

## Louvain School of Management

# Why do consumers buy brands they do not find ethical? A study on the ambivalence towards Coca-Cola, Inc. and Ferrero, S.p.A.

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## Introduction

Have you ever bought or used brands that you think unethical? Have you ever wondered about the (ir)responsibility of the brands you consume every day? Does this generate contradictory feelings, both for and against the brand? Do these conflicted feelings eventually influence your buying behaviour and intention to buy the brand in the future? These questions brought us to the subject of our thesis.

Thus, the purpose of our thesis is to answer the following questions: « *Does the perceived irresponsibility of a company/brand influence the consumers in their purchase of its products? Is it through the emergence of ambivalent feelings towards the brand/company?* ». Further than that, we wish to explore the reasons why some consumers all the while disapproving of a brand's conduct, keep on buying it and what might make them stop. And this is where the title of our thesis comes from: *Why do consumers buy brands they do not find ethical?* Further along, we will also look at the implications of the personal sense of responsibility that one might feel and its impact of the buying process. As a matter of fact, consumers are more and more aware of companies' unethical behaviours. Whether it is the food, automotive or textile industry, almost one scandal a week is coming to light through the media. We can take for instance the frozen food company Findus in 2013 or the VW Group in 2015. The multinationals Colgate, Nestlé and Unilever were also recently accused of lying about the origin of the palm oil used in their production.

The motivation behind this thesis is to truly understand whether the consumers' growing awareness of some brands' irresponsible nature generates ambivalent attitudes towards these brands. This would mean that, on the one hand, consumers love, admire and value those brands with which they have grown up and which they have consumed for years. But, on the other hand, they may experience very negative feelings towards them, in particular in the wake of the scandals that have revealed their socially and/or environmentally irresponsible practices. More precisely, we seek to determine whether this ambivalence situation experienced by the consumer may moderate his/her willingness to buy the brand's products again. Now this, of course, comes from a more pressing and personal question that we, as young 'professionals-to-be', ask ourselves: *what makes consumers overcome their knowledge and makes them keep on buying*

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*brands they do not find ethical?* In fact, where does the personal sense of responsibility stand in all of this? Which reasons make consumers overcome their negative feelings? What would have to happen for these brands to change their image in order to retain customers? The recent publicised scandals we have heard about, namely VW as cited above, show us that consumers probably need a lot to really change their buying habits. In fact, in the case of VW, it remains a famous car manufacturer that people respect and want to buy from although they know this company lied to them.

For the purpose of focusing this thesis and its quantitative research, we looked at two multinationals in particular: Coca-Cola Inc. and Ferrero S.p.A. Our quantitative study therefore focuses on the consumer ambivalence towards these two brands, and our problematic for this thesis is: « *Does the perceived irresponsibility of a company/brand influence the consumers in their purchase of its products? Is it through the emergence of ambivalent feelings towards the brand/company? How does this apply to the case of Coca-Cola and Ferrero?* »

Our thesis has the following structure: first, we propose a **review of the literature** that will give the reader a better understanding of the concepts of *Corporate Social Responsibility* (CSR) and *Corporate Social Irresponsibility* (CSI). A review of the consumer ambivalence phenomenon is then provided. To better understand why consumers are increasingly perceiving the brands they purchase as irresponsible, we offer afterwards a **press review** containing the most popular articles read in the media from 2014 to 2017. The various scandals that rocked Ferrero and Coca-Cola in recent years are mentioned as well as the positive articles we found, in order to better understand the information to which consumers are exposed. Finally, the **exploratory part** of this thesis will enable the reader to understand how, in a certain percentage of our 324 respondents, these irresponsible practices generate ambivalent feelings, and what consequences would this entail in terms of purchasing behaviour. All of this research is of course focused on and applied to developed economies.

## Part 1: Literature review

### I Corporate social responsibility and irresponsibility

#### 1 Corporate social responsibility

The literature on the question of corporate social responsibility (CSR) appears bountiful. In fact, Carroll wrote in 1999: « formal writing on social responsibility [...] is largely a product of the 20<sup>th</sup> century, especially the past 50 years » (p. 1) and the writing has kept on going. Therefore, as this is a wide subject, we will first explore its origins then its current developments before diving into more specific areas of CSR.

In this part, we will also dive into what is called '*the dark side of CSR*', even though the literature on that subject remains scarce. Finally, we will explore the theoretical background and what scholars have had to say in the past on the impact of CSR on consumers' buying decisions.

##### 1.1 Origins of CSR

According to Carroll (1999), the concern for society did not start with environmental problems but seems to have existed for '*centuries*'. This entices us to contemplate what precursors of CSR have said on the subject when it was not yet a trend to know where the concept took its roots.

CSR had and still has a plethora of definitions, making it difficult to define in a single concept. In order to better grasp this ever-changing idea and understand what brought it to its current state, we can first look at one of CSR's very first definitions. It dates back to **1953** and is written by the titled « **father of corporate social responsibility** » (Carroll, 1999, p. 270) thanks to his groundbreaking and extensive work on the matter of CSR, **Howard R. Bowen**. His definition goes as follows: « it refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society » (Bowen, 1953, p. 270). Let us note that, at the time, social responsibility seemed to be the resort of **businessmen**. Moreover, this definition uses the term '*obligation*', which would entice that duty to the society was seen not as a choice for business-

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men but as a moral imperative. An even earlier definition of CSR is quoted by Bowen, taken from a survey in **Fortune magazine** in **1946**: « CSR, or the “social consciousness”, of managers meant that businessmen were responsible for the consequences of their actions in a sphere somewhat wider than that covered by their profit-and-loss statements » (cited in Bowen, 1953, p. 44). Here, we have yet another view of CSR cited not as a responsibility but as a **consciousness**. The link done between being conscious of society and therefore being responsible for our actions is quite strong and again is not made nowadays. These two definitions put together could suggest a difference in the standards to which companies and businessmen are held to today in comparison to sixty years ago.

In **1960**, we see an important definition from **Keith Davis** who participated in the formalisation of CSR that took place during that decade: « businessmen’s decisions and actions taken for reasons at least partially beyond the firm’s direct economic or technical interest » (cited in Carroll, 1999, p. 271). According to Davis, CSR was already a **nebulous concept** in the 1960s and had to be **envisioned in the long run** in order to perceive potential benefits (cited in Carroll, 1999). This is concordant with recent writings, which state that a single definition of CSR on which everyone agrees does not yet exist (Gruber, Óberseder, & Schlegelmilch, 2011). Furthermore, current authors believe that CSR can be seen as a long-term strategic action (Carroll & Shabana, 2010; Chatterji & Listokin, 2007; Murphy, Óberseder, & Schlegelmilch, 2013). Davis (1960) further wrote that « social responsibilities of businessmen need to be commensurate with their social power » (cited in Carroll, 1999, p. 271) and that the avoidance of such responsibilities could lead to a « gradual erosion of social power » (cited in Carroll, 1999, p. 271). This concurs with current views stating that companies enter into socially responsible actions in order to create goodwill as well as protect their image and please their shareholders (Bhattacharya & Luo, 2006; Gangloff, Mazzei, & Shook, 2015; Zadek, 2004).

In the **1970s**, we see a clear shift in definitions, with the contribution of **Johnson** (1971). For instance, he includes the notion of pursuing CSR to gain profits (cited in Carroll, 1999). This more sceptical view of CSR is getting closer to today’s literature, where CSR is seen as a **profit enhancing tool** and **business cases for CSR** are being made (Carroll & Shabana, 2010; Chatterji & Listokin, 2007; Murphy et al., 2013). The major difference with today’s definitions is the wording, still seeing CSR as an obligation for companies in the 1970s. This holds through

the eighties, when **Thomas M. Jones** (1980) defines CSR as a « notion that corporations have an obligation to constituent groups in society other than stockholders and beyond that prescribed by law and union contract » (cited in Carroll, 1999, p. 284). Finally, the **1990s** seem to be the decade when CSR expanded into various forms: « CSP [(corporate social performance)], stakeholder theory, business ethics theory and corporate citizenship were the major themes that took centre stage in the 1990s » (Carroll, 1999, p. 288). One last interesting point to denote from this article is the survey conducted by Carroll in 1994. Carroll asked 50 management experts what social issues topics they saw as most important and got the following as most frequent: ‘*business ethics*’ (21.5%) and ‘*international social issues*’ (16.1%). ‘*Environmental issues*’ ranked 6<sup>th</sup> out of 12 with 8.1%. If we compare this with the work of Gruber, Murphy, Óberseder, and Schlegelmilch (2013), we see clear differences: the authors distinguished seven CSR domains and the ranking came out as follows: ‘*customers*’, the ‘*environment*’ and ‘*employees*’ were noted as most important. Then came ‘*suppliers*’, the ‘*local community*’ and ‘*society at large*’. Of least importance was the ‘*shareholder domain*’. The biggest difference here is the rise of the environmental domain, which was not considered as a central issue 20 years ago.

## 1.2 Contemporary definitions of CSR

As said before, we see a striking lack of a common definition for CSR, even though it is a very trending subject. This can be explained by two facts: « (1) CSR is an umbrella term for a high number of related concepts and (2) CSR naturally evolved over time as value in business changes » (Popa & Salanta, 2014, p. 138). While this lack of structure allows for more freedom for each company to define CSR for themselves, it also makes for **less regulation on the subject**, leaving CSR to the initiative of corporations. Even though we are faced with a very diverse subject, we will try to define its borders. In 2001, the European Commission issued an official definition for CSR, which is as follows: « a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis » (European Commission, 2001, p. 6). This describes CSR clearly as something companies enter into **voluntarily** and not denoting a kind of imperative, legal or moral. In their renewed CSR European strategy for 2011-2014, the European Commission added that « corporate social responsibility concerns actions by companies over and above their legal obligations towards society and the environment » (European Commission, 2011, p. 3) and modernised their definition: « the responsibility of enterprises for their impacts on society » (p.

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6). This last definition goes a step further than their first one, recognising that enterprises can as a matter of fact **be held responsible** for their impact. It also links CSR to the core business of enterprises and their stakeholders. Another recent definition is from the IOS 26000 (International Organisation for Standardisation) in 2010: « responsibility of an organization (2.12) for the impacts (2.9) of its decisions and activities on society and the environment (2.6), through transparent and ethical behaviour (2.7) » (point 2.18). Here we see again the notion of responsibility, though it is one of the organisations and not of the businessman. This definition goes a little bit further than the one of the European Commission, depicting how an organisation is responsible for its actions.

These first steps allow us to underline a very interesting evolution in the definition of CSR. Although it started as an **obligation** each **businessman** had towards society, CSR today is seen more as a set of **initiatives** that **companies** may or may not take. Rules are emerging in response to social and environmental problems but the responsibility of each worker is not engaged any more, as we rather talk about the responsibility of a whole corporation. On the other hand, it is agreed upon, as we will see later on, that pursuing minimum CSR actions is common business sense for all companies but the way to do it is up to every single one of them (European Commission, 2001).

### 1.3 Perceptions of CSR

Now that we have seen an inkling of CSR's evolution and the actions that socially responsible behaviour pertains, a natural next step is to talk about perceptions of CSR. Therefore, in this next section, we will see how CSR is seen by consumers as well as enterprises and the various implications for both sides.

According to Bowd, Jones, and Tench (2009, p. 302), CSR can be seen as « the social contract organisations have with their stakeholders ». In that matter, perceptions of what CSR entails would therefore be very personal and different according to each stakeholder. Furthermore, companies appear to **distinguish various stakeholder groups** or domains, giving a certain importance to each. The problem appearing here is in the importance given to the domains by consumers versus the one given by companies. While the latter see their shareholders and consumers as primary, consumers see major importance in how employees are treated and the environmental impact of a company (Gruber et al., 2013; Murphy et al., 2013).

Another big trend recently in CSR is the stakeholder theory. The first stakeholder model, dating back to Friedman in 1962, « indicates relatively clearly for [who corporations] should assume responsibility, but does not specify what a corporation is responsible for » (Murphy et al., 2013, p. 1839). In fact, this old shareholder model focuses mainly on the profits made by the company and not really on peripheral impacts, therefore making companies following that model « prone to the adoption of irresponsible business practices » (Bowd et al., 2009, p. 306). On the other hand, a new stakeholder model, designed by Freeman in 1984, puts forward the argument that « the “new” stakeholder business model (Freeman, 1984) focuses on profit but also seeks to address other issues of concern » (Bowd et al., 2009, p. 306). Therefore, if companies are following this new model, it can explain the rise of CSR over the past few years. Chatterji and Listokin (2007) support this argument, adding that this movement originated in the 1990s, as a « result of a confluence of globalization, neoliberal governments and opportunistic corporations and nongovernmental organizations (NGOs) » (p. 54).

Views on how CSR is perceived by a company have been numerous in the past two decades and are usually summarised with a bipolar scale of either seeing CSR as « a “core” or “add on” feature » (Bowd et al., 2009, p. 305). In fact, according to Bowd et al. (2009) and Murphy et al. (2013), companies can act as socially responsible to serve a clear short-term goal when necessary or really add CSR in their long-term strategic plan. This entails **two types of engagement in CSR**, but authors seem to agree that a **minimum CSR-related belief** and action is required for each company to keep their customer base and credibility. Although, it can truly be taken at different levels of seriousness. This view is, moreover, supported by the EU Commission. In fact, a recent debate argues that CSR is voluntary in the way to pursue it but not a choice. It suggests that every company must practise CSR to show common business sense (European Commission, 2001). The challenge for consumers is therefore to distinguish which companies are going in the right direction.

A last way to see CSR initiatives is as either **strategic or non-strategic** (Chatterji & Listokin, 2007). On the one hand, a company may pursue CSR because it believes this action will not only benefit the various stakeholders but also the company’s profit (*‘strategic CSR’*). This makes for actions such as « investing in environmentally friendly operations that reduce emissions and also lower costs » (Chatterji & Listokin, 2007, p. 60). On the other hand, companies might take on a « business behaviour that is at direct odds with short- and (reasonably) long-

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term profit maximization » (p. 60) but benefiting society (*'non-strategic CSR'*). Unfortunately for companies, activists often demand nonstrategic CSR actions. This is in part due to the **low standards** companies set for themselves in terms of CSR in their code of conduct and the scarce amount of **strong regulations** that try to make up for those standards. Furthermore, Chatterji and Listokin (2007, p. 61) add: « it is hard for a well-managed company to voluntarily agree to nonstrategic behaviour », making the answer to bigger CSR issues difficult.

#### 1.4 Positive corporate repercussions of CSR

We will now take a look at the real **positive financial and strategic consequences** CSR programmes can have on a company and why it can be part of a corporate strategy. This entails making a **business case for CSR**, arguing that companies « can perform better financially by attending to its core business operations, but also to its responsibilities towards creating a better society » (Colbert, Kurucz, & Wheeler, 2008, p. 84). Colbert et al. (2008) present us with four types of business cases, saying that corporate social performance (CSP) can entail a « **cost and risk reduction** », create a « **competitive advantage** », help with « **reputation and legitimacy** » and/or enhance « **synergistic value creation** » (p. 93). What we can infer from these examples is the fact that they are proliferating today and do push companies to include CSR in their long-term strategic efforts.

The business case for CSR is driven in many articles through three important factors, namely: the **consumers**, the **employees** and the **investors**. Smith (2007) states that these influence groups, the ones companies deem most important, care in certain ways about various CSR issues. Thus, this creates « economic incentives for companies to give attention to corporate responsibility » (Smith, 2007, p. 1). In fact, companies with a better CSR image might be able to **attract and retain employees** more easily, as well as create **stronger and more rewarding relationships** with customers. As for investors, those might see having a better CSR profile to be less of a risk for a company nowadays. Companies may also benefit from a positive CSR association in the long run. In fact, Smith (2007) also speaks about possible indirect effects that carry positive economic ripples such as « **positive word-of-mouth**, increased **loyalty**, or greater **'resilience'** » (p. 18). This last point is quite important as resilient consumers might be willing to « give a company the benefit of the doubt or forgive an apparent lapse in behaviour » (p. 18).

## 1.5 Conclusions on the state of CSR today

In conclusion, what can be remembered from the state of CSR today is that it is very much a **question of balance**. Companies need to find the **right equilibrium** between being strategic and pleasing their shareholders, all the while being at least careful about their image on CSR matters (Popa & Salanta, 2014). Furthermore, CSR does have **strategic advantages**, especially over the **long term**. They range from gaining the trust and preference of consumers or bringing cost and risk benefits, to gaining a competitive advantage. Finally, while CSR was in its early years a simple concept relying on **moral obligations** of businessmen, it has become « a **complex managerial tool** used to build a company's reputation and enlarge its competitive advantage » (Popa & Salanta, 2014, p. 137). This makes us wonder about how much CSR is used as only a tool by companies and can make consumers very sceptical about the goals enterprises wish to serve. These reactions will be discussed more extensively in a section below dedicated to CSR's impact on consumers. To say that CSR is only ever used as a commercial tool would be too much of a generalisation but, as companies need to serve their strategic plans, CSR will always have to bring something to the company in order to be supported.

## 1.6 The dark side of CSR

Simply put, the dark side of corporate social responsibility refers to the **negative outcomes CSR actions can have** on either the company (its profit, innovation, personnel management and such) or even on society (Bhattacharya & Luo, 2006; Dong-One & Heung-Jun, 2015; Or-litzky, 2014). These negative outcomes occur, according to Bhattacharya and Luo (2006), when companies **fail to demonstrate corporate abilities** such as quality of products and innovation. These scholars note that CSR can have a tremendous positive influence on a company's market value. On the other hand, such programmes combined with mediocre abilities can actually « [harm] customer satisfaction and, because of the lowered satisfaction [and decrease] stock performance » (Bhattacharya & Luo, 2006, p. 2), therefore « generat[ing] negative market value » (p. 12) and harming the « firm's financial returns » (p. 15). This means that in order for CSR actions to have a positive impact on a company's profit, they need to be **supported by proper management and structure**. In fact, showing off how socially conscious one is while serving poor quality products will not push customers to buy more and can even be harmful (Bhattacharya & Luo, 2006).

CSR activities mean taking on various costs to donate to organisations or develop new technologies and as we just said, the successfulness of such programmes depends on the abilities of the company and its resources, a point on which Dong-One and Heung-Jun (2015) agree. These authors look beyond the impact of CSR on financial and sales performance and take a peek at the **consequences on employment relations**. Dong-One and Heung-Jun (2015) present conflicting views coming from empirical studies. Some state that « organizational CSR improves **employee job satisfaction** (De Roeck et al. 2014), **organizational commitment** (Brammer et al. 2007) and **human resource retention** (Jones 2010) » (p. 1). Other scholars having conducted qualitative studies present CSR as « a corporate propaganda strategy that can easily ignore the interests of employees affected » (p. 1). Therefore, Dong-One and Heung-Jun (2015) conducted a quantitative study in order to get generalisable results. Firstly, their findings show that internal CSR can in fact be **negatively correlated with employment growth**. This can be justified by the cost of undertaking CSR activities, which sometimes forces « firms [...] to mobilize resources even by undermining the interests of internal stakeholders » (p. 15). This means that if CSR actions are pursued or needed, it will be at the **detriment of the employees**, as the company will first try to please its external stakeholders. A good citizen corporation could therefore **hide a bad employer**, using CSR to **green wash their activities** and hide their managerial issues but, on the other hand, CSR seems to help increase **labour flexibility**, which can be very positive for employees.

The dark side of CSR can also refer to the impact of those programmes on **society at large and the global market**: « CSR may in fact undermine financial market dynamics » (Orlitzky, 2014, para. 2). Orlitzky (2014) states that « when investors [...] support corporate sustainability unrelated to economic fundamentals, stocks of all companies can be expected to become more volatile » (para. 2). He also adds that, much like the Internet bubble burst at the end of the last century, we could have a rather similar effect with companies seen as « sustainability leaders » (para. 2). The market value of these companies can indeed be overestimated, creating a phenomenon the author calls a « sustainability bubble » (para. 2). Such a bubble would have disastrous consequences if it takes on bigger dimensions and ends up bursting. Actually, according to Nastu (2009), a **sustainability bubble** might have already burst a few years ago, with the trigger being the « collapse in economies and oil prices » (para. 1). In spite of this, Nastu agrees that sustainability can still be profitable and refers to a 2009 report from Barker, Belsand, Mahler, and Schulz which shows that « companies focused on sustainability outperfor-

med their peers by 15 percent during the financial crisis » (para. 5). This sustainability bubble burst theory and its impacts are therefore to take into account carefully, given the conflicting views and scarce documentation on the subject.

Furthermore, in his article, Orlitzky (2014, para. 4) suggests that sustainability, instead of increasing market returns, « creates noise in financial markets ». He supports this argument by saying, firstly, that while business cases for CSR have been made, a true globally agreed-on definition has not appeared yet and there exists no empirical evidence that « neither sustainability nor CSR, in general, change any firm-level economic fundamentals » (para. 5). Therefore, if these actions do not modify the economic fundamentals, they only **add noise**. Moreover, he adds that the market actors' decisions cannot take all of the information into account, therefore creating a **gap between reality and their perceptions** of the company's sustainability. In conclusion, as CSR only creates noise which is slowing market performance, CSR has a big dark side. To avoid it, Orlitzky (2014) suggests adopting only **initiatives that are strategic** with a business case supporting it, researching true information and relying on « more objective, tangible and trustworthy sustainability metrics » (para. 8). This view shows us the costs of CSR, reminding us not to ignore the « trade-offs between social or green initiatives and a healthy economy » (para. 10).

Now that we have seen the wrongful impact of CSR on companies and on the financial market, we will take a peek at the dark side of CSR regarding **society at large**. According to Noorbakhsh (2008), CSR initiatives could be undertaken by companies to create a sort of 'smokescreen', in order to hide « unsavory business activities » (para. 1), namely mistreating employees. In her article, Noorbakhsh (2008) takes the example of Japan, where green-washing and using **CSR as a public relations ploy** are frequent. In fact, she takes the example of a company, Dentsu, which puts forward a comprehensive image of CSR while « having extremely high rates of *karoshi*, a Japanese word for 'death by overwork,' as well as suicides » (para. 3). The company was actually hiding behind CSR programmes to camouflage their management issues and avoid solving them. Another example is made in her article by citing Toyota, a company that tried to push sales via green advertising. It used simple logic that was not true such as saying that a car more fuel-efficient would mean consuming less gas and therefore emitting less  $CO_2$  (Noorbakhsh, 2008). We can say that this refers to negative consequences of CSR as it **hides the truth from society**, leading to wrongful beliefs and negative impacts. Consumers are blinded by CSR, which in these cases has become a **successful public relations ploy** due to

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a lack of information or motivation to search for the truth. Therefore, CSR has become a tool, leading consumers to wrong choices and beliefs and impacting society negatively.

In conclusion, the dark side of CSR refers to the unexpected negative impacts CSR programmes can actually have on all stakeholders of the company. These impacts have been widely ignored or unknown, as well as unexplored up to now but must be taken into account. As a matter of fact, companies should first look at the strategic repercussions of possible initiatives and at their available resources before launching a CSR programme. Moreover, consumers should look beyond CSR '*smokescreens*' and search for the programme's consequences on its internal management and if it is supported by factual evidence. Of course, this is not always easily done in practice.

## 2 Corporate social irresponsibility

Corporate social irresponsibility (CSI) is a much more recent subject than CSR. In fact, though we can trace appearances of the term back to the 1990s (Coombs, 1998), a real exploration and definition of CSI only started to be undertaken in the 21<sup>st</sup> century. Furthermore, a clear definition such as the one diffused for CSR by IOS 26000 does not yet exist.

### 2.1 Differentiation from CSR and definition of CSI

Firstly, we will try to find a suitable definition for CSI. According to Popa and Salanta (2014, p. 140), CSI refers to « the failure of businesses to meet expectations [of society] » in relation to CSR. Campbell, on the other hand, refers to CSI as moments when a company fails to meet « a minimum behavioural standard with respect to the corporation's relationship with its stakeholders » (cited in Gangloff et al., 2015, p. 164). In any case, CSI is seen as a **failure to comply** with society or the stakeholder's expectations regarding CSR. These expectations can be forged by the industry or society's standards and values. Failing to meet them can be quite **harmful to a company's consumer base and reputation** (Bowd et al., 2009; Gangloff et al., 2015).

Secondly, it is important to clarify that CSI is not a « lack of CSR activity » (Gangloff et al., 2015, p. 165) or the opposite of CSR, but rather a **different way of envisioning the business** (Bowd et al., 2009; Lange & Washburn, 2012). To take an example from Bowd et al. (2009), while a CSR vision would look at employees as « a resource to be valued » (p. 304), a CSI vision would see them as « a resource to be exploited » (p. 304), entailing very different management

styles. Bowd et al. (2009) also depict the CSR-CSI relationship as a **continuum**, contesting that CSI and CSR are at opposite ends. They rather say that « individuals, groups and organisations are not static but move between the two extremes » (p. 305). Moreover, Gangloff et al. (2015) suggest that « firms can demonstrate social responsibility as well as social irresponsibility simultaneously » (p. 164). This is concordant with what we said previously, when we discussed companies using CSR initiatives to **cover their CSI activities**. One important point of differentiation could be the model on which the company is based (Friedman or Freeman) as we saw in our section on CSR (Bowd et al., 2009; Carroll & Shabana, 2010).

A last asymmetry between CSR and CSI is the **impact on consumers' attitudes** they both have. In fact, we have already talked about how CSR can positively affect buying intentions, but what is interesting is that **CSI often has a stronger impact** when taken in absolute value (Demoulin, Pauwels-Delassus, & Swaen, 2016; Lange & Washburn, 2012). Moreover, while stakeholders tend to **punish companies demonstrating CSI**, they take CSR actions more easily for granted and **less hastily reward them** (Popa & Salanta, 2014). These findings have to be put in perspective accordingly, as « the influence of consumers' CSR/CSI perceptions on attitudes depends on the type of activities and the stakeholders at stake » (Demoulin et al., 2016, p. 3).

## 2.2 Drivers of CSI

An important question to ask is: '**what drives companies to engage in CSI?**'. One single answer does not exist as all companies are subject to **different industry pressures** and structures as well as various groups of stakeholders, leading to **different strategies and obligations** (Gangloff et al., 2015). One argument is made that CSI does take place in order to « gain or maintain a competitive position in the market » (Gangloff et al., 2015, p. 168). Furthermore, according to Gangloff et al. (2015), CSI amongst employees is driven partly by the **values management and the CEO** put forward and by the organisational culture in place: if employees are pushed and pressured to give extraordinary results, « organizational members may seek out alternative means to accomplish organizational goals » (p. 168), pursuing CSI if needed.

In conclusion, CSI is representative of the **bad behaviour of a company towards society**. It can have extremely detrimental consequences on a company's reputation and sales, as « an organization that is seen as a bad actor in society can have a hard time attracting customers, investors and employees » (Lange & Washburn, 2012, p. 300). If there isn't a structure in place

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to avoid the occurrence of CSI inside a company (e.g. a CEO pushing good values), there should at least be a communication strategy ready in case of bad press. In fact, social media allows people to share misconduct of companies very quickly and can create disastrous repercussions.

### **3 Influence of consumers on the CSR/CSI behaviour of companies**

The influence of consumers on companies' behaviour has been widely proven and has grown over the years along with the rise of CSR subjects in society. This is in part due to one big evolution: the **power of the consumer**. In fact, the Internet and more specifically, social media, allow information and opinions about companies, positive or negative, to circulate much faster. These networks help voices of consumers gain power very quickly and can **exaggerate the repercussions** of a company's actions on its image and sales. In fact, CSI holds a big place in **consumers' perceptions of CSR** and therefore of the company, which in turn affects or not their buying decision (Gruber et al., 2011; Gruber et al., 2013; Popa & Salanta, 2014). A consumer will be more likely to buy a company's product if he **identifies with the company**, which he will if he feels no cognitive dissonance and if the company respects his values (Bhattacharya & Luo, 2006; Gruber et al., 2013).

Through social media and paid communication, companies try to put forward values that their consumers want to hear, but the voice of people via the Internet can make a company's mistakes resonate hard and fast (Boynton, 2013; Popa & Salanta, 2014). This has given **more power to people**, allowing consumers and activists to help reduce CSI by **voicing their opinion** and sharing the information they have on such activities (Boynton, 2013; Coombs, 1998; Popa & Salanta, 2014). Moreover, the Internet allows those activists not only to communicate and share information with the world but also to easily **create relationships with other stakeholders** of the company in order to assert their power (Coombs, 1998). We can say that social media networks have been a great **driver of corporate social responsibility**, giving activists power to push companies to do better and show a sense of social and environmental concern (Boynton, 2013; Coombs, 1998). Finally, it will come as no surprise that companies try to and should loudly communicate their CSR prowess, while hiding their acts of irresponsibility as much as possible and dealing with their consequences when needed (Bowd et al., 2009; Demoulin et al., 2016).

Aside from social media and the Internet which enhance the consumer's power, we are now in a business system where the customer is king. Therefore, companies constantly try to put forward their best faces to show they care about what consumers deem important. As Smith (2007, p. 4) puts it: « consumers care about issues of corporate responsibility and this will influence their purchase and consumption behaviours and this, in turn, provides incentives for companies to be socially and environmentally responsible ». As an example of an incentive, Smith (2007, p. 4) gives us the fact that some consumers practise « **purchase vote** on social responsibility issues », meaning they will sometimes give preference to the more ethical companies when shopping.

This increasing influence of the consumer is driving corporations to become responsible. In fact, « the average individual understands and acquiesces to the position reflected by social and corporate leaders and will engage in behavior consistent with that belief » (Auger, Birtchnell, Devinney, & Eckhardt, 2006, p. 2). To attract people's good graces (might they be investors, consumers or employees) companies must then do a minimum in the matter of CSR. Furthermore, companies should advertise and give concrete proof of their good behaviour. Factually, a survey by Cone Communications in 2015 on the matter of CSR states that: « nearly all global consumers expect companies to act responsibly, but half need to hear or see proof of a company's responsibility before they will believe it » (p. 3). In fact, 48% of the consumers polled in that survey carry a sort of *blind optimism* when it comes to ethical actions by companies and believe each does its part until told otherwise. On the other hand, the 52% remaining do « assume a company is not acting responsibly until they see or hear evidence to prove otherwise » (p. 13). This shows the importance of good communication.

To conclude, the influence of consumers on the decision of companies to engage or not in CSR or CSI behaviour is consistently growing and already has a great importance. To give an example: the boycott of Barclays in the UK because they were involved in South Africa during the Apartheid « was ultimately a key factor in the bank's decision to withdraw from South Africa (it was the largest bank there) » (Smith, 2007, p. 4) and that took place in the 1970s, before the Internet boom. In 2015, 91% of 9,709 polled consumers all over the world said they expected companies to do more than make a profit (Cone Communications), showing another pressure for companies to perform on that stage. A very simple way to summarise the influence of consumers is to cite Cone Communications (2015): « today's global consumers see companies as more

than just profit-making entities - they think companies have the responsibility and opportunity to make effective social and environmental change » (p. 6).

## 4 The impact of CSR and CSI on consumers' buying decisions

We have seen above that CSR and CSI have different impacts on consumers' opinions of a company, but we will briefly discuss here the impact of those actions on his/her buying decisions. The literature on this subject is vast and sometimes controversial, as not all authors agree. This section focuses more on consumers themselves, and the impact CSR/CSI actions of companies can have on their behaviours. Our section on perceptions of CSR, on the other hand, was aimed at understanding the global image of CSR and its importance in society. First of all, it is important to know that consumers all **react variously** to different actions. As a matter of fact, their attitude depends on more than one factor: whether they **identify with and like the company**, if it is an **important issue** for them, if the action **fits with the company's core business** and so on (Demoulin et al., 2016; Gruber et al., 2011; Janssen & Vanhamme, 2015; Lange & Washburn, 2012). Furthermore, reactions may vary according to the **time and place** in which the information reaches the consumer and depending on the industry and society pressures at stake at that moment (Gangloff et al., 2015; Lange & Washburn, 2012).

### 4.1 Potential impacts of CSR and CSI

A first view on CSR/CSI impacts is that it actually **does influence the consumer**. According to various authors, some consumers will take the CSR/CSI information they have about a company into account when evaluating its products and this will positively or negatively affect **consumers' purchase intention** (Bhattacharya & Luo, 2006; Murphy et al., 2013). Furthermore, said effect can be either **direct or indirect** according to Murphy et al. (2013, p. 1840): « the effect is indirect when a corporate context for purchase intentions is created, while it is direct when the CSR activity reflects the consumer's CSR beliefs ». On this matter, CSR has been proven to affect « product responses [...], customer-company identification [...], customer donations to nonprofit organizations [...] and [...] customers' product attitude » (Bhattacharya & Luo, 2006, p. 1). An important point is that while CSR and CSI can have an impact on purchase intention, there are **other factors** at stake which often take a greater importance such as **price, information, personal concerns, subjective norms**, etc. These might condition whether or not CSR is even taken into account at all (Gruber et al., 2011; Gruber et al., 2013). On the other

hand, other researchers argue that « behaviour of socially responsible consumers is not determined by the amount of their income, but by other factors, such as, for example, lifestyle, learned behaviour, ethics, moral and other » (Cerovic, Jelusic, & Kos Kavran, 2015, p. 11). This view would lead to an increased potential impact of CSR/CSI actions as it would be conditioned by **educational values** instead of price.

Another point is that the way CSR/CSI actions potentially affect consumers' buying habits also greatly depends on the nature of the action. For example, Bhattacharya and Sen (2001) state that while both positive and negative CSR information has an effect on consumers' evaluations of a company and their purchase intentions, these variables seem more impacted by negative information. On the other hand, what people discuss might be the opposite. A survey by Cerovic et al. (2015, p. 8) shows that: « 80% of respondents often talk about good experiences with products to other people [...] in comparison to 74% of respondents who often talk about negative purchase experiences ». When it comes to talking to companies, on the contrary, it is stated that more consumers (54.5%) will share their negative experience (Cerovic et al., 2015, p. 8). Furthermore, consumers might change their buying habits for a while or consistently, depending on the intensity of these actions.

Finally, why CSR/CSI behaviours affect consumers' decisions is also greatly interesting. They might do so for personal convictions but researches also show they might have less altruistic reasons (Cerovic et al., 2015). For example, each ethical purchaser might have their own reason for their behaviour but Harrison, Newholm, and Shaw (2005) tell us that « the one thing they have in common is that they are concerned with the effects that a purchasing choice has, not only on themselves, but also on the external world around them » (p. 2).

We will now dig further into the potential impacts of CSI on the consumers. First of all, a survey by Cone Communications (2015) on CSR shows that only 11% of consumers say that « whether or not a company operates responsibly does not affect their actions » (p. 15). The publicity of CSR and CSI activities expanding more and more, being a responsible consumer is gradually becoming a kind of pressure and gaining importance for the shopper (Cone Communications, 2015). Furthermore, the rise of social media, which we saw enhances the effects of CSI/CSR actions, also enhances the desire to fit in as a consumer and follow groups. Recent researches on the subject have actually shown that while the number of social interactions grows every day through the augmented connectivity, social media is also making us

lonelier by keeping everyone at an emotional distance from each other (Turkle, 2012; Marche, 2012). Therefore, we are now in a time when people desire to feel part of a group. This means that when a story on a CSI action is published and gets shared throughout the web, more and more people will actually appear outraged and want to follow the movement, resulting in an impact on the shopping habits, for example.

An example of CSI activities' potential impacts on consumers is given by the 2015 Cone Communications/Ebiquity Global CSR study. Its infographic states that « 90% of consumers would boycott a company if they learned of irresponsible or deceptive business practices », boycotting being a group activity linking its participants together much like a sports event can. Another fact is that more and more people believe in the power of digital activism. As a matter of fact, in their 2014 study on digital activism, Cone Communications uncovered that 64% of Americans seem inclined to support CSR issues through donations, sharing and volunteering after following an organisation sharing CSI and CSR information. On the other hand, « 58% feel tweeting or posting information about a social or environmental issue is an effective form of advocacy » (p. 4). Now, this is mainly linked to CSI as « consumers say they pay attention to two things: companies that are going above and beyond with CSR efforts and companies that are being called out for poor CSR performance » (Cone Communications, 2015, p. 14). Moreover, it is easier for companies to be called out for CSI activities today than for great big CSR improvements. That being said, it can also easily be linked to CSR as consumers might want to share the purchases that support CSR activities.

Now when talking about CSI, Smith (2007) describes what he calls « negative ethical consumerism » (p. 14). This form of consumerism entails « punish[ing] a company for perceived social responsibility failings » (pp. 14-15). This kind of influence on the consumer's behaviour can take many forms, from boycotts to a refusal to purchase, all being intended as a form of « punishment for perceived corporate responsibility failings » (p. 19). Although this kind of behaviour may come from CSI behaviour of companies, it is important to note that some of these consumer punishments may also arise from societal causes alone (Smith, 2007) and can still have indirect consequences on companies. While CSR enhancing behaviour is sometimes harder to prove, Harrisson et al. (2005) support the previous statements and tell us an interesting statistic: « across 23 countries [... our] study found that a quarter of the public (23 per cent) had refused to buy the products of an irresponsible company or spoken critically of such a company to others, while a further one in six (17 per cent) had considered doing so » (p. 198).

In conclusion, CSI activities seem to have an impact on consumers, might it be due to their sense of duty which makes them say they would change shopping habits or a sense of wanting to fit in and follow group behaviour. Now, the big drawback of all those researches are, as we have stated before, the fact that they always show great results based on what people say, but findings on actual purchase behaviour are quite scarce.

As for the case of CSR's influence on consumer behaviour, we are faced with the same problem of lacking concrete unbiased behavioural evidence, but we will still develop our findings. Cerovic et al. (2015) start us off with a survey showing that « 60% of respondents occasionally selects a product whose purchase donates one product to charity instead of buying the product they constantly purchase » (p. 8) and that an even greater percentage, 72.2% « prefer to select a product whose purchase donates a part of the profits to charity, instead of the product they constantly buy » (p. 8). The findings of this survey show that when presented with a choice, consumers might in fact be influenced by CSR and change their behaviour. On the other hand, if they have to search themselves, we get a very different response. In fact, only 28.8% of respondents take the production process into account, for example, or ensure that what they buy has not exploited various vulnerable groups (Cerovic et al., 2015). These findings are interesting as they compete with those of Gruber et al. (2011 and 2013) which states that price will often condition CSR purchases (see above). In fact, in Cerovic et al.'s survey (2015), the results show that « the majority of respondents (84.8%) would choose the product of socially responsible companies despite a higher price compared to products of competition » (p. 11). Of course, we cannot forget the social desirability bias present in those surveys which again makes the lack of behavioural evidence a major issue.

Smith (2007) defines consumers showing such behaviour **positive ethical consumerism**. This can be depicted by the consumer preference being as « influenced favorably by the perception that the company or brand is engaged in socially responsible behaviour or the product itself is socially responsible » (p. 14). This often goes hand in hand with a *buy-cott* of the company's products. Now, as is the case for CSI actions, such behaviour can result from a company's well-doing but also simply from societal causes (for example: buying meat substitutes to support vegetarianism or buying locally produced goods). By selling products related to societal causes, companies can therefore enjoy CSR benefits without having to undertake big CSR actions. Cone Communications and their 2015 study on CSR give us interesting statistics, showing a sort of CSR superiority compared to CSI which competes with our previous findings: « 31% reward a

company for operating responsibly (e.g. by purchasing its products or speaking positively about it) [...] [while] 19% punish a company for irresponsible behaviour (e.g. by boycotting or speaking out against it) » (p. 15).

In conclusion, we have very different findings but authors seem to agree on a few points. First of all, people will share between them and companies the more negative aspects of their purchases and CSI seems to have a greater absolute impact on attitudes. On the other hand, while behaviour is very hard to study without having any biases, it seems as though consumers will provide the minimal effort required and might choose a more CSR product when it is offered. They will, however, have a harder time punishing CSI actions as those might not be right under their noses when they are shopping.

## 4.2 Absence of impacts

However, while this last view is widely concurred with, it is also disagreed with by other scholars. According to Murphy et al. (2013, p. 1840): « only a small segment of consumers uses CSR as a purchase criterion ». In fact, a survey conducted in 2015 by Cone Communications tells us that while **89%** of 9,709 polled customers showed interest in buying ethical products, Janssen and Vanhamme (2015) state that only **4%** of actual household expenditures in the UK were given to ethical products in 2010, entailing what is now called the **CSR-consumer paradox** (Janssen & Vanhamme, 2015). According to some authors, one reason for this could be the **low awareness** of consumers regarding CSR and CSI actions. In fact, it is argued that the results showing a significant impact of CSR/CSI on purchase intention are biased, as these studies create an **artificial awareness**, not representative of the real-life buying environment (Gruber et al., 2011; Murphy et al., 2013). Moreover, the artificial setting of a study may also entail a « social desirability bias » (Janssen & Vanhamme, 2015, p. 776), meaning people might « report their intentions according to what they perceive as socially acceptable » (p. 776). Another reason for this paradox is given by Janssen and Vanhamme (2015), who say that since people are not inherently good and behave irresponsibly without living the consequences is actually posing « a threat to consumers' fundamental assumptions » (p. 776), therefore not inclining them to **acknowledge the presence of CSI**. A last reason given for consumers not taking CSR into account is the **scepticism** they show towards these kinds of actions. Many believe that CSR is only a **marketing ploy** and that companies communicate CSR to either hide CSI, serve a self-

interest or that companies say more than they actually do (Janssen & Vanhamme, 2015; Murphy et al., 2013).

To give a few more statistics, we can cite Smith (2007), whose survey shows that while up to **90%** of consumers say they **will take CSR into account** when purchasing, the **lack of concrete evidence** depicts a rather more self-interested consumer purchasing behaviour. Smith (2007) even goes beyond and states that « if CSR plays a role at all in purchase, it matters at the margin and they [(consumers)] are unwilling, even if they view the CSR initiatives positively, to trade-off CSR for product quality and/or price » (p. 17), which concurs with what we have seen before. For CSR to actually be taken into account, **too many other variables** must first align such as price, quality, specific attributes and ease of participation. In fact, Auger et al. (2006) do not rule out the existence of socially conscious consumers but do suggest they « are highly rational, making product selections based on individual and logical preferences and justifying that behaviour in eminently plausible ways » (p. 9), hence not only purchasing for the CSR purpose. The most recent survey by Cone Communications (2015) gives us even more concrete evidence of the **low impact CSR has** on consumers: while 65% said they would donate, 65% said they would watch a video and 60% reported they would ‘like’ a cause-related effort given the opportunity, the recorded actions resulted in only 35%, 32% and 29%, respectively.

To summarise this section, we can simply cite Cone Communications (2015, p. 3): « when it comes to purchasing with a cause in mind, consumers say they consistently seek out responsible products, but they are not necessarily following through with action ». In fact, while consumers are full of good intentions, many **other points come into play**, which easily **rule out the CSR purchase possibility**. This might either be due to the lack of **personal involvement** or of **perceived potential impact**. Factually, less than a third (29%) of consumers « believe they can have a significant positive impact through purchases » (Cone Communications, 2015, p. 25). Furthermore, only 27% of consumers « believe companies have made a significant positive impact on social and environmental issues » (Cone Communications, 2015, p. 26). In the end, the results are all concordant: « in general terms, we find that the propensity for consumers to be concerned about these issues still far outstrips ethical consumer behaviour » (Harrison et al., 2005, p. 197).

### 4.3 Negative impacts of CSR

In this section, we will explore the potential negative impacts CSR actions of companies can have on consumers' behaviours and attitudes. As opposed to our section on the dark side of CSR in which we looked at how CSR can be negative for society and hide terrible effects, we will look here at instances where **CSR influences consumers' buying intentions negatively**. In fact, the findings we will discuss stretch the importance for companies to carefully choose their CSR actions, timing and communication to ensure positive results. The first negative impact CSR can occur when « consumers believe CSR is at the **expense of product quality** » (Smith, 2007, p. 17). Consumers might see CSR products as some of lesser quality, more breakable or sometimes more expensive than their regular products, thus creating negative CSR impact (Bray, Johns, & Kilburn, 2010; Smith, 2007). Some consumers even avoid products from companies using **stigmatised populations**, as they believe it « **decreases the value of products** because stigmatized populations may contaminate the products by transferring their negative properties to the products through the production process » (Shang, 2013, p. 5).

Secondly, the **fit of the CSR action** for the company is very important. Becker-Olsen and Hill (2005) define fit as: « the perceived link between a cause and the firm's product line, brand image, positioning and target market » (p. 4). This variable will influence whether the CSR action has a positive influence or is viewed as more of a marketing ploy (Becker-Olsen & Hill, 2005; Bhattacharya & Sen, 2004). In fact, Becker-Olsen and Hill's 2005 survey shows that in the case of **low-fit initiatives**, consumers' **associations and responses** to the company **diminish**. This is in part linked with some **scepticism** regarding CSR actions. While some consumers accept that it is a *two-way street* and that CSR actions must help the company's bottom line as well, some question the motives and **feel cheated**. As a respondent puts it in Bhattacharya and Sen's 2004 study: « just because a company supports a cause, doesn't mean they care about anything but a profit. It is just a tax write-off. Fake images like that turn me off to them » (p. 14).

A last variable is the **timing**: a corporate action undertaken as a **reaction** to a CSI problem is likely to lead consumers to **blame the company** for the problem and reduce consumer attitudes (Becker-Olsen & Hill, 2005; Bhattacharya & Sen, 2004). In fact, such a reactive action can be seen by some consumers as **green-washing** to cover up a mistake or even « divert attention from real issues, helping corporations to: avoid regulation, gain legitimacy and access to markets and decision makers » (Corporate Watch, 2006, p. 1).

To conclude, we can say that CSR should be used carefully and all of the variables have to be pondered in order for CSR to bear its fruits and not bring in terrible consequences. In fact, while as Attalla and Carrigan (2001) put it: « consumers [are] more likely to support positive actions than punish unethical actions » (p. 565), they might also very well **punish CSR actions** they do not believe in.

#### **4.4 Conclusions on the impact of CSR/CSI on consumers' behaviour**

In summary, the impacts of CSR and CSI on consumers' buying behaviour and intention have **not yet been agreed on fully**. However, scholars seem to agree on several points. Firstly, that **CSI has a bigger absolute impact** than CSR actions. Secondly, that the impact depends on a range of variables and that for a large part of the population, those other variables are often predominant when making a choice. Finally, that the **scepticism** and **misinformation** on CSR is affecting how these actions can impact identification with a company and therefore purchases. This shows us that CSR still has a **long way to go** and that **communication and sensitisation are key** in order for it to have a more important impact. However, companies are not the only ones who need to make an effort. In fact, there is more and more talk of the **consumer social responsibility** and how it is gradually becoming more important to be an **ethical consumer**. For CSR programmes to work, consumers need to make sacrifices as well and start thinking more about their purchases and in a more altruistic way whereas now, they are more likely to « make ethical purchases that do not require them to pay more, suffer loss of quality or make a special effort » (Bray et al., 2010, p. 4). One explanation for this lack of ethical consumption could be that « individuals **may not recognise the ethical consequences** of their purchasing choices » (p. 6). In fact, Bray et al. (2010) suggest that consumers justify a price premium on ethical goods more easily when it is related to a social issue close to them or produced locally. But must consumers truly wait for social and environmental disaster to strike them before acting? All of our research on this CSR/CSI subject suggests that much remains to be done in terms of product availability, price and performance, as well as company involvement, but it has started. The biggest impact to be motivated now is the one of consumers. They need to be sensitised and made aware of **their responsibilities**.

## II Consumer ambivalence

After having investigated the two entwined but not opposite concepts of corporate social responsibility (CSR) and irresponsibility (CSI), we now have a better grasp of their importance in facilitating (or conversely impeding) the achievement of sustainability goals. Responsible companies that market « socially equitable, environmentally friendly and economically fair » products indeed allow consumers to act responsibly through their consumption choices (Emery, 2012, p. 24). Conversely, products marketed by irresponsible companies should theoretically be avoided by consumers. Yet, this is not as straightforward as it might appear. Many consumers indeed continue to consume products seen as irresponsible, while few turn to the available alternatives. Against this backdrop, the concept of consumer ambivalence proves to be particularly relevant to better understand this phenomenon. As a matter of fact, while CSR and CSI actions are initiated by companies, it is ultimately from the consumer side that these endeavours are assessed. Consumers form an opinion of the (ir)responsible company's products by taking a wide range of criteria into account, both favourable and unfavourable, so that their overall assessment often results in a situation of ambivalence.

In order to deeply understand this process, the first step will be to review the different definitions found in the literature around the concept of ambivalence. An overview of its main sources will then be provided in order to better understand the possible strategies that are available to consumers to cope with these mixed feelings. Finally, and after having analysed the impact of ambivalence on the purchasing behaviour of consumers, we will look further at consumer ambivalence experienced in the very context of the purchasing of CSR-products.

### 1 The concept of ambivalence: definitions

The concept of ambivalence was first introduced in 1911 by Eugen Bleuler in the area of psychology (Lowrey, Otnes, & Shrum, 1997). Specifically, consumer ambivalence can be defined as « **consumer's mixed emotions** » (Lowrey et al., 1997, p. 80). In 1966, Scott defined ambivalent people as « those who feel equally positive and negative towards an object » and thus distinguished them from **indifferent or neutral** people (cited in Chang, 2011, p. 20). This definition refers to people who « express no single dominant evaluative response but rather two strongly conflicting evaluations, each based on a consistent set of cognitions or feelings » (Bor-

gida, Lavine, Thomsen, & Zanna, 1998; Kaplan, 1972, cited in Olsen, Olsson, & Wilcox, 2005, p. 248). Reich and Wheeler (2016) distinguish two types of ambivalence: the **objective** and **subjective** ones. The former « refers to the actual presence of conflicting evaluative reactions within a given person, that is, having both positive and negative thoughts and feelings towards the same object » (p. 494) while subjective ambivalence stands for « the subjective experience of feeling conflicted and torn with regard to the attitude object » (p. 494). Another interesting definition of ambivalence as an **emotional outcome** of consumers' behaviour was brought by **Lowrey et al.** (1997). They stated that consumer ambivalence refers to:

the simultaneous or sequential experience of multiple emotional states, as a result of the interaction between internal factors and external objects, people, institutions and/or cultural phenomena in market-oriented contexts, that can have direct and/or indirect ramifications on pre-purchase, purchase or post-purchase attitudes and behaviour (Lowrey et al., 1997, pp. 82-83).

## 2 Consumption related emotions

Before turning to the section dedicated to the main sources of consumer ambivalence, it is useful to take a look at findings about **consumption-related emotions**. As a matter of fact researches have demonstrated that they are at the heart of consumers' purchasing behaviour (Hogg & Penz, 2011), as is the case of **attitudes** and **preferences** (Dhar, Kahn, & Nowlis, 2002). In this regard, strong relationships have been proven to exist between consumers' emotions and their cognitive processes in a buying situation (Brunel, Otnes, & Ruth, 2002).

Consumers rarely feel a single or isolated sentiment but rather deal with a broad set of emotions, either **positive**, **negative** or even **mixed**. In the latter situation, we can talk about consumer ambivalence, which results in specific consumption behaviours (Brunel et al., 2002). In this respect, most of consumers' behaviours are influenced by **attitudes**, since these are based on « the consumer's summary evaluation of both positive and negative components about a stimulus » (Petty & Priester, 1996, cited in Dhar et al., 2002, p. 319). This mix of valence explains why attitudes are mostly measured on bipolar scales in social science researches (Chaiken & Eagly, 1993, cited in Dhar et al., 2002).

### 3 Sources of ambivalence and associated coping strategies

We can highlight four antecedents of ambivalence: « expectation versus reality », « overload », « role conflict with purchase influencers » and « custom and value conflict » (Lowrey et al., 1997, pp. 85-91). These include **internal and external** components. Each of these antecedents can be associated with a particular **coping strategy**. These strategies are set up by consumers in order to resolve their emotional conflict.

The first type of antecedent is the **expectation versus reality**. This speaks about when consumers' expectations about marketplace experience are not addressed. Rather, they sometimes face « product-related » or « retailer-related » disappointments (Lowrey et al., 1997, p. 85). As a matter of fact, **products** desired by a consumer may be a great source of frustration if they do not meet his expectations. The purchaser often idealises the product and is disenchanted thereafter (Lowrey et al., 1997). Hogg and Penz (2011) indicated that the level of **risk and involvement** associated with the acquisition can lead to the emergence of ambivalent feelings in the consumer. When a consumer considers an acquisition as **risky**, he expects potential losses or outcome uncertainties, which may result in concerns, fears or stressful situations (Gronhaug & Stone, 1993, cited in Hogg & Penz, 2011). The risk level is related to numerous variables such as « product performance, financial, psychological, time, social and physical risk » (Jacoby, Kaplan, & Szybillo, 1974, cited in Hogg & Penz, 2011, p. 110), or even ego risk (i.e. « will I feel better about myself by making this choice » (Emery, 2012, p. 86)). It may vary according to the purchasing process' phase in which the consumer stands (Boustani & Mitchell, 1994, cited in Hogg & Penz, 2011) as well as with « the level of experience of the purchaser, the amount of research required prior to purchase or the amount of time available to make the decision » (Emery, 2012, p. 85). On the specific matter of sustainability, it turns out that the risk perception is less likely to wane after the act of purchasing. In fact, the purchasing of most 'green' products is based on credence as « those things that make the product *sustainable* (recycled material, recyclable components, equitable treatment of supply chain members, etc.) are essentially hidden from consumers' view or at least very difficult to evaluate » (Emery, 2012, p. 88). Regarding consumers' **involvement** towards the desired good, this refers to the value he/she places on this acquirement, according to taste, preference, interests, opinions or incentives (Zaichkowsky, 1985, cited in Hogg & Penz, 2011). The more the product involves the consumer, the more the inherent risk intensifies (Hogg & Penz, 2011).

As far as **retailers** are concerned, they can also be an important source of consumer ambivalence when they behave in a way that does not fit consumers' expectations. This means looking at how they treat the consumers, how they understand their concerns and expectations, how they deliver relevant information, but also their attractiveness, kindness or helpfulness (Lowrey et al., 1997). It is what Baker (1986) and Mizerski (1982) indicate as « **social factors** » (cited in Hogg & Penz, 2011, p. 109). In their study of ethically minded consumers, Carrington, Neville, and Whitwell (2010, p. 147) also point out the crucial influence of salespeople as they form part of the physical and social « **shopping environment** » that may lead to consumer ambivalence. Hence, the consumer's initially positive feelings may result in a very negative emotional state. In this respect, Donovan and Rossiter (1982) emphasised the considerable importance of the **atmosphere** set up by retailers in the store on consumers' frustration and/or enjoyment during their shopping session (cited in Hogg & Penz, 2011). As a result, consumers often experience a blend of emotions in buying activities because of contradictions between expectations and reality, regarding products and retailers. Some strategies to deal with ambivalence resulting from this first antecedent exist (Lowrey et al., 1997, p. 86). Firstly, a consumer can « **return the merchandise** » that does not meet his requirements. Secondly, he can « **switch from a disappointing point-of-purchase** » to a better one. Conversely, a consumer experiencing a situation of mixed emotions with a retailer may eventually choose to buy in his store because of the importance of his product for the consumer. This is called « **toughing it out** ». Finally, consumers can behave in a very « **assertive** » way towards this particular retailer. Amongst these four coping strategies, we clearly figure out the consequences of consumer ambivalence from an economic point of view. A consumer facing a conflicting situation is bad news for the retailer. Indeed, the buyer can choose to go to the competition at any time, resulting in a loss of sales, reputation and loyalty for the store.

The second category of ambivalence antecedents is known as « **overload** ». It occurs when it is up to the consumer to deal with numerous buying decisions while he is daunted and overtaken by events (Lowrey et al., 1997). In particular, it is the case when the consumer faces an « **overabundance of product choices or alternatives** » (p. 87). This is what Harrison, Hunter, and Waite (2006) called the situation of « hyperchoice », characterised by « the paralyzing nature of choice » (cited in Hogg & Penz, 2011, p. 106). The consumer has to make a choice from a wide range of available products, services, shops and retailers, which leads him to suffer from anxiety,

stress, loss of control or regret. An « **overload of tasks** » can also be pointed out when the variety of decisions overwhelms the consumer during the purchasing process. There are three strategies to cope with ambivalence induced from overload. First, consumers can « **simplify** » the problem they have to handle by eliminating irrelevant and useless options. They may also « **seek assistance** » from their families, friends or relatives in order to make the best choice from these alternatives. Finally, they can « **collect more information** » to be properly informed. Bell, Esses, and Maio (1996) studied this latter coping strategy and concluded that « individuals with ambivalent attitudes often engage in information searches in an attempt to reduce ambivalence and its associated negative feelings » (cited in Hu, Parsa, & Sunny Hu, 2016, p. 3).

The third category of ambivalence antecedents refers to « **role conflicts happening with purchase influencers** » (Lowrey et al., 1997, p. 88). These influencers are often part of the customer's reference groups, i.e. « social groups that are important to a consumer and against which he or she compares himself or herself » (Bettman & Escalas, 2003, cited in Hogg & Penz, 2011, p. 110). They may influence the buyer either in an **informational** or in a **normative** way (Bearden & Etzel, 1982; Bristol, Doney, & Mangleburg, 2004; Childers & Rao, 1992; cited in Hogg and Penz, 2011). Their influence can be conveyed by word of mouth (Childers & Rao, 1992, cited in Hogg & Penz, 2011). Conflicts occur when the consumer clashes with other individuals involved in the buying process (e.g. family, peers and reference groups) because of differences in opinions, values, desires or points of view. Nevertheless, the peer pressure's intensity depends both on the **nature of the product** (luxury good versus basic commodities) and on **the way it is consumed** (in private or public environment) (Childers & Rao, 1992, cited in Hogg & Penz, 2011). This potential disagreement results in consumer ambivalence which can be solved by using two mechanisms. On the one hand, the consumer can **resign** and thus forsake the conflict because the contentment of the other side is more important. On the other hand, he can also choose to **seek a compromise** to solve this conflict.

The fourth and last category relates to « **conflicts in customs and/or values** » and can be broken down into three types (Lowrey et al., 1997, p. 88). The first one refers to the « **resistance to these customs** » and arises when customs and traditions are not in line with the consumer's ethical principles. The second occurs when the buyer's « **desire for self-expression** » faces customs conveyed by cultural rules and pressures. The last one is about the consumer's « **inability**

**to provide items traditionally promoted by society** ». Once again, the consumer can rely on three coping mechanisms in order to solve this emotional conflict. He can **resign** to match customs at work or **modify** his initial beliefs in order to integrate items valued by the society. Lastly, he can also choose **not to purchase** what is prescribed in an act of defiance.

Sources of ambivalence	Impacts	Associated coping strategies
<p><b>'Expectations versus reality'</b></p> <ul style="list-style-type: none"> <li>— <i>Product</i>-related disappointment, depending on the level of <b>risk</b> and <b>involvement</b> associated with the product or service's acquisition</li> <li>— <i>Retailer</i>-related disappointment, linked to the retailer's <b>behaviour, attractiveness, kindness</b> or <b>helpfulness</b></li> </ul>	Concerns, frustration, disenchantment, fears, dissatisfaction, remorse	<ul style="list-style-type: none"> <li>— Return the merchandise</li> <li>— Switch point-of-purchase</li> <li>— Toughing it out</li> <li>— Being assertive</li> </ul>
<p><b>'Overload'</b></p> <ul style="list-style-type: none"> <li>— Overabundance of <b>products, choices</b> or <b>alternatives</b></li> <li>— Overload of <b>tasks</b></li> </ul>	Anxiety, stress, loss of control, regret	<ul style="list-style-type: none"> <li>— Simplify the problem</li> <li>— Seek assistance from their families, friends or relatives</li> <li>— Collect more information</li> </ul>
<p><b>'Role conflict with purchase influencers'</b></p> <ul style="list-style-type: none"> <li>— <b>Informational</b> influence</li> <li>— <b>Normative</b> influence</li> </ul>	Conflicts	<ul style="list-style-type: none"> <li>— Resign and thus forsake the conflict</li> <li>— Seek a compromise to solve the conflict</li> </ul>
<p><b>'Custom and value conflict'</b></p> <ul style="list-style-type: none"> <li>— <b>Resistance</b> to these customs</li> <li>— Desire for <b>self-expression</b></li> <li>— <b>Inability</b> to provide items traditionally promoted by society</li> </ul>	Internal conflicts	<ul style="list-style-type: none"> <li>— Resign to match customs at work</li> <li>— Modify his initial beliefs</li> <li>— Not to purchase in an act of defiance</li> </ul>

TABLE 1 – Sources of Ambivalence and coping strategies

Through these various coping strategies, it appears that when an individual faces a situation of ambivalence, he needs to solve this evaluative conflict in order to restore his original mental consistency. In this respect, it has been shown that people may be really determined and motivated to handle such internal conflicts (Hogg & Penz, 2011). Indeed, activation and stimulation of the nervous system (arousal) triggered by this mix of emotions generally puts people in an uncomfortable mental state. Thus, a lot of people feel uncomfortable (« **felt ambivalence** ») when experiencing simultaneous and conflicting evaluations of an attitude object (« **potential ambivalence** ») (McGregor, Newby-Clark, & Zanna, 2002, p. 157).

