



MASTER THESIS

E-REPUTATION AND ITS ROLE IN THE OVERALL EVALUATION OF A COMPANY

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Abstract

When the Internet entered our society, e-reputation became an important concept for companies. Prior research aimed to define the concept e-reputation and how it relates to corporate reputation. E-reputation can be defined as the perception of online brand characteristics, website and online service quality and social media. The present study aimed to provide insights in the relationship between e-reputation and corporate reputation and to explore possible relationships between dimensions of e-reputation and corporate reputation. Positive and negative messages (E-WOM valence) function as valuable predictive powers for reputations. Consequently, e-WOM valence was expected to create differences in e-reputation. Next, the predictive power of e-reputation on corporate reputation may not be equally important for online businesses and businesses with a physical store. Therefore, physical store presence is operated as moderating variable. 225 participants filled in an online survey sent via social media. The results demonstrate a positive influence of e-reputation on corporate reputation. Thereby, e-WOM valence positively influences e-reputation. E-reputation has an important role in the overall evaluation of a company. Yet, the predictive power of e-reputation on corporate reputation is not different for businesses that operate online or by means of a physical store. Also, various dimensions of e-reputation influence dimensions of corporate reputation. Thus, businesses with and without a physical store should focus on creating a favorable e-reputation whereby e-WOM valence is of great importance.

Key words: e-reputation; corporate reputation; reputation; online reputation; physical store presence; e-WOM; valence.

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1. Introduction

The concept of e-reputation already gained popularity with practitioners, while it has recently gained attention among scholars. E-reputation is regarded as the evaluation of online brand characteristics, social media and the quality of the website and online service (Castellano & Dutot, 2015). E-reputation is becoming increasingly important, mainly due to emergence of online communication such as e-Word of Mouth (e-WOM), whereby individuals communicate about businesses by sending personal messages on social media channels (Castellano & Dutot, 2017). Businesses are struggling with creating a favorable reputation, because consumers are in control by creating and sharing perception about brands online also known as e-WOM. For instance, reviews about the services of KLM, a Dutch airline, or NS, a Dutch railroad company. Consumers that are relatively unsatisfied with the provided services could directly place negative messages on social media.

E-reputation is an interesting concept due to the idea that it could possibly influence corporate reputation. Corporate reputation is the stakeholders' overall evaluation of a company (Gotsi & Wilson, 2001). Corporate reputation is an important concept to businesses, because corporate reputation is already argued to provide a competitive advantage that translates into corporate success. Only a few studies have explored the relationship of corporate reputation and e-reputation. The research of Castellano and Dutot (2013) was the first to demonstrate the relationship between e-reputation and corporate reputation and defined a concrete description of e-reputation and corporate reputation.

Although, Castellano and Dutot (2013) made an initial attempt to discover how important e-reputation management is to the firm's corporate reputation, their study remains more on the surface. An example of how e-reputation could influence corporate reputation more specifically is by the evaluation of the online service quality. This could have a possible influence on how the overall product and service quality is evaluated by customer. However,

the concept of e-reputation was mainly analyzed by holistic approach, instead of examining all the dimensions that belong to e-reputation and the influence it has on the dimensions of corporate reputation (Castellano & Dutot, 2013). With this in mind, this present study tries to extend the literature on this topic by examining the various dimensions of e-reputation and corporate reputation and how they possibly influence one another. This study aims to complete and extend the current literature on e-reputation by proposing the following research questions:

RQ1: What is the influence of e-reputation on corporate reputation?

RQ2: What is the influence of the dimensions of e-reputation on the dimensions of corporate reputation?

Next, to determine the influence of e-reputation on corporate reputation it is of importance to acknowledge the influence of antecedents on reputation. Previous studies indicate that E-WOM is the most significant antecedent of e-reputation (Castellano & Dutot, 2017; Chu & Kim, 2011). Users communicate online by posting text reviews and pictures on websites, seeking recommendations and creating and sharing brand-related information (Hennig-Thurau et al. 2004; Kaplein & Haenlein, 2010; Lin, Lu, & Wu 2012; Themba & Mulala 2013), this phenomenon is called electronic-word of mouth. By expressing opinions and sharing appreciation of a product, firm or brand, stakeholders are able to influence the perception of a company. E-WOM is relevant in this research because of its role in the online environment. Namely, many individuals openly opine about businesses online and this affects reputations, because individuals value other's opinions and reviews. For this reason e-WOM is manipulated in order to create differences in e-reputation to gain insights in how this affects

reputations. This current study aims to create an understanding of how influencing e-WOM is regarding e-reputation and corporate reputation. The following research question is proposed:

RQ3: What is the mediating role of e-reputation between e-WOM and corporate reputation?

The predictive power of e-reputation on corporate reputation may not be equally important for all companies. In other words, one might consider that the process of e-WOM influencing corporate reputation mediated by e-reputation is different for businesses that solely operate online than for businesses with physical aspects like a store. The only predictive power for the overall evaluation of online businesses is e-reputation, while businesses with a physical store are evaluated based upon other offline facets such as employees, design of the store, etc. Consequently, this research focuses on the differences in having a physical store or operating online; because this could possibly impact the way consumers perceive the (e-)reputation of these businesses. For instance, scholars discovered that online companies with a physical store are perceived as more trustworthy. On the other hand, online companies that solely operate online are only dependent on the influence of e-reputation on corporate reputation, because there are no other elements that are evaluated by consumers. Moreover, it is important to consider that when a physical store is present beside an online webshop, other elements could possibly compensate for the negative or positive effects of e-reputation. Subsequently, the predictive power of e-reputation will decrease, but will remain influencing. This might indicate that physical store presence negatively influences the relationships between e-reputation and corporate reputation (Shankar & Rangaswamy, 2003). However, this has not been examined in the context of reputation before. As a consequence that this study aims to explore the differences between e-reputation among firms with or without a

physical store and how this affects corporate reputation. Therefore, the following research question is proposed:

RQ4: How is the relationship between e-reputation and corporate reputation in the online environment different from that in the physical environment?

This research is structured as followed. The first section defines the main concepts of the research (corporate reputation, e-reputation, e-WOM and physical store presence). In the second section, a conceptual model is proposed. In the third section, the methodology is presented. The fourth section presents the main results of the research. Finally, after discussing the results and presenting limitations and implications, the conclusion is presented.

2. Theoretical framework

2.1 Corporate reputation

Corporate reputation has received considerable interest of scholars and practitioners over the past two decades (Maltese, Pons, & Prevot, 2017). Various definitions have been made in attempt to conceptualize corporate reputation. Defining corporate reputation is challenging because of its multidimensional nature and of the variety of literature on this topic (Maltese, Pons, & Prevot, 2017).

Two schools of thought emerge in the literature on corporate reputation and both have contributed significantly to the definition of this construct (Maltese, Pons, & Prevot, 2017). On the one hand, scholars study reputation from an economic perspective and define corporate reputation as the observers' expectations of a particular attribute of an organization, especially its ability to produce quality products (Milgrom & Robert, 1987; Shapiro, 1983). The economic perspective views reputation as an independent attribute of a firm. On the other hand, reputation is conceptualized as a global impression, a collective perception of a firm merged into the institutional perspective (Hall, 1992). The institutional perspective considers reputation as a result of social influence and information exchange between various actors (Maltese, Pons, & Prevot, 2017), these two factors are important in the process of creating a global impression of a firm. This present study tries to capture social influence on corporate reputation as a whole. Reputation in this study is not considered as the consumers' opinion about a product or service, but this study considers reputation as the overall evaluation of a business by individuals influenced by social processes (Gotsi & Wilson, 2001). Thus, this study follows the line of thought of reputation as a collective perception of a firm, the institutional perspective.

The most important stakeholder that evaluates the reputation of business is the customer. Stakeholders can be defined according to Donaldson and Preston (1995) as all

groups and persons with legitimate interest and procedural and/or substantive aspects of corporate activity. Walsh and Beatty (2007) argue that customers are most suited to evaluate the firm's reputation because of first-hand experience with the firm. For instance, customers that make use of the online service of a company are fit to evaluate the service because of their experience. Also, customers that go shopping at a store, experience how customer-oriented employees are and are best to evaluate this aspect. In addition, by means of social influence and information exchange stakeholders are able to influence and determine the overall perception of a firm. For instance, individuals that read a review (information exchange) from another individual (social influence) about the customer service of a company are able to create a perception about the company.

The customers' perception of corporate reputation is constructed by the evaluation of five dimensions: customer orientation, good employer, performance, product/service quality and social and environmental responsibility (Walsh & Beatty, 2007). Customer orientation is explained by Walsh and Beatty (2007) as the degree of customer appreciation, how important are customers to the firm. The second dimension, good employer, can be summarized as the evaluation of employers and leadership. The dimension performance examines the reliability of the firm and how financially strong the company is. Product and service quality contains how the product or service that the firm offers is perceived. Social and environmental responsibility of a firm, explain Walsh and Beatty (2007), is about the engagement of the firm with the (social) environment.

Corporate reputation is of importance due to positive outcomes it generates. For instance, corporate reputation is argued to provide a competitive advantage that translates into corporate success (Walsh, Mitchel, Jackson & Beatty, 2009). For example, the case of Hema en Blokker, both Dutch retail stores. Blokker is trying to keep its business afloat, while Hema has corporate success. Due to the positive corporate reputation of Hema, Hema has a

competitive advantage towards Blokker. In the last quartile of 2018 Hema gained revenue of 357 million and a profit of 6 million, while Blokker has not been able to gain profit since 2014 (NOS, 2018). Moreover, research recognizes the value of strong customer-based reputations bringing about positive outcomes such as customer satisfaction, trust, word of mouth and loyalty (Walsh, Beatty, & Holloway, 2015; Walsh, Mitchel, Jackson & Beatty, 2009). For example, BMW's reputation brought customer satisfaction because of its constant focus on delivering quality, which is evaluated as positive by its customers (Bold, 2015). Thus, a favorable reputation is essential because the firm's good reputation signals the value of its services or products to the marketplace.

2.2 E-reputation

Castellano and Dutot (2017) argue that e-reputation is an evaluation of the firm's online brand characteristics, social media and quality of the website and online service (*Table 1*). In addition, the evaluation is derived from electronic contacts. The definition of Paquarot et al. (2011) relates to how Castellano and Dutot (2017) have conceptualized e-reputation. Both studies distinguish various elements or so called dimensions to e-reputation. Paquarot et al. (2011) argue that 'e-reputation is positioned at the intersection between the reputation of an object (a firm, a product, or a brand) that is developed through the signals that the object produces, each stakeholder's experiences with that object, and the interactions among stakeholders, considering any information available on the Internet' (Khelladi & Boutinot, 2017, p. 24). In other words, e-reputation is derived from the perception of the brand, experience with products and services and online interactions of stakeholders. Similarly, Castellano and Dutot (2017) also try to measure e-reputation based on the object (online brand characteristics), the signals of the object (quality of the website and service), the interactions among stakeholders (social media) and how the actions of the objects are

perceived. Consequently, four dimensions are extracted: online brand characteristics, website quality, service quality and social media.

This study will apply to of the definition of Castellano and Dutot (2017) in order to evaluate e-reputation based on the four dimensions. Online brand characteristics can be defined as the perception of the brand based on online past experiences and the actual experience. How customers perceive the quality of images, design and usage of the website is conceptualized as the quality of the website. Quality of online service consists of the e-commerce experience, Customer Relationship Management (CRM) and how dependable the service is in its usage. Finally, social media is defined based upon quantitative items such as number of followers, messages and community members. Likewise, this conceptualization of e-reputation by means of four dimensions is more than only transferring reputation online; it tries to capture the perception of online dimensions as addition and predictive power to corporate reputation. The evaluation and perception of all four elements creates e-reputation.

