

The Impact of Corporate Reputation on Brand Attitude and Purchase Intention: A Case of Kathmandu Valley

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Abstract

This study examines the brand attitude and purchase intention of customers through the corporate reputation in Kathmandu valley. Brand attitude and purchase intention are selected as the dependent variable. Similarly, perceived quality, online review, corporate social responsibility, social media influencer and image of executive officer are selected as the independent variables. This study is based on primary data with 122 observations. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of different factors influencing corporate reputation in Kathmandu valley.

The study showed that perceived quality has a positive impact on customer brand attitude and customer purchase intention. It means that increase in perceived quality leads to increase in customer brand attitude and customer purchase intention. Similarly, online review has a positive impact on customer brand attitude and customer purchase intention. It indicates that increase in online review leads to increase in customer brand attitude and customer purchase intention. Moreover, corporate social responsibility has a positive impact on customer brand attitude and customer purchase intention. It means that increase in corporate social responsibility leads to increase in customer brand attitude and customer purchase intention. Likewise, social media influencer has a positive impact on customer brand attitude and customer purchase intention. It shows that increase in social media influencer leads to increase in customer brand attitude and customer purchase intention. Furthermore, image of executive officer has positive impact on customer brand attitude and customer purchase intention. It shows that higher the image of executive officer, higher would be the customer brand attitude and customer purchase intention.

Keywords: perceived quality, online review, corporate social responsibility, social media influencer, image of executive officer, brand attitude, purchase intention.

1. Introduction

Reputation does not occur by chance, it relates to leadership, management, organizational operations and relationships with stakeholders (Watson, 2007). Moreover, managing reputation is crucial to obtain and maintain the corporate legitimacy by receiving support from public and creating trust relations (Gardberg, 2017). Similarly, Caruana (1997) stated that reputation can be formed even when the experience by public is not direct as

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long as this is passed on either directly through word-of-mouth, or indirectly via media or other publics. Furthermore, positive corporate reputations enhance consumers' purchase intention, attitude towards the company and its products, and brand loyalty (Brown 1997). Similarly, brand attitude is a summary of customers' positive or negative evaluations of a certain product, service or brand, leading to a certain psychological tendency (Manosuthi *et al.*, 2020). According to Spears and Singh (2004), purchase intention is consumer's conscious plan to make an effort to purchase a product. Further, Jeng (2011) stated on one hand good corporate reputation benefit the company from attracting potential customers, saving the time for establishing business relationship with customers, reducing the transaction cost and create premium revenue, additionally, are critical marketing activities for the successful marketing of a service, in that reputation reflects the history of a company's actions and thereby affects buyers' choices.

Similarly, Caruana (1997) showed a positive consequence of achieving a high reputational status. Such favourable outcomes include ease of acquiring new and retaining customers, capitalizing on customer's augmented willingness-to-pay, ability to attract and keep the best workforce, gain access to capital markets, all of which result in improved financial performance and corporate success. Likewise, a favourable corporate reputation gives significant advantages in industries predicated on intangible assets such as innovation, creativity, intellectual capital, and high levels of services to consumers (Davies, 2008). Furthermore, Fombrun and Shanley (1990) indicated that better corporate reputation leads to better financial performance. Further, Roberts and Dowling (2002) argued that reputation is a source of persistent competitive advantage that can create company's market value.

Nguyen & Leblanc (2001) showed that the degree of customer loyalty has a tendency to be higher when perceptions of both corporate reputation and corporate image are strongly favorable. Likewise, Spreng and Page JR. (2001) found that corporate reputation significantly influences consumers' brand attitude, which in turn influences their satisfaction, purchase intention, and perceived company performance. Further, customers correspondingly anticipate that a brand will meet expectations, formed based on reputation (Herbig and Milewicz, 1995). Likewise, reputation is one of the primary contributors to perceived quality of the products carrying a brand name, with customer expecting consistent quality provision over time (Milewicz and Herbig, 1994). Further, perceived quality can be defined as consumers' evaluation of products and services, which affects their attitudes toward

product/brand and purchase intention (Pappu *et al.*, 2005).