Similarly, strategies to cope with consumer ambivalence have been extensively studied in the field of **social science research**. Indeed, respondents sometimes demonstrate ambivalent thoughts when answering a survey. For instance, an individual may simultaneously have both good and bad opinions of the attitude object to be appraised. The rating scales used underlie this issue, especially when they allow a **neutral position** to be selected. This neutral position corresponds to the situation in which the respondent does not take any position (which does not necessarily mean indifference or true neutrality) (Kaplan, 1972, cited in Klein, Russell, & Russell, 2011). When facing ambivalence, the individual may be tempted to choose this option because he is not able to achieve the best compromise between the two ends of the continuum (Dhar et al., 2002). It is already what Burns and DuBois in 1975 and Klopfer and Madden in 1980 highlighted when stating that « ambivalent respondents tended to use the **midpoint** responses more often than non-ambivalent respondents » (cited in Olsen et al., 2005, p. 250). Clearly, these kinds of scales « do not allow for the unique expression of evaluative ambivalence » (Olsen et al., 2005, p. 248). As long ago as 1995, Griffin, Thompson, and Zanna mentioned that « traditional measures of attitudes could not distinguish between people who are conflicted between two sides of an issue (**ambivalence**) and people who do not care either way (**indifference**) » since « both would indicate the middle scale point on common bipolar uni-dimensional scales rating from weak to strong » (cited in Klein et. al., 2011, p. 358). In order to fully understand this phenomenon, Dhar et al. (2002) have investigated the impact of a « neutral » or « fence-sitting » option **removal** on consumer attitude and preference, which corresponds to the situation in which respondents are forced to express their views. They concluded that this exclusion « affects the judgment of extreme options (strong positive and negative features) more significantly than the judgment of options that are average on all features ». They also showed that it « results in respondents favoring the option superior on the more important attribute » and « results in

more risk aversion » (2002, p. 319). Consequently, the distribution of respondents' responses will be affected and a bias will emerge.

In a nutshell, if it may be beneficial to exclude this option for indifferent respondents, it seems, however, that this does not make sense for individuals facing ambivalence (Dhar et al., 2002). A more balanced approach in this quest for ambivalence measurement could come from the « **objective** » one. Indeed, it consists in « measuring the actual positive and negative components and deriving ambivalence scores **as a function** of the two components », in order to properly assess the two distinctive poles (Bell et al., 2000; Federico, 2006, cited in Klein et al., 2011, p. 359).

Nevertheless, there is also evidence that experiences of arousal are **essential** for human beings. They notably play a major role in forming feelings, whether they are positive or negative (Petty & Priester, 1996; Schachter & Singer, 1962, cited in Hogg & Penz, 2011). Some researchers even argued that individual ambivalence can be seen **as a good thing** which should be promoted. Ambivalence could be considered as a strategic mental condition helping individuals to protect themselves in situations of uncertainty (Reich & Wheeler, 2016). They rely on processes of ambivalence on purpose if they are unsure that they will achieve what they yearn for. Thus, individuals will evaluate the desired object through different perspectives in order to get both positive and negative associations of it. Mixed assessments, or ambivalence, will thereby be used according to the situation the person encounters. Pros will be overused in case of target achievement while cons will dominate when the object cannot be obtained. This process allows individuals to put their disappointment in perspective and highlight their enjoyment.

#### **4 Ambivalence and cognitive dissonance**

The more we investigate the concept of ambivalence, the more we figure out the close links it shares with **cognitive dissonance**. Therefore, we are going to develop this concept in the next paragraph by enquiring about the similarities and differences between cognitive dissonance and ambivalence, the subject of our study.

Foremost, cognitive dissonance stems from « conflict amongst cognitive or affective elements » (Aaker & Williams, 2002, p. 638) and « refers to the inconsistency between two thoughts or between thoughts and actions » (Festinger, 1957, cited in Aaker & Williams, 2002, p. 638).

Hence, it is now widely demonstrated that experiencing such cognitive discrepancy results in a negative mental balance (Festinger, 1957, cited in McGregor et al., 2002). In everyday life, our brain seeks to avoid these kinds of inconsistencies by resolving them. In the same way as cognitive dissonance, attitude ambivalence is « considered to be a bothersome, disharmonious state and out of line with the typical desire for consistency and clear action tendencies » (Cacioppo et al., 1997; Petty & Priester, 1996, cited in Aaker & Williams, 2002, p. 638). Therefore, **being aware** of our mental incoherence makes the rebalancing process easier (Abelson, Lepper, & Zanna, 1973, cited in McGregor et al., 2002). Indeed, the switch from the « self-contradiction » condition to the « self-consistency » condition is facilitated, precisely because individuals are fully aware that they are facing negative mental experiences (McGregor et al., 2002, p. 158). However, as is the case for ambivalence, cognitive dissonance does not occur in the same way for every individual. Some people are more comfortable with these conflicting feelings, while others experience a great aversion to cognitive inconsistency (Cialdini, Newsom, & Trost, 1995, cited in McGregor et al., 2002).

## 5 Impact of consumer ambivalence on purchasing behaviour

Ambivalence experienced by the consumer can lead to behaviours sometimes far different from those initially expected. Thus, a consumer who was initially willing to buy a product may eventually decide **not to acquire** it, because of the emergence of ambivalent feelings. In other cases, the consumer will buy the desired product, but his preliminary positive sentiments will be **undermined** by the negative perceptions he will assign to it, which may lead to feelings of guilt, frustration, remorse or disappointment (Hogg & Penz, 2011). It has also been proven that the impact of experienced ambivalence on the consumer's satisfaction and loyalty is clearly not neutral (Olsen et al., 2005). In this respect, these researchers argued that mixed emotions (i.e. ambivalence) lead to some **insatisfaction** for the buyer, which may negatively impact his **loyalty** or **consumption frequency** towards the product or the brand. In particular, a « direct and independent negative relationship » has been demonstrated between ambivalence and loyalty (Olsen et al., 2005, p. 247). On top of that, it has been previously proven that ambivalent attitudes are significantly related to « a lower **attitude-intention relationship's consistency** » (Conner, Povey, & Wellens, 2001; Moore, 1980, cited in Olsen et al., 2005, pp. 251-252). For instance, a 2011 study highlighted the impact of ambivalence towards a country on consumers' **willingness to buy** brands originating from the country concerned. It showed that mixed views « increase

avoidance of objects associated with that country, above and beyond the effects of mere positivity or negativity » (Klein et al., 2011, p. 357). More recent studies drew similar conclusions between ambivalence and the « **attitude-behaviour relationship** » (Conner & Sparks, 2002; Armitage & Conner, 2000, cited in Olsen et al., 2005, p. 252). Specifically, the way attitudes are going to be impacted depends on the « **propensity to accept duality** » amongst ambivalent individuals (Aaker & Williams, 2002, p. 636). The lower the individual's propensity, the less favourable attitudes. In this connection, it has been shown that acceptance of duality varies according to the culture and the age (maturity leads to more duality acceptance) of individuals (Aaker & Williams, 2002, pp. 637-638). Finally, Conner & Sparks (2002) highlighted the « **less predictable nature** of judgments and behaviours » amongst ambivalent consumers than amongst non-ambivalent consumers (cited in Hu et al., 2016, p. 1).

Besides, Hogg and Penz (2011) recently emphasised the significant impact of consumer ambivalence on **approach-avoidance conflicts**. According to these authors, '*approach*' (or conversely, '*avoidance*') during the purchasing decision process is explained by the internal conflict faced by an individual in a situation of ambivalence. They distinguish approach and avoidance motivation according to the **valence** associated to the buying decision: « in "approach" motivation, behaviour is instigated or directed by a positive/desirable event or possibility, whereas in "avoidance" motivation, behaviour is instigated or directed by a negative/undesirable event or possibility » (Elliot & Thrash, 2002, cited in Hogg & Penz, 2011, p. 106).

However, it may well be that experienced ambivalence does **not always** have negative implications on consumers' purchasing behaviour. In this regard, some researchers argued that mixed or contradictory emotions felt towards « advertisements containing dialectical elements » may lead to favourable reactions and evaluations amongst consumers (e.g. amusement and fun) (Scott, 1994, cited in Aaker & Williams, 2002, p. 637). Consumer ambivalence seems therefore to be a research topic in constant evolution and progress, whose full implications have not yet been revealed.

## **6 Ambivalence in the context of environmentally friendly and sustainable consumption**

Being ambivalent can occur within a variety of contexts and situations. An individual may experience mixed feelings towards a friend, his employer or even his wife, but may also have both negative and positive thoughts about important decisions such as studies, marriage, getting a job, buying shares or merely eating at restaurants.

In the first part of this literature review, we focused on both **CSR** and **CSI**, and their respective impact on consumer choices. The exploratory part of our thesis owes its originality to its focus on the ambivalence experienced towards brands seen as **irresponsible**. As a matter of fact, the literature has so far not investigated the ambivalence that may be experienced by consumers in that particular context. Conversely, several studies have looked at the consumer's ambivalent behaviours occurring during the purchase of '**green**' products, supposed to be good for the environment, ethically acceptable and promoting sustainable consumption. Indeed, we see today that concerns about the ethical, sustainable or eco-friendly nature of the products are becoming increasingly important in consumers' choices as their lifestyle tends to be more and more swayed by health, safety and nutrition issues. As Atkinson (2007) mentions, « consumers themselves are altering their purchase habits as they cope with a new consumer vernacular ». This new language contains the words such as « natural, organic, fair trade, free range, ethical, eco, biodegradable, recyclable, environmentally friendly, green, carbon neutral, carbon footprint, socially responsible » (cited in Emery, 2012, p. 5).

Nevertheless, we observe that everyday behaviours do not frequently fit with these initial considerations (Hu et al., 2016). This **intention-behaviour gap** has been studied by a significant number of researchers. As Carrington et al. (2010, p. 141) point out, « ethically minded consumers do not always walk their talk » as their actual behaviour at the point of purchase often differs from the ethical intentions they originally claim. This word-deed gap is well exemplified by the **30:3** rule Futerra (2005, p. 23) mentions in its report, meaning that « 30% of people state they would purchase 'ethically', but only 3% do ». Hence we have been witnessing **inconsistencies** as far as sustainable behaviours are concerned. While consumers are willing to buy energy-efficient light bulbs in order to reduce their home's carbon footprint, they are unlikely to give up their 4X4 cars, for example.

Against this background, it may be valuable to explore what researchers have concluded with respect to consumer ambivalence experienced towards CSR products. This particular type of ambivalence implies the simultaneous existence of pro and con attitudes towards the purchase of such products by the consumer. Indeed, « ambivalent attitudes are formed by conflicting positive and negative evaluations about the green product » (Johar & Sengupta, 2002, cited in Hu et al., 2016, p. 1).

On the one hand, the buyer might feel **positive** emotions (such as joy, serenity, satisfaction, pride, meaningfulness, goodness and so on) because of the very harmless nature of the product he is choosing. Indeed, public awareness around **physical limits of consumption** has been considerably heightened in recent years. Most consumers are now conscious of the unsustainable nature of an economic system based on **continued growth** through relentless production and consumption (Emery, 2012). They therefore know that « working *toward* sustainability could be understood as working *against* how we usually do things and how things are usually done » (Emery, 2012, p. 38). Hence, consumers are likely to experience positive feelings when they tackle these global problems at their level by taking a cosmopolitan view of the world (Holt, 2014). Indeed, pro-environmental behaviours necessarily mean taking into account « altruistic values » (i.e. beneficial to society) and « biospheric values » (i.e. protecting the environment) before thinking in terms of self-interest (Emery, 2012, p. 134).

On the other hand, the consumer may experience more **negative** feelings because of various factors such as the green product's quality or performance (seen as lower than conventional products) or its price (seen as higher). In this regard, Emery (2012) indicates that once sustainable products get a bad reputation, whether it is due to the **poor performance or the high price** of their early versions, they are likely to suffer the consequences as consumers will continue to perceive them as such. Undoubtedly, conventional products' attributes and their associated benefits (e.g. price, quality, convenience, brand or image) tend to cancel out consumers' positive feelings when contemplating the purchase of green products. In addition, the consumer may question the genuine merits of these pro-environmental behaviours. Indeed, he may realise that his purchases will ultimately **have little beneficial impact** (« low perceived consumer effectiveness ») (Chang, 2011, pp. 20-21) because of their small and marginal scope compared to the global scale of environmental issues. To be credible, actions towards the environment need to be reciprocal (Emery, 2012). If the consumer feels other consumers continue to massively purchase

conventional products rather than sustainable alternatives, he may think the efforts he makes for the environment are meaningless. Negative feelings like **frustration** may also come from the very intangible nature of sustainable products. As Emery (2012, p. 88) points out, « much of sustainability is based on the invisible » (e.g. « how an individual's reduction in CO2 emissions may protect the polar ice caps » is barely perceptible), to such an extent that the consumer cannot readily appreciate the positive link between his individual actions and their effects on the environment. What is more, consumers may feel guilty as the consumption of green products, although better for the environment, remains an act of consumption and goes therefore against sustainable principles (Gorge, Herbert, Özçaglar-Toulouse, & Robert, 2015). Finally, consumers may question the **truthfulness** of the CSR-related claims companies communicate. In fact, CSR was originally **at odds with sustainability**. Its primary purpose was to « increase sales and market share, strengthen brand positioning, enhance corporate image and clout, increase company's ability to attract, motivate and retain employees, decrease operating costs and appeal to investors and financial analysts » (Kotler & Lee, 2005, cited in Emery, 2012, p. 13). Hence, it is hardly surprising that consumers have trouble believing that the 'new' CSR is above all meant to benefit the environment. From the consumer's perspective, the recent shift of several companies, moving from an « anthropocentric » stance (i.e. view of the nature as a resource at the disposal of humans) towards an « ecocentric » orientation (i.e. ethical view of the natural environment), has raised doubts about their integrity (Emery, 2012, p. 41). Now more than ever, companies suffer from green-washing suspicions from consumers whose « scepticism towards the believability of green claims » has proven to be a great predictor of ambivalence (Chang, 2011, p. 21).

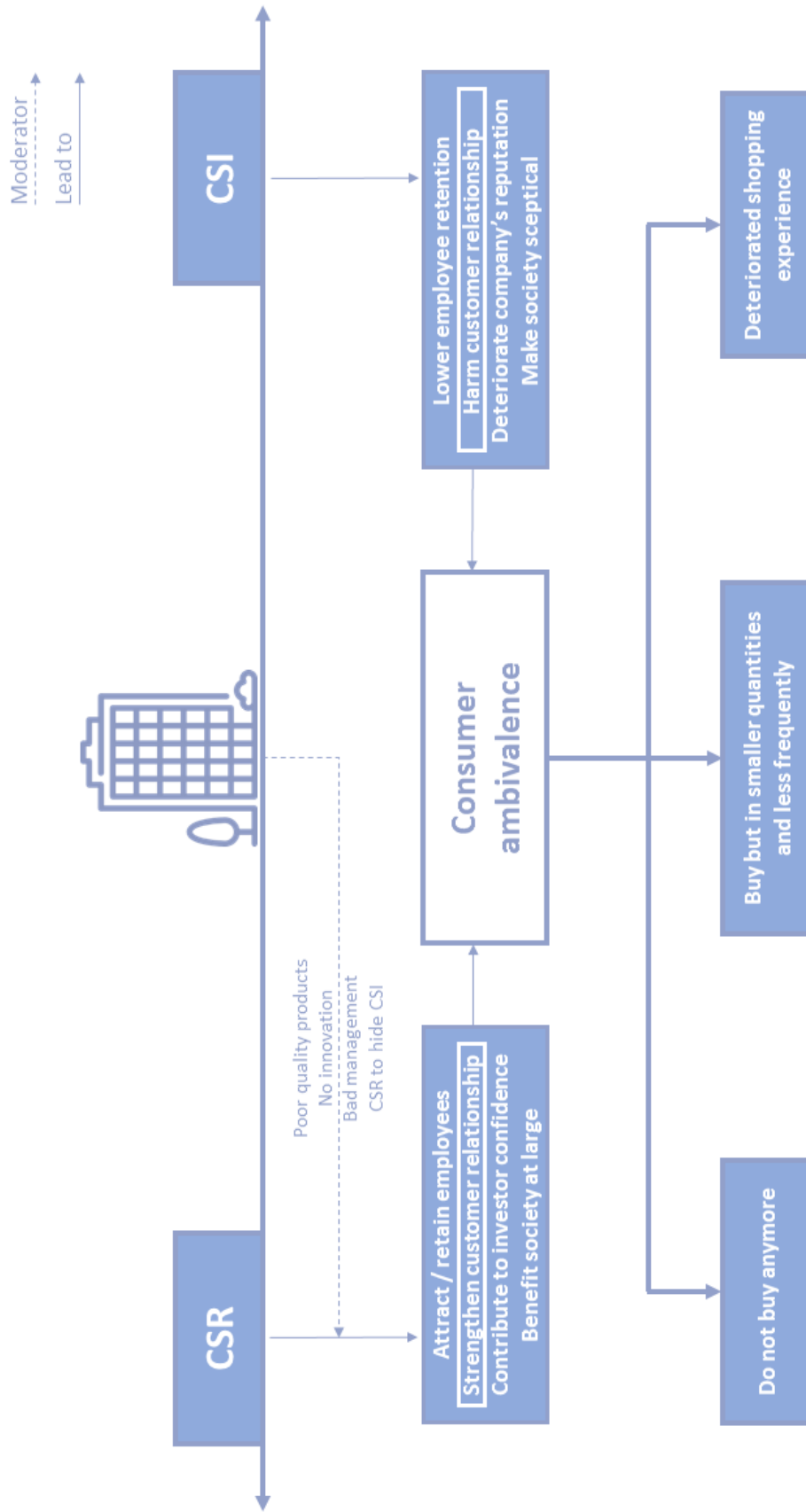
By way of example, we can consider Ojala's (2008) study depicting ambivalent attitudes that may be experienced during actions in favour of **recycling**. As a matter of fact, these environmentally friendly behaviours may evoke at the same time positive and negative feelings amongst individuals: their meaningful role in our consumer society leads to positive reactions amongst committed people who, at the same time, feel negative emotions due to the apparent waste of time of these good conducts (Hu et al., 2016). This example perfectly illustrates what ambivalence means: « a positive evaluation of some aspect of an attitude object, but a negative evaluation of other aspects of the same object » (Chang, 2011, p. 20). In this regard, it is useful to underline the particular contribution of **negative** evaluations in the emergence of consumer ambivalence. As a matter of fact, negative feelings (e.g. a sense of frustration or disappointment)

experienced during the purchasing of green products are more likely to result in ambivalence than positive feelings. On the one hand, this **asymmetry** is explained by the fact that negative feelings of individuals often prevail over the positive ones. On the other hand, it is due to the fact that consumers almost always relate negative evaluations to positive perceptions, in a mental process of rebalancing (Berntson, Cacioppo, & Gardner, 1997, cited in Chang, 2011). It can therefore be inferred that negative opinions of a green product on their own may result in ambivalent behaviours.

Within this framework, some scientists have demonstrated that when ambivalence occurs in the mind of consumers during the purchasing process of green products, it tends to **moderate** initially positive attitudes. This may eventually result in a negative evaluation of these green products (Chang, 2011). In the same way, Hu et al. (2016, p. 6) emphasise in a very recent study the negative impact of consumer ambivalence on « intention to **adopt green practices** and intention to **purchase green products** ». Emery (2012) goes further as he indicates the negative effect of ambivalence on consumers' ability to sustain pro-environmental behaviours. How ambivalent people will negatively react to persuasive arguments promoted by green advertising will depend on their « degree of pervasive ambivalence » (Hu et al., 2016, p. 1). This happens especially when ads promoting green products put forward arguments that sound too exaggerated, leading to the loss of the ad and green claims' credibility (Chang, 2011). As a result, brand equity, confidence, reputation and loyalty may deteriorate amongst consumers (Lowrey et al., 1997). It is also why companies need to ensure that they have a very good understanding of their ambivalent consumers. For instance, it is possible to include these specific consumers in segmentation in order to better understand their attitudes and behaviours towards sustainability and thereby address them in the best way (Larsen, Prebensen, & Svein, 2009).

To conclude, it has now been highlighted that ambivalence, whether it is experienced daily or in the specific context of consumption, is of particular importance. In fact, people encounter situations every day where positive and negative emotions may arise simultaneously. As far as the purchasing of CSR-products is concerned, we demonstrated how these goods may lead to strong feelings of ambivalence amongst consumers. In fact, some of their characteristics (e.g. environmentally friendly) make consumers feel good and proud of their purchase, while others (e.g. higher price, lower performance) may cancel out their initially positive feelings.

A summary of the literature with respect to CSR, CSI and ambivalence can be found on the next page. In order to illustrate the phenomenon of consumer ambivalence in relation with purchasing products from CSI brands, we will now analyse two cases: the ones of Coca-Cola, Inc. and Ferrero S.p.A. A small survey we conducted in March allowed us to probe which companies seem the most irresponsible in the eyes of consumers. The survey highlighted that most respondents do not regard Coca-Cola and Ferrero as responsible, but still buy their products.



## **Part 2: Towards an understanding of how Coca-Cola, Inc. and Ferrero S.p.A. are perceived in the press**

In order to understand why consumers eventually buy products for which they experience both positive and negative feelings, we conducted a small survey on 52 consumers. We asked them the following questions: which companies they found irresponsible, on which matter (i.e. socially, economically and/or environmentally) and if they still consumed these products despite their negative feelings. The results were that 36.5% of respondents mentioned Coca-Cola and 21.2% mentioned Ferrero. Out of these, 73.7% still consumed Coca-Cola and 72.7% still consumed Ferrero. Indeed, these multinationals are still valued throughout the world by consumers who identify with the brand, appreciate the taste of the product and like the image behind it. Yet some consumers may experience very negative feelings towards these brands as well. These could notably be raised by articles in the daily press and on social media. We therefore decided to review the information (positive as well as negative) available to these consumers online. The keywords we used to search on Google news and Google search were for instance: ‘Coca-Cola’, ‘Coca-Cola CSR/CSI’ for the Coca-Cola case; ‘Ferrero’, ‘Nutella Ferrero controversy’ for the Ferrero case. During this research, we tried to stick to broadsheets to ensure that we were looking at what was widely consulted. We decided to go as far back as three years to get some context as attitudes can take time to be built but we wanted to stay quite recent as well. This press review is thus structured by years: 2014, 2015, 2016 and 2017. For each press article, we mentioned the type of irresponsibility concerned (when applicable): **economic** (e.g. unequal sharing of profit between employers and employees, unequal allocation of resources between producer and consumer countries), **social** (e.g. social inequity, insecure and sweatshops working conditions, sales of products bad for consumers’ health, consumer deception, misleading advertising) and/or **environmental** (e.g. exploitation and/or depletion of natural resources, impact on global warming, pollution and waste creation) (Emery, 2012). To make a clearer link with our exploratory part, we added in parentheses the CSI variable concerned (when necessary). We also recorded the social media engagement these articles generated (shares, likes and engagement), but please note that this is not extensive as not all of the information was available (e.g.: number of reads).

# **I Coca-Cola, Inc.**

## **1 Company profile**

Coca-Cola, Inc. is the number one non-alcoholic beverage company in the world and owns many billionaire brands among which Coca-Cola, Fanta and Sprite. Their products are sold in more than 200 countries and serve on average 1.9 billion people a day (Coca-Cola, 2017). Coca-Cola employs more than 129,200 people worldwide and its market share in 2015 was 26% in the soft drink market (Statistic Brain, 2015). Their main competitors are PepsiCo Inc., Nestlé S.A. and Dr Pepper Snapple Group, Inc. (Hoovers, 2017). In a press release, Coca-Cola (2017) noted that 94% of the world's population could recognise their red and white logo, which shows how strong the brand is even on its own. On the subject of CSR, Coca-Cola Company's page on sustainability shows us a panoply of articles written by authors for Coca-Cola on different ways in which the brand is being sustainable (e.g. reusing syrup drums as rain barrels, articles defending their place in the water troubles of India). This page also highlights their different actions in various CSR fields. For instance, they recently launched a campaign which aims to empower economically 5 million entrepreneur women by 2020. They have 8 more sustainability pillars in which they develop various projects: water (and how to replenish what they use for instance), well-being (inspire better lives), sustainable packaging, climate protection, human and workplace rights, sustainable agriculture, 2020 sustainability commitments and their approach to reporting (Coca-Cola Company, 2017). We will now dive into the press review for this company.

## 2 2014

<b>Title</b>	Coca-Cola's "It's beautiful" super bowl ad brings out some ugly Americans
<b>Author</b>	<b>James Poniewozik</b> wrote the In Tune column for Time Magazine for 16 years, which is a column about « pop culture, politics and society » (Poniewozik, 2017). He also contributed to a blog by the same name. He now writes for the New York Times as the chief TV critic (New York Times, 2016).
<b>Source</b>	Time Magazine
<b>Date</b>	February 3 <sup>rd</sup> , 2014
<b>Social engagement</b>	Unknown
<b>Type of CSI</b>	N/A
<b>Topic</b>	Celebration of Coca-Cola's 2014 Superbowl ad and criticism of the racist comments that it generated: « it <b>celebrated the many kinds, colours, lifestyles and origins</b> of Americans who are nonetheless one [...], it showed us a <b>panoply of American faces</b> , young, old, brown, white, straight, gay » (para. 2).
<b>Tone used</b>	Descriptive, critical, personal
<b>Motive</b>	The author is shocked at the racist responses such an ad deployed and is defending it as well as stating « and it is [beautiful], even if some people can <b>listen to that chorus and hear nothing but noise</b> » (para. 9)

<b>Title</b>	Coca-Cola sales fall as consumers switch to healthier drinks
<b>Author</b>	« <b>Katherine Rushton</b> was US Business Editor May 2013 - Feb 2015. Before that, she spent two years as Media, Telecoms and Technology Editor. She has also worked on various trade magazines including Broadcast, The Bookseller and Drapers, where she was deputy » (The Telegraph, 2017).
<b>Source</b>	The Telegraph
<b>Date</b>	February 18 <sup>th</sup> , 2014
<b>Social engagement</b>	3 shares as of April 12 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	The author explains the recent drop in sales by the fact that consumers are switching to healthier lifestyles and thus dropping sugary drinks viewed as unhealthy such as Coca-Cola: « Coca-Cola appears to be losing some of its fizz, as Americans <b>swap sugary, high-calorie, sparkling drinks for healthier options</b> » (para. 1). Coca has tried to offer alternatives but these seem to be viewed as having other negative health effects as well: « Coca-Cola has spent the past decade [...] <b>introducing more low and zero-calorie versions</b> [...] However, many consumers are now trying to cut back on the artificial sweeteners [...], amid fears that they could have <b>other adverse effects on their health</b> » (para. 6).
<b>Tone used</b>	Informative
<b>Motive</b>	Informs about recent studies and economic impacts

<b>Title</b>	In India, the water is pumped by Coca-Cola <sup>1</sup>
<b>Author</b>	<b>Emmanuel Derville</b> has been writing for La Libre since 2013. He is an international correspondent and has been placed in Afghanistan, Pakistan and in India (La Libre, 2017).
<b>Source</b>	La Libre
<b>Date</b>	April 28 <sup>th</sup> , 2014
<b>Social engagement</b>	1 comment as of April 12 <sup>th</sup> , 2017
<b>Type of CSI</b>	Environmental, social (foreign countries CSI, consumer CSI: misleading & unhealthy)
<b>Topic</b>	This article is very neutral but states very unsettling facts about Coca-Cola, namely that it <b>lies about its water consumption</b> : their report states 136 000 litres consumed per day but their water bill shows 716 000 litres per day. It also states that farmers have been fighting Coca-Cola for 10 years as they <b>pump the water tables</b> under their factories. Unfortunately for the farmers, Indian laws allow Coca-Cola to pump as much as they want under the land they own.
<b>Tone used</b>	Informative
<b>Motive</b>	Informs about a case, presents both sides of the story

### 3 2015

<b>Title</b>	Coca-Cola paid nutrition experts to recommend soda as a healthy snack
<b>Author</b>	<b>Candice Choi</b> is a food industry writer for Associated Press (Choi, C., 2017), which is « an independent, not-for-profit news cooperative headquartered in New York City ». Their teams are placed all over the world and do both investigative reporting and breaking news (AP, 2017).
<b>Source</b>	Business Insider UK
<b>Date</b>	March 17 <sup>th</sup> , 2015
<b>Social engagement</b>	1,060 engagements as of April 12 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	This article poses quite a big ethical problem as it informs readers that Coca-Cola might be using ethically controversial marketing techniques: « Coca-Cola is <b>working with fitness and nutrition experts</b> who suggest its <b>soda as a treat</b> at a time when the world's biggest beverage maker is <b>being blamed for helping to fuel obesity rates</b> » (para. 1).
<b>Tone used</b>	Informative
<b>Motive</b>	Depicts a marketing strategy apparently used frequently among food and beverages companies but often hidden and cause for debate

1. Original title: "En Inde, l'eau est pompée par Coca-Cola"

<b>Title</b>	Coke has removed the logos from its packaging in the Middle East to encourage people not to judge each other
<b>Author</b>	« <b>Lara O'Reilly</b> [is] a senior editor at Business Insider. She previously wrote about advertising, media, and tech » (Business Insider UK, 2017).
<b>Source</b>	Business Insider UK
<b>Date</b>	July 7 <sup>th</sup> , 2015
<b>Social engagement</b>	46,298 engagements as of April 12 <sup>th</sup> , 2017
<b>Type of CSI</b>	N/A
<b>Topic</b>	Shows an ethical step from the company: « Coca-Cola is <b>removing its logo</b> from its cans of soda in the Middle East to <b>encourage people not to judge one another</b> [...] The other side reads: 'Labels are for cans, not for people' » (para. 1-2). This depicts a general behaviour from Coca-Cola, a company that constantly tries to play on bringing people together through different campaigns and is admired for it.
<b>Tone used</b>	Informative
<b>Motive</b>	Informs about a current ethical campaign

<b>Title</b>	How one of the most obese countries on earth took on the soda giants
<b>Author</b>	<b>Tina Rosenberg</b> wrote for 1 year for the Guardian (The Guardian, 2017) and she is now co-writer of the Fixes column in the New York Time, which discusses potential solutions to social problems and investigates why they work (The New York Times, 2017). She also won the 1996 Pulitzer prize for journalism in the general nonfiction category (Pulitzer, 2017).
<b>Source</b>	The Guardian
<b>Date</b>	November 3 <sup>rd</sup> , 2015
<b>Social engagement</b>	14,388 shares and 517 comments as of April 12 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (illegality, consumer CSI: misleading & unhealthy)
<b>Topic</b>	This article shows how soda and Coca-Cola are driving obesity and diabetes in Mexico and how their deep ties within the government are helping them keep their market share: « Mexico also has by far the <b>world's highest death rate</b> from chronic diseases <b>caused by consumption of sugary drinks</b> [...] Excess sugar consumption is the largest factor in the global obesity epidemic [and is] the <b>most important driver of diabetes</b> , even among thin people » (para. 2, 13).
<b>Tone used</b>	Informative
<b>Motive</b>	Presents an alarming case happening in Mexico and its causes

## 4 2016

<b>Title</b>	Coca-Cola sales fall on strong dollar, weak Europe demand
<b>Author</b>	« <b>Reuters</b> is the news and media division of Thomson Reuters. Thomson Reuters is the world's largest international multimedia news agency, providing investing news, world news, business news, technology news, headline news, small business news, news alerts, personal finance, stock market, and mutual funds information available on Reuters.com, video, mobile, and interactive television platforms » (Reuters, 2017).
<b>Source</b>	CNBC
<b>Date</b>	April 20 <sup>th</sup> , 2016
<b>Social engagement</b>	Unknown
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	The article suggests Coca-Cola is seen as an unhealthy habit and is therefore being dropped more and more: « Coke and rival PepsiCo have been hurt as <b>consumers increasingly turn health-conscious, cutting back on fizzy drinks</b> and turning to teas, fruit juices and smoothies » (para. 3).
<b>Tone used</b>	Informative
<b>Motive</b>	Presents the reasons for a drop in sales of one big company

<b>Title</b>	Coca-Cola: we're replenishing all of the water we use
<b>Author</b>	<b>Chris Isidore</b> is a « Senior Writer [at] CNNMoney. [He writes for the] breaking news desk [and is] covering [the] auto industry, economy, labor, airlines, sports business » (Muck Rack, 2017).
<b>Source</b>	CNN Money
<b>Date</b>	August 29 <sup>th</sup> , 2016
<b>Social engagement</b>	3.1K recommendations on Facebook as of April 12 <sup>th</sup> , 2017
<b>Type of CSI</b>	Environmental, social (foreign countries CSI, consumer CSI: misleading & unhealthy)
<b>Topic</b>	Shows the ambivalence towards Coca-Cola's ethical claim that they wish to be water-neutral: « on Monday Coca-Cola (KO) announced that it <b>returned</b> an [...] about <b>115% of the water used</b> in Coca-Cola's beverages last year » (para 3). People's response seems to be quite mitigated: « Coke's claim [is] "a <b>public relations exercise</b> designed to manufacture an image of a company that uses water sustainably – far removed from the reality on the ground" » (para. 10).
<b>Tone used</b>	Informative
<b>Motive</b>	Presents the facts of a current news story and its response

## 5 2017

<b>Title</b>	Coca-Cola accused of using tobacco industry tactics to mislead public over health effects of its fizzy drinks
<b>Author</b>	<b>Zlata Rodionova</b> is a « news reporter on the business pages at the Independent ». She covers the breaking stores and business news, updates the twitter account and covers for the business editor. She has been active at the Independent for almost 2 years (Rodionova, 2017).
<b>Source</b>	Independent
<b>Date</b>	January 5 <sup>th</sup> , 2017
<b>Social engagement</b>	16 comments as of April 12 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	This article informs on lawsuits against Coca-Cola. The company is being accused of using misleading marketing techniques and saying their products are healthier than they actually are: « Coca-Cola has been accused of using tactics similar to the tobacco industry in <b>minimising the damaging health effects of its fizzy drinks</b> and deceiving customers » (para. 1).
<b>Tone used</b>	Informative
<b>Motive</b>	Informs about both sides and origins of a current lawsuit against Coca-Cola

<b>Title</b>	Coca-Cola profits fall 55 per cent as consumers ditch sugary drinks
<b>Author</b>	<b>Candice Choi</b> is a food industry writer for Associated Press (Choi, 2017), which is « an independent, not-for-profit news cooperative headquartered in New York City ». Their teams are placed all over the world and do both investigative reporting and breaking news (AP, 2017).
<b>Source</b>	News.com.au
<b>Date</b>	February 10 <sup>th</sup> , 2017
<b>Social engagement</b>	Unknown
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	This article shows that people are more and more dropping the company's sugary products as they are perceived as very unhealthy: « as it <b>faces criticism for marketing sugary drinks</b> , the company has said that it is working to adapt its offerings and push more lower-calorie beverages [...] For the current year, the company <b>expects earnings to fall below 2016's earnings</b> of \$1.91 per share » (para. 8, 23).
<b>Tone used</b>	Informative
<b>Motive</b>	Depicts the current situation of a big company and explain potential reasons

<b>Title</b>	Indian traders boycott Coca-Cola for ‘straining water resources’
<b>Author</b>	« <b>Vidhi Doshi</b> is a freelance journalist based in India », and she has regularly written pieces on various news in India for The Guardian over the past 2 years (The Guardian, 2017). She has also written for Delayed Gratification, The Observer, Narratively, The Atlantic, Love and Radio among others (Doshi, 2017).
<b>Source</b>	The Guardian
<b>Date</b>	March 1 <sup>st</sup> , 2017
<b>Social engagement</b>	1,402 shares as of April 12 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (foreign countries CSI)
<b>Topic</b>	Depicts the current Indian situation: « Vikram Raja, president of the Vanigar Sangam trade association, said: ‘[foreign companies] are <b>exploiting the state’s water bodies</b> to manufacture aerated drinks <b>while farmers were facing severe drought</b> ’ » (para. 6). The results is that now « more than a million traders in India are <b>boycotting fizzy drinks</b> » (para. 1).
<b>Tone used</b>	Informative
<b>Motive</b>	Shows a current situation in a foreign country implicating Coca-Cola

## 6 Summary

Over the years, we can truly see different types of opinions coming through. On the one side, we have a revered company known as « all American », as a marketing master and whose market share keeps on being strong. But on the other side, we see a company that is criticised on various topics: health and ethical issues, being accused repetitively of being one of the main causes of death in Mexico and pumping all the water out of India, therefore killing farm life and sometimes forcing farmers to buy coke instead of water as it had become cheaper. What is also interesting to note are the main types of CSI: we see an abundance of articles on the subject of misleading marketing and unhealthy products. It will be interesting to see if that resonates in our study.

While those accusations keep on coming back and the information from the articles on Coca-Cola in the press is mostly negative over the years, they are still one of the key market players. In fact, they ranked number 4 on Forbes « most valuable brands of 2016 » list (Forbes, 2016) and are the first non-tech company on the list. This means that people despite criticising Coca-Cola and despite the negative share of voice are still buying the company’s products intensively and seeing the brand as extremely powerful. While the sales of Coca-Cola’s sugary drinks have appeared to be declining over the years from time to time, the company’s market share and strength keeps on going up.

## II Ferrero, S.p.A.

### 1 Company profile

As a second step, we took a look at the Ferrero Group. This multinational, which is active in the chocolate and confectionery industry, is present all over the world. Ferrero products are indeed distributed in more than 160 countries (Ferrero, 2017). Ferrero's headquarters are still located in Alba, Italy. The company employs more than 33,000 people worldwide to produce and market its flagship products under brand names such as Nutella, Kinder, Ferrero Rocher, Raffaello, Mon Chéri and Tic Tac. In 2015, its revenues amounted to €9,542 million (Market-Line, 2016). This family-owned company faces fierce competition from international players like Mondelez International, Nestlé Ltd. and Mars Group, among others.

As far as Ferrero's corporate social responsibility is concerned, the group has produced a CSR report annually for the past 7 years now, detailing global initiatives it has taken in favour of a more responsible food industry. As is presented in these papers, Ferrero Group's CSR strategy is about « sharing values to create value » (Ferrero, 2015, p. 10). On the one hand, this path towards sustainability materialises through Ferrero's care for **people** who are directly and indirectly involved in the activities of the group. In this regard, they founded the Ferrero Foundation in 1983 through which more than 3,500 of their retired employees are now involved in carrying out **social and cultural initiatives**. They also set up the Michele Ferrero Entrepreneurial Project to support social and humanitarian projects for children and young adults in Africa and Asia (Ferrero, 2015). On its side, the Kinder+Sport project gathers more than 4 million children to make them happy to exercise. Within the company, Ferrero tries to increase the proportion of **women** (42.5% as of August 2015). By 2020, the company is aiming to increase the number of women in managerial positions by 5% (Ferrero, 2015). On the other hand, the Ferrero Group cares about the **planet** through bold initiatives. For instance, it reached in 2014 its goals of having « 100% palm oil certified as sustainable and segregated », « 100% of eggs from barn hens with respect for animal welfare » and « 100% virgin cardboard from certified sustainable supply chain » (Ferrero, 2015, pp. 12-13). By 2020, its goal is to get « 100% refined cane sugar from sustainable sources », « 100% cocoa certified as sustainable » and to implement « the traceability plan for 100% of hazelnuts » (Ferrero, 2015, p. 12).

## 2 2014

<b>Title</b>	Nutella: how the world went nuts for a hazelnut spread
<b>Author</b>	« <b>Danielle (Dany) Mitzman</b> is a British freelance journalist who has been based in the north Italian town of Bologna since 1998. Before that, she worked in London as a producer for Woman's Hour on BBC Radio 4. She makes features and documentaries for BBC World Service, BBC Radio 4, Deutsche Welle Radio and Radio Netherlands » (Mitzman, 2017).
<b>Source</b>	BBC News
<b>Date</b>	May 18 <sup>th</sup> , 2014
<b>Social engagement</b>	Unknown
<b>Type of CSI</b>	N/A
<b>Topic</b>	This article relates <b>50 years of Nutella's production</b> , explaining the story of the <b>creation</b> of the family business and the incredible <b>success story</b> of this chocolate-hazelnut spread that is nowadays enjoyed in more than 160 countries around the world. This press article also explains that the spread has long been presented as the treat that <b>brings family and friends together</b> . The <b>marketing</b> of Nutella has indeed played on family-related <b>emotions</b> and most importantly has emphasised its <b>nutritional benefits</b> by stressing the presence of milk and hazelnuts instead of sugar and palm oil.
<b>Tone used</b>	Ferrero's story is here told as a tale
<b>Motive</b>	Relates the success story of the Nutella spread, now one of the most powerful players in the chocolate confectionery market

<b>Title</b>	5 reasons why Nutella should be banned from your breakfast table
<b>Author</b>	« <b>DailyHealthPost.com</b> is a natural health website that seeks to inform, inspire and empower readers to take action and make positive changes in their lives by connecting them to a wealth of resources, ideas, and community online ». Its authors cover « a broad range of topics under the umbrella of natural health, which include nutrition, wellness, yoga, holistic medicine, inner peace, prevention and much more » (Daily Health Post, 2017).
<b>Source</b>	Daily Health Post
<b>Date</b>	October 14 <sup>th</sup> , 2014
<b>Social engagement</b>	2.3K shares as of April 4 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	The author demonstrates in 5 facts (namely <b>too much sugar, modified palm oil, hardly any nutrition</b> from hazelnuts as there is not enough in a portion to be beneficial) that eating Nutella for breakfast is <b>not a healthy choice</b> although very delicious. He/She compares it to a « spreadable candy bar » (para. 2). He/She also denounces Ferrero's <b>abusive use of sponsoring events</b> , notably the « Better Breakfast Challenge » in which Ferrero ironically « informs school children about nutrition and the importance of breakfast » (para. 3).
<b>Tone used</b>	Accusatory tone, very assertive. The author reports all the reasons why consuming Nutella is bad (from a nutritional point of view) and provides alternatives
<b>Motive</b>	The author is shocked by the content of Nutella jars and wants people to become aware of that and not to deny this 'dark side'

## 3 2015

<b>Title</b>	We should stop eating Nutella because it is destroying the environment
<b>Author</b>	« <b>Lianna [Brinded]</b> is a finance editor, overseeing markets, economics, wealth, fintech, banking, and regulation coverage, and she is based in London. Previously, she was the news editor at IBTimes UK, while her prior online, print, and TV portfolio includes CNBC, BBC, Wall Street Journal Europe, and The Independent » (Business Insider, 2017).
<b>Source</b>	Business Insider UK
<b>Date</b>	June 17 <sup>th</sup> , 2015
<b>Social engagement</b>	501 engagements as of April 4 <sup>th</sup> , 2017
<b>Type of CSI</b>	Environmental
<b>Topic</b>	This press article reports on the virulent remarks the French ecology minister Ségolène Royal made during an interview with the French TV channel Canal+. She notably claimed that « <b>people should stop eating the popular hazelnut spread</b> because harvesting one of its key ingredients, <b>palm oil</b> , leads to <b>deforestation</b> » (para. 2). She went further, stating that « we <b>have to replant</b> a lot of trees because there is <b>massive deforestation</b> that also leads to global warming. We should stop eating Nutella, for example, because it's made with palm oil. Oil palms have <b>replaced</b> trees, and therefore caused considerable <b>damage</b> to the environment » (para. 4).
<b>Tone used</b>	Informative
<b>Motive</b>	Reports on news about scandals around Ferrero's use of palm oil

<b>Title</b>	Greenpeace says it's ok to eat Nutella
<b>Author</b>	<b>Eric Dodds</b> was reporter for the Time magazine for 5 years, from 2010 to 2015. He wrote and reported « both long-form and daily stories in television, movies, pop culture, sports and spirits » (Dodds, 2017).
<b>Source</b>	Time Magazine
<b>Date</b>	June 18 <sup>th</sup> , 2015
<b>Social engagement</b>	Unknown
<b>Type of CSI</b>	Environmental
<b>Topic</b>	In this article, we learn that <b>Greenpeace</b> is positioning itself <b>against</b> the remarks made by Ségolène Royal (the French Minister of Ecology) against the Nutella brand a few days earlier. The article says Nutella, and more broadly the Ferrero Group, have taken <b>strict measures to minimise the environmental damage</b> for which they have been heavily criticised. GreenPeace members therefore « consider Ferrero to be one of the more <b>progressive consumer-facing companies</b> with regards to palm oil sourcing » (para. 4).
<b>Tone used</b>	Informative
<b>Motive</b>	Reports on favourable and unfavourable opinions against the Ferrero group

<b>Title</b>	You're really spoiling us: has Ferrero been wrongly accused over Nutella?
<b>Author</b>	« <b>Karl Mathiesen</b> is a journalist who has written for national newspapers, newswires and magazines in Australia, the US and the UK. He works as a reporter for Climate Home and is the commissioning editor for the Guardian's elephant conservation page. (...) He has reported extensively on climate change from across the world. He has also written for Fairfax, the Saturday Paper, the National, BBC Wildlife Magazine and many others » (Mathiesen, 2017).
<b>Source</b>	The Guardian
<b>Date</b>	June 19 <sup>th</sup> , 2015
<b>Social engagement</b>	88 comments as of April 8 <sup>th</sup> , 2017
<b>Type of CSI</b>	Environmental
<b>Topic</b>	This article highlights the <b>virulent reactions</b> aroused by the anti-Nutella declaration of Ségolène Royal. Some international actors (including Greenpeace, WWF, and Forest Trust) clearly <b>defend</b> the practices of the Ferrero Group, stating that « the company has met its commitments to the <b>Roundtable on Sustainable Palm Oil (RSPO)</b> , the voluntary mechanism for controlling the practices of the industry, a year ahead of time » (para. 3). Yet, the article also points out the « <b>less-than-perfect efforts</b> by the industry to clean up its act » (para. 7). According to many observers, standards set by the RSPO are indeed <b>not stringent enough</b> to alleviate these bad practices and need to be redesigned to make them truly effective.
<b>Tone used</b>	Informative
<b>Motive</b>	Reports on the pros and cons regarding Ferrero's use of palm oil

#### 4 2016

<b>Title</b>	Many parents are terrified to feed their kids Nutella
<b>Author</b>	« <b>Hayley Peterson</b> is a senior correspondent for Business Insider covering restaurants and consumer companies. She was previously a White House correspondent for the Washington Examiner in Washington, D.C. » (Business Insider, 2017).
<b>Source</b>	Business Insider UK
<b>Date</b>	February 17 <sup>th</sup> , 2016
<b>Social engagement</b>	2,711 engagements as of April 8 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	This article highlights the influence of people on <b>social media</b> in spreading rumours about the potential harmfulness of Ferrero products, and more specifically those marketed under the <b>Nutella</b> brand. It explains that « <b>blog posts</b> such as "Say no to Nutella, it is poisoning you and your children" and "Why you'll want to think twice before feeding your kids Nutella" <b>are being shared by thousands on Facebook</b> » (para. 2). It adds that « the posts claim that the artificial ingredient <b>vanillin</b> , which Nutella contains, is a <b>neurotoxin that kills brain cells</b> » (para. 3). « The articles also attack Nutella's use of <b>skim milk powder, soy lecithin (an emulsifier or lubricant), and palm oil</b> » (para. 6).
<b>Tone used</b>	Informative
<b>Motive</b>	Reports on news about scandals around Ferrero

<b>Title</b>	Chocolate company's growth puts a spotlight on child labor in west Africa
<b>Author</b>	« <b>Jillian Sequeira</b> was a member of the College of William and Mary Class of 2016, with a double major in Government and Italian » (Law Street Media, 2017).
<b>Source</b>	Law Street Media
<b>Date</b>	May 6 <sup>th</sup> , 2016
<b>Social engagement</b>	Unknown
<b>Type of CSI</b>	Social (illegality, employee CSI, foreign countries CSI)
<b>Topic</b>	This article criticises the <b>mistreatment of children</b> in African cocoa farms. It details: « Cocoa is generally produced by <b>farmers living in extreme poverty</b> , and <b>child labor</b> is common on the majority of cocoa farms » (para. 6). It also explains that it is not uncommon for parents to <b>sell their children as slaves</b> . The poor working conditions children have to endure are also detailed in the article, including their working hours (i.e. <b>80 to 100 hours per week</b> ) and the complete <b>lack of remuneration or education</b> . It details: « The living conditions are <b>brutal</b> , as children are often <b>beaten and rarely well fed</b> » (para. 6).
<b>Tone used</b>	Descriptive, informative
<b>Motive</b>	Demonstrates that all leading chocolate companies in the world have to react and take initiatives to alleviate bad labour practices (here child and slave labour) in the cocoa production

<b>Title</b>	Kinder chocolate found to contain possible cancer-causing oil: German food watchdog calls for the children's treats to be recalled
<b>Author</b>	<b>Flora Drury</b> covered foreign news as a global reporter for Mail Online from January 2015 to September 2016. She is now working on the BBC World Desk as a broadcast journalist (Drury, 2017).
<b>Source</b>	Daily Mail
<b>Date</b>	July 5 <sup>th</sup> , 2016
<b>Social engagement</b>	176 shares and 7 comments as of April 8 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	By reporting quotes from the <b>European Food Safety Agency</b> and Johannes Heeg, a campaigner of Germany's <b>Foodwatch</b> , the present article clearly opposes the consumption of Kinder chocolates and, more generally, of the products of the Ferrero Group. Indeed, it explains that Heeg urges consumers <b>not to purchase</b> these chocolates anymore because of their too high levels of « <b>mineral oil aromatic hydrocarbons (MOAH)</b> » (para. 2). According to Foodwatch, any trace of these components is indeed « simply <b>unacceptable</b> for consumption » as they may cause <b>cancer</b> (para. 6).
<b>Tone used</b>	Same tone than the one used in tabloïds. Many quotes of different actors (for and against the ban of the Kinder products)
<b>Motive</b>	Makes the buzz around a touchy topic and gets readers' attention and reaction

<b>Title</b>	Poor Romanian families including children as young as six 'are being paid just 22p an HOUR to make toys for Kinder chocolate eggs'
<b>Author</b>	<b>Abe Hawken</b> has been working for Daily Mail Online as a news reporter since April 2016 (Hawken, 2017).
<b>Source</b>	Daily Mail
<b>Date</b>	November 22 <sup>nd</sup> , 2016
<b>Social engagement</b>	305 shares and 380 comments as of April 8 <sup>th</sup> , 2017
<b>Type of CSI</b>	Economic, social (illegality, employee CSI, foreign countries CSI)
<b>Topic</b>	The author points out the indecent and unacceptable conditions in which <b>poor Romanian families</b> work to make the famous toys of the <b>Kinder Surprise</b> eggs. He insists on the « <b>13 hours</b> » of work spent in their house to assemble these small pieces every day (para. 2). He also highlights the high margin Ferrero makes for each toy assembled, specifying that « <b>for every 1,000 finished eggs</b> that one family makes, they are reportedly paid <b>20 Romanian Leu</b> - which equates to just <b>£3.77</b> . The products (...) are then transported to a factory in Carei, northwestern Romania, and <b>sold for 80p</b> » (paras. 4-5). At the end of the article it is said that Ferrero urges its suppliers Romexa and Prolegis to strictly enforce the prohibition of child labour and ensure decent wages to these workers.
<b>Tone used</b>	Informative
<b>Motive</b>	Reports on news and makes people react

<b>Title</b>	Hm, Nutella ! It's so good, but ... <sup>2</sup>
<b>Author</b>	<b>Eurojournalist</b> is a French-German daily online news platform. They cover the superior Rhine and 3 of its countries: France, Germany and Switzerland on various political and economical subjects (FEFA, 2014).
<b>Source</b>	Eurojournalist
<b>Date</b>	December 9 <sup>th</sup> , 2016
<b>Social engagement</b>	51 likes on Facebook as of April 8 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (illegality, employee CSI, foreign countries CSI)
<b>Topic</b>	This article stresses the <b>use of children</b> in the cocoa industry. It states that « Nutella's good taste has a price. That of the <b>slavery</b> of more than <b>2 million</b> children who have to work on cocoa plantations in <b>Africa</b> » (para. 1). It therefore urges readers to react by <b>boycotting</b> these products and by signing the <b>petition</b> aimed at enforcing decent working conditions for Ferrero's workers.
<b>Tone used</b>	Oratory/political (big use of I/us/you), strong advocate of fundamental human rights
<b>Motive</b>	Demonstrates the irresponsibility of EU citizens who continue to consume Nutella after so many warnings. Tries to prove that the consumer has the power to consume differently

2. Original title: "Hm, Nutella ! Que c'est bon, mais. . ."

## 5 2017

<b>Title</b>	Nutella maker Ferrero fights back over cancer risk fears after palm oil study
<b>Author</b>	« <b>Reuters</b> is the news and media division of Thomson Reuters. Thomson Reuters is the world's largest international multimedia news agency, providing investing news, world news, business news, technology news, headline news, small business news, news alerts, personal finance, stock market, and mutual funds information available on Reuters.com, video, mobile, and interactive television platforms » (Reuters, 2017).
<b>Source</b>	The Telegraph
<b>Date</b>	January 11 <sup>th</sup> , 2017
<b>Social engagement</b>	Unknown
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	This article reports Ferrero's <b>reactions</b> to rumours that some ingredients of its chocolate-hazelnut spread Nutella could cause cancer. In response to this crisis, Ferrero indeed decided to create an <b>advertising campaign</b> aimed at demonstrating the safety of the Nutella's ingredients. The article also echoes the words mentioned by Ferrero's purchasing manager who claimed that « making Nutella <b>without</b> palm oil would produce an <b>inferior substitute</b> for the real product, it would be <b>a step backward</b> » (para. 4). Added to this are the economic implications of the possible suppression of palm oil in the production as it costs « around <b>\$800</b> (£655) a tonne, compared with <b>\$845</b> for sunflower oil and <b>\$920</b> for rapeseed oil, another possible substitute » (para. 5).
<b>Tone used</b>	Informative
<b>Motive</b>	Informs consumers about the recent accusations against Ferrero for its use of palm oil and the reactions of the company

<b>Title</b>	What ACTUALLY makes up a jar of Nutella ? Amazing image reveals SHOCKING amount of sugar
<b>Author</b>	Since March 2016, <b>Lauren O'Callaghan</b> has been working as a digital lifestyle reporter for Daily Express Online (O'Callaghan, 2017) « covering health, real life, fashion, beauty, food and interiors. Lauren was previously junior commissioning editor at the Daily Mail's Weekend Magazine, before taking time out to travel » (Prentice, 2016).
<b>Source</b>	Daily Express UK
<b>Date</b>	January 20 <sup>th</sup> , 2017
<b>Social engagement</b>	462 shares and 5 comments as of April 8 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (consumer CSI: misleading & unhealthy)
<b>Topic</b>	What makes this article so powerful and viral is most certainly its <b>shocking</b> visual content. Indeed, the article begins by presenting a <b>video</b> of a man filling an <b>empty jar of Nutella</b> with the ingredients of the traditional recipe, in real proportions. Readers then realise that <b>half the pot is filled with sugar</b> (precisely 227 grams of sugar). To top it off, the author adds another image presenting layer by layer the <b>true amounts</b> of these various ingredients (among whose 126 grams of fat (notably palm oil)).
<b>Tone used</b>	Quite informative but also to make people react
<b>Motive</b>	Makes people aware of what they eat each morning

<b>Title</b>	'It's food racism !' New scandal erupts in the EU over NUTELLA
<b>Author</b>	<b>Rebecca Flood</b> (online reporter at the Daily Express) and <b>Monika Pallenberg</b> . Pallenberg is an active journalist and has been writing for the world and politics column of the Express (home of the Daily and Sunday Express) for a year now. Flood on the other hand has been writing for Express since 2007. She mainly contributes to the UK and world column (Express, 2017).
<b>Source</b>	Daily Express UK
<b>Date</b>	March 6 <sup>th</sup> , 2017
<b>Social engagement</b>	318 shares and 33 comments as of April 8 <sup>th</sup> , 2017
<b>Type of CSI</b>	Social (illegality, consumer CSI: misleading & unhealthy)
<b>Topic</b>	This article highlights the anger of some <b>Eastern European</b> countries following a quality control revealing the <b>least quality</b> of some products marketed in <b>Eastern</b> Europe compared to products traded in Western Europe. The Ferrero Group is affected by this scandal since its flagship product, <b>Nutella</b> , is one of the products analysed by the study. Eastern European nations therefore speak of ' <b>food racism</b> ' as « the Hungarian food safety authority NEBIH (...) found the Hungarian version of (...) chocolate spread Nutella was <b>not as creamy as what was being in its neighbouring country</b> » (para. 4-5). The article adds that the companies investigated deny these accusations, Nutella adding that « <b>the product varied according to taste</b> , using France as an example where the spread is more runny to make it easier to spread on softer bread » (para. 15).
<b>Tone used</b>	Informative
<b>Motive</b>	Reports news around food companies' bad behaviours, among whose, Nutella

## 6 Summary

In the second part of this press review, we dealt with press articles reporting events that have arisen about the Ferrero Group and its world-famous brands. Through readings and reflections, we soon realised that the majority of news articles were actually carrying negative information and often dealt with unofficial aspects of Ferrero as well as its flagship brand Nutella. The irresponsible behaviours most emphasised in these articles are the social and environmental types. Indeed, the marketing techniques used by the group to advertise its chocolate-hazelnut spread are rather **misleading** as they attempt to describe Nutella as a good basis for a healthy breakfast. Yet more and more studies reveal the potentially harmful and **unhealthy** nature of some products, in particular due to the large amounts of sugar they contain. The presence of palm oil, whose sourcing remains doubtful, is also criticised since it is partly responsible for massive deforestation (**environmental** CSI). In addition, palm oil is now being blamed for its potential involvement in the outbreak of some cancers. Cocoa, which is present in Ferrero products, is also problematic since it very often involves child labour or even child slavery, mainly in African farms (**employee** CSI in foreign countries).

After conducting this analysis, it is therefore surprising to read what Ferrero's official website mentions about its CSR policy, namely that it is « focused on the highest quality and innovation, transparent communication, the care for people that have made and are still making the Group's history ». It also speaks about « the support of local communities, the promotion of active lifestyles amongst young people as well as its strong engagement towards sustainable agricultural practises and the protection of the environment » (Ferrero, 2017, para. 6). What is more, is that, surprisingly, Ferrero's products are still selling extremely well (365 million kilos in 2013 according to Mitzman, 2014) and that consumers therefore appear to continue to value them.

### **III Conclusions**

After having collected and examined these various press articles, we end up with a better understanding of why the Ferrero and Coca-Cola multinationals were the most cited as being irresponsible. We can now also better grasp why they could therefore generate a certain kind of ambivalence amongst consumers. In fact, some articles revered them and show their engagement in society or the fact that they are doing great regarding sales. But others show the dark side of big corporations: the corruption, the negative social and environmental impact, the unhealthy aspect of their products and so on. It is therefore no surprise that consumers may be torn between loving a product, its taste or what the image carries and the controversies they read in the news and on social media. We therefore consider these two multinationals as particularly interesting and relevant to conduct our quantitative analysis, since we need to record ambivalent attitudes in a certain portion of our sample. What is more, these two case studies allow us to highlight the implications of such behaviour on consumers' sense of responsibility. In fact, in some comments on social media and online networking sites, we could read that consumers were citing the laws as some reason for the company behaviour (Derville, 2014). A good question might be why consumers don't rely more on their own sense of responsibility instead of on the one of others.

Beyond showing us a bit more of what we are dealing with and to which kinds of articles consumers are confronted every day, we want to make clear that this press review was not conducted to prove anything. The point was rather to understand where our small sample of respondents came from when mentioning these brands as irresponsible. As we had decided to focus our thesis on Coca-Cola and Ferrero since they were the most cited in our survey,

we thought it was interesting to look at what was said about these brands, where they were irresponsible and if the share of voice was mainly positive or negative. We also wanted to explore these two companies to better target which hypotheses we would design and motivate our thesis once more. Therefore, we simply thought it might be a good transition between the theoretical and empirical part of this thesis. We now know where these enterprises stand and truly tried to both include the positive and negative articles that came up in our search. This is a way for us to go into the methodology and data analysis part with a clearer view of the subject that we are investigating.

## **Part 3: Methodology**

The exploratory part of this thesis aims at investigating the theoretical concepts we developed in the literature review in a ‘real-life’ context. This exploration will be structured as such: first, we are going to clarify our research problem and its associated research questions. Our hypotheses will then be listed and the methodology used to test them will be described. Finally, we will carry out our quantitative analyses in order to confirm or refute our research hypotheses.