Social media is an important dimension to e-reputation. Social media covers the interactivity among users, the presence and activity of the brand on social media, the influence of peers and numbers, such as views and likes. All these different actions on social media by various actors might affect the perception of the company by its audience. In this current study the actions of costumers and their interactivity is central. Some stakeholders rely on a direct experience with the company such as the quality of the products or images on the website which are also crucial elements to e-reputation. Others use indirect sources to form their perception about reputation: one main source is (e-)WOM (Shamma, 2012), which is enacted on social media. Above all, Castellano and Dutot (2013) show that consumers perceive e-reputation as a whole. An effective e-reputation strategy is well managed when each element is integrated to e-reputation. Each perceived dimension of e-reputation (online

brand characteristics, social media, website quality and online service quality) is important to the overall evaluation of a firm.

2.3 The relationship between e-reputation and corporate reputation

Both e-reputation and corporate reputation are the perception of the firm by its audience, yet other dimensions are evaluated to create that perception. Also, Castellano and Dutot (2015) have argued that e-reputation is evaluated differently than corporate reputation, because individuals tend to evaluate the online facets of a company when it comes to perceiving e-reputation. Compared to e-reputation, individuals tend to evaluate more tangible and offline facets when creating an overall evaluation of a company. Besides, creating an understanding of e-reputation requires an understanding of the specificities of the Internet. For instance, the speed of information sharing and interactivity that brings along more possibilities to share opinions, which is different for corporate reputation.

The dimensions of e-reputation and corporate reputation show that differences exist between corporate reputation and e-reputation; there is a need to examine how e-reputation influences corporate reputation. Previous studies mention the value of reputation, both corporate reputation and e-reputation (Castellano & Dutot, 2013; Castellano & Dutot, 2015). Further, businesses that possess low e-reputation also possess low corporate reputation (Castellano & Dutot, 2017; Leclercq & Massias, 2013), which indicate that e-reputation possibly could influence corporate reputation. For instance, when individuals evaluate the quality of the online service of a company as positive, this could possibly positively influence the overall evaluation of a company. Castellano and Dutot (2013) found that evaluation of online brand characteristics, website quality, online service quality and social creates the perception e-reputation which positively influences corporate reputation. Therefore, the following hypothesis is proposed:

H1: E-reputation has a positive influence on corporate reputation.

E-reputation and corporate reputation both consists of various dimensions (*Table 1*). The process of evaluation and perception of the different dimensions creates reputation (Castellano & Dutot, 2017). The dimensions have a crucial role by creating a detailed understanding of how customers perceive e-reputation and corporate reputation. It is not known if prior research examined direct influence of dimensions on one another. Therefore, this study will explore how the various dimensions of e-reputation and corporate reputation influence one another by proposing the following research question:

RQ2: What is the influence of the dimensions of e-reputation on the dimensions of corporate reputation?

Table 1
Dimensions of e-reputation and corporate reputation

Dimensions e-reputation	Explanation	Dimensions corporate reputation	Explanation
<i>Online brand characteristics</i>	General perception of the online brand.	<i>Customer orientation</i>	Perception of customer appreciation.
<i>Quality of website</i>	Perception of the quality of the visual and textual website elements.	<i>Good employer</i>	Perception of the employees and leadership.
<i>Quality of online service</i>	Perception of employees, online security and payment- and shipping-process.	<i>Performance</i>	Perception of the reliability of the business and financial stability.
<i>Social media</i>	Perception of the role of the brand on social media, influence of peers and numbers (views, like, etc.).	<i>Product and service quality</i>	Perception of product and service quality.
		<i>Social and environmental responsibility</i>	Perception of the engagement of the firm with the (social) environment.

2.4 E-WOM and e-reputation

Not only firms have influence on its representation, but consumers also need to be considered. Word-of-mouth (WOM) and particularly electronic-word-of-mouth are of growing importance for organizations since they affect (e-) reputation. Consumers are able to spread information about companies, products and services and thereby affect the perception of reputation by others.

WOM is oral person-to-person communication between a receiver and a sender about a product, service, or brand (Wu and Wang, 2011). General behaviour is influenced by WOM (Chu & Kim, 2011). Particularly, attitudes and behaviour towards products and services are influenced by WOM (Katz & Lazarsfeld, 1955). The rise of the Internet brought along two crucial factors that make it easier for consumers to potentially impact reputations by creating WOM, namely information-sharing and interactivity. First, considering information sharing, the Internet enables the exchange of information and communication between stakeholders worldwide. Second, interactivity created electronic word of mouth (e-WOM), mostly enacted on social media. 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).

E-WOM is an antecedent of e-reputation with significant impact (Castellano & Dutot, 2017). E-WOM influences the evaluation and perception of a company (Chevalier and Mayzlin 2006; De Bruyn and Lilien 2008; Goldsmith & Horowitz 2006). Specifically, information from other individuals is perceived as trust worthier, because individuals assess this information as personal and consequently e-WOM becomes a source of influence on reputation (Blackshaw, 2006; Send & Lernman, 2007; Castellano & Dutot, 2017). E-WOM has a persuasive effect on decisions recognized as social influence and is more effective than

traditional tools (public relations, conventional advertising, personal selling and sale promotions) (Castellano & Dutot, 2017; Cheung, Lee, Mathew & Rabjohn, 2008; Engels, Blackwell, & Kegerreis, 1969; Katz & Lazarsfeld, 1955; Themba & Mulala, 2013).

Individuals are now more than ever influenced by messages of others. Thus, E-WOM has the possibility to create differences in e-reputation. E-WOM is used in this current study to manipulate e-reputation in order to examine how this might affect corporate reputation.

2.4.1 E-WOM and its increasing prevalence

E-WOM can be described as “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” (p. 39). Additionally, Castellano & Dutot (2017) extend this definition by mentioning that all individuals and actors present online, can make a positive or negative statement about a product or company via the Internet which can affects others. E-WOM has predictive power for e-reputation because individuals tend to perceive peers as trust worthier, which makes e-WOM effective (Blackshaw, 2006; Send & Lernman, 2007). That being the case, in this study e-WOM will be considered as a personal manner of communication between individuals about a product, service or brand whereby a positive or negative statement is made available via the Internet.

Several unique characteristics can be attributed to E-WOM. E-WOM is communicated via Internet and its applications. However, that is not the only difference with traditional WOM. E-WOM communication is more accessible. Meaning that the applications on the Internet are available for almost everyone. Also, e-WOM can be considered as more persistent because online recommendations last over a longer period of time and are almost non-erasable when compared to WOM. E-WOM is more visible than WOM. Namely, e-WOM is written down and placed on the Internet. For example, a customer of Amazon places

a message on Twitter, many people might see this and retweet it. Further, e-WOM spreads more widely and the pace is faster, because of the characteristics of the Internet (Castellano & Dutot, 2017). For example, a YouTube-video with a review of a make-up product has many views.

Not only is e-WOM more accessible, persistent, visible and spreading wider and faster, but E-WOM is also not limited to only friends and family within geographical boundaries (Chu & Kim, 2011). That is to say that E-WOM has the possibility to take place between individuals who are geographically dispersed through the Internet. Finally, another characteristic of e-WOM is the loss of control over communication on the Internet by organizations. Firms are no longer the main creator of content. Therefore, e-WOM causes potential loss of control of messages and information being spread online via platforms, social media, reviews, website and so on (Castellano & Dutot, 2017).

E-WOM consists of different elements that influence e-reputation, namely, tie strength, valence, degree of influence, trust, source credibility and message quality. The definition of e-WOM as described by Hennig-Thurau et al. (2004) highlights valence: “any positive or negative statement made by potential, actual, or former customers about a product or company.” (p. 39). That is to say, a positive or negative statement, called valence, influences the way consumers perceive a product or brand (Castellano and Dutot, 2017).

2.4.2 The effect of e-WOM valence

In order to conceptualize valence, it is of importance to fully understand the concept of valence. Valence is identified as the “intrinsic attractiveness (positive valence) or averseness (negative valence) of an event, object, or situation” (Frijda 1986, p. 207). Valence regarding e-WOM refers to messages that contain favorable or unfavorable information (e-WOM valence). The study of Lee and Koo (2012) demonstrates that online reviews have a

significant positive and negative impact on message credibility, which influences review adoption. Others researchers also found that information in personal messages influence the perception of individuals (Fiske 1980; Skowronski and Carlston 1987; Chiou and Cheng 2003; Goyette et al. 2010). In other words, this indicates that e-WOM valence ensures individuals to perceive a review or personal message as true. Thus, manipulating valence in an e-WOM message might influence the perception and opinion of a firm (Castellano and Dutot, 2017).

To explore visible differences in e-reputation and corporate reputation, this current study makes use of e-WOM valence by manipulating the independent variable. E-WOM valence is identified as variable that can be manipulated without few difficulties (Lee & Koo, 2012; Bloom & Hautaluoma, 1986). In order to create an understanding of the influence of e-WOM valence on e-reputation, a positive or negative statement made available through the Internet conceptualizes e-WOM valence. The following hypothesis is formulated:

H2: E-WOM valence about the company's online behavior has a positive influence on e-reputation.

Because this research proposes that valence positively influences e-reputation and e-reputation positively influences corporate reputation, the following hypothesis is proposed:

H3: E-reputation mediates the influence of valence on corporate reputation.

2.5 Physical store presence

The assumption of e-WOM influencing e-reputation and thereby corporate reputation can be possibly vary for different businesses. Accordingly, the predictive power of e-reputation may not be equally important for all companies. For instance, firms operating solely offline with a physical store, firms that are present only online and firms that make use of both the online- and offline-market. For example, Airbnb, an accommodation-sharing site, is a company that totally exists online from a consumers' point of view (Zervas, Proserpio, & Byers, 2015). All proceedings and contacts are arranged through the Internet. Consequently, e-reputation could possibly be of more importance for Airbnb than for supermarkets. Supermarkets are a good example of the combination of online and offline activities, whereby a physical store could also influence the overall evaluation of the supermarket. Yet, there are also businesses that solely operate offline such as bakeries, local grocery stores, hairdressers and so on. It would be of interest to gain insights if e-reputation has the same predictive power for companies with a physical store and for companies with solely online activities. Besides, the rapid growth of online transactions and online contacts with companies raises questions about how reputation is perceived differently (Shankar & Rangaswamy, 2003). Consequently, this research aims to explore how the process of e-WOM valence influencing e-reputation and corporate reputation differs for companies with a physical store or online webshop.

Differences in perceptions of companies exist between the online and offline environment. That is to say, companies that solely operate online are perceived through online facets such as the quality of the website, online brand characteristics, quality of the online service, activities at social media while companies with a physical store are perceived through employees, corporate identity of the store, how products are displayed, other customers in store. In other words, the online environment tends to eliminate cues that customers might otherwise use to assess and perceive the company (Benedicktus, Brady, Darke & Voorhees,

2010). The lack on tangible cues and personal interaction are typical for the online brand environment. Consequently, this represents a critical challenge for online brands. In addition, companies that operate solely or semi online are at risk, because online availability may lead to more comparison and lower perception of the brand. Due to the fact that on the Internet it is easier to search for comparable products and reviews (Shankar, Smith, & Randaswamy, 2003).

