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Data Article

Antecedents and consequences of corporate reputation: A dataset

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ABSTRACT

Corporate reputation is crucial for maintaining and enhancing a company's competitiveness in the marketplace. To actively manage this important intangible asset, which significantly contributes to a company's value, managers need to understand the relationship between reputation and its antecedents and consequences. The dataset presented in this article stems from a conceptual replication of a seminal model of corporate reputation, its antecedents and effects on customer satisfaction and loyalty. Potential mediators and moderators in these relationships allow us to extend the original model in order to clarify the mechanism through which corporate reputation impacts satisfaction and loyalty. We document some of the model's main effects using partial least squares structural equation modeling (PLS-SEM).

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Specifications Table

Subject	Marketing
Specific subject area	Corporate reputation
Type of data	Table Figure
How the data were acquired	The data were collected through an online survey using the SoSci Survey application and subsequently processed in SPSS. To measure the various constructs considered in the survey, we relied on well-established scales from the marketing and management fields.
Data format	Raw Analyzed
Description of data collection	The data were collected in January and February 2023. To recruit respondents, we posted a link to the survey in various forums and mailing lists. After the data collection phase, we processed the data, which led to the removal of six observations due to straight-lining. The final dataset contains data on 58 items from 308 respondents without missing values.
Data source location	Ludwig-Maximilians-University Munich LMU Munich School of Management Ludwigstr. 28 80539 Munich Germany
Data accessibility	Repository name: OSF Data identification number: https://doi.org/10.17605/OSF.IO/6HDXN Direct URL to data: https://osf.io/6hdxn/

Value of the Data

- The dataset contains measures of corporate reputation, its antecedents and consequences (customer satisfaction and loyalty) that allow for replicating a seminal model in the field. The dataset also contains additional measures of customer engagement, trust, relationship age, and perceived switching costs that may act as mediators and moderators in the proposed relationships.
- The dataset includes several control variables (e.g., education and service provider) that may be used for measurement validation and partitioning the data and estimating group-specific effects.
- Researchers can draw on the data (e.g., for training purposes) to rerun several advanced analysis techniques such as latent class analysis, measurement invariance assessment, and model comparisons, which have been showcased using the reputation model.
- Managers can draw on the results to ascertain the differential role of reputation's affective and cognitive components in driving customer satisfaction and loyalty and identify the most effective levers for improving their company's reputation.

1. Objective

Corporate reputation, representing a company's general perception by its various stakeholders, is crucial for maintaining and enhancing its competitiveness in the marketplace. Numerous studies have shown that a favorable reputation has positive effects on stakeholder behavior in consumer, recruiting, and supplier markets, thereby significantly contributing to a firm's financial bottom line [e.g., 1]. To actively manage this important intangible asset, managers need to measure reputation and understand its impact on consumer behavior.

The data presented in this article have been collected to replicate Eberl's [2] model on antecedents and consequences of corporate reputation, which has been extensively used in research, most notably to showcase methodological extensions of partial least squares structural equation modelling (PLS-SEM; [3]). For example, besides several applications in journal articles,

the model serves as a case study to illustrate the foundations of PLS-SEM in the textbook by Hair et al. [4] and to showcase advanced PLS-SEM applications such as higher-order models, latent class and multigroup analyses, measurement invariance assessment, necessary condition analysis, and nonlinear relationships [5]. The dataset extends beyond the original model in that it contains additional measures of consumer engagement, trust, relationship age, and perceived switching costs that may act as mediators and moderators in the proposed relationships.

2. Data Description

The data presented in this article come in a raw data table format and an additional SPSS file prepared for further analysis. The dataset consists of responses from German consumers who were asked to judge their perceptions of their primary mobile phone service provider and the services offered. The measures relate to a model which seeks to explain the effects of competence (*COMP*) and likeability (*LIKE*), representing the two dimensions of corporate reputation [e.g., 6], on customer satisfaction (*CUSA*) and customer loyalty (*CUSL*). Furthermore, the model includes the following four antecedent constructs of corporate reputation that Schwaiger [6] identified: (1) the quality of a company's products and services as well as its quality of customer orientation (*QUAL*), (2) its economic and managerial performance (*PERF*), (3) a company's corporate social responsibility (*CSOR*), and (4) its attractiveness (*ATTR*). Fig. 1 illustrates the conceptual model.

The measurement models of *COMP, LIKE*, and *CUSL* draw on three reflective items each, whereas *CUSA* is measured with a single item. In contrast, the four antecedent constructs (i.e., *ATTR, CSOR, PERF*, and *QUAL*) have formative measurement models with a total of 21 indicators. Table 1 shows item wordings of all items used in the original corporate reputation model. The text "[company]" is a placeholder, which was automatically filled in with the primary mobile phone service provider that each respondent indicated at the beginning of the survey.

