Potential Negative Effects of Corporate Social Responsibility Advertising in the Context of a Socially Stigmatized Industry

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Okhyun Kim

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Dedication

I dedicate this dissertation to my family: the source and culmination of my imagination.

"Three things are to be looked to in a building: that it stands on the right spot; that it be securely founded; that it be successfully executed."

- Johann Wolfgang von Goethe

Abstract

The purpose of this paper is to investigate consumer attitudes toward CSR advertisements in the stigma industry. Stigmatized industries' CSR effectiveness may be limited because the source of their negative perceptions lies in the core characteristics of their products. As a result, this study first looked at the differences in CSR advertising effectiveness between stigmatized and non-stigmatized industries. Following that, we investigate the mechanisms underlying the disparities in CSR effectiveness between stigmatized and non-stigmatized industries. This paper investigate how perceived appropriateness of persuasion tactics mediates industry and CSR. Finally, we investigate how the fit between the CSR cause and the company's core business influences the effectiveness of CSR advertising in both stigmatized and non-stigmatized companies.

An experiment was carried out to investigate the effects of advertiser type (stigmatized versus non-stigmatized industry) and product-cause fit (high versus low) on consumer attitudes toward the company. The experiment used a two-by-two full factorial design with advertiser type (stigmatized versus non-stigmatized industry) and product-cause fit level (high versus low). Three pilot tests were carried out in order to develop the experimental stimuli. The first and second pilot tests were used to select appropriate stigmatized and non-stigmatized industries for manipulating advertiser type, while the third pilot test was used to manipulate product-cause fit.

Participants rated CSR in non-stigmatized industries more positively than CSR in stigmatized industries, indicating that the perceived appropriateness of the PKM was discovered to be an important factor. The perceived appropriateness was a significant factor influencing consumers' attitudes toward the industry. Finally, participants in non-

stigmatized industries rated a company's CSR campaign more positively when the fit between the company's business area and the topic of the CSR ads was high, whereas participants in stigmatized industries rated the company's CSR advertisement more favorably when the fit between the company's business area and the topic of the CSR advertisement was low.

This study is valuable because it explains how consumers interpret socially stigmatized industries based on the appropriateness of persuasion tactics. This study is significant because it empirically applies theories on the appropriateness of persuasion tactics to provide insights into consumer attitudes. It also compares the effectiveness of CSR in stigmatized versus non-stigmatized industries, as well as the impact of the fit between the core industry and the CSR cause in stigmatized versus non-stigmatized industries. This raises awareness of the fact that CSR in stigmatized industries may be less effective than it should be, highlighting the importance of carefully examining CSR strategies in stigmatized industries.

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CHAPTER 1
INTRODUCTION

Corporate social responsibility (CSR) pertains to the deliberate incorporation of social or environmental concerns into core business practices and interactions with consumers by private enterprises, with the objective of attaining favorable societal results (Carroll and Shabana 2010). Dahlsrud (2008) argues that companies have a moral duty to consider their business activities within a broader social context and to accept accountability for their conduct within that context. In conjunction with their financial performance, CSR asserts that companies have responsibilities toward the wider community. The requirements encompass several actions, including corporate philanthropy, sustainable development, and corporate citizenship, with a particular focus on advancing societal well-being and satisfying environmental responsibilities (Verboven 2011).

The extant body of scholarly research on CSR has shown positive impacts on advertisers' brand recognition, legitimacy, and financial performance (Podnar and Golob 2007; Chatterji, Levine, and Toffel 2009). However, it is crucial to recognize that the effects of CSR may not always result in favorable consequences across different industries. Under specific conditions, there exists a potential for negative boomerang consequences. An example of this tendency is the CSR ad conducted by Philip Morris. Although the company's CSR programs included philanthropic efforts to tackle homelessness and domestic abuse, their execution led to increased negative perceptions of both the company and the tobacco industry (Davis et al. 2008). The aforementioned outcomes could arise from consumers

perceiving CSR activities as a means of justifying their own self-interest, as proposed by Friedman (2007).

The main aim of this study is to fill the current gap in the existing literature and improve our understanding of the effects of CSR advertising across different industry sectors. The objective of this study is to examine and compare the impacts of CSR advertising in industries that are stigmatized and those that are not. In addition, the concept of organizational stigma will be introduced.

Research Objectives

The study seeks to accomplish the following precise objectives: To investigate the potential disparities in the impacts of CSR advertising across industries that are subject to stigmatization and those that are not. The objective of this study is to examine the potential adverse boomerang effects that could emerge from the use of CSR ads by companies operating in industries that are stigmatized. To explore the underlying mechanisms that explain the expected variations in the effects of CSR ads between industries that are stigmatized and those that are not, this research investigates the moderating influence of product-cause fit on the impact of CSR advertising.

The phrase “stigmatized industry” refers to an industry that is marked by enduring negative perceptions among the general public, resulting in a damaged reputation and the existence of unfavorable stereotypes linked to the sector. In contrast to the unfavorable reputation commonly attributed to a particular organization, stigma is a socially constructed and persistent type of stereotype that becomes deeply imprinted in individuals’ perceptions over a prolonged duration (Devers et al. 2009). A poor impression of an industry and its products is often associated with the stigma

surrounding it, as these products are seen to have bad social consequences (Sutton and Callahan 1987; Hudson 2008). Various industries are susceptible to social stigma, spanning sectors including tobacco, pornography, alcohol products, fast food, sugary beverages, and armament manufacturing. These enterprises encounter adverse impressions stemming from perceived undesirability and potential harm associated with their offerings (Vergne 2012; Barlow, Verhaal, and Hoskins 2018; Kim and Choi 2022; Lee 2022).

The potential existence of organizational stigma within specific industry sectors can influence the execution of CSR ads by corporations operating within these stigmatized industries. As a result, this negative reputation might have an impact on how consumers perceive and react to the CSR activities implemented by these companies. Therefore, there may be differences in the effects of CSR in stigmatized industries compared with non-stigmatized businesses. The basic theoretical framework employed in this study is the Persuasion Knowledge Model (PKM), which aims to understand the mediating mechanism that underlies the various effects of CSR activities in both stigmatized and non-stigmatized organizations.

The perception of a CSR initiative among consumers may differ depending on their understanding of the company's objective and the underlying motivations driving the campaign. During interpretation, unfavorable outcomes may arise when consumers perceive the motives of a company's CSR in a negative manner. This view may lead to a more negative assessment of the organization, especially when compared with a situation where no CSR campaign is implemented. The negative

outcomes can be attributed to the meaning changes that occurs when individuals interpret CSR ads, especially when they possess a comprehensive comprehension of the actual harmful behaviors of the advertisers engaged in the CSR activities. This phenomenon is commonly noticed in industries associated with the organizational stigma. Under these conditions, it is likely that consumers may raise concerns concerning the motives and appropriateness of CSR ads, leading to the emergence of adverse outcomes. The elucidation of the phenomenon of change of meaning can be achieved through the use of the idea of PKM, which will be further elaborated upon in later sections.

This study possesses academic significance as it aims to fill a research need in the current body of literature on the impact of CSR. Although there has been considerable research on the effects of CSR, there remains a dearth of academic debate and empirical inquiry about the possible adverse boomerang effects of CSR advertising, especially in industries that carry a stigma. Many companies, especially those that are stigmatized, engage in CSR advertising campaigns to improve their reputation through involvement in socially good activities (Hirschhorn 2004). Nevertheless, consumers often view stigmatized enterprises with a sense of distrust. The presence of skepticism among consumers leads to a continuous examination of corporate behavior (Brandt 2012). If consumers have a negative reaction toward the persuasion communications disseminated by a company, the efficacy of advertising initiatives will be compromised, irrespective of the scale of said efforts. The implications of the research outcomes hold practical significance for organizations functioning within stigmatized sectors.

Furthermore, this research will make a valuable contribution to the existing body of theoretical information regarding the impact of CSR advertising.

Dissertation Chapters and Organization

This dissertation is composed of nine chapters. Following the current introduction chapter, Chapter 2 presents an overview of the conceptual definition and characteristics of organizational stigma and stigmatized industries. Chapter 3 covers the conceptualization and development of CSR and traces and summarizes existing research on the effects and effectiveness of CSR advertising. Chapter 4 provides a theoretical discussion about the persuasion knowledge model (PKM) and its subdimensions and a review of existing research literature that guides this investigation regarding the effects of CSR ads by stigmatized companies on consumer attitudes. Chapter 5 presents a review of research on the concept of product-cause fit as a significant factor influencing CSR advertising effects on consumer attitude. In Chapter 6, this study's hypotheses are presented based on the theoretical and empirical justifications derived from the literature review presented in the previous chapters. Chapter 7 describes the details of the research methods, and Chapter 8 presents data analysis results. Chapter 9 summarizes and discusses the key findings, and offers theoretical and practical implications, followed by a discussion of the limitations and suggestions for future research.

CHAPTER 2
LITERATURE REVIEW ON STIGMA

The Concept of Stigma

Stigma can be defined as a detrimental attribute that deviates from established societal norms, thus diminishing the perceived normalcy of an individual or community and resulting in their devaluation and degradation (Link and Phelan 2001). The genesis of the concept of stigma is thought to stem from the ancient Greeks, who had remarkable skill in using visual symbols. The concept of "stigmatization" refers to the process of categorizing an individual as socially inferior to discourage social engagement with that individual (Goffman 2009). According to Ashforth and colleagues (2007), individual stigma comprises various elements, including physical defects, race, gender, and deviant behaviors. Thornberg (2015) asserts that various marginalized groups, including slaves, individuals with disabilities, criminals, and individuals considered unsuitable for participation in public domains, experienced stigmatization throughout this particular era.

Stigma is widely perceived as having negative or threatening societal ramifications. Furthermore, the notion of stigma is influenced by the particular social context, rather than being completely dependent on an individual's personal attributes (Harvey 2001; Rance, Gray, and Hopwood 2017). The virtual social identity ascribed to an individual is not a genuine social identity (Crocker, Major, and Steele 1998).

The concept of stigma has been subject to scrutiny and elucidation across various academic fields, including literature, psychology, social psychology, and mass communication, since its inception. Numerous scholars have conducted extensive

investigations into stigma, employing various theoretical frameworks and practical approaches. Notwithstanding these disparities, substantial conceptual consensus exists among several academic disciplines (Link and Phelan 2001). Goffman's notion of stigma is generally recognized and embraced across multiple fields, as stated by Crocker, Major, and Steele (1998). Stafford and Scott (1986) further developed Goffman's concept of stigma by proposing a conceptual framework in which stigma is defined as a characteristic exhibited by individuals that deviates from the accepted standards of a particular social group. The authors provided a more precise characterization of the norm of a social unit as a shared belief that dictates particular behaviors for individuals within a specific context. Crocker and Major (1989) underscored the importance of social identity in their theoretical framework on stigma. According to their viewpoint, individuals who experience stigmatization are categorized as individuals who exhibit specific attributes that convey a social identity that is perceived as less valuable within a particular social context.

The process of stigmatization begins when individuals within a social group choose to decrease their interactions with a certain individual (Kurzban and Leary 2001). Once the process of stigmatization has started and an individual has become stigmatized, are there no feasible methods to eliminate the stigma? What are the reactions of marginalized communities to societal stigmatization? Consistent with the research conducted by Goffman (2009), people who experience stigmatization first exhibit a certain response. Individuals intentionally adopt and integrate the unfavorable perceptions connected with them, thus incorporating these perceptions into their self-concept. Individuals can recognize and understand the underlying

factors that contribute to their stigmatized status, which is a result of innate characteristics. Furthermore, they can periodically mitigate or restrain the occurrence of stigmatization (Toyoki and Brown 2014).

Moreover, stigmatized groups use avoidance strategies. The individuals under consideration exhibit a cognizance of the societal disapproval linked to their identity. Nevertheless, they strive to distance themselves from this disapproval by concealing undesirable traits and highlighting beneficial qualities (Hyde 2000). In addition, it is common for individuals to use space management techniques to limit interpersonal encounters and implement information management measures to protect their personal information from being accessed by the public (Toyoki and Brown 2014).

Individuals who encounter stigmatization may actively strive to address perceived defects in their identity by using a combination of acceptance and avoidance methods. Furthermore, individuals demonstrate much effort in overcoming the constraints imposed by societal stigmatization. This is of great importance because it illustrates the possibility of overcoming social stigmatization. The research conducted by Clair, Daniel, and Lamont (2016) and Lamont (2018) provide evidence of the ability of stigmatized groups to actively engage as essential constituents of society.