Also, physical stores tend to be perceived as more reliable (Benedicktus, Brady, Darke & Voorhees, 2010), because the physical presence of a store may prompt consumers to categorize the retailers as a member of the physical purchase environment. Accordingly, being part of the physical retail environment may lead to a belief of consumers that firms can be held accountable. This process is rooted in categorization theory (Alba and Hutchinson 1987). The categorization theory suggests that consumers group new stimuli into categories based on similarities in order to draw inferences. Consumers' perceptions of the category will be assigned to the entity after grouping an entity into a distinct group (e.g. retailers with physical stores) (Campbell, 1958). Consequently, in the context of firms that are online, offline or present in both environments, firms will be perceived as more trustworthy when being physically present (Benedicktus, Brady, Darke & Voorhees, 2010), because traditional firm's reputation is historically perceived as more trustworthy (Laroche, Zhiyong, Gordan, McDougall & Bergeron, 2005). So in other words, firms that operate online and are physically present (vs. merely operate online) are perceived as more trustworthy, because consumers know that there is a place to go to. For instance, when the website is out of order or when the shipping process could not be proceeded. Furthermore, when consumers perceive a firm as trustworthy, its reputation will be evaluated more positively (Ert, Fleischer, & Magen, 2016).

The moderating effect of physical store presence is in this study considered as negative. Physical store presence moderates the relationship between e-reputation and corporate reputation negatively because firms that solely operate online are evaluated by means of e-reputation and e-reputation will possibly be the only predictive variable for corporate reputation (Ert, Fleischer, & Magen, 2016). Firms that both consist of an online store and physical store have to consider other factors next to e-reputation that could possibly influence corporate reputation. The negative moderating effect is greater when a company consists of both an online store and a physical store, because e-reputation is not the main influencing factor. Other elements could possibly compensate for the negative or positive effects of e-reputation. This might indicate that physical store presence negatively influences the relationships between e-reputation and corporate reputation (Shankar & Rangaswamy, 2003). Therefore, the following hypothesis is proposed:

H4: Physical store presence of a company negatively influences the relationship between e-reputation and corporate reputation.

Table 2
Overview hypotheses

Hypothesis	Assumption
H1	E-reputation has a positive influence on corporate reputation
H2	E-WOM valence positively influences e-reputation
H3	E-reputation mediates the influence of valence on corporate reputation
H4	Physical store presence negatively influences the relationship between e- reputation and corporate reputation

2.6 Conceptual model

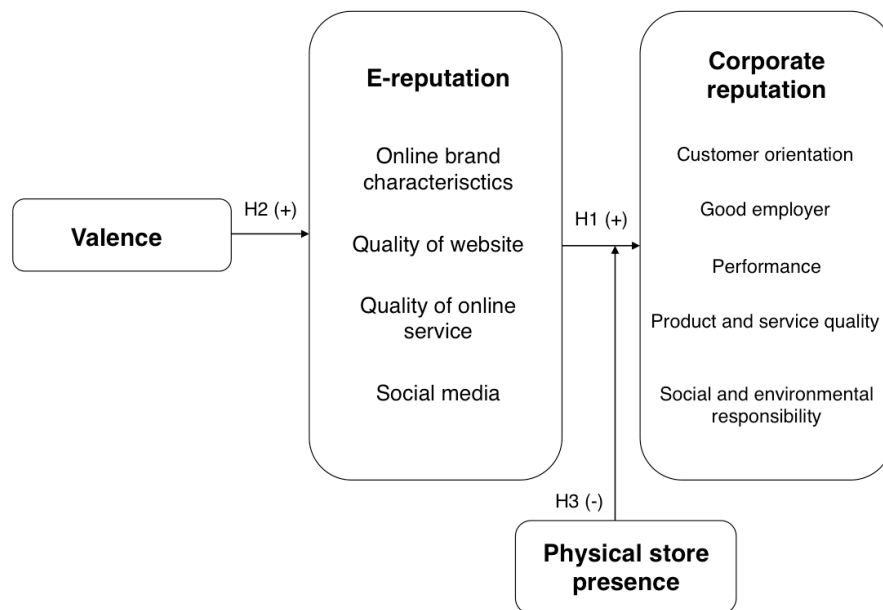


Figure 1. Conceptual model

3. Methodology

3.1 Design

A 2 (Valence: positive or negative) x 2 (Physical store or online webshop) between-subjects experimental design with replication factor was employed. The depended measures were e-reputation and corporate reputation. The moderating variable physical store presence and the independent variable e-WOM consisting of valence were manipulated.

The manipulations used in the survey consist of 8 conditions. The first condition consists of two negative social media messages and one neutral social media messages about a company with an online webshop. The second condition consists of two positive social media messages and one neutral social media message about a company with an online webshop. The third condition consists of two negative social media messages and one neutral social media messages about a company with an online webshop and a physical store. The fourth condition consists of two positive social media messages and one neutral social media message about a company with an online webshop and physical store. Two companies within the clothing industry will be employed in these four conditions. Based on the pretest these companies were applied in the manipulations in the main study.

Mango was employed as a store with an online webshop and physical store and ASOS was employed as a company with solely an online webshop. A replication factor will be operated to ensure reliability; manipulations were constructed about a second segment, namely electronics. BBC was employed as a store with an online webshop and physical store and FonQ was employed as a company with solely an online webshop. The replication factor deployed the same four conditions as mentioned above, only in a different segment.

Participants were collected via a request on different social media. Instagram, Facebook and Whatsapp were used to gather participants. Thereby, a convenience sample was collected.

The sample consisted of participants comparable to the general population

3.2 Pretest

A pretest on the moderating variable *physical store presence* and the independent variable *valence* was conducted. This pretest was conducted in order to determine how to construct the manipulations for the main study. Participants were asked about their perception of different firms with or without physical stores to filter out major deviations (*physical store presence*). Besides, participants were asked how they perceived favorable or unfavorable messages (*valence*).

3.2.1 Procedure

Before conducting the survey, the Ethics Committee University of Twente was asked for approval. Data collection was carried out by means of an online survey questionnaire in June 2019. Participants were asked to participate via personal messages on Whatsapp. The pre-test was conducted among 22 participants. The quantitative questionnaire was divided into four subsections. In the first section participants were informed about the survey. The second section addressed ten different companies. The third section addressed example-manipulations. The first manipulation shown to participants consists of two negative social media messages and one neutral social media message. The second manipulation shown to participants consists of two positive social media messages and one neutral social media message. In the fourth section participants were thanked for participating and the ability was given to leave their e-mail address to request information about the study.

Out of the 22 completed questionnaires, 22 were kept for analysis. Reliability was guaranteed by a reliability analysis (Cronbach's alpha) to examine the meaning of questions in the survey. The threshold of the Cronbach's alpha in this study was indicated on 0.7. All constructs were measured as reliable (Table 3). After ensuring reliability, a One-Sample T-

test was executed in order to analyze the variance of attitudes towards the five companies in the clothing industry (H&M, ASOS, WE, Wehkamp, Mango) and the five companies in the electronics industry (Bol.com, MediaMarkt, FonQ, BCC, CoolBlue).

3.2.2 Measurements

In order to assess the perception of different companies, participants were asked to fill in a brand attitude-scale (Likeable-unlikable, attractive-unattractive and positive-negative) and brand reliability-scale (reliable-unreliable and honest-dishonest) based on existing scales. The items to measure brand attitude were adapted to the present research context based on the research of Spears & Singh (2004). The items to measure brand reliability were employed based on the research of Delgado-Ballester, Munuera-Aleman, and Yague-Guillen (2003). A bipolar measurement was used in *Qualtrics* in order for participants to choose between opposites on the brand attitude- and reliability scale. Five companies in the clothing industry were assessed (H&M, ASOS, WE, Wehkamp, Mango) and five companies in electronics store segment were assessed (Bol.com, MediaMarkt, FonQ, BCC, Coolblue) in order to create a replication factor in study II. The range of items was qualified with unlikable as 1 and likable as 5.

Manipulations were tested within-subjects to gain insights in the response to visualization and valence of the messages used in the manipulations. The manipulations were added to the pretest in order to test the variable *valence* and how respondents would react to negative and positive social media messages. Participants were asked how negatively/positively the messages were perceived and whether valence influenced their perception about the brand. For instance, “What feeling do you get of the brand after seeing the displayed social media messages?” and “How negatively do you perceive the shown social media messages?” The manipulations can be found in appendix G.

3.2.3 Results

Table 3
Scale descriptives and Cronbach's alpha for measured attitude

Attitude towards firm	<i>M</i>	<i>SD</i>
H&M ($\alpha = .92$)		
Unlikable –likable	3.77	1.10
Unattractive - attractive	3.59	1.18
Negative – positive	3.77	1.02
Unreliable - reliable	3.73	.77
Dishonest – honest	3.73	.94
ASOS ($\alpha = .91$)		
Unlikable –likable	3.82	1.05
Unattractive - attractive	3.77	.97
Negative – positive	3.77	.92
Unreliable - reliable	3.27	.83
Dishonest - hones	3.36	.90
WE ($\alpha = .94$)		
Unlikable –likable	3.63	1.17
Unattractive - attractive	3.47	1.17
Negative – positive	3.37	1.07
Unreliable - reliable	3.58	.90
Dishonest – honest	3.47	.84
Wehkamp ($\alpha = .90$)		
Unlikable –likable	3.73	1.16
Unattractive - attractive	3.68	1.21
Negative – positive	3.86	1.17
Unreliable - reliable	4.00	.93
Dishonest – honest	4.05	1.00
Mango ($\alpha = .92$)		
Unlikable –likable	3.42	1.12
Unattractive - attractive	3.52	1.02
Negative – positive	3.47	1.12
Unreliable - reliable	3.42	.69
Dishonest – honest	3.26	.65
Bol.com ($\alpha = .96$)		
Unlikable –likable	4.41	.96
Unattractive - attractive	4.14	.99
Negative – positive	4.36	.95
Unreliable - reliable	4.18	.95
Dishonest – honest	4.18	1.00
MediaMarkt ($\alpha = .91$)		
Unlikable –likable	3.68	1.25
Unattractive - attractive	3.47	1.26
Negative – positive	3.68	1.11
Unreliable - reliable	3.79	.71
Dishonest – honest	3.68	.95
FonQ ($\alpha = .87$)		
Unlikable –likable	3.11	1.10
Unattractive - attractive	2.84	.83
Negative – positive	3.32	.75
Unreliable - reliable	3.16	.83
Dishonest – honest	3.32	.67
BCC ($\alpha = .89$)		
Unlikable –likable	3.00	1.05
Unattractive - attractive	3.16	1.07
Negative – positive	3.21	.92
Unreliable - reliable	3.26	.87
Dishonest – honest	3.16	.90
CoolBlue ($\alpha = .90$)		
Unlikable –likable	4.00	.87
Unattractive - attractive	3.91	.97
Negative – positive	4.05	.95
Unreliable - reliable	4.00	.93
Dishonest – honest	3.82	1.05

Mango and ASOS are two companies that were evaluated as most neutral. In addition, BCC and FonQ were evaluated in the electronic segment as most neutral. The One-sample T-test shows that negative manipulations consisting of two negative and one neutral social media messages were evaluated by the participants as negative whereby participants had to choose between 1 as negative and 7 as positive ($M=2.63$, $SD=1.21$). Besides, the positive manipulation consisting of two positive and one neutral social media messages were assessed as positive whereby participants had to choose between 1 as negative and 7 as positive ($M=6.11$, $SD=.88$). Most of the respondents, 15 out of 22 (79%), mentioned that the positive condition was perceived as positive and the negative condition was perceived as negative. Answering the proposition ‘The displayed messages are convincing to me’ (1=totally not agree, 5=totally agree), participants answered that the displayed messages are convincing ($M=3.63$, $SD=.90$).

3.2.4 Conclusion

Mango and ASOS are two companies that were evaluated as most neutral, BCC and FonQ likewise. Consequently, these companies will be used in the manipulations during the main study. The manipulations in the positive condition were evaluated as positive and manipulations in the negative condition were evaluated as negative. Therefore, the phrasing used in the example-manipulations will be used in the manipulations in the main study.