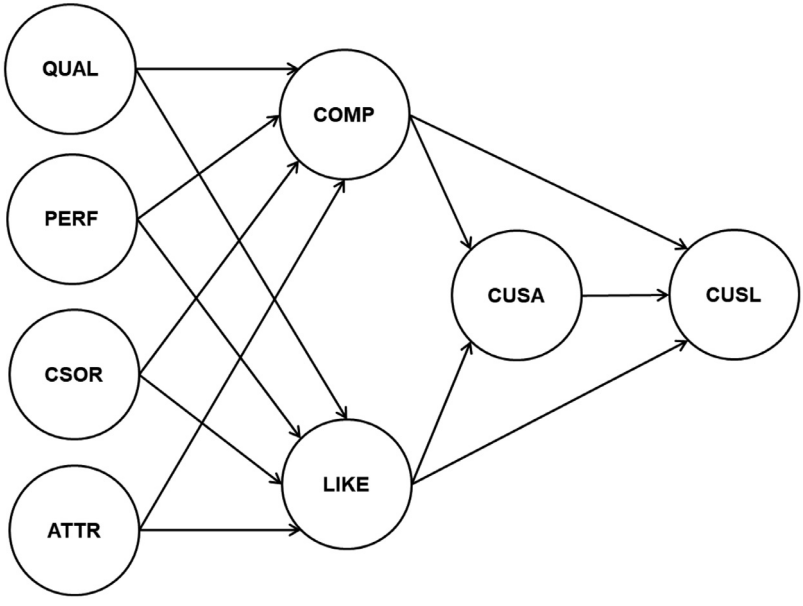

Fig. 1. Original corporate reputation model.
Source: Eberl [2]; see also Hair et al. [4,5].

Table 1
Item wordings for the original corporate reputation models' constructs.

Attractiveness (*ATTR*), formative measurement [4]	
attr1	[Company] is successful in attracting high-quality employees.
attr2	I could see myself working at [company].
attr3	I like the physical appearance of [company] (company, buildings, shops, etc.).
Competence (*COMP*), reflective measurement [4]	
comp1	[Company] is a top competitor in its market.
comp2	As far as I am concerned, [company] is recognized worldwide.
comp3	I believe that [company] performs at a premium level.
Corporate social responsibility (*CSOR*), formative measurement [4]	
csor1	[Company] behaves in a social conscious way.
csor2	[Company] is forthright in giving information to the public.
csor3	[Company] has a fair attitude toward competitors.
csor4	[Company] is concerned about the preservation of the environment.
csor5	[Company] is not only concerned about profits.
Customer loyalty (*CUSL*), reflective measurement [4]	
cusl1	I would recommend [company] to friends and relatives.
cusl2	If I had to choose again, I would choose [company] as my telecom services provider.
cusl3	I will remain a customer of [company] in the future.
Customer satisfaction (*CUSA*), single item [4]	
cusa	If you consider your experience with [company], how satisfied are you with [company]?
Likeability (*LIKE*), reflective measurement [4]	
like1	[Company] is a company that I can better identify with than other companies.
like2	[Company] is a company that I would regret more not having if it no longer existed than I would other companies.
like3	I regard [company] as a likeable company.
Performance (*PERF*), formative measurement [4]	
perf1	[Company] is a very well-managed company.
perf2	[Company] is an economically stable company.
perf3	The business risk for [company] is modest compared to its competitors.
perf4	[Company] has growth potential.
perf5	[Company] has a clear vision about the future of the company.
Quality (*QUAL*), formative measurement [4]	
qual1	The products/services offered by [company] are of high quality.
qual2	[Company] is an innovator, rather than an imitator with respect to the whole telecommunications industry.
qual3	[Company]'s products/services offer good value for money.
qual4	The service offers of [company] are good.
qual5	Customer concerns are held in high regard at [company].
qual6	[Company] is a reliable partner for customers.
qual7	[Company] is a trustworthy company.
qual8	I have a lot of respect for [company].

We extended this model by including two potential mediators—customer trust (*TRUST*) [e.g., 7] and customer engagement (*CE*) [e.g., 8]—as well as two potential moderators—switching costs (*SC*) [e.g., 9] and relationship age (*RA*) [e.g., 10]—to investigate their role in the relationship between corporate reputation and customer loyalty. Fig. 2 shows the extended corporate reputation model.

While *CE* and *TRUST* are measured reflectively, *SC* draws on a formative specification. *RA* is measured with a single item, capturing the length of the respondent's business relationship with the mobile phone service provider. Table 2 shows the item wordings of the additional measures used in the extended corporate reputation model.

