

Summary

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“The Importance of the Reputation of Enterprises
for the Readiness of Private Customers to Pay”

In markets in which products are traded that can be easily imitated it is only possible to obtain a strategic competitive advantage through immaterial assets. The assumption has often been heard that the estimation of a company - its reputation - can generate positive effects especially with customers. The present article shows a theoretical foundation of the hypothesis that private customers are more prepared to pay their bills for products of companies with a better reputation. An experimental study puts this hypothesis to the test for a product named “study cost credit” and calculates the “reputation premium”. It shows that enterprises are able to obtain a clear price premium exclusively owing to their higher reputation.