3.3 Main study

3.3.1 Participants and procedure

Out of the 476 filled in questionnaires, 224 questionnaires were used for data analysis. The sample consisted of 70 (26,7%) men and 164 (72,9%) women between the age of 18 and 55 with the average age of 29 years. All sample characteristics can be found in Table 4.

Table 4
Sample characteristics (N=224)

	N	%
Gender		
Male	60	26.7
Female	164	72.9
Age		
18-25 years	133	59
26-35 years	47	21
35-45 years	21	9
46-55 years	24	11
55+ years	0	0
Social media usage		
Yes	224	100
No	0	0
Choice of medium		
Whatsapp	223	99.5
Twitter	39	17.4
Instagram	185	81.3
Facebook	208	92.9
LinkedIn	135	60.3
Facebook Messenger	140	62.5
Snapchat	121	54.0

Before conducting the survey the Ethics Committee University of Twente was asked for approval. Data collection was carried out by means of an online survey questionnaire. A link to the survey was placed on social media in order for respondents to access the online questionnaire. The quantitative questionnaire was divided into five subsections. The first section introduced participants to the subject, presented instructions to correctly fill in the survey and informed about the existing possibility to end the survey at any time. The second

section captures demographic characteristics (age, gender and social media usage). In the third section manipulations were presented to the participants. The fourth section addressed the dimensions of e-reputation and the fifth section assessed corporate reputation. After finishing the questionnaire participants were able to ask questions about the questionnaire.

3.3.2 Measurements

Written statements were used to manipulate the variables valence and physical store presence. The questionnaire was filled in after exposing respondents to the manipulation of the independent and moderating variable. Participants were randomly assigned to one of the eight different conditions. The manipulations can be found in appendix G.

Overall 61 questions were asked (45 for the constructs, and six for demographic characteristics; see appendix K for the final questionnaire). The questionnaire was translated into Dutch by using multiple translators and back-translation to guarantee linguistic- and conceptual equivalence. Below, it will be explained how the independent variable and the dependent variable were measured.

3.3.2.1 Dependent variable E-reputation

The typology of Dutot and Castellano (2015) was used to measure e-reputation. Dutot and Castellano (2015) used 18 items divided in four parts. Examples of items are “Based on past online experiences my perception of the brand is good” and “The design of the website is lacking.” All items can be found in appendix I. The first part of items measures the perceived reputation represented by the online brand characteristics. The second and third parts integrated the expected quality of the website and service. Social media is integrated in the fourth and final part, which will be measured by mainly quantitative items. A Likert-type scales varying from 1 (strongly disagree) to 7 (strongly agree) was used to measure all items.

This type of scales limits risk of misunderstanding or measurement error (Vehovar, Lozar, & Manfreda, 2008).

3.3.2.2 Dependent variable Corporate reputation

Corporate reputation was measured using the typology of Walsh and Beatty (2007) to measure overall evaluation of a company. They used 31 items to measure 5 factors. Examples of items are “Has employees who are concerned about customer needs.” and “Tends to outperform competitors. The first factor assesses corporate reputation by customer orientation. The second factor integrates the perception of employees. The third factor examines corporate reputation by the reliability and how financially strong the company is. Factor four consists of the assessment of product and service quality. The fifth and final factor looks at social and environmental responsibility of a company. All items were measured on a Likert-type a scale varying from 1 (strongly disagree) to 7 (strongly agree) was used to measure all items. This type of scales limits risk of misunderstanding or measurement error (Vehovar & Lozar Manfreda, 2008). The items that were used to measure corporate reputation can be found in the appendix I.

3.3.3 Data collection and analysis

Data were collected over in July 2019, using a convenience sample. The online questionnaire was accessible through a link that was posted on the following social media: Facebook, Instagram and Whatsapp. The link to the questionnaire was shared within the personal network of the researcher. Administering a questionnaire through an online platform possesses several advantages. It is possible to gather data over a shorter period of time (Dillman, 2006) and data can be obtained in a faster and cheaper manner compared to other methods (Bethlehem & Biffignandi, 2012). Out of the 476 completed questionnaires, 224

were kept for analysis. Correlations were tested using a correlation-analysis in order to measure to relation between questions and gain insights for further analyses. Reliability was guaranteed by a reliability analysis (Cronbach's alpha) to examine the meaning of questions in the survey. Validity was guaranteed by a confirmative factor analysis.

The variables were subdivided and labeled into the correct measurement level. The demographic variable *gender* was labeled nominal ('man' = 0 and 'women' = 1). The demographic variables *usage of social media and social media channel experience* were also labeled nominal.

The variables age, online brand characteristics, quality of website, quality of online service, social media, customer orientation, good employer, performance, product and service quality and responsibility were labeled ordinal and had a continuous measure level. Reversed items were encoded in SPSS. Validity of was ensured by a confirmative factor analysis.

Determining the Cronbach's alpha tested the internal consistency of the indexes. A Hayes regression-analysis, a regression analysis and independent samples T-test were conducted in order to demonstrate the relationships within the research model.

4. Results

4.1 Construct validity, reliability, and correlations

Items that were used in this research were based on standard scales that ensured construct validity. Therefore, a confirmative factor analysis with SPSS data in AMOS was carried out. A factor analysis is frequently used to ensure that the questions asked relate to the construct that was measured (Field, 2005). Based on the correlations between the constructs of e-reputation and corporate reputation, 9 factors were established. The factor analysis confirmed the items per construct established in this study (CFI: .889; RMSEA: .075). The item 'I expect that influencers have a negative opinion towards the store' was removed based on a low loading factor (.49) on the construct social media. All results of the confirmative factor analysis can be found in appendix A.

A reliability analysis was carried out in order to measure the Cronbach's alpha of each construct to ensure reliability. The threshold of the Cronbach's alpha in this study was indicated on 0.7. The range of items varies from three to five items per construct. All constructs were measured as reliable except for the construct social media, the item 'I expect that influencers have a negative opinion towards the store', was left out in order to assure the reliability of the construct social media. All the included items and the Cronbach's alpha of the constructs can be found in appendix B.

To gain insights in the relations between the dimensions of e-reputation and corporate reputation a bivariate correlation analysis was carried out. A Spearman's correlation analysis was executed to establish connections between constructs, without mentioning a causal relation (Cohen, Cohen, West, & Aiken, 2003). Spearman's was used because of the ordinal characteristic of the items. Besides, a correlation analysis is often used to describe the data and to examine assumptions (Cohen, Cohen, West, & Aiken, 2003). Output of the correlation analysis can be found in appendix C.

4.2 Predicting Corporate reputation

In order to test the research model a Hayes-regression analysis was executed to analyze mediation, moderation and probable conditional processes (Hayes, 2017). Also, the main hypothesis on e-reputation influencing corporate reputation was tested using Hayes-regression analysis. First, in order to exclude conditional processes due to the replication factor used in this research, a three-way interaction was being tested with model 18 of the Hayes-regression analysis. The analysis shows that there is no indication that the replication factor could influence the interaction-effect between valence, e-reputation, physical store presence and corporate reputation, because no significant effect is demonstrated. Results can be found in appendix D. Now that a three-way interaction effect is excluded a two-way interaction effect was being tested with model 14 of the Hayes-regression analysis. The replication factor is included as covariate in the analysis. Results can be found in table 5.

In order to analyze the influence of the independent variable e-reputation on the dependent variable corporate reputation Hayes regression-analysis was carried out. The predictive power of e-WOM valence and e-reputation on corporate reputation was significant ($R^2 = .81$, $F(1, 223) = 81,65$, $p = .000$). The model explains 81 percent of the variance of corporate reputation. The analysis demonstrates that e-reputation significantly influences corporate reputation ($\beta = .66$, $t = 5.95$, $p = .000$).

Table 5

Hayes regression-analysis predicting corporate reputation (N=224)

Model statistics	Adj. R2	F-value	Sig.
Model 1: E-WOM valence predicting e-reputation	.69	95.95	.00**
Model 2: Predicting corporate reputation	.81	81.65	.00**
Regression coefficients	β	t-value	Sig.
Model 1: E-WOM valence predicting e-reputation			
E-WOM valence	1.61	13.85	.00**
Covariate: Branch	-.0736	-.636	.52
Model 2: Predicting corporate reputation			
E-WOM valence	-.23	-2.10	.04
E-reputation	.66	5.95	.00**
Physical store presence	-.31	-.95	.34
Interaction between e-reputation and physical store presence	.06	.90	.37
Covariate: Branch	-.05	-.62	.54

**Correlation is significant at the .01 level

*Correlation is significant at the 0.05 level

4.3 E-WOM valence predicting E-reputation and E-reputation as mediator

The Hayes-analysis (table 5) demonstrates that e-WOM valence significantly influences e-reputation ($R^2 = .69$, $F(1, 223) = 95.95$, $p = .000$). 69% percent of the variance of e-reputation is explained by valence. Thus, how a message is being depicted influences the perception of e-reputation. The positive regression coefficient (B) indicates that a change in valence positively influences the perception of e-reputation ($\beta = 1.61$, $t = 13.85$, $p = .000$). To further explore the relationship between valence and e-reputation an independent-samples T-test was conducted to compare the influence valence in the positive and negative condition in social media messages. The influence of valence is significant ($p = .00$) in the negative valence condition ($M = 3.78$, $SD = .99$), differs from the positive valence condition ($M = 5.39$, $SD = .66$). The influence of valence in the negative condition on e-reputation is different from the influence of valence in the positive condition on e-reputation. The independent-samples T-test demonstrates significantly that the influence of positive valence differs from negative valence for all dimensions of e-reputation. Results can be found in table 6 and table 7.

Table 6		
<i>Independent-samples T-test predicting e-WOM valence (N=224)</i>	<i>M</i>	<i>SD</i>
Condition $t(223)=-13.71, p=.000^{**}$		
Negative	3.78	.99
Positive	5.39	.66

***Correlation is significant at the .01 level*

**Correlation is significant at the 0.05 level*

Table 7		
<i>Independent-samples T-test predicting e-WOM valence (N=224)</i>	<i>M</i>	<i>SD</i>
Online brand characteristics, condition: $t(223)=-19.98, p=.00^{**}$		
Negative	2.81	1.02
Positive	5.56	.95
Quality of website, condition: $t(223)=-11.37, p=.00^{**}$		
Negative	3.56	1.35
Positive	5.37	.92
Quality of online service, condition: $t(223)=-6.11, p=.00^{**}$		
Negative	4.41	1.43
Positive	5.38	.76
Social media, condition: $t(223)=-6.61, p=.00^{**}$		
Negative	4.35	1.22
Positive	5.30	.83

***Correlation is significant at the .01 level*

**Correlation is significant at the 0.05 level*

The Hayes-analysis (Table 5) also demonstrates that e-reputation mediates the relationship between valence and corporate reputation because no direct effect is found between valence and corporate reputation ($\beta = -.23, t = -2.10, p = .037$). The Hayes-regression analysis (Table 5) demonstrates that e-reputation mediates the influence of valence on corporate reputation. An additional Hayes regression-analysis was executed in order to explore which dimensions of e-reputation mediate the relationship between valence on corporate reputation. The results demonstrate that the dimension *online service* of e-reputation mediates the relationship of valence and corporate reputation ($\beta = .30, t = 2.11, p = .036$). All other dimension do not seem to mediate the relationship between valence and corporate reputation (Appendix F).