Finally, the dataset also contains several filter and control variables that may be used for measurement validation and partitioning the data and to estimate group-specific effects (Table 3). Specifically, the dataset includes five single-item measures that can be used for assessing the convergent validity of the formatively measured constructs in the models (i.e., *ATTR, CSOR, PERF, QUAL*, and *SC*) using a redundancy analysis [16]. The dataset includes an additional

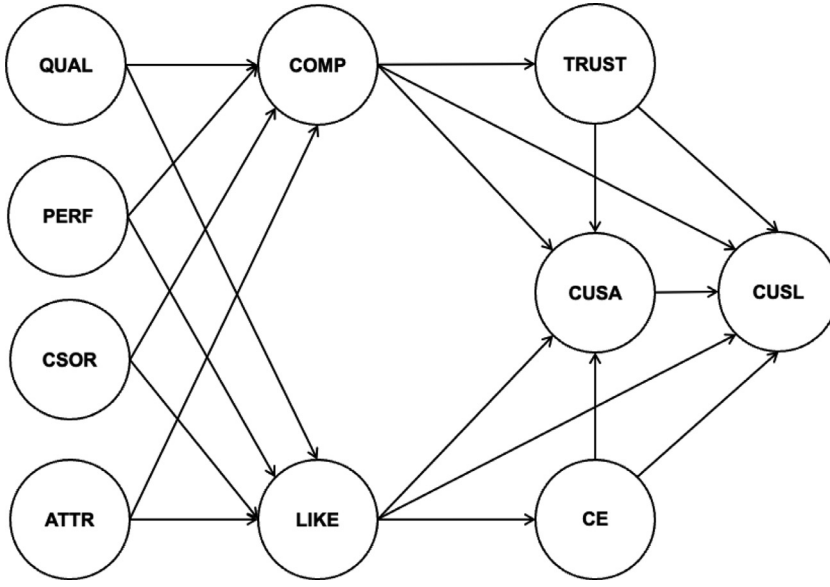

Fig. 2. Extended corporate reputation model.
Note: For reasons of brevity, we omitted *RA* and *SC* as potential moderators of the relationships between *COMP, LIKE,* and *CUSL*.

single-item measure that can be used for assessing the convergent validity of a higher-order specification of the corporate reputation construct [8].

The repository also includes a project file (*A&C of Corporate Reputation.zip*, whereby A&C stand for antecedents and consequences) that can readily be imported in the SmartPLS 4 software [17]. The project includes three model files and the dataset, which is also available in .csv and .sav (SPSS) formats in the repository.

Table 4 shows the descriptive statistics of all items used in the original model (Panel I), the extended corporate reputation model (Panel II), as well as of filter and control variables (Panel III).

In the following, we focus on the PLS-SEM results from the analysis of the original corporate reputation model (Fig. 1). The results in Table 5 show that all reflective measures yield the common thresholds for internal consistency reliability, convergent validity, and discriminant validity: All ρ_A values are larger than 0.7, all average variance extracted (AVE) values exceed the common threshold of 0.5, and none of the upper bounds of the 90% bias-corrected percentile bootstrap confidence intervals (i.e., the 95th percentile), obtained for the HTMT criterion values based on 10,000 subsamples, exceeds the value of 0.85 (Table 6).

The analysis of the formative measures produces mixed results. The redundancy analyses show that two of the four formatively measured constructs do not exhibit a high degree of convergent validity as evidenced by weak relationships (i.e., <0.7) between the corresponding formative and single-item specifications (Table 7). All formative indicators exhibit variance inflation factor (VIF) values below 5, with all but two being lower than 3 (*qual5*: 3.110; *qual6*: 3.520). The 95% bias-corrected bootstrap confidence interval results show that about half of the formative indicators have significant weights. While ten formative indicator weights are not statistically significant at a 5% level, their loadings are significant and typically 0.5 or higher. However, *qual3* has a very low, albeit significant loading of 0.187, making this indicator a candidate for removal.[1]

[1] To maintain comparability with prior research [e.g., 4], we retained the indicator for the structural model assessment.

Table 2
Item wordings for the extended corporate reputation models' constructs.

Customer engagement (*CE*), reflective measurement [11]	
ce1	I feel very positive when I use services from [company].
ce2	Using services from [company] makes me happy.
ce3	I feel good when I use services from [company].
ce4	I am proud to use services from [company].
Customer trust (*TRUST*), reflective measurement [12,13]	
trust1	[Company] is very dependable.
trust2	[Company] is sincere about keeping its commitments.
trust3	[Company] can be counted on to be helpful.
trust4	[Company] is very reliable.
trust5	[Company] seems to be concerned with my needs.
trust6	[Company] is trustworthy.
Perceived switching costs (*SC*), formative measurement [14]	
sc1	[Company] provides me with some privileges I wouldn't receive somewhere else
sc2	A lot of energy, time, and effort have gone into building and maintaining the relationship with [company].
sc3	It would take a lot of time and effort to locate a new [company].
sc4	If I were to change [company], the service I might receive at the new [company] could be worse than the service I am now receiving.
sc5	There is not much time and effort involved when you start buying services from a new [company].
Relationship age (*RA*), single item [15]	
ra	How long have you already been a customer of [company]?