Ranjbarian *et al.* (2012) showed perceived quality strongly influence on store brand image, customer satisfaction, and re-purchase intention. Likewise, Suhaily & Darmoyo (2017) showed product quality and perceived price have significant and positive effect of the purchase decision. Furthermore, the study revealed that when consumers are uncertain about a product purchase from an unfamiliar online retailer, a credible review on the product written by another shopper should offer valuable information and an assurance of a satisfactory purchasing experience (Kim and Choi, 2012). Furthermore, analysing a brand's reputation performance via the Internet is becoming increasingly important, since it is an important objective of the intangible economy to be visible, tangible and, under certain conditions, even measurable through online reputation scores (Elmurngi & Gherbi, 2020).

Lee and Lee (2015) suggested that beliefs about CSR positively affect purchase intention through consumer ethics. In other words, perceived CSR can affect purchase intention. Likewise, according to Wu and Wang (2014), community CSR can increase experiential brand image, symbolic brand awareness and further positively impact on consumers' brand attitudes. Further, recent empirical studies examining the impact of CSR on business outcomes have discovered that consumers reward companies with positive purchase intention if they invest in CSR (Arachchi and Samarasinghe, 2022). Furthermore, consumer perception of firms' CSR activities can result in and activate consumers' attitude towards brands in a modern competitive market (Schnittka *et al.*, 2022). Further, Lim *et al.* (2017) revealed that meaning transfer of social media influencers has a positive relationship in illustrating consumer attitude and purchase intention. Moreover, extant research showed that recommendations from social media influencers enhance consumers' positive perceptions about a brand and consequent purchase intentions (Lu *et al.*, 2014). Further, Coombs and Holladay (2006) noted that positive interactions between organizations and stakeholders build favourable reputations whereas unpleasant interactions lead to unfavourable reputations. Moreover, social media are also introducing new opportunities for companies to connect with people the goal is to join new communities and link a brand or product with a new audience through a trusted relationship with that influencer (Vodak *et al.*, 2019).

Weng and Chen (2017) showed that corporate reputation or CEO reputation can have positive influence on a company, for instance by boosting the stock prices, increasing the value of stock compensation, and helping the

company to recruit good employees. Moreover, the top management has the direct responsibility for achieving the company's reputation objectives as it acts as the information-processing centre of an organization in its relationships with stakeholders (Carter & Greer, 2013). Further, Brown (1997) showed that corporate reputations enhance consumers' purchase intention, attitude towards the company and its products, and brand loyalty. Similarly, Bianchi *et al.* (2019) examined the influence of consumers' perceived corporate social responsibility. The study revealed that proposed causal chain is valuable to understand how perceptions of CSR influence purchase intention and perceived reputation.

Putri and Wandebori (2016) studied factors influencing consumers purchase intention based on online reviews. The study indicated that the most significant factors influencing purchase intention of cosmetics is argument quality, followed by source credibility, quantity of review, valence, perceived usefulness of review and review valence. Likewise, Mirabi *et al.* (2015) investigated the factors affecting on the purchase intention of Bono brand tile customers. The study revealed significant effects of brand awareness and perceived quality on brand attitude and purchase intention. Furthermore, the study showed respondents' brand attitudes and purchase intentions are reduced after they are being provided with the information on negative corporate reputation.

Huaman-Ramirez and Merunka (2021) studied how celebrity chief executive officers (CEOs) credibility is related to their brand image. The study showed celebrity CEOs' expertise and attractiveness are positively related to both functional and sensory/visual images of their brands. Likewise, Rarung *et al.* (2022) studied how much influence online customer reviews, online customer ratings, and customer trust simultaneously and partially have on the customer purchase decision. The results showed that the online customer rating has positive and significant relationship with customer purchase decision. Similarly, Lim *et al.* (2017) investigated the effectiveness of social media influencers, focusing on source credibility, source attractiveness, product match-up, and meaning transfer. The study showed that credibility is not significant for purchase intention and the remaining variables; product match-up and meaning transfer has significant impact for purchase intention. Further, Sharma *et al.* (2018) examined influence of the dimensions of CSR activities on consumer purchase intention. The study revealed that a significant influence of CSR related activities performed by companies have on the consumer purchase intention. Likewise, Saputra *et al.* (2020)

explored product quality and promotion on repurchase through consumer satisfaction. The study revealed quality of products directly has a positive and significant effect on repurchase decisions. Further, Sah (2022) studied consumer perception towards social media marketing in Kathmandu. The study revealed study revealed social media significantly contributes to understanding customer perception

