

Abstract

This research explores the relationship between corporate reputation and consumer trust, investigating how a company's reputation influences consumer perceptions and their willingness to engage with the brand. As trust plays a crucial role in consumer decision-making, understanding the factors that contribute to a positive corporate reputation is essential for businesses aiming to foster long-term loyalty and credibility. This mixed-methods study integrates both quantitative surveys and qualitative interviews to examine how corporate reputation impacts consumer trust across various industries.

The first phase of the study uses surveys to collect data from consumers, assessing their perceptions of corporate reputation and its influence on trust in brands. The survey evaluates key reputation drivers, such as ethical practices, transparency, product quality, and corporate social responsibility. It also examines how consumers' trust in a brand impacts their purchasing behavior, loyalty, and willingness to recommend the brand to others. The study aims to identify correlations between a strong corporate reputation and higher levels of consumer trust.

In the second phase, qualitative interviews with consumers and corporate communication experts provide a deeper understanding of the psychological and emotional factors that shape trust in brands. These interviews explore how consumers form trust-based relationships with companies, the role of reputation in these relationships, and how a damaged reputation can affect trust. The findings offer valuable insights for businesses seeking to build and maintain consumer trust through effective reputation management strategies.