4.4 Moderator Physical store presence

The results extracted from the Hayes regression-analysis (Table 5) do not validate the moderation effect of physical store presence ($\beta = .06$, $t = -.90$, $p = .368$). The analysis demonstrates no direct effects of physical store presence either ($\beta = -.31$, $t = -.95$, $p = .343$). Because the analysis did not demonstrate the moderating role of physical store presence, an additional Hayes-analysis was executed in order to found out the possible moderating role of physical store presence per dimensions of e-reputation and its influence on the independent variable corporate reputation. All tests demonstrated that there was no significant influence of physical store presence as moderator between the dimensions of e-reputation (online brand characteristics, quality of website, quality of service and social media) and the independent variable corporate reputation. Results of the additional Hayes-regression analysis per dimension of e-reputation can be found in appendix E.

4.5 Dimensions of e-reputation and corporate reputation

In order to gain insights in the relations between constructs within the conceptual model a linear regression analysis was carried out. The regression analysis is broadly applicable to test hypotheses generated by researchers in the behavioral sciences (Cohen, Cohen, West, & Aiken, 2003). Also, a regression analysis will test the influence of the dependent variable on the independent variable. At the same time a regression analysis will indicate a positive or negative influence (Cohen, Cohen, West, & Aiken, 2003). A regression analysis was carried out in order to gain insights in the relationship between dimensions of e-reputation and dimensions of corporate reputation.

To analyze the influence of the dimensions of e-reputation on the dimensions corporate reputation, a linear regression analysis was carried out (Table 8). This regression was significant ($R^2 = .65$, $F(1, 223) = 424.10$, $p = .00$). The perception of e-reputation

influences the perception of corporate reputation. This indicates that the overall reputation of a store can be explained by 65 percent of how customers perceive the online brand characteristics, quality of the website, quality of the online service and social media ($\beta = 1.22$, $t = 20.59$, $p = .00$). The positive regression coefficient (B) indicates that when e-reputation increases, corporate reputation likewise does. The rather high-adjusted R-square value indicates that the model explains almost all variability. The influence of the dimensions of e-reputation on corporate reputation will now be discussed per corporate reputation dimension in order to demonstrate in the influencing dimensions of e-reputation.

Table 8
Regression analysis predicting corporate reputation (N=224)

Model statistics	Adj. R2	F-value	Sig.
Model 1: E-reputation predicting corporate reputation	.65	424.10	.00**
Model 2: Dimensions of e-reputation predicting customer orientation	.70	133.79	.00**
Model 3: Dimensions of e-reputation predicting good employer	.47	50.79	.00**
Model 4: Dimensions of e-reputation predicting performance	.57	71.15	.00**
Model 5: Dimensions of e-reputation predicting customer product and service quality	.55	70.66	.00**
Model 6: Dimensions of e-reputation predicting social and environmental responsibility	.13	9.44	.00**
Regression coefficients	β	t-value	Sig.
Model 1: E-reputation predicting corporate reputation			
E-reputation	1.22	20.59	.00**
Model 2: Dimensions of e-reputation predicting customer orientation			
Online brand characteristics	.36	4.61	.00**
Quality of website	-.06	-.63	.53
Quality of online service	.64	11.67	.00**
Social media	.25	2.87	.00**
Model 3: Dimensions of e-reputation predicting good employer			
Online brand characteristics	.39	4.62	.00**
Quality of website	.05	.50	.62
Quality of online service	.19	3.35	.00**
Social media	.30	3.19	.00**
Model 4: Dimensions of e-reputation predicting performance			
Online brand characteristics	.47	5.14	.00**
Quality of website	.16	1.45	.15
Quality of online service	.20	3.18	.00**
Social media	.29	3.85	.00**
Model 5: Dimensions of e-reputation predicting customer product and service quality			
Online brand characteristics	.34	3.85	.00**
Quality of website	.29	2.62	.01**
Quality of online service	.30	4.92	.00**
Social media	.16	1.59	.11
Model 6: Dimensions of e-reputation predicting social and environmental responsibility			
Online brand characteristics	-.14	-1.76	.08
Quality of website	.32	3.19	.00**
Quality of online service	.06	1.13	.26
Social media	.13	1.48	.14

**Correlation is significant at the 0.01 level

* Correlation is significant at the 0.05 level

4.5.1 Customer orientation

To analyze the influence of the dimensions of e-reputation on the dimension customer orientation of corporate reputation, a linear multiple regression analysis was carried out. The dimension customer orientation includes how customer-oriented a store and its employees are. The regression was significant ($R^2 = .70$, $F(4, 220) = 133.79$, $p = .000$). The rather high-adjusted R-square value indicates that the model explains almost all variability (70 percent). The regression analysis demonstrates that the variable online brand characteristics has a significant influence on the variable customer orientation. This indicates that the general perception of the online brand influences the perception of how customer-oriented a store is ($\beta = .36$, $t = 4.61$, $p = .000$). The positive regression coefficient (β) indicates that an increase in positive perception of the online brand characteristics likewise brings about increase in positive perception on customer orientation of a store. Also, the variable quality of the online service significantly influences customer orientation. The analysis indicates that the perception of how online customer care and service is arranged seems to influence the perception of the customer oriented view of a corporation ($\beta = .64$, $t = 11.67$, $p = .000$). The positive regression coefficient (B) demonstrates that positive perception of online customer care increases positive perception of customer orientation of a store. Finally, the regression analysis demonstrates that social media (the perception of the role of the brand on social media) influences the perception of how customer-oriented a store is ($\beta = .25$, $t = 2.87$, $p = .005$).

4.5.2 Good employer

To analyze the influence of the dimensions of e-reputation on the dimension good employer of corporate reputation, a linear multiple regression analysis was carried out. Variables were analyzed that could possibly influence the perception of the well being of the employees. This

regression was significant ($R^2 = .47$, $F(4, 220) = 50.79$, $p = .000$). The mediocre adjusted R-square value indicates that the model does not explain the total variability of the response data around its mean. The regression analysis demonstrates that the variable online brand characteristics has a significant influence on the variable good employer. This indicates that the general perception of the online brand influences the perception of the working environment for employees of the store ($\beta = .39$, $t = 4.62$, $p = .000$). Also, the variable quality of the online service significantly influences good employer. The analysis indicates that the perception of how online customer care is arranged seems to influence the perception of employees are treated ($\beta = .19$, $t = 3.35$, $p = .000$). Finally, the regression analysis demonstrates that social media (the perception of the role of the brand on social media) influences the perception of how the store manages its employees ($\beta = .30$, $t = 3.19$, $p = .000$).

4.5.3 Performance

To analyze the influence of the dimensions of e-reputation on the dimension performance of corporate reputation, a linear multiple regression analysis was carried out. This regression was significant ($R^2 = .57$, $F(4, 220) = 71.15$, $p = .000$). Performance includes how (financially) well managed a store is. The rather low adjusted R-square value indicates that the model does not explain the total variability. The regression analysis demonstrates that the variable online brand characteristics has a significant influence on the variable performance. This indicates that the general perception of the online brand influences the perception of the performance of a store ($\beta = .46$, $t = 5.14$, $p = .000$). Also, the analysis indicates that the perception of how online customer care is arranged seems to influence the perception of store performance, how financially strong and reliable a store is ($\beta = .20$, $t = 3.18$, $p = .000$). Finally, the regression analysis demonstrates that social media (the perception of the role of the brand on social media) influences the perception the vision of a store ($\beta = .39$, $t = 3.85$, $p = .000$).

4.5.4 Product and service quality

To analyze the influence of the dimensions of e-reputation on the dimension product and service quality of corporate reputation, a linear multiple regression analysis was carried out. Variables were analyzed that could possibly influence the perception of the quality of products and services of a store. The regression was significant ($R^2 = .55$, $F(4, 220) = 70.66$, $p = .000$). The rather low adjusted R-square value indicates that the model does not explain the total variability (55 percent). The regression analysis demonstrates that the variable online brand characteristics has a significant influence on the variable product and service quality. This indicates that the general perception of the online brand influences the perception of offered products and services ($\beta = .34$, $t=2.85$, $p = .000$). Also, the regression analysis indicates that the perception of the website quality influences the perception of services and products ($\beta = .29$, $t=2.62$, $p = .000$). Finally, the analysis indicates that the quality of the online service, the perception of how online customer care is arranged seems to influence the perception of products and services ($\beta = .20$, $t = 4.92$, $p = .000$). Remarkable, is that the results show that social media does not influence the perception of product and service quality ($\beta = .16$, $t = 1.59$, $p = .110$).

4.5.5 Social and environmental responsibility

To analyze the influence of the dimensions of e-reputation on the dimension social and environmental responsibility of corporate reputation, a linear multiple regression analysis was carried out. This regression was significant ($R^2 = .13$, $F(4, 220) = 9.44$, $p = .00$). The low adjusted R-square value indicates that the model explains little of the variability of the response data around its mean. The variable quality of the website significantly influences the perception of the responsibility of the company towards the (social) environment ($\beta = .32$, t

=3.19, $p = .00$). The regression analysis demonstrates that the other three dimensions of e-reputation do not influence the perception of the responsibility towards the environment.

4.5.6 Overview of hypotheses and research questions

Table 9

Hypothesis en research questions overview

Hypothesis	Assumption	
<i>H1</i>	E-reputation has a positive influence on corporate reputation	<i>Confirmed</i>
<i>H2</i>	E-WOM valence positively influences e-reputation	<i>Confirmed</i>
<i>H3</i>	E-reputation mediates the influence of valence on corporate reputation	<i>Confirmed</i>
<i>H4</i>	Physical store presence negatively influences the relationship between e-reputation and corporate reputation	<i>Rejected</i>
<i>RQ1</i>	What is the influence of e-reputation on corporate reputation?	<i>Positive influence</i>
<i>RQ2</i>	What is the influence of the dimensions of e-reputation on the dimension of corporate reputation?	<i>Mostly positive</i>
<i>RQ3</i>	What is the mediating role of e-reputation between e-WOM and corporate reputation?	<i>Positive mediation</i>
<i>RQ4</i>	How is the relationship between e-reputation and corporate reputation in the online environment different from that in the physical environment?	<i>No difference exists</i>

4.5.7 Research model

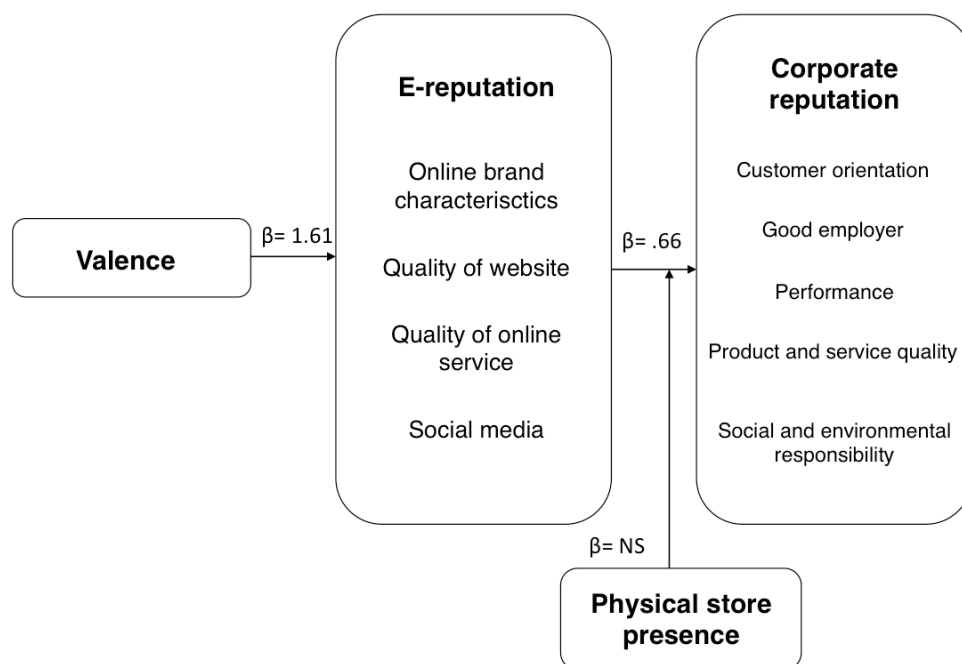


Figure 2. Research model

5. Discussion

This study underlines the research that has already been done in the field of e-reputation in relation to corporate reputation. However, there are also several new findings that are an extension to previous research results. Previous studies already gained insights in the relationship between e-reputation and corporate reputation. Yet, this study explored several dimensions to e-reputation and corporate reputation and their influences. Therefore, this study is vital in understanding why e-reputation is important to consider in the literature of determinants of corporate reputation. The main findings of this study will now be discussed. First, theoretical implications for the research model and methodology will be discussed. Next, practical implications will be discussed. Finally, limitations and future research will be discussed.