Stigma at the Organizational Level

Stigma is a phenomenon characterized by the development and persistence of socially constructed stereotypes within people's perceptions over a prolonged duration (Ashforth and Humphrey 1995). Goffman (2009) extended the conceptualization of stigma beyond its conventional scope of applicability to individuals by integrating organizations into the theoretical framework. The revised definition incorporates both

individuals and organizations within its scope. At the organizational level, stigma refers to the negative perception of an organization or industry by the public. The term “socially stigmatized industries” refers to commercial sectors that are perceived as socially undesirable, such as pornography, alcohol, and gambling. Tobacco companies are socially stigmatized entities because of the linkage between their products and negative health consequences, including diabetes and chronic obstructive pulmonary disease. Industries involved in the manufacturing, distribution, and sale of items and services that are considered socially undesirable may be subject to controversy or social stigma (Devers et al. 2009).

Organizational stigma arises because of intrinsic undesirable features within an organization. According to Hudson (2008), organizational stigma refers to the recognition and articulation of a negative evaluation by certain social audiences toward an organization or a collection of organizations. This negative evaluation arises from the existence of one or more fundamental attributes that result in the devaluation, discrediting, or tarnishing of the organization’s reputation. To provide more elucidation, the term "stigmatized" pertains to the existence of a fundamental characteristic, aspect, or attribute within an entity or a collection of entities that is viewed by external observers within the broader context as deviating from established norms of organizational conduct. The perception held by the public of the fundamental activities of the industry is frequently linked to its socially disapproved nature (Sutton and Callahan 1987).

A socially stigmatized company can be conceptualized as an entity that endures a lasting organizational stigma, which is marked by the general public’s

view of a compromised standing and the existence of negative stereotypes linked to the corporation. The negative perception surrounding a corporation is often ascribed to the distinct attributes of the company's core operations and products, which are widely seen by the public as socially unfavorable (Hudson 2008). Organizational stigma is characterized by four distinct attributes.

Linkage to the inherent nature of the core business. Organizational stigma is a phenomenon that emerges as a result of the inherent and unchangeable attributes of an organization (Major and O'brien 2005). The negative perception of corporations sometimes stems from the characteristics of their goods and their financial success within specific industries, resulting in public condemnation (Galvin, Ventresca, and Hudson 2004; Hudson 2008). According to Vergne (2012), the global armaments industry might be categorized as stigmatized because of its affiliation with activities that result in harm and loss of life. As a result, vendors of firearms frequently encounter censure for their role in enabling acts of violence. Another exemplification concerns the stigmatization encountered by companies in the sugary soda beverage industry, as consumers perceive their products to be harmful to health and contribute to the growing issue of obesity.

Stereotyping process. The phenomenon of organizational stigma has provided useful insights for scholars in the realm of social psychology, particularly in the context of the social cognitive approach. The objective of this technique is to gain insight into the cognitive processes through which individuals develop categories and associate them with stereotypical beliefs (Link and Phelan 2001). Stereotyping encompasses the construction of overarching beliefs of specific social groupings and the cultivation of

prejudiced perceptions (Madon et al. 2006). The aforementioned ideas function as a fundamental basis for the act of avoiding individuals who are categorized based on stereotypes (Eccleston and Major 2006). The cognitive process of reducing cognitive burden is linked to the phenomenon of categorization and the development of stereotypes in the context of forming judgments (Snyder, Tanke, and Berscheid 1977). Individuals may use stereotypes as a strategy to simplify the complex task of forming judgments about individuals or organizations (Fiske et al. 1987).

Organizational stigma refers to the link between a business and socially undesirable characteristics that lead to the development of negative stereotypes (Wheeler and Fiske 2005). Van Knippenberg and Dijksterhuis (2000) suggested that the activation of a certain stereotype can facilitate the development of similar stereotypes. It is imperative for consumers to exercise constant vigilance with respect to the content of stereotypes, especially when they contribute to the perpetuation of stigmatization within specific industries. Based on the study conducted by Wheeler, Jarvis, and Petty (2001), it was found that the activation process can elicit stereotype-consistent attitudes toward stigmatized companies, contingent upon consumers' understanding of the stereotype.

Social construction. The notion of social construction pertains to the collective endeavor of individuals and communities to generate and attribute significance to diverse facets of the world. Morone (1997) posits that the notion of organizational stigma is a result of social construction. The phenomenon being referred to pertains to the occurrence of stigmatizing notions surrounding an

organization, which arise when a substantial number of individuals collectively embrace and sustain such convictions, as expounded upon by Devers et al. (2009). The concept of organizational stigma pertains to the perception held by individuals who develop and uphold evaluations of stigmatized institutions. The aforementioned perception is closely associated with the normative expectations of social audiences. The concept of organizational stigma is a constituent of the broader realm of negative social evaluations, which are shaped by prevailing social norms and expectations. The concept of organizational stigma is a sociocultural phenomenon that emerges from the perspectives and evaluations of individuals within a certain social milieu (Hudson et al. 2022).

Pervasiveness. The notion of pervasiveness pertains to the extensive prevalence or occurrence of a phenomenon within a specific framework. The long-lasting impacts of organizational stigma on individuals' psychological well-being have been demonstrated in many situations and timeframes (Sutton and Callahan 1987; Crocker, Major, and Steele 1998; Devers et al. 2009). The concept of stigma involves a persistent condition that poses substantial difficulties in finding a solution (Link and Phelan 2001). According to Goffman's (2009) theoretical framework on stigma, the process of eradicating stigma is challenging for individuals or entities, leading to a tendency to experience ongoing stigmatization across various time periods and contextual factors. Devers and colleagues (2009) emphasized the significant and enduring consequences of stigma, which causes a self-perpetuating loop. In the current cycle, an institution that is stigmatized faces significant challenges in efficiently managing crises due to its degraded reputation and reduced public support.

Stigma Versus Bad Reputation of Companies

Corporate reputation was categorized into three distinct types: (a) a valuable constituent or component of an organization, (b) an assessment or quantification of a company, and (c) a preconceived notion, which entails possessing knowledge about a company without forming a judgment about it (Barnett, Jermier, and Lafferty 2006). Song, Wen and Ferguson (2020) emphasize that a company's reputation is primarily determined by consumers' positive perception of the company, regardless of its reputation within the industry. Hence, a company can possess either a favorable or unfavorable reputation.

Castro and colleagues (2020) state that although corporate reputation and image are often used interchangeably, there is a distinction between the two. Unlike image, corporate reputation is established through consumers' real-life encounters and encompasses their feedback. The notion of legitimacy is also applicable to corporate reputation, wherein legitimacy pertains to adherence to societal norms and values, while reputation is established based on perceived tangible or intangible attributes that differentiate an organization from its counterparts. Corporate reputation can be defined as the evaluation made by stakeholders over a period of time (Gotsi and Wilson 2001). This concept is distinct from industry reputation, which represents the collective evaluation made by stakeholders regarding the social and economic impacts that have been accumulated over time (Winn, MacDonald, and Zietsma 2008).

A company's reputation can significantly impact how consumers perceive its CSR efforts. Specifically, a negative reputation tends to make consumers more

skeptical about a company's CSR, prompting them to question the underlying motives of companies with a poor reputation. Doubt or skepticism towards CSR can lead to a negative reaction towards a company's CSR efforts, potentially causing these companies to achieve less positive outcomes than anticipated (Du et al. 2010).

Tao and Ferguson (2015) conducted a significant study that explored how corporate reputation influences consumers' assessments of companies. They examined the relationship between a company's previous ethical reputation and its CSR, and how this relationship impacts consumer perceptions of the industry. The study revealed that the ethical reputation of a company before a particular incident had the most significant influence on consumer ratings. This contradicts some previous findings (Becker-Olsen, Cudmore, and Hill 2006; Yoon, Gürhan-Canli, and Schwarz 2006; Groza, Pronschinske, and Walker 2011), which emphasize the significance of prominent CSR disclosure. It demonstrates that consumers place significant emphasis on the ethical reputation of companies when evaluating CSR messages.

It is crucial to differentiate between a negative reputation and organizational stigma. Both terms have closely related definitions in the dictionary and are used to describe a derogatory portrayal of an individual or a collective. However, there are distinct disparities between the two in several aspects.

First, does a company's poor image originate from the inherent features of its major industry or product? Several factors can contribute to the development of a negative reputation, encompassing corporate philosophy, behavior, and communication, rather than being only ascribed to the inherent quality of the product or service. Although Wal-Mart and Starbucks have faced criticism and bad public perceptions

regarding their business operations, it would be inaccurate to label these companies as stigmatized entities. Despite facing criticism for its demanding work environment and substandard service quality, Walmart's business practices are not intrinsically harmful to society. It might be contended that a company's unfavorable reputation is not intrinsic to its establishment, but rather a result of prolonged actions and behaviors demonstrated by these organizations (Balmer 2008). Walmart could regain its reputation after facing extended allegations of engaging in unethical labor practices. It achieved this by being recognized as a model for corporate disaster response in the aftermath of Hurricane Katrina (Muller and Kräussl 2011). This suggests that Walmart's philanthropic efforts in the aftermath of the disaster successfully bolstered the company's reputation, facing minimal resistance from consumers.

On the other hand, negative perception is attributed to the unique attributes of the main industry or product, leading to the development of stigma (Hudson 2008). The harmful characteristics include nicotine, which is typically found in tobacco products, alcohol, which is prevalent in alcoholic beverages, and preservatives that are frequently observed in fast food items. These particular attributes are frequently regarded as undesirable qualities, resulting in the societal marginalization of certain corporations. According to the findings of Bodur, Gao, and Grohmann (2014), companies subject to social stigmatization tend to receive unfavorable evaluations from consumers, confront various limitations, and face difficulties in cultivating a positive rapport with the community. The aforementioned

characteristics persist consistently because of their inherent nature within the product or service provided by the industry.

Stigmatized companies are susceptible to encountering discriminatory treatment, even in instances where they have not contributed to any problematic circumstances. This phenomenon can be attributed to the inherent correlation between these corporations and the presumption that their products are causally linked to socially undesirable issues (Major, Quinton, and McCoy 2002). Corporate behaviors of stigmatized companies can automatically produce stereotype-consistent behavior regardless of the specific history, characteristics, and current situations of the companies (Major and O'brien 2005).

Moreover, a divergence can be observed between the two concepts with regard to the strategies used to address negative evaluations. The process of mitigating a negative reputation can be relatively simpler because the unfavorable reputation is not intrinsically tied to the core quality of the industry (Hudson 2008). However, when considering the organizational stigma, it becomes evident that the limitations on transformation are due to the negative perception being deeply ingrained in the essential attributes of the company or its product. The resolution of stigma through crisis management communication is impeded by intrinsic obstacles. The feasibility of eliminating the underlying elements that contribute to bad perception is limited, thus requiring the implementation of other ways to restore the image while preserving its intrinsic qualities.

Stigmatized companies strive to modify their corporate image by implementing social contribution efforts, namely in the areas of culture and arts, social welfare, and

health care, as exemplified by their engagement in CSR programs (Jeong and Chung 2023). Stigmatized companies adopt strategies of acceptance and avoidance to mitigate the negative perceptions associated with their stigma, as suggested by Goffman (2009), by actively participating in CSR activities. When corporations that face stigmatization engage in CSR activities that align with their core business practices and products, it can be seen as an acceptance strategy that recognizes the inherent adverse effects associated with their offerings.

To provide an example, a tobacco company may acknowledge consumers' negative perceptions of the harmful characteristics of their products. Following this, the organization may strive to mitigate these unfavorable perceptions by actively participating in CSR efforts that closely align with its fundamental business objectives, such as offering support to healthcare projects. Furthermore, it is possible for the gaming industry to implement a CSR campaign aimed at reducing the prevalence of gambling addiction. The aforementioned examples illustrate that companies facing organizational stigma who choose the acceptance approach recognize the possible adverse effects of their activities on the local community and try to minimize such negative consequences.

However, stigmatized companies have the opportunity to adopt an avoidance strategy by engaging in CSR programs that are not directly related to their core business and products. Exemplary cases may encompass occasions where tobacco companies engage in CSR aimed at supporting environmental causes, or gambling enterprises offer sponsorship for prominent soccer championships or golf tournaments (Jones, Pinder, and Robinson 2020). CSR activities, characterized by

a limited degree of coherence, could be interpreted as a symptom of a strategy of avoidance employed to mitigate social disapproval through evasive actions.

Unfortunately, existing scholarly works suggest that the efforts of stigmatized companies to engage in CSR activities to alleviate or eradicate their unfavorable reputation frequently do not yield the expected positive outcomes (Oh, Bae, and Kim 2017). The stigmatization of these businesses stems from the negative characteristics attributed to their primary operations and products, resulting in the possibility of eliciting social disapproval when contrasting representations are introduced.

