

# Mapping Corporate Image in Corporate Marketing For Community Development

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## Abstract

This paper is a preliminary research about Corporate Image (CI), specifically to observe the position of previous studies using Systematic Literature Review (SLR) and Systematic Mapping Studies (SMS). The purpose of this mapping research is to figure out the Corporate Image topic which has been studied earlier. The literature search was done on Scopus electronic database and Emerald Insight. Sixty eight (68) articles obtained in the form of scholarly journal fall into the category of inclusion. This study attempts to map 68 previous articles based on several variables, from general definition to involved-variables categories (Antecedent and Cosequences), and also map the article variables based on article theme group. This study has limitation in which the writers did not include the 6C criteria by Balmer and Geyser (2006). It is expected that future researches of SMS and SLR would involve this 6C's concept. The writers also look forward to corporate image concept improvement for further studies. The result of Systematic Mapping Study illustrates the potential of exploring the current topic or sharpening the existing one.

Keywords; Corporate Image, Corporate Marketing and 6C's Concept.

## INTRODUCTION

Discipline in the science of marketing faces a new paradigm which is oriented to theoretical approach proposed by corporate marketing: this term was first introduced by Balmer (1998), who later improved his proposals in several papers (Balmer, 2001, 2009; Balmer and Greyser, 2003, 2006; He dan Balmer, 2011; Balmer dan Gray, 2003, 2004). Corporate marketing approach reviews several variables in marketing mix and defines the 6C's that represent basic concept to understand this new marketing discipline:

1. *Character* that refers to corporate identity,
2. *Culture (Organizational Identity)*,
3. *Covenant* tends to corporate branding,
4. *Conceptualizations* by considering the reputation of the company or corporate image,
5. *Communication* refers to corporate communication and;
6. *Constituencies* which refers to the management of stakeholders (Balmer and Greyser, 2006).

The close connection between all these concepts leads to the emergence of many approaches to study in the field of academic literature, many of these academic approaches failed to provide common definition globally and would complicate the Corporate Marketing understanding (Christensen and Askegaard 2001; Souiden et al., 2006; Walker, 2010). The most frequently discussed constructions in the context of Corporate Marketing are Corporate Image, Corporate Identity and Corporate Reputation.

The construction of the thoughts of this Corporate Marketing is often overlapped and misunderstood even for professionals (Tankovic, 2015). This creates problems for academics and practitioners, especially in interdisciplinary research, as identity, image and reputation can be considered in a variety of areas, from public relations, organizational studies, marketing, and corporate governance to design and architecture. In the mid-20<sup>th</sup> century, this field became an interesting topic for academics, which contributed a great theory to the topic.

The term Corporate Image was first used in 1953 by Newman (Abratt, 1989: 64) when he formulated the problem by comparing and identifying the human personality and corporate image.

Since then, the corporate image has evolved along with the emergence of sciences in various areas, specifically, corporate communication, corporate management and corporate marketing. As knowledge in this field evolves, the approaches to understand the corporate marketing also change, leading to a change in its theoretical representation: *"overall impression produces in the minds of an organization's public"* (Barich and Kotler, 1991), *"the result of the interaction of all the experiences, impressions, beliefs, feelings, and know-how that people have about a business"* (Worcester, 1997), *"overall impression in the minds of customers and original mental image that the audience has of a specific organization"* (Gray and Balmer, 1998), *"overall impression left on the mind of customers, as a gestalt and as an idiosyncratic cognitive configuration. Although dynamically interrelated with corporate reputation, corporate image independent upon a person's beliefs, feelings, ideas, and impressions, and is aided by the information provided by the company, as well as managerial attitudes, behavior, and philosophy"* (Richard and Zhang, 2012).

This definition proves that image is a set of perceptions created in the minds of general public. Image is used to create the personality of a company or product through positive preferences and attitudes or through negative associations and avoidance tendencies. Therefore, image is a cognitive representation of corporate, formed based on previous attitudes, opinions, and ideas that match the actual features.

From a psychological perspective, an image represents a tendency to reduce a large number of meanings into conclusions, templates or stereotypes, thus simplifying individual relationship with their environment (Tanlovic, 2016). Wilkins and Huisman (2014) argued that over the years various terms had been combined with the corporate image construct: corporate associations and corporate evaluation (Brown and Dacin, 1997), corporate identity (Bhattacharya and Sen, 2003); corporate image (Brown et al., 2006); image (Barich and Kotler, 1991); organizational image (Hatch i Schultz, 1997); organizational reputation (Scott and Lane, 2000); and reputation (Bick, et al., 2003).