In the context of Nepal, Chapagain (2022) showed that all types of CSR practices positively affect the firm's reputation and profitability. However, a firm's reputation was better explained by the external CSR practices, and profitability was better explained by the internal CSR practices. Moreover, CSR practices were more strongly linked with the firm's reputation than profitability. Similarly, Chalise (2014) showed that good CSR has a positive effect on bank reputation. Futhermore, Neupane and Sawagvudcharee (2019) found that among the multiple independent purchase intention variables taken for analysis: Perceived quality and perceived value affected the dependent variable purchase intention the most. Likewise, CSR can be used as a strategic tool to enhance public image, reputation and competitiveness of a business institution; and profitability at least in the long-run (Chapagain, 2008). Further, Chan and Saad (2019) stated practicing CSR have significant impact in attracting prospective customers as well as retaining the current ones. Furthermore, Adhikari & Biswakarma (2017) indicated that only the positive attitude towards the counterfeit accessories can influence the spending of Nepalese consumers on such products.

The above discussion shows that the empirical evidences vary greatly across the studies on the impact of corporate reputation on brand attitude and purchase intention. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze the impact of corporate reputation on brand attitude and purchase intention in Kathmandu valley. Specifically, it examines the impact of perceived quality, online review, corporate social responsibility, social media influencer and image of executive officer on brand attitude and purchase intention in Kathmandu valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 122 respondents through questionnaire. The respondents' views were collected on perceived quality, online review, corporate social responsibility, social media influencer, brand attitude and purchase intention. The study used descriptive and casual comparative research design.

The model

The model estimated in this study assumes that the customer brand attitude and customer purchase intention depend on corporate reputation. The dependent variables selected for the study is corporate reputation. Similarly, the selected independent variables are perceived quality, online review, corporate social responsibility, social media influencer and image of executive officer. Therefore, the model takes the following form:

$$B = \beta_0 + \beta_1 PQ + \beta_2 OR + \beta_3 CSR + \beta_4 SMI + \beta_5 CI +$$

$$P = \beta_0 + \beta_1 PQ + \beta_2 OR + \beta_3 CSR + \beta_4 SMI + \beta_5 CI +$$

Where,

B = Brand attitude

P = Purchase decision

PQ = Perceived quality

OR = Online review

CSR = Corporate social responsibility

SMI = Social media influencer

IEO = Image of executive officer

Perceived quality was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Prior criteria for buying any product is quality for me", "I am satisfied with the quality of the product I use" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.811$).

Online review balance was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "When I purchase products, I search the online review of the product", "I

check the reliable / famous site for online review” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.783$).

Corporate social responsibility was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am more likely to purchase products or services from companies that engage in CSR activities”, “CSR activities make a brand more appealing to me”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.837$).

Social media influencer was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I look for the image of social media influencer before buying that product”, “Image of the social media influencer effects on my purchase decision and brand attitude”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.795$).

Image of executive officer was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I rather not buy the products of the firm which is operated by negatively reputed CEO”, “Positive image of CEO creates positive brand attitude”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.786$).

Brand attitude was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Quality of the product makes brand desirable”, “I have positive attitude towards the brand that provides online review”, and so on. The reliability of the feature was measured by computing the Cronbach’s alpha ($\alpha = 0.719$).

Purchase intention was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Quality of products encourages me to buy the product”, “Availability of online review encourages me to make a purchase decision”, and so on. The reliability of the feature was measured by computing the Cronbach’s alpha ($\alpha = 0.809$).

The following section describes the independent variables used in this

study along with hypothesis formulation.

Perceived quality

Khan and Rohi (2013) concluded that product quality is treated as an important factor which influences the brand choice. Similarly, Piktumiene (2013) found that brand quality is an element which influences the purchase behavior of customers. Furthermore, Sachdev and Verma (2004) revealed that in the formulation of marketing strategies towards consumer perception, knowledge of the dimensions of quality is essential. Likewise, Rajendran & Hariharan (1996) found that perceived quality indirectly influences purchase intention. Further, Nazarani & Suparna (2021) showed product quality has a positive and significant effect on purchase intention, which means that if the quality of the product is getting better, the purchase intention of consumers will increase and vice versa. Based on it, the study develops the following hypothesis:

H₁: There is a positive relationship between perceived quality and consumer brand attitude.

H₁: There is a positive relationship between perceived quality and consumer purchase intention.