When consumers observe that an organization has compromised its credibility and integrity in any way, they create the impression that the company lacks trustworthiness. Consumers exhibited doubt and mistrust in response to Coca-Cola's promotion of its alleged commitment to funding the development of community parks with the intention of assisting the younger generation. The origin of this perception can be attributed to the belief held by certain individuals that soda companies bear direct responsibility for the high prevalence of obesity and diet-related diseases (Banerjee 2008). Although anecdotal evidence exists, exemplified by the case of Coca-Cola's CSR campaign, indicating the potential occurrence of boomerang consequences in CSR activities undertaken by stigmatized companies, there is a dearth of extensive scholarly investigation on this matter.

CHAPTER 3
LITERATURE REVIEW ON
CORPORATE SOCIAL RESPONSIBILITY AND CSR EFFECTS

Conceptual Developments of CSR

CSR refers to an extensive concept that includes a company's voluntary dedication to satisfying social, economic, and environmental responsibilities that surpass the legal constraints imposed upon it (European Commission 2011). The concept of CSR emerged from a philanthropic standpoint and has since developed into a complete framework that encompasses many actions and behaviors designed to promote the interaction between corporations and society (Carroll 1999).

In the 1950s, an expanded understanding of CSR emerged that focused on a company's responsibilities toward its stakeholders (Bowen 2013). Bowen (2013) developed the concept of corporate social consciousness (CSC) as a closely connected phrase that signifies the degree to which a company surpasses its financial performance and actively adopts social responsibility. According to the author, the inclusion of social responsibility can act as an additional indicator for future business initiatives.

The prominence of the consumer movement emerged during the 1960s, advocating for a proactive and concentrated approach to CSR. The period examined was marked by a growing acknowledgment that companies can attain long-term benefits and exert significant societal impact by adopting social responsibility (Davis 1967). McGuire (1969) asserts that corporations must accord similar importance to social responsibility as they do to their power and influence.

Considering this shifting perspective, corporations have undertaken efforts to broaden their understanding of responsibility, encompassing obligations that go beyond mere legal and economic requirements to include societal considerations. There is a growing recognition among organizations of the imperative to embrace a comprehensive commitment to enhancing society, encompassing various dimensions of their operations and impact on the surrounding community.

During the 1970s, notable occurrences of oil shocks and worldwide stagflation occurred, leading to a heightened demand for a comprehensive framework of corporate social responsibility to effectively tackle the economic downturn. There is an increasing acknowledgment that companies should not only prioritize the manufacturing of goods but also actively participate in endeavors aimed at enhancing the social environment. Considering this dynamic viewpoint, Sethi (1975) categorizes corporate behaviors into three distinct constructs: social obligations, social responsibility, and social responsiveness. The aforementioned operations were undertaken because of governmental mandates and laws, and market factors, which compelled companies to engage in such activities.

This discourse encompasses a range of activities and behaviors, including legal, economic, and ethical considerations (Carroll 1999). Corporate social responsibility can be categorized into three distinct elements: legal obligation, economic accountability, and ethical responsibility. Legal responsibility encompasses actions directed by the principle of utilitarianism, which represents the essential values of society at their most fundamental level. Compliance with legal responsibilities is a mandatory duty, and failure to comply may result in penal measures. In contrast, economic accountability is

rooted in a moral manifestation of self-interest aimed at achieving benefits. The major goal is to effectively meet the demands and anticipations of both shareholders and stakeholders, while also ensuring the business's enduring financial viability and profitability. The notion of ethical responsibility revolves around societal standards that are widely acknowledged and rooted in the principles of deontology. While not explicitly required by law, ethical responsibilities play a vital role in upholding a company's standing and credibility within society (Schwartz and Carroll 2003). Failure to adhere to ethical standards can have negative consequences for a company's reputation and public perception.

The examination of CSR has become a prominent subject within the growing corpus of scholarly literature in the disciplines of economics, organizational studies, public relations, advertising, marketing, and business ethics. The lack of agreement over a precise definition of CSR can be linked to two key aspects. Initially, previous research was motivated by discrete objectives and theoretical frameworks. Furthermore, the predominant focus of CSR has been on managerial ramifications, which poses difficulties establishing a robust academic framework.

The academic discussion on CSR has demonstrated significant diversity in terms of scope and research approaches (Smith and Langford 2009). Owing to the intrinsic heterogeneity of civilizations, the interpretations and conceptions of CSR will inevitably differ. The diversity of national, cultural, and social circumstances gives rise to a range of social responsibility challenges that companies must address (Midttun, Gautesen, and Gjølberg 2006).

Carroll (1999) proposed a theoretical framework that encompasses four discrete classifications of CSR. The individual articulated the perspective that it is imperative for a corporation to place utmost importance on generating profits within the economic sphere, comply with legal regulations within the legal sphere, consider ethical principles and notions of fairness within the realm of justice, and exhibit responsible citizenship through philanthropic initiatives. Aguilera and colleagues (2007) categorized CSR into two primary domains: economic responsibility, which relates to the capacity to achieve financial gains, and legal responsibility, which encompasses adherence to laws and regulatory frameworks.

Brown and Dacin (1997) assert that the dominant understanding of CSR can be concisely characterized as the evaluation of an organization's stance and efforts in connection with its perceived societal obligations. The World Business Council for Sustainable Development (2000) defines CSR as companies' commitment to actively engage in sustainable economic development through collaborative efforts with communities aimed at improving the overall quality of life. The European Commission's proposal (2001) defines CSR as the voluntary incorporation of social and environmental concerns into a company's business operations and engagements with stakeholders. Brønn and Vrioni (2001) argue that companies bear obligations toward their stakeholders that surpass the confines of legal mandates.

According to Sen and Bhattacharya (2001), CSR encompasses the essential principles of ethical behavior and ongoing enhancement. Conscientious consumers tend to regard corporate social activities as congruent with the company's ethical obligations. CSR can yield social or charitable advantages that agree with consumer expectations,

thereby bolstering brand awareness and reputation (Nan and Heo 2007). It is crucial for organizations to maintain a balanced and harmonic equilibrium in the relationships they establish with their stakeholders. The company's viability is subject to uncertainty when there is an imbalance in these connections. Pfajfar and colleagues (2022) argue that companies have a societal obligation to actively mitigate the externalities that result from their manufacturing processes, thereby establishing a commendable commitment to corporate ethics.

There is presently an emerging inclination among organizations to accord higher importance to CSR because of several compelling considerations. First, CSR offers several benefits to companies, making it an attractive proposition. Organizations that engage in active participation in CSR programs often experience favorable effects, including the improvement of their brand reputation, the augmentation of consumer loyalty, and the fostering of goodwill within their communities. Lin, Liu, and Lin (2022) argue that having positive views toward social and environmental responsibility can be advantageous in attracting socially conscious individuals, including consumers, investors, and highly trained employees.

Second, an increasing number of companies are adopting the perspective that CSR is a moral duty. The growing recognition of the impact of businesses on society and the environment has resulted in an enhanced consciousness regarding the imperative for corporations to actively participate in generating positive contributions to their immediate surroundings. The implementation of CSR allows companies to align their actions with ethical norms and demonstrate their

commitment to maintaining accountable corporate conduct (Matten and Crane 2005).

Moreover, present-day consumers indicate an increased level of consciousness about CSR and actively recognize and reward businesses that display dedication to ethical and socially accountable behavior. In the current market landscape, which is marked by the prevalence of consumerism, the concept of CSR can influence consumer decision-making and subsequent purchasing patterns. Kuokkanen and Sun (2020) propose that consumers are more likely to endorse and trust companies that demonstrate genuine commitment to positively impacting both society and the environment. As a result, the use of CSR advertising has emerged as a valuable strategy for companies to showcase their responsible initiatives and gain a competitive edge. CSR advertising fulfills a twofold objective by communicating beneficial activities undertaken by a company and enhancing the brand's reputation as a socially and environmentally responsible institution.

The convergence of various factors, including the benefits attributed to CSR, the moral responsibility experienced by companies, and the growing consciousness and recognition of consumers, has contributed to an amplified focus on CSR and its incorporation into corporate strategies. By adopting this strategy, companies can enhance their sustainability efforts and have a favorable impact on both the wider community and their financial outcomes.

CSR Advertising Effects

Dawkins (2005) posits that the primary aim of a CSR ad is to effectively communicate to consumers the socially responsible actions undertaken by a company, thus meeting their expectations for such information. Early research on the influence of

CSR advertising mostly focused on managerial issues, specifically those related to legitimacy and financial performance. These concerns are strongly linked to Carroll's (1991) understanding of CSR. For instance, a corporate entity may capitalize on the occasion to differentiate its offerings or provisions through corporate social responsibility promotional campaigns. As per the findings of Birth et al. (2008), it has been observed that consumers may exhibit spontaneous positive word-of-mouth behavior to showcase their loyalty, consequently playing a role in the effectiveness of managerial strategies.

Previous empirical studies have primarily concentrated on examining the influence of CSR on both company reputation and consumer sentiments. Numerous prior research endeavors have investigated the notion of brand differentiation (McWilliams and Siegel 2001), brand familiarity (Türkel et al. 2016), and the augmentation of consumer involvement (Maignan and Ferrell 2004) as plausible outcomes resulting from CSR activities. Nevertheless, the breadth of research in these fields remains fairly limited.

The extant literature has presented empirical findings regarding the effects of CSR ads on multiple dimensions, including financial performance (e.g., sales and profits), brand positioning, company reputation, consumer satisfaction and consumer attitude toward the company. The market is distinguished by the emergence of financial performance and brand positioning. The aforementioned three occurrences occur within the cognitive processes of the consumer.

Financial performance. Windsor (2006) posits that the core aim of CSR is to positively impact financial performance. Previous studies have investigated the use

of CSR as a strategic tool to improve financial performance (McWilliams and Siegel 2001; Alniacik, Alniacik, and Genc 2011). The financial performance of a corporation is influenced by CSR, which aims to maximize corporate value for stakeholders and gain competitive advantages in the market. This perspective is highlighted by Waddock and Graves (1997) and Orlitzky, Schmidt, and Rynes (2003).

According to Creyer (1997), empirical studies have demonstrated that consumers display a propensity to purchase products from companies that engage in CSR activities, even if it necessitates paying a higher price. Moreover, buyers display a propensity to switch from their favored brands to ones that exhibit a commitment to charity causes (Smith and Alcorn 1991). Considerable scholarly focus has been dedicated to investigating the influence of CSR on the growth of market share and profitability. This research has been undertaken by various scholars, namely Luo and Bhattacharya (2006) and Brammer and Millington (2008). Porter and Kramer (2002) assert that CSR campaigns, even specifically philanthropic donations, can also have positive outcomes in terms of competitiveness and financial prosperity. Furthermore, companies that possess a more robust CSR reputation are more attractive and reliable partners by investors, leading to advantageous financial outcomes (Greening and Turban 2000).

In summary, it can be argued that the use of CSR ads can significantly impact a company's financial performance. This influence can be attributed to a range of variables, such as increased consumer preference, expanded market share, enhanced competitiveness, and heightened appeal to investors. Therefore, the implementation of CSR can function as a strategic approach for companies seeking to achieve both societal and economic objectives.

Brand positioning. The notion of brand positioning pertains to the strategic procedure by which an organization builds and conveys the distinctive value proposition of its brand. Brand positioning refers to the cognitive association that consumers form between a brand and its offers, which may include products or services. The use of CSR marketing has become a prominent factor in the strategic positioning of organizations' brands in the marketplace. Furthermore, companies are assessed by consumers on the basis of their socially responsible actions (Lii, Wu, and Ding 2013).

Consequently, many companies feel compelled to partake in CSR to meet the expectations and demands of their consumers. Given the increasing consumer demand for social responsibility, numerous companies deliberately prioritize the strategic alignment of their brands with CSR to a greater degree than their competitors. One example of a corporation that has successfully executed a comprehensive approach to cultivate its brand as trustworthy and socially responsible through the implementation of CSR activities is the case of Body Shop (Du, Bhattacharya, and Sen 2007). The Body Shop aims to enhance its reputation and credibility among consumers by proactive promotion of its CSR campaigns, positioning itself as a socially conscious and ethically responsible brand.

The perception of consumers toward CSR significantly shapes the formulation of company strategy. This influence serves as a driving force for companies to include socially responsible activities into their business practices to maintain consumer trust and cultivate loyalty. Adopting a strategic approach toward CSR

allows companies to align their actions with consumer expectations and showcase their commitment to creating a positive impact on society and the environment.

