linking corporate reputation with the variables consumer responses.

The effect of corporate reputation on consumer responses

The study (Kang & Yang, 2010) focused on examining the effect of reputation' country of origin on the formation of consumer attitudes and intentions to buy the products of this country. The study found that corporate reputation directly affects consumer attitudes to the product and the intention to buy it.

The study (Gatti, et al., 2012) found an impact of corporate reputation and social responsibility on purchase intentions, as the more the corporate's reputation positively, the higher the buy's intention among consumers. The study also found an effect of perceived quality on consumers' intent to purchase the sponsor's products, and this effect was increased when the corporate's strong reputation was mediated.

Meanwhile, Ghalandri's study (2013) indicated that there is an influence on the part of perceived fairness on the part of the corporate on post-purchase intentions and this effect increased when the reputation of the corporate was mediated. Also, there was an impact of corporate reputation on post-purchase intentions, directly and indirectly, by mediating post-purchase satisfaction.

The study (Jung & Seock, 2016) found that there is a significant influence of brand awareness and perceived quality on attitude towards the brand and intent to buy. The study found that there was a negative reputation effect on the decrease in consumers' intent to buy the corporate's products with a lower reputation, as well as a decrease in the attitude towards its brand. Based on the above, the research hypotheses can be formulated as follows:

- 1- There is a significant effect of corporate reputation on consumer responses.
- 2- There is a significant effect of the dimensions' corporate reputation on the purchase intentions.
- 3- There is a significant effect of the dimensions' corporate reputation on the attitude.
- 4- There is a significant effect of the dimensions' corporate reputation on the awareness of the brand.

3. METHODOLOGY

3.1. Population and Sample

The research population is composed of those who follow the matches of the Iraqi Football Premier League season 2019/2020, before it was canceled due to the spread of Coronavirus (COVID-19). The researcher took a regular random sample of 384 of the event's followers (Saunders, et al., 2009, p. 219). It was valid for analysis, including 337 survey.

3.2. Data Collection Procedure

In the study we used a survey research method to investigate effect corporate reputation on consumer responses. Choosing a survey data collection supports the quality of data gathering for a purpose of research. The statements assessed by using Likert scale of five points scale ranging from 5" completely agree" to 1" completely disagree". Confidentiality and the rights of withdrawal were observed.

3.3. Measurement

1- The independent variable: Corporate Reputation

It was measured using a scale (Walsh, et al., 2009; Burke, et al., 2011), and it consists of four dimensions: customer orientation, product and service quality, vision and leadership, and prominence.

2- The dependent variable: Consumer Responses

It was measured using a scale (Kang & Yang, 2010; Li, et al., 2017). It has three dimensions: purchase intention, attitude and brand awareness.

3.4. Validity and Reliability

The researcher used Cronbach's Alpha to test the reliability of measures of all variables (the corporate reputation and it's dimensions, and consumer responses and it's dimensions).

Table 1 Reliability Analysis

Variable	Cronbach's alpha
customer orientation	0.873
product and service quality	0.862
vision and leadership	0.756
prominence	0.859
corporate reputation	0.944
purchase intention	0.882
attitude	0.859
brand awareness	0.891
consumer responses	0.953

The analysis in table 1 suggests that the Cronbach's alpha values for all the study variables (dependent and independent) exceeded 0.7 thresholds. This indicates that the instruments employed were reliable enough to conduct the study and to make a conclusion.

4. RESULTS AND DISCUSSION

The research used mean and standard deviation to summarize data collected. Simple regression, and multiple correlation coefficient were also adopted to assess the effects between the variables.