5.1 Theoretical implications

5.1.1 Discussing the research model

Prior to this research, the expectation was that the dependent variable corporate reputation would be influenced by the independent variable e-reputation. The results demonstrate that this hypothesis is confirmed. Reputation derived from electronic contacts that perceive and evaluate online brand characteristics, quality of the website and online service and social media, positively influence the general perception of a company. A possible explanation for this results is given by the research of Castellano and Dutot (2013), the overall perception of online brand characteristics, website quality, online service quality and social media influences corporate reputation. This result is of importance due to the value of reputation underlined by various scholars (Castellano & Dutot 2013; Castellano & Dutot 2015; Chang & Zhu, 2011). For instance, having a favorable reputation creates a competitive advantage

because customers are more likely to buy products when the general perception is positive. Besides, this study underlines the research of Castellano and Dutot (2017) who argue that e-reputation influences corporate reputation.

Remarkable is that e-reputation strongly influences corporate reputation. E-reputation and corporate reputation were defined to be two separate variables; the results show an explained variance of 81 percent, which is rather high. It could be possible that e-reputation and corporate reputation are more alike than was assumed. This explanation is embedded in the research of Chun and Davis (2001) who define e-reputation as a firm's reputation that is established through the perceptions available online about the firm. In other words, this indicates that individuals evaluate and perceive e-reputation as a part of corporate reputation that can be found online. Also, other scholars consider e-reputation as an extension of reputation online (Fillias & Villeneuve, in Castellano & Dutot, 2017).

According to the results, e-WOM valence positively influences e-reputation. Thus, the assumption that was made about e-WOM valence influencing e-reputation is supported. This results is embedded in the literature about e-WOM valence (Frijda, 1986; Lee & Koo, 2012; Castellano & Dutot, 2017). E-WOM valence is identified as attractiveness or averseness of an event, object, or situation. In this study this attractiveness or averseness was manipulated by designing messages with favorable or unfavorable information. Individuals that are exposed to messages with unfavorable information perceive a store more negatively and individuals that are exposed to favorable information perceive a store more positively. This is in line with the study of Goyette et al. (2010), who demonstrate that both unfavorable and favorable information can influence the perception of e-reputation. Thus, valence has predictive power for e-reputation. Several authors have suggested the influence of e-WOM valence on e-reputation and corporate reputation. E-WOM valence demonstrates the possible

influence of e-WOM as a whole on reputations. This result is important regarding the literature of e-WOM and should be further explored in this context.

The results did not underline the assumption about physical store presence negatively influencing the relationship between e-reputation and corporate reputation. Therefore, the hypothesis 'Physical store presence negatively influences the relationship between e-reputation and corporate reputation' is rejected. This result is not in agreement with the literature regarding the moderating role of physical store presence. The process of e-WOM valence influencing corporate reputation mediated by e-reputation was assumed to be different for businesses that solely operate online. For instance, online shopping tends to eliminate cues that customers might otherwise use to assess and perceive the company (Benedicktus, Brady, Darke & Voorhees, 2010).

It was expected that e-reputation would be the only predictive variable for the corporate reputation of online businesses (Ert, Fleischer, & Magen, 2016). Besides, other factors next to e-reputation would be of influence in the perception of corporate reputation of businesses with a physical store. For instance, the behavior of employees presence in stores. Yet, the predictive power of e-reputation is equivalent for both businesses with a physical and online store. This indicates that individuals tend to evaluate the corporate reputation of an online store by both e-reputation and corporate reputation. Also, apparently e-reputation is an important antecedent of the corporate reputation of businesses with a physical store. This is an important finding because; apparently online reviews and other online aspects are becoming increasingly important also for businesses operating by means of a physical store.

5.1.2 Discussing the dimensions of e-reputation and corporate reputation

Remarkable results were found regarding the relationships between dimensions of e-reputation and the dimensions of corporate reputation. Almost all dimensions of e-reputation seem to influence all dimensions of corporate reputation, with a few exceptions.

How the online service quality is perceived explains how customers perceive the services provided by employees. When individuals perceive the online service as positive this will explain the positive perception of how customer oriented a company is. Besides, the results also demonstrate that online service quality explains product and service quality. A positive perception of online service quality consequently could explain a positive perception of product and service quality in general. This indicates that the quality of the FAQ's, online service desk, website, telephone calls, chats sessions, are important to the overall evaluation of a company.

Further, the perception of customer orientation can be explained by the perception of online brand characteristics (the online presentation of the brand). This result can be embedded by the research of Kapoor and Heslop (2009) who argue that an overall positive view influences the evaluation process of all facets that contribute to the general brand perception, corporate reputation. Thus, a general positive evaluation explains a positive perception of customer orientation.

Yet, not all dimensions of e-reputation seem to explain how the dimensions of corporate reputation are perceived. The results demonstrate that website quality is not an indicator for a reliable company. It would be sensible that a safe and well-designed website would be an indicator for a reliable company. However, the results show a differently.

Also, remarkable is the results demonstrate that social media is not of importance in the perception of product and service quality. It would be sensible that e-WOM valence available through social media would influence the perception of consumers about product

and service quality. E-WOM valence is any positive or negative statement made by potential, actual, or former customers about a product or company. Recent studies have shown that e-WOM valence of peers, and friends and families have the strongest influence on our decisions and opinions (Castellano & Dutot, 2017). Therefore, it would be logical that social media would influence the perception of product and service quality, because social media allows for e-WOM valence (Hennig-Thurau et al., 2004). Yet, this result can be explained by the idea that individuals like to think that decisions are based on rationality and not based on others' opinions (Gigerenzer & Selten, 2002).

5.1.3 Methodological limitations

In the main study, manipulations were operated to create differences in e-reputation and explore the influence on corporate reputation. However, respondents were not confronted with actual experiences with the concerned companies. How would individuals perceive and evaluate e-reputation based upon actual experiences with companies. When measuring e-reputation based on real experience participants are able to evaluate existing products, (online)services, social media activities and website quality.

Also, how would individuals perceive e-WOM valence received from a real person? Valence in an e-WOM message of real individuals would possibly have a greater effect when manipulated. The social experience between individuals that share information about businesses, products or services could maybe have greater predictive power.

Further, online and physical stores in the clothing and electronics segments, were used to operate the variable physical store presence in order to manipulate the relationship between e-reputation and corporate reputation. While a pretest was operated to measure attitudes towards stores in these two segments, the possibility exists that participants were able to create a personal attitude of the store beforehand. Perhaps, certain participants not only based

their perception of the store on e-WOM valence operated in the manipulations, but on prior experiences and attitudes. For instance, participants could have a strong personal attitude towards ASOS, Mango, BCC or FonQ, and conceivably e-WOM valence did not have the desired influence on e-reputation. It is recommended for future research to create and opt-out when participants are too familiar with the concerning companies.

Next, the study captures the perception and evaluation of e-reputation and corporate reputation by means of an online survey. However, other research methods could further analyze the relationship between e-WOM valence, e-reputation and corporate reputation. For instance, interviews perhaps explore in what manner individuals evaluate reputations and how influencing the opinions and if reviews of other individuals are genuinely that important.

5.2 Practical implications

Corporations and in particular stores should consider the following implications based on the results demonstrated in this study. First, this study has the important practical implication that e-reputation influencing corporate reputation provides a competitive advantage that could translate into corporate success. This accounts for businesses with a physical store and online webshop. A favorable corporate reputation is valuable, because the firm's good reputation signals the value of its services or products to the marketplace. It is recommended for businesses to invest in website quality, online service quality and visibility on social media, because e-reputation predicts corporate reputation. A positive perception of these aspects leads to an overall positive evaluation of a company. Consequently, more services and products are acquired.

E-reputation is important to consider for businesses with both an online store and physical store. E-reputation has a predictive power for the corporate reputation of business that operate online and offline. This result can be explained by the characteristics of the

Internet. Social media and other review application available online create the possibility for consumers to openly opinionate about businesses. Even if businesses are absent online, but only operate by means of a physical store, consumers can create e-WOM valence through social media or other review applications. Therefore, e-reputation becomes also valuable for businesses that solely operate by means of a physical store. Therefore, businesses should consider all aspects of e-reputation and invest in creating a favorable e-reputation. Businesses could do so by being present at social media, create a strong and stable online service, invest in an accessible website, and focus on e-WOM valence.

Further, corporate reputation has been found to be a driver of tangible, business related outcomes (Castellano & Dutot 2013; Castellano & Dutot 2015). For the simple reason that a positive corporate reputation is a tool to create more revenue, it is recommended for business that operate offline and online to focus on positioning and creating a favorable reputation. For instance, understanding the process of e-WOM valence could attain a comprehension of the formation of reputations. Businesses should be aware that reputations are mostly influenced by opinions of individuals about their (online) service, website, quality of products, social media activity. Therefore, it is recommended to explore how individuals tend to communicate regarding businesses. E-WOM valence in personal messages from one individual to another explains on how stores are perceived and evaluated. It is of great value to analyze messages concerning companies in order to realize how this affects (e-) reputation.

The effect of valence is too important not to consider. Exploring e-WOM valence in messages creates opportunities to counter act e-WOM valence. Customers are sensitive to information given by peers, friends and people that are important to them. It can be fruitful to make use of influencer marketing to enhance a positive evaluation of e-reputation. Messages and social media posts by influencers contain information about companies, store, products, and services are predictive for a positive e-reputation.

5.3 Limitations and future research

As with other research, this study has limitations that must be considered regarding future research and the interpretation of results. First, it is recommended for future research to establish a clear understanding of e-reputation and corporate reputation. E-reputation is viewed in this study as separate concept compared to corporate reputation. However, the results demonstrate that e-reputation explains 81 percent of the variance of corporate reputation. In previous research scholars argue that e-reputation is just corporate reputation transferred online. The results indicate that e-reputation predicts corporate reputation. However, this study also indicates that e-reputation and corporate reputation are possibly alike. Previous studies also indicate that corporate reputation might influence e-reputation (Castellano & Dutot, 2015; Chun & Davies, 2001). Yet, this research did not explore this relationship. Besides, the research area on e-reputation is rather new and not all facets to the subjects are already known. Future research should clarify how the two concepts relate.

Besides, the assumption of physical store presence negatively influencing the relationship between e-reputation and corporate reputation was not confirmed. Future research should further explore the influence of offline surroundings to the relationship between e-reputation and corporate reputation in order to exclude variables that could possibly moderate this relationship.

Further, it is still unclear what the effect of e-WOM valence is in the positive and negative condition. This research demonstrates that messages containing favorable information create a positive perception of e-reputation, and messages containing unfavorable information create a negative perception of e-reputation. Some studies contradict this finding and argue that messages containing unfavorable information are in general more predictive for e-reputation (Chiou and Cheng 2003; Fiske 1980; Skowronski & Carlston 1987). Future

research should examine the possible difference between favorable and unfavorable information in e-WOM valence messages. However, researchers such as Goyette et al. (2010) argue that differences are not existent. Future research is recommended to establish a explicit comprehensions of e-WOM valence, because many studies indicate that valence is an important determinant of reputation (Blackshaw, 2006; Castellano & Dutot, 2015; Chu & Kim, 2011; Send & Lernman, 2007).