In the realm of brand positioning strategy, a company's use of advertising to communicate its CSR plays a crucial role in the formation and consolidation of its organizational identity. Communication plays a crucial role in the establishment and transmission of a company's business models and value systems (Teece 2010). The incorporation of CSR into a brand strategy depends on the consumer's purchase motivations. Keller (2013) posits that CSR activities can cultivate positive brand views among consumers, thus conferring a competitive advantage over rival enterprises. The aforementioned brands that prioritize CSR are sought after because of their capacity to meet the heightened social and environmental demands of their consumers.

The Fairphone brand serves as a prime example of a production chain that prioritizes ecological considerations and actively advocates for the ethical treatment of employees and suppliers. Du, Bhattacharya, and Sen (2007) argue that consumers who purchase Fairphone exhibit a propensity to disregard the technical and marketing deficiencies of these mobile devices, which are deemed inferior to prominent alternatives such as the iPhone and Galaxy. This behavior is attributed to the robust CSR efforts undertaken by the company. Although consumer interest in a business's CSR past may be limited, consumers are inclined to ascribe credibility to a brand that successfully promotes CSR-related attributes through CSR marketing. Luchs and colleagues (2010) found that the use of CSR can exert a favorable impact on consumers' perceptions of CSR-linked companies.

Furthermore, the degree to which consumers establish a sense of connection with a particular brand can enhance the relationship between CSR and brand evaluation. In addition, the implementation of CSR activities can further facilitate the development of consumer brand identification. Within the given theoretical framework, the notion of CSR brand image can be understood as an intangible resource for an organization (Brown and Dacin 1997). According to Sen and Bhattacharya (2001), a company's dedication to social responsibility can enhance the bond between consumers and the brand.

Corporate Reputation. The notion of corporate reputation pertains to the comprehensive perception and assessment of a company's actions, behaviors, and performance by its stakeholders. Enhancement of a company's commercial reputation can be facilitated through the communicative opportunities that result from its social activity. The augmentation of a company's reputation can be seen as a result of advertising efforts related to corporate social responsibility (Porter and Kramer 2006). The concept of reputation can be explored by analyzing corporate social responsibility advertisements, which foster a perception of "responsible corporations" by promoting principles and activities that demonstrate a company's commitment to responsibility (del Mar García-De los Salmones and Perez 2018). According to Fombrun and van Riel (1997), ads promoting CSR can instill socially desirable ideals in consumers who prioritize environmental and community concerns. Furthermore, it is worth noting that these ads can increase consumer consciousness about social and philanthropic issues, thereby bolstering the

standing of enterprises functioning within a fiercely competitive market (Polonsky and Speed 2001; De Jong and van der Meer 2017).

The underlying process that underlies the impact of CSR on business reputation has been recognized as the concept of consumer-company identification (Bhattacharya and Sen 2004). Consumer-company identification refers to the degree to which consumers' self-image matches their view of a corporation's attributes (Lii and Lee 2012). Previous studies have demonstrated that the establishment of consumer-company identification, which is rooted in CSR, has a direct and favorable influence on consumers' perceptions of a brand. Consequently, this factor has a direct favorable impact on individuals' intentions to make a purchase. The implementation of CSR can foster a stronger sense of identification between consumers and companies, primarily by elevating the brand's reputation and distinctiveness. The impact of an enhanced feeling of consumer-business identification on the development of a more favorable brand attitude and a greater inclination to engage in purchase behaviors from the company was examined in a study conducted by Currás-Pérez, Bigné-Alcañiz, and Alvarado-Herrera (2009).

Consumers develop a sense of connection with a company when they perceive that the company's CSR efforts are in line with their own self-perception of being socially desirable and responsible. Peloza and Shang (2011) proposed that the perception of a corporation as socially responsible by individuals leads to an enhancement in its reputation.

Consumer satisfaction. Consumer satisfaction can be defined as the degree of enjoyment that individuals experience following their involvement in a transaction or

consumption of a product or service. Consumer satisfaction is the all-encompassing evaluation of purchase experiences (Anderson, Fornell, and Mazvancheryl 2004). Moreover, consumers encompass more than just those who partake in economic transactions for obtaining economic benefits. Stakeholders also assume a noteworthy function, showcasing a vested interest in the social challenges linked to companies (Maignan, Ferrell, and Ferrell 2005). Podnar and Golob (2007) believe that a positive association exists between the degree of social responsibility exhibited by a company and the level of satisfaction experienced by consumers. Furthermore, Porter and Kramer (2002) and Luo and Bhattacharya (2006) proposed that the implementation of CSR can enhance the perceived utility and value that consumers seek, thereby resulting in an increase in consumer happiness. Furthermore, Bhattacharya, Rao, and Glynn (1995) and Bhattacharya and Sen (2003) have proposed that CSR can also have a positive impact on the improvement of consumer self-esteem.

The importance of consumer expectations should not be underestimated. According to Saldivar and Zolfagharian (2022), consumers' satisfaction with a company and their subsequent actions, such as their likelihood to recommend the company to others and their willingness to pay a premium for its offerings, are significantly impacted by their perceptions of CSR. The findings also suggest that the influence of CSR on consumer behavior is contingent upon the individual's level of satisfaction with the company. When consumers see a company's CSR activities as meeting or surpassing their expectations, they are more likely to feel elevated levels of satisfaction with the company. As a result, this occurrence leads

to an increased likelihood of endorsing the company and demonstrating readiness to pay a premium for its products or services. Nevertheless, if consumers perceive a company's CSR efforts as falling short of their expectations, it is probable that their level of contentment would diminish. As a result, individuals are more inclined to withhold their endorsement of the company from others and exhibit a decreased willingness to pay a premium for its products or services.

The relationship between CSR and consumer satisfaction is contingent upon the degree to which consumers view a company's ability to provide good products and services. The beneficial influence of effective CSR communication on consumer satisfaction is contingent upon consumers' perception of the company's competence in delivering high-quality products and services. This discovery suggests that the positive impact of CSR information on satisfaction can be explained by the concept of perceived value. Perceived value refers to an organization's ability to create different value propositions for a range of stakeholders. The relationship between CSR and consumer satisfaction is enhanced by a company's perception of its ability to create value for its stakeholders (Sun and Price 2016).

Attitudes toward the company. Zaharia and Zaharia (2013) found that the use of CSR has yielded positive outcomes in shaping consumer views. Choi (2022) revealed that relational advertising, which falls under the umbrella of CSR advertising and emphasizes the association between a company and the social cause it supports, yielded positive results. This form of advertising emphasizes cultivating a connection between the organization and the cause, rather than exclusively promoting the cause in isolation. The objective of this communication is to improve the congruence between the

organization and the social cause, thereby cultivating positive consumer attitudes toward corporate social responsibility efforts and the company as a whole. The results of the study suggest that the use of relational advertising messaging initially increases the perceived congruence between the organization and the cause, subsequently reducing consumers' tendency to question the company's underlying motives. Consequently, this engenders positive attitudes toward both the corporation's CSR efforts and the corporation itself. In addition, the findings of the study indicate that a relational advertising message might exert a more significant influence on consumers who exhibit low engagement, as opposed to those who demonstrate strong participation. Consequently, this leads to an increased positive attitude toward the CSR activities.

The integration of sustainability messaging into advertising strategies has been identified as a possible advantage for clothing businesses, as indicated by the research conducted by Lee and Lin (2022). By engaging in such actions, these companies are able to showcase their proactive commitment to CSR communication initiatives, thereby augmenting consumers' perception of them as socially responsible entities. Consequently, a positive association exists between consumers' perceptions of a company and the image of CSR cultivated through sustainable clothing marketing. Furthermore, CSR plays a crucial role in fostering a positive consumer view of the brand by showcasing the company's commitment to socially responsible initiatives. This process, in turn, enables the development of favorable consumer attitudes and views toward the brand.

The pre-interaction attitude of consumers toward a company significantly impacts their assessment of the company's CSR actions (Panigyrakis, Panopoulos, and Koronaki 2020). The favorable perception of a company's CSR serves to enhance consumers' overall attitudes toward the organization. When a company maintains a positive ethical reputation, it has the capacity to evoke positive emotional reactions from consumers, thus fostering the formation of more favorable opinions. CSR can significantly impact consumer perceptions and attitudes toward a company. Effective execution of CSR advertising, along with a well-established ethical reputation, can foster positive emotional reactions and attitudes among consumers. Consequently, this may lead to increased levels of consumer engagement and assistance.

To summarize, consumers' expectations about CSR have a substantial influence on the development of a positive business reputation, the view of consumers toward organizations that prioritize CSR, levels of satisfaction, and subsequent patterns of behavior. Companies that effectively communicate their CSR activities and align them with consumers' expectations are more likely to experience increased levels of satisfaction, positive word-of-mouth referrals, and a greater willingness among consumers to pay a premium for their products or services.

Potential Negative Effects of CSR Advertising

The beneficial consequences of CSR advertising have been documented in prior research undertaken by Bhattacharya and Sen (2004) and Lichtenstein, Drumwright, and Braig (2004). Several studies have provided evidence that CSR advertising can foster a positive perception of the advertiser, thus impacting the consumer-advertiser relationship in a beneficial way. However, it is crucial to emphasize the need to examine

the harmful effects of CSR advertising. In situations where organizations encounter challenges in effectively managing their reputation and witness a decline in their consumer perception, the use of CSR advertising may not result in the intended consequences (Ellen, Webb, and Mohr 2006; Schuler and Cording 2006; Yoon, Gürhan-Canli, and Schwarz 2006; Du, Bhattacharya, and Sen 2010; Servaes and Tamayo 2013; Tao and Ferguson 2015; Kim and Ferguson 2019). Previous studies have suggested that the use of CSR advertising by stigmatized companies may result in unfavorable outcomes (Kim and Lee 2012; Austin and Gaither 2017; Oh, Bae, and Kim 2017).

The research conducted by Sharma and Song (2018) shows empirical findings that demonstrate a greater extent of CSR advertising engagement by stigmatized industries, as opposed to those that do not. This result elicits apprehensions regarding this issue. The rationale behind this phenomenon is that industries that are subject to stigmatization have demonstrated considerable engagement in CSR efforts with the aim of improving their damaged reputation and alleviating the negative consequences associated with the underlying organizational stigma (Hudson and Okhuysen 2009; Grougiou, Dedoulis, and Leventis 2016).

Scholarly studies have predominantly concentrated on companies and industries with damaged reputations when examining the potential adverse consequences linked to CSR advertising. A disreputable company is distinguished by a deterioration in its reputation, which is seen through the growing expression of negative evaluations by consumers through numerous modes of engagement, both direct and indirect. Bae and Cameron (2006) investigates ethical evaluations

made by consumers. The results suggest that individuals exhibit skepticism and perceive a lack of authenticity when an advertised company with a negative reputation claims regarding its CSR efforts.

The study conducted by Tao and Ferguson (2015) examined the influence of prior ethical reputations on consumer evaluations of companies that engage in CSR advertising. The researchers also examined the potential impact of CSR incentives on consumer views. Researchers have identified that the ethical reputation of a corporation in the past has a negative effect on the evaluations of its CSR. Furthermore, it was discovered that self-interested motives can serve as a mediating factor in the relationship between a company's previous ethical reputation and a consumer's attitude toward the organization. The participants demonstrated a notable focus on the ethical reputation of a corporation when interacting with its CSR efforts. Kim and Ferguson (2019) examined the possible influence of corporate reputation on consumer reactions toward CSR activities. The researchers investigated the correlation between company reputation and consumer perceptions of the company, communication intentions, and purchase intentions. The findings of the study revealed that the implementation of CSR by companies with unfavorable reputations did not yield any noticeable influence on favorable attitudes toward the organization, intentions to engage in communication, or intentions to make purchases, compared to CSR undertaken by companies with favorable reputations.

The preservation of a favorable business reputation is an essential factor in attaining sustained competitive advantage within an industry, particularly with regard to the effectiveness of CSR advertising (Shim and Yang 2016). Several scholars have

noted a correlation between a company's preexisting reputation and the effectiveness of its CSR efforts. Specifically, consumers tend to be skeptical of the philanthropic actions undertaken by companies with compromised ethical standings when they engage in CSR activities (Yoon, Gürhan-Canli, and Schwarz 2006). Furthermore, it is common for consumers to critically examine the underlying motives driving CSR activities (Dean 2003). A prevailing perception among consumers is that companies primarily participate in CSR advertising with the intention of serving their own interests, which may have detrimental effects on the effectiveness of CSR undertakings.

Organizations that operate inside industries that are subject to social stigma encounter significant obstacles in effectively managing their reputation (Lee and Cho 2022). As elucidated in the previous chapter, organizational stigmatization stems from the intrinsic workings of the industry and progressively undermines the company's standing over a prolonged period, rather than being a transient event. The impact of CSR advertising on efficacy can be influenced by the reputation of the organization. It is important to consider that the negative effects of CSR advertising may be more significant in industries that are stigmatized.