Analyzing the structural model, we find no evidence for critical levels of collinearity that may affect the estimated coefficients (i.e., VIF < 3; Table 8). Fig. 3 shows the correlation plots of constructs in the structural model, which we obtained by using JASP 0.17 [18]. Analyzing the structural model effects (Table 8), we find that most are statistically significant based on the 95% bias-corrected bootstrap confidence interval results. The two only exceptions are the relationship from *ATTR* to *LIKE* and *PERF* to *LIKE*. For the significant relationships, we find that *CUSL* is primarily explained by corporate reputation's affective dimension *LIKE*. In terms of the antecedent constructs, *QUAL* has a pronounced effect on both *COMP* and *LIKE*, thereby executing a strong total effect on *CUSL* (0.403). Finally, it is worth noting that *CSOR* has a positive effect on *LIKE* (0.133), but a negative one on *COMP*(-0.152), suggesting that acting in socially conscious ways has oppositional effects on the two dimensions of corporate reputation.

The structural model results entail substantial in-sample predictions of the dependent constructs. More specifically, The R^2 values range between 0.306 (*CUSA*) and 0.630 (*CUSL*), which compares well with prior applications of this model [e.g., 4], indicating a satisfactory level of explanatory power (Fig. 4). On the contrary, the model does not exhibit satisfactory out-of-sample predictive capabilities with regard to the endogenous constructs' indicators compared to a linear benchmark model. As shown in Table 9, the $\text{PLS}_{\text{predict}}$ [e.g., 19] results show that root-mean-square error (RMSE) obtained by the linear model (LM) is smaller than the RMSE obtained by PLS-SEM for almost all items (i.e., this results in favor for the LM prediction benchmark; the same finding holds for the mean average error). Also, when using the cross-validated predictive ability test (CVPAT; [20,21]), we find that the LM has as smaller average loss than PLS-SEM (i.e., as expressed by the positive average loss difference in Table 8, which favors the LM benchmark). In contrast, PLS-SEM can beat the naïve indicator average (IA) prediction benchmark both for $\text{PLS}_{\text{predict}}$ (as indicated by the positive Q^2_{predict} values) and CVPAT (as indicated by the significantly negative average loss difference). Thus, the model has some predictive power that allows it to overcome the IA benchmark, but not enough to pass the more conservative LM benchmark. We also find that additional paths in the structural model (i.e., on *CUSA* and *CUSL*) would increase the predictive capabilities of the model.

Table 3
Filter and control variables.

Concept	Variable name	Item wording	Coding
Global single item for *ATTR*	*attr_global*	Please assess your mobile phone service provider's overall attractiveness.	1="low," 7="high"
Global single item for *CSOR*	*csor_global*	Please assess the degree to which your mobile phone service provider acts in socially conscious ways.	1="low," 7="high"
Global single item for *PERF*	*perf_global*	Please assess your mobile phone service provider's overall performance.	1="low," 7="high"
Global single item for *QUAL*	*qual_global*	Please assess the overall quality of your mobile phone service provider's activities.	1="low," 7="high"
Global single item for *SC*	*sc_global*	Please assess your overall switching costs in terms of effort, time, and money etc. of changing your current mobile phone service provider.	1="low," 7="high"
Global single item for corporate reputation	*repu_global*	Please assess your mobile phone service provider's overall reputation.	1="low," 7="high"
Primary mobile phone service provider	*serviceprovider*	Please indicate the mobile phone service provider you mostly use for private purposes.	1="Vodafone," 2="T-Mobile," 3="O2," 4="Swisscom," 5="A2," 6="Orange," 7="Telefónica," 8="Other"
Respondent's age	*Age*	Please indicate your full age.	
Respondent's gender	*gender*	Please indicate your gender.	1=Female," 2="Male," 3="Diverse"
Respondent's educational background	*education*	Please indicate your highest educational degree.	1="Secondary School," 2="High School," 3="Professional degree," 4="Bachelor," 5="Master," 6="State Examination," 7="PhD," 8="Another degree"
Respondent number	*respondent*	–	–

Note: ATTR, attractiveness; *CSOR*, corporate social responsibility; *PERF*, performance; *SC*, perceived switching costs; *QUAL*, quality.

In addition to the predictive capabilities assessment, we analyze the model fit by means of the standardized root mean square residual (SRMR). We find that the estimated model has an SRMR of 0.091. This result only supports model fit if one would accept a 0.1 benchmark for the SRMR but not when using the often applied 0.08 threshold. The bootstrap-based tests for the exact overall model fit reject the model ($p < 0.05$). The difference between the correlation matrix implied by the model and the empirical correlation matrix is, therefore, not so small that it can be completely attributed to sampling error. To obtain an SRMR value below 0.08, one would need to delete indicators with relatively low weight (i.e., *attr2, csor4, csor5, perf4, qual3, qual4, qual6, qual7*). Also, additional path in the structural model (i.e., on *CUSA* and *CUSL*) would increase the model fit.

Table 4
Descriptive statistics.