Next, the present study relied on the imagination of participants while measuring e-reputation and corporate reputation. Favorable or unfavorable messages were presented to participants to determine variance in the perception of e-reputation. Participants were ought to evaluate and create a perception of e-reputation by means of constructed e-WOM valence messages. Recommended is for future research to study the perception of e-reputation based on exposure to genuine e-WOM valence messages.

This research demonstrates the perception of e-reputation and corporate of stores within clothing or electronics segment. Therefore, the results of this study may not be generalizable to other business areas. It is recommend to explore to influence of e-reputation on corporate reputation in other business areas. For instance, exploring the predictive power of e-WOM valence on e-reputation and corporate reputation for B2B companies, restaurants, and service providers. Besides, the results of this study may not be generalizable to a broader population. Due to the use of a convenience sample most of the participants are from a particular area in The Netherlands. Because of the specific sample used in this study, future research could take a variety of samples from different areas and countries in order to generalize the results.

Finally, it is a challenge to translate existing statements in order to create a questionnaire that is psychometrically sound. The questions used for the questionnaire were obtained from standardized surveys and translated to Dutch because of the Dutch-speaking

participants. In the process of translating the actual meaning of the question could be distorted (Behling & Law, 2000). However, the translated questions were examined prior to execution of the survey. Future research could consider using items that do not have to be translated or use multiple translators in order to capture the actual meaning of the question before it will be translated (Behling & Law, 2000).

6. Conclusion

This study has aimed to unfold the underlying processes of e-reputation influencing corporate reputation. A quantitative research has been executed to find out how e-reputation influences corporate reputation, how this process is influenced by e-WOM valence and if this process differs for the online and offline context. In conclusion, e-reputation has a predictive power for corporate reputation. Next, e-reputation also mediates the relationship between e-WOM valence and corporate reputation. Contradictory to what was assumed, this process is the same both for companies that solely operate online or possess a physical store. The results indicate that how individuals talk about companies, explains how individuals perceive e-reputation and this affects the overall perception of a company. In addition, this research has aimed to establish how important dimensions of e-reputation and corporate reputation are to the overall evaluation of a company. Almost all dimensions seem to influence one another, which indicates the importance of e-reputation in the perception of corporate reputation. Additional research to the influence of corporate reputation on e-reputation is recommended. The topic of e-reputation remains important, because of the ongoing changing digital environment. Consequently, research into reputations and the impact of the digital environment is necessary in order to find out for businesses how to control and measure their reputations.

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Appendix A – Factor analysis

Model fit

CMIN/DF: 2.260

Table 2

<i>Factor analysis</i>	Factors								
Items	1	2	3	4	5	6	7	8	9
<i>Online brand characteristics 1</i>	1.05								
<i>Online brand characteristics 2</i>	1.10								
<i>Online brand characteristics 3</i>	1.00								
<i>Quality of website 1</i>		1.22							
<i>Quality of website 2</i>		2.32							
<i>Quality of website 3</i>		1.00							
<i>Quality of online service 1</i>			.49						
<i>Quality of online service 2</i>			1.06						
<i>Quality of online service 3</i>			.96						
<i>Quality of online service 4</i>			.97						
<i>Quality of online service 5</i>			1.00						
<i>Social media 1</i>				1.46					
<i>Social media 3</i>				.83					
<i>Social media 4</i>				1.00					
<i>Customer orientation 1</i>					1.02				
<i>Customer orientation 2</i>					1.03				
<i>Customer orientation 3</i>					.88				
<i>Customer orientation 4</i>					.97				
<i>Customer orientation 5</i>					1.00				
<i>Good employer 1</i>						1.00			
<i>Good employer 2</i>						.74			
<i>Good employer 3</i>						.98			
<i>Good employer 4</i>						.81			
<i>Good employer 5</i>						1.00			
<i>Performance 1</i>							1.09		
<i>Performance 2</i>							1.14		
<i>Performance 3</i>							1.20		
<i>Performance 4</i>							1.09		
<i>Performance 5</i>							1.00		
<i>Product and service quality 1</i>								1.27	
<i>Product and service quality 2</i>								1.43	
<i>Product and service quality 3</i>								1.27	
<i>Product and service quality 4</i>								1.02	
<i>Product and service quality 5</i>								1.00	
<i>Social and environmental responsibility 1</i>									.94
<i>Social and environmental responsibility 2</i>									.97
<i>Social and environmental responsibility 3</i>									.99
<i>Social and environmental responsibility 4</i>									1.00

GFI: .739

CFI: .889

PCFI: .627

PCLOSE: .00

RMSEA: .075

Appendix B – Reliability analysis

Table 6

Scale descriptives and Cronbach's alpha for constructs (reliability)

<i>Constructs</i>	<i>M</i>	<i>SD</i>
Online brand characteristics ($\alpha=.917$)	4.07	1.65
1. Based on the social media messages my perception of the store is good	4.09	1.75
2. Based on the social media messages the interaction of the store on social media is good	3.95	1.87
3. I have a positive view on the online representation of the store	4.16	1.74
Quality of website ($\alpha=.899$)	4.41	1.47
1. I expect the quality of the website to be good	4.44	1.63
2. I expect the quality of the website is user-friendly	4.46	1.70
3. I expect that the design of the website satisfies my requirements	4.32	1.50
Quality of online service ($\alpha=.866$)	4.87	1.27
1. I expect that the online experience (payment and shipping) will be improved	4.44	1.46
2. I expect that the website will be user-friendly without defaults and blockades.	4.90	1.65
3. I expect the service to be safe and reliable	5.25	1.51
4. I expect that the users' interest are central to the store	4.81	1.63
5. I expect that employees will handle customers with care after purchasing	4.97	1.60
Social media ($\alpha=.748$)	4.80	1.16
1. I expect that the interactions with the store are high on social media	4.40	1.56
2. I expect that the store is present on social media	5.39	1.31
3. I expect that the number of likes, reactions on social media channels/messages of this store are high	4.60	1.40
Customer orientation($\alpha=.905$)	4.90	1.32
1. I expect that employees of this store are concerned about customer needs	4.84	1.61
2. I expect that this store has employees who treat customers courteously	5.07	1.55
3. This store seems to be concerned about its customers	4.40	1.61
4. I expect that this store treats its customers fairly	5.09	1.48
5. I expect this store to take customer rights seriously	5.10	1.50
Good employer($\alpha=.893$)	4.34	1.07
1. Looks like a good store to work for	4.24	1.33
2. This store seems to treat its employees well	4.40	1.13
3. I expect this store to be well-managed	4.38	1.36
4. Has management who seems to pay attention to the needs of its employees	4.23	1.18
5. This store seems to have good employees	4.45	1.35
Performance($\alpha=.921$)	4.24	1.26
1. This store looks like it has strong prospects for future growth	4.22	1.43
2. This store looks like it would be a good investment	4.04	1.43
3. This store seems to have a strong record of profitability	4.29	1.41
4. This store seems to have a clear vision of its future	4.49	1.45
5. This store appears to be aware of its responsibility to society	4.14	1.37
Product and service quality($\alpha=.896$)	4.58	1.23
1. This store seems to offers high quality products and services	4.40	1.49
2. I expect that this store is a strong, reliable company	4.59	1.55
3. I expect that this store stands behind the services that it offers	4.96	1.45
4. This store seems to develop innovative products and services	4.17	1.44
5. I expect that this store offers products and services that are a good value for the money	4.76	1.38
Social environmental responsibility ($\alpha=.864$)	3.83	.98
1. This store seems to make an effort to create new jobs	3.86	1.15
2. This store seems to ensure a clean environment	3.80	1.09
3. I expect that this store will be environmentally responsible	4.01	1.26
4. This store appears to support good causes	2.66	1.17

**All scales are measured on a 7-point-Likert scale (1=strongly disagree/7=strongly agree)*

Appendix C – Correlation analysis

Table 7
Correlations (N=224)

Variables	1	2	3	4	5	6	7	8	9
1. Online brand characteristics	-								
2. Quality of website	.758**	-							
3. Quality of online service	.461**	.595**	-						
4. Social media	.492**	.526**	.531**	-					
5. Customer orientation	.596**	.602**	.742**	.575**	-				
6. Good employer	.620**	.579**	.521**	.512**	.684**	-			
7. Performance	.657**	.606**	.538**	.591**	.675**	.797**	-		
8. Product and service quality	.643**	.659**	.594**	.518**	.716**	.748**	.740**	-	
9. Social and environmental responsibility	.180**	.342**	.300**	.261**	.349**	.438**	.442**	.543**	-

***Correlation is significant at the 0.01 level*

** Correlation is significant at the 0.05 level*

Appendix D – Hayes regression analysis model 18

Table 6

Hayes regression-analysis predicting corporate reputation model 18 (N=217)

Model statistics	Adj. R2	F-value	Sig.
Model 1: Valence predicting e-reputation	.43	163.41	.00**
Model 2: Predicting corporate reputation	.68	55.03	.00**
Regression coefficients	β	t-value	Sig.
Model 1: Valence predicting e-reputation			
Valence	21.20	12.78	.00**
Model 2: Predicting corporate reputation			
Valence	-3.03	-1.19	.23
E-reputation	.42	.72	.47
Physical store presence	-42.68	-1.68	.09
Interaction effect between e-reputation and physical store presence	.59	.38	.12
Branch	-36.69	-1.51	.13
Interaction effect between e-reputation and branch	.49	1.33	.18
Interaction effect between physical store presence and branch	23.81	1.50	.13
Interaction effect between e-reputation, physical store presence and branch	1.33	-1.36	.17

Appendix E – Hayes regression analysis moderation effect per e-reputation dimension

Table 6

Hayes regression-analysis predicting moderator effect of physical store presence per e-reputation dimension model 14(N=217)

Model statistics	Adj. R2	F-value	Sig.
Model 1: Online brand characteristics * physical store presence	.00	.15	.703
Model 2: Quality of website * physical store presence	.00	2.09	.150
Model 3: Quality of online service * physical store presence	.00	.10	.919
Model 4 : Social media * physical store presence	.00	.45	.504

Appendix F – Hayes regression analysis predicting mediation effect per e-reputation dimension

Table 6

Hayes regression-analysis predicting mediation effect of dimensions of e-reputation model 14 (N=217)

Model statistics	Adj. R2	F-value	Sig.
Model 1: Valence predicting online brand characteristics	.65	396.41	.000**
Model 2: Valence predicting quality of website	.38	129.44	.000**
Model 3: Valence predicting quality of online service	.38	129.43	.000**
Model 4: Valence predicting social media	.17	43.69	.000**
Model 5: Mediation effect of dimensions of e-reputation	.67	37.33	.000**
Regression coefficients	β	t-value	Sig.
Model 1: Valence predicting online brand characteristics			
Valence	2.68	19.88	.000**
Model 2: Valence predicting quality of website			
Valence	1.81	11.38	.000**
Model 3: Valence predicting quality of online service			
Valence	.97	6.11	.000**
Model 4: Valence predicting social media			
Valence	.95	6.1	.000**
Model 5: Mediation effect of dimensions of e-reputation			
Valence	-.23	-1.70	.091
Online brand characteristics	.23	1.81	.071
Quality of website	-.64	-.43	.669
Quality of online service	.29	2.11	.036
Social media	.24	1.76	.081
Physical store presence	-.15	-.40	.689
Online brand characteristics * physical store presence	-.01	-.10	.918
Quality of website * physical store presence	.12	1.26	.208
Quality of online service * physical store presence	-.01	-.16	.875
Social media * physical store presence	-.07	-.72	.876