Online review

Online product reviews are a form of electronic word-of-mouth written by consumers on the Internet, which have become the most important form of electronic word-of-mouth (Schlosser, 2011). Similarly, online reviews are among the most influential sources of information for consumers when forming a purchase decision (Lee and Shin, 2014). Moreover, Elseidi & El-Baz (2016) showed that online review (e-WOM) is significantly and positively associated with consumers' brand attitude and consumer's purchase intention. Likewise, Ye *et al.* (2011) revealed if a person has a positive attitude toward an online review, that will increase the receiver's purchase intention to products and services discussed favorably in that review. Furthermore, Husain (2016) revealed that word-of-mouth are effective in enhancing brand positive consumer response. Based on it, the study develops the following hypothesis:

H₂: There is a positive relationship between online review and consumer brand attitude.

H₂: There is a positive relationship between online review and consumer purchase intention.

Corporate social responsibility

Carroll (1979) defined CSR as the economic, legal, ethical, and discretionary expectations that society has of business at a given point in time. Similarly, Magar *et al.* (2020) revealed that there is a significant association on the branding of the company in the areas of social/community service, ethical, health, environmental and education activities. Further, Lee and Shin (2010) revealed that there is a positive relationship between the consumers' awareness of CSR activities and consumers' purchase intentions. Moreover, Ramesh *et al.* (2019) found customers process CSR details unconsciously and may not remember the explicit detail, but they are more likely to include the brand in the consideration set evoked by positive attitudes trailing behind. Based on it, the study develops the following hypothesis:

H₃: There is a positive relationship between CSR and consumer brand attitude.

H₃: There is a positive relationship between CSR and consumer purchase intention.

Social media influencer

According to Freberg *et al.* (2011), social media influencer represents a new type of independent third-party endorser who shape audience attitudes through blogs, tweets, and the use of other social media. Similarly, De Veirman *et al.* (2017) revealed SMIs act as computer-mediated socialization agents, consumers perceive SMI characteristics as sources of inference, and as their credibility increases over time, SMIs in turn influence consumer attitudes toward the brands they endorse, as the brands have taken on some of the (desirable) characteristics of the SMIs. Further, Hermenda *et al.* (2019) concluded that the influencers did not significantly influence consumers on their purchase intention, but rather produced a significant positive effect indirectly through the brand image variable. Moreover, Kurdi *et al.* (2022) showed all aspects of social media influencer characteristics has a significant influence with consumer buying intention and attitude. Likewise, Jin *et al.* (2019) concluded consumers exposed to Instagram celebrity's brand posts perceive the source to be more trustworthy, show more positive attitude toward the endorsed brand, feel stronger social presence and feel more envious of the source than those consumers exposed to traditional celebrity's brand posts. Based on it, the study develops the following hypothesis:

H₄: There is a positive relationship between SMI and consumer brand attitude.

H₄: There is a positive relationship between SMI and consumer purchase

intention.

Image of executive officer

CEOs tend to build over time a personal reputation that can be seen as the totality of enduring images that stakeholders form based on perceived CEO performance, his/her credibility, charisma, integrity and values (Love *et al.*, 2017). Similarly, the reputation of the CEO is directly related to how organizations achieve higher profits and maintain their competitive advantages (Ranft *et al.*, 2006). Similarly, Friedman and Friedman (1979) concluded that, compared with celebrities and typical consumers, CEOs, as endorsers, can better convey the idea of professionalism. CEOs of companies with high brand reputation, who endorse their own products, will be considered as persuasive evidence seriously by consumers, which will help consumers to generate favorable brand attitude. Likewise, Kim *et al.* (2016) revealed a crisis communication strategy that mirrors the CEO’s personality can positively impact public attitudes towards the company. Furthermore, Zhang & Zhang (2018) revealed that consumers’ brand attitude to CEO endorsement was significantly higher than that to non-CEO endorsement. Further, Turk *et al.* (2012) revealed firms whose CEOs are present in immediate crisis response have more positive attitudes toward company and purchasing intentions. Based on it, the study develops the following hypothesis:

- H₃: There is a positive relationship between IEO and consumer brand attitude.
- H₅: There is a positive relationship between IEO and consumer purchase intention.

2. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall’s Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall’s Tau correlation coefficients matrix

This table presents Kendall’s Tau coefficients between dependent and independent variables. The correlation coefficients are based on 122 observations. The dependent variable is CBA (Consumer Brand Attitude) and CPI (Consumer purchase intention). The independent variables are PQ (perceived quality), OR (online review), CSR (corporate social responsibility), SMI (social media influencer), and IEO (image of executive officer).

