

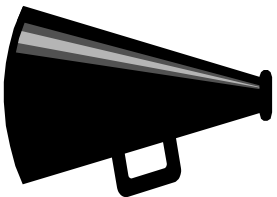
Corporate Interaction: Corporate Associations and their affect on Product Evaluations



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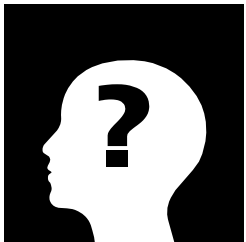
Introduction

- Purpose of presentation
 - Background to study
 - What I did
 - What I found out
 - What it means
- Who I am
 - MA graduate/marketing professional
 - Marketing communications emphasis



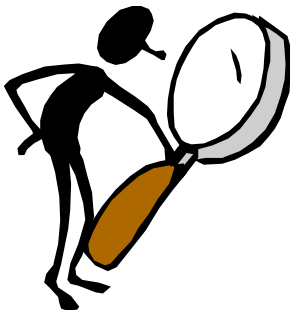
Background

- Concept development
 - Exploration of two fields:
 - Influence of marketing at corporate level
 - Interactive processes with customers
 - Discovery of work in both fields
 - Marriage of two fields via existing framework



Field 1: Corporate Influences

- Past study
 - Image mostly. Other association types?
 - No empirical link: affects on product evaluation
 - One successful study - two association types
 - Corporate Ability associations
 - Company's capability for producing products
 - Corporate Social Responsibility associations
 - Company's perceived social responsibility



Field 2: Interactive Processes

- Past study - various contexts discovered:

- Communication/information

- From broadcast to interactive

- Tell me, I'll forget. Show me, I may remember. Involve me, I'll understand. Pearson (1996).

- Relationship Marketing:

- Customers: partners in marketing process



Field 2: Interactive Processes cont.

- Using IT: listen to individuals continually, interact, quickly respond to preferences
- Strategic use of interaction
 - Real-time marketing
 - Integrate marketing with design/manufacturing
 - involve customers early in development
 - Customer to become "co-producer"



Field 2: Interactive Processes cont.

From interaction to action



Ease and frequency of interaction

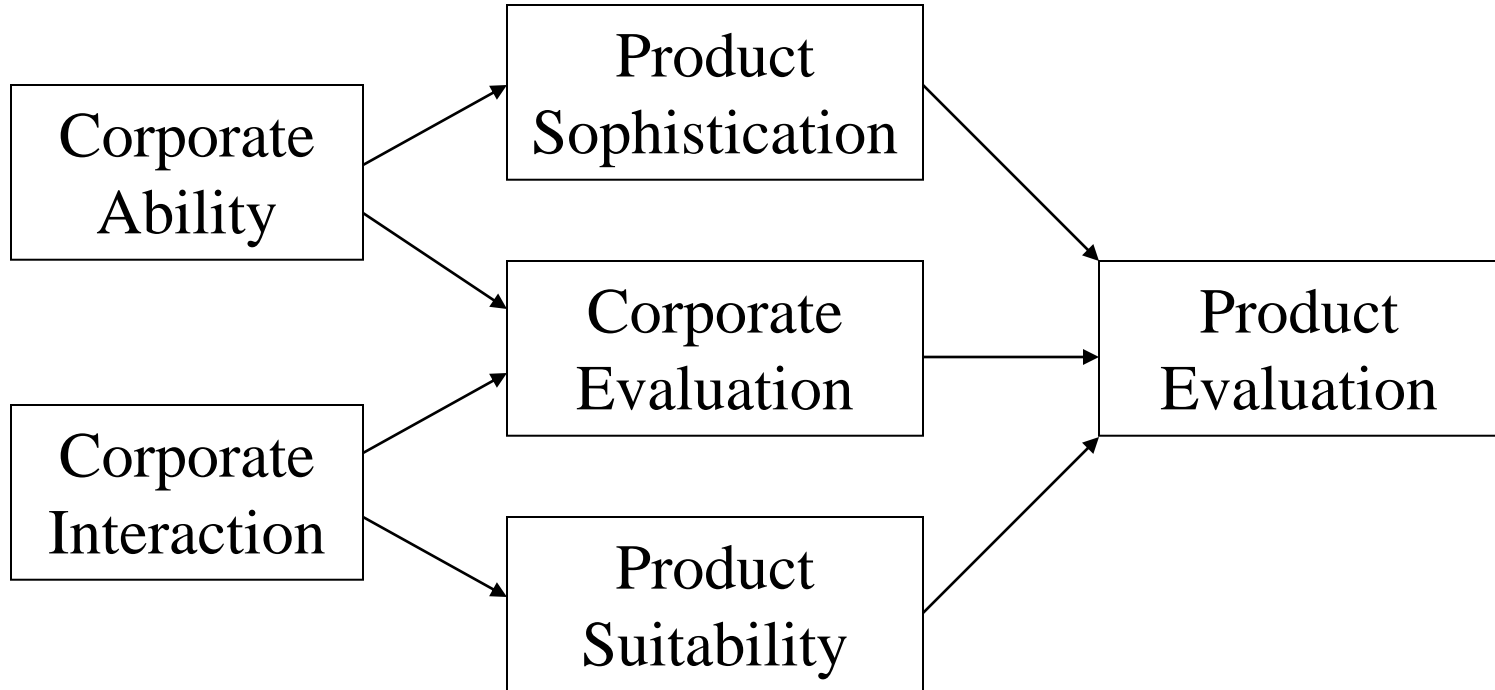
Liking

Relationship formation

Customer loyalty/commitment and
purchase on continuing basis

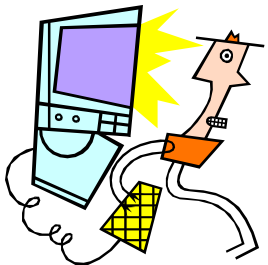
Research Framework

The Structural Equation Model



Research Framework cont.

- Past variables - confirm and moderate
- Research conducted on Internet
 - 4 questionnaires, 4 company profiles, 4 respondent groups
 - Company profile - permutation of contexts
 - Positive/negative CA or CI associations
 - One product profile throughout
- Test: evaluation of product based on profile



Results

- Part confirmation of past constructs
 - CA influence two-fold: product and corporate
 - In turn, corporate on product evaluation only
- Confirmation of new constructs
 - CI influence two-fold: product and corporate
 - In turn, corporate and product on product evaluation



Implications

- Associations of CI can be created
- Can influence product evaluations
 - More interaction: more suitable products, more favourable corporate evaluation
- Use in:
 - Corporate positioning strategies
 - Corporate identity and reputation building
 - Corporate communication platforms