Effects of CSR Advertising in the Stigmatized Industry Context

Leventis, Dimitropoulos, and Owusu-Ansah (2013) claim that stigmatized companies have the distinct attribute of being viewed as having the potential to cause harm to individuals within the broader societal context. It is widely acknowledged by consumers that companies with unfavorable reputations engage in unethical business conduct. As a result, consumers can regard ads promoting

CSR by certain companies as lacking ethical coherence (Warren 2022). For instance, it can be argued that it is ethically defensible for a bakery company to exhibit a commitment to addressing poverty or for a hospital to prioritize the well-being of economically disadvantaged individuals living in medically underserved areas. However, it may be impractical to expect similar behavior from stigmatized businesses. The presence of this disparity may compromise the efficacy of CSR advertising, given the prevailing perception that these companies earn revenues through the sale of products that exert adverse social effects.

The literature has extensively investigated the influence of CSR on financial performance, as highlighted by Waddock and Graves (1997). However, Oh and colleagues (2017) expressed skepticism regarding the generalizability of this association to organizations that are stigmatized. The authors argue that stigma functions as a symbolic manifestation of notable shortcomings within a particular field. Therefore, it may be argued that the act of stigmatized companies participating in CSR measures is fundamentally paradoxical. Consequently, the CSR activities implemented by these companies may produce unintended consequences that have negative economic implications, ultimately resulting in a decline in the overall worth of the company. To examine this research question, the researchers conducted a comprehensive analysis on a sample of 337 stigmatized companies that operate within the tobacco, alcohol, gaming, and firearms industries. The research encompassed the period from 1991 to 2010, with the objective of determining the potential positive influence of CSR on measurable financial performance. Stigmatized industries demonstrate a negative correlation between heightened CSR advertising and reduced capital expenditures, debt, and

company valuation. In the realm of CSR in stigmatized industries, these businesses are already burdened with an unfavorable reputation. Therefore, CSR measures targeted at addressing this negative perception may be considered insignificant.

Stakeholders, in particular, demonstrate increased sensitivity toward the CSR of stigmatized companies because of their belief that ongoing public scrutiny has negative implications for corporate profitability. Two aspects of corporate interests were taken into account. An important factor to consider is the heightened degree of social scrutiny. An additional issue to consider pertains to the potential for CSR advertising to disseminate inaccurate information to the market regarding the characteristics of stigmatized corporations. Oh, Bae, and Kim (2017) argue that the previously mentioned phenomenon can negatively impact investments in stigmatized companies.

Kim and Lee (2012) investigated consumer perceptions of the objectives of stigmatized businesses, such as those operating in the tobacco, alcohol, and fast-food industries. The primary objective was to examine how consumers react to advertising campaigns related to CSR implemented by these businesses, which were discovered to be inconsistent with their core business operations. The initial classification of motives was established on the basis of consumers' judgments regarding companies' endorsement of CSR, specifically in relation to the dichotomy between public welfare and self-interest. The researchers conducted an analysis of the factors that contribute to the variances in consumers' perceived motives among companies that operate in stigmatized areas. Furthermore, the researchers examined the influence of deduced motives that serve the public and

the company on consumers' propensity to participate in issue advocacy activities and their intention to make purchases in stigmatized industries.

A comparative analysis was conducted between Miller, a prominent liquor company, and McDonald's, a well-known fast-food establishment. The analysis revealed that individuals who had a heightened perception of public motivation displayed more favorable reactions toward CSR advertisements. It is worth mentioning that there was a discrepancy in the perceived motivation between the two companies, with respondents tending to view McDonald's as being more motivated by self-interest than Miller. After conducting a more thorough analysis of previous evaluations of the two companies, it was revealed that consumers initially held significantly more favorable impressions of Miller compared to McDonald's.

This suggests that there is a relationship between the number of negative assessments a company has received in the past and the probability of its CSR activities being negatively viewed. The impression of CSR is often negative, and this propensity is impacted by the degree to which a company has previously experienced social stigmatization.

This also suggests that the degree to which a company has previously encountered organizational stigma may negatively impact the assessment of its CSR. The study's results suggest a favorable association between consumers' engagement in issue advocacy activities and their intentions to make purchases, particularly when they perceive a company to be driven by a public good motive and exhibit authenticity in its actions. The observed link is consistent irrespective of whether the cause is explicitly acknowledged or not. The perception of consumers regarding the validity of a

company's CSR is a significant factor in assessing the efficacy of CSR ads in stigmatized industries.

Austin and Gaither (2017) argue that organizations that have adverse effects on social matters are adopting CSR practices to address increasing public scrutiny. Nonetheless, academics have raised concerns over the efficacy of CSR due to its perceived inconsistency with conventional industrial business methods. The current research examined how stigmatized organizations' intentions are perceived when they participate in CSR activities. Additionally, it explored whether public skepticism toward CSR might be diminished when companies publicly disclose their pursuit of private interests. The findings of the study indicate that individuals tended to see activities from stigmatized corporations with a strong CSR alignment as primarily motivated by corporate profits.

Conversely, efforts that exhibited a low level of compatibility were driven by a desire to benefit the general population. Consistent with the previously indicated finding, the study demonstrated that consumers' perceptions of a company's self-interested motives did not lead to negative attitudes. The authors claim that careful selection of an appropriate theme plays a pivotal role in augmenting the efficacy of corporate social responsibility ads within industries that face stigmatization. By proposing that organizations facing stigmatization may encounter adverse consequences in their pursuit of CSR due to the association with poorly perceived business characteristics, especially when they engage in CSR activities that closely correspond to the stigmatized aspects. The results of this study suggest that the

identification of the particular type of CSR that a stigmatized business will embrace poses a noteworthy challenge.

Previous studies have demonstrated that the negative outcomes associated with CSR advertising can be linked to unethical and immoral behavior displayed by companies and industries engaged in these endeavors. This phenomenon may be associated with consumers' propensity to exhibit favorable behavior. Consumers often exhibit a preference for products perceived to demonstrate social responsibility, which may be influenced by their inclination to match their purchasing patterns with their moral and ethical ideals that promote prosocial conduct (Cooper-Martin and Holbrook 1993). The consumption patterns observed can be accounted for within the theoretical frameworks of self-restoration (Taylor and Brown 1988) or self-affirmation (Steele 1988).

The underlying principles of these concepts are based on the belief that individuals actively participate in the purchase of goods and services that they consider ethically sound, motivated by their innate inclination for personal restoration. In this particular context, the motivation behind engaging in ethical consumption primarily arises from the need for personal restoration. The decision-making process of consumers is subject to the effect of ethical consumption, where individuals choose to purchase things that are sourced from companies that adhere to ethical norms.

Stigmatized companies are commonly acknowledged to possess fundamental deficiencies (Devers et al. 2009) and are susceptible to persistent negative impressions because of their substantial adverse impacts on families and communities (Hudson 2008). As a result, the stigmatized sector is faced with significant ethical and moral

quandaries. Consumers may demonstrate increased levels of involvement in the monitoring and scrutiny of the activities conducted by these corporations. This claim is supported by a study conducted by Oh et al. (2017), which suggests that stigmatized companies may face increased public scrutiny when they engage in efforts to improve their CSR. Therefore, the promotion of CSR by unethical organizations, as demonstrated by stigmatized industries, may not effectively generate genuine impressions of a company's CSR efforts among consumers (Kim and Choi 2012).

The recognition of the importance of consumers' thoughts and perceptions regarding a company's authentic dedication to CSR in promoting societal improvement is widely accepted. The influence of these ideas on consumers' assessment of CSR advertising is significant (O'Connor and Spangenberg 2008; Beckman, Colwell, and Cunningham 2009). Williams (2014) revealed that consumers frequently articulate unfavorable viewpoints regarding CSR, primarily driven by apprehensions surrounding its authenticity. The present research suggests that the concept of persuasion knowledge could be a valuable theoretical framework for understanding the differences in effectiveness of CSR among companies operating in industries that are subject to organizational stigma. The persuasion knowledge model offers a conceptual comprehension of the interactions between players involved in persuasion, such as stigmatized industries, and the recipients of persuasion, such as consumers, within a specific instance of persuasion, such as corporate social responsibility ads (Friestad and Wright 1994).

Consumers demonstrate the application of their knowledge of persuasion by recognizing the goals of communicators who deploy persuasion strategies and anticipating the subsequent effects on their own behavior. Through an analysis of the prevailing discourse on the negative outcomes of CSR in stigmatized sectors, this study contends that the detrimental impacts of CSR in these industries can be attributed to the pervasive stigma attached to them. Additionally, it argues that consumers' perception of CSR activities undertaken by these companies as lacking authenticity is influenced by the enduring organizational stigma.

Considering that stigmatized companies are associated with industries that are socially stigmatized, it is likely that their CSR programs may encounter increased scrutiny from consumers because of their underlying motivations. Therefore, it is evident that consumers display a noteworthy degree of apprehension regarding the underlying motives behind the CSR efforts of stigmatized companies. This issue revolves around the authenticity of these initiatives, questioning whether they are driven by true public interest or corporate goals (Kim and Lee 2012). In other words, those who engage with products or services have a desire to understand the underlying purpose behind persuasion endeavors, leading them to focus on the specific persuasion strategies being used. The relevance of selecting relevant CSR themes for stigmatized companies is emphasized in this context (Austin and Gaither 2017).

Friestad and Wright (1994) conducted research that suggests that the likelihood of activating persuasion knowledge increases when consumers encounter confusion about the purpose of persuasion and engage in assessments of persuasion methods' appropriateness. The subsequent activation of persuasion knowledge has a

consequential impact on the effectiveness of persuasion. The justification for choosing PKM as a prominent theory to explain the difference in the effectiveness of CSR between stigmatized and unstigmatized companies lies in its capacity to consider the psychological changes that occur when consumers attempt to assess the persuader's intentions and their subsequent responses to persuasion tactics. Additionally, PKM provides a comprehensive framework for understanding the underlying psychological mechanisms and their subsequent influence on the effectiveness of persuasion communication.

CHAPTER 4
LITERATURE REVIEW ON
PERSUASION KNOWLEDGE MODEL (PKM)

Key Conceptual Elements of PKM

The Persuasion Knowledge Model (PKM) is a theoretical framework that provides a comprehensive understanding of the cognitive processes and behavioral responses exhibited by consumers in response to persuasion efforts. It notably focuses on the interactions between sellers or advertisers and consumers, shedding light on the strategies employed by organizations to influence their target audience. From the consumer's perspective, the individual responsible for persuasion employs specific methods aimed at influencing others and holds knowledge regarding the potential effects these strategies may have on the target audience.

PKM is a theoretical framework that investigates the impact of the target's comprehension of the agent, subject matter, and persuasion strategies on their response to the persuasion endeavor (Friestad and Wright 1994). When exposed to a persuasion effort, the consumer develops an attitude toward the agent's efforts, which is shaped by the three classifications of persuasion knowledge. The attitudes listed above have the capacity to influence the outcome of persuasion, either facilitating or hindering the goals of the persuader. There exist three unique categories of persuasion knowledge: agent knowledge, topic knowledge, and persuasion knowledge.

The notion of agent knowledge refers to how individuals perceive the characteristics, skills, and goals of the person accountable for delivering influential messages. This pertains to the presumptions that consumers have regarding the

characteristics and functionalities of the agent (Hibbert et al. 2007). It is crucial to recognize that within the framework of PKM, the term "agent" does not only denote the entity that is objectively responsible for the attempt at persuasion. Instead, it relates to the people or entity that the consumer identifies as accountable. For example, the agent can take the form of a concrete business manager or as a subjective entity within the consumer's perception (Friestad and Wright 1994). For humans to develop an understanding of a persuasion agent, it is crucial for them to first recognize the intentional nature of the agent's behavior or speech, which is specifically crafted to exert influence. Upon the realization of this acknowledgment the individual initiates their pre-existing understanding of the entity. When individuals are exposed to ads, they initiate a cognitive process of deliberation regarding the identity of the advertiser and the underlying motivations driving their promotional endeavors. This cognitive process utilizes an individual's comprehension of recent events, prior evaluations, and historical contexts related to the subject matter under consideration (Friestad and Wright 1995).

The model delineates a topic as the central element that drives a persuasion message or behavior. The topic being advocated using persuasion can span a range of entities, such as products, services, candidates, and numerous other offerings. In the advertising domain, the content frequently corresponds to the particular product or brand being endorsed. The notion of topic knowledge pertains to the pre-existing knowledge possessed by the recipient of a persuasion communication. The aforementioned information encompasses not only individuals' comprehension of the advertisement's content but also their ability to discern the specific advertising

type and the contextual framework within which it is given (Lorenzon and Russell 2012).

