

Corporate reputation of FMCG sector of Bangladesh

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Abstract:

These days, the concept of corporate reputation has gained a remarkable consideration in academic arena and business world as well. Since corporate reputation is the outcome of long-term endeavor, corporates are meticulously handling holistic approach with all stakeholders for balancing sustainable competitive advantage. The purpose of this paper is to discuss the factors help to create corporate reputation specifically for Fast Moving Consumer Brands in Bangladesh. Mixed research has been done for that research as to explore insight for this phenomena cling to Bangladeshi scenario. Expert interviews have been taken from 20 multinationals and national FMCG brand companies. Under the descriptive research, the total survey was conducted upon 500 respondents from eight divisions of Bangladesh. Some mixed research factors have been found which may ultimately help to create corporate reputation of FMCG sector. The result indicates unlike service sector corporate or industrial goods' corporate reputation, FMCG corporate reputation majorly depends on product brand equity in this country. Besides, both corporate reputation and product brand have mutually benefitted relationship. Certainly, Reputed corporates help support product brand for easily communicating with target audience as same as product brand which has high brand equity uplifts corporate reputation as it witnessed. The implication of this paper may serve practitioners and academics a way-out for FMCG brand building by corporate reputation in the changing business scenario. Policy-makers may get an avenue from product brand to corporate reputation as their custom-made pathway for ultimate business sustainability. Ostensively, this paper has discovered the insight of contemporary practioners' guide of corporate reputation blended with academic universal principles. Additionally, this paper increases the straight forward understanding of the relationship of corporate reputation and product brand. Corporate reputation is emerging and multifaceted concept in Bangladesh which is exponentially playing pivotal role for FMCG Brand creation. Axiomatically, Interdisciplinary and multidisciplinary application of corporate brand identity may excel corporate reputation which ultimately will enhance FMCG brand value in the days to come.

Key words: Corporate reputation, corporate image, corporate identity, corporate personality, product brand, FMCG brand, corporate branding.

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