Construct	Variable name	Mean	Range [Min; Max]	S.D.	Kurtosis	Skewness
Panel I: Original Corporate Reputation Model						
ATTR	*attr1*	4.065	[1; 7]	1.305	0.262	-0.235
	attr2	2.419	[1; 7]	1.561	0.512	1.128
	attr3	3.912	[1; 7]	1.559	-0.501	0.043
COMP	*comp1*	5.227	[1; 7]	1.548	0.288	-0.864
	comp2	4.484	[1; 7]	1.847	-0.931	-0.342
	comp3	4.442	[1; 7]	1.669	-0.772	-0.241
CSOR	*csor1*	3.877	[1; 7]	1.181	0.646	-0.461
	csor2	4.019	[1; 7]	1.162	0.288	-0.375
	csor3	4.192	[1; 7]	1.081	1.196	-0.496
	csor4	3.679	[1; 7]	1.138	0.757	-0.380
	csor5	3.295	[1; 7]	1.344	-0.324	0.006
CUSL	*cusl1*	4.847	[1; 7]	1.507	-0.170	-0.562
	cusl2	4.851	[1; 7]	1.532	-0.395	-0.492
	cusl3	5.068	[1; 7]	1.434	0.221	-0.678
CUSA	*cusa*	4.981	[1; 7]	1.271	0.371	-0.744
LIKE	*like1*	3.873	[1; 7]	1.598	-0.651	-0.233
	like2	3.666	[1; 7]	1.632	-0.861	0.031
	like3	4.24	[1; 7]	1.435	-0.234	-0.474
PERF	*perf1*	4.49	[1; 7]	1.086	0.596	-0.028
	perf2	5.179	[2; 7]	1.024	-0.491	0.000
	perf3	4.692	[1; 7]	1.096	-0.029	0.114
	perf4	4.815	[2; 7]	1.108	-0.145	0.041
	perf5	4.455	[1; 7]	1.020	0.554	0.364
QUAL	*qual1*	4.922	[1; 7]	1.264	-0.137	-0.386
	qual2	4.185	[1; 7]	1.495	-0.531	-0.109
	qual3	4.929	[1; 7]	1.548	-0.208	-0.524
	qual4	4.935	[1; 7]	1.371	0.377	-0.726
	qual5	4.208	[1; 7]	1.403	-0.392	-0.254
	qual6	4.685	[1; 7]	1.410	-0.093	-0.573
	qual7	4.903	[1; 7]	1.452	0.270	-0.732
	qual8	3.945	[1; 7]	1.510	-0.329	-0.168
Panel II: Extended Corporate Reputation Model						
CE	*ce1*	4.412	[1; 7]	1.410	-0.150	-0.305
	ce2	4.023	[1; 7]	1.482	-0.205	-0.165
	ce3	4.172	[1; 7]	1.430	-0.110	-0.319
	ce4	3.461	[1; 7]	1.616	-0.605	0.186
TRUST	*trust1*	4.351	[1; 7]	1.222	0.368	-0.224
	trust2	4.357	[1; 7]	1.249	0.308	-0.521
	trust3	4.409	[1; 7]	1.330	0.358	-0.640
	trust4	4.588	[1; 7]	1.366	0.022	-0.554
	trust5	4.058	[1; 7]	1.418	-0.317	-0.351
	trust6	4.519	[1; 7]	1.373	0.307	-0.623
SC	*sc1*	4.000	[1; 7]	1.732	-0.860	-0.113
	sc2	3.107	[1; 7]	1.526	-0.737	0.303
	sc3	3.916	[1; 7]	1.749	-1.028	-0.035
	sc4	4.506	[1; 7]	1.521	-0.421	-0.390
	sc5	4.019	[1; 7]	1.589	-0.899	0.061
RA	*ra*	6.503	[1; 42]	5.129	8.535	2.093
Panel III: Filter and control variables						
	attr_global	4.782	[1;7]	1.195	0.802	-0.564
	csor_global	3.938	[1;7]	1.245	0.417	-0.504
	perf_global	4.919	[1;7]	1.201	0.509	-0.615
	qual_global	4.997	[1;7]	1.174	0.182	-0.505
	repu_global	4.890	[1;7]	1.274	0.153	-0.581
	sc_global	4.458	[1;7]	1.617	-0.681	-0.308
	age	27.023	[15;63]	7.696	5.683	2.222

Note: ATTR, attractiveness; *CE*, customer engagement; *COMP*, competence; *CSOR*, corporate social responsibility; *CUSA*, customer satisfaction; *CUSL*, customer loyalty; *LIKE*, likeability; *PERF*, performance; *RA*, relationship age; *SC*, perceived switching costs; *TRUST*, customer trust; *QUAL*, quality; for reasons of brevity, *education*, *gender*, and *serviceprovider* were omitted from this table.

Table 5
Reflective measurement model assessment results (original lmodel).

Construct	Item	Loading	Indicator reliability	Average variance extracted	ρ_A
COMP	*comp1*	0.816	0.666	0.689	0.835
	comp2	0.789	0.623		
	comp3	0.883	0.780		
CUSL	*cusl1*	0.915	0.837	0.814	0.895
	cusl2	0.928	0.861		
	cusl3	0.863	0.745		
LIKE	*like1*	0.886	0.785	0.765	0.856
	like2	0.845	0.714		
	like3	0.892	0.796		

Note: COMP, competence; *CUSL*, customer loyalty; *LIKE*, likeability.