Appendix G – Manipulations



Appendix H – Questionnaire pretest

Survey pre-test	
Beste deelnemer, Allereerst hartelijk bedankt voor het deelnemen aan dit onderzoek! Dit onderzoek gaat over reputatie en zal ongeveer 5 minuten duren. De gegevens die worden verzameld, zullen volledig anoniem en vertrouwelijk worden verwerkt. Mocht u benieuwd zijn naar de resultaten van het onderzoek, dan kunt u aan het einde van de vragenlijst contact opnemen met de onderzoeker. Wanneer u klikt op volgende start de vragenlijst en gaat u akkoord met deelname aan dit onderzoek. U kunt ten alle tijden stoppen met de vragenlijst. Veel succes en nogmaals hartelijk bedankt!	Intro
Er zullen tien bedrijven achtereenvolgend getoond worden. Uw mening over de verschillende bedrijven zal gemeten worden. Onder de naam van het bedrijf worden uitersten opgesteld om te meten wat uw houding is ten opzichte van het genoemde bedrijf. Aan de linkerkant staan de negatieve omschrijving en aan de rechterkant de positieve omschrijving. Natuurlijk kan uw mening ook in het midden liggen. Kies wat het beste bij uw attitude past ten aanzien van het bedrijf. Er zijn geen goede of foute antwoorden en probeer zo eerlijk mogelijk te zijn. Als u op het pijltje onderaan de pagina drukt, komt u op de volgende pagina.	Informatie
ASOS	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
WE	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
Wehkamp	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
H&M	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
Mango	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
Bol.com	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
Media Markt	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
FonQ	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
BCC	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
CoolBlue	Niet leuk-Leuk/Onaantrekkelijk-Aantrekkelijk/Negatief-Positief/Onbetrouwbaar-Betrouwbaar/Oneerlijk-Eerlijk
U krijgt nu twee afbeeldingen te zien met social media berichten. Deze berichten gaan over de H&M. Er zullen daarna twee korte vragen gesteld worden. Daarna is de vragenlijst ten einde.	Informatie
Stel je nu het volgende voor: Je ziet een bericht van bekenden op social media over H&M, een kledingwinkel met online webshop en een fysieke winkel. Het bericht gaat over de online webshop waar bekenden een aankoop hebben gedaan.	Informatie
Manipulatie positief en negatief	Appendix H
Hoe negatief vind u de getoonde berichten?	Negatief-positief
Wat voor gevoel krijgt u bij dit merk na het zien van de getoonde berichten?	Open
Zouden berichten zoals deze u laten nadenken over uw beeld van een bepaalde winkel/merk?	Ja/Nee/Weet ik niet
Ik vind de getoonde berichten overtuigend.	Helemaal mee oneens/mee oneens/neutral/mee eens/helemaal mee eens
Dank voor het deelnemen aan deze vragenlijst! Voor vragen of opmerkingen kunt u contact opnemen met de onderzoeker. Als u klikt op het pijltje onderaan de pagina, dan wordt de vragenlijst verzonden. Nadine Witvoet n.n.witvoet@student.utwente.nl	Outro

Appendix I – Questionnaire main study

<p>Survey main study</p> <p>Beste deelnemer,</p> <p>Allereerst hartelijk bedankt voor het deelnemen aan dit onderzoek! Dit onderzoek gaat over reputatie en zal ongeveer 10 minuten duren. U maakt kans om een cadeaubon te winnen van 25 euro door uw deelname! De gegevens die worden verzameld, zullen volledig anoniem en vertrouwelijk worden verwerkt. Mocht u benieuwd zijn naar de resultaten van het onderzoek, dan kunt u aan het einde van de vragenlijst uw e-mailadres invullen. Wanneer u klikt op de pijl rechts onderin start de vragenlijst en gaat u akkoord met deelname aan dit onderzoek. U kunt ten allen tijde het onderzoek afbreken. Ook is het mogelijk om terug te gaan naar vorige pagina door op de pijl links onderaan de pagina te klikken. Veel succes en nogmaals hartelijk bedankt!</p> <p>Groet, Nadine Witvoet n.n.witvoet@student.utwente</p>	Intro
Wat is uw leeftijd?	18-65
Wat is uw woonplaats?	Invul
Wat is uw geslacht?	Man/Vrouw/Anders
Maakt u gebruikt van social media?	Ja/Nee
Van welke social media maakt u gebruik?	Whatsapp/Facebook/Twitter/Instagram/Snapchat/LinkedIn/Facebook Messenger/Anders;
Als u straks naar de volgende pagina gaat, krijgt u een aantal berichtgevingen te zien die op social media zijn geplaatst over een winkel. Lees deze berichten aandachtig door. Vervolgens zullen u stellingen worden voorgelegd over de winkel die wordt genoemd in de berichtgevingen op social media.	Informatie
Manipulatie wordt getoond	Appendix H
Naar aanleiding van de getoonde berichten, zullen er stellingen aan u worden voorgelegd. U kunt op de stelling reageren met helemaal mee oneens, mee oneens, een beetje mee oneens, neutraal, een beetje mee eens, mee eens en helemaal mee eens. Onthoud dat er geen goede of foute antwoorden zijn.	Informatie
<p>De volgende stellingen gaan over uw algemene indruk van de genoemde winkel in de getoonde social media berichten.</p> <p>1. Gebaseerd op de getoonde social media berichten is mijn perceptie van de winkel goed.</p> <p>2. Gebaseerd op de getoonde social media berichten is de interactie van de winkel op social media goed.</p> <p>3. Ik heb een positieve kijk op de online representatie van de genoemde winkel.</p>	helemaal mee oneens, mee oneens, een beetje mee oneens, neutraal, een beetje mee eens, mee eens en helemaal mee eens.
<p>De volgende stellingen gaan over uw verwachting van de kwaliteit van de website van de genoemde winkel in de getoonde social media berichten.</p> <p>1. Ik verwacht dat de kwaliteit van de website van de genoemde winkel goed is.</p> <p>2. Ik verwacht dat de website van de genoemde winkel fijn in gebruik is.</p> <p>3. Ik verwacht dat het ontwerp van de website van de genoemde website voldoet aan mijn eisen.</p>	helemaal mee oneens, mee oneens, een beetje mee oneens, neutraal, een beetje mee eens, mee eens en helemaal mee eens.
<p>De volgende stellingen gaan over uw verwachting van de kwaliteit van de online service van de genoemde winkel in de getoonde social media berichten.</p> <p>1. Ik verwacht dat de online ervaring tijdens het betalen en het verzenden van producten verbeterd worden.</p> <p>2. Ik verwacht dat ik op een fijne manier gebruik kan maken van de site zonder foutmeldingen of pagina's die niet werken.</p> <p>3. Ik verwacht dat de service veilig en betrouwbaar is.</p> <p>4. Ik verwacht dat het bedrijf belangen van de website-gebruikers centraal heeft staan.</p> <p>5. Ik verwacht dat de werknemers van het bedrijf de juiste service geven aan website-gebruikers na de aankoop van een product of service.</p>	helemaal mee oneens, mee oneens, een beetje mee oneens, neutraal, een beetje mee eens, mee eens en helemaal mee eens.

<p>De volgende stellingen gaan over uw verwachting over het gedrag op social media van de genoemde winkel.</p> <ol style="list-style-type: none"> 1. Ik verwacht dat het aantal interacties met deze winkel op social media hoog is. 2. Ik verwacht dat online influencers een negatieve mening hebben ten aanzien de winkel. 3. Ik verwacht dat de winkel aanwezig is op social media. 4. Ik verwacht dat social media kanalen en/of berichten van deze winkel vaak worden bekeken of veel likes en reacties krijgen. 	<p>helemaal mee oneens, mee oneens, een beetje mee oneens, neutraal, een beetje mee eens, mee eens en helemaal mee eens.</p>
<p>De volgende stellingen gaan over uw verwachting van de klantvriendelijkheid van de genoemde winkel in de getoonde social media berichten.</p> <ol style="list-style-type: none"> 1. Ik verwacht dat werknemers van deze winkel geïnteresseerd zijn in klanten en hun behoeften. 2. Ik verwacht dat werknemers van deze winkel klanten op een goede manier behandelen (hoffelijk). 3. Deze winkel lijkt belangstelling te tonen naar haar klanten. 4. Ik verwacht dat deze winkel haar klanten eerlijk behandelt. 5. Ik verwacht dat deze winkel de rechten van haar klanten serieus neemt. 	<p>helemaal mee oneens, mee oneens, een beetje mee oneens, neutraal, een beetje mee eens, mee eens en helemaal mee eens.</p>
<p>De volgende stellingen gaan over uw verwachting van de werknemers en het management van de genoemde winkel in de getoonde social media berichten.</p> <ol style="list-style-type: none"> 1. Dit lijkt mij een goede winkel om voor te werken. 2. Deze winkel lijkt haar werknemers goed te behandelen. 3. Ik verwacht dat deze winkel een goede leider/leiding heeft. 4. Het management lijkt aandacht te geven aan de behoeften van werknemers. 5. Deze winkel lijkt goede werknemers te hebben. 	<p>helemaal mee oneens, mee oneens, een beetje mee oneens, neutraal, een beetje mee eens, mee eens en helemaal mee eens.</p>
<p>De volgende stellingen gaan over de betrouwbaarheid en de vooruitzichten van de genoemde winkel in de getoonde social media berichten.</p> <ol style="list-style-type: none"> 1. Deze winkel lijkt een hoge kwaliteit producten en services aan te bieden. 2. Ik verwacht dat deze winkel sterk en betrouwbaar is. 3. Ik verwacht dat deze winkel achter de services staat die worden aangeboden. 4. Deze winkel lijkt innovatieve producten en services te ontwikkelen. 5. Ik verwacht dat deze winkel services en producten aanbiedt met een goede prijs/kwaliteitverhouding. 	<p>helemaal mee oneens, mee oneens, een beetje mee oneens, neutraal, een beetje mee eens, mee eens en helemaal mee eens.</p>
<p>De volgende stellingen gaan over de betrokkenheid van de genoemde winkel bij haar omgeving.</p> <ol style="list-style-type: none"> 1. Deze winkel lijkt moeite te doen om nieuwe banen te creëren. 2. Deze winkel lijkt zich in te zetten om een schoon milieu te verzekeren. 3. Ik verwacht dat deze winkel milieubewust is. 4. Deze winkel lijkt goede doelen te ondersteunen. 	<p>helemaal mee oneens, mee oneens, een beetje mee oneens, neutraal, een beetje mee eens, mee eens en helemaal mee eens.</p>
<p>Hoe vaak winkel je bij de winkel die werd genoemd in de getoonde social media berichten (de afbeelding)?</p>	<p>Wekelijks/Maandelijks/Een paar keer per jaar/ Heel soms/ Nooit/Anders;</p>
<p>Vul hieronder in wat het beste past bij wat u vond van de genoemde winkel (voorafgaand aan het invullen van deze vragenlijst).</p>	<p>Niet leuk-leuk/onaantrekkelijk-aantrekkelijk/negatief-positief/onbetrouwbaar-betrouwbaar/oneerlijk-eerlijk</p>
<p>Vul de volgende zin aan: Ik denk dat de genoemde winkel in de social media berichten....</p>	<p>enkel uit een fysieke winkel bestaat/uit fysieke winkel en een online webshop bestaat/enkel uit een online webshop bestaat.</p>
<p>Hoe negatief vindt u de berichtgevingen over de winkel die werden getoond in de afbeelding tijdens deze vragenlijst?</p>	<p>Negatief-positief</p>