### **I Research problem and research questions**

To start off this section, let us remind you of our research problem: « Does the perceived irresponsibility of a company/brand influence the consumers in their purchase of its products? Is it because of the emergence of ambivalent feelings towards the brand/company? How does this apply to the case of Coca-Cola Inc. and Ferrero S.p.A. ? »

After deep-diving into the literature review and getting a better grasp of the consumers’ ambivalence towards Coca-Cola and Ferrero, we are now able to develop precisely the object of this research thesis. Therefore, from our research problem, three research questions arise:

**Q<sub>1</sub>: ARE THE MULTINATIONALS COCA-COLA AND FERRERO PERCEIVED AS IRRESPONSIBLE COMPANIES BY THEIR CONSUMERS? IF YES, WHICH TYPE OF IRRESPONSIBILITY IS PERCEIVED?**

Since the whole point of our research problem is based on the fact that these two companies are, in fact, perceived as irresponsible, we first must ask ourselves: *are these companies truly perceived as irresponsible as our pre-survey suggested?* Secondly, there exists many types of ways in which a company could be irresponsible (e.g. environmentally or socially) and it is interesting for our study to discern if Coca-Cola and Ferrero are perceived as being irresponsible in a particular area or not.

**Q<sub>2</sub>: DOES THE PERCEIVED IRRESPONSIBILITY OF COCA-COLA AND FERRERO GENERATE A SENTIMENT OF AMBIVALENCE IN THE CONSUMER?**

The second point of our research problem is that this perceived irresponsibility is going to come and generate negative feelings about the brands, while the consumers still hold positive cognitions towards either the brands or their products. Therefore, these mixed emotions will generate a sentiment of ambivalence, which will in turn have implications on the buying process and intention. However, while we speculate this, we must as well ensure it is true. To see if the perceived irresponsibility is in fact what generated the ambivalence, we will look at the correlations and regression results in the answers of the ambivalent consumers (if there exists any) and search for a higher perception of irresponsibility from them.

**Q<sub>3</sub>: DOES THE PERCEIVED AMBIVALENCE TOWARDS COCA-COLA AND FERRERO BECAUSE OF THEIR IRRESPONSIBILITY INFLUENCE THE BUYING PROCESS AND THE BUYING INTENTION?**

Lastly, the whole true question of our thesis is to see if this ambivalence generated by the perceived irresponsibility has an impact on the buying intention and current buying process. In fact, we first wondered about a very strange paradox: most consumers of our age know and feel that Coca-Cola and Ferrero are not good for them and the environment, yet they buy from them and these brands are still very successful. So why? Does this kind of ambivalence not have any impact on at least the buying intention? And if not, what would actually have an impact? Thus, as this is the core of our research, we must ask ourselves this third question and explore the implications of the ambivalence, if it exists.

## **II Hypotheses and items**

On the figure below, you can see our hypothesis elaboration model. We have developed these thanks to the literature review and theoretical sources. In the last part of this section, we will confirm or infirm these hypotheses through data analysis.

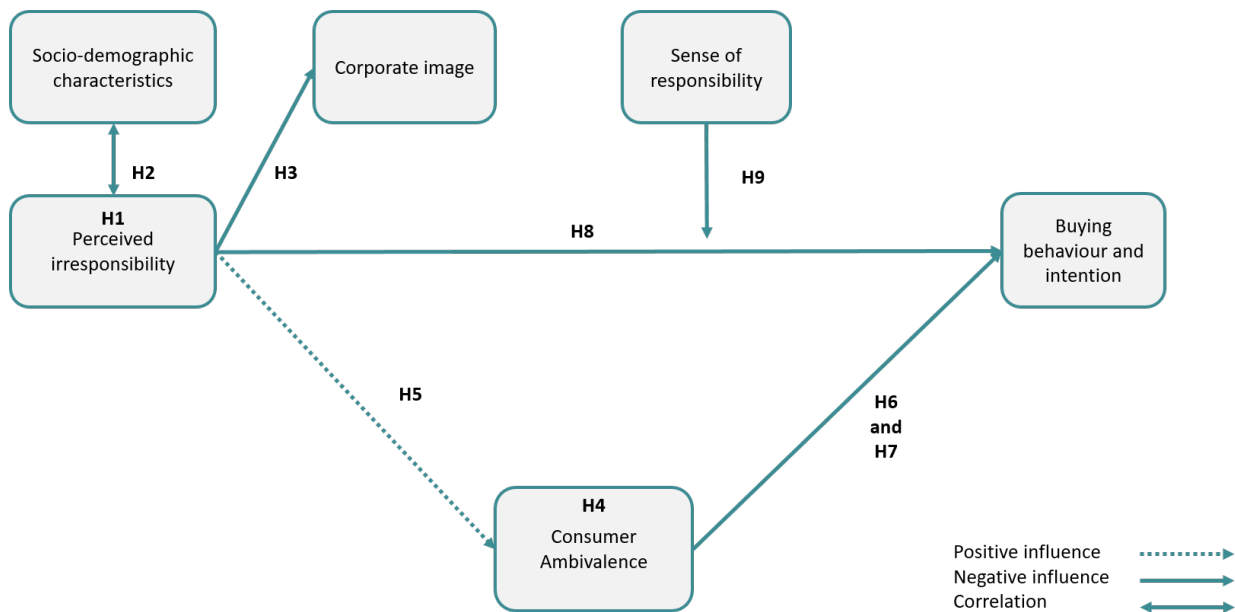


FIGURE 1 – Hypotheses elaboration model

## 1 Perceived irresponsibility

### **H1: COCA-COLA AND FERRERO ARE PERCEIVED AS IRRESPONSIBLE COMPANIES BY THE CONSUMERS**

The basis of our thesis is to say that the perceived irresponsibility of Coca-Cola and Ferrero moderates the positive feelings consumers might have towards these brands thus generating ambivalence and influencing their buying behaviour. Therefore, we first must prove that these companies are indeed perceived as irresponsible by consumers. Moreover, it is interesting to know which particular aspect(s) contribute(s) the most to this perception of irresponsibility: is child labour in developing countries more ‘touchy’ than the damage caused by these multinationals to the environment? Or is the unhealthy aspect of their products more serious than that for consumers?

### **H2: THE PERCEIVED IRRESPONSIBILITY OF COCA-COLA AND FERRERO VARIES WITH THE AGE, GENDER AND EDUCATION LEVEL OF THE CONSUMER**

As Statista (2014) tells us, in 2014, 53.2% of the people active online every day were between 18 and 34 years old. Thus, they are exposed to much more information than those who only read paper printed news, where the selection of content is much stricter. On the other hand, we also speculate that the sense of responsibility and the idea that one can have an impact could

also strongly vary according to age. While older adults might feel more responsible for society and take more care of what they eat in relation to their health, younger citizens might be more impressionable by big brands or care less. Note that it could also be that these younger generations are the ones more concerned about the fate of society and the environment. We therefore feel that age is a good variable to study. Beyond that, previous studies have shown that the CSI perception varies significantly between men and women (Bicen et al., 2007), which entices us to study that characteristic as well. Lastly, we believe that the education level could strongly influence the knowledge and the perception of the companies' irresponsible behaviour as well as the consequences on society and the environment.

### **H3: COCA-COLA AND FERRERO'S PERCEIVED IRRESPONSIBILITY INFLUENCES NEGATIVELY THEIR CORPORATE IMAGE**

Many studies have been done on the effects of CSI on corporate image and the attitudes of consumers towards a brand (Ajala, Amujo, Laninhun, & Otubanjo, 2012; Demoulin et al., 2016; Lange & Washburn, 2012) and as Ajala et al. express in their 2012 study: « when a corporation engages in irresponsible corporate misbehaviour, it attracts negative consequences on its reputation » (p. 266). Therefore we would like to demonstrate in our survey that the perceived irresponsibility does in fact have a negative impact on the brand's image.

## **2 Generated ambivalence**

### **H4: SOME CONSUMERS FEEL BOTH POSITIVE AND NEGATIVE SENTIMENTS TOWARDS COCA-COLA AND FERRERO AND ARE THEREFORE AMBIVALENT**

### **H5: THE AMBIVALENCE IS DUE TO THE PERCEIVED IRRESPONSIBILITY OF THE BRANDS**

As part of our study, we hypothesise that the interviewed consumers will express positive feelings about the brand names Coca-Cola and Ferrero. Indeed, these are brands loved by consumers, most have known them since their childhood. Whether it is the taste of the product, the values or the image that these brands convey (e.g. the happiness to share a Coca-Cola), it is not surprising to speculate that most consumers hold a positive attitude towards these two brands. However, we also assume that a certain portion of our sample will express unfavourable attitudes towards these brands **as well**, even if they appreciate other aspects of them. As explained in previous assumptions, Coca-Cola and Ferrero may indeed be perceived as irresponsible by

a number of consumers who are aware of their unethical behaviours. Coming back to the literature review of our thesis, we can therefore hypothesise that these consumers are ambivalent towards Coca-Cola and Ferrero as they « express no single dominant evaluative response but rather two strongly conflicting evaluations, each based on a consistent set of cognitions or feelings » (Borgida et al., 1998; Kaplan, 1972, cited in Olsen et al., 2005, p. 248).

### **3 Impact of CSI-generated ambivalence on the buying process**

#### **H6: THE PERCEIVED AMBIVALENCE INFLUENCES NEGATIVELY THE CURRENT BUYING BEHAVIOUR**

As part of our literature review, we looked at what researchers have concluded as far as the impact of consumer ambivalence on purchasing behaviour is concerned. We realised that negative feelings experienced by a consumer (e.g. guilt, frustration, etc.) may eventually lead him/her not to buy the product, or to buy it in smaller quantities. Similarly, Berndsen and van der Pligt (2003) have shown that attitudinal ambivalence negatively impacts actual meat consumption as « increased ambivalence was related to reduced meat consumption » (p. 71). Specifically, « respondents in the more ambivalence group consumed 2477 g of meat a month, whereas meat consumption in the less ambivalence group was 3398 g a month » (p. 74).

#### **H7: THE PERCEIVED AMBIVALENCE INFLUENCES NEGATIVELY THE BUYING INTENTION**

While exploring the literature dealing with consumer ambivalence, we quickly realised that its consequences are generally negative in terms of buying intention. For instance, Olsen et al. (2005) have proven that dissatisfaction generated by experienced ambivalence may negatively impact a consumer's loyalty and consumption frequency. Reich and Wheeler (2016) also state that « ambivalent consumers should be less loyal (lower intention and frequency of buying) » (p. 254). As far as Klein et al. (2011) are concerned, they have highlighted the positive relationship between ambivalence and avoidance. The more ambivalent a person is, the less willing to buy the brand she will be. The impact on buying intention has also been investigated by Berndsen and van der Pligt in their 2003 study dealing with ambivalence towards meat. They demonstrated that attitudinal ambivalence is negatively correlated with intention to eat meat: « more ambivalent meat eaters intended to further reduce their meat consumption in the future » (p. 71). Therefore, we wish to prove this hypothesis in the case of CSI-generated ambivalence.

### **H<sub>8.9</sub>: CONSUMERS' SENSE OF RESPONSIBILITY ACCENTUATES THE INFLUENCE OF COCA-COLA AND FERRERO'S IRRESPONSIBILITY ON THE BUYING BEHAVIOUR AND INTENTION**

In our thinking before we set out to write on this subject, another point came to our mind: *if consumers know about the brands' irresponsibility, do they not feel a sort of responsibility to consume less in order to lessen their involvement in such unethical behaviour?* Therefore, we added this hypothesis to see if first there was any sense of responsibility in most consumers. Furthermore, we want to see if, when it is present, that sense moderates the results and possibly accentuates the negative effects of the ambivalence on the buying behaviour and intention. This last hypothesis encourages us to look into the moderating role of some educational characteristics that consumers may have. In fact, as Bagozzi, Gronhaug, and Xie (2015) discovered in their study: « for corporate non-green actions, various individual difference characteristics (social justice values, empathy, moral identity, self-concept) moderate the elicitation of negative moral emotions (contempt, anger, disgust), which, in turn, lead to consumer negative responses (negative word of mouth, complaint behaviours, boycotting) » (p. 1).

Obviously, this hypothesis is divided into two sub-hypotheses:

**H<sub>8</sub>: COCA-COLA AND FERRERO'S IRRESPONSIBILITY IMPACTS NEGATIVELY THE BUYING BEHAVIOUR AND INTENTION**

**H<sub>9</sub>: CONSUMERS' PERSONAL SENSE OF RESPONSIBILITY ACCENTUATES THE NEGATIVE IMPACT OF THE CSI PERCEPTION ON THE BUYING BEHAVIOUR AND INTENTION**

## **III Data collection methodology**

### **1 Measurement information**

#### **1.1 CSR and CSI perceptions**

In order to prove (or reject) that Coca-Cola and Ferrero are perceived as irresponsible by consumers, we will assess how our respondents perceive them on the matter of CSR and CSI. Let us note that we do not consider these concepts are strictly opposed, we just want to know whether a consumer judging Ferrero or Coca-Cola as irresponsible will tend to give it a more moderate score in his evaluation of its CSR nature.

Firstly, we shall therefore measure the perception of CSR through a simple scale from Lutz, Wagner, and Weitz (2009). These authors use a scale of three measures to understand if respondents find a certain retailer responsible and then measure the moderating effect of corporate hypocrisy. Our scale will therefore contain those three unaltered questions which will help us measure the variable **Corporate social responsibility perception**. The measure will be grouped into one item: *CSR Perception* (Q44).

To measure the perception of Corporate social irresponsibility, on the other hand, is no easy task as we need the information to come from consumers without bias. Thanks to Bicen, Hall, and Wagner (2007), we have scales available to measure our variable **Corporate social irresponsibility perception**. Their scales were used in a retailing business but we will mainly use them as is. We will, however, delete a few questions related specifically to the retailing business (such as the ones pertaining to local businesses, foreign economies and local employment). We will also skip the questions related to healthcare coverage as that is more of a problem in the US. Bicen et al. (2007) developed a scale with 14 factors of perceptions of irresponsibility, which can be grouped into three measures. Firstly « societal rules, ED [(employee discrimination)], and local working conditions, all relate to essentially illegal corporate actions. Likewise, the following two factors corresponding to DI [(dishonesty)] (e.g. making misleading claims) and unethical PR exhibit illegal characteristics » (p. 135) will constitute the *Illegality* measure (Q46). Secondly, « the factors [NE, employee benefits, FL [(Foreign Labour)], employee wages (EW), local businesses, as well as local employment] are common ethical concerns as frequently pointed out by mass media and consumer activist groups » (p. 135). This will be divided into 3 measures: the *Environmental CSI* measure (Q45), the *Employee CSI* measure (Q47) and the *Foreign countries CSI* (Q48). Lastly, our last measure will be called *Consumer CSI* (Q49) and contain measures which « partially relate to consumers' own responsibility » (p. 135). In fact, these last variables pertain to characteristics that the consumer himself could avoid: « specifically, it may be argued that OMs [(offensive material)], such as provocative (sexual) images or potentially offending merchandise (e.g. certain men's magazines), can be avoided by the consumer him or herself by refraining from patronizing respective stores » (p. 135).

## 1.2 Demographic variables

For the purpose of testing the H2, we will ask questions related to socio-demographic measures to see if any have a moderating role. We will adapt this sequence from a study on consumers' perception of CSR (Gruber et al., 2013): *Age* (Q51), *Gender* (Q52), *Education level* (Q53), *Industry* (Q56). This last one will help us define in which sector the respondent is active, if any. And we add two more measures to ensure to have a global view and be able to make sure we represent the population: *Activity* (Q54), *Location* (Q55).

## 1.3 Corporate image

As far as the H3 is concerned, we will have one variable which pertains to the **Corporate image** of those companies, which Bill, Gatewood, and Riordan (1997) define as « a function of organizational signals which determine the perceptions of various stakeholders regarding the actions of an organization » (p. 1). To understand and measure it as well as its polarity, we will therefore use a series of four measures, via 7-point scales that ask respondents to rate the affirmations between 1 (strongly disagree) and 7 (strongly agree). We have taken the scales from the study of Fombrun, Gardberg, and Ponzi (2011) and didn't need to adapt them. Fombrun et al. developed and tested a measure of corporate image called the RepTrak Pulse which requires only 4 questions. The measures are: *Feeling* (Q20), *Company trust* (Q21), *Respect and admiration* (Q22) and *Reputation* (Q23).

## 1.4 Ambivalence

With regard to the hypotheses  $H_4$  &  $H_5$ , we can distinguish two types of consumer ambivalence we can measure: the 'potential' (or 'objective') ambivalence, which consists of the « conflicting evaluations of attitude objects » and the 'felt' (or 'subjective') ambivalence which consists of the « unpleasant feelings » associated with this conflict of evaluations experienced by the consumer (McGregor et al., 2002, p. 157).

To assess the **potential ambivalence**, we are going to use Kaplan (1972)'s methodology which means « separately asking people about their positive and negative unipolar evaluations of an attitude object » (McGregor et al., 2002, p. 157). In order to do so, we will ask people not to take account of their positive evaluations of Coca-Cola/Ferrero when considering the negative evaluations they hold of these brands, and vice versa, meaning that each measure

contains two questions. According to Hass and Katz's definition of ambivalence (1988), we can infer that the more a person has similar and strong pro-Ferrero and anti-Ferrero scores, the more he/she has an ambivalent attitude towards Ferrero. For this item, our measures are: *Favourable-unfavourable* (Kaplan, 1972, Q24-25), *Positive-negative* (Kaplan, 1972, Q26-27), *Good-bad* (Griffin et al., 1995, Q28-29), *For-against* (Berndsen & van der Pligt, 2003, Q30-31), *Beneficial-harmful* (Kaplan, 1972, Q32-33), *Satisfied-dissatisfied* (Griffin et al., 1995, Q34-35) and *Pleasant-unpleasant* (Griffin et al., 1995, Q36-37).

We will apply the following formula for each of the seven pairs:

$$positive + negative - |\sum(positive - negative)| \quad (1)$$

Then average the seven scores obtained to get an overall score of objective ambivalence (ranging between 2 and 14) for each of our respondents.

For their part, feelings of ambivalence (i.e. **felt ambivalence**) are assessed through the use of self-report scales: « asking individuals directly how conflicted they are about an issue/topic » (DeSensi & Tormala, 2008, cited in Russell et al., 2010, p. 359). The measure here is *Mixed-torn feelings* (Jamieson, 1988; Petty & Priester, 1996, Q38-43).

## 1.5 Buying behaviour and intention

Finally, we want to assess the impact of CSI-generated ambivalence on the buying process. To measure the **Current behaviour**, we will use two variables. First, we will take a few scales from the study of Lin and Wu (2014): *Product purchase* (Q2), *Familiarity* (Q3), *Recurrence* (Q4) and *Superiority* (Q5).

Next, we will look at the work of Berndsen and van der Pligt (2003) for the following two questions and at the work of Reich and Wheeler (2016) for the last one. These last measures will allow us to have a concrete overview of consumers' current buying behaviour with Coca-Cola and Ferrero's products by measuring the **quantitative buying behaviour**: *Consumption frequency* (Q6) and *Past consumption frequency* (Q7).

Regarding the impact of the perceived ambivalence on the Buying intention, we can refer to Lin and Wu (2014) who suggest, in their study on the correlation between CSR and consumer behaviour, that « the purchase intention is often determined by the perceived benefits and values » (p. 67). Their work analyses various factors, including the Buying intention and we

will therefore adapt their scales to measure the variable **Buying intention**. This will be measured on 7-point scales (1 = strongly disagree, 7 = strongly agree). The measures for the item are: *Sentiment* (Q8), *Preference* (Q9), *Recommendation* (Q10-11). As part of the intentions of consumers, we also wish to measure the intended loyalty of the consumers to these brands. Our second variable, **Intended loyalty**, will here be measured by the scales of Berndsen and van der Pligt (2003) for the first measure and Reich and Wheeler (2016) for the second measure: *Intent* (Q12) and *Expected consumption* (Q13). Finally, we will use a few scales coming from Donthu, Lee, and Yoo (2000) to measure the **Consumer brand equity**, an idea from Demoulin et al. (2016): *Brand loyalty* (Q14-16) and *Overall brand equity* (Q17-19).

### 1.6 Personal sense of responsibility

Lastly, to measure the moderating role of consumers' sense of responsibility, we will adapt the scales used in Bagozzi et al.'s study (2015), which were aimed at measuring the moderating role of those sentiments on corporate environmental irresponsibility. We will assess in the following 7-point scales (1 = strongly agree, 7 = strongly disagree) the **Personal responsibility** through three measures: *Social justice values* (adapted from Bagozzi, Grappi, & Romani, 2013, Q57a-b), *Empathy* (taken from Davis & Oathout, 1987, Q57c-h) and *Moral identity* (from Aquino & Reed, 2002, Q57i-m).

## 2 Questionnaire

In order to collect responses for the above-mentioned measures, we created an online questionnaire on Qualtrics. This questionnaire first asked which brands the respondent knew (Coca-Cola, Ferrero, both or none). Depending on the answer, the respondent would then get a questionnaire on the matter of Coca-Cola or Ferrero (or none if he answered none). If he knew both, he would get a random questionnaire.

This online questionnaire was pre-tested by a dozen people (essentially close relatives), to ensure its proper functioning and the absence of problems during its filling. Our sampling strategy consisted in sharing it with our respective networks: family, friends, colleagues, neighbours, etc. and asked them to do the same wherever possible (snowball sampling). Our aim was to obtain at least 300 respondents.

### **3 Limits**

We are, of course, aware of the limitations of our data collection method. Indeed, we do not cover all the French-speaking regions of Belgium equally. The majority of our respondents come from the provinces of Luxembourg (region where we come from) and Brabant Wallon (where we have been studying). Moreover, our sample mostly consists of ‘young’ people since the average age of our respondents is around 30 years. Lastly, this kind of survey is always subject to certain biases, such as the social desirability one. In fact, people might not always answer with what they truly do on a daily basis but more with what they think they should do - even though the questionnaire was anonymous.

## **IV Quantitative analysis**

To finalise this thesis and be able to provide conclusive results, we will now analyse the collected data through various tests, the details of which can be found in Appendix C. Please note that all conclusions are made with a 5% chance of error or below. We have explained above our reasoning on why we test each hypothesis and the items we use to do so. Some of the concepts that we measure below are not in our elaboration model as we need them to serve as an ‘in-between’. For instance, we did not put the measurement of the CSR perception, but we will measure it to see if it bears any interesting results in relation to the CSI perceptions. We also have the concepts of Overall brand equity and Loyalty, which are part of how we measure the Buying intention. Finally, instead of having just one CSI perception factor, we have five sub-factors, each pertaining to a specific area of CSI.

### **1 Scales verification**

To facilitate our tests, we created concepts containing several variables. Below, you can find the summary of the concepts created, their Cronbach’s alpha, name and the number of items they contain. These were calculated through arithmetic means after conducting a principal component analysis to ensure their relevancy. A description of which questions were used to create each factor and a structure of our variables can be found in Appendix B.

Concept	Number of items	Number of factors	Cronbach's alpha	Variance explained
Current Behaviour	4 (Q2-Q5)	1	0.81	64.44%
Buying intention	4 (Q8-Q11)	1	0.86	70.23%
Loyalty	3 (Q14-Q16)	1	0.84	75.27%
Overall brand equity	3 (Q17-19)	1	0.85	77.38%
Corporate image	4 (Q20-Q23)	1	0.90	77.63%
Felt ambivalence	4 (Q38, Q40a-c) and 3 (Q41-Q43)	2	0.89 and 0.90	75.32% and 83.87%
CSR perception	3 (Q44a-c)	1	0.86	78.59%
Environmental CSI	3 (Q45a-c)	1	0.88	80.42%
Illegality	4 (Q46a-d)	1	0.88	73.98%
Employee CSI	7 (Q47a-g)	1	0.93	71.40%
Foreign countries CSI	3 (Q48a-c)	1	0.85	77.56%
Consumer CSI	3 (Q49d-f) and 3 (Q49a-c)	2	0.89 and 0.81	81.88% and 72.87%
Empathy & social justice	9 (Q57 a-h, j)	1	0.94	69.33%

TABLE 2 – Concept verification

Let us note that for each factor, we also verified that Cronbach's alpha was above 0.7 when both companies were taken separately and that the variance explained was sufficient. To clarify, we will rename the factors of the concepts that had to be divided in two.

Empathy and social justice contains all of the questions pertaining to those two concepts. We tried to create a Moral identity factor, but Cronbach's alpha was not relevant enough.

For **Consumer CSI**, we will have '**Advertising CSI**' and '**Misleading & unhealthy**'. The former contains the variables pertaining to offensive/provocative/family-unfriendly ads. '**Misleading & unhealthy**', on the other hand, contains everything on the matter of misleading ads and vendors as well as unhealthy products.

For the case of Felt ambivalence, the two factors will be **FA-confusion** (containing 'Mixed emotions', 'Confusion', 'Torn feelings' and 'Heart and mind confusion') and **FA-indecision**. The latter contains the variables 'Internal conflict', 'Indecision' and 'Contradictory reactions'.

## 2 Sample description

Our sample after removal of incomplete answers and those who responded in less than 3 minutes contains 324 respondents. Out of those, we have 58% of women. 159 received the Coca-Cola questionnaire and 169 the Ferrero one. In the table below, you can see a summary of the demography for both those companies. What we can note is that the demographic characteristics of the respondents for each company are comparable, which will allow us to compare both companies in our analysis later on. In fact, we conducted a T-test on the age variable to see if the means differed in the two groups (Coca-Cola and Ferrero) and we could not reject the hypothesis of equality of means ( $p = 0.777$ ). For Education level and Gender, we got the same conclusions by doing Chi-squared tests. These showed that the results are independent from which questionnaire the respondent received ( $p_{ed-level} = 0.271$ ,  $p_{gender} = 0.388$ ).

Furthermore, on the matter of the target consumer of Coca-Cola (CC) and Ferrero (F), we seem to be in the right group as these multinationals appear to target younger generations (though a precise targeting is difficult to find). In fact, according to many sources (none being a truly scientific or from the company itself): « Coke does not have a specific target and is addressed to everyone. But the main consumers are 12-30 years old people » (The soda wars, 2012, para. 2). This is conferred with by the online community (Krachok, 2013; Reference, 2017). As for Ferrero, the primary market of the brand is also quite young, as it mainly consists of children and young adults. Obviously, this differs depending on the product considered. For instance, the chocolate spread Nutella is popular with a relatively young target compared to the one of the Ferrero Rocher (The Confectionery, 2012).

	<b>Coca-Cola</b>	<b>Ferrero</b>
<b>Gender</b>	59.7% of women	55% of women
<b>Age</b>	Mean = 30.68 Between 12 and 80	Mean = 30.32 Between 16 and 87
<b>Education</b>	45.3% have a bachelor's degree 32.7% have a masters' degree	48.5% have a bachelor's degree 34.3% have a masters' degree
<b>Province</b>	40.9% in Luxembourg 20.8% in Brabant Wallon	39.6% in Luxembourg 21.9% in Brabant Wallon
<b>Activity</b>	44.7% are students 22.6% are employees	46.2% are students 21.3% employees

TABLE 3 – Demographic statistics for Coca-Cola and Ferrero respondents

Regarding our sample's **CSR and CSI perceptions** of Coca-Cola and Ferrero, we see that both companies get pretty low means in *CSR perception* (CC = 2.63, F = 3.28). On the other hand, they are perceived as quite CSI if we average all the different variables (CC = 4.59, F = 4.11). More details and statistical analyses on this will be done in the testing of our first hypothesis.

With regards to the **ambivalence** experienced by our sample, we see very interesting results. In fact, a smaller percentage appears ambivalent on the *objective* scale (CC = 15.7%, F = 8.3%) but when asked to knowingly describe their feelings of ambivalence (*felt ambivalence*), we get a much higher share in both companies (CC = 31.4%, F = 30.47%). Through T-tests for equality of means, we see that the two companies are comparable on all ambivalence factors as we can again not reject the null hypothesis of equality of means ( $p_{obj-ambi} = 0.921$ ,  $p_{FA-indecision} = 0.293$ ,  $p_{FA-confusion} = 0.984$ ). Knowing this, we will therefore separate those kinds of ambivalence in our tests to see if the results differ as well.

Lastly, since we want to test the moderator role of our 'sense of personal responsibility' measures on the impact of the CSI perception on consumers' buying behaviour, we believe it is worth mentioning their average values for introductory purposes. As a reminder, this question was divided into three measures: Empathy, Social justice values and Moral identity. Regarding the *Social justice values* and *Empathy* questions, the mean scores are quite high (5.2 for both Coca-Cola and Ferrero respondents, on a scale ranging from 1 to 7). For *Moral identity*, we

have a bit lower scores (CC = 4.8, F = 4.8). On the other hand, a large part (CC = 51.6%, F = 49.1%) indicated that they would not feel better nor worse if they had these characteristics. Finally, here again the means are comparable and we could not refute the hypothesis of equality in all of the personal sense of responsibility variables ( $p_{emp-soc-just} = 0.751$ ,  $p_{impo-part} = 0.13$ ,  $p_{shame} = 0.97$ ,  $p_{impo-chara} = 0.088$ ,  $p_{want-chara} = 0.275$ ,  $p_{better-chara} = 0.857$ ).

### 3 Hypotheses tests

#### 3.1 H1: Coca-Cola and Ferrero are perceived as irresponsible companies by the consumers

For this hypothesis, we are testing if the mean of each CSI perception variable (Environmental CSI, Illegality, Employee CSI, Foreign countries CSI, Advertising CSI, Misleading & unhealthy and Higher price) is significantly above the midpoint (4) of our Likert scale ranging from 1 to 7 and if the mean of CSR perception is significantly below 4. To do so, we use a one-sample T-test with a test value of four.

The results show us that for both Coca-Cola and Ferrero, the mean of CSR perception is significantly below 4 (CC = 2.63, F = 3.28, p-values < 0.001) and the means of Environmental CSI (CC = 5.55, F = 5.12), Foreign countries CSI (CC = 4.75, F = 4.27), Higher price (CC = 4.86, F = 4.65) and Misleading & unhealthy (CC = 5.16, F = 4.48) are significantly above 4 (p-values < 0.001). This is coherent with what we uncovered in our press review, where both companies were mainly facing backlash due to their misleading marketing techniques, unhealthy products and negative impact on the environment. Furthermore, Coca-Cola's Illegality perception mean is also significantly above 4 (= 4.19, p = 0.044). We can also note that through conducting T-tests, we uncovered that the means were significantly different between the two groups in all of the variables aside for Advertising CSI (p = 0.084) and Higher price (p = 0.209). For the other variables, the p-values of the T-tests are indeed below 0.05. The biggest differences lie in CSR perception and in Misleading & unhealthy. In fact, Coca-Cola is perceived as much less CSR than Ferrero (difference = 0.65) and much more Misleading & unhealthy (difference = 0.68). Furthermore, overall, consumers have a higher CSI perception of Coca-Cola in all categories compared to Ferrero.

Overall, we can in fact **accept our hypothesis** and further say that the two companies are significantly different on most variables, with Coca-Cola being perceived as more CSI.

### **3.2 H2: The perceived irresponsibility of Coca-Cola and Ferrero varies with the age, gender and education level of the consumer**

For the purpose of testing this hypothesis, we decided to categorise the Education level in three categories (1 = primary, high school and technical diploma holders, 2 = both bachelor's degrees (college and university), 3 = master's degree and PhD holders) to fulfil some application criteria for the Anova (e.g. at least 20 individuals per category). We then carried out an Anova analysis on the explanatory variables 'Education level', a T-test on the binary variable 'Gender' and correlation tests for 'Age'. We did try linear regressions with 'Age' but it did not provide us with conclusive results (all  $R^2$  below 5.2%). We would also have liked to test the interaction of these variables in a N-way Anovas, but we never got any conclusive results. All the details of these tests can be found in Appendix C.

If we correlate **Age** with the CSI perception variables for Coca-Cola, we see two significant correlations at a 5% risk of error: with Advertising CSI (= 0.228) and Employee CSI (= 0.171). For Ferrero, we see four significant correlations: Misleading & unhealthy (= -0.131), Environmental CSI (= -0.212), Higher price (= -0.129) and Employee CSI (= -0.149). This shows opposite results for both companies. In fact, for Coca-Cola, it seems as though the older a person is, the more he/she perceives Coca-Cola as producing offensive/provocative/family-unfriendly ads and treating their employees badly. For Ferrero, however, the older a person is, the less he/she perceives Ferrero as having a negative impact on the environment, being unhealthy and putting out misleading claims, treating their employees badly and selling its products at too high a price. We could explain this by the fact that older generations consume less of Ferrero's products as they grew up with other kinds of breakfast. On the other hand, younger generations have grown up with wanting Nutella and Kinder eggs and are more aware of the price and consequences these products entail. However, Coca-Cola's main consumers (the younger generation) are less concerned by the advertisements and employee conditions. These dimensions might impact them less as they have grown up with controversial ads. Furthermore, they have much less experience with the consequences of a bad employer.

After having verified the independence of our data, the normality of the distribution within each level of the explanatory variables and the homogeneity of the variances for each of the levels, we can then interpret the analysis we performed on the Gender and Education level (see Appendix C for detail).

The results of the independent sample T-tests computed with the binary variable **Gender** did not allow us to reject the null hypothesis of equality of the two groups' means for Ferrero. We can therefore not assert that a mean difference exists between the way men and women assess Ferrero's irresponsibility. On the contrary, for Coca-Cola, our analyses reveal a significant difference between men and women regarding the Misleading & unhealthy factor ( $p = 0.044$ ). Indeed, women (mean = 5.32) seem significantly more likely than men (mean = 4.92) to perceive Coca-Cola as selling unhealthy products and disseminating misleading information. This might be due to the fact that women are generally more sensitive and do ponder about their health earlier on than men.

Regarding the **Education level**, our analyses did not reveal any significant differences in the CSI perception of Coca-Cola consumers. For Ferrero, the Anova carried out on the Advertising CSI factor seemed to show significant differences depending on the level of education ( $p = 0.035$ ). We indeed see a significant difference in the Tukey post-hocs between respondents having a bachelor's degree and those holding a master's degree or PhD. The ones without a PhD or Master's degree seem to perceive Ferrero as more CSI on this point (difference = 0.55,  $p = 0.048$ ). This might actually be due to the age of the respondents in those categories. In fact, the ones with a bachelor's are all the younger respondents who have been more exposed to Ferrero's advertisements.

To conclude, we can **accept and reject this hypothesis on different points**. We indeed found that some dimensions of Coca-Cola's and Ferrero's perceived irresponsibility do vary with **Age**. In fact, positive correlations have been proven with the Advertising CSI and Employee CSI dimensions of Coca-Cola, while for Ferrero the correlations with the Misleading & unhealthy, Environmental CSI, Employee CSI, and Higher price dimensions were negative. It therefore appears that the most concerned by irresponsible behaviours of Ferrero (Coca-Cola) is the younger (older) generation. As far as the **Gender** is concerned, our analyses only allowed us to conclude that women perceive Coca-Cola as more misleading and selling unhealthy beverages. The CSI perception appears to differ depending on the level of education, only between bachelor's degree holders who view Ferrero as more irresponsible than master's degree/PhD holders. This only regards the way Ferrero promotes its products through advertising.

### 3.3 H3: Coca-Cola and Ferrero's perceived irresponsibility influences negatively their corporate image

Through this hypothesis, we tried to determine if the corporate image of Coca-Cola and Ferrero could be influenced by consumers' perception of the irresponsibility of these two companies. To test this, we will look at the correlations between the corporate image and the CSI perceptions. Furthermore, we will also study, via a multiple linear regression, the impact of the CSI perception variables (IVs) on Coca-Cola and Ferrero's corporate image (DV).

We first analysed the correlations between our dependent and independent variables, which often demonstrate significant negative relationships. The significant ones can be found in the table below. Let us mention the biggest correlations and differences. We see for instance that the 'Misleading & unhealthy' CSI factor is very heavily negatively correlated with Coca-Cola's corporate image (correlation = -0.501) whereas it is less heavy in the case of Ferrero (= -0.358).

Environmental CSI	Employee CSI	Advertising CSI	Misleading & unhealthy	Foreign countries CSI	Illegality	Higher price
CC: - 0.323, p < 0.001	CC: -0.360, p < 0.001	CC: -0.239, p = 0.001	CC: -0.501, p < 0.001	CC: -0.330, p < 0.001	CC: -0.311, p < 0.001	CC: N/A, p = 0.409
F: -0.384, p < 0.001	F: -0.316, p < 0.001	F: -0.259, p < 0.001	F: -0.358, p < 0.001	F: -0.319, p < 0.001	F: -0.228, p = 0.001	F: -0.171, p = 0.013

TABLE 4 – Correlations between CSI perception and corporate image

For further information on how these variables also interact to explain the corporate image, we then conducted a multiple linear regression. After verifying that the residuals of our model are independent, follow a normal distribution, respect the homoscedasticity condition and made sure of the absence of co-linearity between the explanatory variables (see Appendix C), we can interpret our analysis.

First of all, we can mention the value of our model's adjusted  $R^2$ : 28.8% for Coca-Cola and 21% for Ferrero of the Corporate image variance is explained by the set of factors (Environmental CSI, Illegality, Employee CSI, Foreign countries CSI, Misleading & unhealthy, Higher price and Advertising CSI) taken into account in our analysis which is quite good. In addition, our model is valuable as its p-value is lower than 0.001 and it thus allows for a better prediction than a simple mean of Corporate image for Coca-Cola and Ferrero.

More specifically for **Ferrero**, the *Environmental* and *Employee CSI* perceptions significantly influence its Corporate image. As expected, the coefficients of Environmental CSI ( $\beta = -0.321$ ,  $p = 0.001$ ) and Employee CSI ( $\beta = -0.264$ ,  $p = 0.043$ ) are negative, meaning that the more a person perceives Ferrero as irresponsible on these dimensions, the less the corporate image will be positive. We can therefore say that for the case of Ferrero, its actions on the environment and as an employer are the most influential. The recent studies on palm oil and its terrible impact on the environment are probably great contributors to this result.

As far as **Coca-Cola** is concerned, the *Environmental* ( $\beta = -0.2$ ,  $p = 0.03$ ) and *Misleading & unhealthy* ( $\beta = -0.493$ ,  $p < 0.001$ ) dimensions are the significant contributors of our model and demonstrate a negative relationship with Coca-Cola's corporate image. In this case we see quite the same types coming up as in the press review. In fact, Coca-Cola has been consistently criticised for its impact on the environment and its misleading marketing techniques.

In conclusion, we can in fact **accept our hypothesis** that the CSI perceptions influence negatively the corporate image of these companies. The betas in our multiple linear regressions might not have been all significant but almost all of the correlation coefficients are (aside from Coca-Cola's Higher price). The implications for the brands here are clear: the irresponsible actions they undertake undermine their corporate image heavily. A link has not yet been done with the implications on the buying behaviour and intention (see hypothesis 8) but we can definitely say that carrying on these kinds of activities constitutes a risk for the companies if they get publicised. We can also see that they are both being influenced by different kinds of CSI at the moment. While they both share the negative impacts of their footprint on the environment, Coca-Cola is more impacted by their perceived misleading nature and unhealthiness of their products. Ferrero, on the other hand, suffers more from the employee CSI, which pertains to workplace discrimination and the way they treat their employees in general.

#### **3.4 H4: Some consumers feel both positive and negative sentiments towards Coca-Cola and Ferrero and are ambivalent**

First of all, we can say that, in fact, a certain proportion of our respondents experiences objective (CC = 15.7%, F = 8.3%) and felt ambivalence (CC = 31.4%, F = 30.47%), which confirms this first part of our hypothesis and allows us to interpret the remaining analyses dealing with the impact of these ambivalent feelings.

### 3.5 H5: The ambivalence is due to the perceived irresponsibility of the brands

For the second part of this hypothesis, we are dealing with all scale variables. We will therefore look at the Pearson correlations between our dependent and independent variables, and then do two multiple linear regressions for each company: one with 'Felt ambivalence' as a dependent variable and one with 'Objective ambivalence' as a dependent variable. In fact, as we saw in our description, those two ambivalence variables have very different results and impacts on our respondents and we want to see how the CSI perception variables influence them both separately. For the regressions with the Objective ambivalence, we will standardise our variables (both dependent and independent) as they are not on the same scale originally (the Objective ambivalence score goes from 2 to 14).

Let us remind the reader what we mean by FA-confusion and FA-indecision. FA-confusion refers to the variables Mixed emotions (I have strong mixed emotions both for and against the brand, all at the same time), Confusion (I am confused about what I feel towards the brand), Torn feelings (I find myself feeling 'torn' between two sides of the brand) and Heart & mind confusion (My mind and heart seem to be in disagreement on the issue of the brand). FA-indecision refers to the state of indecision a respondent might feel. It contains the variables Internal conflict (I feel conflicted on the issues concerning the brand), Indecision (I feel indecisive on the issues concerning the brand) and Contradictory reactions (I have contradictory reactions on the issues concerning the brand).

When we look at the **correlations** with the Objective ambivalence, we see that many are relevant. The **significant** correlations are summarised below. Let us note how the correlations are negative for Coca-Cola (the more someone perceives the company as irresponsible, the less he/she is ambivalent) whereas these are positive for Ferrero. We will comment further on this later on.

Environmental CSI	Employee CSI	Advertising CSI	Misleading CSI	Foreign countries CSI	Illegality
CC: - 0.166, p = 0.018	CC: -0.148, p = 0.031	CC: -0.206, p = 0.005	CC: -0.204, p = 0.005	CC: N/A	CC: N/A
F: N/A	F: 0.196, p = 0.005	F: 0.257, p < 0.001	F: 0.195, p = 0.006	F: 0.242, p = 0.001	F: 0.232, p = 0.001

TABLE 5 – Correlations between Objective ambivalence and CSI perceptions

When we look at the regressions, however, we are not able to interpret the impact of the perceived irresponsibility on the **Objective ambivalence**. In fact, for *Coca-Cola*, the Anova tells us that our model is nonsignificant ( $p = 0.084$ ) and we therefore do not interpret it. For *Ferrero*, none of the p-values of the CSI perception factors are significantly below 0.05 and thus significant, aside from Foreign countries CSI ( $\beta = 0.209$ ,  $p = 0.034$ ). Furthermore, for both regressions, we obtain a very low adjusted  $R^2$  (CC = 0.036, F = 0.093). We will therefore not interpret them and stick to the correlations. A point for another research as this is not the aim of ours could be to test the moderating role of the ambivalence on the relationship between the CSI perceptions and the buying behaviour or intention for instance.

We can thus not conclude anything in the case of the regression, but we can say something via the correlations. In fact, while for *Ferrero* the higher the CSI perception is, the higher the Objective ambivalence is, for *Coca-Cola*, it is the opposite. These results will be explored further and dwelled on more below.

As for the **Felt ambivalence**, the results of our correlation analysis for *Coca-Cola* do not allow us to conclude anything. There are no significant correlations and the regressions are not interpretable since the Anovas are not significant and the adjusted  $R^2$  are too low ( $p_{confusion} = 0.53$ , adj.  $R^2_{confusion} = -0.006$ ,  $p_{indecision} = 0.702$ , adj.  $R^2_{indecision} = -0.015$ ). For *Ferrero*, on the other hand, we can see significant results when we take a look at the Pearson **correlations**.

	Employee CSI	Foreign countries CSI	Advertising CSI	Misleading & unhealthy	Environmental CSI	Illegality	Higher price
Confusion	0.132, p = 0.044	0.266, p < 0.001	0.234, p = 0.001	0.307, p < 0.001	0.271, p < 0.001	N/A	0.131, p = 0.045
Indecision	0.163, p = 0.017	N/A	0.163, p = 0.017	0.271, p < 0.001	0.225, p = 0.002	0.138, p = 0.037	0.135, p = 0.04

TABLE 6 – Correlations between felt ambivalence and CSI perceptions for Ferrero

We then computed a regression which gave us some conclusive results ( $p_{Anova} < 0.05$ ). However, none of the factors significantly contribute to a better prediction of the **confusion** experienced by ambivalent consumers. For its part, the **FA-indecision** is significantly influenced by the *Environmental CSI* ( $\beta = 0.242$ ,  $p = 0.045$ ) and *Foreign countries CSI* factors ( $\beta = -0.334$ ,  $p = 0.05$ ). These regressions do not explain much of Ferrero's Felt ambivalence' variance ( $R^2_{confusion} = 11.3\%$  and  $R^2_{indecision} = 7.7\%$ ) and we will rather use the correlations to interpret this hypothesis.

For this Felt ambivalence towards Ferrero, we can actually confirm our hypothesis: the more Ferrero is perceived as CSI, the more the consumer feels ambivalent. In fact, we speculate that at this stage, consumers still love Ferrero's products and that the CSI perceptions are coming in to shake these beliefs, creating a state of ambivalence. We can also note that the highest influence in terms of CSI comes from the misleading acts of the company and the fact that it sells unhealthy products (Misleading & unhealthy).

To conclude this hypothesis, on the matter of being more ambivalent as you perceive a company as more CSI, we must **reject it for Coca-Cola and objective ambivalence** as explained above, and we cannot conclude anything for felt ambivalence. For **Ferrero**, on the other hand, **we can accept the hypothesis in both cases** as the more the company is perceived as CSI, the more the Objective and Felt ambivalence goes up. As this could be quite illogical since we could speculate that the more you perceive a company as CSI, the more you are sure you do not like the company, we want to conduct further analyses. Namely one on the means differences of ambivalence according to the different CSI perceptions levels.

We wanted to see if the ambivalence scores vary significantly according to the respondent's score on the different CSI perceptions of Coca-Cola and Ferrero. We therefore conducted an Anova by categorising our seven CSI perception variables (Environmental CSI, Illegality, Employee CSI, Foreign countries CSI, Advertising CSI, Misleading and unhealthy, Higher price) in this way : cat. 1 = 1-3, cat. 2 = 3.01-5, cat. 3 = 5.01-7.

Here we obtain, again, opposite results for the two multinationals. On the one hand, people perceiving **Coca-Cola** as highly irresponsible on the dimensions of Advertising CSI and Misleading & unhealthy have lower ambivalence scores than people who mostly disagree with these accusations (Advertising CSI cat 3 - cat 1 = - 1.19, Misleading cat 3 - cat 2 = -0.93). On the

other hand, we find that people who strongly agree with the fact that **Ferrero** is irresponsible on the Environmental CSI, Illegality, Foreign countries CSI, Advertising CSI, and Misleading and unhealthy dimensions are those who present the highest scores of objective and/or subjective ambivalence (see Appendix C for detail). These results confirm our previous findings.

What we could deduce from this is that, for Ferrero, before leaving the ambivalent stage, the consumer has to dislike the company more and more. This would imply that this company is gathering very negative sentiments and might be on the brink of losing some consumers if they do not change their behaviour quickly enough. On the other hand, Coca-Cola bears an interesting conflict. The more consumers are ambivalent, the less they perceive Coca-Cola as CSI. This could be because Coca-Cola is stronger than Ferrero as a brand and therefore consumers who get the CSI information are less concerned by it. It may also be that Coca-Cola's CSI actions and the unhealthy products they sell has been widely known and publicised for much longer than Ferrero. This could lead to consumers having left the ambivalent state at some point and could explain why the relationship is reversed: the more they perceive Coca-Cola as CSI, the less ambivalent they are as they have already decided they did not like the brand and have therefore let their negative feelings overcome their positive ones. These consumers might be more decided regarding their evaluation of Coca-Cola, in contrary to Ferrero, where consumers are still at an ambivalent stage. Note that since they still buy the brand, we could speculate that they are simply resigned to the fact that they do not like Coca-Cola as a company, but love its products too much to stop consuming them.

### **3.6 H6: The perceived ambivalence influences negatively the current buying behaviour**

For this hypothesis, we have different types of dependent and independent variables. Our explanatory variables are the Objective and Felt ambivalence scores (scale variables). Through this hypothesis testing, we are interested in understanding the influence of these two types of ambivalence on the consumer's Current behaviour (scale variable), Consumption frequency (5-level qualitative variable) and Past consumption frequency (4-level qualitative variable).

To keep all the variability possible and see the interactions, we want to conduct **linear regressions**. These will have the ambivalence factors (scale) as independent variables. We will conduct one linear regression with Objective ambivalence as IV and one multiple linear regression with the Felt ambivalence factors (Confusion and Indecision) as IV. Furthermore, we have three variables on which we wish to see the impact of the ambivalence: Current behaviour,

Consumption frequency and Past consumption frequency. Those two last ones are qualitative (respectively 4 and 5 levels) and we will thus transform them into dummy variables to use them as dependent variables. We will conduct one regression for each dependent variable.

Lastly, to double-check and confirm our regression results with the dummy variables (Consumption frequency and Past consumption frequency), we also carried out Chi-squared tests on them as the  $R^2$  of the regressions were often low. For these Chi-squared tests we categorised the ambivalence variables into 1 (is ambivalent) and 0 (is not ambivalent). Let us point out clearly that these binary variables are **only used for the Chi-squared tests** and not for the regressions. We in fact use the scale variables as they are for the regressions.

For the correlation analysis with Current behaviour, we see that *Ferrero* bears no significant ones. On the other hand, *Coca-Cola* shows significant correlations between the Current behaviour and FA-confusion (= 0.46), FA-indecision (=0.448) and the objective ambivalence (= 0.266).

When we go to the regressions, we see that again, for *Ferrero*, the objective and subjective (confusion and indecision) ambivalent feelings experienced by the consumer do not allow us to better predict his/her Current behaviour. Moreover, each of these factors accounts for less than 1% ( $R^2$ ) of a consumer's Current behaviour variability.

To the opposite, the **Objective ambivalence** experienced towards *Coca-Cola* significantly influences respondents' **Current behaviour** ( $p = 0.001$ ). This is also the case for the **Felt ambivalence** ( $p_{confusion} = 0.004$ ,  $p_{indecision} = 0.013$ ). The equations of these regressions are the following:

$$Y = 2.817 * 10^{-16} + 0.266 * X_{Obj} \quad (2)$$

$$Y = 1.870 + 0.306 * X_{confusion} + 0.246 * X_{indecision} \quad (3)$$

where Y depicts the respondent's current behaviour of Coca-Cola and X the objective and felt ambivalence he experiences, respectively.

We can therefore conclude that the more the consumer experiences a situation of Felt ambivalence, the more familiar he is with Coca-Cola. It is also worth noting that the adjusted  $R^2$  of this model is relatively high as 23.2% of the consumer Current behaviour's variance is explained by the Felt ambivalence he/she experiences towards Coca-Cola.

Regarding *Ferrero's* **Consumption frequency** (i.e. do you consume the brand every day, several times/less than once a week/month, or never?), we can mention that it does not seem to vary with the **Objective ambivalence**. This is confirmed by the Chi-squared test where we cannot reject the hypothesis of independence ( $p = 0.423$ ).

The conclusions are opposite in the case of *Coca-Cola* since the regression (p-value of the Anova = 0.003) shows a significant beta of 0.233 ( $p = 0.003$ ) for Objective ambivalence. The  $R^2$  being very low (0.054), we confirm this dependence with a Chi-Squared test and it appears that, in fact, the Consumption frequency varies according to the presence/absence of **Objective ambivalence** in the respondent (Phi and Cramer's V = 0.284). For instance, we see in the cross-tabs that none of the ambivalent respondents drink Coca-Cola products on a daily basis, while 7.2% of non-ambivalent respondents consume them daily. Surprisingly, however, more non-ambivalent consumers say they never consume Coca-Cola products, while none of the ambivalent people mentioned this possibility.

If we then focus on the impact of the **Felt ambivalence**, our results show that *Ferrero* Consumption frequency varies on the FA-confusion ( $\beta = 0.133$ ,  $p = 0.004$ , adj.  $R^2 = 0.065$ ) which is confirmed by the Chi-squared test.

The frequency of *Coca-Cola* consumption depends on FA-confusion ( $\beta = 0.15$ ,  $p = 0.027$ ) and on FA-indecision ( $\beta = 0.129$ ,  $p = 0.039$ ). The adjusted  $R^2$  of 0.158 is even a reasonable amount of variability explained. Here again, our initial assumption is challenged as we observe that ambivalent respondents consume relatively more frequently Coca-Cola beverages than non-ambivalent people of our sample.

Finally, respondents' **Past consumption frequency** of *Ferrero* products (i.e. the number of times they consumed the brand over the last week) does not seem to vary depending on the **Objective and Felt feelings of ambivalence** they experience (results of both the regressions and the Chi-squared tests). For *Coca-Cola*, the number of beverages consumed during the past week appears to vary depending on FA-confusion ( $\beta = 0.106$ ,  $p = 0.027$ ). The adjusted  $R^2$  being 0.09, we confirmed this dependence with a Chi-squared test ( $p = 0.006$ ).

To conclude, we cannot accept this hypothesis on all counts and when we do have conclusive results, they go against what we first presumed. We must therefore **reject this hypothesis**. In fact, it seems as though the Current behaviour variables are often not influenced significantly

by the ambivalence. On the other hand, when they are influenced, the ambivalence increases the frequency of consumption or rather moderates the responses. Now this might be due to the fact that ambivalent consumers have not yet left the ambivalence stage and decided where they stand on a brand.

### 3.7 H7: The perceived ambivalence influences negatively the buying intention

Through this hypothesis, we are interested in understanding the impact of consumer ambivalence on different measures of Buying intention (Buying intention, Intent, Loyalty, Overall brand equity, Expected consumption). To do so, we carried out correlations and linear regressions with all the factors (by turning 'Expected consumption' into a dummy variable) and a Chi-squared test with the qualitative variable to confirm our results.

As far as *Ferrero* is concerned, the correlations computed with the **Objective ambivalence** factor and the different measures of Buying intention were not conclusive as none of them were significant. The same applies to the results of the regressions we conducted on the above-mentioned measures since all the p-values were much higher than the significance level of 5%. The value of  $R^2$  was also very low (always below 1%). The regression and Chi-Squared test conducted did not reveal any dependent relationship, meaning that the Expected consumption does not vary depending on whether or not the respondent experiences Objective ambivalence.

These conclusions do not apply to *Coca-Cola*, however. In fact, the correlations between the Objective ambivalence and Overall brand equity ( $=0.148$ ), Buying intention ( $= 0.294$ ) and Loyalty ( $= 0.214$ ) were significant and positive. These last two measures of the consumer's Buying intention also reveal significant results in our regressions though with a very low variability explained. We will interpret the correlations and can assume that the consumers' Buying intention, Overall brand equity (how much they value the brand) and Loyalty (subjective and intended) are significantly and **positively** influenced by their Objective ambivalence score. This means that the more a consumer is objectively ambivalent, the more he will be loyal, value the brand and want to buy it in the future.

As for the **Felt ambivalence**, the significant correlations for *Coca-Cola* are summarised in the table below. We can see that the strongest correlation is the one of Buying intention, which is the most positively correlated with both felt ambivalence factors.

	Buying intention	Loyalty	Overall brand equity
Confusion	0.417, $p < 0.001$	0.33, $p < 0.001$	0.271, $p < 0.001$
Indecision	0.430, $p < 0.001$	0.334, $p < 0.001$	0.243, $p = 0.001$

TABLE 7 – Correlations between the felt ambivalence and the buying intention for Coca-Cola

For the regressions, the ones on Intent (adj.  $R^2 = -0.009$ ), Loyalty (no significant betas) and Overall brand equity (adj.  $R^2 = 0.067$ ) are inconclusive. However, the one with the factors of Felt ambivalence explaining the Buying intention is very significant (adj.  $R^2 = 0.201$ ). Furthermore, both betas are significant ( $p_{confusion} = 0.025$ ,  $p_{indecision} = 0.008$ ). The equations are:

$$Y = 2.126 + 0.223 * X_{confusion} + 0.248 * X_{indecision} \quad (4)$$

where Y depicts the respondent's buying intention for Coca-Cola and X the subjective ambivalence he experiences.

For *Ferrero*, only one correlation is significant: the one between Intent and FA-indecision (= -0.196). However, none of the regressions lead to significant results as the  $R^2$  are always too low to interpret (all below 4%). We can therefore mention that consumers' intention to change their consumption of *Ferrero* products is significantly influenced by their experience of Felt ambivalence.

Finally, the consumers' Expected consumption of *Coca-Cola* products seems to depend on the FA-confusion ( $\beta = 0.094$ ,  $p = 0.034$ ) though with such a low adjusted  $R^2$  (0.058), we cannot really use this result. We do however confirm the dependence between FA-confusion and Expected consumption through a Chi-squared test ( $p = 0.003$ ). For *Ferrero*, the correlations and the regression are not significant.

Once again, these results contradict our initial assumptions based on what the literature on the subject of ambivalence had hitherto concluded. Indeed, we see that the more the consumer has a high **Objective ambivalence** score, the more likely he/she is to buy the Coca-Cola again, become an advocate of the brand and to feel loyal to Coca-Cola. On the subject of **Felt ambivalence**, the correlations between the significant factors and Coca-Cola are also positive. We must therefore **reject our hypothesis for Coca-Cola**. However, when it comes to Ferrero, while most results are not significant, the only significant one suggests that we could **accept the**

**hypothesis** as the higher a respondent scored on the FA-indecision, the less he was expecting to consume Ferrero's products.

### 3.8 H8: Coca-Cola and Ferrero's irresponsibility impacts negatively the buying behaviour and intention

For this hypothesis, we are using only scale variables (Current behaviour, Buying intention, Environmental CSI, Illegality, Employee CSI, Foreign countries CSI, Advertising CSI, Misleading & unhealthy and Higher price) and we will therefore compute correlations and two multiple linear regressions. Our dependent variables will be the Current behaviour and Buying intention (both scales) and our independent variables will be the CSI perceptions.

The significant correlations are gathered in the table below. First, we can see that they are all negative, which confirms our hypothesis. Secondly, we can also note that in all cases for Coca-Cola and almost all for Ferrero (aside from Advertising CSI and Illegality), the CSI perceptions have a greater negative correlation with the Buying intention than with the Current behaviour. Higher price is never significant, neither for Current behaviour nor for Buying intention and Foreign countries CSI is not significant for Current behaviour.

	Employee CSI	Advertising CSI	Misleading & unhealthy	Illegality	Environmental CSI
<b>Coca-Cola</b>	-0.195, p = 0.007	-0.171, p = 0.016	-0.361, p < 0.001	N/A, p = 0.173	-0.133, p = 0.047
<b>Ferrero</b>	-0.245, p = 0.001	-0.238, p = 0.001	-0.200, p = 0.005	-0.162, p = 0.017	N/A, p = 0.441

TABLE 8 – Correlations between CSI perceptions and current behaviour

	Employee CSI	Foreign countries CSI	Advertising CSI	Misleading & unhealthy	Illegality	Environmental CSI
<b>Coca-Cola</b>	-0.225, p = 0.002	-0.183, p = 0.01	-0.262, p < 0.001	-0.414, p < 0.001	-0.154, p = 0.026	-0.226, p = 0.002
<b>Ferrero</b>	-0.319, p < 0.001	-0.165, p = 0.016	-0.208, p = 0.003	-0.213, p = 0.003	-0.145, p = 0.03	N/A

TABLE 9 – Correlations between CSI perceptions and buying intention

Secondly, to see information about how these variables explain the current and future behaviour together, we conducted two multiple linear regressions. The one on **Current behaviour**

showed interpretable results for both Coca-Cola and Ferrero (CC:  $p_{Anova} < 0.001$ ,  $F = p_{Anova} = 0.006$ ). The adjusted  $R^2$  was also relatively good for Coca-Cola (12.7%) but not for Ferrero (7.6%) and we will therefore base our interpretation mainly on the correlations for the latter.

For **Ferrero**, no beta was significant but for **Coca-Cola**, we see that two that are: the one for Misleading & unhealthy ( $\beta = -0.565$ ,  $p < 0.001$ ) and for illegality ( $\beta = 0.356$ ,  $p = 0.029$ ). Note that a very peculiar result appears here as Illegality has indeed a positive coefficient, which would suggest that the more Coca-Cola is perceived as illegal, the more consumers currently buy the brand. Let us also remind the reader that Illegality refers to lying on tax reports, using bribery and ignoring the law. This, in theory, could be explained by the fact that consumers have accepted the illegal actions of Coca-Cola as a given and it almost justifies the quality of its product perhaps? On the other hand, we do have a negative correlation, though nonsignificant (correlation =  $-0.075$ ,  $p = 0.173$ ).

$$Y = 6.330 - 0.565 * X_1 + 0.356 * X_2 \quad (5)$$

where Y depicts consumers' current behaviour for the Coca-Cola brand,  $X_1$  the Misleading & unhealthy aspects, and  $X_2$  the illegality factor.