Corporate image also can be interpreted from corporate identity (about what and how in the organization), created by using the perception of projected corporate identity with the hope to influence the buying intentions, desire to invest, or the desire to work in the company (Balmer, 1995; Van Riel, 1995). Abratt (1989: 63) argued that organizations "need to make a concerted effort to manage their corporate images" since the corporate image management is the key to gaining and maintaining public trust. He insisted on distinguishing between the functional meaning of corporate image (tangible assets, quality, reliability, service, and price) and its emotive meaning. Many researchers who have noted the importance of image concluded that image influences the way people perceive and react to certain things (Christensen and Askegaard, 2001; Dowling, 1998; Zaltman, 2003).

Image aims to create the personality of a company or product through positive preferences and attitudes or negative associations and avoidance tendencies. Therefore, image is a powerful means of communication with people to attract them to act in a meaningful way, and image management is now at the strategic and tactical level in the current potential of marketing and management development.

Wilkins and Huisman (2014: 2225) proposed that corporate image is a person's immediate impression towards an organization, while corporate reputation is generated from corporate image as the stakeholders consistently run the corporate image from time to time. This is a conventionally seen review which observes corporate reputation in terms of time, since reputation is built based on previous experience, while image may change as a result of communication and other efforts. On the other hand, corporate image and reputation are generally considered as two different constructs which may be closely related. This connection sees that the ideas of image and reputation are two socially-constructed entities and derived from the perception of shareholders.

## Research Purpose

This paper is a preliminary research about CI by considering the previous studies using the Systematic Mapping Studies (SMS) method. The electronic databases used in this research are Scopus

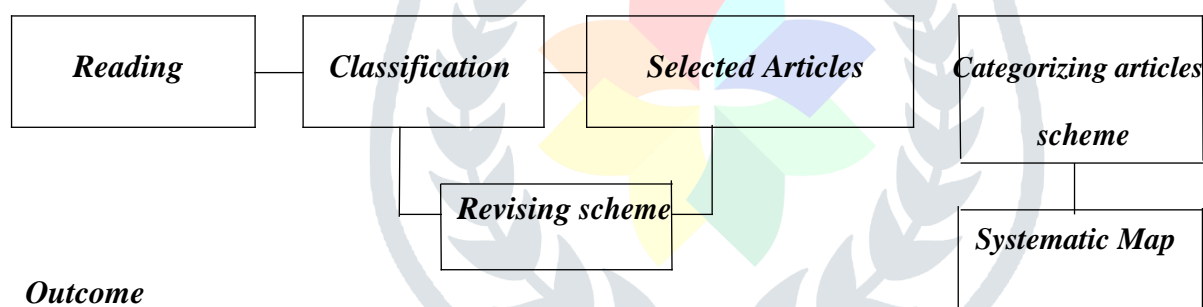
and Emerald Insight. The expectation of this preliminary research is to stimulate other researchers to see the problems specifically in the areas of CI. Practically, this paper is also expected as a scientific contribution in line with the writers' dissertation, especially in the research locus of general insurance company.

### Research Methodology

The foundation of the research is obtained by observing the improvement of previous reports of researches, available in various literature database, therefore the writers are able to have an illustration of previous studies, and apply it in this research theme. In the process, the literature database is beneficial in reviewing the previous focus summary, empirical evidence, and research systematic approach (Kitchenham, 2004; (Petersen, Feldt, Mujtaba, & Mattsson, 2008).

Systematic Literature Review (SLR) is one of the methods to preview previous researches by searching them in electronic database and further examining them, especially the research methodologies and results. SLR has three advantages compared with common literature review, which includes: SLR method is able to reduce the research bias, has a wider range so it is possible to obtain a general conclusion, and using meta-analysis for certain cases. In other hand, the weakness of SLR method is requiring a large number of efforts, time, and energy in executing it (Budgen *et al.*, 2007). SLR is generally divided into two parts, Systematic Mapping Study (SMS) and Content Analysis (Bailey *et al.*, 2007).