Persuasion knowledge refers to the consumer's personal understanding of the techniques and strategies employed in attempts to influence. The concept of persuasion knowledge, as described by Campbell and Kirmani (2000), refers to an individual consumer's theoretical comprehension of persuasion phenomena. This comprises the beliefs held by individuals regarding the objectives of the persuader, their assessment of the methods used in persuasion, and their interpretation of the underlying intents behind the persuasion efforts. Friestad and Wright (1994) emphasize the significant role played by consumers in actively detecting the aims of advertisers and making judgments about their responses to persuasion tactics.

Within the framework, the concept of topic knowledge pertains to the consumer's understanding and familiarity with the specific subject matter that is being addressed throughout the process of persuasion. Conversely, persuasion knowledge refers to the consumer's individual consciousness and comprehension of the strategies and intentions used in endeavors to influence them. Advertisers and marketers must possess a thorough understanding of both aspects of consumer knowledge to create persuasion messages that effectively connect with their target audiences.

Friestad and Wright (1994) conducted a study that revealed the emergence of five key notions because of persuasion knowledge. The aforementioned ideas exert a substantial influence on consumers' responses to persuasion communications. The determinants that impact individuals' attitudes toward persuasion can be classified into five primary beliefs: (1) beliefs concerning the psychological mechanisms implicated in

persuasion, (2) beliefs regarding the tactics used by marketers, (3) beliefs regarding one's personal coping strategies, (4) notions about the efficacy and appropriateness of marketers' tactics, and (5) beliefs about the objectives of marketers' persuasion endeavors and one's own coping goals. The beliefs around the psychological mechanisms that enable persuasion are related to how consumers perceive the extent to which companies or firms attempt to influence their attitudes through persuasion communications. Consumers possess an awareness that these messages are deliberately constructed with the aim of exerting influence over their cognitive processes and emotional states. The observations on the tactics used by marketers indicate that consumers possess a certain degree of consciousness and understanding regarding the approaches adopted by companies to impact their decision-making procedures. The probability of exerting influence on consumers through persuasion communications is enhanced when consumers believe that the tactics employed can affect their responses. The formation of personalized coping tactics or credos by individuals influences their reactions to persuasion messages, thus shaping their beliefs about coping procedures. Consumers actively participate in the development of cognitive beliefs as a means to efficiently navigate and react to persuasion endeavors. Assessment of the efficiency and appropriateness of persuasion messages used in the persuasion process is the basis for individuals' opinions regarding the efficacy and suitability of marketing methods. Consumers actively participate in evaluating marketing methods implemented by marketers, thereby forming views of their efficacy and relevance. The beliefs around the persuasion aims of marketers and the personal coping goals of individuals indicate

that consumers hold certain views about the overall objectives of persuaders and their own aspirations in navigating persuasion efforts. Just as businesses are successful in shaping consumers' perceptions and attitudes, consumers also strive to respond effectively to corporations' persuasion efforts (Wright, Friestad, and Boush 2005; Boush, Friestad, and Wright 2015).

Consumers possess a cognitive framework that enables them to understand, evaluate, and respond to various agent behaviors as they attempt to exert influence. The persuasion objectives and strategies of agents are connections between behavioral and psychological events. Based on the findings of Kachersky and Kim (2010), individuals tend to interpret agents' actions as deliberate tactics aimed at influencing their ideas and attitudes, leading them to see these actions as attempts to stimulate knowledge and persuade. According to Amazeen (2020), when individuals become cognizant of an endeavor to influence them, their cognition regarding persuasion is triggered, prompting them to interpret the persuasion endeavor in accordance with their personal comprehension. Consumers have the ability to mitigate persuasion intentions through the use of their acquired expertise in the field of persuasion. The desired outcome can be attained by reinterpreting the intended significance. Furthermore, the efficacy of persuasion efforts can be influenced by consumers' assessment of the suitability of persuasion tactics, which is connected to their moral and normative convictions (Friestad and Wright 1994).

Perceived Appropriateness and Its Influence on Advertising Responses

The notion of beliefs on the appropriateness of persuasion strategies can be defined as a consumer's critical assessment of particular methods used in the marketing of a

specific enterprise or product (Hudders et al. 2017). Friestad and Wright (1994) argue that the assessment of persuasion tactics in relation to their suitability is a vital component of the PKM framework. Individuals who have experienced instances of persuasion in their daily lives possess a certain degree of comprehension regarding the appropriateness of an advertiser's persuasion tactics. As a result, individuals can utilize logical reasoning to discern whether a particular persuasion effort is intended to manipulate or unduly sway consumers.

Evaluation of the appropriateness of persuasion methods entails assessing the extent to which an advertiser's strategies adhere to moral or normative ideals. Friestad and Wright (1994) propose that the assessment of persuasion tactics involves a moral evaluation of these tactics, which encompasses an analysis of their fairness and respectfulness. Consumers who exhibit rationality and actively engage in the practice of viewing advertising do not limit themselves to a passive observational position. In contrast, individuals actively participate in the process by understanding and evaluating these persuasion efforts considering their unique circumstances. The judgment of whether the tactics adopted are unjust, deceitful, or misleading is of significant importance, as emphasized by Campbell and Kirmani (2000).

To investigate the perceived suitability of persuasion tactics among consumers, Campbell (1995) conducted a study with the aim of determining whether the use of two attention-grabbing approaches in television advertisements leads viewers to infer that advertisers are engaging in manipulation. These strategies encompass the use of a cryptic advertisement that delays the brand's revelation until the end of the

ad, along with the integration of unconnected subjects to stimulate curiosity. The objective of this study was to investigate the effects of marketing tactics on consumers' perceptions of manipulative intent and to assess the circumstances in which attention-grabbing practices lead to negative inferences of manipulative aim, thus impeding persuasion attempts. Multiple studies have provided evidence that the use of attention-captivating advertising tactics creates a perceptual imbalance in consumers' comprehension of the offered material and the goal of pushing a certain product or service. The divergence in perception ultimately produces a manipulative aim on the part of advertisers. The persuasion impact of the advertising would be diminished if it was perceived to have a manipulative aim.

The study revealed a negative correlation between the use of a less sophisticated product-advertising strategy and the evaluations of personal benefit and loyalty toward the advertiser. In addition, this method was associated with increased perceptions of manipulative intentions. This discovery suggests that the use of persuasion tactics involving the alignment of items and ads influences consumers' perceptions of manipulative intentions and significantly influences their evaluations of ads as inappropriate.

Wei, Fisher, and Main (2008) investigated the possible influence of approach appropriateness on consumers' negative reactions toward covert marketing. The primary observation underscores the connection between individuals' judgments of appropriateness and the ethical or normative character of marketing strategies implemented by marketers, together with the use of inappropriate, unjust, or manipulative tactics to influence consumers (Friestad and Wright 1994). As posited by

Wright (2022), the evolution of consumers' beliefs of specific persuasion methods is expected to occur as they amass experience. Consumers' negative response to advertising can be ascribed to their perception that visual and auditory information conveys persuasion messages. Nevertheless, the negative consequences of this phenomenon diminish as the advertising strategy becomes more suitable and the level of brand familiarity increases. Consumers exhibit a diverse array of sentiments toward different advertising strategies, as stated by Campbell (1995). Hence, the manner in which consumers perceive the appropriateness of advertising approaches can influence the effectiveness of marketing efforts.

Castonguay and Messina (2022) conducted a study that examined several advertising forms used on the YouTube platform, such as in-video ad pop-ups and influencer product endorsements. The researchers directed their inquiry toward the realm of children's media, as prior studies have indicated the influential effect of brand placements within a pleasurable context on children (Waiguny, Nelson, and Terlutter 2012). The study investigated the effects of food advertising in media specifically aimed at children, with a specific focus on instances where the advertising is smoothly integrated into the content, leading to a blurred distinction between advertising and programing (Nairn and Fine 2008). The study entailed the categorization of food advertising into two unique groups: chicken nuggets, which represented an unhealthy food choice, and salad, which represented a healthy lunch alternative. The current research examined the degree to which various forms of advertising prompted the activation of persuasion knowledge and the perception of

appropriateness in the marketing of two unique food products: chicken nuggets, symbolizing an unhealthy choice, and salad, symbolizing a healthy one.

The results of the study revealed that there was no significant difference in the activation of information between the advertisement showcasing chicken nuggets and the advertisement showcasing a salad. In contrast, children who were subjected to promotional campaigns endorsing nutritious food products exhibited the highest levels of appropriateness evaluations. In particular, children who were exposed to a salad advertisement had a higher perception of congruence when evaluating an influencer's YouTube advertisement compared with children who were exposed to an advertisement featuring chicken nuggets. The absence of a correlation between consumers' ratings of appropriateness and their evaluations of healthy meals underscores the importance of conducting research on appropriateness in advertising. This result highlights the potential application of these findings to inform advertising strategies for businesses in the future.

The findings collectively suggest that consumers may display skepticism when they believe the strategies used in a communication to be unsuitable, as noted by Friestad and Wright (1994). On the other hand, when consumers view the strategies employed in a message to be suitable, they are inclined to react favorably, resulting in a feeling of tolerance or acceptance toward the ads. The efficacy of advertising communications and consumers' overall disposition toward the promoted organization can be influenced by their opinions on the acceptability of persuasion methods.

CHAPTER 5

LITERATURE REVIEW ON PRODUCT-CAUSE FIT

Product-Cause Fit in CSR and Its Influence on CSR Effects

The LEGO Group, a major toy business, has collaborated with UNICEF for several decades. The company places a high emphasis on the implementation of CSR activities that specifically target the welfare of children. These initiatives encompass many forms of assistance, such as the provision of school equipment and aid to children residing in regions impacted by natural disasters. Furthermore, they actively participate in resource recycling initiatives through the promotion of the sale of plastic bricks. The company's CSR actions are often in line with its core business, indicating a robust alignment between its products and CSR objectives.

The notion of CSR product-cause fit refers to the degree of congruence between the core product provided by a particular company and the CSR cause it endorses. The fit refers to the concerns that consumers have regarding the products of the company, its corporate reputation, and the assessment made by consumers regarding the alignment (Barone, Norman, and Miyazaki 2007). The term "fit" has its origins in the concept of alignment between a company and its endorsed cause, considering many corporate aspects such as corporate values, brand perception, industry focus, and product positioning. The influence of the perception of fit was examined in a study conducted by Park and colleagues (1991), where two elements were shown to play a role: the likeness between product attributes and the coherence with the brand concept. Bridges, Keller, and Sood (2000) suggest that individuals employ attribute-based connections as a means of evaluating the level

of congruence between a company and the cause it endorses in the context of CSR efforts.

Congruence refers to the correspondence of perceived attributes between corporations and societal concerns within the context of CSR efforts. The literature presents numerous examples of corporate backing for diverse organizations. In their study, Barone et al. (2007) emphasized the participation of pharmaceutical companies in offering assistance to breast cancer organizations. Similarly, the partnership between beverage enterprises and research organizations dedicated to the advancement of good dietary practices was examined by Nan and Heo (2007). In addition, Robinson, Irmak, and Jayachandran (2012) investigated the association between school supply merchants and the National Education Association. The aforementioned examples demonstrate the various approaches that companies employ while interacting with distinct organizations.

The notion of product-cause fit in CSR advertising refers to the extent to which the cause being advocated in these advertisements is closely congruent with the company's core business activities (Simmons and Becker-Olsen 2006). Assessment of the degree of fit between a company and a cause can be conducted by evaluating the level of compatibility and synergy exhibited by these two entities. For example, The Body Shop, a company that specializes in beauty care goods, is in accordance with the argument opposing animal testing, given the widespread practice of animal experiments within the beauty care sector.

On the other hand, the absence of fit indicates a dearth of logical linkages between a company and its social responsibility. When a primary product and a cause, such as Body Shop and their corporate social responsibility efforts in addressing AIDS in Africa,

lack association, it can be characterized as a condition of diminished compatibility. According to Gupta and Pirsch (2006), a lack of fit between a corporate business and its CSR activities is likely to create skepticism among consumers, causing them to question the underlying motivations of the organization.

Pracejus and Olsen (2004) found that consumers had positive responses toward CSR advertising when there was a significant congruence between the main business and the conveyed CSR messages. In instances of this nature, a notable association was identified between the level of compatibility between the organization and the purpose and consumers' propensity to support and advocate for the sponsoring entity to others. The research conducted by Nan and Heo (2007) indicates that a higher level of congruence between a brand and its target consumer will positively influence brand recognition. Consumers with a heightened degree of brand consciousness displayed a more positive attitude toward the advertising when exposed to a situation characterized by a strong alignment between the brand and the cause. Gupta and Pirsch (2006) argue that a higher degree of fit can augment the credibility of the association between a company and a cause in a CSR initiative, thus positively impacting consumers' views and purchasing intentions.