For the **Buying intention**, we can again interpret the results for both Coca-Cola and Ferrero though we are also faced with a quite low  $R^2$  for Ferrero (CC = adj.  $R^2 = 0.182$ ,  $p_{Anova} < 0.001$ ,  $F = \text{adj. } R^2 = 0.109$ ,  $p_{Anova} = 0.001$ ).

For Coca-Cola, we see that the beta for Misleading & unhealthy is significant ( $\beta = -0.507$ ,  $p < 0.001$ ).

$$Y = 6.827 - 0.507 * X_1 \quad (6)$$

where Y depicts the consumers' intention to buy the Coca-Cola brand and  $X_1$  the Misleading & unhealthy aspects of the brand.

For Ferrero, Employee CSI ( $\beta = -0.478$ ,  $p = 0.002$ ) and Higher price ( $\beta = 0.189$ ,  $p = 0.039$ ) are significant. Higher price here refers to the perception that Ferrero sells its products at a higher price than necessary. It seems that this characteristic actually influences positively the Buying intention. We could speculate that, as it is the case for Coca-Cola and Illegality, consumers perceive that this higher than necessary price contributes to the products' quality and is non-negotiable.

$$Y = 6.056 - 0.478 * X_1 + 0.189 * X_2 \quad (7)$$

where  $Y$  depicts consumers' intention to buy the Ferrero brand,  $X_1$  the Employee CSI dimension and  $X_2$  the Higher price dimension.

Again, having such low  $R^2$  for Ferrero, we will interpret the correlations for this case.

To conclude, we can as a matter of fact **accept our hypothesis**. For both the Current behaviour and Buying intention, the CSI perceptions have a negative influence, meaning, again, these companies should watch their activities and press coverage to keep customers. Some limits exist to this. First of all, in the multiple linear regression of Coca-Cola with the Current behaviour, the significant beta of Illegality was indeed positive, suggesting that the more Coca-Cola is perceived as pursuing illegal actions, the more the consumers currently buy. The other limit is that of the social desirability bias. Though we tried to correct for it by sending an anonymous questionnaire, it has been proven in many studies that people often describe their behaviour and intention in a more socially desirable way than it actually is.

### **3.9 H9: The consumer's personal sense of responsibility accentuates the negative impact of the CSI perception on the buying behaviour and intention**

For this hypothesis, we are faced with a moderation case. In fact, we are trying to look at the impact of the sense of personal responsibility (one factor and four variables) on the relationship between the companies' irresponsibility ( $X$ ) and consumers' Current behaviour and Buying intention ( $Y$ ). We speculate that this sense of personal responsibility increases the negative impact of  $X$  on  $Y$ . To test this, we will conduct moderation analyses, one for each sense of responsibility variables. Let us remind the reader of our 'sense of responsibility' variables: Empathy & social justice (concerning the questions related to one's sense of empathy and concern for the disadvantaged), Shame (I would be proud if I were a person with personal responsibility characteristics), Better characteristics (it would make me feel good to have these characteristics), Wanted characteristics (I strongly desire to have these characteristics) and Important characteristics (Having these characteristics is really important to me).

To simplify our tests as we already have five moderators, we will do a mean of the CSI perceptions: Environmental CSI, Foreign countries CSI, Misleading & unhealthy, Illegality, Higher price, Advertising CSI and Employee CSI (Cronbach's alpha:  $CC = 0.762$ ,  $F = 0.783$ ).

Our tests go as follows: first we look at the moderation results and look for a significant interaction of the moderator. We then look at the tipping points: Johnson-Neyman's technique

gives us the values that the moderator must have to significantly influence the relationship between X and Y. We can, of course, not interpret this if the interaction is non-significant but we wish to record the tipping points anyway. More information will be given in the conclusion.

The results of our moderation equations are different according to the company. For *Coca-Cola*, we see that Shame is the only significant moderator both when testing the impact of the CSI perception on the Current behaviour ( $\beta_{interaction} = -0.26$ ,  $p = 0.0031$ ) and with the Buying intention ( $\beta_{interaction} = -0.26$ ,  $p = 0.0012$ ). In the other cases, while the interaction is not significant, there are values of the personal sense of responsibility variables after which it is. These are gathered in the table below. What we can see is that in each case except for Better characteristics, the more the score on the variable augments, the more negative the impact gets on both the Current behaviour and the Buying intention. Though in our case, no significant part of the population was above these thresholds as no interactions were significant for these moderators.

For *Ferrero*, on the other hand, no interaction is significant. Yet, tipping points exist and are also recorded below. We can say that, as for Coca-Cola, the higher the personal sense of responsibility is, the more negative the impact is on the Buying intention (except for Shame and Empathy & social justice). The same can be said for the Current behaviour except for Wanted characteristics (i.e. I strongly desire to have these characteristics) and Shame.

	Empathy & Social justice	Better characteristics	Wanted characteristics	Shame	Important characteristics
<b>Current</b>	CC: 4.57	CC: [2.25-6.27]	CC: 2.42	CC: 4.80	CC: 3.27
	F: [4.57 - 6.92]	F: [5.10 - 2.17]	F: [5.13 - 1.93]	F: 6.44	F: 4.33
<b>Future</b>	CC: 3.82	CC: N/A	CC: 1.04	CC: 4.20	CC: 2.31
	F: [6.88 - 3.58]	F: 2.25	F: 2.75	F: 6.77	F: 3.45

TABLE 10 – Tipping points of the moderators

In conclusion, we mostly **cannot interpret this hypothesis**. We can accept on the matter of Coca-Cola when it comes to the Shame factor. In this case, it does appear that the moderation is significant and grows as the sense of personal responsibility grows but it is the only one. On the other hand, while we cannot interpret our results, we can see in the tables that the underlying assumption is in fact true. Except in a few cases (Better characteristics for Coca-Cola, Shame and Empathy & Social Justice for Ferrero), we can say that the more the sense

of personal responsibility grows, the more the impact of the CSI perceptions on the Current behaviour and Buying intention is negative. We simply did not have enough respondents at that level of personal responsibility. This gathers interesting conclusions, as we pondered before why people kept on buying products they did not find ethical and where their sense of personal responsibility stood in all of this. This shows that, in fact, the sense of responsibility one feels towards society and others has the possibility to influence this relationship between a firm's unethical actions and their consumers' buying behaviour and intention, but our sample, meant to represent the Belgian consumers, simply does not feel responsible enough. This is something we will discuss further in our conclusions, but we can already say that we are not surprised by this result, as it is a problematic we constantly see around us: people putting the responsibility of the companies' irresponsibility on government and policies and not feeling like they have an impact as a consumer.

### **3.10 Summary**

Here below you will find a table summarising the results of our hypotheses tests. Note that all the affirmations pertain to the significant results, as for some variables we sometimes couldn't declare anything.

To sum it up, we can first say that both companies are perceived as irresponsible by the respondents of our survey (H1).

We can also state that Coca-Cola varies with the age on the matter of being an irresponsible advertiser, mistreating employees and giving bad working conditions. It also changes according to the gender for the perception of being a misleading company selling unhealthy products. Ferrero, on the other hand, varies with the age of respondents on the perception of Ferrero's treatment of employees and its negative impact on the environment. Respondents from various generations also perceive differently the misleading nature of Ferrero and the unhealthy aspect of its products. On the matter of Ferrero we can also note that it changes according to the education level on its advertising behaviour perception (H2).

As for the impact of the CSI perception on the corporate image (H3) we can in fact confirm that it is always negative, for both companies.

The ambivalence on the other hand is a trickier subject. It appears that we can accept the hypothesis that a part of our sample is ambivalent (H4) for both companies. On the other hand, while the irresponsibility perception does influence positively the ambivalence score for Fer-

rero, we have the opposite conclusion for Coca-Cola. In this case, the CSI perceptions influence negatively the objective ambivalence score and we cannot conclude anything for felt ambivalence (H5).

For the influence of the ambivalence on the current buying behaviour (H6) and buying intention (H7), we must reject our hypothesis except on one point. It appears that the results are either non significant or go in the opposite direction (the more a consumer is ambivalent, the more he consumes/will consume the brand). Although, we can state that the felt ambivalence (indecision factor to be precise) score does negatively influence the buying intention for Ferrero.

Sixth, we accept our hypothesis that consumers' buying behaviour and intention are negatively influenced by the CSI perceptions for both companies (H8).

Finally, we can simply not interpret any of the moderations for Ferrero and only one for Coca-Cola (H9). It appears therefore that we cannot conclude on the matter of the personal sense of responsibility moderating the 'CSI-buying behaviour and intention' relationship for Ferrero. The same goes for Coca-Cola, aside from the moderation with Shame. It seems as though the less ashamed someone is to have empathetic characteristics, a sense of social justice and a strong moral identity, the more the influence of the CSI perception on the buying behaviour and intention becomes negative.

Hypothesis	Result
<b>H1.1</b>	CC: accepted
	F: accepted
<b>H2</b>	CC: accepted for Employee CSI and Advertising CSI with age; for Misleading & unhealthy with Gender
	F: accepted for Employee CSI, Misleading & unhealthy, Higher price and Environmental CSI with Age; for Advertising CSI with Education level
<b>H3</b>	CC: accepted
	F: accepted
<b>H4</b>	CC: accepted
	F: accepted
<b>H5</b>	CC: rejected for Objective ambivalence; cannot interpret for Felt ambivalence.
	F: accepted
<b>H6</b>	CC: rejected
	F: rejected
<b>H7</b>	CC: rejected
	F: accepted
<b>H8</b>	CC: accepted
	F: accepted
<b>H9</b>	CC: accepted on the Shame variable
	F: cannot interpret

TABLE 11 – Summary of the hypotheses conclusions

## Part 4: Conclusions

As we come to the end of this thesis, we wish to remind the reader of the research problem that has supported our exploration: « *Does the perceived irresponsibility of a company/brand influence the consumers in their purchase of its products? Is it through the emergence of ambivalent feelings towards the brand/company? How does this apply to the case of Coca-Cola, Inc. and Ferrero S.p.A?* ». Through this research problem, we aimed to explore the reasons why, if consumers knew and viewed those two companies as unethical on some key points, they kept on buying them. Furthermore, does this knowledge at least lead to ambivalent feelings? And to go one step further, we wanted to explore if the consumers felt a slight sense of personal responsibility towards the impact their consumption has and if that influenced their buying habits and intention.

Thanks to an in-depth literature review covering the two main topics of our thesis (i.e. both concepts of corporate social responsibility & irresponsibility, but also the phenomenon of consumer ambivalence), we were able to understand not only the evolution of those topics in our society, but also the previous studies that had been done on the subject and where our research might stand out.

We then reviewed the online press published on these two companies over the past three years to get a better grasp of where they stood, know what we were dealing with and what kind of information the consumers might have been exposed to. Finally, through a quantitative survey covering the topics of CSR and CSI perceptions, ambivalence and personal sense of responsibility which reached 324 respondents, we were able to gather some insights on this topic. Using quantitative hypotheses testing, we looked at if, first of all, these companies were perceived as CSI and if some consumers felt or were objectively ambivalent towards these companies. We then looked at the link between the CSI perception and the state of ambivalence as well as at the one between the ambivalence and the buying behaviour & intention. Lastly, we looked at the moderating role of the personal sense of responsibility on the relationship between the CSI perception and the buying behaviour & intention.

This thesis owes its originality to three specific elements. The first one pertains to the fact that we have been extensively studying the impact of the corporate social **irresponsibility** of companies and its effect on the buying process and consumers' attitudes. In fact, some previous studies have touched on the subject (such as the impact on the corporate image) but no extensive work is yet to be found, while it is the case for corporate social responsibility. Secondly, we looked at the link between the CSI perception and **consumer ambivalence**, which, to the extent of our knowledge, had not been done before. Lastly, we are implicating the **consumer as responsible** here and not only the companies, like it has been done so many times in previous press articles and studies. In fact, we strongly believe that it is us, as consumers, who have the power to change our consumption and impact the course of these companies and that we should not always rely on policies and governments to keep the companies in line.

The originality of this one-year research also comes from its results. In fact, most of what we speculated turned out to be correct: these companies are indeed perceived as CSI, some demographics do influence that perception, this does have a negative influence on the corporate image and the more a consumer feels personally responsible for a part of society's welfare, the stronger the negative impact of the CSI perceptions on the buying behaviour and intention will be. On the other hand, we do have some very interesting results in the cases where the hypotheses were rejected. For Coca-Cola for instance, while we speculated that the more a consumer would perceive the brand as CSI, the more ambivalent he/she would feel (since the negative CSI perceptions would compete with the initially positive feelings the consumer experiences towards Coca-Cola), we actually saw that the relationship was opposite (aside from FA-indecision with Misleading & unhealthy). We did test the mean differences according to categorised CSI perceptions, which confirmed our results. Having such opposite results, we could put into question our original hypothesis. We speculated that the more someone perceived a brand as CSI, the more they would feel ambivalent. In fact, we assumed that first they love the brand or its products and then they uncover their unhealthy nature or lying behaviour which leads to negative feelings. This ambivalence grows until surpassed. But this could go either way. We could say that the more they uncover the irresponsible nature of the brand, the more they dislike it and the less ambivalent they are towards it (case of Coca-Cola for instance). Or, the more they see it as CSI, the more they are torn as they love the products and truly do not want to give them up (case of Ferrero). Note that here, we are trying to divide the brands from its products. In

our survey, we questioned people on how they felt towards these **brands**, not their products, which might have given us very different answers. We do want to put forward that maybe, the feelings consumers have towards a brand, do not directly transfer onto its products and a certain division occurs in their mind. This could explain why, though they perceive the irresponsibility, they keep on buying and rationalising their behaviour.

These results lead to areas that could be ideas for further research: is it because they have such strong feelings for the brand that they surpass all of its CSI actions? Or have they simply left the ambivalent state, as they already know, they do not like the brand? Secondly, we also saw that in both cases, the more someone felt and was objectively ambivalent, the more he/she would consume the brands (for Coca-Cola). This again is a great point of further questioning. We could speculate, in line with our previous question, that those who are not ambivalent are those who have already strongly decided they did not like the brand and therefore buy less, or that they annihilate those negative feelings and keep on buying as they love Coca-Cola too much. While the ones still ambivalent have yet to make the step towards liking or disliking the brand. This also uses two assumptions that remain to be proven: first, the one that most people were ambivalent at some point. Second, the assumption that when a consumer of those brands leaves the ambivalent stage, the negatives outweigh the positives. In our results, we also note very interesting differences between Coca-Cola and Ferrero. It seems in fact that the two brands have consumers at very different stages. While Coca-Cola's consumer ambivalence does not seem to negatively impact their buying intention, it does in the case of Ferrero. It also looks as though Ferrero's consumer ambivalence is indeed increased when the consumers perceive more irresponsibility from the brand. Now this might be due to the fact that Ferrero's irresponsibility has been less publicly criticised than the one of Coca-Cola, which has been in the hot seat for quite some time.

The last point we want to highlight regarding our research is the impact of the personal sense of responsibility. In fact, this is dear to our hearts, as we do feel that a lot of citizens (as consumers and employees) do not feel responsible. We saw it in the literature review, where in the 1960s CSR was the responsibility of businessmen and now it is the one of corporations, and we see it in our society every day, where citizens blame the misconduct of enterprises on governments and do not believe they could have an impact. This point is one we looked at briefly as it was not the aim of our thesis, but one we believe is worth mentioning and exploring. We saw in

our last hypothesis that the personal sense of responsibility does in fact accentuate the negative impact of CSI perceptions on the buying behaviour and intention after a point but we also saw that this moderation was significant only twice in our sample. In fact, most variables were not high enough in our sample which is meant to represent Coca-Cola and Ferrero's consumers on the Belgian (mostly French-speaking) territory. This poses a real question as to why consumers do not feel so involved and if that could (or even should) be 'fixed' in order to alleviate the impact these companies have on our environment and society.

## I Limitations of our thesis

As far as the limitations of our study are concerned, we are aware of the aspects that may moderate the validity and the generalisation of our results. Indeed, although we have tried to diversify our sample of respondents as much as possible, our results may be biased due to the geographic concentration in the provinces of Luxembourg and Brabant Wallon, as we mentioned in our data analysis. While the age distribution of our respondents is large (aged 12 to 80 for Coca-Cola and 16 to 87 for Ferrero), the average age of our sample is not yet representative of the Belgian population, as we focused mainly on students and young adults. Similarly, the level of education of our respondents seems relatively high since the majority holds a Bachelor's or Master's degree, whereas the average Belgian consumer of Ferrero and Coca-Cola does not necessarily have that level of education. Finally, the methodological choices we made (e.g. evaluation of both types of ambivalence - objective and subjective - in the same questionnaire), together with the types of scales we used (e.g. 7-point Likert scale), or even the order in which our questions were asked, could be important sources of bias.

Besides, the very subject of our study has its limits. Indeed, while ambivalence has been studied by psychologists and sociologists since the beginning of the 20<sup>th</sup> century, the phenomenon of **consumer** ambivalence has not yet been fully investigated. As a matter of fact, the different studies that have examined the impact of this phenomenon on the purchasing behaviour may sometimes present contradictory results. Some researchers, for example, question the negative implications of ambivalence experienced by consumers on their consumption behaviour.

Lastly, the original and innovative nature of our research (i.e. the fact that we are interested in a case of ambivalence towards brands considered as **socially irresponsible**) poses its own challenges. Indeed, since no study has been carried out on this specific case, we have built our

questionnaire and our working hypotheses on the basis of work carried out on other subjects of study. For example, in order to assess the impact of consumer ambivalence on purchasing behaviour and intention, we relied on the 2003 study of Berndsen and van der Pligt dealing with ambivalence towards **meat** consumption. But the ways in which consumers experience ambivalence and the impact of those feelings might vary according to the object of study. What we mean is that the study of the ambivalence experienced by consumers towards Coca-Cola and Ferrero is not strictly similar to the one felt, for instance, by the Belgian population towards an ethnic group, or by a consumer facing an online retail environment.

## II Managerial recommendations

We will now give some recommendations. We divided them into three specific parts: the recommendations we give to the companies we studied (Coca-Cola and Ferrero) and the business world in general, the suggestions we make to consumers themselves and lastly the ones to the educators of our society (e.g. parents, teachers, politicians who have an input on the education system, those who influence society).

Through our study of how consumers perceive the irresponsible nature of **Coca-Cola** and **Ferrero**, we have realised the consumer is not fooled. He/She is indeed quite well aware of the irresponsible practices of these companies, although some of their behaviours (e.g. non-environmentally friendly practices, misleading information and the unhealthy nature of their products) seem, more than others, to impact his/her brand perception. Altogether, the use of social media plays a major role in enabling the quick and wide dissemination of both positive and negative information. In just a few clicks, the reputation of a company can be destroyed. This does not mean it will not have clients any more. Only, the impact of CSI will grow negatively in the future as no company will be able to hide dubious behaviours. It is therefore of prime importance that companies change their way of perceiving the consumer, who increasingly wants to buy products that no longer make him feel guilty and that are good for both his health and the environment. Some brands have already met the challenge of offering responsible products that address consumers' concerns. This is the case of the Belgian retail chain Delhaize for instance, which markets a full range of products under its 'Extra' label, to help the consumer adopt a healthier lifestyle and diet. For example, in order to limit the sugar intake of its range of muesli,

Delhaize replaced it with Stevia. This is also the case of its chocolate spread, unique on the market due to its absence of palm oil. Innovative solutions already exist and must gain in importance on the shelves of our supermarkets. It is up to the players of the industry to lead by example, through reconsidering their place in our consumer society, realigning their priorities, and exploring new ways of doing business. It is not simply a question of communicating about its CSR actions; it is above all a matter of ensuring that no socially irresponsible business behaviours are contemplated. In fact, CSR is not enough, as it is about not being CSI (which, let us remind the reader, is not the opposite of CSR). Actually, we strongly believe that, to some extent, not being perceived as CSI can have a greater impact on the longer term than showing off your CSR-ness.

Secondly, we want to address **consumers**, who we all are. This thesis truly put forward a paradox we had caught a glimpse of before. The first side is that consumers are aware of the CSI actions, do not think these companies have a great corporate image and do not especially show a great rational sense of amicability towards it. But, on the other hand, they keep on buying these products. Firstly, they love them and secondly, they do not think that their daily choices could actually have an impact. This result does not come with statistical evidence from our survey, but rather from talking with our entourage. This is a paradox because the ultimate power belongs, as a matter of fact, to consumers. On this matter, we can for instance cite Simon Mainwaring (n.d.), an award winning branding consultant: « through their own actions, customers can hold companies responsible to higher standards of social responsibility. Through collective action, they can leverage their dollars to combat the force of those investors who myopically pursue profits at the expense of the rest of society ». As a matter of fact, companies do not exist without consumers. When we buy a product, we express our democratic vote and give it to a certain label. Why we do not believe we can have an impact might be because we do not think others would follow, so we follow others and do not change our behaviour.

This is where the **educators** of this society come in to make this transition possible. We advise them to implement change, to educate the future minds and make them understand that what they purchase on a daily basis does have an impact. Consumers need to feel responsible for what they do. Politics can play a role by taxing sugary drinks, for example. This could be a first step towards lifting public awareness about the irresponsibility of these companies. The same goes for vending machines selling unhealthy beverages or snacks in schools. By choosing where we spend our money, we are powering society and that is indeed everyone's responsibi-

lity. Thus, the people who influence the future of our society must rally to turn into concrete actions consumers' ambivalent feelings towards those brands. We each must take action, feel the responsibility and teach citizens to realise their power as well as use it knowingly.

To conclude this thesis we wish to say one thing. Corporate social responsibility and irresponsibility is a matter of **cooperation**. In fact, to push forward the world of tomorrow, taking into account the tough road that lies ahead in terms of climate and societal change, **everyone needs to drive change**. It is no more a matter of companies needing to adjust their behaviour, but also of citizens.

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# Appendices

## A Quantitative survey questionnaire - French

As our audience is mainly french speaking, we have created the questionnaire in french. To ensure the comprehension to all of our readers, an English version will be provided as well in Appendix X.

1. Connaissez-vous la marque Ferrero / Coca-Cola ? (Oui/Non : fin du questionnaire)

**Comportement d'achat actuel - (échelles, 1 = pas du tout d'accord, 7 = tout à fait d'accord)**

2. J'achète régulièrement la marque Coca-Cola/Ferrero
3. Je suis très familier(e) avec la marque Coca-Cola/Ferrero
4. J'achète la marque Coca-Cola/Ferrero plus souvent que d'autres personnes
5. Je pense que la marque Coca-Cola/Ferrero est supérieure à d'autres
6. A quelle fréquence consommez-vous des produits de la marque Coca-Cola/Ferrero ? (Tous les jours, Plusieurs fois par semaine, Moins d'une fois par semaine, Moins d'une fois par mois, Jamais)
7. Au cours de la dernière semaine, estimez combien de fois vous avez consommé au moins un produit de la marque Coca-Cola/Ferrero (moins d'1 fois, entre 1 et 4 fois, entre 4 et 7 fois, plus de 7 fois)

**Future intention d'achat - (échelles, 1 = pas du tout d'accord, 7 = tout à fait d'accord)**

8. J'achèterai de nouveau la marque Coca-Cola/Ferrero avec plaisir
9. Je préfère la marque Coca-Cola/Ferrero à d'autres marques
10. Je recommanderai la marque Coca-Cola/Ferrero à des amis ou de la famille
11. Je parlerai à d'autres consommateurs des avantages de la marque Coca-Cola/Ferrero
12. Indiquez si vous avez l'intention de changer votre consommation de la marque Coca-Cola/Ferrero à l'avenir (1 = Je vais en consommer moins, 7 = Je vais en consommer plus)

13. Combien de fois, dans la semaine à venir, vous attendez-vous à consommer des produits de la marque Coca-Cola/Ferrero (moins d'1 fois, entre 1 et 4 fois, entre 4 et 7 fois, plus de 7 fois)
14. Je pense être loyal à Coca-Cola/Ferrero
15. Coca-Cola/Ferrero serait mon premier choix dans cette catégorie de produit
16. Je n'achèterai pas d'autres marques si Coca-Cola est disponible au magasin
17. Même si une autre marque a les mêmes attributs, je préfère Coca-Cola/Ferrero
18. Si une autre marque aussi bonne que Coca-Cola/Ferrero est disponible, je préfère quand même Coca-Cola/Ferrero
19. Si une autre marque est aussi bonne que Coca-Cola/Ferrero en tous points, c'est plus intelligent d'acheter Coca-Cola/Ferrero

**Image de l'entreprise (échelles, 1 = pas du tout d'accord, 7 = tout à fait d'accord)**

20. Coca-Cola/Ferrero est une entreprise pour laquelle j'ai un bon pressentiment
21. J'ai confiance en Coca-Cola/Ferrero
22. J'admire et respecte Coca-Cola/Ferrero
23. Coca-Cola/Ferrero a une bonne réputation de manière générale

**Ambivalence**

24. Réfléchissez à votre évaluation de la marque Coca-Cola/Ferrero et tenez uniquement compte des aspects favorables et ignorez les aspects défavorables. Dans quelle mesure votre évaluation de cette marque est-elle favorable ? (1 = Pas du tout favorable, 7 = Très favorable)
25. Réfléchissez à votre évaluation de la marque Coca-Cola/Ferrero et tenez uniquement compte des aspects défavorables et ignorez les aspects favorables. Dans quelle mesure votre évaluation de cette marque est-elle défavorable ? (1 = Pas du tout défavorable, 7 = Très défavorable)
26. Réfléchissez à votre évaluation de la marque Coca-Cola/Ferrero. Tenez uniquement compte des aspects positifs que vous avez de la marque et ignorez les aspects négatifs. Dans quelle mesure votre évaluation de cette marque est-elle positive ? (1 = Pas du tout positive, 7 = Très positive)

## XXII.

27. Réfléchissez à votre évaluation de la marque Coca-Cola/Ferrero. Tenez uniquement compte des aspects négatifs que vous avez de la marque et ignorez les aspects positifs. Dans quelle mesure votre évaluation de cette marque est-elle négative ? (1 = Pas du tout négative, 7 = Très négative)
28. Réfléchissez à votre évaluation de la marque Coca-Cola/Ferrero. Dans quelle mesure votre évaluation de cette marque est-elle bonne ? (1 = Pas du tout bonne, 7 = Très bonne)
29. Réfléchissez à votre évaluation de la marque Coca-Cola/Ferrero. Dans quelle mesure votre évaluation de cette marque est-elle mauvaise ? (1 = Pas du tout mauvaise, 7 = Très mauvaise)
30. Réfléchissez à votre évaluation de la marque Coca-Cola/Ferrero. Dans quelle mesure êtes-vous en faveur de la marque ? (1 = Pas du tout en faveur, 7 = Très en faveur)
31. Réfléchissez à votre évaluation de la marque Coca-Cola/Ferrero. Dans quelle mesure êtes-vous contre cette marque ? (1 = Pas du tout contre, 7 = Très contre)
32. Réfléchissez à votre évaluation de la marque Coca-Cola/Ferrero. Tenez uniquement compte des aspects bénéfiques et ignorez les aspects néfastes. Dans quelle mesure considérez-vous cette marque comme étant bénéfique ? (1 = Pas du tout bénéfique, 7 = Très bénéfique)
33. Réfléchissez à votre évaluation de la marque Coca-Cola et tenez uniquement compte des aspects néfastes et ignorez les aspects bénéfiques. Dans quelle mesure considérez-vous cette marque comme étant néfaste ? (1 = Pas du tout néfaste, 7 = Très néfaste)
34. Réfléchissez aux sentiments ou aux émotions que vous ressentez envers la marque Coca-Cola/Ferrero. Tenez uniquement compte des sentiments de satisfaction que vous éprouvez envers la marque et ignorez vos sentiments de mécontentement. Dans quelle mesure êtes-vous satisfait(e) de cette marque ? (1 = Pas du tout satisfait(e), 7 = Très satisfait(e))
35. Réfléchissez aux sentiments ou aux émotions que vous ressentez envers la marque Coca-Cola/Ferrero. Tenez uniquement compte des sentiments de mécontentement que vous éprouvez envers la marque et ignorez vos sentiments de satisfaction. Dans quelle mesure êtes-vous mécontent(e) de cette marque ? (1 = Pas du tout mécontent(e), 7 = Très mécontent(e))
36. Réfléchissez aux sentiments ou aux émotions que vous ressentez envers la marque Coca-Cola/Ferrero. Tenez uniquement compte des sentiments agréables que vous éprouvez en-

vers la marque et ignorez vos sentiments désagréables. Dans quelle mesure ressentez-vous des sentiments agréables envers cette marque ? (1 = Pas du tout agréables, 7 = Très agréables)

37. Réfléchissez aux sentiments ou aux émotions que vous ressentez envers la marque Coca-Cola/Ferrero. Tenez uniquement compte des sentiments désagréables que vous éprouvez envers la marque et ignorez vos sentiments agréables. Dans quelle mesure ressentez-vous des sentiments désagréables envers cette marque ? (1 = Pas du tout désagréables, 7 = Très désagréables)
38. J'éprouve en même temps un mélange très fort d'émotions, à la fois pour et contre la marque Coca-Cola/Ferrero (1 = Pas du tout d'accord, 7 = Tout à fait d'accord)
39. Je ne me sens pas tiraillé(e) entre les aspects positifs et négatifs liés à la marque Coca-Cola/Ferrero, mes sentiments sont uniformes (1 = Pas du tout d'accord, 7 = Tout à fait d'accord)
40. Dans quelle mesure les affirmations suivantes caractérisent-elles vos attitudes à propos de la marque Coca-Cola/Ferrero : (1 = Pas du tout caractéristique de mon attitude, 7 = Tout à fait caractéristique de mon attitude) :
  - a Je suis confus(e)/hésitant(e) à propos de Coca-Cola/Ferrero parce que j'ai des pensées très fortes, tant positives que négatives à ce sujet, et je ne parviens pas me décider
  - b Je me sens tiraillée entre les aspects positifs et négatifs de la marque Coca-Cola/Ferrero
  - c Mon esprit et mon coeur semblent être en désaccord lorsqu'il s'agit d'évaluer la marque Coca-Cola/Ferrero
41. Face à la question de la consommation de la marque Coca-Cola/Ferrero : 1 = Je ne ressens aucun conflit interne, 7 = Je suis en plein conflit interne
42. Face à la question de la consommation de la marque Coca-Cola/Ferrero : 1 = Je ne ressens aucune indécision, 7 = Je suis en pleine indécision
43. Face à la question de la consommation de la marque Coca-Cola/Ferrero : 1 = J'ai des réactions tout à fait claires, 7 = J'ai des réactions contradictoires

**Perception de responsabilité (échelles 1 = pas du tout d'accord, 7 = tout à fait d'accord)**

XXIV.

44. Selon moi, Coca-Cola/Ferrero

- a Est une entreprise socialement responsable
- b Essaie d'améliorer le bien-être de la société
- c Adhère à des standards éthiques élevés

**Perception d'irresponsabilité (échelles 1 = pas du tout d'accord, 7 = tout à fait d'accord)**

45. Selon moi, d'un point de vue environnemental, Coca-Cola/Ferrero :

- a Vend des produits dont la production endommage l'environnement naturel
- b Produit énormément de déchets
- c Contribue sensiblement à la pollution de l'environnement

46. Selon moi, d'un point de vue légal, Coca-Cola/Ferrero :

- a Ment sur ses rapports d'imposition
- b Paie des pots-de-vins
- c Ignore la loi
- d Viole la loi

47. Selon moi, au niveau de ses employés, Coca-Cola/Ferrero :

- a Paie mal ses employés
- b Ne donne pas un environnement de travail sain à certains employés
- c Donne un environnement de travail dangereux à certains employés
- d Traite ses employés de manière irrespectueuse
- e Discrimine ses employés sur base de leur origine
- f Discrimine ses employés sur base de leur genre
- g Discrimine ses employés sur base de leur apparence

48. Selon moi, au niveau de son activité dans des pays en voie de développement (que ce soit directement ou via des sous-traitants), Coca-Cola/Ferrero :

- a Paie des salaires trop bas à ses employés dans des pays en voie de développement

- b Fait travailler des employés dans des pays en voie de développement dans des conditions minables
- c Fait travailler trop d'employés dans des pays en voie de développement

49. Selon moi, au niveau de ses consommateurs, Coca-Cola/Ferrero :

- a Vend à ses consommateurs des produits mauvais pour leur santé
- b Diffuse des publicités contenant des informations trompeuses
- c Demande à ses vendeurs de diffuser des informations trompeuses sur ses produits
- d Expose ses consommateurs à des images provocatrices via ses publicités
- e Expose ses consommateurs à des images offensives via ses publicités
- f Expose ses consommateurs à des images qui ne conviennent pas à toute la famille via ses publicités
- g Demande un prix plus haut que nécessaire à ses consommateurs

**Presse (échelle 1 = très négative, 7 = très positive)**

50. Quelle était la position du dernier article de presse (papier ou en ligne) que vous avez lu traitant de Coca-Cola/Ferrero ?

**Démographie (catégories)**

- 51. Quel âge avez-vous ? (Question ouverte)
- 52. Quel est votre genre ? (Féminin, Masculin)
- 53. Quel est votre plus haut niveau d'éducation déjà acquis ? (Primaire, Secondaire, Technique, Bachelier universitaire, Bachelier de haute école, Master, Doctorat, Aucun, Autre (indiquez))
- 54. Quelle est votre activité ? (Étudiant, Stagiaire, Employé, Fonctionnaire, Retraité, Au chômage, Cadre, Profession Libérale, Ouvrier, Aucun, Autre (indiquez))
- 55. Dans quelle province vivez-vous ? (Luxembourg, Namur, Liège, Hainaut, Brabant Wallon, Brabant Flamand, Anvers, Flandre Occidentale, Flandre Orientale, Limbourg, Hors Belgique (indiquez))

56. Pour quelle industrie travaillez-vous ? (Secteur public, Manufacture, Service, FMCG, Étudiant, Au chômage, Aucune, Autre (indiquez))

**Sentiment de responsabilité personnelle**

57. Indiquez à quel point les affirmations suivantes vous décrivent (1 = Ne me correspond pas du tout, 7 = Me correspond tout à fait)

- a Je me préoccupe des gens défavorisés
- b J'essaie de corriger les injustices sociales comme je le peux et/ou quand j'en ai l'occasion
- c Quand je vois quelqu'un qui se fait avoir ou exploiter par quelqu'un d'autre, je ressens de la pitié pour lui/elle
- d Quand je vois que quelqu'un n'est pas traité justement, je me sens quelque peu protectif(ve) envers il/elle
- e J'ai souvent des sentiments préoccupés pour les personnes plus défavorisées que moi
- f Parfois je me sens mal pour d'autres personnes quand elles ont des problèmes
- g Les malheurs d'autres personnes peuvent me préoccuper beaucoup
- h Je suis souvent fort touché(e) par les choses que je vois arriver
- i Je me sentirais mieux si j'étais une personne qui possédait les caractéristiques ci-dessus
- j Être quelqu'un qui a ces caractéristiques est une part importante de la personne que je suis
- k J'aurais honte d'être quelqu'un qui a ces caractéristiques
- l Avoir ces caractéristiques n'est pas spécialement important pour moi
- m J'aimerais beaucoup avoir ces caractéristiques

## B Quantitative survey questionnaire - English

Below you will find the English questionnaire with the variable names (in orange) and the factor names (in blue). The variables refer to each measure while the factors are those created for the purpose of testing our hypotheses.

1. Do you know the brand Coca-Cola/Ferrero ? (Yes/No: end of survey)

**Current buying behaviour** (scales, 1 = strongly disagree, 7 = strongly agree)

Current buying behaviour

2. I purchase the products of company X on a regular basis **Product purchase**
3. I'm highly familiar with company X's products **Familiarity**
4. I purchase the products of company X more often than other people **Recurrence**
5. I think that Company X's own brands are superior to other brands **Superiority**
6. How often do you consume Coca-Cola/Ferrero's products ? (Every day, Several times a week, Less than once a week, Less than once month, Never) **Consumption frequency**
7. In the past week, estimate how many times you consumed at least one of Coca-Cola/Ferrero's product (Less than once, Between one and four times, Between four and seven times, More than seven times) **Past consumption frequency**

**Future buying intention** (scales, 1 = strongly disagree, 7 = strongly agree)

Buying intention

8. I would gladly repurchase Coca-Cola/Ferrero's products **Sentiment**
9. I prefer Coca-Cola/Ferrero's products to those of other brands **Preference**
10. I would recommend my friends or relatives to purchase Coca-Cola/Ferrero's products **Reco relatives**
11. I would tell other consumers about the advantages of Coca-Cola/Ferrero's products **Reco others**
12. Indicate if you intend on changing your consummation of Coca-Cola/Ferrero's products **Intent**
13. How many times, in the following week, do you expect to eat products from Coca-Cola/Ferrero ? (Less than once, Between one and four times, Between four and seven times, Moire than seven times) **Expected consumption**

Loyalty

14. I consider myself to be loyal to Coca-Cola/Ferrero **Loyalty**
15. Coca-Cola/Ferrero would be my first choice in this product category **First choice**
16. I will not buy other brands if Coca-Cola/Ferrero is available at the store **No other brand**

Overall brand Equity

17. even if an other brand has the same features, I prefer Coca-Cola/Ferrero **Same attributes**
18. if there is another brand as good as Coca-Cola/Ferrero I still prefer Coca-Cola/Ferrero **As good**
19. if another brand is as good as Coca-Cola/Ferrero in any way, it is smarter to purchase Coca-Cola/Ferrero **Clever choice**

**Corporate image (scales, 1 = strongly disagree, 7 = strongly agree)**

- 20. I have a good feeling about this Coca-Cola/Ferrero **Feeling**
- 21. I admire and respect this Coca-Cola/Ferrero **Company trust**
- 22. I trust this Coca-Cola/Ferrero **Respect & admiration**
- 23. Coca-Cola/Ferrero has a good overall reputation **Reputation**

**Ambivalence**

- 24. Think about your evaluation of Ferrero/Coca-Cola. Considering only the favorable aspects of Ferrero/Coca-Cola and ignoring the unfavorable aspects, how favorable is your evaluation of Ferrero/Coca-Cola ? (1 = not at all favorable, 7 = extremely favorable) **Favourable**
- 25. Think about your evaluation of Ferrero/Coca-Cola. Considering only the unfavorable aspects of Ferrero/Coca-Cola and ignoring the favorable aspects, how unfavorable is your evaluation of Ferrero/Coca-Cola ? (1 = not at all unfavorable, 7 = extremely unfavorable) **Unfavourable**
- 26. Think about your evaluation of Ferrero/Coca-Cola branded products. Considering only the positive aspects of Ferrero/Coca-Cola and ignoring the negative aspects, how positive is your evaluation of Ferrero/Coca-Cola branded products ? (1 = not at all positive, 7 = extremely positive) **Positive**
- 27. Think about your evaluation of Ferrero/Coca-Cola branded products. Considering only the negative aspects of Ferrero/Coca-Cola and ignoring the positive aspects, how negative is your evaluation of Ferrero/Coca-Cola branded products ? (1 = not at all negative, 7 = extremely negative) **Negative**
- 28. Think about your evaluation of Ferrero/Coca-Cola branded products. Considering only the good aspects of Ferrero/Coca-Cola and ignoring the bad aspects, how good is your evaluation of Ferrero/Coca-Cola branded products ? (1 = not at all good, 7 = extremely good) **Good**
- 29. Think about your evaluation of Ferrero/Coca-Cola branded products. Considering only the bad aspects of Ferrero/Coca-Cola and ignoring the good aspects, how bad is your evaluation of Ferrero/Coca-Cola branded products ? (1 = not at all bad, 7 = extremely bad) **Bad**
- 30. Think about your evaluation of Ferrero/Coca-Cola branded products. Considering only the aspects in favour of Ferrero/Coca-Cola and ignoring the aspects against it, to what extent is your evaluation in favour of the brand ? (1 = not at all for, 7 = extremely for) **For**
- 31. Think about your evaluation of Ferrero/Coca-Cola branded products. Considering only the aspects against Ferrero/Coca-Cola and ignoring the aspects in favour of it, to what extent is your evaluation against the brand ? (1 = not at all against, 7 = extremely against) **Against**

32. Think about your evaluation of Ferrero/Coca-Cola branded products. Considering only the beneficial aspects of Ferrero/Coca-Cola and ignoring the harmful aspects, how beneficial is your evaluation of Ferrero/Coca-Cola branded products ? (1 = not at all beneficial, 7 = extremely beneficial) **Beneficial**
33. Think about your evaluation of Ferrero/Coca-Cola branded products. Considering only the harmful aspects of Ferrero/Coca-Cola and ignoring the beneficial aspects, to what extent do you consider Ferrero/Coca-Cola branded products as harmful ? (1 = not at all harmful, 7 = extremely harmful) **Harmful**
34. Think about your feelings or emotions when I mention Ferrero/Coca-Cola. Considering only your feelings of satisfaction toward Ferrero/Coca-Cola and ignoring your feelings of dissatisfaction, how satisfied do you feel about Ferrero/Coca-Cola ? (1 = not at all satisfied, 7 = extremely satisfied) **Satisfied**
35. Think about your feelings or emotions when I mention Ferrero/Coca-Cola. Considering only your feelings of dissatisfaction toward Ferrero/Coca-Cola and ignoring your feelings of satisfaction, how dissatisfied do you feel about Ferrero/Coca-Cola ? (1 = not at all dissatisfied, 7 = extremely dissatisfied) **Dissatisfied**
36. Think about your feelings or emotions when I mention Ferrero/Coca-Cola. Considering only your pleasant feelings and ignoring your unpleasant feelings, to what extent are your feelings pleasant ? (1 = not at all pleasant, 7 = extremely pleasant) **Pleasant**

## Confusion

37. Think about your feelings or emotions when I mention Ferrero/Coca-Cola. Considering only your unpleasant feelings and ignoring your pleasant feelings, to what extent are your feelings unpleasant? (1 = not at all unpleasant, 7 = extremely unpleasant) **Unpleasant**
38. I have strong mixed emotions both for and against Ferrero/Coca-Cola, all at the same time (1 = strongly disagree, 7 = strongly agree) **Mixed emotions**
39. I do not find myself feeling torn between the two sides of Ferrero/Coca-Cola; my feelings go in one direction only (1 = strongly disagree, 7 = strongly agree) **N/A : not used**
40. To what extent the following statements characterize your feelings about Ferrero/Coca-Cola branded products: (1 = extremely uncharacteristic of my attitude, 7 = extremely characteristic of my attitude)
- a I'm confused about Ferrero/Coca-Cola because I have strong thoughts about it and I can't make up my mind one way or another **Confusion**
  - b I find myself feeling 'torn' between two sides of Ferrero/Coca-Cola **Torn feelings**
  - c My mind and heart seem to be in disagreement on the issue of Ferrero/Coca-Cola **Heart and mind confusion**

## Indecision

41. Towards the issue of Ferrero/Coca-Cola: 1 = I feel no conflict at all, 7 = I feel maximum conflict **Internal conflict**
42. Towards the issue of Ferrero/Coca-Cola: 1 = I feel no indecision at all, 7 = I feel maximum indecision **Indecision**
43. Towards the issue of Ferrero/Coca-Cola: 1 = I have completely clear reactions 7 = I have mixed reactions **Contradictory reactions**

**CSR perception (scales, 1 = strongly disagree, 7 = strongly agree)**

## CSR perception

44. In my opinion, Coca-Cola/Ferrero
- a Is a socially responsible company **Socially responsible**
  - b Tries to augment society's welfare **Society welfare**
  - c Follows high ethical standards **Ethical standards**

**CSI perception (scales, 1 = strongly disagree, 7 = strongly agree)**

## Environmental CSI

45. In my opinion, regarding the environment, Coca-Cola/Ferrero:
- a Sells products whose production hurts the natural environment **Harmful products**
  - b Produces a lot of waste **Garbage production**
  - c Contributes heavily to polluting the environment **Pollution**

## Illegality

46. In my opinion, regarding legal matters, Coca-Cola/Ferrero:
- a Lies on its tax reports **Tax report**
  - b Uses bribery **Bribery**
  - c Ignores the law **Law ignoring**
  - d Violates the law **Law violation**

Employee CSI

47. In my opinion, regarding its employees, Coca-Cola/Ferrero:
- a Provides low wages **Low-pay**
  - b Gives an unhealthy work environment to certain employees **Unhealthy working environment**
  - c Gives an unsafe work environment to certain employees **Unsafe working environment**
  - d Is disrespectful to its employees **Mistreated employee**
  - e Discriminates employees based on their origin **Origin discrimination**
  - f Discriminates employees based on their gender **Gender discrimination**
  - g Discriminates employees based on their appearance **Appearance discrimination**

Foreign countries  
CSI

48. According to me, regarding its activity in developing countries (either directly or through a contractor), Coca-Cola/Ferrero:
- a Pays too low salaries to its employees in developing countries **Low salary DV**
  - b Makes employees in developing countries work in terrible conditions **Bad working conditions DV**
  - c Employs too many people in developing countries **Too many employees DV**

49. According to me, regarding its consumers, Coca-Cola/Ferrero:
- |                             |   |   |
|-----------------------------|---|---|
| Misleading and<br>unhealthy | [ | a Sells unhealthy products to its consumers <b>Unhealthy</b>  |
|                             |   | b Puts out misleading advertisements <b>Misleading ads</b>  |
|                             |   | c Asks its vendors to spread misleading information on its products <b>Misleading vendors</b>                 |
| Advertising<br>CSI          | [ | d Exposes its consumers to provocative images through its advertisements <b>Provocative ads</b>               |
|                             |   | e Exposes its consumers to offensive images through its advertisements <b>Offensive ads</b>                   |
|                             |   | f Exposes its consumers to non family friendly images through its advertisements <b>Family unfriendly ads</b> |
|                             |   | g Asks its consumers for a higher price than necessary <b>Higher price</b>                                    |

**Press (scale, 1 = very negative, 7 = very positive)**

50. What was the position of the last article (paper or online) you read about Coca-Cola/Ferrero ? **Press**

#### **Demography**

51. How old are you ? (Open question) **Age**
52. What gender are you ? (Female, Male) **Gender**
53. What is the highest level of education that you have already acquired ? (Primary, High school, Technical, University bachelor's degree, College bachelor's degree, Master's degree, PhD, None, Other (indicate)) **Education level**
54. What is your activity ? (Student, Intern, Employee, Public servant, Retired, Unemployed, Executive, Liberal profession, Manual worker, None, Other (indicate)) **Activity**
55. In which province do you live ? (Luxembourg, Namur, Liège, Hainaut, Brabant Wallon, Brabant Flamand, Anvers, Flandre Occidentale, Flandre Orientale, Limbourg, Outside Belgium (indicate)) **Location**
56. For which industry do you work ? (Public sector, Manufacture, Service, FMCG, Student, Unemployed, None, Other (indicate)) **Industry**

Personal sense of responsibility (scales, 1 = Does not describe me at all, 7 = Describes me completely)

57. Indicate to which point the following statements describe you:

- Social justice values and empathy
- a I care for the poor **Disadvantaged concerns**
  - b I try to correct social injustices when I can **Social injustice correction**
  - c When I see someone being take advantage of, I feel kind of protective toward them **Protective**
  - d When I see someone being treated unfairly, I sometimes feel pity for them **Pity**
  - e I often have tender, concerned feelings for people less fortunate than me **Concerns for less privileged**
  - f Sometimes I feel sorry for other people when they are having problems **Empathy problems**
  - g Other people's misfortunes can disturb me a great deal **Empathy misfortune**
  - h I am often quite touched by things that I see happen **Empathy things**
  - i It would make me feel good to be a person who has these characteristics **Better characteristics**
  - j** Being someone who has these characteristics is an important part of who I am **Important part**
  - k I would be ashamed to be a person who had these characteristics **Shame**
  - l Having these characteristics is not really important to me **Important characteristics**
  - m I strongly desire to have these characteristics **Wanted characteristics**

## C Statistical analyses

### 1 Concepts creation

#### 1.1 Current behaviour

For current behaviour, we did a PCA with the following four scale variables : Product purchase, Familiarity, Recurrence and Superiority. To do so, we first verified the normality of the distribution of these variables on Q-Q plots (figures X to X). We then computed the Bartlett test to test the non-correlation of the variables in pairs, for which we could indeed reject  $H_0$  ( $p < 0.001$ ). We finally used the KMO test, in order to verify that we have a good summary of the information on the first factorial axes. For example, you can see below that our KMO is 0.745, which is very good. The same procedure was applied for all other factors.

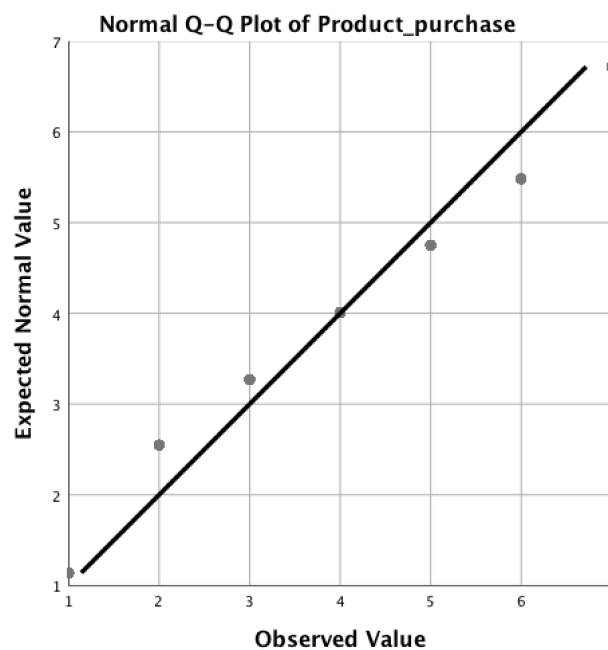


FIGURE 2 – Current behaviour: normality of Product purchase

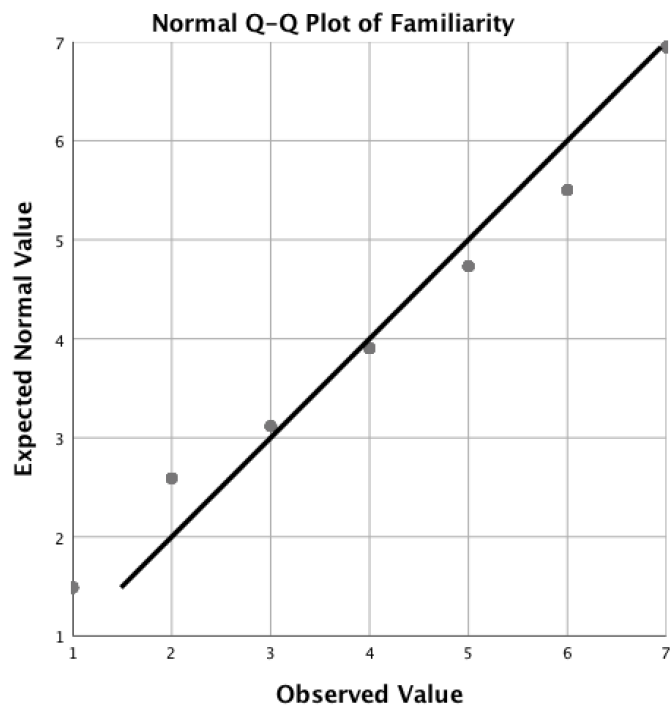


FIGURE 3 – Current behaviour: normality of Familiarity

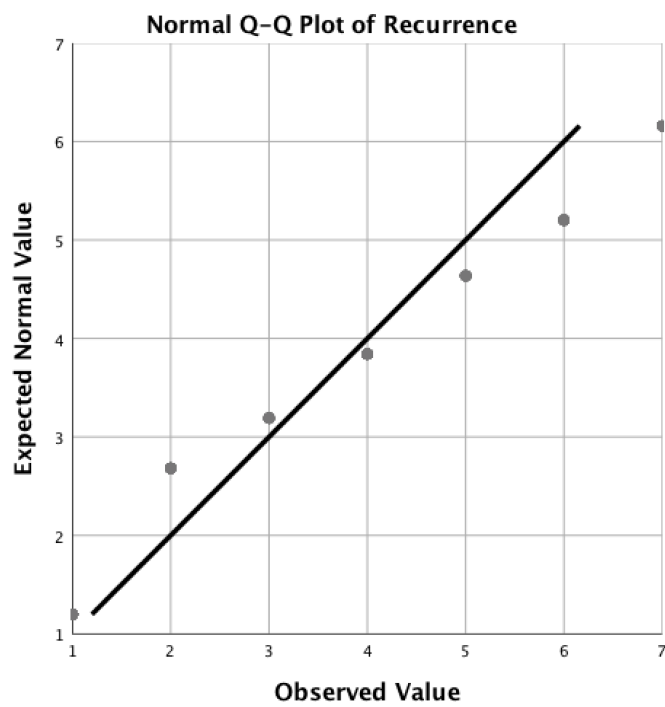


FIGURE 4 – Current behaviour: normality of Recurrence

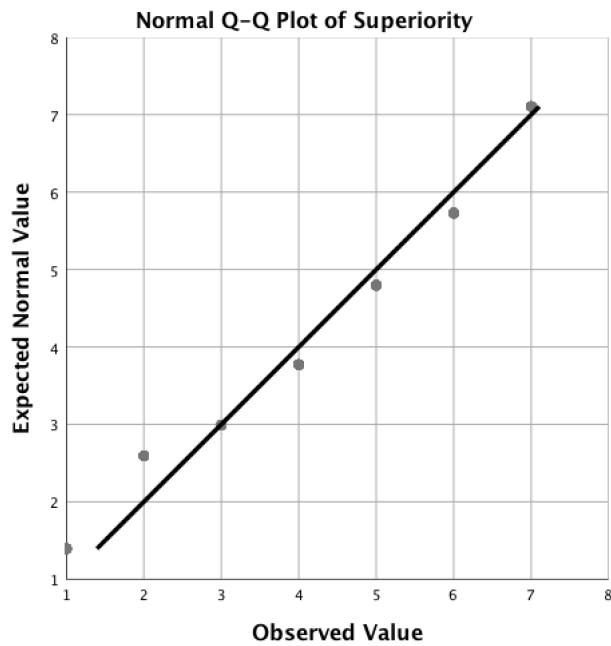


FIGURE 5 – Current behaviour: normality of Superiority

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.745
Bartlett's Test of Sphericity	Approx. Chi-Square	474.203
	df	6
	Sig.	.000

**Communalities**

	Initial	Extraction
Product_purchase	1.000	.724
Familiarity	1.000	.581
Recurrence	1.000	.732
Superiority	1.000	.541

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.578	64.440	64.440	2.578	64.440	64.440
2	.596	14.904	79.344			
3	.553	13.820	93.164			
4	.273	6.836	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 6 – Current behaviour: KMO, communalities & variance explained

**Component Matrix<sup>a</sup>**

	Component 1
Product_purchase	.851
Familiarity	.762
Recurrence	.855
Superiority	.736

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

FIGURE 7 – Current behaviour: component matrix

**Case Processing Summary**

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.811	4

FIGURE 8 – Current behaviour: case processing summary & reliability statistics

## 1.2 Buying intention

### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.761
Bartlett's Test of Sphericity	Approx. Chi-Square	636.635
	df	6
	Sig.	.000

### Communalities

	Initial	Extraction
Repurchase_pleasure	1.000	.710
Preference	1.000	.683
Recommendation_relatives	1.000	.793
Recommendation_others	1.000	.624

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.809	70.232	70.232	2.809	70.232	70.232
2	.611	15.274	85.505			
3	.334	8.353	93.859			
4	.246	6.141	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 9 – Buying intention: KMO, communalities & variance explained

### Component Matrix<sup>a</sup>

	Component 1
Repurchase_pleasure	.843
Preference	.826
Recommendation_relatives	.890
Recommendation_others	.790

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

FIGURE 10 – Buying intention: component matrix

### Case Processing Summary

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.858	4

FIGURE 11 – Buying intention: case processing summary & reliability statistics

## 1.3 Loyalty

### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.684
Bartlett's Test of Sphericity	Approx. Chi-Square	413.627
	df	3
	Sig.	.000

### Communalities

	Initial	Extraction
Loyalty	1.000	.671
First_choice	1.000	.832
No_other_brand	1.000	.755

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.258	75.267	75.267	2.258	75.267	75.267
2	.487	16.243	91.510			
3	.255	8.490	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 12 – Loyalty: KMO, communalities & variance explained

**Component Matrix<sup>a</sup>**

	Component 1
Loyalty	.819
First_choice	.912
No_other_brand	.869

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Case Processing Summary**

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.835	3

FIGURE 13 – Loyalty: component matrix, case processing summary & reliability statistics

**1.4 Overall brand equity****KMO and Bartlett's Test**

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	493.713
	df	3
	Sig.	.000

FIGURE 14 – Overall brand equity: KMO and Bartlett's test

### Communalities

	Initial	Extraction
Same_attributes	1.000	.789
As_good	1.000	.865
Clever_choice	1.000	.668

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.321	77.376	77.376	2.321	77.376	77.376
2	.484	16.118	93.494			
3	.195	6.506	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 15 – Overall brand equity: communalities & variance explained

### Component Matrix<sup>a</sup>

	Component 1
Same_attributes	.888
As_good	.930
Clever_choice	.817

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

FIGURE 16 – Overall brand equity: component matrix

### Case Processing Summary

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

FIGURE 17 – Overall brand equity: case processing summary

### Reliability Statistics

Cronbach's Alpha	N of Items
.850	3

FIGURE 18 – Overall brand equity: reliability statistics

### 1.5 Corporate image

#### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.844
Bartlett's Test of Sphericity	Approx. Chi-Square	831.612
	df	6
	Sig.	.000

#### Communalities

	Initial	Extraction
Feeling	1.000	.801
Company_trust	1.000	.823
Respect_and_admiration	1.000	.736
Reputation	1.000	.745

Extraction Method: Principal Component Analysis.

#### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.105	77.627	77.627	3.105	77.627	77.627
2	.348	8.695	86.322			
3	.331	8.268	94.589			
4	.216	5.411	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 19 – Corporate image: KMO, communalities & variance explained

**Component Matrix<sup>a</sup>**

	Component 1
Feeling	.895
Company_trust	.907
Respect_and_admiratio n	.858
Reputation	.863

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Case Processing Summary**

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.903	4

FIGURE 20 – Corporate image: component matrix, case processing summary & reliability statistics

**1.6 Felt ambivalence 1: confusion****KMO and Bartlett's Test**

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	813.361
	df	6
	Sig.	.000

FIGURE 21 – Confusion: KMO and Bartlett's test

**Communalities**

	Initial	Extraction
Mixed_emotions	1.000	.620
Confusion	1.000	.809
Torned_feelings	1.000	.856
Heart_and_mind_confusion	1.000	.728

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.013	75.319	75.319	3.013	75.319	75.319
2	.482	12.044	87.363			
3	.340	8.490	95.853			
4	.166	4.147	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 22 – Confusion: communalities & variance explained

**Component Matrix<sup>a</sup>**

	Component 1
Mixed_emotions	.787
Confusion	.900
Torned_feelings	.925
Heart_and_mind_confusion	.853

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Case Processing Summary**

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

FIGURE 23 – Confusion: component matrix & case processing summary

## Reliability Statistics

Cronbach's Alpha	N of Items
.889	4

FIGURE 24 – Confusion: reliability statistics

### 1.7 Felt ambivalence 2: indecision

#### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.743
Bartlett's Test of Sphericity	Approx. Chi-Square	637.063
	df	3
	Sig.	.000

#### Communalities

	Initial	Extraction
Internal_conflict	1.000	.834
Indecision	1.000	.872
Contradictory_reactions	1.000	.809

Extraction Method: Principal Component Analysis.

#### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.516	83.868	83.868	2.516	83.868	83.868
2	.292	9.741	93.609			
3	.192	6.391	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 25 – Indecision: KMO, communalities & variance explained

### Component Matrix<sup>a</sup>

	Component 1
Internal_conflict	.913
Indecision	.934
Contradictory_reactions	.900

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

### Case Processing Summary

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.903	3

FIGURE 26 – Indecision: component matrix, case processing summary & reliability statistics

## 1.8 CSR perception

### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.735
Bartlett's Test of Sphericity	Approx. Chi-Square	462.906
	df	3
	Sig.	.000

### Communalities

	Initial	Extraction
Socially_responsible	1.000	.783
Society_welfare	1.000	.767
Ethical_standards	1.000	.808

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.358	78.594	78.594	2.358	78.594	78.594
2	.352	11.730	90.324			
3	.290	9.676	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 27 – CSR perception: KMO, communalities & variance explained

### Component Matrix<sup>a</sup>

	Component 1
Socially_responsible	.885
Society_welfare	.876
Ethical_standards	.899

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

FIGURE 28 – CSR perception: component matrix

**Case Processing Summary**

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.864	3

FIGURE 29 – CSR perception: case processing summary & reliability statistics

**1.9 Environmental CSI**

**KMO and Bartlett's Test**

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.720
Bartlett's Test of Sphericity	Approx. Chi-Square	541.913
	df	3
	Sig.	.000

**Communalities**

	Initial	Extraction
Harmful_products	1.000	.734
Garbage_production	1.000	.833
Pollution	1.000	.846

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.413	80.417	80.417	2.413	80.417	80.417
2	.383	12.771	93.188			
3	.204	6.812	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 30 – Environmental CSI: KMO, communalities & variance explained

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### Component Matrix<sup>a</sup>

	Component 1
Harmful_products	.857
Garbage_production	.913
Pollution	.920

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.876	3

FIGURE 31 – Environmental CSI: component matrix, case processing summary & reliability statistics

**1.10 Illegality**

**KMO and Bartlett's Test**

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	811.594
	df	6
	Sig.	.000

**Communalities**

	Initial	Extraction
Tax_reports	1.000	.574
Bribery	1.000	.765
Law_ignoring	1.000	.819
Law_violation	1.000	.802

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.959	73.983	73.983	2.959	73.983	73.983
2	.572	14.297	88.281			
3	.314	7.854	96.134			
4	.155	3.866	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 32 – Illegality: KMO, communalities & variance explained

**Component Matrix<sup>a</sup>**

	Component 1
Tax_reports	.757
Bribery	.875
Law_ignoring	.905
Law_violation	.895

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

FIGURE 33 – Illegality: component matrix

### Case Processing Summary

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.882	4

FIGURE 34 – Illegality: case processing summary & reliability statistics

## 1.11 Employee CSI

### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.894
Bartlett's Test of Sphericity	Approx. Chi-Square	2125.969
	df	21
	Sig.	.000

### Communalities

	Initial	Extraction
Low_pay	1.000	.562
Unhealthy_work_environment	1.000	.623
Unsafe_work_environment	1.000	.669
Mistreated_employees	1.000	.786
Origin_discrimination	1.000	.791
Gender_discrimination	1.000	.821
Appearance_discrimination	1.000	.747

Extraction Method: Principal Component Analysis.

FIGURE 35 – Employee CSI: KMO & communalities

### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.998	71.395	71.395	4.998	71.395	71.395
2	.843	12.043	83.438			
3	.409	5.849	89.287			
4	.286	4.085	93.371			
5	.244	3.489	96.860			
6	.129	1.849	98.709			
7	.090	1.291	100.000			

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component 1
Low_pay	.750
Unhealthy_work_environment	.789
Unsafe_work_environment	.818
Mistreated_employees	.887
Origin_discrimination	.889
Gender_discrimination	.906
Appearance_discrimination	.864

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

FIGURE 36 – Employee CSI: variance explained & component matrix

### Case Processing Summary

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.932	7

FIGURE 37 – Employee CSI: case processing summary & reliability statistics

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### 1.12 Foreign countries CSI

#### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.711
Bartlett's Test of Sphericity	Approx. Chi-Square	453.914
	df	3
	Sig.	.000

#### Communalities

	Initial	Extraction
Low_salary_DV	1.000	.777
Bad_working_conditions_DV	1.000	.831
Too_many_employees_DV	1.000	.719

Extraction Method: Principal Component Analysis.

#### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.327	77.559	77.559	2.327	77.559	77.559
2	.420	13.989	91.548			
3	.254	8.452	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 38 – Foreign countries CSI: KMO, communalities & variance explained

### Component Matrix<sup>a</sup>

	Component 1
Low_salary_DV	.881
Bad_working_conditions_DV	.912
Too_many_employees_DV	.848

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

FIGURE 39 – Foreign countries CSI: component matrix, case processing summary & reliability statistics

### Case Processing Summary

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.854	3

FIGURE 40 – Foreign countries CSI: case processing summary & reliability statistics

### 1.13 Consumer CSI 1 : advertising CSI

#### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.741
Bartlett's Test of Sphericity	Approx. Chi-Square	563.348
	df	3
	Sig.	.000

#### Communalities

	Initial	Extraction
Provocative_ads	1.000	.812
Offensive_ads	1.000	.849
Family_unfriendly_ads	1.000	.796

Extraction Method: Principal Component Analysis.

#### Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.456	81.882	81.882	2.456	81.882	81.882
2	.315	10.499	92.381			
3	.229	7.619	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 41 – Advertising CSI: KMO, communalities & variance explained

**Component Matrix<sup>a</sup>**

	Component 1
Provocative_ads	.901
Offensive_ads	.922
Family_unfriendly_ads	.892

Extraction Method: Principal  
Component Analysis.

a. 1 components extracted.

**Case Processing Summary**

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all  
variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.888	3

FIGURE 42 – Advertising CSI: component matrix, case processing summary & reliability statistics

**1.14 Consumer CSI 2 : misleading & unhealthy****KMO and Bartlett's Test**

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.651
Bartlett's Test of Sphericity	Approx. Chi-Square	382.940
	df	3
	Sig.	.000

FIGURE 43 – Misleading & unhealthy: KMO and Bartlett's test

**Communalities**

	Initial	Extraction
Unhealthy_products	1.000	.607
Misleading_ads	1.000	.833
Misleading_vendors	1.000	.746

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.186	72.872	72.872	2.186	72.872	72.872
2	.564	18.802	91.674			
3	.250	8.326	100.000			

Extraction Method: Principal Component Analysis.

FIGURE 44 – Misleading & unhealthy: communalities & variance explained

**Component Matrix<sup>a</sup>**

	Component 1
Unhealthy_products	.779
Misleading_ads	.913
Misleading_vendors	.864

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Case Processing Summary**

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

FIGURE 45 – Misleading & unhealthy: component matrix & case processing summary

## Reliability Statistics

Cronbach's Alpha	N of Items
.812	3

FIGURE 46 – Misleading & unhealthy: reliability statistics

### 1.15 Empathy & social justice

#### KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.929
Bartlett's Test of Sphericity	Approx. Chi-Square	2475.466
	df	36
	Sig.	.000

#### Communalities

	Initial	Extraction
Disadvantaged_concern	1.000	.712
Social_injustice_correction	1.000	.648
Pity	1.000	.714
Protective	1.000	.689
Concern_for_less_privileged	1.000	.772
Empathy_problems	1.000	.747
Empathy_misfortune	1.000	.743
Empathy_things	1.000	.639
Important_part	1.000	.574

Extraction Method: Principal Component Analysis.

FIGURE 47 – Empathy & social justice: KMO & communalities

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Total Variance Explained						
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.239	69.327	69.327	6.239	69.327	69.327
2	.695	7.727	77.054			
3	.509	5.660	82.714			
4	.412	4.578	87.292			
5	.307	3.415	90.706			
6	.261	2.897	93.603			
7	.255	2.831	96.434			
8	.180	2.005	98.439			
9	.141	1.561	100.000			

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component 1
Disadvantaged_concern	.844
Social_injustice_correction	.805
Pity	.845
Protective	.830
Concern_for_less_privileged	.879
Empathy_problems	.865
Empathy_misfortune	.862
Empathy_things	.800
Important_part	.758

Extraction Method: Principal Component Analysis.

FIGURE 48 – Empathy & social justice: variance explained & component matrix

### Case Processing Summary

		N	%
Cases	Valid	328	100.0
	Excluded <sup>a</sup>	0	.0
	Total	328	100.0

a. Listwise deletion based on all variables in the procedure.

FIGURE 49 – Empathy & social justice: case processing summary

## Reliability Statistics

Cronbach's Alpha	N of Items
.944	9

FIGURE 50 – Empathy & social justice: reliability statistics

## 2 Sample description

### Group Statistics

	Recu	N	Mean	Std. Deviation	Std. Error Mean
Age	Ferre	169	30.32	14.422	1.109
	Coca	159	30.68	14.848	1.178

### Independent Samples Test

		Levene's Test for Equality of Variances		t	df	Sig. (2-tailed)
		F	Sig.			
Age	Equal variances assumed	.253	.615	-.223	326	.824
	Equal variances not assumed			-.222	323.366	.824

FIGURE 51 – T-test: comparability of our samples on the age variable

**Crosstab**

Count		Recu		Total
		Coca	Ferre	
Education_level	Bachelor_college	43	42	85
	Bachelor_University	29	40	69
	High school	24	24	48
	Master's degree	52	58	110
	PhD	2	2	4
	Primary	1	2	3
	Technical	8	1	9
Total		159	169	328

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.573 <sup>a</sup>	6	.271
Likelihood Ratio	8.333	6	.215
N of Valid Cases	328		

a. 6 cells (42.9%) have expected count less than 5.  
The minimum expected count is 1.45.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.152	.271
	Cramer's V	.152	.271
N of Valid Cases		328	

FIGURE 52 – Chi-square test: comparability of our samples on the education level variable

**Crosstab**

Count		Recu		Total
		Coca	Ferre	
Gender	Female	95	93	188
	Male	64	76	140
Total		159	169	328

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.746 <sup>a</sup>	1	.388		
Continuity Correction <sup>b</sup>	.565	1	.452		
Likelihood Ratio	.746	1	.388		
Fisher's Exact Test				.435	.226
N of Valid Cases	328				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 67.87.

b. Computed only for a 2x2 table

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.048	.388
	Cramer's V	.048	.388
N of Valid Cases		328	

FIGURE 53 – Chi-square test: comparability of our samples on the gender variable

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CSR_perception_M	Equal variances assumed	.129	.720	4.475	326	.000	.651272127	.145550268	.364935812	.937608443
	Equal variances not assumed			4.476	325.171	.000	.651272127	.145502635	.365026800	.937517454
EnvcsiM	Equal variances assumed	.237	.627	-3.042	326	.003	-.42710233	.140390942	-.70328887	-.15091579
	Equal variances not assumed			-3.036	320.709	.003	-.42710233	.140680718	-.70387595	-.15032871
Illegality_M	Equal variances assumed	1.321	.251	-3.872	326	.000	-.45329	.11706	-.68358	-.22300
	Equal variances not assumed			-3.852	309.289	.000	-.45329	.11768	-.68484	-.22173
Employee_CSI_M	Equal variances assumed	2.436	.120	-2.469	326	.014	-.26225830	.106215485	-.47121258	-.05330403
	Equal variances not assumed			-2.465	322.091	.014	-.26225830	.106374987	-.47153582	-.05298078
FCcsiM	Equal variances assumed	7.929	.005	-4.075	326	.000	-.47426594	.116389657	-.70323553	-.24529635
	Equal variances not assumed			-4.053	309.314	.000	-.47426594	.117003655	-.70448970	-.24404217
Advertising_csi	Equal variances assumed	2.307	.130	-1.731	326	.084	-.28189	.16289	-.60235	.03857
	Equal variances not assumed			-1.723	313.590	.086	-.28189	.16358	-.60375	.03997
Misleading_unhealthy	Equal variances assumed	.321	.571	-4.921	326	.000	-.67807	.13779	-.94913	-.40700
	Equal variances not assumed			-4.921	324.642	.000	-.67807	.13780	-.94916	-.40697
Higher_price	Equal variances assumed	1.531	.217	-1.257	326	.209	-.204	.163	-.524	.115
	Equal variances not			-1.256	322.065	.210	-.204	.163	-.525	.116

FIGURE 54 – T-test: comparability of our samples on the CSR & CSI variables

**Group Statistics**

	Recu	N	Mean	Std. Deviation	Std. Error Mean
felt_ambi_confusion	Ferre	169	3.6169	1.59240	.12249
	Coca	159	3.6132	1.67013	.13245
felt_ambi_indecision	Ferre	169	3.1755	1.65794	.12753
	Coca	159	2.9748	1.79331	.14222
Global_objective_ambivalence	Ferre	169	6.10819949	1.68249481	.129422678
	Coca	159	6.08805031	1.99947027	.158568307

**Independent Samples Test**

Levene's Test for Equality of Variances

		F	Sig.	t	df	Sig. (2-tailed)
felt_ambi_confusion	Equal variances assumed	.982	.322	.020	326	.984
	Equal variances not assumed			.020	322.192	.984
felt_ambi_indecision	Equal variances assumed	2.527	.113	1.053	326	.293
	Equal variances not assumed			1.051	319.795	.294
Global_objective_ambivalence	Equal variances assumed	2.674	.103	.099	326	.921
	Equal variances not assumed			.098	309.467	.922

FIGURE 55 – T-test: comparability of our samples on the objective and subjective ambivalence variables

**Group Statistics**

	Recu	N	Mean	Std. Deviation	Std. Error Mean
Persresp	Ferre	169	5.20052597	1.28370366	.098746435
	Coca	159	5.15653389	1.21659707	.096482423
Betca	Ferre	169	3.82	1.544	.119
	Coca	159	3.79	1.459	.116
Shame	Ferre	169	5.37	1.996	.154
	Coca	159	5.36	1.850	.147
Unica	Ferre	169	4.88	1.833	.141
	Coca	159	4.54	1.702	.135
Wantca	Ferre	169	4.27	1.580	.122
	Coca	159	4.08	1.575	.125

FIGURE 56 – T-test: comparability of our samples on their sense of personal responsibility

		Independent Samples Test				
		Levene's Test for Equality of Variances		t	df	Sig. (2-tailed)
		F	Sig.			
Persresp	Equal variances assumed	.726	.395	.318	326	.751
	Equal variances not assumed			.319	325.982	.750
Betca	Equal variances assumed	.436	.509	.181	326	.857
	Equal variances not assumed			.181	325.995	.856
Shame	Equal variances assumed	1.320	.251	.038	326	.970
	Equal variances not assumed			.038	325.928	.970
Unica	Equal variances assumed	2.564	.110	1.712	326	.088
	Equal variances not assumed			1.716	325.944	.087
Wantca	Equal variances assumed	.540	.463	1.093	326	.275
	Equal variances not assumed			1.093	324.910	.275

FIGURE 57 – T-test: comparability of our samples on their sense of personal responsibility cont'd

### 3 Hypotheses tests

#### 3.1 H<sub>1</sub>: Coca-Cola and Ferrero are perceived as irresponsible companies by the consumers

##### COCA-COLA

For the purpose of the application of a one-sample t-test, we need to verify some conditions. First, that the data are independent, which is the case as each person who responded to the Coca-Cola questionnaire is different from the other respondents. The second condition is that there are no significant outliers, which can for instance been verified with the box plot below (Figure 58) for Environmental CSI (only three outliers). The last condition to check refers to the normality of the distribution of the variable tested, which can be done through looking at the Q-Q plot (Figure 59). We see on the latter, for instance, that Environmental CSI does not deviate too much from normality.

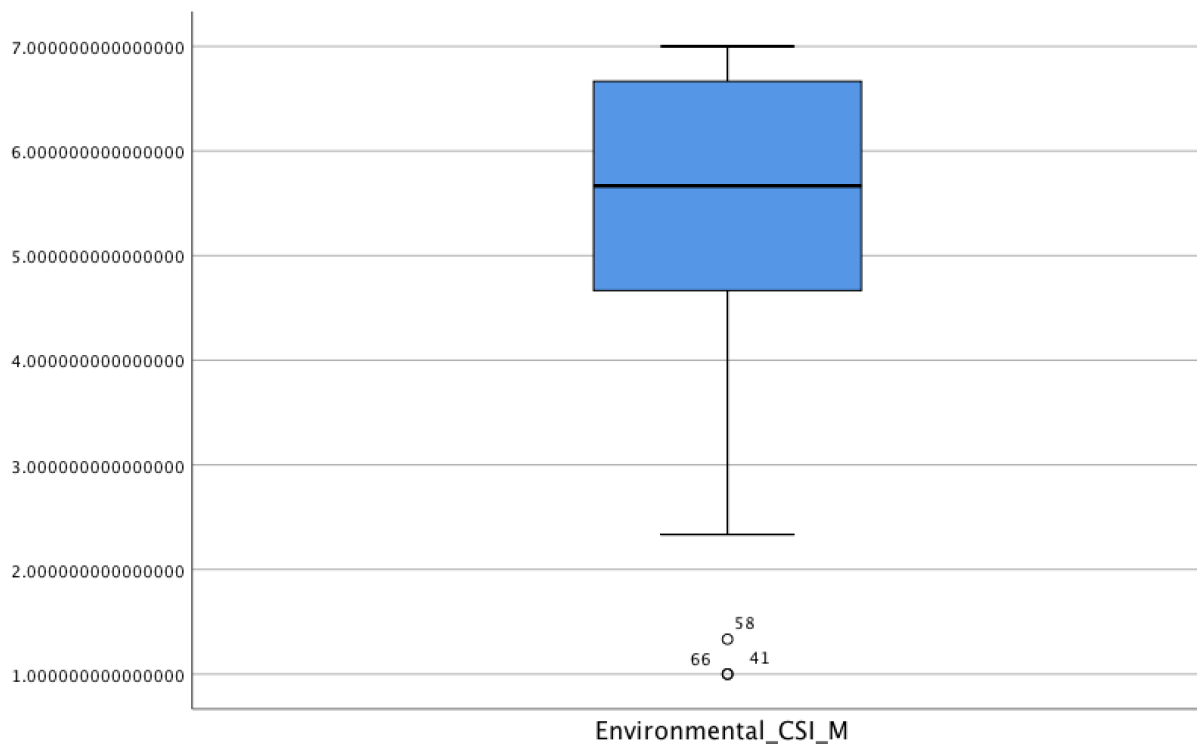


FIGURE 58 – Environmental CSI: box plot

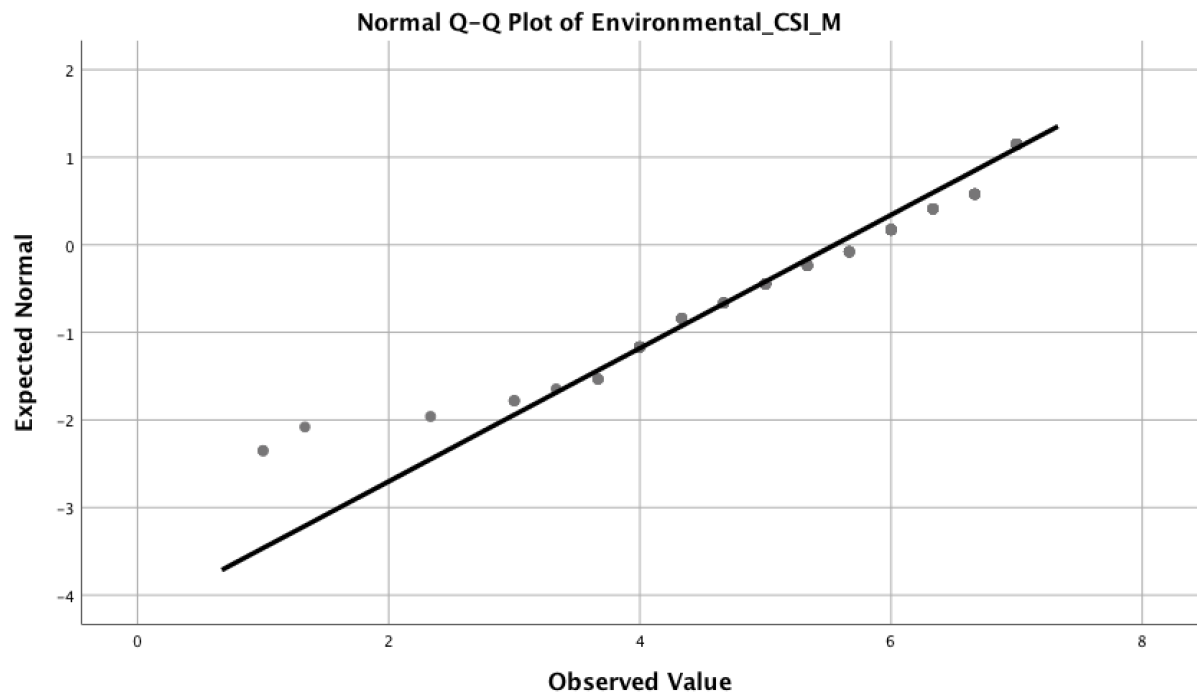


FIGURE 59 – Environmental CSI: Q-Q plot

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Environmental_CSI_M	159	5.55136268	1.31420211	.104223006
Illegality_M	159	4.1855	1.15020	.09122
Employee_CSI_M	159	4.00359389	.985420677	.078148943
Foreign_countries_CSI_M	159	4.74842767	1.14351162	.090686370
Advertising_CSI	159	3.5639	1.57644	.12502
Misleading_and_unhealthy	159	5.1593	1.24938	.09908
Higher_price	159	4.86	1.509	.120
CSR_perception_M	159	2.62683438	1.31011685	.103899025

### One-Sample Test

Test Value = 4

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Environmental_CSI_M	14.885	158	.000	1.55136268	1.34551265	1.75721272
Illegality_M	2.034	158	.044	.18553	.0054	.3657
Employee_CSI_M	.046	158	.963	.003593890	-.15075747	.157945248
Foreign_countries_CSI_M	8.253	158	.000	.748427673	.569313742	.927541604
Advertising_CSI	-3.488	158	.001	-.43606	-.6830	-.1891
Misleading_and_unhealthy	11.701	158	.000	1.15933	.9636	1.3550
Higher_price	7.149	158	.000	.855	.62	1.09
CSR_perception_M	-13.216	158	.000	-1.3731656	-1.5783758	-1.1679555

FIGURE 60 – One-sample T-test Coca-Cola: CSR & CSI perceptions

**FERRERO**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
CSR_perception_M	169	3.27810651	1.32421509	.101862699
EnvcsiM	169	5.12426036	1.22838852	.094491425
Illegality_M	169	3.7322	.96654	.07435
Employee_CSI_M	169	3.74133559	.938198449	.072169111
FCcsiM	169	4.27416174	.961106944	.073931303
Advertising_csi	169	3.2821	1.37148	.10550
Misleading_and_unhealthy	169	4.4813	1.24502	.09577
Higher_price	169	4.65	1.436	.110

**One-Sample Test**

Test Value = 4

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CSR_perception_M	-7.087	168	.000	-.72189349	-.92298932	-.52079766
EnvcsiM	11.898	168	.000	1.12426036	.937716784	1.31080393
Illegality_M	-3.601	168	.000	-.26775	-.4145	-.1210
Employee_CSI_M	-3.584	168	.000	-.25866441	-.40113960	-.11618922
FCcsiM	3.708	168	.000	.274161736	.128207651	.420115820
Advertising_csi	-6.805	168	.000	-.71795	-.9262	-.5097
Misleading_and_unhealthy	5.025	168	.000	.48126	.2922	.6703
Higher_price	5.893	168	.000	.651	.43	.87

FIGURE 61 – One-sample T-test Ferrero: CSR & CSI perceptions

### 3.2 H<sub>2</sub>: The perceived irresponsibility of Coca-Cola and Ferrero varies with the age, gender and education level of the consumer

#### COCA-COLA

		Correlations							
		Age	Environment al_CSI_M	Illegality_M	Employee_CS L_M	Foreign_coun tries_CSI_M	Advertising_ CSI	Misleading_a nd_unhealthy	Higher_price
Age	Pearson Correlation	1	-.041	-.005	.171*	.037	.228**	.110	.091
	Sig. (1-tailed)		.305	.473	.016	.320	.002	.084	.126
	N	159	159	159	159	159	159	159	159
Environmental_CSI_M	Pearson Correlation	-.041	1	.318**	.221**	.357**	.131	.297**	.078
	Sig. (1-tailed)	.305		.000	.003	.000	.050	.000	.165
	N	159	159	159	159	159	159	159	159
Illegality_M	Pearson Correlation	-.005	.318**	1	.612**	.462**	.401**	.522**	.270**
	Sig. (1-tailed)	.473	.000		.000	.000	.000	.000	.000
	N	159	159	159	159	159	159	159	159
Employee_CSI_M	Pearson Correlation	.171*	.221**	.612**	1	.397**	.468**	.482**	.222**
	Sig. (1-tailed)	.016	.003	.000		.000	.000	.000	.002
	N	159	159	159	159	159	159	159	159
Foreign_countries_CSI_M	Pearson Correlation	.037	.357**	.462**	.397**	1	.266**	.399**	.259**
	Sig. (1-tailed)	.320	.000	.000	.000		.000	.000	.000
	N	159	159	159	159	159	159	159	159
Advertising_CSI	Pearson Correlation	.228**	.131	.401**	.468**	.266**	1	.389**	.328**
	Sig. (1-tailed)	.002	.050	.000	.000	.000		.000	.000
	N	159	159	159	159	159	159	159	159
Misleading_and_unhealthy	Pearson Correlation	.110	.297**	.522**	.482**	.399**	.389**	1	.197**
	Sig. (1-tailed)	.084	.000	.000	.000	.000	.000		.006
	N	159	159	159	159	159	159	159	159
Higher_price	Pearson Correlation	.091	.078	.270**	.222**	.259**	.328**	.197**	1
	Sig. (1-tailed)	.126	.165	.000	.002	.000	.000	.006	
	N	159	159	159	159	159	159	159	159

FIGURE 62 – Correlations between age & CSI perceptions: Coca-Cola

To carry on an independent sample t-test, we checked the following three conditions of application. Firstly, we deal in fact with simple, random, and independent samples (methodological condition). Secondly, the scores of the scale variable (e.g. Environmental CSI) are normally distributed around the mean in each group (checked through a QQ-plot, see Figure 59 above). Third, that each group presents the same variance (Levene test of homogeneity of the variances). If this last condition was not complied with, we then interpreted the second line of the t-test table.

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Higher_price	Equal variances assumed	2.238	.137	-.614	157	.540	-.150	.244	-.633	.333
	Equal variances not assumed			-.600	123.889	.550	-.150	.250	-.646	.345
Environmental_CSI_M	Equal variances assumed	.887	.348	-1.351	157	.179	-.28645833	.211970915	-.70514099	.132224322
	Equal variances not assumed			-1.368	140.766	.174	-.28645833	.209444016	-.70052076	.127604098
Illegality_M	Equal variances assumed	.222	.638	.368	157	.713	.06867	.18651	-.29973	.43707
	Equal variances not assumed			.374	142.531	.709	.06867	.18354	-.29414	.43148
Employee_CSI_M	Equal variances assumed	1.319	.252	-.693	157	.489	-.11062030	.159618743	-.42589751	.204656911
	Equal variances not assumed			-.730	154.605	.466	-.11062030	.151482153	-.40986220	.188621602
Foreign_countries_CSI_M	Equal variances assumed	3.221	.075	-1.404	157	.162	-.25888158	.184355321	-.62301821	.105255053
	Equal variances not assumed			-1.431	143.580	.155	-.25888158	.180964719	-.61658079	.098817629
Advertising_CSI	Equal variances assumed	4.454	.036	-1.173	157	.242	-.29879	.25463	-.80173	.20415
	Equal variances not assumed			-1.230	153.449	.220	-.29879	.24286	-.77858	.18099
Misleading_and_unhealthy	Equal variances assumed	.270	.604	-2.030	157	.044	-.40614	.20008	-.80133	-.01095
	Equal variances not assumed			-1.995	126.994	.048	-.40614	.20360	-.80903	-.00326

FIGURE 63 – T-test gender &amp; CSI perceptions: Coca-Cola

		Group Statistics				
		Gender	N	Mean	Std. Deviation	Std. Error Mean
Higher_price	Male		64	4.77	1.621	.203
	Female		95	4.92	1.434	.147
Environmental_CSI_M	Male		64	5.38020833	1.26249269	.157811586
	Female		95	5.66666667	1.34216930	.137703665
Illegality_M	Male		64	4.2266	1.09628	.13703
	Female		95	4.1579	1.19008	.12210
Employee_CSI_M	Male		64	3.93750000	.823951071	.102993884
	Female		95	4.04812030	1.08268866	.111081513
Foreign_countries_CSI_M	Male		64	4.59375000	1.07475234	.134344043
	Female		95	4.85263158	1.18173230	.121243176
Advertising_CSI	Male		64	3.3854	1.34022	.16753
	Female		95	3.6842	1.71378	.17583
Misleading_and_unhealthy	Male		64	4.9167	1.30255	.16282
	Female		95	5.3228	1.19143	.12224

FIGURE 64 – Coca-Cola's misleading &amp; unhealthy: mean differences between male and female

To compute an anova, we checked the same three conditions of application as for the T-test (see above). Here, on the other hand, if the Levene test of homogeneity of variances is significant

( $p < 0.05$ ) we cannot interpret the anova, but we then look at the Games-Howell post hoc tests.

### Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Environmental_CSI_M	.124	2	156	.884
Illegality_M	.495	2	156	.611
Employee_CSI_M	1.272	2	156	.283
Foreign_countries_CSI_M	1.643	2	156	.197
Advertising_CSI	.750	2	156	.474
Misleading_and_unhealthy	.075	2	156	.928
Higher_price	.385	2	156	.681

FIGURE 65 – Anova education level & CSI perceptions: Coca-Cola Levene test

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Environmental_CSI_M	Between Groups	.416	2	.208	.119	.888
	Within Groups	272.470	156	1.747		
	Total	272.886	158			
Illegality_M	Between Groups	4.951	2	2.475	1.892	.154
	Within Groups	204.076	156	1.308		
	Total	209.027	158			
Employee_CSI_M	Between Groups	1.261	2	.630	.646	.525
	Within Groups	152.166	156	.975		
	Total	153.427	158			
Foreign_countries_CSI_M	Between Groups	1.247	2	.623	.474	.624
	Within Groups	205.357	156	1.316		
	Total	206.604	158			
Advertising_CSI	Between Groups	5.369	2	2.684	1.081	.342
	Within Groups	387.287	156	2.483		
	Total	392.655	158			
Misleading_and_unhealthy	Between Groups	.322	2	.161	.102	.903
	Within Groups	246.308	156	1.579		
	Total	246.630	158			
Higher_price	Between Groups	6.278	2	3.139	1.386	.253
	Within Groups	353.395	156	2.265		
	Total	359.673	158			

FIGURE 66 – Anova education level & CSI perceptions: Coca-Cola Anova

**FERRERO**

**Correlations**

		Advertising_csi	Misleading_and_unhealthy	EnvcsiM	Illegality_M	Employee_CSI_M	FCcsiM	Higher_price	Age
Advertising_csi	Pearson Correlation	1	.444**	.089	.355**	.355**	.294**	.223**	.061
	Sig. (1-tailed)		.000	.125	.000	.000	.000	.002	.214
	N	169	169	169	169	169	169	169	169
Misleading_and_unhealthy	Pearson Correlation	.444**	1	.448**	.323**	.340**	.451**	.441**	-.131*
	Sig. (1-tailed)	.000		.000	.000	.000	.000	.000	.044
	N	169	169	169	169	169	169	169	169
EnvcsiM	Pearson Correlation	.089	.448**	1	.300**	.199**	.409**	.290**	-.212**
	Sig. (1-tailed)	.125	.000		.000	.005	.000	.000	.003
	N	169	169	169	169	169	169	169	169
Illegality_M	Pearson Correlation	.355**	.323**	.300**	1	.519**	.386**	.405**	.105
	Sig. (1-tailed)	.000	.000	.000		.000	.000	.000	.087
	N	169	169	169	169	169	169	169	169
Employee_CSI_M	Pearson Correlation	.355**	.340**	.199**	.519**	1	.507**	.318**	.149*
	Sig. (1-tailed)	.000	.000	.005	.000		.000	.000	.026
	N	169	169	169	169	169	169	169	169
FCcsiM	Pearson Correlation	.294**	.451**	.409**	.386**	.507**	1	.459**	-.007
	Sig. (1-tailed)	.000	.000	.000	.000	.000		.000	.464
	N	169	169	169	169	169	169	169	169
Higher_price	Pearson Correlation	.223**	.441**	.290**	.405**	.318**	.459**	1	-.129*
	Sig. (1-tailed)	.002	.000	.000	.000	.000	.000		.048
	N	169	169	169	169	169	169	169	169
Age	Pearson Correlation	.061	-.131*	-.212**	.105	.149*	-.007	-.129*	1
	Sig. (1-tailed)	.214	.044	.003	.087	.026	.464	.048	
	N	169	169	169	169	169	169	169	169

FIGURE 67 – Correlations between age & CSI perceptions: Ferrero

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Higher_price	Equal variances assumed	.857	.356	-1.128	167	.261	-.250	.222	-.688	.188
	Equal variances not assumed			-1.139	164.944	.257	-.250	.220	-.684	.184
EnvcsiM	Equal variances assumed	.043	.836	-.265	167	.791	-.05046218	.190474127	-.42650971	.325585360
	Equal variances not assumed			-.267	163.689	.790	-.05046218	.189299278	-.42424543	.323321076
Illegality_M	Equal variances assumed	.013	.909	-.623	167	.534	-.09327	.14973	-.38888	.20234
	Equal variances not assumed			-.621	158.676	.535	-.09327	.15012	-.38977	.20322
Employee_CSI_M	Equal variances assumed	.221	.639	.226	167	.822	.032823995	.145485603	-.25440401	.320051997
	Equal variances not assumed			.229	166.775	.819	.032823995	.143080341	-.24965815	.315306143
FCcsiM	Equal variances assumed	3.633	.058	-1.590	167	.114	-.23519147	.147945494	-.52727597	.056893019
	Equal variances not assumed			-1.622	167.000	.107	-.23519147	.144986138	-.52143340	.051050449
Advertising_csi	Equal variances assumed	.827	.364	-1.406	167	.162	-.29735	.21146	-.71483	.12013
	Equal variances not assumed			-1.426	166.276	.156	-.29735	.20856	-.70912	.11442
Misleading_and_unhealthy	Equal variances assumed	.065	.799	-.941	167	.348	-.18115	.19258	-.56136	.19907
	Equal variances not assumed			-.948	164.576	.344	-.18115	.19100	-.55826	.19597

FIGURE 68 – T-test gender & CSI perceptions: Ferrero

### Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Higher_price	4.890	2	166	.009
EnvcsiM	.229	2	166	.796
Illegality_M	1.847	2	166	.161
Employee_CSI_M	1.381	2	166	.254
FCcsiM	2.919	2	166	.057
Advertising_csi	.364	2	166	.695
Misleading_and_unhealthy	1.366	2	166	.258

FIGURE 69 – Anova education level & CSI perceptions: Ferrero Levene test

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Higher_price	Between Groups	2.873	2	1.437	.694	.501
	Within Groups	343.529	166	2.069		
	Total	346.402	168			
EnvcsiM	Between Groups	1.860	2	.930	.613	.543
	Within Groups	251.642	166	1.516		
	Total	253.502	168			
Illegality_M	Between Groups	2.029	2	1.015	1.087	.340
	Within Groups	154.917	166	.933		
	Total	156.947	168			
Employee_CSI_M	Between Groups	.410	2	.205	.231	.794
	Within Groups	147.466	166	.888		
	Total	147.876	168			
FCcsiM	Between Groups	1.711	2	.855	.925	.399
	Within Groups	153.475	166	.925		
	Total	155.186	168			
Advertising_csi	Between Groups	12.549	2	6.275	3.432	.035
	Within Groups	303.451	166	1.828		
	Total	316.000	168			
Misleading_and_unhealthy	Between Groups	.344	2	.172	.110	.896
	Within Groups	260.069	166	1.567		
	Total	260.413	168			

FIGURE 70 – Anova education level & CSI perceptions: Ferrero Anova

Advertising_csi	Tukey HSD	1.00	2.00	.07980	.30000	.962	-.6297	.7893
				3.00	.62654	.31332	.115	-.1144
		2.00	1.00	-.07980	.30000	.962	-.7893	.6297
			3.00	.54675*	.22970	.048	.0035	1.0900
		3.00	1.00	-.62654	.31332	.115	-1.3675	.1144
			2.00	-.54675*	.22970	.048	-1.0900	-.0035
	Bonferroni	1.00	2.00	.07980	.30000	1.000	-.6457	.8053
			3.00	.62654	.31332	.142	-.1312	1.3843
		2.00	1.00	-.07980	.30000	1.000	-.8053	.6457
			3.00	.54675	.22970	.055	-.0088	1.1023
		3.00	1.00	-.62654	.31332	.142	-1.3843	.1312
			2.00	-.54675	.22970	.055	-1.1023	.0088
	Games-Howell	1.00	2.00	.07980	.33969	.970	-.7472	.9068
			3.00	.62654	.34187	.172	-.2053	1.4584
		2.00	1.00	-.07980	.33969	.970	-.9068	.7472
			3.00	.54675*	.21750	.035	.0313	1.0622
		3.00	1.00	-.62654	.34187	.172	-1.4584	.2053
			2.00	-.54675*	.21750	.035	-1.0622	-.0313

FIGURE 71 – Anova education level &amp; CSI perceptions: Ferrero Post-Hoc

### 3.3 H<sub>3</sub>: Coca-Cola and Ferrero's perceived irresponsibility influences negatively their corporate image

#### COCA-COLA

		Correlations							
		Corporate_image_M	Environmental_CSI_M	Illegality_M	Employee_CSI_M	Foreign_countries_CSI_M	Advertising_CSI	Misleading_and_unhealthy	Higher_price
Corporate_image_M	Pearson Correlation	1	-.323**	-.311**	-.360**	-.330**	-.239**	-.501**	-.018
	Sig. (1-tailed)		.000	.000	.000	.000	.001	.000	.409
	N	159	159	159	159	159	159	159	159
Environmental_CSI_M	Pearson Correlation	-.323**	1	.318**	.221**	.357**	.131	.297**	.078
	Sig. (1-tailed)	.000		.000	.003	.000	.050	.000	.165
	N	159	159	159	159	159	159	159	159
Illegality_M	Pearson Correlation	-.311**	.318**	1	.612**	.462**	.401**	.522**	.270**
	Sig. (1-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	159	159	159	159	159	159	159	159
Employee_CSI_M	Pearson Correlation	-.360**	.221**	.612**	1	.397**	.468**	.482**	.222**
	Sig. (1-tailed)	.000	.003	.000		.000	.000	.000	.002
	N	159	159	159	159	159	159	159	159
Foreign_countries_CSI_M	Pearson Correlation	-.330**	.357**	.462**	.397**	1	.266**	.399**	.259**
	Sig. (1-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	159	159	159	159	159	159	159	159
Advertising_CSI	Pearson Correlation	-.239**	.131	.401**	.468**	.266**	1	.389**	.328**
	Sig. (1-tailed)	.001	.050	.000	.000	.000		.000	.000
	N	159	159	159	159	159	159	159	159
Misleading_and_unhealthy	Pearson Correlation	-.501**	.297**	.522**	.482**	.399**	.389**	1	.197**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000		.006
	N	159	159	159	159	159	159	159	159
Higher_price	Pearson Correlation	-.018	.078	.270**	.222**	.259**	.328**	.197**	1
	Sig. (1-tailed)	.409	.165	.000	.002	.000	.000	.006	
	N	159	159	159	159	159	159	159	159

FIGURE 72 – Correlations between corporate image &amp; CSI perceptions: Coca-Cola

To properly carry out a multiple linear regression, four conditions have to be verified:

- the residuals of the model are independent (methodological condition).
- the residuals follow a normal distribution. This is verified on Figure 73 (histogram) and

74 (PP-plot) where we see that for the regression on Coca-Cola, the residuals follow a normal distribution.

- they respect the condition of homoscedasticity: on the scatterplot below (Figure 75) we see that the residuals are homogeneously distributed around 0.
- the absence of collinearity between the model's explanatory variables is verified as the collinearity diagnostic is always close to 1 and below 3 (Figure 77).

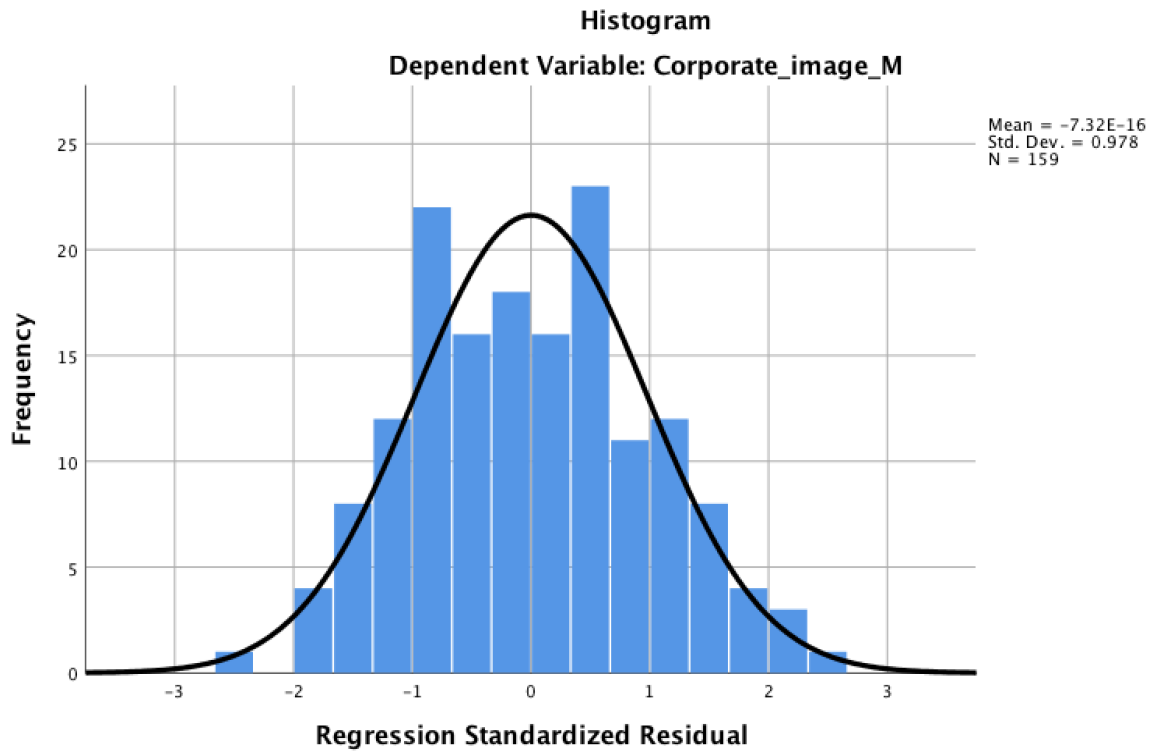


FIGURE 73 – Multiple linear regression between Coca-Cola's corporate image & CSI perceptions: histogram of the residuals

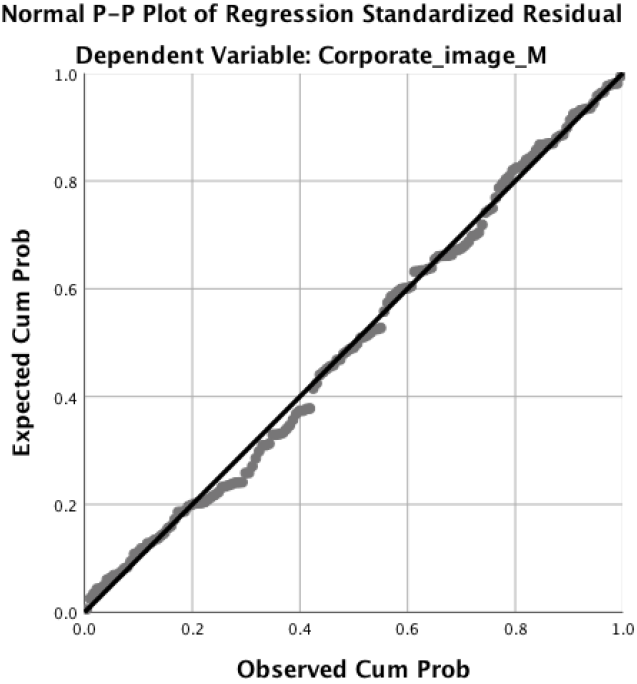


FIGURE 74 – Multiple linear regression between Coca-Cola’s corporate image & CSI perceptions: PP-plot of the residuals

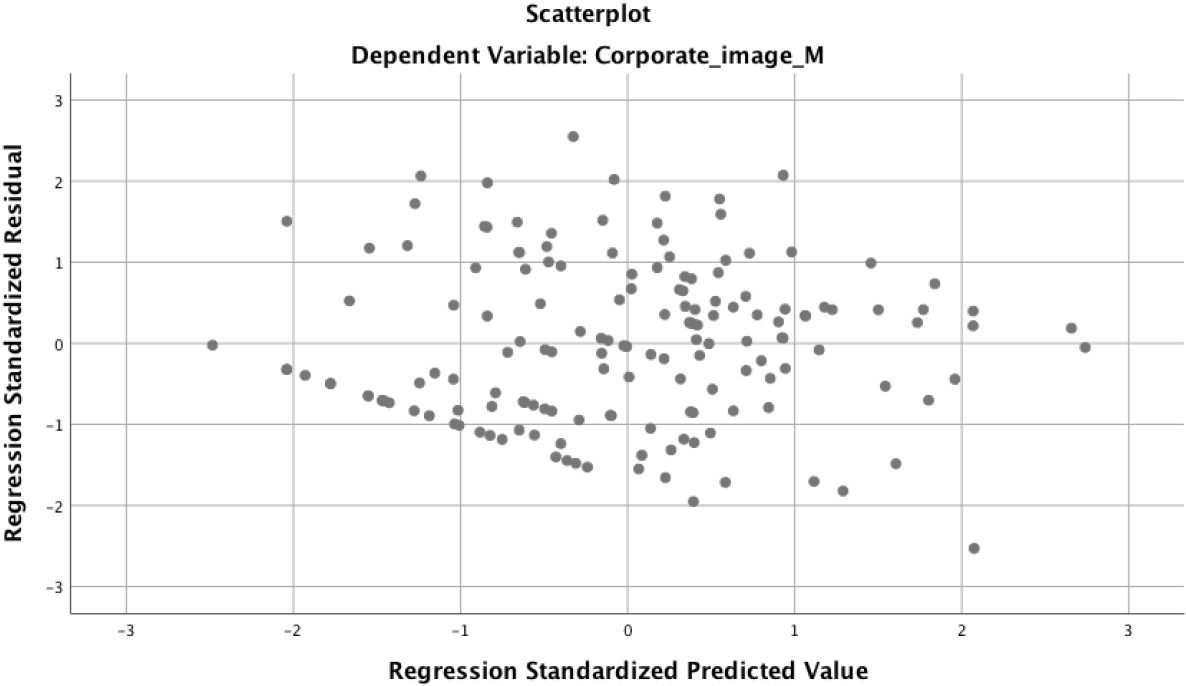


FIGURE 75 – Multiple linear regression between Coca-Cola’s corporate image & CSI perceptions: scatterplot of the residuals

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.565 <sup>a</sup>	.320	.288	1.36802	.320	10.131	7	151	.000	1.681

a. Predictors: (Constant), Misleading\_and\_unhealthy, Higher\_price, Environmental\_CSI\_M, Advertising\_CSI, Foreign\_countries\_CSI\_M, Employee\_CSI\_M, Illegality\_M

b. Dependent Variable: Corporate\_image\_M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132.714	7	18.959	10.131	.000 <sup>b</sup>
	Residual	282.593	151	1.871		
	Total	415.307	158			

a. Dependent Variable: Corporate\_image\_M

b. Predictors: (Constant), Misleading\_and\_unhealthy, Higher\_price, Environmental\_CSI\_M, Advertising\_CSI, Foreign\_countries\_CSI\_M, Employee\_CSI\_M, Illegality\_M

**FIGURE 76 – Multiple linear regression between Coca-Cola's corporate image & CSI perceptions: model summary & Anova**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.795	.675		11.547	.000		
	Higher_price	.136	.078	.127	1.739	.084	.851	1.175
	Environmental_CSI_M	-.200	.091	-.162	-2.193	.030	.827	1.209
	Illegality_M	.085	.133	.060	.639	.524	.509	1.966
	Employee_CSI_M	-.235	.150	-.143	-1.562	.120	.540	1.851
	Foreign_countries_CSI_M	-.162	.115	-.114	-1.410	.161	.688	1.453
	Advertising_CSI	-.039	.083	-.038	-.478	.633	.698	1.433
	Misleading_and_unhealthy	-.493	.109	-.380	-4.513	.000	.636	1.572

a. Dependent Variable: Corporate\_image\_M

**FIGURE 77 – Multiple linear regression between Coca-Cola's corporate image & CSI perceptions: coefficients**

## FERRERO

**Correlations**

		Higher_price	EnvcsiM	Illegality_M	Employee_CSI_M	FCcsiM	Advertising_csi	Misleading_and_unhealthy	Corporate_image_F
Higher_price	Pearson Correlation	1	.290**	.405**	.318**	.459**	.223**	.441**	-.171*
	Sig. (1-tailed)		.000	.000	.000	.000	.002	.000	.013
	N	169	169	169	169	169	169	169	169
EnvcsiM	Pearson Correlation	.290**	1	.300**	.199**	.409**	.089	.448**	-.384**
	Sig. (1-tailed)	.000		.000	.005	.000	.125	.000	.000
	N	169	169	169	169	169	169	169	169
Illegality_M	Pearson Correlation	.405**	.300**	1	.519**	.386**	.355**	.323**	-.228**
	Sig. (1-tailed)	.000	.000		.000	.000	.000	.000	.001
	N	169	169	169	169	169	169	169	169
Employee_CSI_M	Pearson Correlation	.318**	.199**	.519**	1	.507**	.355**	.340**	-.316**
	Sig. (1-tailed)	.000	.005	.000		.000	.000	.000	.000
	N	169	169	169	169	169	169	169	169
FCcsiM	Pearson Correlation	.459**	.409**	.386**	.507**	1	.294**	.451**	-.319**
	Sig. (1-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	169	169	169	169	169	169	169	169
Advertising_csi	Pearson Correlation	.223**	.089	.355**	.355**	.294**	1	.444**	-.259**
	Sig. (1-tailed)	.002	.125	.000	.000	.000		.000	.000
	N	169	169	169	169	169	169	169	169
Misleading_and_unhealthy	Pearson Correlation	.441**	.448**	.323**	.340**	.451**	.444**	1	-.358**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	169	169	169	169	169	169	169	169
Corporate_image_F	Pearson Correlation	-.171*	-.384**	-.228**	-.316**	-.319**	-.259**	-.358**	1
	Sig. (1-tailed)	.013	.000	.001	.000	.000	.000	.000	
	N	169	169	169	169	169	169	169	169

FIGURE 78 – Correlations between age &amp; CSI perceptions: Ferrero

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493 <sup>a</sup>	.243	.210	1.22055

a. Predictors: (Constant), Misleading\_and\_unhealthy, Illegality\_M, EnvcsiM, Higher\_price, Advertising\_csi, Employee\_CSI\_M, FCcsiM

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.100	7	11.014	7.393	.000 <sup>b</sup>
	Residual	239.848	161	1.490		
	Total	316.947	168			

a. Dependent Variable: Corporate\_image\_M

b. Predictors: (Constant), Misleading\_and\_unhealthy, Illegality\_M, EnvcsiM, Higher\_price, Advertising\_csi, Employee\_CSI\_M, FCcsiM

FIGURE 79 – Multiple linear regression between Ferrero's corporate image &amp; CSI perceptions: model summary &amp; Anova

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.501	.546		13.742	.000
	Higher_price	.063	.080	.066	.796	.427
	EnvcsiM	-.321	.092	-.287	-3.501	.001
	Illegality_M	.041	.124	.029	.330	.741
	Employee_CSI_M	-.264	.130	-.181	-2.039	.043
	FCcsiM	-.082	.130	-.058	-.634	.527
	Advertising_csi	-.118	.082	-.117	-1.439	.152
	Misleading_and_unhealthy	-.139	.101	-.126	-1.377	.170

FIGURE 80 – Multiple linear regression between Ferrero's corporate image & CSI perceptions: coefficients

**3.4 H<sub>4</sub>: Some consumers feel both positive and negative sentiments towards Coca-Cola and Ferrero and are ambivalent**

**COCA-COLA**

**FA\_indecision\_cat**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	96	60.4	68.6	68.6
	1.00	44	27.7	31.4	100.0
	Total	140	88.1	100.0	
Missing	System	19	11.9		
Total		159	100.0		

**FA\_confusion\_cat**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	76	47.8	56.7	56.7
	1.00	58	36.5	43.3	100.0
	Total	134	84.3	100.0	
Missing	System	25	15.7		
Total		159	100.0		

**Global\_objective\_ambivalence\_cat**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	125	78.6	83.3	83.3
	1.00	25	15.7	16.7	100.0
	Total	150	94.3	100.0	
Missing	System	9	5.7		
Total		159	100.0		

FIGURE 81 – Count of ambivalent and non-ambivalent respondents for Coca-Cola

**FERRERO****Felt1\_ambivalence\_cat**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	81	47.9	58.3	58.3
	1.00	58	34.3	41.7	100.0
	Total	139	82.2	100.0	
Missing	System	30	17.8		
Total		169	100.0		

**Felt2\_ambivalence\_cat**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	96	56.8	68.1	68.1
	1.00	45	26.6	31.9	100.0
	Total	141	83.4	100.0	
Missing	System	28	16.6		
Total		169	100.0		

**Global\_objective\_ambivalence\_cat**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	137	81.1	90.7	90.7
	1.00	14	8.3	9.3	100.0
	Total	151	89.3	100.0	
Missing	System	18	10.7		
Total		169	100.0		

FIGURE 82 – Count of ambivalent and non-ambivalent respondents for Ferrero

### 3.5 H<sub>5</sub>: The ambivalence is due to the perceived irresponsibility of the brands

#### COCA-COLA

		Correlations							
		Environment al_CSI_M	Illegality_M	Employee_CS I_M	Foreign_coun tries_CSI_M	Advertising_ CSI	Misleading_a nd_unhealthy	Higher_price	Global_objec tive_ambiva lence
Environmental_CSI_M	Pearson Correlation	1	.318**	.221**	.357**	.131	.297**	.078	-.166*
	Sig. (1-tailed)		.000	.003	.000	.050	.000	.165	.018
	N	159	159	159	159	159	159	159	159
Illegality_M	Pearson Correlation	.318**	1	.612**	.462**	.401**	.522**	.270**	-.108
	Sig. (1-tailed)	.000		.000	.000	.000	.000	.000	.088
	N	159	159	159	159	159	159	159	159
Employee_CSI_M	Pearson Correlation	.221**	.612**	1	.397**	.468**	.482**	.222**	-.148*
	Sig. (1-tailed)	.003	.000		.000	.000	.000	.002	.031
	N	159	159	159	159	159	159	159	159
Foreign_countries_CSI_M	Pearson Correlation	.357**	.462**	.397**	1	.266**	.399**	.259**	-.083
	Sig. (1-tailed)	.000	.000	.000		.000	.000	.000	.148
	N	159	159	159	159	159	159	159	159
Advertising_CSI	Pearson Correlation	.131	.401**	.468**	.266**	1	.389**	.328**	-.206**
	Sig. (1-tailed)	.050	.000	.000	.000		.000	.000	.005
	N	159	159	159	159	159	159	159	159
Misleading_and_unhealthy	Pearson Correlation	.297**	.522**	.482**	.399**	.389**	1	.197**	-.204**
	Sig. (1-tailed)	.000	.000	.000	.000	.000		.006	.005
	N	159	159	159	159	159	159	159	159
Higher_price	Pearson Correlation	.078	.270**	.222**	.259**	.328**	.197**	1	-.041
	Sig. (1-tailed)	.165	.000	.002	.000	.000	.006		.305
	N	159	159	159	159	159	159	159	159
Global_objective_ambivalence	Pearson Correlation	-.166*	-.108	-.148*	-.083	-.206**	-.204**	-.041	1
	Sig. (1-tailed)	.018	.088	.031	.148	.005	.005	.305	
	N	159	159	159	159	159	159	159	159

FIGURE 83 – Correlations between objective ambivalence & CSI perceptions: Coca-Cola

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Durbin-Watson
						F Change	df1	df2	Sig. F Change	
1	.280 <sup>a</sup>	.078	.036	.98194707	.078	1.838	7	151	.084	1.563

a. Predictors: (Constant), Zscore(Foreign\_countries\_CSI\_M), Zscore(Higher\_price), Zscore(Environmental\_CSI\_M), Zscore(Advertising\_CSI), Zscore(Misleading\_and\_unhealthy), Zscore(Employee\_CSI\_M), Zscore(Illegality\_M)

b. Dependent Variable: Zscore(Global\_objective\_ambivalence)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.403	7	1.772	1.838	.084 <sup>b</sup>
	Residual	145.597	151	.964		
	Total	158.000	158			

a. Dependent Variable: Zscore(Global\_objective\_ambivalence)

b. Predictors: (Constant), Zscore(Foreign\_countries\_CSI\_M), Zscore(Higher\_price), Zscore(Environmental\_CSI\_M), Zscore(Advertising\_CSI), Zscore(Misleading\_and\_unhealthy), Zscore(Employee\_CSI\_M), Zscore(Illegality\_M)

FIGURE 84 – Multiple linear regression between Coca-Cola's objective ambivalence & CSI perceptions: model summary & Anova

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.449E-17	.078		.000	1.000		
	Zscore(Higher_price)	.031	.085	.031	.362	.718	.851	1.175
	Zscore(Advertising_CSI)	-.164	.094	-.164	-1.754	.082	.698	1.433
	Zscore (Misleading_and_unhealthy)	-.141	.098	-.141	-1.436	.153	.636	1.572
	Zscore (Environmental_CSI_M)	-.133	.086	-.133	-1.554	.122	.827	1.209
	Zscore(Illegality_M)	.072	.110	.072	.661	.510	.509	1.966
	Zscore(Employee_CSI_M)	-.041	.106	-.041	-.385	.701	.540	1.851
	Zscore (Foreign_countries_CSI_M)	.039	.094	.039	.413	.680	.688	1.453

a. Dependent Variable: Zscore(Global\_objective\_ambivalence)

FIGURE 85 – Multiple linear regression between Coca-Cola’s objective ambivalence & CSI perceptions: coefficients

		Environmental_CSI_M	Illegality_M	Employee_CSI_M	Foreign_countries_CSI_M	Advertising_CSI	Misleading_and_unhealthy	Higher_price	Felt_amb_confusion	Felt_ambi_indecision
Environmental_CSI_M	Pearson Correlation	1	.318**	.221**	.357**	.131	.297**	.078	-.078	.099
	Sig. (1-tailed)		.000	.003	.000	.050	.000	.165	.163	.108
	N	159	159	159	159	159	159	159	159	159
Illegality_M	Pearson Correlation	.318**	1	.612**	.462**	.401**	.522**	.270**	.032	.070
	Sig. (1-tailed)	.000		.000	.000	.000	.000	.000	.344	.192
	N	159	159	159	159	159	159	159	159	159
Employee_CSI_M	Pearson Correlation	.221**	.612**	1	.397**	.468**	.482**	.222**	-.033	.033
	Sig. (1-tailed)	.003	.000		.000	.000	.000	.002	.338	.342
	N	159	159	159	159	159	159	159	159	159
Foreign_countries_CSI_M	Pearson Correlation	.357**	.462**	.397**	1	.266**	.399**	.259**	-.020	.101
	Sig. (1-tailed)	.000	.000	.000		.000	.000	.000	.402	.102
	N	159	159	159	159	159	159	159	159	159
Advertising_CSI	Pearson Correlation	.131	.401**	.468**	.266**	1	.389**	.328**	-.111	-.076
	Sig. (1-tailed)	.050	.000	.000	.000		.000	.000	.083	.170
	N	159	159	159	159	159	159	159	159	159
Misleading_and_unhealthy	Pearson Correlation	.297**	.522**	.482**	.399**	.389**	1	.197**	-.108	.039
	Sig. (1-tailed)	.000	.000	.000	.000	.000		.006	.089	.312
	N	159	159	159	159	159	159	159	159	159
Higher_price	Pearson Correlation	.078	.270**	.222**	.259**	.328**	.197**	1	-.025	-.013
	Sig. (1-tailed)	.165	.000	.002	.000	.000	.006		.375	.435
	N	159	159	159	159	159	159	159	159	159
Felt_amb_confusion	Pearson Correlation	-.078	.032	-.033	-.020	-.111	-.108	-.025	1	.705**
	Sig. (1-tailed)	.163	.344	.338	.402	.083	.089	.375		.000
	N	159	159	159	159	159	159	159	159	159
Felt_ambi_indecision	Pearson Correlation	.099	.070	.033	.101	-.076	.039	-.013	.705**	1
	Sig. (1-tailed)	.108	.192	.342	.102	.170	.312	.435	.000	
	N	159	159	159	159	159	159	159	159	159

FIGURE 86 – Correlations between felt ambivalence (confusion & indecision) & CSI perceptions: Coca-Cola

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Durbin-Watson
						F Change	df1	df2	Sig. F Change	
1	.197 <sup>a</sup>	.039	-.006	1.67489	.039	.872	7	151	.530	.269

a. Predictors: (Constant), Misleading\_and\_unhealthy, Higher\_price, Environmental\_CSI\_M, Advertising\_CSI, Foreign\_countries\_CSI\_M, Employee\_CSI\_M, Illegality\_M

b. Dependent Variable: Felt\_amb\_confusion

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.118	7	2.445	.872	.530 <sup>b</sup>
	Residual	423.594	151	2.805		
	Total	440.712	158			

a. Dependent Variable: Felt\_amb\_confusion

b. Predictors: (Constant), Misleading\_and\_unhealthy, Higher\_price, Environmental\_CSI\_M, Advertising\_CSI, Foreign\_countries\_CSI\_M, Employee\_CSI\_M, Illegality\_M

**FIGURE 87 – Multiple linear regression between Coca-Cola's confusion (felt ambivalence (1)) & CSI perceptions: model summary & Anova**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.450	.826		5.384	.000		
	Higher_price	-.004	.096	-.004	-.046	.963	.851	1.175
	Environmental_CSI_M	-.106	.111	-.084	-.952	.343	.827	1.209
	Illegality_M	.248	.162	.171	1.528	.129	.509	1.966
	Employee_CSI_M	-.016	.184	-.009	-.085	.932	.540	1.851
	Foreign_countries_CSI_M	.026	.140	.018	.188	.851	.688	1.453
	Advertising_CSI	-.124	.101	-.117	-1.229	.221	.698	1.433
	Misleading_and_unhealthy	-.171	.134	-.128	-1.282	.202	.636	1.572

a. Dependent Variable: Felt\_amb\_confusion

**FIGURE 88 – Multiple linear regression between Coca-Cola's confusion (felt ambivalence (1)) & CSI perceptions: coefficients**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.173 <sup>a</sup>	.030	-.015	1.80681	.030	.664	7	151	.702	.381

a. Predictors: (Constant), Misleading\_and\_unhealthy, Higher\_price, Environmental\_CSI\_M, Advertising\_CSI, Foreign\_countries\_CSI\_M, Employee\_CSI\_M, Illegality\_M

b. Dependent Variable: Felt\_ambi\_indecision

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.173	7	2.168	.664	.702 <sup>b</sup>
	Residual	492.949	151	3.265		
	Total	508.122	158			

a. Dependent Variable: Felt\_ambi\_indecision

b. Predictors: (Constant), Misleading\_and\_unhealthy, Higher\_price, Environmental\_CSI\_M, Advertising\_CSI, Foreign\_countries\_CSI\_M, Employee\_CSI\_M, Illegality\_M

**FIGURE 89 – Multiple linear regression between Coca-Cola's indecision (felt ambivalence (2)) & CSI perceptions: model summary & Anova**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.981	.892		2.222	.028		
	Higher_price	-.018	.103	-.016	-.178	.859	.851	1.175
	Environmental_CSI_M	.088	.120	.065	.734	.464	.827	1.209
	Illegality_M	.088	.175	.057	.505	.615	.509	1.966
	Employee_CSI_M	.024	.198	.013	.122	.903	.540	1.851
	Foreign_countries_CSI_M	.132	.152	.084	.871	.385	.688	1.453
	Advertising_CSI	-.151	.109	-.133	-1.386	.168	.698	1.433
	Misleading_and_unhealthy	.008	.144	.005	.052	.959	.636	1.572

a. Dependent Variable: Felt\_ambi\_indecision

**FIGURE 90 – Multiple linear regression between Coca-Cola's indecision (felt ambivalence (2)) & CSI perceptions: coefficients**

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_amb_confusion	Based on Mean	3.062	2	156	.050
	Based on Median	3.031	2	156	.051
	Based on Median and with adjusted df	3.031	2	155.683	.051
	Based on trimmed mean	3.089	2	156	.048
Felt_ambi_indecision	Based on Mean	3.456	2	156	.034
	Based on Median	2.303	2	156	.103
	Based on Median and with adjusted df	2.303	2	136.017	.104
	Based on trimmed mean	3.370	2	156	.037
Global_objective_ambivalence	Based on Mean	2.728	2	156	.068
	Based on Median	2.758	2	156	.067
	Based on Median and with adjusted df	2.758	2	153.082	.067
	Based on trimmed mean	2.737	2	156	.068

FIGURE 91 – Anova with categorised Advertising CSI and ambivalence variables: Levene tests

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_amb_confusion	Between Groups	4.045	2	2.022	.722	.487
	Within Groups	436.667	156	2.799		
	Total	440.712	158			
Felt_ambi_indecision	Between Groups	5.296	2	2.648	.822	.442
	Within Groups	502.825	156	3.223		
	Total	508.122	158			
Global_objective_ambivalence	Between Groups	24.176	2	12.088	3.104	.048
	Within Groups	607.489	156	3.894		
	Total	631.665	158			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_amb_confusion	Welch	.788	2	57.410	.460
	Brown-Forsythe	.615	2	64.145	.544
Felt_ambi_indecision	Welch	.880	2	57.357	.420
	Brown-Forsythe	.702	2	65.560	.499
Global_objective_ambivalence	Welch	2.410	2	57.704	.099
	Brown-Forsythe	2.717	2	66.521	.073

a. Asymptotically F distributed.