For authors, SMS serves as the provider of previous research structure description, theme categorization, and visual image of summary. SMS also enables the writers to identify the irrelevant researches out of the ones with good quality (Budgen *et al.*, 2007). In summary, SMS process is illustrated in Figure 1.1. below ;



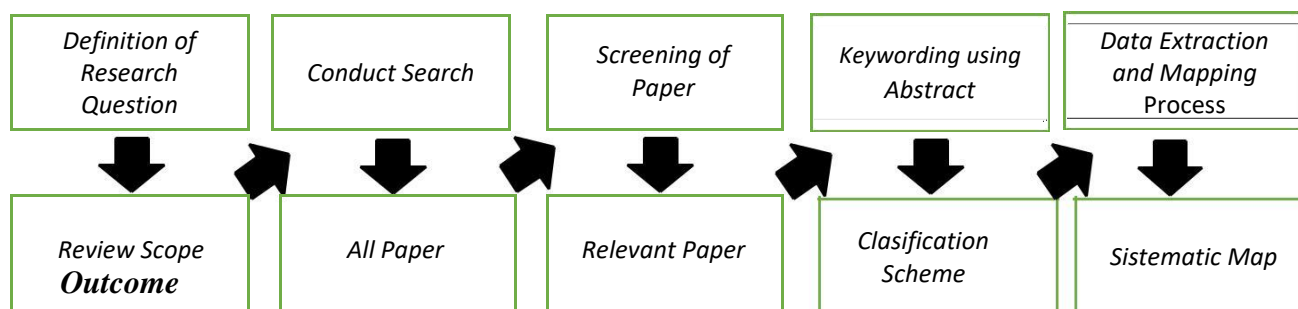
**Figure 1.1. Systematic Mapping Studies (SMS) Process.**

**Source: Banaeianjahromi & Smolander (2016)**

Petersen *et al.* (2008) specifically created the SMS phases. Those phases include defining the research question, conducting relevant paper search, screening the papers, using abstracts as keywords, extracting and mapping the results. Each phase generates outcome, whereas the final outcome forms the SMS pattern (Petersen *et al.* 2008).

The SMS process by Petersen *et al.* (2008) is presented in Figure

## Process



**Figure 1.2 Systematic Mapping Process**  
Process Step Source: Peterson et al, 2008).



## The Results of Corporate Image Systematic Mapping Study

The first phase of SMS Process of Corporate Image includes defining the research questions as follows:

No.	Research Questions	Motivation
1.	What topics have been studied in previous CI research?	Identify the CI topics that have been conducted
2.	What variables are there in CI research?	Identify the variables in CI to make it easier for further research
3.	What research has been studied in CI and buying intention?	Discover the previous researches in financial service to assist the researcher in dissertation writing about CI and buying intention

**Table 1.2 Research Questions Source: Writers 2018**

The second phase is searching process. Search phase was executed on October 1<sup>st</sup>, 2017 on Scopus and Emerald scientific publication database with “Corporate Image” and “Marketing” keystings. The search was done using Boolean operator and. The writers then read the abstracts and the entire articles to ascertain each article consists of the Corporate Image AND Marketing topics. The key string was used simultaneously so that the search could result in Corporate Image papers, which further discussed only the marketing area.

No	Database	String	Detected	Meeting Inclusion Criteria	Exclusion
1	Scopus	“Corporate Image” and Marketing	659	31	625
3	Emerald	“Corporate Image” and Marketing	1,362	37	1,325
Total Hits			2,021	68	1,950

**Table 1.3. Search results with “Corporate Marketing” key string Source: Processed by the Writers 2017.**

The third phase included executing inclusion and exclusion process of previous researches. The writers performed the selection process by doing exclusion process, namely searching only on scholarly journal, and exclusion process on books, conference paper & proceedings, magazines, audio/video, thesis, dissertation, and other sources. The writers then conducted scanning process on each abstract and performed another exclusion process by selecting Corporate Image paper which analyzes only marketing area.

On the next search phase, the writers utilized the search string “Corporate Image” and added the “Marketing” keyword. The “Marketing” key string was added since the “Corporate Image” search resulted in a very wide spectrum, i.e. research of medical, buildings, constructions, logistics, art, interior designs, architectures, and other areas. The writers expected to only obtain the marketing area search results.

## Result and Analysis

This mapping is attached on Table 1.4, whereas the result shows that the Corporate Image researches in marketing area have been performed since the year of 1986. Table 1.4 displays the research development of “Corporate Image” and “Marketing”. The total of research was increasing in 2006, 2012 and 2013, in which there were 68 papers of “Corporate Image” and “Marketing” detected (Table 1.3).