Rifon and colleagues (2004) found that the degree of congruence between a company and the fundamental rationale behind a CSR campaign has a crucial influence on the perceived genuineness and reliability of the initiative. This study used a simulated online platform focused on health and disease prevention to create a realistic environment for company sponsorship. The researchers observed a positive correlation between individuals' perception of a sponsor's reliability and

their belief in the sponsor's altruistic motives for sponsoring the event. The expected outcome is that when there is alignment between the sponsor and the aim of an event, it will result in an improvement in the perceptions of the sponsor's trustworthiness. This phenomenon occurs because of the positive correlation between alignment and the likelihood of perceiving the sponsoring company as possessing philanthropic motives.

Additionally, Gilal and colleagues (2020) investigated how consumer brand passion is fueled by a brand's CSR fit. In this context, the term "CSR-brand fit" describes how a brand's CSR initiatives and its reputation align, or how CSR enhances consumers' opinions of the company's image (Apaydin et al. 2021). According to their theory, CSR-brand fit can increase customer competence, autonomy, and desire, all of which can fuel brand passion. Additionally, they proposed that a crucial boundary condition for the indirect beneficial influence of CSR-brand fit on brand passion is customer-company identification (CCI). The findings demonstrated how customer needs for competence relatedness are satisfied by CSR-brand fit, which in turn affects brand enthusiasm.

That said, prior research has demonstrated that when CSR activities are viewed as a poor fit, consumers grow more skeptical of a company's credibility (Kuokkanen and Sun 2020). Additionally, consumers tend to evaluate CSR that have a higher fit more favorably than those that have a lower fit (Aqueveque, Rodrigo, and Duran 2018). This might be due to the fact that when CSR is applicable to the industry, consumers tend to view it as appropriate because it is easily assimilated into their preexisting cognitive structures, whereas when CSR is not, they view it as inappropriate because the new knowledge does not align with their preexisting cognitive structures (Elving 2013).

It has been suggested that the organization's reputation may have an impact on how well this match works (Bae and Cameron 2006; Yoon et al. 2006). This is because, in the event that a company has a favorable reputation, high-fit CSR may be more likely to elicit positive responses from customers; in the event that the company has a negative reputation, high-fit CSR may have the opposite impact (Kim and Ferguson 2019). Kim and Ferguson (2019) examined how business reputation interacts with CSR fit to influence stakeholders' skeptical attributions (SA) and attitudes regarding CSR motives, supportive communication intentions, and purchase intentions in a seminal study on the significance of reputation and fit. They carried out two experiments, conducting a randomized 2 × 2 (good reputation vs. negative reputation) × 2 (industry: food retail and insurance) experiment in the first study. In the second experiment, the study used a randomized 2 × 2 (good reputation vs. bad reputation) × 2 (CSR fit: high fit vs. low fit) experiment.

Conversely, respondents exhibited predominantly favorable attitudes towards reputable companies in both CSR fits, as evidenced by their heightened levels of support and intentions to make purchases. The findings of this study indicate that a higher fit between CSR and organizational values does not automatically result in more positive consequences. The influence of CSR fit may be contingent upon the corporate reputation. This research study offers empirical evidence to explain the circumstances in which high-fit CSR initiatives may have negative consequences in industries with unfavorable reputations. This finding challenges the prevailing belief that high fit typically leads to favorable outcomes.

It is important to highlight that various investigations conducted on industries that face stigmatization have yielded divergent outcomes compared to studies conducted on non-stigmatized industries (Forehand and Grier 2003; Kim and Lee 2012; Austin and Gaither 2017; Austin and Gaither 2019; Lee and Cho 2022). This phenomenon occurs due to the negative and skeptical response of consumers towards CSR undertaken by stigmatized companies (Song and Wen 2020). Furthermore, in industries that are already stigmatized, such as tobacco and alcohol, the effectiveness of high-fit CSR ads may be limited because consumers anticipate that companies will primarily pursue self-serving benefits through their CSR efforts (Wang and Lee 2018).

Influence of Product-Cause Fit on CSR Ad Effects in the Stigmatized Industry Context

Corporations that face stigmatization strategically adopt CSR to repair their damaged reputation and minimize negative reactions from customers (Austin and Gaither 2019). However, a company's engagement in CSR can indicate its limited capacity to address these issues effectively, thus creating a significant link between CSR and the products in that specific industry (Bhattacharya and Sen 2004). Multiple scholarly investigations have shown empirical evidence supporting a direct association between the perceived significance of a CSR campaign and both consumer skepticism and the stigmatization of the organization (Kim and Choi 2012; Austin and Gaither 2017; Austin and Gaither 2019; Lee and Cho 2022).

Austin and Gaither (2017) focused on the soda industry, specifically examining how customers perceive and respond to CSR marketing. This study examined the impact of industry features and CSR activities on consumer behavior. Coca-Cola has

adopted CSR activities with a focus on three primary areas: wellness, water, and women. The wellness campaign mitigated the issue of obesity, while the water campaign endeavored to tackle water scarcity through the promotion of replenishment initiatives. Finally, the women-centric effort facilitated the economic empowerment of women. This study examined the response of consumers to Coca-Cola's CSR programs related to wellness, water, and women, with a focus on their alignment with the industry's CSR objectives.

The soda industry is sometimes associated with a certain level of social stigma because of its participation in the distribution of nutritionally deficient carbonated beverages. Coca-Cola, a notable industry leader, faces a significant challenge in relation to its impact on societal issues, specifically obesity and water depletion. The present study examined the correlation between customer service representatives (CSRs) and their significance in relation to wellness and water, revealing a substantial degree of importance in both domains. In contrast, the study found that customer service representatives (CSRs) connected with women exhibited a relatively diminished degree of relevance. The researchers observed that customers displayed a negative reaction toward CSR activities related to wellness and water, as these initiatives evoked undesirable connotations with Coca-Cola's products and manufacturing practices. In contrast, customers exhibited a favorable response toward CSR programs that specifically targeted women, despite lacking a direct association with Coca-Cola's goods. To provide further clarification, it is evident that the discussion surrounding women as a subject matter elicited a positive response from customers, mostly due to its lack of

association with the relevant industry. The researchers emphasize that the single CSR effort undertaken by women demonstrated a positive CSR effect because of its congruence with the organization's goals. The findings suggest that the degree of congruence between a company and its CSR objectives significantly impacts the effectiveness of CSR efforts. Furthermore, when examining stigmatized organizations, a decreased level of congruence between the organization and its CSR objective actually results in a stronger positive influence of CSR.

To strengthen the existing body of research on the effectiveness of CSR in industries that are stigmatized, Austin and Gaither (2019) focused on analyzing the various manifestations of CSR that should be considered by a stigmatized business. This investigation examined two separate scenarios: industry-specific CSR and CSR that is not directly related to the industry. The study identified consumer literacy as a less prominent aspect of CSR and highlighted obesity prevention as a more relevant CSR focus for a soda beverage company. The findings of the study indicated that individuals displayed higher levels of skepticism toward the CSR initiative targeting obesity prevention, which was directly linked to the soda industry, compared to the CSR activities centered around literacy, which did not have any specific industry affiliation. The participants voiced their concerns regarding obesity as a prominent issue that demands attention from the soda industry. However, their preference for approving CSR programs centered around encouraging literacy surpassed their support for obesity prevention CSR. The authors conducted a discourse on the difficulties encountered by industries that are stigmatized regarding implementing CSR projects that are extremely

relevant. These organizations experience increased levels of criticism, scrutiny, and distrust from customers.

Lee and Cho (2022) examined the impact of CSR on consumer attitudes and behaviors toward businesses that faced stigmatization in the context of the COVID-19 epidemic. The present study used a randomized experimental design to investigate multiple variables encountered throughout the pandemic, including varying levels of financial prosperity or poverty and different degrees of alignment with CSR. The findings of the study indicate a negative relationship between the amount of alignment between a company's CSR activities and its main business and the perception of the corporation as serving the public good. Specifically, when a company with a stigmatized reputation exhibits a high level of alignment, the public perceives the corporation as serving the public good to a smaller extent than when the alignment is low. The research also highlights the importance of considering contextual elements, such as the negative financial impact of the COVID-19 pandemic on businesses, when evaluating corporate social responsibility efforts. The elements described above have the potential to impact the way in which customers perceive a company's intentions regarding CSR. Consumers may utilize different cognitive processes while assessing the public and business rationales underlying a company's CSR efforts. Consumers demonstrate a tendency toward prudence, even when they perceive a company to have motives aligned with the welfare of the public. Furthermore, individuals tend to attribute more significance to motives that primarily yield advantages for the organization,

particularly when there is a strong alignment between these motives and the existing circumstances.

Kim and Choi (2012) examined the influence of CSR pertinence on the efficacy of CSR in a stigmatized economic sector, namely the tobacco industry. The researchers selected the tobacco industry as a representative case of a stigmatized sector and analyzed its CSR activities. The researchers undertook an inquiry to determine whether individuals hold distinct perceptions regarding the CSR efforts of Philip Morris, a tobacco company, with regard to poverty reduction as opposed to its measures focused on curbing smoking. The initial hypothesis proposed a positive correlation between participants' view of Philip Morris' CSR and their propensity to pursue employment with the company, as well as their probability of displaying pleasant behaviors toward Philip Morris. The hypothesis has been validated, suggesting that positive perceptions of a company's CSR are linked to a greater degree of favorability toward the corporation. Following this, the scholars conducted an inquiry to determine whether there existed a discrepancy in the participants' assessments of Philip Morris' CSR efforts when they were exposed to CSR activities related to tobacco (specifically, smoking prevention CSR) compared to CSR efforts unrelated to tobacco (specifically, hunger relief CSR). The results of the study revealed that non-tobacco CSR activities elicited a higher number of positive responses in terms of the assessment of Philip Morris, perceptions of the company's CSR efforts, and support for the organization.

Song and Wen (2020) conducted a comparative analysis between controversial industries, namely tobacco, alcohol, and gambling, and non-controversial industries. The aim was to examine the communication strategies employed by these industries and

the subsequent reactions of stakeholders. This investigation was motivated by the fact that these particular products and services tend to elicit negative emotions, such as disgust, from consumers. In order to accomplish this, a content analysis was performed on CSR videos and user comments on YouTube, specifically focusing on 58 Fortune 500 companies. Initially, it was posited that within contentious sectors, CSR campaigns that align closely with the company's values may generate a paradoxical situation, wherein stakeholders may scrutinize the company's intentions. The primary objective of this study was to investigate whether industries that are considered controversial tend to adopt high-fit strategies. Additionally, the study aimed to examine the differential reactions of stakeholders towards high-fit strategies compared to low-fit strategies, while also distinguishing between controversial and non-controversial industries.

The research revealed that industries that are subject to controversy and those that are not tend to employ distinct strategies when it comes to communicating their CSR online. Industries that are not subject to significant controversy tend to prioritize programs that exhibit a strong alignment, with a percentage of 59.6%, as opposed to programs that demonstrate a lower degree of compatibility, which accounts for 40.4%. In contrast, industries that are subject to controversy exhibit an approximately equal distribution of programs characterized by high fit (50.8%) and low fit (49.2%). Regarding the quantity of favorable remarks on alignment strategies, it was observed that CSR exhibiting low fit were more prone to receiving positive comments within industries that are not associated with controversy. In industries that are subject to controversy, there was no discernible

disparity in the quantity of favorable remarks concerning CSR, regardless of whether they exhibited high or low fit condition.

Kim and Choi (2022) examined the influence of CSR alignment on consumers' assessments of companies operating in a stigmatized industry. Two experiments were conducted, with the first experiment examining the impact of different types of cause-related marketing and advocacy marketing on consumer evaluation. In the present context, cause-related marketing refers to a marketing approach wherein customers express their willingness to contribute to a cause, contingent upon their involvement in a revenue exchange that aligns with their organizational and personal objectives. The researchers postulated that cause marketing would exhibit a correlation with heightened self-interested motivations and diminished levels of corporate trust in comparison to advocacy advertising. The researchers also postulated that the likelihood of stronger self-interested motives and weaker altruistic motives being attributed to higher fit would be greater when the type of CSR activity is cause marketing rather than advocacy advertising. The second experiment posits that within the stigmatized industry domain, there exists a perception that hedonic goods, such as alcohol and video games, are more negatively regarded compared to utilitarian goods, such as oil and plastic bags. This negative perception arises due to the association of hedonic goods with unnecessary impulsive desires and anticipated long-term harms. Consequently, it is suggested that hedonic goods may evoke less altruistic and more self-centered motivations. Due to this rationale, it is anticipated that industries associated with hedonic stigmatization will exhibit more pronounced attributions of selfish motivation and lower levels of corporate trust compared to industries associated with utilitarian non-stigmatization. Additionally,

it is postulated that industries associated with hedonic stigmatization will exhibit more pronounced attributions of selfish motivation and diminished levels of trust compared to industries without such stigmatization. This is due to the possibility that consumers may display heightened sensitivity and resistance when CSR efforts of hedonic stigmatized industries align less effectively.