FIGURE 92 – Anova with categorised Advertising CSI and ambivalence variables: results

**Multiple Comparisons**

Dependent Variable		(I) adv_cat	(J) adv_cat	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
							Lower Bound	Upper Bound	
Global_objective_ambivalence	Tukey HSD	1.00	2.00	.243551587	.339016076	.753	-.55866149	1.04576466	
			3.00	1.1904115*	.479747582	.037	.055185727	2.32563725	
		2.00	1.00	-.24355159	.339016076	.753	-1.0457647	.558661488	
			3.00	.946859903	.472648963	.115	-.17156841	2.06528822	
		3.00	1.00	-1.190411*	.479747582	.037	-2.3256373	-.05518573	
			2.00	-.94685990	.472648963	.115	-2.0652882	.171568412	
		Bonferroni	1.00	2.00	.243551587	.339016076	1.000	-.57689148	1.06399466
				3.00	1.1904115*	.479747582	.042	.029388145	2.35143484
			2.00	1.00	-.24355159	.339016076	1.000	-1.0639947	.576891482
				3.00	.946859903	.472648963	.141	-.19698428	2.09070409
			3.00	1.00	-1.190411*	.479747582	.042	-2.3514348	-.02938814
				2.00	-.94685990	.472648963	.141	-2.0907041	.196984279
	Games-Howell	1.00	2.00	.243551587	.322851558	.732	-.52164416	1.00874733	
			3.00	1.19041149	.540885037	.087	-.14153218	2.52235516	
		2.00	1.00	-.24355159	.322851558	.732	-1.0087473	.521644159	
			3.00	.946859903	.551588701	.214	-.40661128	2.30033108	
		3.00	1.00	-1.1904115	.540885037	.087	-2.5223552	.141532180	
			2.00	-.94685990	.551588701	.214	-2.3003311	.406611276	

FIGURE 93 – Anova with categorised Advertising CSI and ambivalence variables: post-hocs

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_amb_confusion	Based on Mean	8.688	2	156	.000
	Based on Median	8.845	2	156	.000
	Based on Median and with adjusted df	8.845	2	155.607	.000
	Based on trimmed mean	8.703	2	156	.000
Felt_ambi_indecision	Based on Mean	10.229	2	156	.000
	Based on Median	9.614	2	156	.000
	Based on Median and with adjusted df	9.614	2	151.926	.000
	Based on trimmed mean	10.016	2	156	.000
Global_objective_ambiv alence	Based on Mean	2.532	2	156	.083
	Based on Median	2.212	2	156	.113
	Based on Median and with adjusted df	2.212	2	152.610	.113
	Based on trimmed mean	2.509	2	156	.085

FIGURE 94 – Anova with categorised Misleading & unhealthy and ambivalence variables: Levene tests

XC.

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_amb_confusion	Between Groups	3.100	2	1.550	.552	.577
	Within Groups	437.613	156	2.805		
	Total	440.712	158			
Felt_ambi_indecision	Between Groups	11.413	2	5.706	1.792	.170
	Within Groups	496.709	156	3.184		
	Total	508.122	158			
Global_objective_ambivalence	Between Groups	31.593	2	15.796	4.107	.018
	Within Groups	600.072	156	3.847		
	Total	631.665	158			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_amb_confusion	Welch	.618	2	37.149	.544
	Brown-Forsythe	.597	2	63.052	.554
Felt_ambi_indecision	Welch	1.718	2	39.555	.193
	Brown-Forsythe	2.150	2	83.679	.123
Global_objective_ambivalence	Welch	4.034	2	38.417	.026
	Brown-Forsythe	4.582	2	70.551	.013

a. Asymptotically F distributed.

FIGURE 95 – Anova with categorised Misleading & unhealthy and ambivalence variables: results

**Multiple Comparisons**

				Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
							Lower Bound	Upper Bound	
Global_objective_ambivalence	Tukey HSD	1.00	2.00	-.53469388	.574203883	.621	-1.8934314	.824043646	
			3.00	.398911565	.571004951	.765	-.95225633	1.75007946	
		2.00	1.00	.534693878	.574203883	.621	-.82404365	1.89343140	
			3.00	.93360544*	.325944659	.013	.162323234	1.70488765	
		3.00	1.00	-.39891156	.571004951	.765	-1.7500795	.952256331	
			2.00	-.9336054*	.325944659	.013	-1.7048877	-.16232323	
		Bonferroni	1.00	2.00	-.53469388	.574203883	1.000	-1.9243082	.854920450
				3.00	.398911565	.571004951	1.000	-.98296112	1.78078425
			2.00	1.00	.534693878	.574203883	1.000	-.85492045	1.92430820
				3.00	.93360544*	.325944659	.014	.144796133	1.72241475
			3.00	1.00	-.39891156	.571004951	1.000	-1.7807842	.982961119
				2.00	-.9336054*	.325944659	.014	-1.7224148	-.14479613
	Games-Howell	1.00	2.00	-.53469388	.504650723	.550	-1.8159038	.746516019	
			3.00	.398911565	.519916459	.727	-.90955678	1.70737991	
		2.00	1.00	.534693878	.504650723	.550	-.74651602	1.81590377	
			3.00	.93360544*	.327430650	.014	.158028000	1.70918288	
		3.00	1.00	-.39891156	.519916459	.727	-1.7073799	.909556782	
			2.00	-.9336054*	.327430650	.014	-1.7091829	-.15802800	

FIGURE 96 – Anova with categorised Misleading & unhealthy and ambivalence variables: post-hocs

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_amb_confusion	Based on Mean	1.952	2	156	.145
	Based on Median	1.568	2	156	.212
	Based on Median and with adjusted df	1.568	2	155.227	.212
	Based on trimmed mean	2.066	2	156	.130
Felt_ambi_indecision	Based on Mean	1.619	2	156	.201
	Based on Median	2.659	2	156	.073
	Based on Median and with adjusted df	2.659	2	148.037	.073
	Based on trimmed mean	1.909	2	156	.152
Global_objective_ambiv alence	Based on Mean	2.704	2	156	.070
	Based on Median	2.238	2	156	.110
	Based on Median and with adjusted df	2.238	2	153.239	.110
	Based on trimmed mean	2.676	2	156	.072

FIGURE 97 – Anova with categorised Environmental CSI and ambivalence variables: Levene tests

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Felt_amb_confusion	Between Groups	9.444	2	4.722	1.708	.185
	Within Groups	431.269	156	2.765		
	Total	440.712	158			
Felt_ambi_indecision	Between Groups	12.652	2	6.326	1.992	.140
	Within Groups	495.470	156	3.176		
	Total	508.122	158			
Global_objective_ambivalence	Between Groups	15.795	2	7.897	2.000	.139
	Within Groups	615.871	156	3.948		
	Total	631.665	158			

### Robust Tests of Equality of Means

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_amb_confusion	Welch	1.810	2	16.865	.194
	Brown-Forsythe	1.980	2	28.968	.156
Felt_ambi_indecision	Welch	3.104	2	17.412	.070
	Brown-Forsythe	2.452	2	43.015	.098
Global_objective_ambivalence	Welch	2.223	2	16.267	.140
	Brown-Forsythe	1.902	2	18.195	.178

a. Asymptotically F distributed.

FIGURE 98 – Anova with categorised Environmental CSI and ambivalence variables: results

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_amb_confusion	Based on Mean	.527	2	156	.591
	Based on Median	.414	2	156	.662
	Based on Median and with adjusted df	.414	2	150.834	.662
	Based on trimmed mean	.578	2	156	.562
Felt_ambi_indecision	Based on Mean	1.201	2	156	.304
	Based on Median	1.037	2	156	.357
	Based on Median and with adjusted df	1.037	2	145.239	.357
	Based on trimmed mean	1.123	2	156	.328
Global_objective_ambiv alence	Based on Mean	1.385	2	156	.253
	Based on Median	1.293	2	156	.277
	Based on Median and with adjusted df	1.293	2	152.386	.278
	Based on trimmed mean	1.362	2	156	.259

FIGURE 99 – Anova with categorised Higher price and ambivalence variables: Levene tests

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Felt_amb_confusion	Between Groups	3.476	2	1.738	.620	.539
	Within Groups	437.236	156	2.803		
	Total	440.712	158			
Felt_ambi_indecision	Between Groups	6.978	2	3.489	1.086	.340
	Within Groups	501.144	156	3.212		
	Total	508.122	158			
Global_objective_ambiv alence	Between Groups	3.123	2	1.561	.388	.679
	Within Groups	628.543	156	4.029		
	Total	631.665	158			

### Robust Tests of Equality of Means

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_amb_confusion	Welch	.707	2	68.614	.497
	Brown-Forsythe	.650	2	113.302	.524
Felt_ambi_indecision	Welch	1.244	2	67.911	.295
	Brown-Forsythe	1.126	2	111.798	.328
Global_objective_ambiv alence	Welch	.523	2	72.326	.595
	Brown-Forsythe	.429	2	126.925	.652

a. Asymptotically F distributed.

FIGURE 100 – Anova with categorised Higher price and ambivalence variables: results

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_amb_confusion	Based on Mean	3.984	2	156	.021
	Based on Median	3.716	2	156	.027
	Based on Median and with adjusted df	3.716	2	155.887	.027
	Based on trimmed mean	4.057	2	156	.019
Felt_ambi_indecision	Based on Mean	5.180	2	156	.007
	Based on Median	3.640	2	156	.028
	Based on Median and with adjusted df	3.640	2	132.289	.029
	Based on trimmed mean	4.917	2	156	.008
Global_objective_ambiv alence	Based on Mean	.492	2	156	.613
	Based on Median	.431	2	156	.651
	Based on Median and with adjusted df	.431	2	151.638	.651
	Based on trimmed mean	.493	2	156	.612

FIGURE 101 – Anova with categorised Foreign countries CSI and ambivalence variables: Levene tests

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_amb_confusion	Between Groups	6.490	2	3.245	1.166	.314
	Within Groups	434.222	156	2.783		
	Total	440.712	158			
Felt_ambi_indecision	Between Groups	.247	2	.124	.038	.963
	Within Groups	507.875	156	3.256		
	Total	508.122	158			
Global_objective_ambivalence	Between Groups	23.112	2	11.556	2.962	.055
	Within Groups	608.553	156	3.901		
	Total	631.665	158			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_amb_confusion	Welch	.996	2	8.095	.410
	Brown-Forsythe	1.142	2	17.876	.341
Felt_ambi_indecision	Welch	.030	2	8.009	.971
	Brown-Forsythe	.034	2	15.362	.966
Global_objective_ambivalence	Welch	2.507	2	8.014	.143
	Brown-Forsythe	2.684	2	12.532	.107

a. Asymptotically F distributed.

FIGURE 102 – Anova with categorised Foreign countries CSI and ambivalence variables: results

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_amb_confusion	Based on Mean	.317	2	156	.729
	Based on Median	.339	2	156	.713
	Based on Median and with adjusted df	.339	2	154.958	.713
	Based on trimmed mean	.292	2	156	.747
Felt_ambi_indecision	Based on Mean	2.268	2	156	.107
	Based on Median	.880	2	156	.417
	Based on Median and with adjusted df	.880	2	67.699	.420
	Based on trimmed mean	1.958	2	156	.145
Global_objective_ambiv alence	Based on Mean	3.531	2	156	.032
	Based on Median	3.132	2	156	.046
	Based on Median and with adjusted df	3.132	2	154.810	.046
	Based on trimmed mean	3.513	2	156	.032

FIGURE 103 – Anova with categorised Employee CSI and ambivalence variables: Levene tests

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_amb_confusion	Between Groups	4.247	2	2.123	.759	.470
	Within Groups	436.465	156	2.798		
	Total	440.712	158			
Felt_ambi_indecision	Between Groups	5.599	2	2.800	.869	.421
	Within Groups	502.522	156	3.221		
	Total	508.122	158			
Global_objective_ambivalence	Between Groups	31.766	2	15.883	4.130	.018
	Within Groups	599.899	156	3.846		
	Total	631.665	158			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_amb_confusion	Welch	.612	2	22.899	.551
	Brown-Forsythe	.673	2	31.826	.517
Felt_ambi_indecision	Welch	.884	2	23.594	.427
	Brown-Forsythe	.772	2	24.697	.473
Global_objective_ambivalence	Welch	2.699	2	23.820	.088
	Brown-Forsythe	3.827	2	24.933	.036

a. Asymptotically F distributed.

FIGURE 104 – Anova with categorised Employee CSI and ambivalence variables: results

**Multiple Comparisons**

				Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Global_objective_ambivalence	Tukey HSD	1.00	2.00	.091528033	.482363785	.980	-1.0498884	1.23294451
			3.00	1.7073453*	.705835407	.044	.037128347	3.37756223
		2.00	1.00	-.09152803	.482363785	.980	-1.2329445	1.04988845
			3.00	1.6158173*	.571041154	.015	.264563689	2.96707082
		3.00	1.00	-1.707345*	.705835407	.044	-3.3775622	-.03712835
			2.00	-1.615817*	.571041154	.015	-2.9670708	-.26456369
	Bonferroni	1.00	2.00	.091528033	.482363785	1.000	-1.0758267	1.25888278
			3.00	1.70734529	.705835407	.050	-.00082671	3.41551728
		2.00	1.00	-.09152803	.482363785	1.000	-1.2588828	1.07582671
			3.00	1.6158173*	.571041154	.016	.233856955	2.99777755
		3.00	1.00	-1.7073453	.705835407	.050	-3.4155173	.000826711
			2.00	-1.615817*	.571041154	.016	-2.9977776	-.23385696
Games-Howell	1.00	2.00	.091528033	.387902877	.970	-.86824047	1.05129653	
		3.00	1.70734529	.762935772	.091	-.23768110	3.65237167	
	2.00	1.00	-.09152803	.387902877	.970	-1.0512965	.868240467	
		3.00	1.61581725	.701741149	.089	-.22660005	3.45823455	
	3.00	1.00	-1.7073453	.762935772	.091	-3.6523717	.237681100	
		2.00	-1.6158173	.701741149	.089	-3.4582346	.226600045	

FIGURE 105 – Anova with categorised Employee CSI and ambivalence variables: post-hocs

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_amb_confusion	Based on Mean	1.562	2	156	.213
	Based on Median	1.185	2	156	.308
	Based on Median and with adjusted df	1.185	2	151.431	.308
	Based on trimmed mean	1.608	2	156	.204
Felt_ambi_indecision	Based on Mean	2.382	2	156	.096
	Based on Median	1.977	2	156	.142
	Based on Median and with adjusted df	1.977	2	143.071	.142
	Based on trimmed mean	2.528	2	156	.083
Global_objective_ambiv alence	Based on Mean	.761	2	156	.469
	Based on Median	.601	2	156	.550
	Based on Median and with adjusted df	.601	2	151.296	.550
	Based on trimmed mean	.712	2	156	.492

FIGURE 106 – Anova with categorised Illegality and ambivalence variables: Levene tests

## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Felt_amb_confusion	Between Groups	2.820	2	1.410	.502	.606
	Within Groups	437.893	156	2.807		
	Total	440.712	158			
Felt_ambi_indecision	Between Groups	3.585	2	1.793	.554	.576
	Within Groups	504.537	156	3.234		
	Total	508.122	158			
Global_objective_ambivalence	Between Groups	6.587	2	3.294	.822	.441
	Within Groups	625.078	156	4.007		
	Total	631.665	158			

## Robust Tests of Equality of Means

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_amb_confusion	Welch	.519	2	39.828	.599
	Brown-Forsythe	.445	2	58.949	.643
Felt_ambi_indecision	Welch	.487	2	41.562	.618
	Brown-Forsythe	.534	2	59.814	.589
Global_objective_ambivalence	Welch	.716	2	42.069	.495
	Brown-Forsythe	.831	2	62.610	.440

a. Asymptotically F distributed.

FIGURE 107 – Anova with categorised Illegality and ambivalence variables: results

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		Higher_price	EnvcsiM	Illegality_M	Employee_CS_L_M	FCcsiM	Advertising_csi	Misleading_and_unhealthy	Global_objective_ambivalence
Higher_price	Pearson Correlation	1	.290**	.405**	.318**	.459**	.223**	.441**	.092
	Sig. (1-tailed)		.000	.000	.000	.000	.002	.000	.118
	N	169	169	169	169	169	169	169	169
EnvcsiM	Pearson Correlation	.290**	1	.300**	.199**	.409**	.089	.448**	.004
	Sig. (1-tailed)	.000		.000	.005	.000	.125	.000	.480
	N	169	169	169	169	169	169	169	169
Illegality_M	Pearson Correlation	.405**	.300**	1	.519**	.386**	.355**	.323**	.232**
	Sig. (1-tailed)	.000	.000		.000	.000	.000	.000	.001
	N	169	169	169	169	169	169	169	169
Employee_CSI_M	Pearson Correlation	.318**	.199**	.519**	1	.507**	.355**	.340**	.196**
	Sig. (1-tailed)	.000	.005	.000		.000	.000	.000	.005
	N	169	169	169	169	169	169	169	169
FCcsiM	Pearson Correlation	.459**	.409**	.386**	.507**	1	.294**	.451**	.242**
	Sig. (1-tailed)	.000	.000	.000	.000		.000	.000	.001
	N	169	169	169	169	169	169	169	169
Advertising_csi	Pearson Correlation	.223**	.089	.355**	.355**	.294**	1	.444**	.257**
	Sig. (1-tailed)	.002	.125	.000	.000	.000		.000	.000
	N	169	169	169	169	169	169	169	169
Misleading_and_unhealthy	Pearson Correlation	.441**	.448**	.323**	.340**	.451**	.444**	1	.195**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000		.006
	N	169	169	169	169	169	169	169	169
Global_objective_ambivalence	Pearson Correlation	.092	.004	.232**	.196**	.242**	.257**	.195**	1
	Sig. (1-tailed)	.118	.480	.001	.005	.001	.000	.006	
	N	169	169	169	169	169	169	169	169

FIGURE 108 – Correlations between objective ambivalence & CSI perceptions: Ferrero

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.362 <sup>a</sup>	.131	.093	.95235404

a. Predictors: (Constant), Zscore(FCcsiM), Zscore (Advertising\_csi), Zscore(EnvcsiM), Zscore (Higher\_price), Zscore(Illegality\_M), Zscore (Employee\_CSI\_M), Zscore(Misleading\_and\_unhealthy)

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.977	7	3.140	3.461	.002 <sup>b</sup>
	Residual	146.023	161	.907		
	Total	168.000	168			

a. Dependent Variable: Zscore(Global\_objective\_ambivalence)

b. Predictors: (Constant), Zscore(FCcsiM), Zscore(Advertising\_csi), Zscore (EnvcsiM), Zscore(Higher\_price), Zscore(Illegality\_M), Zscore(Employee\_CSI\_M), Zscore(Misleading\_and\_unhealthy)

FIGURE 109 – Multiple linear regression between Ferrero’s objective ambivalence & CSI perceptions: model summary & Anova

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.502E-15	.073		.000	1.000
	Zscore(Advertising_csi)	.129	.087	.129	1.477	.142
	Zscore (Misleading_and_unhealthy)	.110	.098	.110	1.116	.266
	Zscore(Higher_price)	-.097	.089	-.097	-1.082	.281
	Zscore(EnvcsiM)	-.161	.088	-.161	-1.825	.070
	Zscore(Illegality_M)	.167	.093	.167	1.785	.076
	Zscore(Employee_CSI_M)	-.017	.095	-.017	-.179	.858
	Zscore(FCcsiM)	.209	.097	.209	2.141	.034

a. Dependent Variable: Zscore(Global\_objective\_ambivalence)

FIGURE 110 – Multiple linear regression between Ferrero’s objective ambivalence & CSI perceptions: coefficients

CII.

		Higher_price	EnvcsiM	Illegality_M	Employee_CSI_M	FCcsiM	Advertising_csi	Misleading_and_unhealthy	Felt_ambi_confusion	Felt_ambi_indecision
Higher_price	Pearson Correlation	1	.290**	.405**	.318**	.459**	.223**	.441**	.131*	.135*
	Sig. (1-tailed)		.000	.000	.000	.000	.002	.000	.045	.040
	N	169	169	169	169	169	169	169	169	169
EnvcsiM	Pearson Correlation	.290**	1	.300**	.199**	.409**	.089	.448**	.271**	.225**
	Sig. (1-tailed)	.000		.000	.005	.000	.125	.000	.000	.002
	N	169	169	169	169	169	169	169	169	169
Illegality_M	Pearson Correlation	.405**	.300**	1	.519**	.386**	.355**	.323**	.109	.138*
	Sig. (1-tailed)	.000	.000		.000	.000	.000	.000	.078	.037
	N	169	169	169	169	169	169	169	169	169
Employee_CSI_M	Pearson Correlation	.318**	.199**	.519**	1	.507**	.355**	.340**	.132*	.163*
	Sig. (1-tailed)	.000	.005	.000		.000	.000	.000	.044	.017
	N	169	169	169	169	169	169	169	169	169
FCcsiM	Pearson Correlation	.459**	.409**	.386**	.507**	1	.294**	.451**	.266**	.064
	Sig. (1-tailed)	.000	.000	.000	.000		.000	.000	.000	.203
	N	169	169	169	169	169	169	169	169	169
Advertising_csi	Pearson Correlation	.223**	.089	.355**	.355**	.294**	1	.444**	.234**	.163*
	Sig. (1-tailed)	.002	.125	.000	.000	.000		.000	.001	.017
	N	169	169	169	169	169	169	169	169	169
Misleading_and_unhealthy	Pearson Correlation	.441**	.448**	.323**	.340**	.451**	.444**	1	.307**	.271**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	169	169	169	169	169	169	169	169	169
Felt_ambi_confusion	Pearson Correlation	.131*	.271**	.109	.132*	.266**	.234**	.307**	1	.529**
	Sig. (1-tailed)	.045	.000	.078	.044	.000	.001	.000		.000
	N	169	169	169	169	169	169	169	169	169
Felt_ambi_indecision	Pearson Correlation	.135*	.225**	.138*	.163*	.064	.163*	.271**	.529**	1
	Sig. (1-tailed)	.040	.002	.037	.017	.203	.017	.000	.000	
	N	169	169	169	169	169	169	169	169	169

FIGURE 111 – Correlations between felt ambivalence (confusion & indecision) & CSI perceptions: Ferrero

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.387 <sup>a</sup>	.150	.113	1.49974

a. Predictors: (Constant), Misleading\_and\_unhealthy, Illegality\_M, EnvcsiM, Higher\_price, Advertising\_csi, Employee\_CSI\_M, FCcsiM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.879	7	9.126	4.057	.000 <sup>b</sup>
	Residual	362.126	161	2.249		
	Total	426.004	168			

a. Dependent Variable: Felt\_ambi\_confusion

b. Predictors: (Constant), Misleading\_and\_unhealthy, Illegality\_M, EnvcsiM, Higher\_price, Advertising\_csi, Employee\_CSI\_M, FCcsiM

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.856	.671		1.277	.203
	Higher_price	-.056	.098	-.051	-.574	.567
	EnvcsiM	.222	.113	.171	1.964	.051
	Illegality_M	-.106	.152	-.064	-.699	.486
	Employee_CSI_M	-.057	.159	-.034	-.357	.722
	FCcsiM	.245	.160	.148	1.535	.127
	Advertising_csi	.180	.100	.155	1.795	.074
	Misleading_and_unhealthy	.191	.124	.149	1.539	.126

FIGURE 112 – Multiple linear regression between Ferrero's confusion (felt ambivalence (1)) & CSI perceptions: model summary, Anova & coefficients

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.339 <sup>a</sup>	.115	.077	1.59303530		

a. Predictors: (Constant), Misleading\_and\_unhealthy, Illegality\_M, EnvcsiM, Higher\_price, Advertising\_csi, Employee\_CSI\_M, FCcsiM

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.213	7	7.602	2.995	.006 <sup>b</sup>
	Residual	408.580	161	2.538		
	Total	461.792	168			

a. Dependent Variable: Felt\_ambi\_indecision  
b. Predictors: (Constant), Misleading\_and\_unhealthy, Illegality\_M, EnvcsiM, Higher\_price, Advertising\_csi, Employee\_CSI\_M, FCcsiM

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.965	.712		1.354	.178
	Higher_price	.040	.104	.035	.388	.699
	EnvcsiM	.242	.120	.179	2.016	.045
	Illegality_M	-.014	.161	-.008	-.086	.931
	Employee_CSI_M	.229	.169	.130	1.354	.178
	FCcsiM	-.334	.170	-.194	-1.972	.050
	Advertising_csi	.083	.107	.069	.777	.438
	Misleading_and_unhealthy	.254	.132	.190	1.921	.057

FIGURE 113 – Multiple linear regression between Ferrero's indecision (felt ambivalence (2)) & CSI perceptions: model summary, Anova & coefficients

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_ambi_confusion	Based on Mean	4.761	2	166	.010
	Based on Median	4.891	2	166	.009
	Based on Median and with adjusted df	4.891	2	165.191	.009
	Based on trimmed mean	4.940	2	166	.008
Felt_ambi_indecision	Based on Mean	1.308	2	166	.273
	Based on Median	1.408	2	166	.247
	Based on Median and with adjusted df	1.408	2	163.427	.248
	Based on trimmed mean	1.320	2	166	.270
Global_objective_ambiv alence	Based on Mean	1.180	2	166	.310
	Based on Median	.785	2	166	.458
	Based on Median and with adjusted df	.785	2	143.049	.458
	Based on trimmed mean	1.158	2	166	.317

FIGURE 114 – Anova with categorised Advertising CSI and ambivalence variables: Levene tests

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_ambi_confusion	Between Groups	15.670	2	7.835	3.170	.045
	Within Groups	410.335	166	2.472		
	Total	426.004	168			
Felt_ambi_indecision	Between Groups	12.063	2	6.031	2.226	.111
	Within Groups	449.730	166	2.709		
	Total	461.792	168			
Global_objective_ambivalence	Between Groups	28.890	2	14.445	5.368	.006
	Within Groups	446.683	166	2.691		
	Total	475.573	168			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_ambi_confusion	Welch	2.198	2	26.656	.131
	Brown-Forsythe	2.506	2	28.320	.100
Felt_ambi_indecision	Welch	1.449	2	26.728	.253
	Brown-Forsythe	1.739	2	27.478	.194
Global_objective_ambivalence	Welch	5.104	2	27.295	.013
	Brown-Forsythe	4.846	2	35.508	.014

a. Asymptotically F distributed.

FIGURE 115 – Anova with categorised Advertising CSI and ambivalence variables: results

**Multiple Comparisons**

Dependent Variable		(I) adv_csi_cat	(J) adv_csi_cat	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Felt_ambi_confusion	Tukey HSD	1.00	2.00	-.31805	.25066	.415	-.9108	.2747
			3.00	-1.23526*	.50806	.042	-2.4368	-.0337
		2.00	1.00	.31805	.25066	.415	-.2747	.9108
			3.00	-.91721	.50413	.166	-2.1094	.2750
		3.00	1.00	1.23526*	.50806	.042	.0337	2.4368
			2.00	.91721	.50413	.166	-.2750	2.1094
	Bonferroni	1.00	2.00	-.31805	.25066	.619	-.9243	.2882
			3.00	-1.23526*	.50806	.048	-2.4640	-.0065
		2.00	1.00	.31805	.25066	.619	-.2882	.9243
			3.00	-.91721	.50413	.212	-2.1364	.3020
		3.00	1.00	1.23526*	.50806	.048	.0065	2.4640
			2.00	.91721	.50413	.212	-.3020	2.1364
	Games-Howell	1.00	2.00	-.31805	.24947	.412	-.9090	.2729
			3.00	-1.23526	.62836	.162	-2.9052	.4347
		2.00	1.00	.31805	.24947	.412	-.2729	.9090
			3.00	-.91721	.61426	.330	-2.5699	.7355
		3.00	1.00	1.23526	.62836	.162	-.4347	2.9052
			2.00	.91721	.61426	.330	-.7355	2.5699

FIGURE 116 – Anova with categorised Advertising CSI and ambivalence variables: post-hocs

				Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Global_objective_ambivalence	Tukey HSD	1.00	2.00	-.8454679*	.261528220	.004	-1.4639629	-.22697291
			3.00	-.72270972	.530081660	.363	-1.9763139	.530894426
		2.00	1.00	.84546792*	.261528220	.004	.226972906	1.46396293
			3.00	.122758194	.525982548	.970	-1.1211519	1.36666825
		3.00	1.00	.722709723	.530081660	.363	-.53089443	1.97631387
			2.00	-.12275819	.525982548	.970	-1.3666682	1.12115186
	Bonferroni	1.00	2.00	-.8454679*	.261528220	.004	-1.4779698	-.21296603
			3.00	-.72270972	.530081660	.524	-2.0047039	.559284424
		2.00	1.00	.84546792*	.261528220	.004	.212966034	1.47796980
			3.00	.122758194	.525982548	1.000	-1.1493223	1.39483871
		3.00	1.00	.722709723	.530081660	.524	-.55928442	2.00470387
			2.00	-.12275819	.525982548	1.000	-1.3948387	1.14932232
	Games-Howell	1.00	2.00	-.8454679*	.262930940	.005	-1.4682562	-.22267967
			3.00	-.72270972	.584694290	.454	-2.2653635	.819944082
		2.00	1.00	.84546792*	.262930940	.005	.222679667	1.46825617
			3.00	.122758194	.569381778	.975	-1.3999634	1.64547981
3.00		1.00	.722709723	.584694290	.454	-.81994408	2.26536353	
		2.00	-.12275819	.569381778	.975	-1.6454798	1.39996342	

FIGURE 117 – Anova with categorised Advertising CSI and ambivalence variables: post-hocs cont'd

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_ambi_confusion	Based on Mean	.394	2	166	.675
	Based on Median	.501	2	166	.607
	Based on Median and with adjusted df	.501	2	157.666	.607
	Based on trimmed mean	.381	2	166	.684
Felt_ambi_indecision	Based on Mean	2.421	2	166	.092
	Based on Median	3.075	2	166	.049
	Based on Median and with adjusted df	3.075	2	159.354	.049
	Based on trimmed mean	2.652	2	166	.073
Global_objective_ambivalence	Based on Mean	.422	2	166	.656
	Based on Median	.191	2	166	.826
	Based on Median and with adjusted df	.191	2	151.013	.826
	Based on trimmed mean	.344	2	166	.709

FIGURE 118 – Anova with categorised Misleading & unhealthy and ambivalence variables: Levene tests

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_ambi_confusion	Between Groups	22.312	2	11.156	4.587	.012
	Within Groups	403.692	166	2.432		
	Total	426.004	168			
Felt_ambi_indecision	Between Groups	37.493	2	18.746	7.334	.001
	Within Groups	424.299	166	2.556		
	Total	461.792	168			
Global_objective_ambivalence	Between Groups	21.299	2	10.650	3.892	.022
	Within Groups	454.273	166	2.737		
	Total	475.573	168			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_ambi_confusion	Welch	5.583	2	52.355	.006
	Brown-Forsythe	4.870	2	88.934	.010
Felt_ambi_indecision	Welch	8.743	2	50.621	.001
	Brown-Forsythe	7.348	2	85.114	.001
Global_objective_ambivalence	Welch	2.901	2	47.640	.065
	Brown-Forsythe	3.433	2	59.522	.039

a. Asymptotically F distributed.

FIGURE 119 – Anova with categorised Misleading & unhealthy and ambivalence variables: results

Dependent Variable		(I) misl_cat	(J) misl_cat	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Felt_ambi_confusion	Tukey HSD	1.00	2.00	-.86310	.37249	.056	-1.7440	.0178
			3.00	-1.26190*	.41678	.008	-2.2476	-.2763
		2.00	1.00	.86310	.37249	.056	-.0178	1.7440
			3.00	-.39881	.28433	.342	-1.0712	.2736
		3.00	1.00	1.26190*	.41678	.008	.2763	2.2476
			2.00	.39881	.28433	.342	-.2736	1.0712
	Bonferroni	1.00	2.00	-.86310	.37249	.065	-1.7639	.0378
			3.00	-1.26190*	.41678	.009	-2.2699	-.2539
		2.00	1.00	.86310	.37249	.065	-.0378	1.7639
			3.00	-.39881	.28433	.488	-1.0865	.2888
		3.00	1.00	1.26190*	.41678	.009	.2539	2.2699
			2.00	.39881	.28433	.488	-.2888	1.0865
	Games-Howell	1.00	2.00	-.86310*	.31724	.027	-1.6422	-.0840
			3.00	-1.26190*	.38736	.006	-2.1964	-.3274
		2.00	1.00	.86310*	.31724	.027	.0840	1.6422
			3.00	-.39881	.30637	.399	-1.1329	.3353
3.00		1.00	1.26190*	.38736	.006	.3274	2.1964	
		2.00	.39881	.30637	.399	-.3353	1.1329	

FIGURE 120 – Anova with categorised Misleading & unhealthy and ambivalence variables: post-hocs

				Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Felt_ambi_indecision	Tukey HSD	1.00	2.00	-1.264301*	.381875165	.003	-2.1674074	-.36119400
			3.00	-1.603175*	.427285462	.001	-2.6136733	-.59267590
		2.00	1.00	1.2643007*	.381875165	.003	.361194003	2.16740737
			3.00	-.33887391	.291497889	.477	-1.0282450	.350497160
		3.00	1.00	1.6031746*	.427285462	.001	.592675903	2.61367330
			2.00	.338873914	.291497889	.477	-.35049716	1.02824499
	Bonferroni	1.00	2.00	-1.264301*	.381875165	.003	-2.1878598	-.34074162
			3.00	-1.603175*	.427285462	.001	-2.6365578	-.56979144
		2.00	1.00	1.2643007*	.381875165	.003	.340741616	2.18785976
			3.00	-.33887391	.291497889	.740	-1.0438570	.366109141
		3.00	1.00	1.6031746*	.427285462	.001	.569791441	2.63655777
			2.00	.338873914	.291497889	.740	-.36610914	1.04385697
	Games-Howell	1.00	2.00	-1.264301*	.335145728	.002	-2.0896085	-.43899285
			3.00	-1.603175*	.414251522	.001	-2.6027050	-.60364421
		2.00	1.00	1.2643007*	.335145728	.002	.438992853	2.08960852
			3.00	-.33887391	.321759067	.546	-1.1107812	.433033418
		3.00	1.00	1.6031746*	.414251522	.001	.603644212	2.60270499
			2.00	.338873914	.321759067	.546	-.43303342	1.11078125

FIGURE 121 – Anova with categorised Misleading & unhealthy and ambivalence variables: post-hocs cont'd

CX.

				Mean	Std. Error	Sig.	95% Confidence Interval	
				Difference (I-J)			Lower Bound	Upper Bound
Global_objective_ambivalence	Tukey HSD	1.00	2.00	-1.094083 <sup>*</sup>	.395133516	.017	-2.0285446	-.15962120
			3.00	-1.0136054	.442120417	.060	-2.0591877	.031976835
		2.00	1.00	1.0940829 <sup>*</sup>	.395133516	.017	.159621205	2.02854463
			3.00	.080477474	.301618425	.962	-.63282792	.793782872
		3.00	1.00	1.01360544	.442120417	.060	-.03197683	2.05918772
			2.00	-.080477474	.301618425	.962	-.79378287	.632827924
	Bonferroni	1.00	2.00	-1.094083 <sup>*</sup>	.395133516	.019	-2.0497071	-.13845873
			3.00	-1.0136054	.442120417	.069	-2.0828667	.055655824
		2.00	1.00	1.0940829 <sup>*</sup>	.395133516	.019	.138458729	2.04970710
			3.00	.080477474	.301618425	1.000	-.64898194	.809936887
		3.00	1.00	1.01360544	.442120417	.069	-.05565582	2.08286671
			2.00	-.080477474	.301618425	1.000	-.80993689	.648981938
	Games-Howell	1.00	2.00	-1.0940829	.452259800	.058	-2.2185528	.030386991
			3.00	-1.0136054	.490805837	.112	-2.2163850	.189174075
		2.00	1.00	1.09408292	.452259800	.058	-.03038699	2.21855282
			3.00	.080477474	.292476003	.959	-.61869152	.779646469
		3.00	1.00	1.01360544	.490805837	.112	-.18917407	2.21638496
			2.00	-.080477474	.292476003	.959	-.77964647	.618691521

FIGURE 122 – Anova with categorised Misleading & unhealthy and ambivalence variables: post-hocs cont'd

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_ambi_confusion	Based on Mean	.433	2	166	.649
	Based on Median	.592	2	166	.555
	Based on Median and with adjusted df	.592	2	163.507	.555
	Based on trimmed mean	.394	2	166	.675
Felt_ambi_indecision	Based on Mean	.175	2	166	.840
	Based on Median	.201	2	166	.818
	Based on Median and with adjusted df	.201	2	157.837	.818
	Based on trimmed mean	.176	2	166	.839
Global_objective_ambivalence	Based on Mean	.368	2	166	.693
	Based on Median	.196	2	166	.822
	Based on Median and with adjusted df	.196	2	151.474	.822
	Based on trimmed mean	.351	2	166	.704

FIGURE 123 – Anova with categorised Environmental CSI and ambivalence variables: Levene tests

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_ambi_confusion	Between Groups	24.991	2	12.495	5.172	.007
	Within Groups	401.014	166	2.416		
	Total	426.004	168			
Felt_ambi_indecision	Between Groups	29.879	2	14.939	5.742	.004
	Within Groups	431.914	166	2.602		
	Total	461.792	168			
Global_objective_ambivalence	Between Groups	9.873	2	4.937	1.760	.175
	Within Groups	465.699	166	2.805		
	Total	475.573	168			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_ambi_confusion	Welch	4.824	2	13.649	.026
	Brown-Forsythe	4.718	2	17.369	.023
Felt_ambi_indecision	Welch	5.505	2	13.578	.018
	Brown-Forsythe	4.881	2	15.385	.023
Global_objective_ambivalence	Welch	1.301	2	13.446	.304
	Brown-Forsythe	1.335	2	13.058	.297

a. Asymptotically F distributed.

FIGURE 124 – Anova with categorised Environmental CSI and ambivalence variables: results

Dependent Variable		(I) env_csi_cat	(J) env_csi_cat	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Felt_ambi_confusion	Tukey HSD	1.00	2.00	-.22358	.65733	.938	-1.7781	1.3310
			3.00	-.97377	.65761	.303	-2.5290	.5814
		2.00	1.00	.22358	.65733	.938	-1.3310	1.7781
			3.00	-.75019*	.24348	.007	-1.3260	-.1744
		3.00	1.00	.97377	.65761	.303	-.5814	2.5290
			2.00	.75019*	.24348	.007	.1744	1.3260
	Bonferroni	1.00	2.00	-.22358	.65733	1.000	-1.8133	1.3662
			3.00	-.97377	.65761	.422	-2.5642	.6166
		2.00	1.00	.22358	.65733	1.000	-1.3662	1.8133
			3.00	-.75019*	.24348	.007	-1.3390	-.1613
		3.00	1.00	.97377	.65761	.422	-.6166	2.5642
			2.00	.75019*	.24348	.007	.1613	1.3390
Games-Howell	1.00	2.00	-.22358	.71409	.948	-2.4702	2.0231	
		3.00	-.97377	.72058	.423	-3.2155	1.2680	
	2.00	1.00	.22358	.71409	.948	-2.0231	2.4702	
		3.00	-.75019*	.24294	.007	-1.3250	-.1754	
	3.00	1.00	.97377	.72058	.423	-1.2680	3.2155	
		2.00	.75019*	.24294	.007	.1754	1.3250	

FIGURE 125 – Anova with categorised Environmental CSI and ambivalence variables: post hocs

CXII.

				Mean	Std. Error	Sig.	95% Confidence Interval	
				Difference (I-J)			Lower Bound	Upper Bound
Felt_ambi_indecision	Tukey HSD	1.00	2.00	.124661247	.682186604	.982	-1.4886599	1.73798241
			3.00	-.72427984	.682473659	.539	-2.3382799	.889720188
		2.00	1.00	-.12466125	.682186604	.982	-1.7379824	1.48865991
			3.00	-.8489411*	.252690415	.003	-1.4465353	-.25134683
		3.00	1.00	.724279835	.682473659	.539	-.88972019	2.33827986
			2.00	.84894108*	.252690415	.003	.251346830	1.44653533
	Bonferroni	1.00	2.00	.124661247	.682186604	1.000	-1.5251963	1.77451881
			3.00	-.72427984	.682473659	.870	-2.3748316	.926271964
		2.00	1.00	-.12466125	.682186604	1.000	-1.7745188	1.52519631
			3.00	-.8489411*	.252690415	.003	-1.4600689	-.23781329
		3.00	1.00	.724279835	.682473659	.870	-.92627196	2.37483163
			2.00	.84894108*	.252690415	.003	.237813292	1.46006887
Games-Howell	1.00	2.00	.124661247	.792481309	.986	-2.3689487	2.61827121	
		3.00	-.72427984	.793825987	.654	-3.2167721	1.76821244	
	2.00	1.00	-.12466125	.792481309	.986	-2.6182712	2.36894872	
		3.00	-.8489411*	.251246084	.003	-1.4432954	-.25458679	
	3.00	1.00	.724279835	.793825987	.654	-1.7682124	3.21677211	
		2.00	.84894108*	.251246084	.003	.254586789	1.44329538	

FIGURE 126 – Anova with categorised Environmental CSI and ambivalence variables: post hocs cont'd

**Test of Homogeneity of Variances**

		Levene	df1	df2	Sig.
		Statistic			
Felt_ambi_confusion	Based on Mean	.266	2	166	.766
	Based on Median	.232	2	166	.793
	Based on Median and with adjusted df	.232	2	161.801	.793
	Based on trimmed mean	.274	2	166	.761
Felt_ambi_indecision	Based on Mean	.190	2	166	.827
	Based on Median	.133	2	166	.876
	Based on Median and with adjusted df	.133	2	164.563	.876
	Based on trimmed mean	.208	2	166	.812
Global_objective_ambivalence	Based on Mean	.054	2	166	.948
	Based on Median	.092	2	166	.912
	Based on Median and with adjusted df	.092	2	156.276	.912
	Based on trimmed mean	.056	2	166	.946

FIGURE 127 – Anova with categorised Higher price and ambivalence variables: Levene tests

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_ambi_confusion	Between Groups	9.186	2	4.593	1.829	.164
	Within Groups	416.819	166	2.511		
	Total	426.004	168			
Felt_ambi_indecision	Between Groups	10.903	2	5.452	2.007	.138
	Within Groups	450.889	166	2.716		
	Total	461.792	168			
Global_objective_ambivalence	Between Groups	11.860	2	5.930	2.123	.123
	Within Groups	463.713	166	2.793		
	Total	475.573	168			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_ambi_confusion	Welch	1.742	2	66.128	.183
	Brown-Forsythe	1.903	2	107.715	.154
Felt_ambi_indecision	Welch	1.879	2	62.582	.161
	Brown-Forsythe	1.924	2	91.121	.152
Global_objective_ambivalence	Welch	1.971	2	62.905	.148
	Brown-Forsythe	2.051	2	90.350	.135

a. Asymptotically F distributed.

FIGURE 128 – Anova with categorised Higher price and ambivalence variables: results

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_ambi_confusion	Based on Mean	.198	2	166	.820
	Based on Median	.077	2	166	.926
	Based on Median and with adjusted df	.077	2	161.893	.926
	Based on trimmed mean	.224	2	166	.800
Felt_ambi_indecision	Based on Mean	.862	2	166	.424
	Based on Median	1.014	2	166	.365
	Based on Median and with adjusted df	1.014	2	158.284	.365
	Based on trimmed mean	.894	2	166	.411
Global_objective_ambiv alence	Based on Mean	1.472	2	166	.232
	Based on Median	.969	2	166	.381
	Based on Median and with adjusted df	.969	2	131.759	.382
	Based on trimmed mean	1.313	2	166	.272

FIGURE 129 – Anova with categorised Foreign countries CSI and ambivalence variables: Levene tests

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_ambi_confusion	Between Groups	27.463	2	13.732	5.719	.004
	Within Groups	398.541	166	2.401		
	Total	426.004	168			
Felt_ambi_indecision	Between Groups	8.303	2	4.152	1.520	.222
	Within Groups	453.489	166	2.732		
	Total	461.792	168			
Global_objective_ambivalence	Between Groups	18.123	2	9.061	3.288	.040
	Within Groups	457.450	166	2.756		
	Total	475.573	168			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_ambi_confusion	Welch	5.980	2	33.148	.006
	Brown-Forsythe	6.153	2	50.938	.004
Felt_ambi_indecision	Welch	1.598	2	31.429	.218
	Brown-Forsythe	1.326	2	39.590	.277
Global_objective_ambivalence	Welch	2.220	2	30.289	.126
	Brown-Forsythe	2.390	2	34.418	.107

a. Asymptotically F distributed.

FIGURE 130 – Anova with categorised Foreign countries CSI and ambivalence variables: results

**Multiple Comparisons**

Dependent Variable		(I) fc_cat	(J) fc_cat	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
							Lower Bound	Upper Bound	
Felt_ambi_confusion	Tukey HSD	1.00	2.00	-.49231	.41123	.457	-1.4648	.4802	
			3.00	-1.46586*	.48885	.009	-2.6219	-.3098	
		2.00	1.00	.49231	.41123	.457	-.4802	1.4648	
			3.00	-.97354*	.32860	.010	-1.7506	-.1964	
		3.00	1.00	1.46586*	.48885	.009	.3098	2.6219	
			2.00	.97354*	.32860	.010	.1964	1.7506	
		Bonferroni	1.00	2.00	-.49231	.41123	.699	-1.4869	.5022
				3.00	-1.46586*	.48885	.009	-2.6481	-.2836
			2.00	1.00	.49231	.41123	.699	-.5022	1.4869
				3.00	-.97354*	.32860	.010	-1.7682	-.1788
			3.00	1.00	1.46586*	.48885	.009	.2836	2.6481
				2.00	.97354*	.32860	.010	.1788	1.7682
	Games-Howell	1.00	2.00	-.49231	.39061	.433	-1.4818	.4972	
			3.00	-1.46586*	.46612	.010	-2.6105	-.3213	
		2.00	1.00	.49231	.39061	.433	-.4972	1.4818	
			3.00	-.97354*	.32208	.012	-1.7582	-.1889	
		3.00	1.00	1.46586*	.46612	.010	.3213	2.6105	
			2.00	.97354*	.32208	.012	.1889	1.7582	

FIGURE 131 – Anova with categorised Foreign countries CSI and ambivalence variables: post hocs

Global_objective_ambivalence	Tukey HSD	1.00	2.00	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
	Tukey HSD	1.00	2.00	-.86337868	.440571709	.126	-1.9052984	.178541012
			3.00	-1.342593*	.523733136	.030	-2.5811829	-.10400224
		2.00	1.00	.863378685	.440571709	.126	-.17854101	1.90529838
			3.00	-.47921391	.352043442	.364	-1.3117708	.353342947
		3.00	1.00	1.3425926*	.523733136	.030	.104002236	2.58118295
			2.00	.479213908	.352043442	.364	-.35334295	1.31177076
	Bonferroni	1.00	2.00	-.86337868	.440571709	.155	-1.9288944	.202137056
			3.00	-1.342593*	.523733136	.034	-2.6092329	-.07595225
		2.00	1.00	.863378685	.440571709	.155	-.20213706	1.92889443
			3.00	-.47921391	.352043442	.526	-1.3306254	.372197613
		3.00	1.00	1.3425926*	.523733136	.034	.075952250	2.60923293
			2.00	.479213908	.352043442	.526	-.37219761	1.33062543
Games-Howell	1.00	2.00	-.86337868	.586583626	.329	-2.3692765	.642519124	
		3.00	-1.3425926	.650919068	.119	-2.9669308	.281745630	
	2.00	1.00	.863378685	.586583626	.329	-.64251912	2.36927649	
		3.00	-.47921391	.344915148	.357	-1.3212975	.362869682	
	3.00	1.00	1.34259259	.650919068	.119	-.28174563	2.96693082	
		2.00	.479213908	.344915148	.357	-.36286968	1.32129750	

FIGURE 132 – Anova with categorised Foreign countries CSI and ambivalence variables: post hocs cont'd

**Test of Homogeneity of Variances**

		Levene Statistic	df1	df2	Sig.
Felt_ambi_confusion	Based on Mean	.948	2	166	.390
	Based on Median	.819	2	166	.443
	Based on Median and with adjusted df	.819	2	165.628	.443
	Based on trimmed mean	1.012	2	166	.366
Felt_ambi_indecision	Based on Mean	.657	2	166	.520
	Based on Median	.688	2	166	.504
	Based on Median and with adjusted df	.688	2	159.143	.504
	Based on trimmed mean	.655	2	166	.521
Global_objective_ambivalence	Based on Mean	3.098	2	166	.048
	Based on Median	2.312	2	166	.102
	Based on Median and with adjusted df	2.312	2	134.701	.103
	Based on trimmed mean	3.007	2	166	.052

FIGURE 133 – Anova with categorised Employee CSI and ambivalence variables: Levene tests

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Felt_ambi_confusion	Between Groups	3.847	2	1.923	.756	.471
	Within Groups	422.158	166	2.543		
	Total	426.004	168			
Felt_ambi_indecision	Between Groups	6.040	2	3.020	1.100	.335
	Within Groups	455.752	166	2.745		
	Total	461.792	168			
Global_objective_ambivalence	Between Groups	10.967	2	5.484	1.959	.144
	Within Groups	464.605	166	2.799		
	Total	475.573	168			

### Robust Tests of Equality of Means

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_ambi_confusion	Welch	.543	2	7.825	.601
	Brown-Forsythe	.612	2	10.594	.560
Felt_ambi_indecision	Welch	.673	2	7.760	.538
	Brown-Forsythe	.760	2	8.227	.498
Global_objective_ambivalence	Welch	1.744	2	9.009	.229
	Brown-Forsythe	2.481	2	46.624	.095

a. Asymptotically F distributed.

FIGURE 134 – Anova with categorised Employee CSI and ambivalence variables: results

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Felt_ambi_confusion	Based on Mean	1.246	2	166	.290
	Based on Median	1.293	2	166	.277
	Based on Median and with adjusted df	1.293	2	158.893	.277
	Based on trimmed mean	1.261	2	166	.286
Felt_ambi_indecision	Based on Mean	.538	2	166	.585
	Based on Median	.382	2	166	.683
	Based on Median and with adjusted df	.382	2	163.391	.683
	Based on trimmed mean	.509	2	166	.602
Global_objective_ambivalence	Based on Mean	.023	2	166	.977
	Based on Median	.053	2	166	.948
	Based on Median and with adjusted df	.053	2	161.299	.948
	Based on trimmed mean	.022	2	166	.978

FIGURE 135 – Anova with categorised Illegality and ambivalence variables: Levene tests

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Felt_ambi_confusion	Between Groups	8.875	2	4.438	1.766	.174
	Within Groups	417.129	166	2.513		
	Total	426.004	168			
Felt_ambi_indecision	Between Groups	10.862	2	5.431	1.999	.139
	Within Groups	450.930	166	2.716		
	Total	461.792	168			
Global_objective_ambivalence	Between Groups	30.351	2	15.176	5.658	.004
	Within Groups	445.221	166	2.682		
	Total	475.573	168			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Felt_ambi_confusion	Welch	1.549	2	17.248	.241
	Brown-Forsythe	1.262	2	18.285	.307
Felt_ambi_indecision	Welch	1.326	2	17.286	.291
	Brown-Forsythe	1.490	2	20.182	.249
Global_objective_ambivalence	Welch	5.459	2	17.735	.014
	Brown-Forsythe	5.090	2	22.766	.015

a. Asymptotically F distributed.

FIGURE 136 – Anova with categorised Illegality and ambivalence variables: results

				Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Global_objective_ambivalence	Tukey HSD	1.00	2.00	-1.035492 <sup>*</sup>	.309770842	.003	-1.7680773	-.30290680
			3.00	-1.0277778	.640123762	.246	-2.5416234	.486067853
		2.00	1.00	1.0354921 <sup>*</sup>	.309770842	.003	.302906800	1.76807733
			3.00	.007714286	.597254837	1.000	-1.4047495	1.42017806
		3.00	1.00	1.02777778	.640123762	.246	-.48606785	2.54162341
			2.00	-.00771429	.597254837	1.000	-1.4201781	1.40474949
	Bonferroni	1.00	2.00	-1.035492 <sup>*</sup>	.309770842	.003	-1.7846680	-.28631616
			3.00	-1.0277778	.640123762	.331	-2.5759070	.520351462
		2.00	1.00	1.0354921 <sup>*</sup>	.309770842	.003	.286316160	1.78466797
			3.00	.007714286	.597254837	1.000	-1.4367371	1.45216570
		3.00	1.00	1.02777778	.640123762	.331	-.52035146	2.57590702
			2.00	-.00771429	.597254837	1.000	-1.4521657	1.43673713
	Games-Howell	1.00	2.00	-1.035492 <sup>*</sup>	.309211608	.004	-1.7797769	-.29120722
			3.00	-1.0277778	.699792172	.347	-2.9568277	.901272176
		2.00	1.00	1.0354921 <sup>*</sup>	.309211608	.004	.291207217	1.77977691
			3.00	.007714286	.660637641	1.000	-1.8938849	1.90931347
		3.00	1.00	1.02777778	.699792172	.347	-.90127218	2.95682773
			2.00	-.00771429	.660637641	1.000	-1.9093135	1.89388490

FIGURE 137 – Anova with categorised Illegality and ambivalence variables: post hocs

### 3.6 H<sub>6</sub>: The perceived ambivalence influences negatively the current buying behaviour

#### COCA-COLA

#### Correlations

		Zscore (Global_obe ctive_ambival ence)	Zscore (Current_beh aviour_M)
Zscore (Global_objective_ambiv alence)	Pearson Correlation	1	.266**
	Sig. (1-tailed)		.000
	N	159	159
Zscore (Current_behaviour_M)	Pearson Correlation	.266**	1
	Sig. (1-tailed)	.000	
	N	159	159

\*\* . Correlation is significant at the 0.01 level (1-tailed).

FIGURE 138 – Correlations between objective ambivalence & current behaviour: Coca-Cola

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.266 <sup>a</sup>	.071	.065	.96716960	.071	11.909	1	157	.001

- a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)
- b. Dependent Variable: Zscore(Current\_behaviour\_M)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.140	1	11.140	11.909	.001 <sup>b</sup>
	Residual	146.860	157	.935		
	Total	158.000	158			

- a. Dependent Variable: Zscore(Current\_behaviour\_M)
- b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.817E-16	.077		.000	1.000		
	Zscore (Global_objective_ambivalence)	.266	.077	.266	3.451	.001	1.000	1.000

- a. Dependent Variable: Zscore(Current\_behaviour\_M)

FIGURE 139 – Linear regression between Coca-Cola’s objective ambivalence & current behaviour: model summary, Anova & coefficients

**Correlations**

		Felt_amb_confusion	Felt_ambi_indecision	Current_behaviour_M	Global_objective_ambivalence
Felt_amb_confusion	Pearson Correlation	1	.705**	.460**	.418**
	Sig. (1-tailed)		.000	.000	.000
	N	159	159	159	159
Felt_ambi_indecision	Pearson Correlation	.705**	1	.448**	.383**
	Sig. (1-tailed)	.000		.000	.000
	N	159	159	159	159
Current_behaviour_M	Pearson Correlation	.460**	.448**	1	.266**
	Sig. (1-tailed)	.000	.000		.000
	N	159	159	159	159
Global_objective_ambivalence	Pearson Correlation	.418**	.383**	.266**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	159	159	159	159

\*\* . Correlation is significant at the 0.01 level (1-tailed).