Table 1.4 Mapping Result of “Corporate Image” and Marketing

N o.	Category	Description	Total	%
1	Year	1986-2000	6	8%
		2001-2004	2	3%
		2005-2008	11	15%
		2009-2012	25	35%
		2013-2017	27	38%
2	Country of Origin	Asia	18	25%
		Australia	2	3%
		Europe	33	46%
		Africa	5	7%
		America	13	18%
3	Research Focus	Corporate Marketing	8	11%
		Corporate Image	29	41%
		Corporate Branding	8	11%
		Corporate Communication	4	6%
		Competitive Strategy	1	1%
		Consumer Behaviour	2	3%
		Corporate Architecture/ Logo	4	6%
		Corporate Identity	6	8%
		Corporate Reputation	2	3%
		Customer Satisfaction	3	4%
		Costumer Loyalty	3	4%
		Earning Management	1	1%
Research Locus		Marketing Campaign	1	1%
		Tourism & Hospitality	6	7%
		Automotive Company	2	2%
		Automotive Product	2	2%
		Fast Food Service	1	1%
		General Company	12	14%
		Corporate Level Analysis	7	8%
		Travel Agencies	1	1%
		Banking & Financial Institutions	14	16%
		Service Company	5	6%
		Life Insurance Industry	1	1%
		MNC	2	2%
		Airline Industry	1	1%
		Web Image	1	1%
		Telcos Industry	1	1%
		Communication Consultant	1	1%
		Marketing Consultant	1	1%
		Sport Organization	1	1%
		Marketing Departement	1	1%
		Highschool	1	1%
		Pharmaceutical Market	1	1%
		Real Estate Management	1	1%
		Corporate Event	1	1%
		Retail Setting	3	4%
		Corporate Building Design	1	1%
		Telecommunication Market	1	1%
		Stock Market	1	1%
		Software	1	1%
		SMEs	1	1%
		Private Energy Company	1	1%
		Child Welfare Agency	1	1%

		Pharmaceutical	1	1%	
		Chemical	1	1%	
		Energy	1	1%	
		Food Production	1	1%	
		Construction	1	1%	
Paper Type*		Validation Research	17	24%	
		Evaluation Research	36	51%	
		Solution Proposal	0	0%	
		Philisophical Paper	13	18%	
		Experience Paper	5	7%	
6	Research Methods*	Case Studies	9	13%	
		Constructive Study	11	16%	
		Delphy Study	7	10%	
		Discussion Paper	6	9%	
		Literature Study	15	22%	
		Multiplecase Study	3	4%	
		Survey	17	17%	

Source: \*Banaeianjahromi & Smolander (2016).

Data processed by Writers (2017).

On Systematic Review phase, the writers are able to learn the previous studies of Corporate Image. The purpose of this phase is to facilitate in finding out the research variables as references for further research. Variables occurred in previous studies are shown on Table 1.5.

**Table 1.5. Variables of “Corporate Image” AND Marketing**

No	Researcher	Antecedents	Consequences	Locus	Paper Type
1	Chattananon et al 2008	<i>Cause-related program identity (CRPI); Corporate marketing communications (CMC); Demographic characteristics</i>		<i>Marketing campaign in Thailand</i>	<i>Evaluational Research</i>
2	Yadav et al 2016	<i>Green/ Ecofriendly Activities; Corporate Communication of Green practices; Green Image</i>	<i>Intention to Visit</i>	<i>hospitality sector in India</i>	<i>Evaluational Research</i>
3	Karaosmanoglu et al 2011	<i>Emotional attachment; Consumer company Identification; Other consumer effect</i>	<i>Behavioural Loyalty; Purchase/ repurchase intention; costumer extra role behaviour</i>	<i>a service (fast food) and one for assessing a product (automotive).</i>	<i>Evaluational Research</i>
4	Abratt et al 2001	<i>Corporate personality; corporate identity</i>		<i>10 Company in South Africa</i>	<i>Solution Proposal</i>
5	Souiden et al 2006	<i>Corporate name, corporate identity, corporate loyalty, corporate</i>		<i>corporate level analysis</i>	<i>Validation research</i>