4.1. Descriptive analysis of corporate reputation, consumer responses, and their sub-dimensions

Table 2 shows means and standard deviations of corporate reputation and it's dimensions, consumer responses and it's dimensions, as follows:

Table 2 Means and standard deviations of the research variables

Variable	Means	Standard deviations
customer orientation	3.443	1.017
product and service quality	3.717	0.947
vision and leadership	3.198	0.951
prominence	3.651	1.122
corporate reputation	3.502	0.921
purchase intention	3.284	1.058
attitude	3.214	1.043
brand awareness	3.179	1.157
consumer responses	3.226	1.027

It is clear from Table 2 that mean of corporate reputation reached 3.502, which means that the concept of corporate reputation is available among those watching the Iraqi Premier League matches with a medium degree. It is also clear from the table that means of dimensions' corporate reputation fall between (3.198) to (3.717). The product and service quality got the highest average and it was 3,717, while the vision and leadership got the lowest value, reaching 3,198, while prominence and customer orientation got 3,651 and 3,443, respectively, and this reflects the availability of the dimensions of corporate reputation among those watching the Iraqi Premier League matches with a degree greater than mean.

It is also evident from the table that mean of consumer responses as a whole reached 3.226, which means the availability of the concept of responses among the followers of the Iraqi Premier League matches with a medium degree, and it was also clear from the table that dimensions of the consumer responses recorded high means, so the purchase intentions got the highest mean and it was 3.284, while the attitude reached 3.214, awareness got 3.179. From the above, the convergence of the concepts means that refer to the responses of the vocabulary of the research to the marks of the sponsoring companies that they deal with in terms of purchase intentions, attitude and awareness of the brand, confirms the consistency of those concepts as dimensions expressing the responses that the sample's vocabulary may show towards the sign of corporate sponsoring.

4.2. Hypotheses Testing

1. This part discusses the results of the statistical analysis related to determine the type of relationship between corporate reputation and consumer responses, as follows:

Table 3 Results of a simple regression analysis of the impact of corporate reputation on consumer responses

Independent	β	F	Sig.	R ²
corporate reputation	0.734	875.031	0.000	0.361

Table 3 data indicate that the regression model was significant, as the value of F (875.031) was significant at the level of 1% of significance. The value of R² was (0.361), which means that corporate reputation explains 36.1% of the changes that occur in consumer responses, and the remaining 63.9% is due to the influence of other factors that did not appear in the model.

2. The effects of corporate reputation dimensions on purchase intentions.

Table 4 Results of multiple correlation analysis of the effect of corporate reputation dimensions on purchase intentions

Dependent variable	Independent variable	Beta	R	R ²
purchase intentions	customer orientation	0.188*	0.694	0.481
	product and service quality	0.193*	0.738	0.544
	vision and leadership	0.088	0.568	0.322
	prominence	0.566*	0.663	0.439
multiple correlation coefficient for model (R)				0.699
(R ²)				0.489
F				414.719
Sig.				0.000

Table 4 data indicate that the calculated F value of the model reached (414.719), and the significant value reached (0.000), which means high morale of the model, and from the model it becomes clear that there is a significant effects of corporate reputation dimensions on purchase intentions. Also, the value of R² for the model reached (0.489), which indicates that

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the dimensions of reputation explain (48.9%) of the change that occurs in the dependent variable purchase intentions. The model also excludes vision and leadership from the corporate reputation dimensions from influencing purchase intentions because it does not have a moral effect.

3. The effects of corporate reputation dimensions on attitude.

Table 5 Results of multiple correlation analysis of the effect of corporate reputation dimensions on attitude

Dependent variable	Independent variable	Beta	R	R ²
attitude	customer orientation	0.069	0.530	0.280
	product and service quality	0.177*	0.683	0.466
	vision and leadership	0.047	0.434	0.188
	prominence	0.698*	0.622	0.386
multiple correlation coefficient for model (R)				0.673
(R ²)				0.454
F				521.016
Sig.				0.000

It became clear that the calculated F value of the model reached (521.016), and the significant value reached (0.000), which means high morale of the model, and from the model it becomes clear that there is a significant effect of the dimensions of the reputation on attitude. It also became clear that the value of R² for the model reached (0.454), which indicates that the dimensions of the reputation explain (45.4%) of the change that occurs in the dependent variable attitude. The model excludes two dimensions of corporate reputation, namely vision, leadership, and customer orientation from influencing attitude because they are not significantly influencing.