FIGURE 140 – Correlations between felt ambivalence (confusion & indecision) & current behaviour: Coca-Cola

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.492 <sup>a</sup>	.242	.232	1.56579	.242	24.901	2	156	.000	2.134

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

b. Dependent Variable: Current\_behaviour\_M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.101	2	61.050	24.901	.000 <sup>b</sup>
	Residual	382.466	156	2.452		
	Total	504.567	158			

a. Dependent Variable: Current\_behaviour\_M

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.870	.298		6.282	.000		
	Felt_amb_confusion	.306	.105	.286	2.906	.004	.503	1.989
	Felt_ambi_indecision	.246	.098	.247	2.511	.013	.503	1.989

a. Dependent Variable: Current\_behaviour\_M

FIGURE 141 – Multiple linear regression between Coca-Cola's felt ambivalence (confusion & indecision) & current behaviour: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.233 <sup>a</sup>	.054	.048	.97549469	1.980

- a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)
- b. Dependent Variable: Zscore(Consumption\_freq\_cat)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.600	1	8.600	9.038	.003 <sup>b</sup>
	Residual	149.400	157	.952		
	Total	158.000	158			

- a. Dependent Variable: Zscore(Consumption\_freq\_cat)
- b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.409E-16	.077		.000	1.000		
	Zscore (Global_objective_ambivalence)	.233	.078	.233	3.006	.003	1.000	1.000

- a. Dependent Variable: Zscore(Consumption\_freq\_cat)

FIGURE 142 – Linear regression between Coca-Cola’s objective ambivalence & consumption frequency: model summary, Anova & coefficients

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.072 <sup>a</sup>	4	.017
Likelihood Ratio	16.397	4	.003
N of Valid Cases	150		

- a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.50.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.284	.017
	Cramer's V	.284	.017
N of Valid Cases		150	

FIGURE 143 – Chi-square test objective ambivalence & consumption frequency: Coca-Cola

			Global_objective_ambivalence_cat		Total
			.00	1.00	
Consumption_frequency	Jamais	Count	22	0	22
		% within Consumption_frequency	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	17.6%	0.0%	14.7%
	Moins d'une fois par mois	Count	44	7	51
		% within Consumption_frequency	86.3%	13.7%	100.0%
		% within Global_objective_ambivalence_cat	35.2%	28.0%	34.0%
	Moins d'une fois par semaine	Count	31	13	44
		% within Consumption_frequency	70.5%	29.5%	100.0%
		% within Global_objective_ambivalence_cat	24.8%	52.0%	29.3%
	Plusieurs fois par semaine	Count	19	5	24
		% within Consumption_frequency	79.2%	20.8%	100.0%
		% within Global_objective_ambivalence_cat	15.2%	20.0%	16.0%
	Tous les jours	Count	9	0	9
		% within Consumption_frequency	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	7.2%	0.0%	6.0%

FIGURE 144 – Chi-square test objective ambivalence & consumption frequency: Coca-Cola crosstab

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.410 <sup>a</sup>	.168	.158	.99478	.168	15.806	2	156	.000	2.203

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

b. Dependent Variable: Consumption\_frequency\_cat

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.284	2	15.642	15.806	.000 <sup>b</sup>
	Residual	154.377	156	.990		
	Total	185.660	158			

a. Dependent Variable: Consumption\_frequency\_cat

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.735	.189		3.886	.000		
	Felt_amb_confusion	.150	.067	.231	2.240	.027	.503	1.989
	Felt_ambi_indecision	.129	.062	.214	2.077	.039	.503	1.989

a. Dependent Variable: Consumption\_frequency\_cat

FIGURE 145 – Multiple linear regression between Coca-Cola's felt ambivalence & consumption frequency: model summary, Anova & coefficients

## Consumption\_frequency \* FA\_confusion\_cat

### Crosstab

Count		FA_confusion_cat		Total
		.00	1.00	
Consumption_frequency	Jamais	18	1	19
	Moins d'une fois par mois	26	20	46
	Moins d'une fois par semaine	22	15	37
	Plusieurs fois par semaine	9	14	23
	Tous les jours	1	8	9
Total		76	58	134

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.825 <sup>a</sup>	4	.000
Likelihood Ratio	25.490	4	.000
N of Valid Cases	134		

a. 1 cells (10.0%) have expected count less than 5.  
The minimum expected count is 3.90.

FIGURE 146 – Chi-square test confusion & consumption frequency: Coca-Cola

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.404	.000
	Cramer's V	.404	.000
N of Valid Cases		134	

FIGURE 147 – Chi-square test confusion & consumption frequency: Coca-Cola Phi & Cramer's V

## Consumption\_frequency \* FA\_indecision\_cat

### Crosstab

Count		FA_indecision_cat		Total
		.00	1.00	
Consumption_frequency	Jamais	20	1	21
	Moins d'une fois par mois	35	12	47
	Moins d'une fois par semaine	26	16	42
	Plusieurs fois par semaine	10	12	22
	Tous les jours	5	3	8
Total		96	44	140

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.146 <sup>a</sup>	4	.007
Likelihood Ratio	16.132	4	.003
N of Valid Cases	140		

a. 1 cells (10.0%) have expected count less than 5.  
The minimum expected count is 2.51.

FIGURE 148 – Chi-square test indecision & consumption frequency: Coca-Cola

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.318	.007
	Cramer's V	.318	.007
N of Valid Cases		140	

FIGURE 149 – Chi-square test indecision & consumption frequency: Coca-Cola Phi & Cramer's V

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.112 <sup>a</sup>	.013	.006	.99687493	2.124

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Past\_consumption\_freq\_cat)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.980	1	1.980	1.992	.160 <sup>b</sup>
	Residual	156.020	157	.994		
	Total	158.000	158			

a. Dependent Variable: Zscore(Past\_consumption\_freq\_cat)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.601E-17	.079		.000	1.000		
	Zscore(Global_objective_ambivalence)	.112	.079	.112	1.411	.160	1.000	1.000

a. Dependent Variable: Zscore(Past\_consumption\_freq\_cat)

FIGURE 150 – Linear regression between Coca-Cola's objective ambivalence & past consumption frequency: model summary, Anova & coefficients

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.132 <sup>a</sup>	3	.068
Likelihood Ratio	8.994	3	.029
N of Valid Cases	150		

a. 3 cells (37.5%) have expected count less than 5.  
The minimum expected count is .67.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.218	.068
	Cramer's V	.218	.068
N of Valid Cases		150	

FIGURE 151 – Chi-square test objective ambivalence & past consumption frequency: Coca-Cola

		Global_objective_ambivalence_cat		Total	
		.00	1.00		
Past_consumption_frequency	Entre quatre et sept fois	Count	10	0	10
		% within Past_consumption_frequency	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	8.0%	0.0%	6.7%
	Entre une et quatre fois	Count	35	13	48
		% within Past_consumption_frequency	72.9%	27.1%	100.0%
		% within Global_objective_ambivalence_cat	28.0%	52.0%	32.0%
	Moins d'une fois	Count	76	12	88
		% within Past_consumption_frequency	86.4%	13.6%	100.0%
		% within Global_objective_ambivalence_cat	60.8%	48.0%	58.7%
	Plus de sept fois	Count	4	0	4
		% within Past_consumption_frequency	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	3.2%	0.0%	2.7%

FIGURE 152 – Chi-square test objective ambivalence & past consumption frequency: Coca-Cola crosstab

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.318 <sup>a</sup>	.101	.090	.70236	.101	8.783	2	156	.000	2.303

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

b. Dependent Variable: Past\_consumtion\_frequency\_cat

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.666	2	4.333	8.783	.000 <sup>b</sup>
	Residual	76.957	156	.493		
	Total	85.623	158			

a. Dependent Variable: Past\_consumtion\_frequency\_cat

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.025	.134		.184	.854		
	Felt_amb_confusion	.106	.047	.240	2.237	.027	.503	1.989
	Felt_ambi_indecision	.041	.044	.100	.935	.351	.503	1.989

a. Dependent Variable: Past\_consumtion\_frequency\_cat

FIGURE 153 – Multiple linear regression between Coca-Cola’s felt ambivalence & past consumption frequency: model summary, Anova & coefficients

## Past\_consumption\_frequency \* FA\_confusion\_cat

### Crosstab

Count		FA_confusion_cat		Total
		.00	1.00	
Past_consumption_frequ ency	Entre quatre et sept fois	2	7	9
	Entre une et quatre fois	19	23	42
	Moins d'une fois	54	25	79
	Plus de sept fois	1	3	4
Total		76	58	134

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.614 <sup>a</sup>	3	.006
Likelihood Ratio	12.843	3	.005
N of Valid Cases	134		

a. 3 cells (37.5%) have expected count less than 5.  
The minimum expected count is 1.73.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.307	.006
	Cramer's V	.307	.006
N of Valid Cases		134	

FIGURE 154 – Chi-square test confusion & past consumption frequency: Coca-Cola

## Past\_consumption\_frequency \* FA\_indecision\_cat

### Crosstab

Count		FA_indecision_cat		Total
		.00	1.00	
Past_consumption_frequ ency	Entre quatre et sept fois	3	5	8
	Entre une et quatre fois	26	20	46
	Moins d'une fois	64	18	82
	Plus de sept fois	3	1	4
Total		96	44	140

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.177 <sup>a</sup>	3	.017
Likelihood Ratio	9.916	3	.019
N of Valid Cases	140		

a. 3 cells (37.5%) have expected count less than 5.  
The minimum expected count is 1.26.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.270	.017
	Cramer's V	.270	.017
N of Valid Cases		140	

FIGURE 155 – Chi-square test indecision & past consumption frequency: Coca-Cola

**FERRERO**

**Correlations**

		Zscore (Global_obe ctive_ambival ence)	Zscore (Current_beh aviour_M)
Zscore (Global_objective_ambiv alence)	Pearson Correlation	1	-.095
	Sig. (1-tailed)		.109
	N	169	169
Zscore (Current_behaviour_M)	Pearson Correlation	-.095	1
	Sig. (1-tailed)	.109	
	N	169	169

FIGURE 156 – Correlations between objective ambivalence & current behaviour: Ferrero

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.095 <sup>a</sup>	.009	.003	.99842396	.009	1.531	1	167	.218

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Current\_behaviour\_M)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.526	1	1.526	1.531	.218 <sup>b</sup>
	Residual	166.474	167	.997		
	Total	168.000	168			

a. Dependent Variable: Zscore(Current\_behaviour\_M)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	2.892E-16	.077		.000	1.000						
	Zscore (Global_objective_ambiv alence)	-.095	.077	-.095	-1.237	.218	-.095	-.095	-.095	1.000	1.000	

a. Dependent Variable: Zscore(Current\_behaviour\_M)

FIGURE 157 – Linear regression between Ferrero’s objective ambivalence & current behaviour: model summary, Anova & coefficients

## Correlations

		Felt_ambi_co nfusion	Felt_ambi_in decision	Global_objec tive_ambival ence	Current_beh aviour_M
Felt_ambi_confusion	Pearson Correlation	1	.529**	.381**	.082
	Sig. (1-tailed)		.000	.000	.145
	N	169	169	169	169
Felt_ambi_indecision	Pearson Correlation	.529**	1	.246**	.079
	Sig. (1-tailed)	.000		.001	.153
	N	169	169	169	169
Global_objective_ambivalence	Pearson Correlation	.381**	.246**	1	-.095
	Sig. (1-tailed)	.000	.001		.109
	N	169	169	169	169
Current_behaviour_M	Pearson Correlation	.082	.079	-.095	1
	Sig. (1-tailed)	.145	.153	.109	
	N	169	169	169	169

\*\* . Correlation is significant at the 0.01 level (1-tailed).

FIGURE 158 – Correlations between felt ambivalence (confusion & indecision) & current behaviour: Ferrero

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.092 <sup>a</sup>	.008	-.003	1.36978

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_ambi\_confusion

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.665	2	1.332	.710	.493 <sup>b</sup>
	Residual	311.464	166	1.876		
	Total	314.129	168			

a. Dependent Variable: Current\_behaviour\_M

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_ambi\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.134	.277		11.320	.000
	Felt_ambi_confusion	.048	.078	.056	.610	.543
	Felt_ambi_indecision	.041	.075	.050	.546	.586

a. Dependent Variable: Current\_behaviour\_M

FIGURE 159 – Multiple linear regression between Ferrero's felt ambivalence (confusion & in-decision) & current behaviour: model summary, Anova & coefficients

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.035 <sup>a</sup>	.001	-.005	1.00239186

a. Predictors: (Constant), Zscore (Global\_objective\_ambivalence)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.200	1	.200	.199	.656 <sup>b</sup>
	Residual	167.800	167	1.005		
	Total	168.000	168			

a. Dependent Variable: Zscore(Consumption\_freq\_cat)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.172E-16	.077		.000	1.000
	Zscore (Global_objective_ambivalence)	.035	.077	.035	.446	.656

a. Dependent Variable: Zscore(Consumption\_freq\_cat)

FIGURE 160 – Linear regression between Ferrero's objective ambivalence & consumption frequency: model summary, Anova & coefficients

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.803 <sup>a</sup>	3	.423
Likelihood Ratio	3.839	3	.279
N of Valid Cases	151		

a. 3 cells (37.5%) have expected count less than 5.  
The minimum expected count is 1.21.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.136	.423
	Cramer's V	.136	.423
N of Valid Cases		151	

FIGURE 161 – Chi-square test objective ambivalence & consumption frequency: Ferrero

**Crosstab**

		Global_objective_ambivalence_cat		Total	
		.00	1.00		
Consumption_frequency	Jamais	Count	13	0	13
		% within Consumption_frequency	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	9.5%	0.0%	8.6%
		% of Total	8.6%	0.0%	8.6%
	Moins d'une fois par mois	Count	80	7	87
		% within Consumption_frequency	92.0%	8.0%	100.0%
		% within Global_objective_ambivalence_cat	58.4%	50.0%	57.6%
		% of Total	53.0%	4.6%	57.6%
	Moins d'une fois par semaine	Count	29	5	34
		% within Consumption_frequency	85.3%	14.7%	100.0%
		% within Global_objective_ambivalence_cat	21.2%	35.7%	22.5%
		% of Total	19.2%	3.3%	22.5%
	Plusieurs fois par semaine	Count	15	2	17
		% within Consumption_frequency	88.2%	11.8%	100.0%
		% within Global_objective_ambivalence_cat	10.9%	14.3%	11.3%
		% of Total	9.9%	1.3%	11.3%

FIGURE 162 – Chi-square test objective ambivalence & consumption frequency: Ferrero cross-tab

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.276 <sup>a</sup>	.076	.065	.79094

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_ambi\_confusion

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.531	2	4.265	6.818	.001 <sup>b</sup>
	Residual	103.848	166	.626		
	Total	112.379	168			

a. Dependent Variable: Consumption\_freq\_cat

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_ambi\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.787	.160		4.925	.000
	Felt_ambi_confusion	.133	.045	.260	2.953	.004
	Felt_ambi_indecision	.014	.043	.028	.321	.749

a. Dependent Variable: Consumption\_freq\_cat

FIGURE 163 – Multiple linear regression between Ferrero's felt ambivalence & consumption frequency: model summary, Anova & coefficients

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.808 <sup>a</sup>	3	.001
Likelihood Ratio	16.253	3	.001
N of Valid Cases	139		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.42.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.337	.001
	Cramer's V	.337	.001
N of Valid Cases		139	

FIGURE 164 – Chi-square test confusion & consumption frequency: Ferrero

**Crosstab**

		Felt1_ambivalence_cat		Total	
		.00	1.00		
Consumption_frequency	Jamais	Count	11	2	13
		% within Consumption_frequency	84.6%	15.4%	100.0%
		% within Felt1_ambivalence_cat	13.6%	3.4%	9.4%
		% of Total	7.9%	1.4%	9.4%
	Moins d'une fois par mois	Count	53	27	80
		% within Consumption_frequency	66.3%	33.8%	100.0%
		% within Felt1_ambivalence_cat	65.4%	46.6%	57.6%
		% of Total	38.1%	19.4%	57.6%
	Moins d'une fois par semaine	Count	10	22	32
		% within Consumption_frequency	31.3%	68.8%	100.0%
		% within Felt1_ambivalence_cat	12.3%	37.9%	23.0%
		% of Total	7.2%	15.8%	23.0%
	Plusieurs fois par semaine	Count	7	7	14
		% within Consumption_frequency	50.0%	50.0%	100.0%
		% within Felt1_ambivalence_cat	8.6%	12.1%	10.1%
		% of Total	5.0%	5.0%	10.1%
Total	Count	81	58	139	
	% within Consumption_frequency	58.3%	41.7%	100.0%	
	% within Felt1_ambivalence_cat	100.0%	100.0%	100.0%	
	% of Total	58.3%	41.7%	100.0%	

FIGURE 165 – Chi-square test confusion & consumption frequency: Ferrero crosstab

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.681 <sup>a</sup>	3	.128
Likelihood Ratio	5.844	3	.119
N of Valid Cases	141		

a. 2 cells (25.0%) have expected count less than 5.  
The minimum expected count is 4.79.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.201	.128
	Cramer's V	.201	.128
N of Valid Cases		141	

FIGURE 166 – Chi-square test indecision & consumption frequency: Ferrero

**Crosstab**

		Felt2_ambivalence_cat		Total	
		.00	1.00		
Consumption_frequency	Jamais	Count	13	2	15
		% within Consumption_frequency	86.7%	13.3%	100.0%
		% within Felt2_ambivalence_cat	13.5%	4.4%	10.6%
		% of Total	9.2%	1.4%	10.6%
	Moins d'une fois par mois	Count	54	26	80
		% within Consumption_frequency	67.5%	32.5%	100.0%
		% within Felt2_ambivalence_cat	56.3%	57.8%	56.7%
		% of Total	38.3%	18.4%	56.7%
	Moins d'une fois par semaine	Count	22	9	31
		% within Consumption_frequency	71.0%	29.0%	100.0%
		% within Felt2_ambivalence_cat	22.9%	20.0%	22.0%
		% of Total	15.6%	6.4%	22.0%
	Plusieurs fois par semaine	Count	7	8	15
		% within Consumption_frequency	46.7%	53.3%	100.0%
		% within Felt2_ambivalence_cat	7.3%	17.8%	10.6%
		% of Total	5.0%	5.7%	10.6%
Total	Count	96	45	141	
	% within Consumption_frequency	68.1%	31.9%	100.0%	
	% within Felt2_ambivalence_cat	100.0%	100.0%	100.0%	
	% of Total	68.1%	31.9%	100.0%	

FIGURE 167 – Chi-square test indecision & consumption frequency: Ferrero crosstab

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.034 <sup>a</sup>	.001	-.005	1.00241001

a. Predictors: (Constant), Zscore (Global\_objective\_ambivalence)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.194	1	.194	.193	.661 <sup>b</sup>
	Residual	167.806	167	1.005		
	Total	168.000	168			

a. Dependent Variable: Zscore(Past\_consumption\_freq\_cat)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.619E-16	.077		.000	1.000
	Zscore (Global_objective_ambivalence)	-.034	.077	-.034	-.439	.661

a. Dependent Variable: Zscore(Past\_consumption\_freq\_cat)

FIGURE 168 – Linear regression between Ferrero's objective ambivalence & past consumption frequency: model summary, Anova & coefficients

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.053 <sup>a</sup>	2	.217
Likelihood Ratio	3.110	2	.211
N of Valid Cases	151		

a. 3 cells (50.0%) have expected count less than 5.  
The minimum expected count is .37.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.142	.217
	Cramer's V	.142	.217
N of Valid Cases		151	

FIGURE 169 – Chi-square test objective ambivalence & past consumption frequency: Ferrero

**Crosstab**

		Global_objective_ambivalence_cat		Total	
		.00	1.00		
Past_consumption_frequency	Entre quatre et sept fois	Count	4	0	4
		% within Past_consumption_frequency	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	2.9%	0.0%	2.6%
		% of Total	2.6%	0.0%	2.6%
	Entre une et quatre fois	Count	31	6	37
		% within Past_consumption_frequency	83.8%	16.2%	100.0%
		% within Global_objective_ambivalence_cat	22.6%	42.9%	24.5%
		% of Total	20.5%	4.0%	24.5%
	Moins d'une fois	Count	102	8	110
		% within Past_consumption_frequency	92.7%	7.3%	100.0%
		% within Global_objective_ambivalence_cat	74.5%	57.1%	72.8%
		% of Total	67.5%	5.3%	72.8%
Total	Count	137	14	151	
	% within Past_consumption_frequency	90.7%	9.3%	100.0%	
	% within Global_objective_ambivalence_cat	100.0%	100.0%	100.0%	
	% of Total	90.7%	9.3%	100.0%	

FIGURE 170 – Chi-square test objective ambivalence & past consumption frequency: Ferrero crosstab

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.128 <sup>a</sup>	.016	.004	.49847

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_ambi\_confusion

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.682	2	.341	1.372	.256 <sup>b</sup>
	Residual	41.247	166	.248		
	Total	41.929	168			

a. Dependent Variable: Past\_consumption\_freq\_cat

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_ambi\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.124	.101		1.230	.221
	Felt_ambi_confusion	.027	.028	.088	.966	.335
	Felt_ambi_indecision	.017	.027	.057	.631	.529

a. Dependent Variable: Past\_consumption\_freq\_cat

FIGURE 171 – Multiple linear regression between Ferrero's felt ambivalence & past consumption frequency: model summary, Anova & coefficients

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.025 <sup>a</sup>	2	.363
Likelihood Ratio	2.036	2	.361
N of Valid Cases	139		

a. 2 cells (33.3%) have expected count less than 5.  
The minimum expected count is 1.67.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.121	.363
	Cramer's V	.121	.363
N of Valid Cases		139	

FIGURE 172 – Chi-square test confusion & past consumption frequency: Ferrero

**Crosstab**

		Felt1_ambivalence_cat		Total	
		.00	1.00		
Past_consumption_frequ ency	Entre quatre et sept fois	Count	3	1	4
		% within Past_consumption_frequ ency	75.0%	25.0%	100.0%
		% within Felt1_ambivalence_cat	3.7%	1.7%	2.9%
		% of Total	2.2%	0.7%	2.9%
	Entre une et quatre fois	Count	16	17	33
		% within Past_consumption_frequ ency	48.5%	51.5%	100.0%
		% within Felt1_ambivalence_cat	19.8%	29.3%	23.7%
		% of Total	11.5%	12.2%	23.7%
	Moins d'une fois	Count	62	40	102
		% within Past_consumption_frequ ency	60.8%	39.2%	100.0%
		% within Felt1_ambivalence_cat	76.5%	69.0%	73.4%
		% of Total	44.6%	28.8%	73.4%
Total	Count	81	58	139	
	% within Past_consumption_frequ ency	58.3%	41.7%	100.0%	
	% within Felt1_ambivalence_cat	100.0%	100.0%	100.0%	
	% of Total	58.3%	41.7%	100.0%	

FIGURE 173 – Chi-square test confusion & past consumption frequency: Ferrero crosstab

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.216 <sup>a</sup>	2	.330
Likelihood Ratio	2.150	2	.341
N of Valid Cases	141		

a. 2 cells (33.3%) have expected count less than 5.  
The minimum expected count is 1.28.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.125	.330
	Cramer's V	.125	.330
N of Valid Cases		141	

FIGURE 174 – Chi-square test for FA-indecision & past consumption frequency: Ferrero

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**Past\_consumption\_frequency \* Felt2\_ambivalence\_cat Crosstabulation**

		Felt2_ambivalence_cat		Total	
		.00	1.00		
Past_consumption_frequ ency	Entre quatre et sept fois	Count	3	1	4
		% within Past_consumption_frequ ency	75.0%	25.0%	100.0%
		% within Felt2_ambivalence_cat	3.1%	2.2%	2.8%
	Entre une et quatre fois	Count	19	14	33
		% within Past_consumption_frequ ency	57.6%	42.4%	100.0%
		% within Felt2_ambivalence_cat	19.8%	31.1%	23.4%
	Moins d'une fois	Count	74	30	104
		% within Past_consumption_frequ ency	71.2%	28.8%	100.0%
		% within Felt2_ambivalence_cat	77.1%	66.7%	73.8%
Total	Count	96	45	141	
	% within Past_consumption_frequ ency	68.1%	31.9%	100.0%	
	% within Felt2_ambivalence_cat	100.0%	100.0%	100.0%	

FIGURE 175 – Chi-square test for FA-indecision & past consumption frequency: Ferrero cross-tab

**3.7 H<sub>7</sub>: The perceived ambivalence influences negatively the buying intention**

**COCA-COLA**

**Correlations**

		Felt_amb_co nfusion	Felt_ambi_in decision	Global_objec tive_ambival ence	Future_buyin g_intention_ M	Loyalty_M	Overall_bran d_equity_M	Intent
Felt_amb_confusion	Pearson Correlation	1	.705**	.418**	.417**	.330**	.271**	.007
	Sig. (1-tailed)		.000	.000	.000	.000	.000	.465
	N	159	159	159	159	159	159	159
Felt_ambi_indecision	Pearson Correlation	.705**	1	.383**	.430**	.334**	.243**	-.036
	Sig. (1-tailed)	.000		.000	.000	.000	.001	.325
	N	159	159	159	159	159	159	159
Global_objective_ambivalence	Pearson Correlation	.418**	.383**	1	.294**	.214**	.148*	.126
	Sig. (1-tailed)	.000	.000		.000	.003	.031	.056
	N	159	159	159	159	159	159	159
Future_buying_intention_M	Pearson Correlation	.417**	.430**	.294**	1	.771**	.635**	.296**
	Sig. (1-tailed)	.000	.000	.000		.000	.000	.000
	N	159	159	159	159	159	159	159
Loyalty_M	Pearson Correlation	.330**	.334**	.214**	.771**	1	.757**	.264**
	Sig. (1-tailed)	.000	.000	.003	.000		.000	.000
	N	159	159	159	159	159	159	159
Overall_brand_equity_M	Pearson Correlation	.271**	.243**	.148*	.635**	.757**	1	.219**
	Sig. (1-tailed)	.000	.001	.031	.000	.000		.003
	N	159	159	159	159	159	159	159
Intent	Pearson Correlation	.007	-.036	.126	.296**	.264**	.219**	1
	Sig. (1-tailed)	.465	.325	.056	.000	.000	.003	
	N	159	159	159	159	159	159	159

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

FIGURE 176 – Correlations between objective and felt ambivalence & buying intention variables: Coca-Cola

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.294 <sup>a</sup>	.086	.080	.95890864	.086	14.831	1	157	.000

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Future\_buying\_intention\_M)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.638	1	13.638	14.831	.000 <sup>b</sup>
	Residual	144.362	157	.920		
	Total	158.000	158			

a. Dependent Variable: Zscore(Future\_buying\_intention\_M)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.274E-16	.076		.000	1.000		
	Zscore (Global_objective_ambivalence)	.294	.076	.294	3.851	.000	1.000	1.000

a. Dependent Variable: Zscore(Future\_buying\_intention\_M)

FIGURE 177 – Linear regression between Coca-Cola's objective ambivalence & buying intention: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.126 <sup>a</sup>	.016	.010	.99512698	.016	2.551	1	157	.112

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Intent)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.526	1	2.526	2.551	.112 <sup>b</sup>
	Residual	155.474	157	.990		
	Total	158.000	158			

a. Dependent Variable: Zscore(Intent)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.651E-16	.079		.000	1.000		
	Zscore (Global_objective_ambivalence)	.126	.079	.126	1.597	.112	1.000	1.000

a. Dependent Variable: Zscore(Intent)

FIGURE 178 – Linear regression between Coca-Cola's objective ambivalence & intent: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.214 <sup>a</sup>	.046	.040	.98002921	.046	7.505	1	157	.007

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Loyalty\_M)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.208	1	7.208	7.505	.007 <sup>b</sup>
	Residual	150.792	157	.960		
	Total	158.000	158			

a. Dependent Variable: Zscore(Loyalty\_M)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3.744E-16	.078		.000	1.000		
	Zscore (Global_objective_ambivalence)	.214	.078	.214	2.740	.007	1.000	1.000

a. Dependent Variable: Zscore(Loyalty\_M)

FIGURE 179 – Linear regression between Coca-Cola's objective ambivalence & loyalty: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.148 <sup>a</sup>	.022	.016	.99214422	.022	3.512	1	157	.063

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Overall\_brand\_equity\_M)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.457	1	3.457	3.512	.063 <sup>b</sup>
	Residual	154.543	157	.984		
	Total	158.000	158			

a. Dependent Variable: Zscore(Overall\_brand\_equity\_M)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.196E-17	.079		.000	1.000		
	Zscore (Global_objective_ambivalence)	.148	.079	.148	1.874	.063	1.000	1.000

FIGURE 180 – Linear regression between Coca-Cola's objective ambivalence & overall brand equity: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.074 <sup>a</sup>	.006	-.001	1.00039557	2.016

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Expected\_consumption\_cat)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.876	1	.876	.875	.351 <sup>b</sup>
	Residual	157.124	157	1.001		
	Total	158.000	158			

a. Dependent Variable: Zscore(Expected\_consumption\_cat)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.127E-16	.079		.000	1.000		
	Zscore (Global_objective_ambivalence)	.074	.080	.074	.935	.351	1.000	1.000

a. Dependent Variable: Zscore(Expected\_consumption\_cat)

FIGURE 181 – Linear regression between Coca-Cola's objective ambivalence & expected consumption: model summary, Anova & coefficients

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.808 <sup>a</sup>	3	.422
Likelihood Ratio	4.393	3	.222
N of Valid Cases	150		

a. 3 cells (37.5%) have expected count less than 5.  
The minimum expected count is .50.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.137	.422
	Cramer's V	.137	.422
N of Valid Cases		150	

FIGURE 182 – Chi-square test objective ambivalence & expected consumption: Coca-Cola

### Crosstab

		Global_objective_ambivalence_cat		Total	
		.00	1.00		
Expected_consumption	Entre quatre et sept fois	Count	7	0	7
		% within Expected_consumption	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	5.6%	0.0%	4.7%
	Entre une et quatre fois	Count	28	8	36
		% within Expected_consumption	77.8%	22.2%	100.0%
		% within Global_objective_ambivalence_cat	22.4%	32.0%	24.0%
	Moins d'une fois	Count	87	17	104
		% within Expected_consumption	83.7%	16.3%	100.0%
		% within Global_objective_ambivalence_cat	69.6%	68.0%	69.3%
	Plus de sept fois	Count	3	0	3
		% within Expected_consumption	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	2.4%	0.0%	2.0%

FIGURE 183 – Chi-square test objective ambivalence & expected consumption: Coca-Cola crosstab

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.459 <sup>a</sup>	.211	.201	1.46912	.211	20.819	2	156	.000	2.029

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion  
 b. Dependent Variable: Future\_buying\_intention\_M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.866	2	44.933	20.819	.000 <sup>b</sup>
	Residual	336.696	156	2.158		
	Total	426.562	158			

a. Dependent Variable: Future\_buying\_intention\_M  
 b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.126	.279		7.614	.000		
	Felt_amb_confusion	.223	.099	.227	2.258	.025	.503	1.989
	Felt_ambi_indecision	.248	.092	.270	2.693	.008	.503	1.989

a. Dependent Variable: Future\_buying\_intention\_M

FIGURE 184 – Multiple linear regression between Coca-Cola’s felt ambivalence & buying intention: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.059 <sup>a</sup>	.003	-.009	1.428	.003	.269	2	156	.765	2.029

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion  
 b. Dependent Variable: Intent

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.096	2	.548	.269	.765 <sup>b</sup>
	Residual	317.999	156	2.038		
	Total	319.094	158			

a. Dependent Variable: Intent  
 b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.919	.271		10.754	.000		
	Felt_amb_confusion	.055	.096	.065	.575	.566	.503	1.989
	Felt_ambi_indecision	-.065	.089	-.082	-.728	.468	.503	1.989

a. Dependent Variable: Intent

FIGURE 185 – Multiple linear regression between Coca-Cola’s felt ambivalence & intent: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		Sig. F Change
1	.359 <sup>a</sup>	.129	.118	1.81288195	.129	11.564	2	156	.000	1.989

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

b. Dependent Variable: Loyalty\_M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.014	2	38.007	11.564	.000 <sup>b</sup>
	Residual	512.700	156	3.287		
	Total	588.714	158			

a. Dependent Variable: Loyalty\_M

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.152	.345		6.244	.000		
	Felt_amb_confusion	.217	.122	.188	1.782	.077	.503	1.989
	Felt_ambi_indecision	.217	.113	.201	1.911	.058	.503	1.989

a. Dependent Variable: Loyalty\_M

FIGURE 186 – Multiple linear regression between Coca-Cola's felt ambivalence & loyalty: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		Sig. F Change
1	.281 <sup>a</sup>	.079	.067	1.62423511	.079	6.665	2	156	.002	2.082

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

b. Dependent Variable: Overall\_brand\_equity\_M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.164	2	17.582	6.665	.002 <sup>b</sup>
	Residual	411.550	156	2.638		
	Total	446.714	158			

a. Dependent Variable: Overall\_brand\_equity\_M

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.189	.309		7.091	.000		
	Felt_amb_confusion	.198	.109	.197	1.814	.072	.503	1.989
	Felt_ambi_indecision	.098	.102	.105	.968	.335	.503	1.989

a. Dependent Variable: Overall\_brand\_equity\_M

FIGURE 187 – Multiple linear regression between Coca-Cola's felt ambivalence & overall brand equity: model summary, Anova & coefficients

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**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.265 <sup>a</sup>	.070	.058	.65529	.070	5.880	2	156	.003	2.127

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

b. Dependent Variable: Expected\_consumption\_cat

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.050	2	2.525	5.880	.003 <sup>b</sup>
	Residual	66.988	156	.429		
	Total	72.038	158			

a. Dependent Variable: Expected\_consumption\_cat

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.008	.125		.065	.948		
	Felt_amb_confusion	.094	.044	.233	2.140	.034	.503	1.989
	Felt_ambi_indecision	.016	.041	.043	.391	.696	.503	1.989

a. Dependent Variable: Expected\_consumption\_cat

FIGURE 188 – Multiple linear regression between Coca-Cola’s felt ambivalence & expected consumption: model summary, Anova & coefficients

## Expected\_consumption \* FA\_confusion\_cat

### Crosstab

Count		FA_confusion_cat		Total
		.00	1.00	
Expected_consumption	Entre quatre et sept fois	1	6	7
	Entre une et quatre fois	15	18	33
	Moins d'une fois	60	31	91
	Plus de sept fois	0	3	3
Total		76	58	134

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.919 <sup>a</sup>	3	.003
Likelihood Ratio	15.374	3	.002
N of Valid Cases	134		

a. 4 cells (50.0%) have expected count less than 5.  
The minimum expected count is 1.30.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.322	.003
	Cramer's V	.322	.003
N of Valid Cases		134	

FIGURE 189 – Chi-square test confusion & expected consumption: Coca-Cola

## Expected\_consumption \* FA\_indecision\_cat

### Crosstab

Count

		FA_indecision_cat		Total
		.00	1.00	
Expected_consumption	Entre quatre et sept fois	3	3	6
	Entre une et quatre fois	21	12	33
	Moins d'une fois	70	28	98
	Plus de sept fois	2	1	3
Total		96	44	140

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.709 <sup>a</sup>	3	.635
Likelihood Ratio	1.637	3	.651
N of Valid Cases	140		

a. 4 cells (50.0%) have expected count less than 5.  
The minimum expected count is .94.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.110	.635
	Cramer's V	.110	.635
N of Valid Cases		140	

FIGURE 190 – Chi-square test indecision & expected consumption: Coca-Cola

## FERRERO

**Correlations**

		Felt_amb_co nfusion	Felt_ambi_in decision	Global_objec tive_ambival ence	Future_buyin g_intention_ M	Loyalty_M	Overall_bran d_equity_M	Intent
Felt_amb_confusion	Pearson Correlation	1	.705**	.418**	.417**	.330**	.271**	.007
	Sig. (1-tailed)		.000	.000	.000	.000	.000	.465
	N	159	159	159	159	159	159	159
Felt_ambi_indecision	Pearson Correlation	.705**	1	.383**	.430**	.334**	.243**	-.036
	Sig. (1-tailed)	.000		.000	.000	.000	.001	.325
	N	159	159	159	159	159	159	159
Global_objective_ambivalence	Pearson Correlation	.418**	.383**	1	.294**	.214**	.148*	.126
	Sig. (1-tailed)	.000	.000		.000	.003	.031	.056
	N	159	159	159	159	159	159	159
Future_buying_intention_M	Pearson Correlation	.417**	.430**	.294**	1	.771**	.635**	.296**
	Sig. (1-tailed)	.000	.000	.000		.000	.000	.000
	N	159	159	159	159	159	159	159
Loyalty_M	Pearson Correlation	.330**	.334**	.214**	.771**	1	.757**	.264**
	Sig. (1-tailed)	.000	.000	.003	.000		.000	.000
	N	159	159	159	159	159	159	159
Overall_brand_equity_M	Pearson Correlation	.271**	.243**	.148*	.635**	.757**	1	.219**
	Sig. (1-tailed)	.000	.001	.031	.000	.000		.003
	N	159	159	159	159	159	159	159
Intent	Pearson Correlation	.007	-.036	.126	.296**	.264**	.219**	1
	Sig. (1-tailed)	.465	.325	.056	.000	.000	.003	
	N	159	159	159	159	159	159	159

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

FIGURE 191 – Correlations between objective and felt ambivalence & buying intention variables: Coca-Cola

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.294 <sup>a</sup>	.086	.080	.95890864	.086	14.831	1	157	.000

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Future\_buying\_intention\_M)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.638	1	13.638	14.831	.000 <sup>b</sup>
	Residual	144.362	157	.920		
	Total	158.000	158			

a. Dependent Variable: Zscore(Future\_buying\_intention\_M)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.274E-16	.076		.000	1.000		
	Zscore (Global_objective_ambivalence)	.294	.076	.294	3.851	.000	1.000	1.000

a. Dependent Variable: Zscore(Future\_buying\_intention\_M)

FIGURE 192 – Linear regression between Coca-Cola’s objective ambivalence & buying intention: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.126 <sup>a</sup>	.016	.010	.99512698	.016	2.551	1	157	.112

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Intent)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.526	1	2.526	2.551	.112 <sup>b</sup>
	Residual	155.474	157	.990		
	Total	158.000	158			

a. Dependent Variable: Zscore(Intent)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.651E-16	.079		.000	1.000		
	Zscore (Global_objective_ambivalence)	.126	.079	.126	1.597	.112	1.000	1.000

a. Dependent Variable: Zscore(Intent)

FIGURE 193 – Linear regression between Coca-Cola's objective ambivalence & intent: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.214 <sup>a</sup>	.046	.040	.98002921	.046	7.505	1	157	.007

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Loyalty\_M)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.208	1	7.208	7.505	.007 <sup>b</sup>
	Residual	150.792	157	.960		
	Total	158.000	158			

a. Dependent Variable: Zscore(Loyalty\_M)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3.744E-16	.078		.000	1.000		
	Zscore (Global_objective_ambivalence)	.214	.078	.214	2.740	.007	1.000	1.000

a. Dependent Variable: Zscore(Loyalty\_M)

FIGURE 194 – Linear regression between Coca-Cola's objective ambivalence & loyalty: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.148 <sup>a</sup>	.022	.016	.99214422	.022	3.512	1	157	.063

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Overall\_brand\_equity\_M)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.457	1	3.457	3.512	.063 <sup>b</sup>
	Residual	154.543	157	.984		
	Total	158.000	158			

a. Dependent Variable: Zscore(Overall\_brand\_equity\_M)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.196E-17	.079		.000	1.000		
	Zscore (Global_objective_ambivalence)	.148	.079	.148	1.874	.063	1.000	1.000

FIGURE 195 – Linear regression between Coca-Cola's objective ambivalence & overall brand equity: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.074 <sup>a</sup>	.006	-.001	1.00039557	2.016

a. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

b. Dependent Variable: Zscore(Expected\_consumption\_cat)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.876	1	.876	.875	.351 <sup>b</sup>
	Residual	157.124	157	1.001		
	Total	158.000	158			

a. Dependent Variable: Zscore(Expected\_consumption\_cat)

b. Predictors: (Constant), Zscore(Global\_objective\_ambivalence)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.127E-16	.079		.000	1.000		
	Zscore (Global_objective_ambivalence)	.074	.080	.074	.935	.351	1.000	1.000

a. Dependent Variable: Zscore(Expected\_consumption\_cat)

FIGURE 196 – Linear regression between Coca-Cola's objective ambivalence & expected consumption: model summary, Anova & coefficients

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.808 <sup>a</sup>	3	.422
Likelihood Ratio	4.393	3	.222
N of Valid Cases	150		

a. 3 cells (37.5%) have expected count less than 5.  
The minimum expected count is .50.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.137	.422
	Cramer's V	.137	.422
N of Valid Cases		150	

FIGURE 197 – Chi-square test objective ambivalence & expected consumption: Coca-Cola

### Crosstab

			Global_objective_ambivalence_cat		Total
			.00	1.00	
Expected_consumption	Entre quatre et sept fois	Count	7	0	7
		% within Expected_consumption	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	5.6%	0.0%	4.7%
	Entre une et quatre fois	Count	28	8	36
		% within Expected_consumption	77.8%	22.2%	100.0%
		% within Global_objective_ambivalence_cat	22.4%	32.0%	24.0%
	Moins d'une fois	Count	87	17	104
		% within Expected_consumption	83.7%	16.3%	100.0%
		% within Global_objective_ambivalence_cat	69.6%	68.0%	69.3%
	Plus de sept fois	Count	3	0	3
		% within Expected_consumption	100.0%	0.0%	100.0%
		% within Global_objective_ambivalence_cat	2.4%	0.0%	2.0%

FIGURE 198 – Chi-square test objective ambivalence & expected consumption: Coca-Cola crosstab

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.459 <sup>a</sup>	.211	.201	1.46912	.211	20.819	2	156	.000	2.029

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion  
 b. Dependent Variable: Future\_buying\_intention\_M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.866	2	44.933	20.819	.000 <sup>b</sup>
	Residual	336.696	156	2.158		
	Total	426.562	158			

a. Dependent Variable: Future\_buying\_intention\_M  
 b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.126	.279		7.614	.000		
	Felt_amb_confusion	.223	.099	.227	2.258	.025	.503	1.989
	Felt_ambi_indecision	.248	.092	.270	2.693	.008	.503	1.989

a. Dependent Variable: Future\_buying\_intention\_M

FIGURE 199 – Multiple linear regression between Coca-Cola’s felt ambivalence & buying intention: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.059 <sup>a</sup>	.003	-.009	1.428	.003	.269	2	156	.765	2.029

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion  
 b. Dependent Variable: Intent

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.096	2	.548	.269	.765 <sup>b</sup>
	Residual	317.999	156	2.038		
	Total	319.094	158			

a. Dependent Variable: Intent  
 b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.919	.271		10.754	.000		
	Felt_amb_confusion	.055	.096	.065	.575	.566	.503	1.989
	Felt_ambi_indecision	-.065	.089	-.082	-.728	.468	.503	1.989

a. Dependent Variable: Intent

FIGURE 200 – Multiple linear regression between Coca-Cola’s felt ambivalence & intent: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.359 <sup>a</sup>	.129	.118	1.81288195	.129	11.564	2	156	.000	1.989

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

b. Dependent Variable: Loyalty\_M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.014	2	38.007	11.564	.000 <sup>b</sup>
	Residual	512.700	156	3.287		
	Total	588.714	158			

a. Dependent Variable: Loyalty\_M

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.152	.345		6.244	.000		
	Felt_amb_confusion	.217	.122	.188	1.782	.077	.503	1.989
	Felt_ambi_indecision	.217	.113	.201	1.911	.058	.503	1.989

a. Dependent Variable: Loyalty\_M

FIGURE 201 – Multiple linear regression between Coca-Cola's felt ambivalence & loyalty: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.281 <sup>a</sup>	.079	.067	1.62423511	.079	6.665	2	156	.002	2.082

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

b. Dependent Variable: Overall\_brand\_equity\_M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.164	2	17.582	6.665	.002 <sup>b</sup>
	Residual	411.550	156	2.638		
	Total	446.714	158			

a. Dependent Variable: Overall\_brand\_equity\_M

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.189	.309		7.091	.000		
	Felt_amb_confusion	.198	.109	.197	1.814	.072	.503	1.989
	Felt_ambi_indecision	.098	.102	.105	.968	.335	.503	1.989

a. Dependent Variable: Overall\_brand\_equity\_M

FIGURE 202 – Multiple linear regression between Coca-Cola's felt ambivalence & overall brand equity: model summary, Anova & coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.265 <sup>a</sup>	.070	.058	.65529	.070	5.880	2	156	.003	2.127

a. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

b. Dependent Variable: Expected\_consumption\_cat

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.050	2	2.525	5.880	.003 <sup>b</sup>
	Residual	66.988	156	.429		
	Total	72.038	158			

a. Dependent Variable: Expected\_consumption\_cat

b. Predictors: (Constant), Felt\_ambi\_indecision, Felt\_amb\_confusion

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.008	.125		.065	.948		
	Felt_amb_confusion	.094	.044	.233	2.140	.034	.503	1.989
	Felt_ambi_indecision	.016	.041	.043	.391	.696	.503	1.989

a. Dependent Variable: Expected\_consumption\_cat

FIGURE 203 – Multiple linear regression between Coca-Cola's felt ambivalence & expected consumption: model summary, Anova & coefficients

## Expected\_consumption \* FA\_confusion\_cat

### Crosstab

Count		FA_confusion_cat		Total
		.00	1.00	
Expected_consumption	Entre quatre et sept fois	1	6	7
	Entre une et quatre fois	15	18	33
	Moins d'une fois	60	31	91
	Plus de sept fois	0	3	3
Total		76	58	134

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.919 <sup>a</sup>	3	.003
Likelihood Ratio	15.374	3	.002
N of Valid Cases	134		

a. 4 cells (50.0%) have expected count less than 5.  
The minimum expected count is 1.30.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.322	.003
	Cramer's V	.322	.003
N of Valid Cases		134	

FIGURE 204 – Chi-square test confusion & expected consumption: Coca-Cola

## Expected\_consumption \* FA\_indecision\_cat

### Crosstab

Count

		FA_indecision_cat		Total
		.00	1.00	
Expected_consumption	Entre quatre et sept fois	3	3	6
	Entre une et quatre fois	21	12	33
	Moins d'une fois	70	28	98
	Plus de sept fois	2	1	3
Total		96	44	140

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.709 <sup>a</sup>	3	.635
Likelihood Ratio	1.637	3	.651
N of Valid Cases	140		

a. 4 cells (50.0%) have expected count less than 5.  
The minimum expected count is .94.

### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.110	.635
	Cramer's V	.110	.635
N of Valid Cases		140	

FIGURE 205 – Chi-square test indecision & expected consumption: Coca-Cola

### 3.8 H<sub>8</sub>: Coca-Cola and Ferrero’s irresponsibility impacts negatively the buying behaviour and intention

#### COCA-COLA

		Higher_price	Advertising_CSI	Misleading_and_unhealthy	Current_behaviour_M	Future_buying_intention_M	Environmental_CSI_M	Illegality_M	Employee_CSI_M	Foreign_countries_CSI_M
Higher_price	Pearson Correlation	1	.328**	.197**	-.013	-.030	.078	.270**	.222**	.259**
	Sig. (1-tailed)		.000	.006	.436	.355	.165	.000	.002	.000
	N	159	159	159	159	159	159	159	159	159
Advertising_CSI	Pearson Correlation	.328**	1	.389**	-.171*	-.262**	.131	.401**	.468**	.266**
	Sig. (1-tailed)	.000		.000	.016	.000	.050	.000	.000	.000
	N	159	159	159	159	159	159	159	159	159
Misleading_and_unhealthy	Pearson Correlation	.197**	.389**	1	-.361**	-.414**	.297**	.522**	.482**	.399**
	Sig. (1-tailed)	.006	.000		.000	.000	.000	.000	.000	.000
	N	159	159	159	159	159	159	159	159	159
Current_behaviour_M	Pearson Correlation	-.013	-.171*	-.361**	1	.792**	-.133*	-.075	-.195**	-.113
	Sig. (1-tailed)	.436	.016	.000		.000	.047	.173	.007	.078
	N	159	159	159	159	159	159	159	159	159
Future_buying_intention_M	Pearson Correlation	-.030	-.262**	-.414**	.792**	1	-.226**	-.154*	-.225**	-.183*
	Sig. (1-tailed)	.355	.000	.000	.000		.002	.026	.002	.010
	N	159	159	159	159	159	159	159	159	159
Environmental_CSI_M	Pearson Correlation	.078	.131	.297**	-.133*	-.226**	1	.318**	.221**	.357**
	Sig. (1-tailed)	.165	.050	.000	.047	.002		.000	.003	.000
	N	159	159	159	159	159	159	159	159	159
Illegality_M	Pearson Correlation	.270**	.401**	.522**	-.075	-.154*	.318**	1	.612**	.462**
	Sig. (1-tailed)	.000	.000	.000	.173	.026	.000		.000	.000
	N	159	159	159	159	159	159	159	159	159
Employee_CSI_M	Pearson Correlation	.222**	.468**	.482**	-.195**	-.225**	.221**	.612**	1	.397**
	Sig. (1-tailed)	.002	.000	.000	.007	.002	.003	.000		.000
	N	159	159	159	159	159	159	159	159	159
Foreign_countries_CSI_M	Pearson Correlation	.259**	.266**	.399**	-.113	-.183*	.357**	.462**	.397**	1
	Sig. (1-tailed)	.000	.000	.000	.078	.010	.000	.000	.000	
	N	159	159	159	159	159	159	159	159	159

FIGURE 206 – Correlations between buying behaviour / intention & CSI perception variables: Coca-Cola

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Durbin-Watson
						F Change	df1	df2	Sig. F Change	
1	.407 <sup>a</sup>	.166	.127	1.66954	.166	4.288	7	151	.000	1.556

a. Predictors: (Constant), Higher\_price, Environmental\_CSI\_M, Employee\_CSI\_M, Foreign\_countries\_CSI\_M, Advertising\_CSI, Misleading\_and\_unhealthy, Illegality\_M

b. Dependent Variable: Current\_behaviour\_M

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.675	7	11.954	4.288	.000 <sup>b</sup>
	Residual	420.892	151	2.787		
	Total	504.567	158			

a. Dependent Variable: Current\_behaviour\_M

b. Predictors: (Constant), Higher\_price, Environmental\_CSI\_M, Employee\_CSI\_M, Foreign\_countries\_CSI\_M, Advertising\_CSI, Misleading\_and\_unhealthy, Illegality\_M

FIGURE 207 – Multiple linear regression between Coca-Cola’s current behaviour & CSI perception variables: model summary & Anova

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.330	.824		7.684	.000		
	Advertising_CSI	-.076	.101	-.067	-.754	.452	.698	1.433
	Misleading_and_unhealthy	-.565	.133	-.395	-4.238	.000	.636	1.572
	Environmental_CSI_M	-.086	.111	-.063	-.770	.442	.827	1.209
	Illegality_M	.356	.162	.229	2.198	.029	.509	1.966
	Employee_CSI_M	-.210	.183	-.116	-1.144	.254	.540	1.851
	Foreign_countries_CSI_M	.018	.140	.011	.126	.900	.688	1.453
	Higher_price	.062	.095	.053	.654	.514	.851	1.175

a. Dependent Variable: Current\_behaviour\_M

FIGURE 208 – Multiple linear regression between Coca-Cola’s current behaviour & CSI perception variables: coefficients

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.467 <sup>a</sup>	.218	.182	1.48632	.218	6.013	7	151	.000	1.575

a. Predictors: (Constant), Higher\_price, Environmental\_CSI\_M, Employee\_CSI\_M, Foreign\_countries\_CSI\_M, Advertising\_CSI, Misleading\_and\_unhealthy, Illegality\_M

b. Dependent Variable: Future\_buying\_intention\_M

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.982	7	13.283	6.013	.000 <sup>b</sup>
	Residual	333.580	151	2.209		
	Total	426.562	158			

a. Dependent Variable: Future\_buying\_intention\_M

b. Predictors: (Constant), Higher\_price, Environmental\_CSI\_M, Employee\_CSI\_M, Foreign\_countries\_CSI\_M, Advertising\_CSI, Misleading\_and\_unhealthy, Illegality\_M

FIGURE 209 – Multiple linear regression between Coca-Cola’s buying intention & CSI perception variables: model summary & Anova

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.827	.733		9.309	.000		
	Advertising_CSI	-.168	.090	-.161	-1.865	.064	.698	1.433
	Misleading_and_unhealthy	-.507	.119	-.386	-4.277	.000	.636	1.572
	Environmental_CSI_M	-.168	.099	-.134	-1.696	.092	.827	1.209
	Illegality_M	.246	.144	.172	1.707	.090	.509	1.966
	Employee_CSI_M	-.082	.163	-.049	-.502	.616	.540	1.851
	Foreign_countries_CSI_M	-.028	.125	-.019	-.222	.825	.688	1.453
	Higher_price	.086	.085	.079	1.011	.314	.851	1.175

a. Dependent Variable: Future\_buying\_intention\_M

FIGURE 210 – Multiple linear regression between Coca-Cola's buying intention & CSI perception variables: coefficients

**FERRERO**

		Advertising_c si	Misleading_a nd_unhealth y	EnvcsiM	Illegality_M	Employee_CS I_M	FCcsiM	Current_beh aviour_M	Future_buyin g_intention_ M	Higher_price
Advertising_csi	Pearson Correlation	1	.444**	.089	.355**	.355**	.294**	-.238**	-.208**	.223**
	Sig. (1-tailed)		.000	.125	.000	.000	.000	.001	.003	.002
	N	169	169	169	169	169	169	169	169	169
Misleading_and_unhealth y	Pearson Correlation	.444**	1	.448**	.323**	.340**	.451**	-.200**	-.213**	.441**
	Sig. (1-tailed)	.000		.000	.000	.000	.000	.005	.003	.000
	N	169	169	169	169	169	169	169	169	169
EnvcsiM	Pearson Correlation	.089	.448**	1	.300**	.199**	.409**	-.012	-.101	.290**
	Sig. (1-tailed)	.125	.000		.000	.005	.000	.441	.095	.000
	N	169	169	169	169	169	169	169	169	169
Illegality_M	Pearson Correlation	.355**	.323**	.300**	1	.519**	.386**	-.162*	-.145*	.405**
	Sig. (1-tailed)	.000	.000	.000		.000	.000	.017	.030	.000
	N	169	169	169	169	169	169	169	169	169
Employee_CSI_M	Pearson Correlation	.355**	.340**	.199**	.519**	1	.507**	-.245**	-.319**	.318**
	Sig. (1-tailed)	.000	.000	.005	.000		.000	.001	.000	.000
	N	169	169	169	169	169	169	169	169	169
FCcsiM	Pearson Correlation	.294**	.451**	.409**	.386**	.507**	1	-.106	-.165*	.459**
	Sig. (1-tailed)	.000	.000	.000	.000	.000		.085	.016	.000
	N	169	169	169	169	169	169	169	169	169
Current_behaviour_M	Pearson Correlation	-.238**	-.200**	-.012	-.162*	-.245**	-.106	1	.668**	-.006
	Sig. (1-tailed)	.001	.005	.441	.017	.001	.085		.000	.469
	N	169	169	169	169	169	169	169	169	169
Future_buying_intention_ M	Pearson Correlation	-.208**	-.213**	-.101	-.145*	-.319**	-.165*	.668**	1	.004
	Sig. (1-tailed)	.003	.003	.095	.030	.000	.016	.000		.477
	N	169	169	169	169	169	169	169	169	169
Higher_price	Pearson Correlation	.223**	.441**	.290**	.405**	.318**	.459**	-.006	.004	1
	Sig. (1-tailed)	.002	.000	.000	.000	.000	.000	.469	.477	
	N	169	169	169	169	169	169	169	169	169

FIGURE 211 – Correlations between buying behaviour / intention & CSI perception variables: Ferrero

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.339 <sup>a</sup>	.115	.076	1.31430

a. Predictors: (Constant), Higher\_price, Advertising\_csi, EnvcsiM, Employee\_CSI\_M, Illegality\_M, FCcsiM, Misleading\_and\_unhealthy

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.018	7	5.145	2.979	.006 <sup>b</sup>
	Residual	278.111	161	1.727		
	Total	314.129	168			

a. Dependent Variable: Current\_behaviour\_M

b. Predictors: (Constant), Higher\_price, Advertising\_csi, EnvcsiM, Employee\_CSI\_M, Illegality\_M, FCcsiM, Misleading\_and\_unhealthy

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.765	.588		8.106	.000		
	Advertising_csi	-.120	.088	-.120	-1.360	.176	.705	1.418
	Misleading_and_unhealthy	-.193	.109	-.176	-1.773	.078	.560	1.787
	EnvcsiM	.088	.099	.079	.895	.372	.697	1.435
	Illegality_M	-.083	.133	-.059	-.626	.532	.620	1.612
	Employee_CSI_M	-.274	.140	-.188	-1.962	.052	.599	1.670
	FCcsiM	.039	.140	.027	.276	.783	.569	1.758
	Higher_price	.139	.086	.146	1.623	.107	.676	1.478

FIGURE 212 – Multiple linear regression between Ferrero's current behaviour & CSI perception variables: model summary, Anova & coefficients

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.382 <sup>a</sup>	.146	.109	1.39345

a. Predictors: (Constant), Higher\_price, Advertising\_csi, EnvcsiM, Employee\_CSI\_M, Illegality\_M, FCcsiM, Misleading\_and\_unhealthy

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.389	7	7.627	3.928	.001 <sup>b</sup>
	Residual	312.616	161	1.942		
	Total	366.005	168			

a. Dependent Variable: Future\_buying\_intention\_M

b. Predictors: (Constant), Higher\_price, Advertising\_csi, EnvcsiM, Employee\_CSI\_M, Illegality\_M, FCcsiM, Misleading\_and\_unhealthy

FIGURE 213 – Multiple linear regression between Ferrero's buying intention & CSI perception variables: model summary & Anova

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.056	.623		9.719	.000		
	Advertising_csi	-.086	.093	-.080	-.924	.357	.705	1.418
	Misleading_and_unhealthy	-.177	.115	-.149	-1.535	.127	.560	1.787
	EnvcsiM	-.032	.105	-.026	-.302	.763	.697	1.435
	Illegality_M	.037	.141	.024	.261	.795	.620	1.612
	Employee_CSI_M	-.478	.148	-.304	-3.230	.002	.599	1.670
	FCcsiM	-.004	.148	-.003	-.030	.976	.569	1.758
	Higher_price	.189	.091	.184	2.078	.039	.676	1.478

a. Dependent Variable: Future\_buying\_intention\_M

FIGURE 214 – Multiple linear regression between Ferrero's buying intention & CSI perception variables: coefficients

### 3.9 H<sub>9</sub>: The consumer's personal sense of responsibility accentuates the negative impact of the CSI perception on the buying behaviour and intention

#### COCA-COLA

```

Model = 1
  Y = Current_
  X = CSIPH3
  M = Shame

Sample size
  159

*****
Outcome: Current_

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .3727    .1389    2.8032    8.3323    3.0000   155.0000    .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    .3537    2.3690    .1493    .8815    -4.3260    5.0335
Shame        1.0380    .4133    2.5115    .0130     .2216    1.8545
CSIPH3       .9292    .5028    1.8480    .0665    -.0641    1.9224
int_1       -.2638    .0878   -3.0046    .0031    -.4372   -.0903

Product terms key:
int_1  CSIPH3  X  Shame

R-square increase due to interaction(s):
      R2-chng      F      df1      df2      p
int_1    .0502    9.0274    1.0000   155.0000    .0031

*****

Conditional effect of X on Y at values of the moderator(s):
      Shame      Effect      se      t      p      LLCI      ULCI
3.5146    .0022    .2325    .0093    .9926    -.4571    .4614
5.3648   -.4858    .1610   -3.0178    .0030    -.8038   -.1678
7.0000   -.9171    .2121   -4.3249    .0000   -1.3360   -.4982

```

FIGURE 215 – Moderation Coca-Cola CSI perception & current behaviour: Shame

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
4.7969	37.1069	62.8931

Conditional effect of X on Y at values of the moderator (M)

Shame	Effect	se	t	p	LLCI	ULCI
1.0000	.6654	.4206	1.5822	.1157	-.1654	1.4962
1.3000	.5863	.3964	1.4791	.1411	-.1967	1.3692
1.6000	.5072	.3724	1.3617	.1753	-.2286	1.2429
1.9000	.4280	.3489	1.2269	.2217	-.2611	1.1172
2.2000	.3489	.3257	1.0711	.2858	-.2946	.9924
2.5000	.2698	.3031	.8900	.3749	-.3290	.8686
2.8000	.1906	.2811	.6781	.4987	-.3647	.7460
3.1000	.1115	.2600	.4290	.6686	-.4021	.6251
3.4000	.0324	.2399	.1351	.8927	-.4414	.5062
3.7000	-.0467	.2210	-.2114	.8328	-.4834	.3899
4.0000	-.1259	.2039	-.6173	.5379	-.5286	.2769
4.3000	-.2050	.1889	-1.0854	.2794	-.5780	.1681
4.6000	-.2841	.1765	-1.6097	.1095	-.6327	.0645
4.7969	-.3361	.1701	-1.9754	.0500	-.6721	.0000
4.9000	-.3632	.1674	-2.1699	.0315	-.6939	-.0326
5.2000	-.4424	.1621	-2.7286	.0071	-.7626	-.1221
5.5000	-.5215	.1610	-3.2386	.0015	-.8396	-.2034
5.8000	-.6006	.1642	-3.6578	.0003	-.9250	-.2762
6.1000	-.6797	.1714	-3.9655	.0001	-1.0183	-.3411
6.4000	-.7589	.1822	-4.1654	.0001	-1.1187	-.3990
6.7000	-.8380	.1959	-4.2772	.0000	-1.2250	-.4510
7.0000	-.9171	.2121	-4.3249	.0000	-1.3360	-.4982