		<i>reputation</i>			
6	Lin & Lu 2010	<i>relationship marketing; corporate image</i>	<i>Trust; word of mouth; purchase intention</i>	<i>travel agencies</i>	<i>Validation research</i>
7	Stewart 1991	<i>Corporate personality; corporate identity</i>		<i>Banking industry</i>	<i>Evaluational Research</i>
8	Balmer 2009	<i>Character; communication; culture; conceptualization; covenant; constituencies</i>		<i>General Company</i>	<i>Solution Proposal</i>
9	LeBlanc & Nguyen 1988	<i>corporate image, internal organisation, physical support of the service producing</i>		<i>credit unions - Financial institution</i>	<i>Evaluational Research</i>
10	Yeo & Youssef 2010	<i>Financial prospect; Corporate Management; Market Presence; corporate communication</i>		<i>Saudi banking industry</i>	<i>Validation research</i>
11	Lopez et al 2011	<i>COO in the consumer's mind; The COO of</i>		<i>corporate level analysis</i>	<i>Solution Proposal</i>
12	Pina et al 2006	<i>corporate image, Perceived Quality Brand, perceived extension quality,</i>	<i>Image 2</i>	<i>services company brands</i>	<i>Validation research</i>
13	Makanyeza & Chikazhe 2017	<i>Service Quality;</i>	<i>Costumer loyalty;</i>	<i>Banking in zimbabwe</i>	<i>Validation research</i>
14	Yang & Tan 2017	<i>Product inovation; service inovation; functional value; emotional value</i>	<i>Costumer loyalty;</i>	<i>tourism and hospitality</i>	<i>Validation research</i>
15	Howcroft & Lavis 1986	<i>Corporate identity; Public relations; Advertising; Design of distribution and delivery system</i>		<i>Banking</i>	<i>Validation research</i>
16	Ball et al 2006		<i>Expectaations; ; Loyalty; Trust;</i>	<i>Banking industry</i>	<i>Validation research</i>
17	Hussain 2016		<i>Costumer satisfaction; Brand loyalty</i>	<i>airline industry in the UAE</i>	<i>Evaluational Research</i>



18	Giovanis <i>et al</i> 2016	<i>Consumer service; Process Quality; perceived value; outcome Quality</i>	<i>Behavioral indentation; Attraction of alternative</i>	<i>mobile telecommunication industry in Greece.</i>	<i>Evaluational Research</i>
19	Cian & Servai 2014	<i>External stakeholders;</i>	<i>Organization; Cognitive; emotive; symbolic</i>	<i>General Company</i>	<i>Philosophical Paper</i>
20	Andaleeb <i>et al</i> 2016		<i>Satisfaction of the Corporate Consumer</i>	<i>Retail bank</i>	<i>Validation research</i>
21	Amogbe <i>et al</i> 2016	<i>behavioral responses, social media advertising</i>		<i>organizations in Kenya</i>	<i>Validation research</i>
22	Giovanis & Tsoukatos 2017	<i>Customer satisfaction, process quality, perceived value, outcome quality</i>	<i>Behavioural Intention</i>	<i>Mobile Telecommunications Industry in Greece</i>	<i>Validation research</i>
23	Foroudi <i>et al</i> 2017	<i>corporate logo</i>	<i>Corporate Reputation</i>	<i>communication and marketing consultant in Mexico and Persia</i>	<i>Validation research</i>
24	Sekhon <i>et al</i> 2016	<i>Expertise; Integrity; Communication; Shared Value; Benevolence</i>	<i>Reputation; Responsibility; Trustworthiness; Cognitive trust; Affective Trust; Transparencies</i>	<i>a sport's Governing body of football, FIFA</i>	<i>Validation research</i>
25	Wei <i>et al</i> 2015		<i>Person-Organization fit</i>	<i>real job openings from 28 companies</i>	<i>Validation research</i>
26	Martinez <i>et al</i> 2016		<i>Corporate Reputation</i>	<i>Spanish hotels</i>	<i>Validation research</i>
27	Durna <i>et al</i> 2015	<i>Substantive staging of Servicescape; Communicative tagging of Servicescape</i>	<i>Revisiting Intention; WOM</i>	<i>hotel industry in Turkey</i>	<i>Validation research</i>
28	Chen & Chen 2015	<i>Relationship Marketing</i>	<i>Service Quality</i>	<i>hotel industry in Taiwan</i>	<i>Validation research</i>
29	Faroudi & Malewar 2013	<i>corporate Logo; Attitude Toward Advertisement; Familiarity; Recognizability</i>	<i>Corporate Reputation</i>	<i>The Hong Kong and Shanghai Banking Corporation (HSBC)</i>	<i>Evaluational Research</i>
30	Wilkins & Huisman 2013	<i>Foreign Business Image; Home business Image</i>	<i>Product Choices</i>	<i>UEA highschool international in the UAE</i>	<i>Evaluational Research</i>
31	O'connor	<i>Communication; Internet; Special</i>	<i>Long Term Profitability</i>	<i>pharmaceutical market</i>	<i>Evaluational Research</i>

