

# **Corporate Reputation and Customers' Value Perceptions: A Dynamic Analysis Using Data from Mosel Wine Auctions**

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## **Abstract**

Customer value management has developed as an issue of major concern over the last decade. While we can draw on a growing literature on understanding and creating superior value in business markets, the effective communication of value has remained an under-researched area. When customer benefits or costs cannot be convincingly demonstrated to the target market, vendors need to rely on information surrogates to signal superior customer value. This study focuses on corporate reputation as a value signal. More specifically, it raises the research question whether and how corporate reputation impacts customers' value perceptions. Based on a longitudinal dataset employing a latent growth SEM-analysis, we find a positive relationship between the initial level of corporate reputation and both, the initial level of customer-perceived value and its development over time. Against this background, corporate reputation plays an important role for communicating superior customer value to the marketplace.

## **Keywords:**

Corporate Reputation, Customer-Perceived Value, Latent Growth Modeling.

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