Table 6
HTMT criterion (original model).

	COMP	*CUSL*	*LIKE*
COMP			
CUSL	0.530 [0.433; 0.616]		
LIKE	0.580 [0.493; 0.660]	0.704 [0.626; 0.769]	

Note: COMP, competence; *CUSL*, customer loyalty; *LIKE*, likeability; values in brackets: 90% bias-corrected bootstrap confidence intervals (obtained by using the percentile approach and 10,000 subsamples).

Table 7
Formative measurement model assessment results (original model).

Construct	Redundancy analysis coefficient	Item	Variance inflation factor	Outer weight (outer loading)	95% bootstrap bias-corrected confidence interval	Significance ($p < 0.05$)?
ATTR	0.547	*attr1*	1.583	0.733 (0.956)	[0.580;0.867]	Yes
		attr2	1.271	0.120 (0.550)	[-0.032;0.278]	No
		attr3	1.536	0.305 (0.767)	[0.127;0.472]	Yes
CSOR	0.888	*csor1*	2.301	0.488 (0.897)	[0.200;0.767]	Yes
		csor2	2.046	0.299 (0.834)	[0.006;0.611]	Yes
		csor3	1.751	0.366 (0.817)	[0.084;0.629]	Yes
		csor4	2.107	0.044 (0.712)	[-0.252;0.320]	No
		csor5	1.391	-0.039 (0.453)	[-0.255;0.181]	No
PERF	0.603	*perf1*	1.637	0.414 (0.826)	[0.203;0.605]	Yes
		perf2	2.019	0.225 (0.791)	[-0.001;0.438]	No
		perf3	1.680	0.165 (0.692)	[-0.024;0.372]	No
		perf4	1.525	-0.103 (0.491)	[-0.275;0.069]	No
		perf5	1.935	0.491 (0.850)	[0.289;0.682]	Yes
QUAL	0.758	*qual1*	2.588	0.240 (0.834)	[0.079;0.394]	Yes
		qual2	1.848	0.402 (0.842)	[0.289;0.518]	Yes
		qual3	1.540	-0.106 (0.187)	[-0.220;0.006]	No
		qual4	2.725	0.077 (0.657)	[-0.115;0.247]	No
		qual5	3.110	0.213 (0.790)	[0.039;0.404]	Yes
		qual6	3.520	-0.022 (0.696)	[-0.189;0.157]	No
		qual7	2.612	0.112 (0.717)	[-0.015;0.243]	No
		qual8	2.387	0.248 (0.792)	[0.112;0.377]	Yes

Note: ATTR, attractiveness; *CSOR*, corporate social responsibility; *PERF*, performance; *QUAL*, quality.

Table 8
Structural model assessment results.

Path	Variance inflation factor	Path coefficient	95% bootstrap bias-corrected confidence interval	Significance ($p < 0.05$)?
ATTR -> COMP	2.084	0.185	[0.061;0.308]	Yes
ATTR -> LIKE	2.084	0.045	[-0.072;0.167]	No
COMP -> CUSA	1.340	0.138	[0.011;0.256]	Yes
COMP -> CUSL	1.368	0.145	[0.065;0.226]	Yes
CSOR -> COMP	1.666	-0.152	[-0.282;-0.047]	Yes
CSOR -> LIKE	1.666	0.133	[0.017;0.235]	Yes
CUSA -> CUSL	1.440	0.554	[0.458;0.650]	Yes
LIKE -> CUSA	1.340	0.471	[0.370;0.565]	Yes
LIKE -> CUSL	1.659	0.245	[0.147;0.347]	Yes
PERF -> COMP	1.825	0.199	[0.075;0.318]	Yes
PERF -> LIKE	1.825	0.056	[-0.048;0.154]	No
QUAL -> COMP	2.269	0.522	[0.381;0.639]	Yes
QUAL -> LIKE	2.269	0.569	[0.435;0.693]	Yes

Note: ATTR, attractiveness; *COMP*, competence; *CSOR*, corporate social responsibility; *CUSA*, customer satisfaction; *CUSL*, customer loyalty; *LIKE*, likeability; *PERF*, performance; *QUAL*, quality.

Table 9
Predictive model assessment.