Variables	Mean	S.D.	CBA	CPI	PQ	OR	CSR	SMI	IEO
CBA	3.693	0.706	1						
CPI	3.655	0.688	0.578**	1					
PQ	3.665	0.757	0.470**	0.419**	1				
OR	3.627	0.714	0.533**	0.453**	0.538**	1			
CSR	3.600	0.694	0.563**	0.565**	0.426**	0.549**	1		
SMI	3.400	0.676	0.493**	0.426**	0.483**	0.463**	0.464**	1	
IEO	3.603	0.734	0.599**	0.509**	0.493**	0.494**	0.562**	0.395**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables for customer relations. The study shows that perceived quality is positively correlated to the customer brand attitude and purchase intention indicating that positive perceived quality positively affects customer brand attitude and purchase intention. Likewise, online review is positively correlated to the customer brand attitude and purchase intention. This implies that increase in online review leads to the increase in customer brand attitude and purchase intention. Similarly, corporate social responsibility is positively correlated to the customer brand attitude and purchase intention. It indicates that increase in the CSR activities positively affects the customer brand attitude and purchase intention. Similarly, social media influencer is also positively related to the customer brand attitude and purchase intention that leads to the positive affect to the customer brand attitude and purchase intention. Moreover, image of the executive officer is also positively correlated to the customer brand attitude and purchase intention that indicates that positive image of executive officer has positive effect on brand attitude and purchase intention.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2 and Table 3. More specifically, it presents the regression results of perceived quality, online review, corporate social responsibility, social media influencer and image of executive officer on customer brand attitude and customer purchase intention in Kathmandu valley.

Table 2

Estimated regression result of perceived quality, online review, corporate social responsibility, social media influencer and image of executive officer on customer brand attitude in Kathmandu valley

The results are based on 122 observations using linear regression model. The model is $CBA = \beta_0 + \beta_1 PQ + \beta_2 OR + \beta_3 CSR + \beta_4 SMI + \beta_5 IEO + \varepsilon$ where the dependent variable is (CBA) customer brand attitude. The independent variables are (PQ) perceived quality, (OR) online review, (CSR) corporate social responsibility, (SMI) social media influencer and (IEO) image of executive officer.

Model	Intercept	Regression coefficients of					Adj. R _{bar} ²	SEE	F-value
		PQ	OR	CSR	SMI	IEO			
1	1.561 (6.270) **	0.582 (8.742) **					0.384	0.554	76.430
2	1.331 (5.299) **		0.651 (9.589) **				0.429	0.533	91.957
3	1.171 (4.746) **			0.704 (10.411) **			0.470	0.514	108.392
4	1.478 (5.728) **				0.652 (8.750) **		0.384	0.554	76.566
5	0.950 (4.805) **					0.761 (14.162) **	0.0623	0.434	200.551
6	1.042 (4.096) **	0.297 (3.460) **	0.430 (4.725) **				0.477	0.511	56.171
7	0.683 (2.747) *	0.326 (4.795) **		0.504 (6.789) **			0.552	0.472	75.620
8	0.798 (3.201) **		0.346 (4.077) **	0.455 (5.210) **			0.531	0.483	69.563
9	0.451 (1.794)	0.199 (2.493) *	0.122 (1.238)	0.374 (4.379) **	0.214 (2.501) *		0.581	0.457	42.978
10	0.602 (2.418) *	0.245 (3.084) **	0.188 (1.948)	0.420 (4.927) **			0.563	0.467	52.863
11	0.326 (1.475)	0.058 (0.788)	0.081 (0.937)	0.174 (2.132) *	0.155 (2.058)	0.474 (6.076) **	0.680	0.399	52.323

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at 1 percent and 5 percent level respectively.
- iii. Customer brand attitude is dependent variable.

Table 2 shows that the beta coefficients for perceived quality are positive with the customer brand attitude. It indicates that perceived quality has positive impact on the customer brand attitude. This finding is consistent with the findings of Khan and Rohi (2013). Likewise, the beta coefficients for online review are positive with the customer brand attitude. It indicates that online review has a positive impact on customer brand attitude. This finding is consistent with the findings of Husain (2016). In addition, the beta coefficients for corporate social responsibility are positive with the customer brand attitude. It indicates that corporate social responsibility has a positive impact on the customer brand attitude. This result is consistent with the findings of Ferrell *et al.* (2019). Further, the beta coefficients for social media influencer are positively related with the customer brand attitude. It indicates that social media influencer has a positive impact on the customer brand attitude. This finding is consistent with the findings of De Veirman *et al.* (2017). Moreover, the beta coefficient for image of executive officer

are positive with the customer brand attitude which indicates that image of executive officer has positive impact on the customer brand attitude. This result is consistent with the findings of Friedman and Friedman (1979).