FIGURE 216 – Moderation Coca-Cola CSI perception &amp; current behaviour: Shame cont'd

Model = 1  
 Y = Current\_  
 X = CSIPH3  
 M = Empathy\_

Sample size  
 159

\*\*\*\*\*  
 Outcome: Current\_

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.3074	.0945	2.9477	5.3916	3.0000	155.0000	.0015

Model						
	coeff	se	t	p	LLCI	ULCI
constant	2.8696	3.2492	.8832	.3785	-3.5488	9.2880
Empathy_	.5722	.6161	.9288	.3544	-.6447	1.7892
CSIPH3	.4214	.6612	.6373	.5248	-.8847	1.7275
int_1	-.1706	.1240	-1.3755	.1710	-.4156	.0744

Product terms key:

int\_1 CSIPH3 X Empathy\_

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0111	1.8920	1.0000	155.0000	.1710

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Empathy_	Effect	se	t	p	LLCI	ULCI
3.9399	-.2507	.2244	-1.1172	.2656	-.6940	.1926
5.1565	-.4583	.1656	-2.7675	.0063	-.7854	-.1312
6.3731	-.6658	.2236	-2.9774	.0034	-1.1076	-.2241

FIGURE 217 – Moderation Coca-Cola CSI perception & current behaviour: Empathy & social justice

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
4.5682	27.0440	72.9560

Conditional effect of X on Y at values of the moderator (M)

Empathy_	Effect	se	t	p	LLCI	ULCI
1.1111	.2318	.5289	.4384	.6617	-.8129	1.2766
1.4056	.1816	.4944	.3674	.7138	-.7949	1.1582
1.7000	.1314	.4601	.2856	.7756	-.7775	1.0403
1.9944	.0812	.4262	.1904	.8492	-.7608	.9231
2.2889	.0309	.3928	.0787	.9374	-.7451	.8069
2.5833	-.0193	.3601	-.0536	.9573	-.7306	.6920
2.8778	-.0695	.3281	-.2119	.8324	-.7176	.5785
3.1722	-.1198	.2971	-.4031	.6874	-.7067	.4671
3.4667	-.1700	.2676	-.6353	.5261	-.6985	.3585
3.7611	-.2202	.2399	-.9178	.3601	-.6942	.2538
4.0556	-.2705	.2150	-1.2579	.2103	-.6952	.1543
4.3500	-.3207	.1938	-1.6551	.0999	-.7034	.0621
4.5682	-.3579	.1812	-1.9754	.0500	-.7158	.0000
4.6444	-.3709	.1776	-2.0889	.0383	-.7217	-.0202
4.9389	-.4211	.1679	-2.5088	.0131	-.7527	-.0895
5.2333	-.4714	.1658	-2.8425	.0051	-.7989	-.1438
5.5278	-.5216	.1717	-3.0377	.0028	-.8608	-.1824
5.8222	-.5718	.1848	-3.0949	.0023	-.9368	-.2068
6.1167	-.6221	.2036	-3.0551	.0026	-1.0243	-.2198
6.4111	-.6723	.2268	-2.9640	.0035	-1.1203	-.2242
6.7056	-.7225	.2532	-2.8538	.0049	-1.2227	-.2224
7.0000	-.7728	.2818	-2.7420	.0068	-1.3295	-.2160

FIGURE 218 – Moderation Coca-Cola CSI perception &amp; current behaviour: Empathy &amp; social justice cont'd

Model = 1  
 Y = Current\_  
 X = CSIPH3  
 M = Better\_c

Sample size  
 159

\*\*\*\*\*  
 Outcome: Current\_

Model Summary

R	R-sq	MSE	F	df1	df2	p
.2294	.0526	3.0839	2.8707	3.0000	155.0000	.0383

Model

	coeff	se	t	p	LLCI	ULCI
constant	5.4511	1.9691	2.7683	.0063	1.5613	9.3409
Better_c	.1317	.4643	.2837	.7770	-.7854	1.0489
CSIPH3	-.3926	.4022	-.9763	.3304	-1.1870	.4018
int_1	-.0257	.0939	-.2738	.7846	-.2111	.1597

Product terms key:

int\_1 CSIPH3 X Better\_c

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0005	.0750	1.0000	155.0000	.7846

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Better_c	Effect	se	t	p	LLCI	ULCI
2.3338	-.4526	.2231	-2.0288	.0442	-.8933	-.0119
3.7925	-.4901	.1690	-2.9004	.0043	-.8239	-.1563
5.2511	-.5276	.2117	-2.4916	.0138	-.9459	-.1093

FIGURE 219 – Moderation Coca-Cola CSI perception & current behaviour: Better characteristics

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
6.2738	94.9686	5.0314
2.2538	18.2390	81.7610

Conditional effect of X on Y at values of the moderator (M)

Better_c	Effect	se	t	p	LLCI	ULCI
1.0000	-.4183	.3194	-1.3098	.1922	-1.0492	.2126
1.3000	-.4260	.2958	-1.4401	.1519	-1.0104	.1584
1.6000	-.4338	.2732	-1.5878	.1144	-.9734	.1059
1.9000	-.4415	.2516	-1.7544	.0813	-.9385	.0556
2.2000	-.4492	.2315	-1.9402	.0542	-.9065	.0082
2.2538	-.4506	.2281	-1.9754	.0500	-.9011	.0000
2.5000	-.4569	.2132	-2.1428	.0337	-.8781	-.0357
2.8000	-.4646	.1973	-2.3552	.0198	-.8543	-.0749
3.1000	-.4723	.1843	-2.5633	.0113	-.8363	-.1083
3.4000	-.4800	.1749	-2.7452	.0068	-.8254	-.1346
3.7000	-.4877	.1697	-2.8747	.0046	-.8229	-.1526
4.0000	-.4954	.1691	-2.9305	.0039	-.8294	-.1615
4.3000	-.5031	.1731	-2.9066	.0042	-.8451	-.1612
4.6000	-.5109	.1815	-2.8150	.0055	-.8693	-.1524
4.9000	-.5186	.1936	-2.6782	.0082	-.9011	-.1361
5.2000	-.5263	.2089	-2.5195	.0128	-.9389	-.1137
5.5000	-.5340	.2266	-2.3562	.0197	-.9817	-.0863
5.8000	-.5417	.2463	-2.1991	.0293	-1.0283	-.0551
6.1000	-.5494	.2675	-2.0536	.0417	-1.0779	-.0209
6.2738	-.5539	.2804	-1.9754	.0500	-1.1078	.0000
6.4000	-.5571	.2899	-1.9215	.0565	-1.1299	.0156
6.7000	-.5648	.3133	-1.8030	.0733	-1.1837	.0540
7.0000	-.5725	.3373	-1.6972	.0917	-1.2389	.0938

FIGURE 220 – Moderation Coca-Cola CSI perception &amp; current behaviour: Better characteristics cont'd

Model = 1  
 Y = Current\_  
 X = CSIPH3  
 M = Wanted\_c

Sample size  
 159

\*\*\*\*\*  
 Outcome: Current\_

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.2632	.0693	3.0298	3.8450	3.0000	155.0000	.0109

Model

	coeff	se	t	p	LLCI	ULCI
constant	5.1762	1.8660	2.7740	.0062	1.4901	8.8623
Wanted_c	.2337	.4336	.5389	.5907	-.6229	1.0902
CSIPH3	-.2322	.3688	-.6295	.5299	-.9606	.4963
int_1	-.0732	.0858	-.8532	.3949	-.2426	.0962

Product terms key:

int\_1 CSIPH3 X Wanted\_c

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0044	.7279	1.0000	155.0000	.3949

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Wanted_c	Effect	se	t	p	LLCI	ULCI
2.5068	-.4156	.2025	-2.0520	.0418	-.8156	-.0155
4.0818	-.5308	.1692	-3.1380	.0020	-.8650	-.1967
5.6568	-.6460	.2296	-2.8142	.0055	-1.0995	-.1926

FIGURE 221 – Moderation Coca-Cola CSI perception & current behaviour: Wanted characteristics

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
2.4156	16.3522	83.6478

Conditional effect of X on Y at values of the moderator (M)

Wanted_c	Effect	se	t	p	LLCI	ULCI
1.0000	-.3053	.2950	-1.0350	.3023	-.8881	.2774
1.3000	-.3273	.2742	-1.1934	.2345	-.8690	.2144
1.6000	-.3492	.2544	-1.3729	.1718	-.8517	.1532
1.9000	-.3712	.2356	-1.5752	.1173	-.8367	.0943
2.2000	-.3931	.2183	-1.8005	.0737	-.8244	.0382
2.4156	-.4089	.2070	-1.9754	.0500	-.8178	.0000
2.5000	-.4151	.2028	-2.0463	.0424	-.8158	-.0144
2.8000	-.4370	.1896	-2.3052	.0225	-.8115	-.0625
3.1000	-.4590	.1791	-2.5634	.0113	-.8127	-.1053
3.4000	-.4809	.1718	-2.8000	.0058	-.8202	-.1416
3.7000	-.5029	.1681	-2.9909	.0032	-.8350	-.1707
4.0000	-.5248	.1684	-3.1165	.0022	-.8575	-.1922
4.3000	-.5468	.1725	-3.1688	.0018	-.8876	-.2059
4.6000	-.5687	.1803	-3.1542	.0019	-.9249	-.2125
4.9000	-.5907	.1912	-3.0886	.0024	-.9684	-.2129
5.2000	-.6126	.2048	-2.9908	.0032	-1.0173	-.2080
5.5000	-.6346	.2206	-2.8765	.0046	-1.0704	-.1988
5.8000	-.6565	.2381	-2.7571	.0065	-1.1269	-.1861
6.1000	-.6785	.2570	-2.6398	.0091	-1.1862	-.1708
6.4000	-.7004	.2770	-2.5284	.0125	-1.2476	-.1532
6.7000	-.7224	.2979	-2.4249	.0165	-1.3108	-.1339
7.0000	-.7443	.3195	-2.3297	.0211	-1.3754	-.1132

FIGURE 222 – Moderation Coca-Cola CSI perception &amp; current behaviour: Wanted characteristics cont'd

Model = 1  
 Y = Current\_  
 X = CSIPH3  
 M = Unimport

Sample size  
 159

\*\*\*\*\*  
 Outcome: Current\_

Model Summary

R	R-sq	MSE	F	df1	df2	p
.2580	.0665	3.0386	3.6834	3.0000	155.0000	.0134

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.1455	2.0774	1.9955	.0477	.0418	8.2491
Unimport	.4240	.4404	.9630	.3371	-.4458	1.2939
CSIPH3	-.0355	.4278	-.0830	.9339	-.8806	.8096
int_1	-.1060	.0906	-1.1703	.2437	-.2850	.0729

Product terms key:

int\_1 CSIPH3 X Unimport

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0082	1.3697	1.0000	155.0000	.2437

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Unimport	Effect	se	t	p	LLCI	ULCI
2.8393	-.3365	.2160	-1.5576	.1214	-.7633	.0903
4.5409	-.5169	.1684	-3.0689	.0025	-.8496	-.1842
6.2425	-.6973	.2400	-2.9059	.0042	-1.1713	-.2233

FIGURE 223 – Moderation Coca-Cola CSI perception & current behaviour: Important characteristic

CXC.

\*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
3.2731	21.3836	78.6164

Conditional effect of X on Y at values of the moderator (M)

Unimport	Effect	se	t	p	LLCI	ULCI
1.0000	-.1415	.3463	-.4087	.6833	-.8256	.5425
1.3000	-.1733	.3228	-.5370	.5920	-.8109	.4642
1.6000	-.2051	.2999	-.6841	.4949	-.7975	.3872
1.9000	-.2369	.2777	-.8531	.3949	-.7856	.3117
2.2000	-.2687	.2566	-1.0474	.2965	-.7756	.2381
2.5000	-.3006	.2367	-1.2700	.2060	-.7681	.1669
2.8000	-.3324	.2183	-1.5224	.1299	-.7636	.0989
3.1000	-.3642	.2020	-1.8031	.0733	-.7631	.0348
3.2731	-.3825	.1936	-1.9754	.0500	-.7650	.0000
3.4000	-.3960	.1881	-2.1047	.0369	-.7676	-.0243
3.7000	-.4278	.1774	-2.4110	.0171	-.7782	-.0773
4.0000	-.4596	.1704	-2.6969	.0078	-.7962	-.1230
4.3000	-.4914	.1676	-2.9326	.0039	-.8224	-.1604
4.6000	-.5232	.1691	-3.0942	.0023	-.8572	-.1892
4.9000	-.5550	.1749	-3.1737	.0018	-.9004	-.2095
5.2000	-.5868	.1845	-3.1801	.0018	-.9513	-.2223
5.5000	-.6186	.1975	-3.1327	.0021	-1.0087	-.2285
5.8000	-.6504	.2131	-3.0520	.0027	-1.0714	-.2294
6.1000	-.6822	.2309	-2.9546	.0036	-1.1383	-.2261
6.4000	-.7140	.2504	-2.8517	.0049	-1.2086	-.2194
6.7000	-.7458	.2712	-2.7502	.0067	-1.2815	-.2101
7.0000	-.7776	.2930	-2.6536	.0088	-1.3565	-.1988

FIGURE 224 – Moderation Coca-Cola CSI perception & current behaviour: Important characteristic cont'd

Model = 1  
 Y = Future\_b  
 X = CSIPH3  
 M = Shame

Sample size  
 159

\*\*\*\*\*  
 Outcome: Future\_b

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.4502	.2027	2.1943	13.1326	3.0000	155.0000	.0000

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	1.1469	2.0960	.5472	.5850	-2.9935	5.2873	
Shame	1.0122	.3657	2.7681	.0063	.2899	1.7345	
CSIPH3	.7426	.4448	1.6693	.0971	-.1362	1.6213	
int_1	-.2571	.0777	-3.3108	.0012	-.4106	-.1037	

Product terms key:

int\_1 CSIPH3 X Shame

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0564	10.9615	1.0000	155.0000	.0012

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Shame	Effect	se	t	p	LLCI	ULCI
3.5146	-.1612	.2057	-.7835	.4345	-.5675	.2452
5.3648	-.6369	.1424	-4.4718	.0000	-.9183	-.3556
7.0000	-1.0574	.1876	-5.6360	.0000	-1.4280	-.6868

FIGURE 225 – Moderation Coca-Cola CSI perception & buying intention: Shame

CXCII.

\*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
4.2027	37.1069	62.8931

Conditional effect of X on Y at values of the moderator (M)

Shame	Effect	se	t	p	LLCI	ULCI
1.0000	.4854	.3721	1.3046	.1940	-.2496	1.2205
1.3000	.4083	.3507	1.1643	.2461	-.2844	1.1010
1.6000	.3312	.3295	1.0050	.3165	-.3198	.9821
1.9000	.2540	.3087	.8229	.4118	-.3557	.8638
2.2000	.1769	.2882	.6137	.5403	-.3924	.7462
2.5000	.0997	.2682	.3719	.7105	-.4300	.6295
2.8000	.0226	.2487	.0908	.9278	-.4688	.5140
3.1000	-.0546	.2300	-.2372	.8128	-.5089	.3998
3.4000	-.1317	.2122	-.6206	.5358	-.5509	.2875
3.7000	-.2088	.1956	-1.0679	.2872	-.5951	.1775
4.0000	-.2860	.1804	-1.5854	.1149	-.6423	.0703
4.2027	-.3381	.1712	-1.9754	.0500	-.6762	.0000
4.3000	-.3631	.1671	-2.1733	.0313	-.6932	-.0331
4.6000	-.4403	.1562	-2.8195	.0054	-.7487	-.1318
4.9000	-.5174	.1481	-3.4935	.0006	-.8100	-.2248
5.2000	-.5945	.1434	-4.1452	.0001	-.8779	-.3112
5.5000	-.6717	.1425	-4.7148	.0000	-.9531	-.3903
5.8000	-.7488	.1453	-5.1546	.0000	-1.0358	-.4619
6.1000	-.8260	.1517	-5.4463	.0000	-1.1256	-.5264
6.4000	-.9031	.1612	-5.6030	.0000	-1.2215	-.5847
6.7000	-.9803	.1733	-5.6551	.0000	-1.3227	-.6378
7.0000	-1.0574	.1876	-5.6360	.0000	-1.4280	-.6868

FIGURE 226 – Moderation Coca-Cola CSI perception & buying intention: Shame cont'd

Model = 1  
 Y = Future\_b  
 X = CSIPH3  
 M = Empathy\_

Sample size  
 159

\*\*\*\*\*

Outcome: Future\_b

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.3664	.1342	2.3827	8.0093	3.0000	155.0000	.0001

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.6897	2.9212	1.2631	.2085	-2.0808	9.4603
Empathy_	.5483	.5539	.9899	.3238	-.5458	1.6425
CSIPH3	.1563	.5944	.2629	.7929	-1.0180	1.3306
int_1	-.1504	.1115	-1.3484	.1795	-.3706	.0699

Product terms key:

int\_1 CSIPH3 X Empathy\_

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0102	1.8181	1.0000	155.0000	.1795

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Empathy_	Effect	se	t	p	LLCI	ULCI
3.9399	-.4361	.2018	-2.1613	.0322	-.8346	-.0375
5.1565	-.6190	.1489	-4.1578	.0001	-.9131	-.3249
6.3731	-.8019	.2011	-3.9885	.0001	-1.1991	-.4047

FIGURE 227 – Moderation Coca-Cola CSI perception & buying intention: Empathy & social justice

CXCIV.

\*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
3.8161	13.8365	86.1635

Conditional effect of X on Y at values of the moderator (M)

Empathy_	Effect	se	t	p	LLCI	ULCI
1.1111	-.0108	.4755	-.0226	.9820	-.9501	.9286
1.4056	-.0550	.4445	-.1238	.9016	-.9330	.8229
1.7000	-.0993	.4137	-.2400	.8106	-.9164	.7179
1.9944	-.1436	.3832	-.3746	.7085	-.9006	.6134
2.2889	-.1878	.3532	-.5318	.5956	-.8855	.5099
2.5833	-.2321	.3237	-.7170	.4745	-.8716	.4074
2.8778	-.2764	.2949	-.9370	.3502	-.8590	.3063
3.1722	-.3206	.2671	-1.2004	.2318	-.8483	.2070
3.4667	-.3649	.2406	-1.5169	.1313	-.8401	.1103
3.7611	-.4092	.2157	-1.8968	.0597	-.8353	.0170
3.8161	-.4175	.2113	-1.9754	.0500	-.8349	.0000
4.0556	-.4535	.1933	-2.3459	.0202	-.8353	-.0716
4.3500	-.4977	.1742	-2.8572	.0049	-.8418	-.1536
4.6444	-.5420	.1596	-3.3951	.0009	-.8573	-.2266
4.9389	-.5863	.1509	-3.8845	.0002	-.8844	-.2881
5.2333	-.6305	.1491	-4.2292	.0000	-.9250	-.3360
5.5278	-.6748	.1544	-4.3710	.0000	-.9798	-.3698
5.8222	-.7191	.1661	-4.3287	.0000	-1.0472	-.3909
6.1167	-.7633	.1831	-4.1698	.0001	-1.1250	-.4017
6.4111	-.8076	.2039	-3.9603	.0001	-1.2104	-.4048
6.7056	-.8519	.2276	-3.7424	.0003	-1.3015	-.4022
7.0000	-.8962	.2534	-3.5368	.0005	-1.3967	-.3956

FIGURE 228 – Moderation Coca-Cola CSI perception & buying intention: Empathy & social justice cont'd

Model = 1  
 Y = Future\_b  
 X = CSIPH3  
 M = Better\_c

Sample size  
 159

\*\*\*\*\*

Outcome: Future\_b

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.3356	.1126	2.4421	6.5571	3.0000	155.0000	.0003

Model

	coeff	se	t	p	LLCI	ULCI
constant	6.0121	1.7523	3.4310	.0008	2.5506	9.4736
Better_c	.1546	.4132	.3743	.7087	-.6615	.9708
CSIPH3	-.5937	.3579	-1.6590	.0991	-1.3006	.1132
int_1	-.0121	.0835	-.1452	.8847	-.1772	.1529

Product terms key:

int\_1 CSIPH3 X Better\_c

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0001	.0211	1.0000	155.0000	.8847

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Better_c	Effect	se	t	p	LLCI	ULCI
2.3338	-.6220	.1985	-3.1332	.0021	-1.0142	-.2299
3.7925	-.6397	.1504	-4.2543	.0000	-.9368	-.3427
5.2511	-.6574	.1884	-3.4890	.0006	-1.0296	-.2852

FIGURE 229 – Moderation Coca-Cola CSI perception & buying intention: Better characteristics

\*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

There are no statistical significance transition points within the observed range of the moderator.

\*\*\*\*\*

FIGURE 230 – Moderation Coca-Cola CSI perception & buying intention: Better characteristics cont'd

CXCVI.

Model = 1  
 Y = Future\_b  
 X = CSIPH3  
 M = Wanted\_c

Sample size  
 159

\*\*\*\*\*  
 Outcome: Future\_b

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.3315	.1099	2.4497	6.3766	3.0000	155.0000	.0004

Model						
	coeff	se	t	p	LLCI	ULCI
constant	5.9510	1.6779	3.5467	.0005	2.6365	9.2655
Wanted_c	.1843	.3899	.4726	.6371	-.5859	.9545
CSIPH3	-.4692	.3316	-1.4149	.1591	-1.1242	.1859
int_1	-.0476	.0771	-.6176	.5377	-.2000	.1047

Product terms key:

int\_1 CSIPH3 X Wanted\_c

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0022	.3814	1.0000	155.0000	.5377

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Wanted_c	Effect	se	t	p	LLCI	ULCI
2.5068	-.5886	.1821	-3.2321	.0015	-.9483	-.2288
4.0818	-.6636	.1521	-4.3627	.0000	-.9640	-.3631
5.6568	-.7386	.2064	-3.5780	.0005	-1.1463	-.3308

FIGURE 231 – Moderation Coca-Cola CSI perception & buying intention: Wanted characteristics

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
1.0416	10.0629	89.9371

Conditional effect of X on Y at values of the moderator (M)

Wanted_c	Effect	se	t	p	LLCI	ULCI
1.0000	-.5168	.2653	-1.9483	.0532	-1.0408	.0072
1.0416	-.5188	.2626	-1.9754	.0500	-1.0376	.0000
1.3000	-.5311	.2466	-2.1538	.0328	-1.0182	-.0440
1.6000	-.5454	.2287	-2.3845	.0183	-.9972	-.0936
1.9000	-.5597	.2119	-2.6414	.0091	-.9782	-.1411
2.2000	-.5740	.1963	-2.9234	.0040	-.9618	-.1861
2.5000	-.5882	.1824	-3.2252	.0015	-.9485	-.2279
2.8000	-.6025	.1705	-3.5346	.0005	-.9393	-.2658
3.1000	-.6168	.1610	-3.8312	.0002	-.9349	-.2988
3.4000	-.6311	.1544	-4.0863	.0001	-.9362	-.3260
3.7000	-.6454	.1512	-4.2690	.0000	-.9440	-.3467
4.0000	-.6597	.1514	-4.3565	.0000	-.9588	-.3606
4.3000	-.6740	.1552	-4.3439	.0000	-.9805	-.3675
4.6000	-.6883	.1621	-4.2451	.0000	-1.0085	-.3680
4.9000	-.7025	.1720	-4.0855	.0001	-1.0422	-.3629
5.2000	-.7168	.1842	-3.8919	.0001	-1.0807	-.3530
5.5000	-.7311	.1984	-3.6857	.0003	-1.1230	-.3393
5.8000	-.7454	.2141	-3.4813	.0006	-1.1684	-.3224
6.1000	-.7597	.2311	-3.2872	.0013	-1.2162	-.3032
6.4000	-.7740	.2491	-3.1072	.0022	-1.2660	-.2819
6.7000	-.7883	.2679	-2.9428	.0038	-1.3174	-.2591
7.0000	-.8026	.2873	-2.7936	.0059	-1.3700	-.2351

FIGURE 232 – Moderation Coca-Cola CSI perception &amp; buying intention: Wanted characteristics cont'd

CXCVIII.

Model = 1  
 Y = Future\_b  
 X = CSIPH3  
 M = Unimport

Sample size  
 159

\*\*\*\*\*  
 Outcome: Future\_b

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.3602	.1297	2.3950	7.7021	3.0000	155.0000	.0001

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	5.0205	1.8443	2.7222	.0072	1.3773	8.6637	
Unimport	.3764	.3909	.9628	.3372	-.3959	1.1486	
CSIPH3	-.1981	.3798	-.5217	.6026	-.9484	.5521	
int_1	-.1037	.0804	-1.2892	.1993	-.2625	.0552	

Product terms key:

int\_1 CSIPH3 X Unimport

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0093	1.6619	1.0000	155.0000	.1993

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Unimport	Effect	se	t	p	LLCI	ULCI
2.8393	-.4925	.1918	-2.5677	.0112	-.8714	-.1136
4.5409	-.6689	.1495	-4.4732	.0000	-.9643	-.3735
6.2425	-.8453	.2130	-3.9680	.0001	-1.2662	-.4245

FIGURE 233 – Moderation Coca-Cola CSI perception & buying intention: Important characteristic

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
2.3067	15.0943	84.9057

Conditional effect of X on Y at values of the moderator (M)

Unimport	Effect	se	t	p	LLCI	ULCI
1.0000	-.3018	.3074	-.9818	.3277	-.9091	.3055
1.3000	-.3329	.2865	-1.1619	.2471	-.8989	.2331
1.6000	-.3640	.2662	-1.3674	.1735	-.8899	.1619
1.9000	-.3951	.2466	-1.6025	.1111	-.8822	.0919
2.2000	-.4262	.2278	-1.8711	.0632	-.8762	.0238
2.3067	-.4373	.2214	-1.9754	.0500	-.8746	.0000
2.5000	-.4573	.2101	-2.1766	.0310	-.8724	-.0423
2.8000	-.4884	.1938	-2.5200	.0127	-.8713	-.1056
3.1000	-.5195	.1793	-2.8975	.0043	-.8737	-.1653
3.4000	-.5506	.1670	-3.2967	.0012	-.8806	-.2207
3.7000	-.5817	.1575	-3.6932	.0003	-.8929	-.2706
4.0000	-.6128	.1513	-4.0509	.0001	-.9117	-.3140
4.3000	-.6439	.1488	-4.3288	.0000	-.9378	-.3501
4.6000	-.6750	.1501	-4.4970	.0000	-.9716	-.3785
4.9000	-.7061	.1552	-4.5484	.0000	-1.0128	-.3995
5.2000	-.7372	.1638	-4.5005	.0000	-1.0608	-.4136
5.5000	-.7683	.1753	-4.3828	.0000	-1.1146	-.4220
5.8000	-.7994	.1892	-4.2255	.0000	-1.1732	-.4257
6.1000	-.8306	.2050	-4.0517	.0001	-1.2355	-.4256
6.4000	-.8617	.2223	-3.8764	.0002	-1.3008	-.4226
6.7000	-.8928	.2408	-3.7081	.0003	-1.3683	-.4172
7.0000	-.9239	.2602	-3.5511	.0005	-1.4378	-.4099

FIGURE 234 – Moderation Coca-Cola CSI perception &amp; buying intention: Important characteristic cont'd

CC.

## FERRERO

```
.....
Model = 1
  Y = Current_
  X = CSIPH3
  M = Shame

Sample size
  169

*****
Outcome: Current_

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .2337    .0546    1.7998    3.1787    3.0000    165.0000    .0256

Model
      coeff      se      t      p      LLCI      ULCI
constant  7.3471  1.7241  4.2614  .0000  3.9429  10.7512
Shame     -.4232  .2884  -1.4675  .1441  -.9925  .1462
CSIPH3    -.9733  .4166  -2.3361  .0207  -1.7959  -.1507
int_1     .1074  .0688  1.5617  .1203  -.0284  .2432

Product terms key:
int_1  CSIPH3  X  Shame

R-square increase due to interaction(s):
      R2-chng      F      df1      df2      p
int_1    .0140    2.4390    1.0000    165.0000    .1203

*****

Conditional effect of X on Y at values of the moderator(s):
      Shame      Effect      se      t      p      LLCI      ULCI
3.3765    -.6107    .2105    -2.9008    .0042    -1.0263    -.1950
5.3728    -.3963    .1364    -2.9045    .0042    -.6656    -.1269
7.0000    -.2215    .1598    -1.3858    .1677    -.5371    .0941
```

FIGURE 235 – Moderation Ferrero CSI perception & current behaviour: Shame

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
6.4406	50.8876	49.1124

Conditional effect of X on Y at values of the moderator (M)

Shame	Effect	se	t	p	LLCI	ULCI
1.0000	-.8659	.3522	-2.4584	.0150	-1.5613	-.1705
1.3000	-.8337	.3332	-2.5018	.0133	-1.4916	-.1757
1.6000	-.8014	.3145	-2.5487	.0117	-1.4223	-.1806
1.9000	-.7692	.2959	-2.5994	.0102	-1.3535	-.1849
2.2000	-.7370	.2777	-2.6540	.0087	-1.2853	-.1887
2.5000	-.7048	.2598	-2.7126	.0074	-1.2178	-.1918
2.8000	-.6726	.2424	-2.7748	.0062	-1.1511	-.1940
3.1000	-.6403	.2255	-2.8398	.0051	-1.0856	-.1951
3.4000	-.6081	.2093	-2.9060	.0042	-1.0213	-.1949
3.7000	-.5759	.1939	-2.9704	.0034	-.9587	-.1931
4.0000	-.5437	.1796	-3.0280	.0029	-.8982	-.1892
4.3000	-.5115	.1665	-3.0710	.0025	-.8403	-.1826
4.6000	-.4793	.1552	-3.0877	.0024	-.7857	-.1728
4.9000	-.4470	.1459	-3.0635	.0026	-.7351	-.1589
5.2000	-.4148	.1391	-2.9823	.0033	-.6894	-.1402
5.5000	-.3826	.1351	-2.8319	.0052	-.6493	-.1158
5.8000	-.3504	.1342	-2.6109	.0099	-.6153	-.0854
6.1000	-.3182	.1364	-2.3318	.0209	-.5875	-.0488
6.4000	-.2859	.1417	-2.0181	.0452	-.5657	-.0062
6.4406	-.2816	.1426	-1.9744	.0500	-.5632	.0000
6.7000	-.2537	.1496	-1.6958	.0918	-.5491	.0417
7.0000	-.2215	.1598	-1.3858	.1677	-.5371	.0941

FIGURE 236 – Moderation Ferrero CSI perception &amp; current behaviour: Shame cont'd

CCII.

Model = 1  
Y = Current\_  
X = CSIPH3  
M = Empathy\_

Sample size  
169

\*\*\*\*\*  
Outcome: Current\_

Model Summary	R	R-sq	MSE	F	df1	df2	p
	.2057	.0423	1.8233	2.4297	3.0000	165.0000	.0671

Model	coeff	se	t	p	LLCI	ULCI
constant	4.1809	2.4649	1.6962	.0917	-.6858	9.0476
Empathy_	.1324	.4313	.3069	.7593	-.7192	.9840
CSIPH3	-.2418	.5736	-.4216	.6739	-1.3744	.8908
int_1	-.0194	.1001	-.1934	.8469	-.2171	.1783

Product terms key:

int\_1 CSIPH3 X Empathy\_

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0002	.0374	1.0000	165.0000	.8469

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Empathy_	Effect	se	t	p	LLCI	ULCI
3.9168	-.3177	.2130	-1.4919	.1376	-.7382	.1028
5.2005	-.3426	.1390	-2.4653	.0147	-.6170	-.0682
6.4842	-.3674	.1622	-2.2650	.0248	-.6877	-.0471

FIGURE 237 – Moderation Ferrero CSI perception & current behaviour: Empathy & social justice

```

***** JOHNSON-NEYMAN TECHNIQUE *****
Moderator value(s) defining Johnson-Neyman significance region(s)
  Value    % below    % above
  6.9215   92.8994    7.1006
  4.5690   25.4438    74.5562

Conditional effect of X on Y at values of the moderator (M)
Empathy_  Effect      se        t        p        LLCI        ULCI
1.0000    -.2612      .4768     -.5478   .5846     -1.2027     .6803
1.3000    -.2670      .4481     -.5959   .5520     -1.1517     .6177
1.6000    -.2728      .4195     -.6504   .5164     -1.1011     .5555
1.9000    -.2786      .3912     -.7124   .4772     -1.0510     .4937
2.2000    -.2845      .3631     -.7835   .4345     -1.0014     .4324
2.5000    -.2903      .3353     -.8656   .3880     -.9524     .3719
2.8000    -.2961      .3080     -.9612   .3379     -.9043     .3121
3.1000    -.3019      .2813     -1.0732  .2847     -.8573     .2535
3.4000    -.3077      .2553     -1.2054  .2298     -.8117     .1963
3.7000    -.3135      .2302     -1.3617  .1752     -.7681     .1411
4.0000    -.3193      .2065     -1.5460  .1240     -.7271     .0885
4.3000    -.3251      .1847     -1.7602  .0802     -.6898     .0396
4.5690    -.3303      .1673     -1.9744  .0500     -.6607     .0000
4.6000    -.3309      .1655     -2.0001  .0471     -.6577     -.0042
4.9000    -.3368      .1498     -2.2478  .0259     -.6326     -.0410
5.2000    -.3426      .1390     -2.4649  .0147     -.6170     -.0682
5.5000    -.3484      .1341     -2.5974  .0102     -.6132     -.0836
5.8000    -.3542      .1359     -2.6062  .0100     -.6225     -.0859
6.1000    -.3600      .1441     -2.4989  .0134     -.6444     -.0756
6.4000    -.3658      .1576     -2.3208  .0215     -.6770     -.0546
6.7000    -.3716      .1753     -2.1196  .0355     -.7178     -.0255
6.9215    -.3759      .1904     -1.9744  .0500     -.7518     .0000
7.0000    -.3774      .1961     -1.9251  .0559     -.7645     .0097

```

FIGURE 238 – Moderation Ferrero CSI perception & current behaviour: Empathy & social justice cont'd

CCIV.

Model = 1  
 Y = Current\_  
 X = CSIPH3  
 M = Betca

Sample size  
 169

\*\*\*\*\*  
 Outcome: Current\_

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.2269	.0515	1.8058	2.9854	3.0000	165.0000	.0328

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	4.5263	1.2381	3.6558	.0003	2.0817	6.9709	
Betca	.0755	.2881	.2620	.7937	-.4934	.6444	
CSIPH3	-.3484	.2874	-1.2123	.2271	-.9158	.2190	
int_1	.0050	.0682	.0732	.9417	-.1296	.1396	

Product terms key:

int\_1 CSIPH3 X Betca

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0000	.0054	1.0000	165.0000	.9417

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Betca	Effect	se	t	p	LLCI	ULCI
2.2782	-.3370	.1666	-2.0227	.0447	-.6660	-.0080
3.8225	-.3293	.1343	-2.4527	.0152	-.5944	-.0642
5.3668	-.3216	.1745	-1.8429	.0671	-.6662	.0230

FIGURE 239 – Moderation Ferrero CSI perception & current behaviour: Better characteristics

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
5.1020	85.2071	14.7929
2.1733	20.7101	79.2899

Conditional effect of X on Y at values of the moderator (M)

Betca	Effect	se	t	p	LLCI	ULCI
1.0000	-.3434	.2293	-1.4976	.1362	-.7961	.1093
1.3000	-.3419	.2130	-1.6048	.1105	-.7625	.0788
1.6000	-.3404	.1976	-1.7228	.0868	-.7305	.0497
1.9000	-.3389	.1831	-1.8510	.0660	-.7004	.0226
2.1733	-.3375	.1710	-1.9744	.0500	-.6751	.0000
2.2000	-.3374	.1698	-1.9867	.0486	-.6727	-.0021
2.5000	-.3359	.1581	-2.1245	.0351	-.6481	-.0237
2.8000	-.3344	.1483	-2.2550	.0255	-.6272	-.0416
3.1000	-.3329	.1408	-2.3646	.0192	-.6109	-.0549
3.4000	-.3314	.1360	-2.4374	.0159	-.5999	-.0629
3.7000	-.3299	.1341	-2.4597	.0149	-.5947	-.0651
4.0000	-.3284	.1354	-2.4259	.0163	-.5957	-.0611
4.3000	-.3269	.1397	-2.3410	.0204	-.6027	-.0512
4.6000	-.3254	.1467	-2.2187	.0279	-.6150	-.0358
4.9000	-.3239	.1561	-2.0754	.0395	-.6321	-.0158
5.1020	-.3229	.1636	-1.9744	.0500	-.6458	.0000
5.2000	-.3224	.1675	-1.9254	.0559	-.6531	.0082
5.5000	-.3209	.1805	-1.7785	.0772	-.6772	.0354
5.8000	-.3194	.1947	-1.6404	.1028	-.7039	.0650
6.1000	-.3179	.2100	-1.5138	.1320	-.7326	.0967
6.4000	-.3164	.2261	-1.3993	.1636	-.7629	.1301
6.7000	-.3149	.2429	-1.2966	.1966	-.7946	.1647
7.0000	-.3135	.2602	-1.2046	.2301	-.8272	.2003

FIGURE 240 – Moderation Ferrero CSI perception &amp; current behaviour: Better characteristics cont'd

CCVI.

```

.....
Model = 1
  Y = Current_
  X = CSIPH3
  M = Wantca

Sample size
  169

*****
Outcome: Current_

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .2017    .0407    1.8264    2.3313    3.0000    165.0000    .0761

Model
      coeff      se      t      p      LLCI      ULCI
constant  5.3445  1.4230  3.7559  .0002  2.5349  8.1541
Wantca    -.1114  .3291  -.3383  .7356  -.7612  .5385
CSIPH3    -.4627  .3345  -1.3832  .1685  -1.1231  .1978
int_1     .0281  .0773  .3637  .7165  -.1245  .1807

Product terms key:

int_1  CSIPH3  X  Wantca

R-square increase due to interaction(s):
      R2-chng      F      df1      df2      p
int_1    .0008    .1323    1.0000    165.0000    .7165

*****

Conditional effect of X on Y at values of the moderator(s):
      Wantca      Effect      se      t      p      LLCI      ULCI
2.6920    -.3870    .1663    -2.3271    .0212    -.7153    -.0586
4.2722    -.3426    .1362    -2.5158    .0128    -.6114    -.0737
5.8523    -.2982    .1981    -1.5048    .1343    -.6894    .0931

```

FIGURE 241 – Moderation Ferrero CSI perception & current behaviour: Wanted characteristics

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
5.1260	76.9231	23.0769
1.9259	8.2840	91.7160

Conditional effect of X on Y at values of the moderator (M)

Wantca	Effect	se	t	p	LLCI	ULCI
1.0000	-.4346	.2655	-1.6368	.1036	-.9588	.0896
1.3000	-.4261	.2458	-1.7339	.0848	-.9114	.0591
1.6000	-.4177	.2267	-1.8426	.0672	-.8653	.0299
1.9000	-.4093	.2084	-1.9634	.0513	-.8208	.0023
1.9259	-.4085	.2069	-1.9744	.0500	-.8171	.0000
2.2000	-.4008	.1913	-2.0956	.0376	-.7785	-.0232
2.5000	-.3924	.1755	-2.2360	.0267	-.7389	-.0459
2.8000	-.3840	.1615	-2.3774	.0186	-.7028	-.0651
3.1000	-.3755	.1498	-2.5065	.0132	-.6713	-.0797
3.4000	-.3671	.1410	-2.6033	.0101	-.6455	-.0887
3.7000	-.3587	.1356	-2.6443	.0090	-.6265	-.0909
4.0000	-.3502	.1341	-2.6115	.0098	-.6150	-.0854
4.3000	-.3418	.1366	-2.5028	.0133	-.6114	-.0722
4.6000	-.3334	.1428	-2.3347	.0208	-.6153	-.0514
4.9000	-.3249	.1523	-2.1331	.0344	-.6257	-.0242
5.1260	-.3186	.1613	-1.9744	.0500	-.6371	.0000
5.2000	-.3165	.1646	-1.9229	.0562	-.6415	.0085
5.5000	-.3081	.1790	-1.7206	.0872	-.6616	.0454
5.8000	-.2996	.1952	-1.5351	.1267	-.6850	.0857
6.1000	-.2912	.2126	-1.3695	.1727	-.7110	.1286
6.4000	-.2828	.2311	-1.2236	.2228	-.7390	.1735
6.7000	-.2743	.2503	-1.0959	.2747	-.7686	.2199
7.0000	-.2659	.2702	-.9841	.3265	-.7994	.2676

FIGURE 242 – Moderation Ferrero CSI perception &amp; current behaviour: Wanted characteristics cont'd

CCVIII.

Model = 1  
 Y = Current\_  
 X = CSIPH3  
 M = Unica

Sample size  
 169

\*\*\*\*\*  
 Outcome: Current\_

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.2073	.0430	1.8220	2.4689	3.0000	165.0000	.0639

Model						
	coeff	se	t	p	LLCI	ULCI
constant	3.8515	1.9207	2.0052	.0466	.0590	7.6439
Unica	.1996	.3432	.5816	.5617	-.4780	.8772
CSIPH3	-.1383	.4469	-.3094	.7574	-1.0206	.7441
int_1	-.0397	.0794	-.4998	.6179	-.1964	.1171

Product terms key:

int\_1 CSIPH3 X Unica

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0014	.2498	1.0000	165.0000	.6179

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Unica	Effect	se	t	p	LLCI	ULCI
3.0429	-.2590	.2282	-1.1350	.2580	-.7095	.1916
4.8757	-.3317	.1395	-2.3775	.0186	-.6072	-.0562
6.7086	-.4044	.1709	-2.3664	.0191	-.7419	-.0670

FIGURE 243 – Moderation Ferrero CSI perception & current behaviour: Important characteristic

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
4.3345	46.7456	53.2544

Conditional effect of X on Y at values of the moderator (M)

Unica	Effect	se	t	p	LLCI	ULCI
1.0000	-.1779	.3719	-.4784	.6330	-.9122	.5564
1.3000	-.1898	.3498	-.5427	.5881	-.8805	.5008
1.6000	-.2017	.3279	-.6152	.5393	-.8492	.4457
1.9000	-.2136	.3063	-.6974	.4865	-.8185	.3912
2.2000	-.2255	.2851	-.7911	.4300	-.7885	.3374
2.5000	-.2375	.2643	-.8984	.3703	-.7593	.2844
2.8000	-.2494	.2441	-1.0217	.3084	-.7313	.2325
3.1000	-.2613	.2245	-1.1636	.2463	-.7046	.1821
3.4000	-.2732	.2059	-1.3266	.1865	-.6797	.1334
3.7000	-.2851	.1884	-1.5127	.1323	-.6571	.0870
4.0000	-.2970	.1725	-1.7214	.0871	-.6376	.0437
4.3000	-.3089	.1586	-1.9478	.0531	-.6220	.0042
4.3345	-.3102	.1571	-1.9744	.0500	-.6205	.0000
4.6000	-.3208	.1472	-2.1793	.0307	-.6114	-.0301
4.9000	-.3327	.1390	-2.3935	.0178	-.6071	-.0582
5.2000	-.3446	.1346	-2.5607	.0113	-.6103	-.0789
5.5000	-.3565	.1343	-2.6548	.0087	-.6216	-.0914
5.8000	-.3684	.1382	-2.6664	.0084	-.6412	-.0956
6.1000	-.3803	.1459	-2.6070	.0100	-.6683	-.0923
6.4000	-.3922	.1569	-2.5003	.0134	-.7019	-.0825
6.7000	-.4041	.1705	-2.3702	.0189	-.7407	-.0675
7.0000	-.4160	.1862	-2.2345	.0268	-.7836	-.0484

FIGURE 244 – Moderation Ferrero CSI perception &amp; current behaviour: Important characteristic cont'd

CCX.

.....  
Model = 1  
Y = Future\_b  
X = CSIPH3  
M = Shame

Sample size  
169

\*\*\*\*\*  
Outcome: Future\_b

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.2908	.0845	2.0307	5.0789	3.0000	165.0000	.0022

Model

	coeff	se	t	p	LLCI	ULCI
constant	8.9084	1.8314	4.8644	.0000	5.2925	12.5243
Shame	-.5117	.3063	-1.6707	.0967	-1.1165	.0930
CSIPH3	-1.2779	.4425	-2.8875	.0044	-2.1516	-.4041
int_1	.1418	.0730	1.9407	.0540	-.0025	.2860

Product terms key:

int\_1 CSIPH3 X Shame

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0209	3.7663	1.0000	165.0000	.0540

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Shame	Effect	se	t	p	LLCI	ULCI
3.3765	-.7992	.2236	-3.5742	.0005	-1.2407	-.3577
5.3728	-.5162	.1449	-3.5622	.0005	-.8023	-.2301
7.0000	-.2855	.1698	-1.6819	.0945	-.6208	.0497

FIGURE 245 – Moderation Ferrero CSI perception & buying intention: Shame

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
6.7688	50.8876	49.1124

Conditional effect of X on Y at values of the moderator (M)

Shame	Effect	se	t	p	LLCI	ULCI
1.0000	-1.1361	.3741	-3.0367	.0028	-1.8748	-.3974
1.3000	-1.0936	.3540	-3.0895	.0024	-1.7925	-.3947
1.6000	-1.0510	.3340	-3.1467	.0020	-1.7105	-.3915
1.9000	-1.0085	.3143	-3.2084	.0016	-1.6292	-.3879
2.2000	-.9660	.2950	-3.2749	.0013	-1.5484	-.3836
2.5000	-.9235	.2760	-3.3461	.0010	-1.4684	-.3785
2.8000	-.8809	.2575	-3.4216	.0008	-1.3893	-.3726
3.1000	-.8384	.2395	-3.5004	.0006	-1.3113	-.3655
3.4000	-.7959	.2223	-3.5805	.0005	-1.2348	-.3570
3.7000	-.7534	.2059	-3.6581	.0003	-1.1600	-.3467
4.0000	-.7108	.1907	-3.7270	.0003	-1.0874	-.3343
4.3000	-.6683	.1769	-3.7776	.0002	-1.0176	-.3190
4.6000	-.6258	.1649	-3.7956	.0002	-.9513	-.3002
4.9000	-.5832	.1550	-3.7628	.0002	-.8893	-.2772
5.2000	-.5407	.1477	-3.6597	.0003	-.8324	-.2490
5.5000	-.4982	.1435	-3.4715	.0007	-.7815	-.2148
5.8000	-.4557	.1425	-3.1966	.0017	-.7371	-.1742
6.1000	-.4131	.1449	-2.8505	.0049	-.6993	-.1270
6.4000	-.3706	.1505	-2.4624	.0148	-.6677	-.0734
6.7000	-.3281	.1589	-2.0643	.0406	-.6419	-.0143
6.7688	-.3183	.1612	-1.9744	.0500	-.6366	.0000
7.0000	-.2855	.1698	-1.6819	.0945	-.6208	.0497

FIGURE 246 – Moderation Ferrero CSI perception &amp; buying intention: Shame cont'd

---

Model = 1  
 Y = Future\_b  
 X = CSIPH3  
 M = Empathy\_

Sample size  
 169

\*\*\*\*\*  
 Outcome: Future\_b  
 \*\*\*\*\*

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.2503	.0627	2.0792	3.6770	3.0000	165.0000	.0134

Model

	coeff	se	t	p	LLCI	ULCI
constant	6.1223	2.6322	2.3259	.0212	.9252	11.3194
Empathy_	-.0398	.4606	-.0863	.9313	-.9492	.8696
CSIPH3	-.6268	.6126	-1.0233	.3077	-1.8363	.5827
int_1	.0337	.1069	.3155	.7528	-.1774	.2449

Product terms key:

int\_1 CSIPH3 X Empathy\_

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0006	.0995	1.0000	165.0000	.7528

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Empathy_	Effect	se	t	p	LLCI	ULCI
3.9168	-.4947	.2274	-2.1752	.0310	-.9437	-.0457
5.2005	-.4514	.1484	-3.0416	.0027	-.7444	-.1584
6.4842	-.4081	.1732	-2.3555	.0197	-.7501	-.0660

FIGURE 247 – Moderation Ferrero CSI perception & buying intention: Empathy & social justice

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
6.8769	91.7160	8.2840
3.5818	14.7929	85.2071

Conditional effect of X on Y at values of the moderator (M)

Empathy_	Effect	se	t	p	LLCI	ULCI
1.0000	-.5931	.5092	-1.1647	.2458	-1.5985	.4123
1.3000	-.5830	.4785	-1.2183	.2249	-1.5277	.3618
1.6000	-.5728	.4480	-1.2787	.2028	-1.4574	.3117
1.9000	-.5627	.4177	-1.3471	.1798	-1.3875	.2620
2.2000	-.5526	.3877	-1.4252	.1560	-1.3182	.2130
2.5000	-.5425	.3581	-1.5148	.1317	-1.2495	.1646
2.8000	-.5324	.3290	-1.6183	.1075	-1.1818	.1171
3.1000	-.5222	.3004	-1.7385	.0840	-1.1153	.0709
3.4000	-.5121	.2726	-1.8786	.0621	-1.0504	.0261
3.5818	-.5060	.2563	-1.9744	.0500	-1.0120	.0000
3.7000	-.5020	.2459	-2.0416	.0428	-.9875	-.0165
4.0000	-.4919	.2206	-2.2300	.0271	-.9274	-.0564
4.3000	-.4817	.1973	-2.4423	.0156	-.8712	-.0923
4.6000	-.4716	.1767	-2.6691	.0084	-.8205	-.1227
4.9000	-.4615	.1600	-2.8847	.0044	-.7774	-.1456
5.2000	-.4514	.1484	-3.0414	.0027	-.7444	-.1583
5.5000	-.4413	.1432	-3.0808	.0024	-.7241	-.1585
5.8000	-.4311	.1451	-2.9707	.0034	-.7177	-.1446
6.1000	-.4210	.1538	-2.7366	.0069	-.7248	-.1173
6.4000	-.4109	.1683	-2.4411	.0157	-.7432	-.0786
6.7000	-.4008	.1872	-2.1406	.0338	-.7704	-.0311
6.8769	-.3948	.2000	-1.9744	.0500	-.7896	.0000
7.0000	-.3907	.2094	-1.8659	.0638	-.8040	.0227

FIGURE 248 – Moderation Ferrero CSI perception &amp; buying intention: Empathy &amp; social justice cont'd

CCXIV.

Model = 1  
 Y = Future\_b  
 X = CSIPH3  
 M = Betca

Sample size  
 169

\*\*\*\*\*  
 Outcome: Future\_b

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.2415	.0583	2.0888	3.4078	3.0000	165.0000	.0190

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	5.0381	1.3316	3.7835	.0002	2.4089	7.6673	
Betca	.2272	.3099	.7334	.4644	-.3846	.8391	
CSIPH3	-.2215	.3091	-.7167	.4746	-.8317	.3887	
int_1	-.0601	.0733	-.8201	.4134	-.2049	.0846	

Product terms key:

int\_1 CSIPH3 X Betca

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0038	.6725	1.0000	165.0000	.4134

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Betca	Effect	se	t	p	LLCI	ULCI
2.2782	-.3584	.1792	-2.0003	.0471	-.7123	-.0046
3.8225	-.4513	.1444	-3.1252	.0021	-.7364	-.1662
5.3668	-.5441	.1877	-2.8991	.0043	-.9147	-.1736

FIGURE 249 – Moderation Ferrero CSI perception & buying intention: Better characteristics

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
2.2466	20.7101	79.2899

Conditional effect of X on Y at values of the moderator (M)

Betca	Effect	se	t	p	LLCI	ULCI
1.0000	-.2816	.2466	-1.1419	.2551	-.7685	.2053
1.3000	-.2996	.2291	-1.3077	.1928	-.7521	.1528
1.6000	-.3177	.2125	-1.4950	.1368	-.7372	.1019
1.9000	-.3357	.1969	-1.7049	.0901	-.7245	.0531
2.2000	-.3537	.1827	-1.9367	.0545	-.7144	.0069
2.2466	-.3565	.1806	-1.9744	.0500	-.7131	.0000
2.5000	-.3718	.1701	-2.1863	.0302	-.7075	-.0360
2.8000	-.3898	.1595	-2.4440	.0156	-.7047	-.0749
3.1000	-.4079	.1514	-2.6935	.0078	-.7068	-.1089
3.4000	-.4259	.1462	-2.9123	.0041	-.7146	-.1372
3.7000	-.4439	.1443	-3.0774	.0024	-.7287	-.1591
4.0000	-.4620	.1456	-3.1727	.0018	-.7494	-.1745
4.3000	-.4800	.1502	-3.1958	.0017	-.7766	-.1834
4.6000	-.4980	.1578	-3.1571	.0019	-.8095	-.1866
4.9000	-.5161	.1679	-3.0743	.0025	-.8475	-.1846
5.2000	-.5341	.1801	-2.9655	.0035	-.8897	-.1785
5.5000	-.5521	.1941	-2.8449	.0050	-.9353	-.1689
5.8000	-.5702	.2094	-2.7225	.0072	-.9837	-.1567
6.1000	-.5882	.2259	-2.6040	.0101	-1.0342	-.1422
6.4000	-.6062	.2432	-2.4926	.0137	-1.0865	-.1260
6.7000	-.6243	.2612	-2.3896	.0180	-1.1401	-.1085
7.0000	-.6423	.2798	-2.2952	.0230	-1.1949	-.0898

FIGURE 250 – Moderation Ferrero CSI perception &amp; buying intention: Better characteristics cont'd

CCXVI.

Model = 1  
 Y = Future\_b  
 X = CSIPH3  
 M = Wantca

Sample size  
 169

\*\*\*\*\*  
 Outcome: Future\_b

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.2551	.0651	2.0739	3.8284	3.0000	165.0000	.0110

Model						
	coeff	se	t	p	LLCI	ULCI
constant	4.8970	1.5163	3.2295	.0015	1.9031	7.8909
Wantca	.2485	.3507	.7087	.4795	-.4439	.9410
CSIPH3	-.1324	.3564	-.3714	.7108	-.8361	.5714
int_1	-.0770	.0824	-.9348	.3513	-.2396	.0856

Product terms key:

int\_1 CSIPH3 X Wantca

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0050	.8738	1.0000	165.0000	.3513

\*\*\*\*\*

Conditional effect of X on Y at values of the moderator(s):

Wantca	Effect	se	t	p	LLCI	ULCI
2.6920	-.3396	.1772	-1.9165	.0570	-.6895	.0103
4.2722	-.4613	.1451	-3.1789	.0018	-.7478	-.1748
5.8523	-.5829	.2111	-2.7608	.0064	-.9998	-.1660

FIGURE 251 – Moderation Ferrero CSI perception & buying intention: Wanted characteristics

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
2.7519	13.6095	86.3905

Conditional effect of X on Y at values of the moderator (M)

Wantca	Effect	se	t	p	LLCI	ULCI
1.0000	-.2094	.2829	-.7400	.4603	-.7680	.3492
1.3000	-.2325	.2619	-.8876	.3760	-.7495	.2846
1.6000	-.2556	.2416	-1.0580	.2916	-.7325	.2214
1.9000	-.2786	.2221	-1.2545	.2114	-.7172	.1599
2.2000	-.3017	.2038	-1.4805	.1407	-.7042	.1007
2.5000	-.3248	.1870	-1.7371	.0842	-.6941	.0444
2.7519	-.3442	.1743	-1.9744	.0500	-.6885	.0000
2.8000	-.3479	.1721	-2.0217	.0448	-.6877	-.0081
3.1000	-.3710	.1596	-2.3240	.0213	-.6862	-.0558
3.4000	-.3941	.1503	-2.6229	.0095	-.6908	-.0974
3.7000	-.4172	.1445	-2.8866	.0044	-.7026	-.1318
4.0000	-.4403	.1429	-3.0811	.0024	-.7225	-.1581
4.3000	-.4634	.1455	-3.1845	.0017	-.7507	-.1761
4.6000	-.4865	.1522	-3.1974	.0017	-.7869	-.1861
4.9000	-.5096	.1623	-3.1396	.0020	-.8301	-.1891
5.2000	-.5327	.1754	-3.0371	.0028	-.8790	-.1864
5.5000	-.5558	.1908	-2.9131	.0041	-.9325	-.1791
5.8000	-.5789	.2080	-2.7833	.0060	-.9895	-.1682
6.1000	-.6020	.2266	-2.6568	.0087	-1.0493	-.1546
6.4000	-.6251	.2462	-2.5384	.0121	-1.1113	-.1389
6.7000	-.6482	.2668	-2.4298	.0162	-1.1749	-.1215
7.0000	-.6713	.2879	-2.3314	.0209	-1.2398	-.1028

FIGURE 252 – Moderation Ferrero CSI perception &amp; buying intention: Wanted characteristics cont'd

CCXVIII.

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.....
Model = 1
  Y = Future_b
  X = CSIPH3
  M = Unica

Sample size
  169

*****
Outcome: Future_b

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .2409    .0580    2.0895    3.3887    3.0000   165.0000    .0195

Model
      coeff      se      t      p      LLCI      ULCI
constant  5.4773  2.0569  2.6629  .0085    1.4161    9.5385
Unica     .0789  .3675  .2147  .8302   -.6467    .8045
CSIPH3   -.4061  .4786  -.8486  .3974   -1.3510   .5388
int_1    -.0067  .0850  -.0787  .9374   -.1746    .1612

Product terms key:

int_1  CSIPH3  X  Unica

R-square increase due to interaction(s):
      R2-chng      F      df1      df2      p
int_1    .0000    .0062    1.0000   165.0000    .9374

*****

Conditional effect of X on Y at values of the moderator(s):
      Unica      Effect      se      t      p      LLCI      ULCI
3.0429   -.4264    .2444   -1.7451  .0828   -.9089    .0561
4.8757   -.4387    .1494   -2.9361  .0038   -.7337   -.1437
6.7086   -.4510    .1830   -2.4638  .0148   -.8123   -.0896

```

FIGURE 253 – Moderation Ferrero CSI perception & buying intention: Important characteristic

## \*\*\*\*\* JOHNSON-NEYMAN TECHNIQUE \*\*\*\*\*

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
3.4490	18.9349	81.0651

Conditional effect of X on Y at values of the moderator (M)

Unica	Effect	se	t	p	LLCI	ULCI
1.0000	-.4128	.3983	-1.0364	.3015	-1.1991	.3736
1.3000	-.4148	.3746	-1.1073	.2698	-1.1544	.3248
1.6000	-.4168	.3512	-1.1869	.2370	-1.1101	.2766
1.9000	-.4188	.3280	-1.2767	.2035	-1.0665	.2289
2.2000	-.4208	.3053	-1.3783	.1700	-1.0236	.1820
2.5000	-.4228	.2830	-1.4938	.1371	-.9817	.1360
2.8000	-.4248	.2614	-1.6253	.1060	-.9409	.0912
3.1000	-.4268	.2405	-1.7751	.0777	-.9016	.0479
3.4000	-.4288	.2205	-1.9448	.0535	-.8642	.0065
3.4490	-.4292	.2174	-1.9744	.0500	-.8583	.0000
3.7000	-.4308	.2018	-2.1349	.0342	-.8293	-.0324
4.0000	-.4328	.1847	-2.3429	.0203	-.7976	-.0681
4.3000	-.4348	.1698	-2.5606	.0113	-.7701	-.0995
4.6000	-.4369	.1576	-2.7714	.0062	-.7481	-.1256
4.9000	-.4389	.1488	-2.9484	.0037	-.7328	-.1450
5.2000	-.4409	.1441	-3.0593	.0026	-.7254	-.1563
5.5000	-.4429	.1438	-3.0798	.0024	-.7268	-.1590
5.8000	-.4449	.1480	-3.0069	.0031	-.7370	-.1528
6.1000	-.4469	.1562	-2.8607	.0048	-.7553	-.1384
6.4000	-.4489	.1680	-2.6722	.0083	-.7806	-.1172
6.7000	-.4509	.1826	-2.4696	.0145	-.8114	-.0904
7.0000	-.4529	.1994	-2.2716	.0244	-.8466	-.0592

FIGURE 254 – Moderation Ferrero CSI perception &amp; buying intention: Important characteristic cont'd

