

ABSTRACT

Corporate image is very important in marketing, and is considered one of core competitive assets of an organisation. In the previous literature, corporate identity is described as a powerful tangible tool while reputation plays a role of cognition to help an organisation build a good image in the industry. Moreover, although there is much research on the corporate image of the real estate industry, little research was conducted on how to help real estate developers build an appropriate corporate image via clear identification of their corporate identity, reputation, and a suitable demographic profile. This is especially true with regard to China. Hence, the objective of this research is to investigate how the corporate image is affected by corporate identity (in terms of name, price, advertising, and distinctive features) and reputation (with reference to product quality, credibility, and financial soundness).

This research aims to get a clear understanding of the relationship between corporate identity, reputation and corporate image, meanwhile, the differences between two developers (Jiangdong Group and Junfa Real Estate) in both dependent and independent variables are also explored in the city of Kunming. Four hundred respondents were accessed using questionnaires. Half of them are customers of Jiangdong Group and the left come from buyers of Junfa Real Estate. The research findings are based on the statistical analysis including Frequency, Mean, Standard Deviation, Pearson Product Moment Coefficient Correlation, independent t-Test, and Analysis of Variance.

The findings indicated that both corporate identity and reputation can positively and strongly affect the building of the two developers' corporate image. And the results also showed that the developers paid different efforts or strategies to their corporate identity (with respect to name, price, and distinctive features), reputation in terms of credibility, and constructed a differentiated corporate image in the mind of

customers. However, considering the advertising of corporate identity and reputation with regard to product quality and financial soundness, the customers expressed similar attitudes and acknowledged both developers' efforts on these dimensions. Additionally, age level of respondents significantly influence customers attitudes towards Jiangdong Group's corporate image while household income level plays a differential role to that of Junfa Real Estate.