		$PLS_{predict}$			CVPAT	
Construct	Item	$Q^2_{predict}$	RMSE PLS-SEM	LM RMSE	IA average loss difference (p value)	LM average loss difference (p value)
COMP	***comp1***	0.277	1.321	1.289	-0.908 (0.000)	0.054 (0.367)
	comp2	0.210	1.648	1.604		
	comp3	0.474	1.215	1.242		
CUSA	***cusa***	0.346	1.031	0.856	-0.563 (0.000)	0.331 (0.000)
CUSL	***cusl1***	0.382	1.189	1.011	-0.739 (0.000)	0.317 (0.000)
	cusl2	0.326	1.262	1.109		
	cusl3	0.276	1.224	1.140		
LIKE	***like1***	0.361	1.281	1.266	-0.888 (0.000)	-0.009 (0.836)
	like2	0.294	1.376	1.411		
	like3	0.458	1.060	1.047		
Overall					-0.817 (0.000)	0.142 (0.000)

Note: COMP, competence; *CUSL*, customer loyalty; *CUSA*, customer satisfaction; CVPAT, cross-validated predictive ability test; IA, indicator average; *LIKE*, likeability; LM, linear model; RMSE, root-mean-square error.

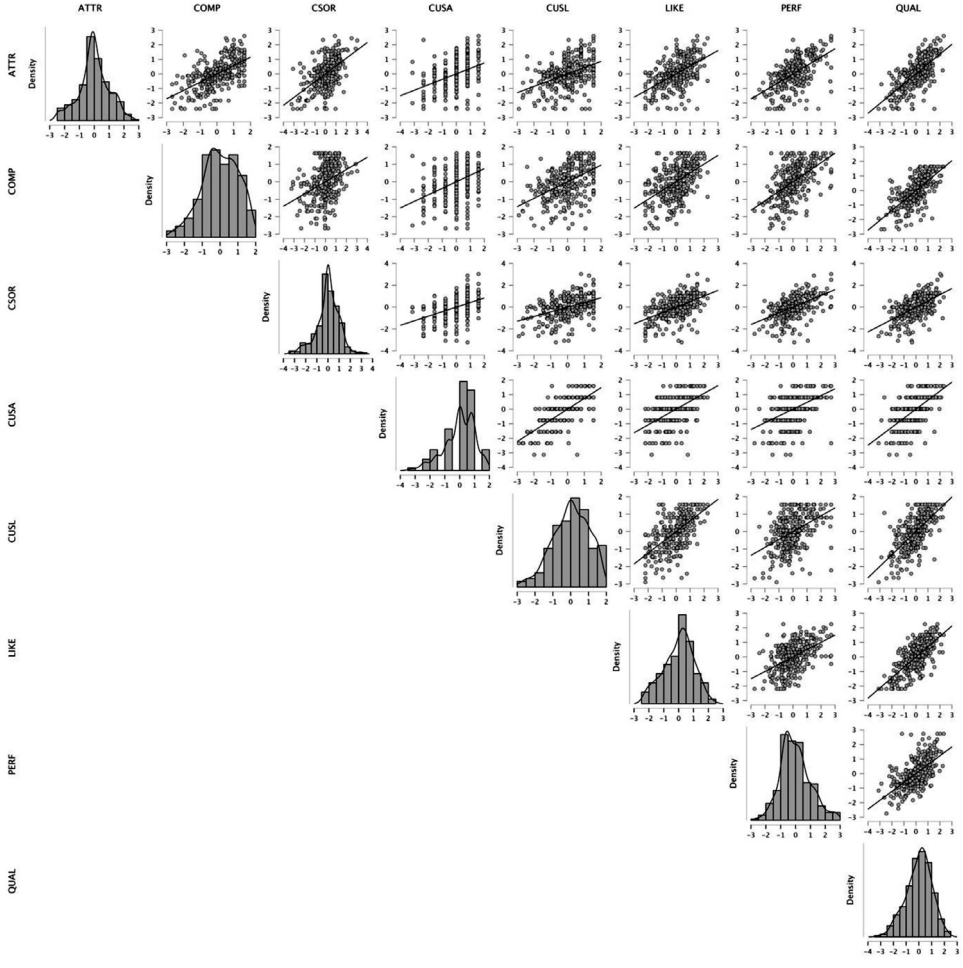

Fig. 3. Densities and correlation plots of constructs.
Note: ATTR, attractiveness; *COMP*, competence; *CSOR*, corporate social responsibility; *CUSA*, customer satisfaction; *CUSL*, customer loyalty; *LIKE*, likeability; *PERF*, performance; *QUAL*, quality.