	2014	<i>Sales Force</i>			
32	Khanna <i>et al</i> 2013	<i>Brand Experience; Brand Expressions</i>	<i>Cost Reduction; Differentiation; Innovation; Competitive Advantage</i>	<i>corporate real estate management</i>	<i>Validation research</i>
33	Choi 2013	<i>Event</i>	<i>Purchase intention</i>	<i>Green events of one company in Jeonjoo, Jeonbuk, Korea</i>	<i>Validation research</i>
34	Ko <i>et al</i> 2012	<i>Green Marketing; Social Responsibility</i>	<i>Corporate Reputation; Purchase intention</i>	<i>retail setting</i>	<i>Evaluational Research</i>
35	Kaur & Soch 2013	<i>Trust</i>	<i>Altitudinal Loyalty</i>	<i>service industry</i>	<i>Solution Proposal</i>
36	Kim <i>et al</i> 2012	<i>Marketing Strategy</i>	<i>intention to pursue job opportunity</i>	<i>hospitality industry</i>	<i>Evaluational Research</i>
37	Kaur & Soch 2012	<i>Customer Satisfaction; Calculative Commitment; Trust; Affective Commitment</i>	<i>Behavioral Royalty; Altitudinal Loyalty</i>	<i>Indian cell phone market</i>	<i>Validation research</i>
38	DeFanti & Busch 2011	<i>Corporate Name Change</i>		<i>stock market</i>	<i>Validation research</i>
39	Varadarajan <i>et al</i> 2006	<i>Strategic Behavior, Performance Outcomes,</i>		<i>corporate level analysis</i>	<i>Philosophical Paper</i>

Source: Data processed by Writers (2017).

The writers aim to find out the variables of previous studies and categorize them into groups: Corporate Identity, Corporate Personality, Corporate Communication, Corporate Activity Program, Corporate External Factor, Non-marketing Managerial Aspects, Product Quality, Image, Technology, Marketing Function, and Customer's Influences, therefore it would be easier to conduct further research. The mapping details are displayed on Table 1.6.

**Table 1.6. Corporate Image Variable Mapping**

No.	Antecedent of Corporate Image		
	Variable Theme Group	Variable	Researcher
1	Corporate Identity	<i>Cause-related program Identity;</i>	Chattananon <i>et al.</i> (2008);
		<i>Corporate Identity</i>	Stewart (1991); Abratt & Mokofeng (2001); Souiden <i>et al.</i> (2006); Howcroft & Lavis (1986)
		<i>Corporate name</i>	Souiden <i>et al.</i> (2006)
		<i>Corporate logo</i>	Faroudi <i>et al.</i> (2017); Foroudi & Malewar (2013)
		<i>Corporate Name Change</i>	DeFanti & Busch. (2011)
		<i>The Country of Origin of a corporate brand ;</i>	Lopez <i>et al.</i> (2011)