Table 3

Estimated regression result of perceived quality, online review, corporate social responsibility, social media influencer and image of executive officer on customer purchase intention in Kathmandu valley

The results are based on 122 observations using linear regression model. The model is $CPI = \beta_0 + \beta_1PQ + \beta_2OR + \beta_3CSR + \beta_4SMI + \beta_5IEO + \varepsilon$ where the dependent variable is (CBA) customer purchase intention. The independent variables are (PQ) perceived quality, (OR) online review, (CSR) corporate social responsibility, (SMI) social media influencer and (IEO) image of executive officer.

Model	Intercept	Regression coefficients of					Adj. R _{bar} ²	SEE	F-value
		PQ	OR	CSR	SMI	IEO			
1	1.748 (6.875) **	0.520 (7.659) **					0.323	0.566	58.661
2	1.579 (6.041) **		0.572 (8.098) **				0.348	0.555	65.579
3	1.281 (5.181) **			0.660 (9.777) **			0.439	0.515	95.595
4	1.698 (6.405) **				0.576 (7.527) **		0.315	0.569	56.660
5	1.457 (6.100) **					0.610 (9.389) **	0.419	0.524	88.161
6	1.168 (4.629) **	0.234 (2.903) *				0.452 (5.428) **	0.453	0.509	51.021
7	1.208 (4.412) **		0.378 (4.233) **		0.317 (3.367) **		0.400	0.533	41.282
8	0.904 (3.451) **			0.504 (6.342) **	0.276 (3.386) **		0.484	0.494	57.696
9	0.836 (3.207) **	0.223 (2.684) *	0.105 (1.037)	0.451 (5.065) **			0.496	0.488	40.678
10	0.715 (2.691) *	0.186 (2.209) *	0.052 (0.499)	0.415 (4.595) **	0.170 (1.882)		0.507	0.483	32.051
11	0.656 (2.510) *	0.120 (1.384)	0.033 (0.321)	0.321 (3.325) **	0.143 (1.598)	0.221 (2.391) *	0.526	0.473	27.818

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at 1 percent and 5 percent level respectively.
- iii. Customer purchase intention is dependent variable.

Table 3 shows that the beta coefficients for perceived quality are positive with the customer purchase intention. It indicates that perceived quality has positive impact on the customer purchase intention. This finding is consistent with the findings of Nazarani & Suparna (2021). Likewise, the beta coefficients for online review are positive with the customer purchase intention. It indicates that online review has a positive impact on customer purchase intention. This finding is consistent with the findings of Elseidi & El-

Baz (2016). In addition, the beta coefficients for corporate social responsibility are positive with the customer purchase intention. It indicates that corporate social responsibility has a positive impact on the customer purchase intention. This result is consistent with the findings of Lee and Shin (2010). Further, the beta coefficients for social media influencer are positively related with the customer purchase intention. It indicates that social media influencer has a positive impact on the customer purchase intention. This finding is consistent with the findings of Kurdi *et al.* (2022). Moreover, the beta coefficient for image of executive officer are positive with the customer purchase intention which indicates that image of executive officer has positive impact on the customer purchase intention. This result is consistent with the findings of Van Quaquebeke *et al.* (2019).

4. Summary and conclusion

Corporate reputation is built on the image maintained by corporation in front of their stakeholders. Stakeholders evaluate the past and present image of corporation and their activities to build the reputation of corporation in their cognition. Reputation affects the financial performance of corporation as it affects the activities of stakeholders regarding the corporation. Positive brand attitude in customers is generated through the good reputation and positive brand attitude guides customer to the purchase intention.

This study attempts to examine the impact of corporate reputation on brand attitude and purchase intention in Kathmandu valley. The study is based on primary data with 122 observations.

The study also showed that perceived quality, online review, corporate social responsibility, social media influencer and image of executive officer has positive relationship with brand attitude and purchase intention. The study concluded that proper perceived quality, online review, corporate social responsibility, social media influencer and image of executive officer have a significant role in increasing customer brand attitude and purchase intention. The study also concluded that the most influencing factor is image of executive officer followed by corporate social responsibility and online review that explains the customer brand attitude. The study also concluded that the most influencing factor is CSR followed by image of executive officer and social media influencer that explains the customer purchase intention.

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