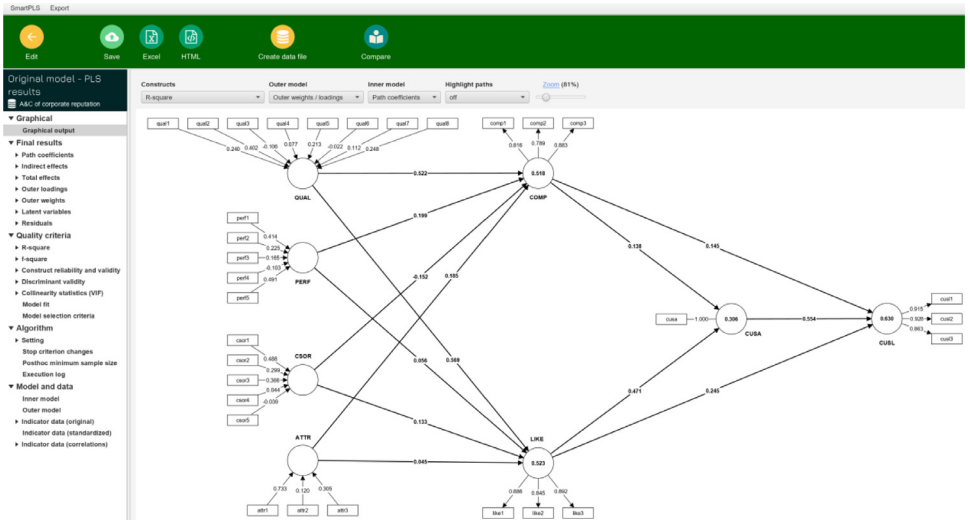

Fig. 4. Results of the original corporate reputation model.
Note: ATTR, attractiveness; *COMP*, competence; *CSOR*, corporate social responsibility; *CUSA*, customer satisfaction; *CUSL*, customer loyalty; *LIKE*, likeability; *PERF*, performance; *QUAL*, quality.

3. Experimental Design, Materials and Methods

The data were collected between January 16 and February 14, 2023 through an online survey using the SoSci Survey application (see the repository). Prior to launching the field phase, the survey was pretested by two professors and five Ph.D. students proficient in survey research and corporate reputation research. The pretest led to a slight refinement of the survey design (e.g., distribution of survey items across the pages). To collect data from the target population (students studying at German universities), a link to the survey was posted in various student forums and distributed via mailing lists of three major German universities. The sample therefore constitutes a convenience of the target population.

A total of 461 respondents started the survey, 314 of whom completed all survey parts, yielding a response rate of 68.11%. Screening all observations for straight-lining led to the removal of six observations, resulting in a final sample size of $n = 308$. A descriptive analysis of the sample characteristics shows that the gender distribution corresponds to that of the German student population. However, the respondent's average age is too high (27.023 years), yielding a significant difference to German students' average age (23.04 years as of 2020; $t(307) = 8.261$, $p < 0.001$). This age difference is likely caused by employed persons who were included in the sample as evidenced in the descriptive statistics of the *education* variable (e.g., 34.091% of all respondents had a Master degree).

At the beginning of the survey, respondents were informed that they will be asked about their perceptions of their primary mobile phone service provider and that there are no right or wrong answers. In addition, the study's scientific purpose was emphasized. The survey items stem from measurement scales commonly used in marketing and consumer research (Tables 1–3). Specifically, the indicators used in the measurement models of the original corporate reputation model stem from Eberl [2] and Hair et al. [4]. *CE* was measured with four indicators from Hollebeek et al. [11], focusing on engagement's affection dimension. We did not consider the cognitive processing and activation dimensions because of the specific nature of the mobile phone service category. For example, asking whether respondents spend a lot of time using their primary mobile phone service provider brand compared to other brands (*ACTIV1* item in Hollebeek et al. [11]) is unlikely to produce meaningful results. The measures for

TRUST were taken from Andaleeb [12], but supplemented by two items from Doney and Cannon [13] that capture additional aspects that we deemed relevant for our study. To measure *SC*, we extracted one item from each dimension of Jones et al.'s [14] scale, except for the post-switching behavioral and cognitive costs dimension, because of its conceptual overlap with the setup cost factor. Finally, the single-item measure of *RA*, capturing how long the respondents had been a customer of the corresponding mobile phone service provider, was taken from Bartikowski et al. [15]. The formulations of the global single items used for the redundancy analyses were taken from Hair et al. [4,5], except for *sc_global*, which was specifically designed for this study.

Except for the single-item measures of customer satisfaction (1="Very dissatisfied," 7="Very satisfied") and relationship age ("How long have you already been a customer of [company]?"), all items of the original and extended corporate reputation models were measured on seven-point Likert scales with the endpoints labeled as 1="Strongly disagree," and 7="Strongly agree." The global single items used for the redundancy analyses were also measured on 7-point scales, using the endpoint labels 1= "low" and 7= "high." As answering all survey items was mandatory, the dataset has no missing values.

Ethics Statements

The authors declare that all respondents gave informed consent to participate. All respondents were thoroughly informed about the content and the scope of the study before participation. Participation was completely voluntary. No personal information that would allow identifying individuals was collected. An ethics approval from an IRB was not required.

Declaration of Competing Interest

The authors declare the following financial interests/personal relationships which may be considered as potential competing interests: This article uses the statistical software SmartPLS (https://www.smartpls.com/). Christian M. Ringle acknowledges a financial interest in SmartPLS.

Data Availability

A&C of corporate reputation (Original data) (OSF).

CRediT Author Statement

Marko Sarstedt: Conceptualization, Data curation, Formal analysis, Supervision, Validation, Visualization, Writing – original draft; **Christian M. Ringle:** Data curation, Formal analysis, Software, Validation, Visualization, Writing – review & editing; **Denis Iuklanov:** Data curation, Investigation, Writing – original draft.

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