		<i>Brand Expressions</i>	Khanna <i>et al.</i> (2013)
		<i>Brand Experience;</i>	Khanna <i>et al.</i> (2013)
2	Corporate Personality	<i>Corporate personality</i>	Stewart (1991); Abratt & Mokofeng. (2001);
		<i>Character</i>	Balmer (2009)
		<i>Corporate loyalty</i>	Souiden <i>et al.</i> (2006)
		<i>Corporate reputation</i>	Souiden <i>et al.</i> (2006)
		<i>Expertise;</i>	Sechon <i>et al.</i> (2016)
		<i>Integrity;</i>	Sechon <i>et al.</i> (2016)
		<i>Familiarity;</i>	Foroudi & Malewar. (2013)
		<i>Recognizability</i>	Foroudi & Malewar. (2013)
		<i>Benevolence</i>	Sekhon <i>et al.</i> (2016)
		<i>Shared value</i>	Sekhon <i>et al.</i> (2016)
3	Corporate Communication	<i>Corporate Marketing Communications</i>	Chattananon <i>et al.</i> (2008);
		<i>Corporate Communication</i>	Balmer (2009); Yeo <i>et al.</i> (2010); Sechon <i>et al.</i> (2016)
		<i>Corporate Communication of Green practices;</i>	Yadav <i>et al.</i> (2016);
		<i>Relationship marketing</i>	Lin & Lu. (2010); Chen & Chen. (2015)
		<i>Customer/staff interaction</i>	Le Blanc <i>et al.</i> (1988)
		<i>Public relation</i>	Howcroft <i>et al.</i> (1986)
		<i>Communication</i>	O'Connor (2014)
		<i>Communicative tagging of Servicescape</i>	Durnaet <i>et al.</i> (2015)
4	Corporate Activity Program	<i>Green/Ecofriendly Activities;</i>	Yadav <i>et al.</i> (2016)
		<i>Event</i>	Choi (2013)
		<i>Green Marketing</i>	Ko <i>et al.</i> (2012)
		<i>Social Responsibility</i>	Ko <i>et al.</i> (2012)
5	Corporate External Factor	<i>Demographic characteristics</i>	Chattananon <i>et al.</i> (2008);
		<i>Culture</i>	Balmer (2009)
		<i>External stakeholders</i>	Cian <i>et al.</i> (2014)
		<i>Market Presence</i>	Yeo & Youssef (2010)
6	Non-Marketing Managerial Aspects	<i>Financial prospect;</i>	Yeo & Youssef (2010)
		<i>Corporate Management;</i>	Yeo & Youssef (2010)
		<i>internal organization,</i>	Le Blanc & Nguyen (1988)
		<i>physical support of the service producing</i>	Le Blanc & Nguyen (1988)
		<i>Design of distribution and delivery system</i>	Howcroft <i>et al.</i> (1986)
		<i>Strategic Behavior,</i>	Varadarajan <i>et al.</i> (2006)
		<i>Performance outcome</i>	Varadarajan <i>et al.</i> (2006)
		<i>Conceptualization;</i>	Balmer (2009)
		<i>Covenant;</i>	Balmer (2009)
		<i>Constituencies</i>	Balmer (2009)
7	Product Quality	<i>Perceived Quality Brand</i>	Pina <i>et al.</i> (2006)
		<i>Service Quality;</i>	Makanyeza <i>et al.</i> (2017)
		<i>Perceived extension quality,</i>	Pina <i>et al.</i> (2006)
		<i>Process Quality;</i>	Giovanis & Tsoukatos. (2016)
		<i>Outcome Quality</i>	Giovanis & Tsoukatos (2016)
		<i>Product innovation;</i>	Yang <i>et al.</i> (2017)

		<i>Service innovation;</i>	Yang & Tan. (2017)
		<i>Functional value;</i>	Yang & Tan (2017)
		<i>Emotional value</i>	Yang & Tan (2017)
		<i>Perceived value;</i>	Giovanis & Tsoukatos. (2016)
		<i>Substantive staging of Servicescape;</i>	Durnaet <i>al.</i> (2015)
8	Image	<i>Foreign Business Image;</i>	Wilkins & Huisman (2013)
		<i>Home business Image</i>	Wilkins & Huisman (2013)
		<i>Green image</i>	Yadav <i>et al.</i> (2016)
9	Technology	<i>Internet;</i>	O'Connor (2014)
10	Marketing Function	<i>Price</i>	Kim & Hyun (2012)
		<i>Marketing Strategy</i>	Kim & Hyun (2012)
		<i>After Sales Service,</i>	Kim & Hyun (2012)
		<i>Channel</i>	Kim & Hyun (2012)
		<i>Promotion</i>	Kim & Hyun (2012)
		<i>Advertising;</i>	Howcroft <i>et al.</i> (1986)
		<i>Social media advertising</i>	Amogbe <i>et al.</i> (2016)
		<i>Consumer service;</i>	Giovanis <i>et al.</i> (2016)
		<i>Special Sales Force</i>	O'Connor (2014)
11	Customer's influences	<i>Attitude Toward Advertisement;</i>	Faroudi & Malewar. (2013)
		<i>Behavior responses,</i>	Amogbe <i>et al.</i> (2016)
		<i>Trust</i>	Kaur & Soch (2012)
		<i>Calculative commitment</i>	Kaur & Soch (2012)
		<i>Affective commitment</i>	Kaur & Soch (2012)
		<i>Emotional attachment;</i>	Karaosmanoglu <i>et al</i> (2011)
		<i>Consumer Company Identification;</i>	Karaosmanoglu <i>et al</i> (2011)
		<i>The degree of Customer Satisfaction</i>	Le Blanc & Nguyen (1988)
		<i>Country of Origin in the consumer's mind;</i>	Lopez <i>et al</i> (2011)
		<i>Customer Satisfaction,</i>	Giovanis <i>et al.</i> (2016); Kaur & Soch (2012)

Source: Data Processed by Writers (2017).

