

ABSTRACT

This research studied the influence of corporate reputation and its factors on the purchasing decisions of international express air couriers of Thailand's exporting firms. The data was collected from 366 purchasing decision makers of Thailand's exporting firms, by a structured questionnaire through an online web-based survey, and the data was analyzed by the statistics tools of arithmetic mean, standard deviation and class interval.

The analysis result revealed that corporate reputation has an influence on the purchasing decisions of international express air couriers which is classified as a very influential factor. Out of 12 factors, the analysis found that the most influential to the least influential factors are Value for Money, Product & service quality, Trust, Product & service innovativeness, Employee talent, Well-managed workplace, Respect, Admiration, Vision & Leadership, Social responsibility, Financial performance, and Appealing workplace.

Classifying the factors into 6 categories, the analysis found that the most influential category is Product & service, followed by Emotional appeal, Workplace quality, Vision & leadership, Social responsibility and Financial performance.

The findings accepted all hypotheses and generated direct benefits to the international express air courier service providers. Therefore, it is logical and reasonable to consider corporate reputation as the key to other success strategies by focusing on the most influential factor and other less influential factors accordingly.