4. The effects of corporate reputation dimensions on awareness of the brand.

Table 6 Results of multiple correlation analysis of the effect of corporate reputation dimensions on awareness of the brand

Dependent variable	Independent variable	Beta	R	R ²
awareness of the brand	customer orientation	0.030	0.680	0.462
	product and service quality	0.287*	0.672	0.451
	vision and leadership	0.092	0.501	0.251
	prominence	0.649*	0.493	0.243
multiple correlation coefficient for model (R)				0.597
(R ²)				0.357
F				319.487
Sig.				0.000

It became clear that the value of F calculated for the model reached (319.487), and the significant value reached (0.000), which means a high morale of the model, and from the model it becomes clear that there is a significant effects of the dimensions of the reputation on awareness of the brand. It also became clear that the R² value of the model reached (0.357), indicating that corporate reputation dimensions explain (35.7%) of the change that occurs in the dependent variable awareness of the brand. The model excluded two dimensions of the corporate reputation vision, leadership and customer orientation from influencing brand awareness because they were not significantly influencing.

5. CONCLUSIONS

The purpose of this research was to find out the effect of the corporate reputation on consumer responses. Accordingly, the results demonstrated that there is a positive relationship between the corporate reputation and consumer responses. That is, the more effective the corporate reputation, the more effective consumer responses, and therefore the hypothesis can be accepted. This result is in agreement with the study (Jung & Seock, 2016), where the study found that there is a significant effect of brand awareness and perceived quality on attitude towards the brand and purchase intention. The study found that there was a negative reputation effect on the decreased intention to buy. The researcher concludes from this result that the more the sponsoring company enjoys a stronger reputation, the more the audience will be more responsive to its products. The researcher also attributes the positive moral effect of the corporate reputation on consumers' responses to the company's interest in providing all consumers desires and dealing with them with appreciation and respect, providing products at a reasonable price and appropriate quality, and their products in general in the market, which ultimately leads to an increase purchase intentions for the products of this corporate and awareness of all its products.

It was also found that most dimensions of the corporate reputation have an effect on purchase intentions. This result is agreement with the study (Gatti, et al., 2012), where the study found an impact of corporate reputation and its social responsibility on intention to buy, as the higher the reputation of the company positively, the higher the intention of buying among consumers. The study also found an effect of perceived quality on consumers' intent to purchase the sponsor's products, and this effect was increased when the company's strong reputation was mediated. The researcher concludes from this result that the public has a constant willingness and endeavor to buy the products of the sponsoring company with a good reputation, which provides suitable products at a reasonable price and also has a wide reputation compared to competitors, so the public tends to buy the product of this company and will also seek to repeat the purchase process.

Most of the corporate reputation dimensions have an effects on attitude. This result was agreement with the study (Kang & Yang, 2010), where the study showed that the country's reputation has an impact on attitude of the product of this country. The researcher concludes from this result that the public has its attitudes about the company and its convictions are also affected by the products of this company by providing products that suit their interests as well as the excellence of the company's product in the market compared to other products. It is also important that the event activates positive feelings instead of activating negative feelings. To increase the positive attitude of the event towards the sponsoring company.

Brand awareness, product and service quality, has also been shown to have an impact on brand awareness. The researcher concludes from this result that the public is aware of the company's brand, its products and services, and accepts to buy it when the company is interested in providing the product with the right quality and price, as well as the company's enjoyment of prominence compared to competitors, which helps spread the products of this company.

This study recommends that for firms to building trust and understanding with stakeholders by trying to create a dialogue with the audience about their experiences in owning the product, and making a connection in the minds of the audience with the high quality and uniqueness of sponsoring the event that this audience is watching. Also, the establishment of a department to manage social activities in companies that do not have this department. And create rewards programs for the public who deal with the company constantly so that their loyalty increases.

Firms should also enhance audience response by paying attention to providing services at competitive prices. Also, raising the level of quality in a way that exceeds the competing brands and providing distinguished services after sales . And conduct surveys on customer behavior on a regular basis. Finally, firms should linking the product to a famous event, a club that achieves championships or a famous player.

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