## Conclusion

This study attempts to map 68 previous articles based on several variables, from general definition to involved-variables categories (Antecedent and Cosequences), and also map the article variables based on article theme group. This study has limitation in which the writers did not include the 6C criteria by Balmer and Geyser (2006). It is expected that future researches of SMS and SLR would involve this 6C concept. The writers also look forward to corporate image concept improvement for further studies. Findings about the connection between Corporate Image and Purchase intention are shown on Table 1.7 as follows:

**Table 1.7. Consequences of Corporate Image Variable.**

No.	Consequences of Corporate Image Variable		
	Variable Theme Group	Variable	Researcher
1	Customer Intention	<i>Intention to visit</i>	Yadav <i>et al.</i> (2016);
		<i>Purchase intention;</i>	Karaosmanoglu <i>et al.</i> (2011); Lin & Lu (2010); Choi (2013); Ko <i>et al.</i> (2012)
		<i>Revisiting intention</i>	Durna <i>et al.</i> (2015)
		<i>Behavioural Intention</i>	Giovanis <i>et al.</i> (2017); Giovanis & Tsoukatos (2016)
		<i>Repurchase intention;</i>	Karaosmanoglu <i>et al.</i> (2011);
		<i>Intention to pursue job opportunity</i>	Kim <i>et al.</i> (2012)
2	Customer Satisfaction	<i>Customer satisfaction;</i>	Hussain (2006)
		<i>Satisfaction of the</i>	Andaleeb <i>et al.</i> (2016)
		<i>Corporate Consumer</i>	
3	Customer Loyalty	<i>Altitudinal Loyalty</i>	Kaur & Soch (2012; 2013)
		<i>Behavioural Loyalty</i>	Karaosmanoglu <i>et al.</i> (2011); Kaur & Soch (2012)
		<i>Brand loyalty</i>	Hussain (2006); Kim & Hyun (2011)
		<i>Customer loyalty;</i>	Yang & Tan (2017); Makanyeza <i>et al.</i> (2017); Ball <i>et al.</i> (2006)
4	Customer Trust	<i>Trust</i>	Lin & Lu (2010); Ball <i>et al.</i> (2006)
		<i>Cognitive Trust</i>	Sekhon <i>et al.</i> (2012)
		<i>Affective Trust;</i>	Sekhon <i>et al.</i> (2012)
		<i>Word of mouth;</i>	Lin & Lu (2010); Durna <i>et al.</i> (2015)
		<i>customer extra role behaviour</i>	Karaosmanoglu <i>et al.</i> (2011)
		<i>Trustworthiness;</i>	Sekhon <i>et al.</i> (2016)
		<i>corporate reputation</i>	Faroudi <i>et al.</i> (2017); Faroudi & Malewar (2013); Martinez <i>et al.</i> (2016); Ko <i>et al.</i> (2012)
5	Reputation	<i>Reputation</i>	Sekhon <i>et al.</i> (2012; 2016)
6	Influence on the Organization	<i>Long Term Profitability</i>	O'Connor (2014)
		<i>Corporate image type 2</i>	Pina <i>et al.</i> (2006)
		<i>Construed image</i>	Cian & Servai (2014)
		<i>Cost Reduction;</i>	Khanna <i>et al.</i> (2013)
		<i>Differentiation;</i>	Khanna <i>et al.</i> (2013)
		<i>Innovation</i>	Khanna <i>et al.</i> (2013)
		<i>Competitive Advantage</i>	Khanna <i>et al.</i> (2013)
		<i>Responsibility;</i>	Sekhon <i>et al.</i> (2016)
		<i>Transparancies</i>	Sekhon <i>et al.</i> (2016)
		<i>Person-Organization fit</i>	Wei <i>et al.</i> (2015)
		<i>Service Quality</i>	Chen & Chen (2013)
7	Customer Preferences	<i>Brand Awareness,</i>	Kim & Hyun (2011)
		<i>Attraction of alternative</i>	Giovanis & Tsoukatos (2016)
		<i>Product Choices</i>	Wilkins & Huisman (2013)
		<i>Expectations;</i>	Ball <i>et al.</i> (2006)
		<i>Perceived Quality,</i>	Kim & Hyun (2011)

Source: Data Processed by Writers (2017).

Studies about Corporate Image and Purchase intention are mostly the motivation of the researcher to perform further research as dissertation.



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