The results of Study 1 indicate that there is a negative relationship between high fit conditions and altruistic motives, trustworthiness, and consumer attitudes, compared to low fit condition. Nevertheless, the impact of CSR type on consumer assessments of the company did not yield statistically significant results. The findings of Study 2 demonstrated statistically significant effects that were contingent upon the type of product. Consumers' altruistic attributions, trustworthiness, and attitudes towards the product were found to be more negative when CSR were linked to hedonic products, as compared to when they were linked to utilitarian products originating from stigmatized industries. Furthermore, the impact of fit by product type on attitudes toward the company was found to be marginally significant. The findings highlight the importance of fit within controversial industries by explaining the negative impact of gaps in CSR type, product, and fit on consumer perceptions of relevance. They also suggest that the choice of consumer attribution may serve as a strategic decision to optimize the effectiveness of CSR within stigmatized industries.

Collectively, these findings indicate that the alignment between a product and CSR may potentially hinder the effectiveness of CSR activities in industries that are stigmatized, in contrast to those that are not stigmatized. The reason for this

phenomenon is that when there is a discrepancy between the characteristics of the industry and the underlying motivation for CSR, it can lead to heightened cognitive complexity among consumers. This increased cognitive complexity prompts consumers to contemplate the intentions of the company more deeply, resulting in a more skeptical response towards the company's CSR campaigns (Becker-Olsen, Cudmore, and Hill 2006).

CHAPTER 6
HYPOTHESES

The impact of a company's CSR on consumer perceptions and attitudes toward the company and its brand, and subsequently on purchase behavior, has been examined by Brown and Dacin (1997). De Bakker and den Hond (2008) claim that the implementation of CSR activities can enhance corporate image and provide positive effects for consumers. Prior studies have indicated that customers tend to hold positive perceptions of corporations that engage in CSR activities. Moreover, customers exhibit a proclivity to amplify their purchasing patterns in favor of organizations that actively participate in CSR activities (Barone, Miyazaki, and Taylor 2000; Klein and Dawar 2004). Moreover, it has been noted that consumers exhibit a preference for acquiring products from organizations that possess a higher price point, even when other products of comparable quality and pricing are available (Bhattacharya and Sen 2004).

Nevertheless, industries that are subject to stigmatization sometimes face negative perceptions because of their affiliation with the trade of goods or services that are seen to have adverse social consequences. Consequently, notwithstanding a company's efforts, the effectiveness of CSR programs in influencing clients might be arduous to achieve (Kim and Lee 2012; Austin and Gaither 2017; Oh, Bae, and Kim 2017). If consumers are skeptical of the authenticity of a company's CSR activities, it may hinder the desired outcomes of CSR (O'Connor and Spangenberg 2008; Beckman, Colwell, and Cunningham 2009). In the context of organizations operating in a stigmatized sector, the use of CSR advertising as a strategy to

enhance their negative reputation may lead consumers to perceive the underlying motives of the advertised company as insincere. Consequently, this perception can diminish the efficacy of CSR activities (Becker-Olsen, Cudmore, and Hill 2006).

Based on the research conducted by Oh and colleagues (2017), it was postulated that industries that experience stigmatization, such as tobacco and alcohol, might increase their allocation of resources toward CSR advertising to mitigate the negative perception associated with their products and gain a competitive advantage. Nevertheless, the research findings indicated that this particular strategy actually cultivated a sense of doubt among consumers and emphasized the mismatch between the negative perception of a company and its efforts to engage in socially responsible activities. This issue perpetuates the ineffectiveness of CSR advertising. Kim and Lee (2012) analyzed CSR efforts specifically in the fast food and alcohol sectors. The results of their study indicate that prior negative impressions about a corporation can have an impact on the perception of CSR activities. According to Austin and Gaither (2017), a stigmatized industry may face distinct challenges when they strive to participate in CSR activities.

The concern stems from the possibility that marketing promoting CSR by companies facing organizational stigma may unintentionally lead customers to question the company's underlying self-interest and profit-driven motives. In this context, CSR efforts by stigmatized companies can generate adverse opinions among customers, which may restrict the efficacy of these efforts in augmenting their public reputation. Building upon the preceding discussion, this study presents the following hypothesis.

H1: CSR ads by companies in a stigmatized industry will generate less favorable attitude toward the company than CSR ads by companies in a non-stigmatized industry.

Consumers participate in the assessment of advertising with respect to societal norms and values through the judgment of the rationality, truthfulness, and honesty of the persuasion strategies deployed by advertisers. The judgments in question are well known as customers' beliefs of the appropriateness of persuasion strategies, as delineated by Friestad and Wright (1994). Consumers assess persuasion tactics in marketing by considering the moral and normative acceptability or unfairness of ads, owing to their varied range of attitudes toward marketing strategies (Campbell 1995). The viewers' interpretation of an ad can be influenced by their unique personal backgrounds, leading to varying understandings of a persuasion message that may deviate from its original intent (Puntoni, Schroeder, and Ritson 2010).

PKM emphasizes that varied interpretations of persuasion messages arise due to variances in understanding, which are impacted by factors such as age and experience. The assessment made by consumers regarding the appropriateness of advertising methods can provide both positive and negative consequences for the effectiveness of an advertisement (Friestad and Wright 1994). When a consumer is subjected to an advertising tactic that deliberately delays the disclosure of a brand with the aim of capturing attention, the consumer may see the campaign as inappropriate and scrutinize the underlying manipulative intentions (Campbell 1995). Wei, Fischer, and Main (2008) argue that covert advertising is often

perceived as manipulative due to marketers' use of morally nonnormative practices by marketers. As a result, these individuals demonstrate a negative response toward certain marketing methods, considering them inappropriate.

The impact of consumer belief on the appropriateness of advertising tactics has substantial consequences for shaping attitudes toward organizations, especially in areas that are susceptible to societal stigmatization. The evaluation of suitability relies on customers' opinions regarding the moral and normative appropriateness of persuasion tactics (Friestad and Wright 1994). Stigmatized industries produce worries within society, hence presenting ethical and moral quandaries. The increase in the occurrence of this phenomenon can perhaps be ascribed to discrepancies in CSR activities among companies working within a stigmatized industry.

The disparity between CSR's professed moral responsibility and the unfavorable view of the company as ethically compromised may prompt consumers to critically evaluate the appropriateness of persuasion strategies employed in CSR ads. There is a possibility that consumers may possess doubts concerning the manipulative motives of advertising (Campbell 1995), which prompts them to actively watch, investigate, and rationally evaluate persuasion tactics (Oh, Bae, and Kim 2017).

The evaluation of advertising efficacy may be impacted by individuals' perceptions concerning the appropriateness of persuasion methods (Campbell 1995; Wei, Fischer, and Main 2008; Castonguay and Messina 2022). These assessments, in turn, are expected to serve as an intermediary factor in influencing consumers' perceptions of the companies. Utilization of incorrect or manipulative methods by advertisers might result in negative opinions among consumers toward the company. The trust of customers in

advertisers can be greatly influenced by their impression of the employment of unsuitable persuasion tactics, leading to negative views toward the advertiser (Campbell 1995). Assessment of the appropriateness of persuasion strategies can significantly impact consumer attitudes (Lutz 1985; MacKenzie and Lutz 1989). Wei, Fischer, and Main (2008) propose that consumers may develop negative perceptions of a corporation when they perceive the manipulative persuasion strategies employed by the company as inappropriate. However, when consumers see these approaches as fair and reasonable, their negative evaluations of the organization may be mitigated. On the basis of the above discourse, this study presents the following hypothesis.

H2: Perceived appropriateness will mediate the effects of CSR advertiser type (stigmatized vs. non-stigmatized industry) on attitude toward the company.

Several investigations have been conducted to examine the impact of congruence between a company's core offerings and advertising themes related to CSR on the efficacy of CSR efforts. The aforementioned studies argue that the alignment between CSR advertising and a company's primary products plays a substantial role in determining the effectiveness of CSR activities (Pracejus and Olsen 2004; Rifon et al. 2004; Nan and Heo 2007).

Prior research suggests that under normal circumstances, a significant congruence between an industry and CSR is anticipated to yield positive customer evaluations of CSR. On the other hand, a deficient alignment is prone to lead to

poor impressions of CSR because of probable mistrust toward the company's CSR efforts (Gupta and Pirsch 2006). Conversely, it is also plausible for the inverse to transpire. In sectors that face social disapproval, a close congruence between a company and its CSR efforts might lead to negative judgments. The interpretation of a company's engagement in CSR activities can be seen as indicative of its weaknesses or deficiencies. Therefore, it may be argued that there is a possible correlation between high levels of CSR and an escalation in consumer skepticism (Kim and Lee 2012; Austin and Gaither 2017; Austin and Gaither 2019; Lee and Cho 2022).

When analyzing the promotion of CSR by companies operating in stigmatized industries, a greater level of inconsistency between the theme of the CSR advertisement and the products or services offered by the company can result in more favorable results for the company. This phenomenon can be attributed to the incongruity between the subject matter of CSR advertisements and the core offerings of the company, which can mitigate consumer doubt and improve attitudinal results (Austin and Gaither 2017; Austin and Gaither 2019). Consumers demonstrate a persistent level of wariness toward CSR ads that come from companies operating inside industries that are stigmatized. This wariness persists even when these advertisements emphasize their humanitarian intentions toward the public.

Consumers are more inclined to see a company's CSR activities as driven by a genuine commitment to public service when there is a low alignment between the company's CSR activities and its core business, whereas a high fit is more likely to lead to the sense that the company's motives primarily serve its own interests. Lee and Cho (2022) claim that the adoption of CSR activities by companies operating in stigmatized

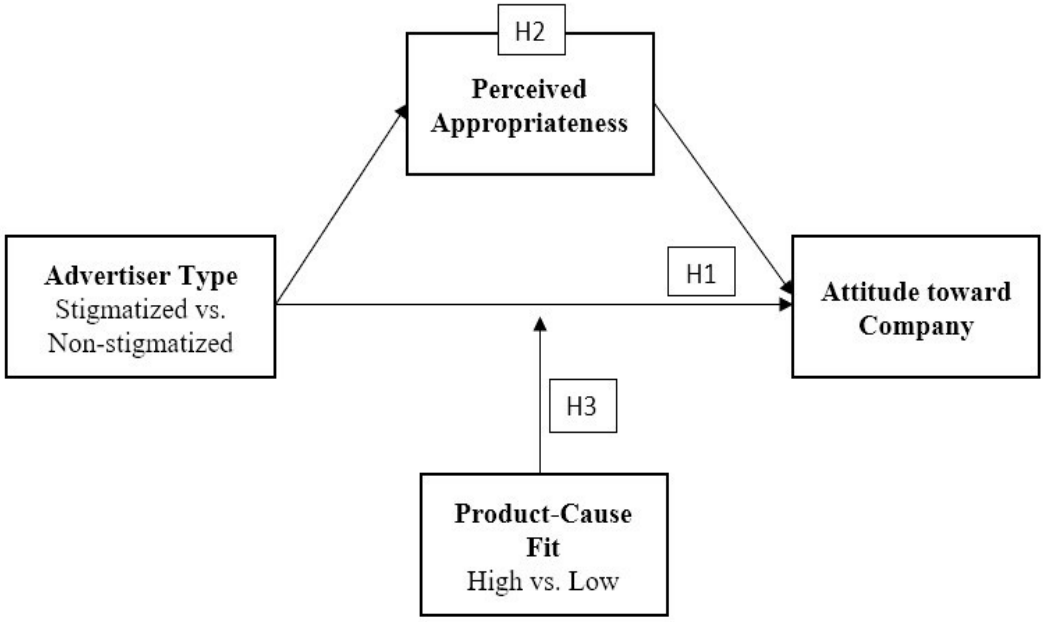
industries, which closely correspond with their core business activities, can result in heightened consumer suspicion or skepticism toward these CSR campaigns. In contrast, Kim and Lee (2012) propose that CSR efforts that exhibit a lesser degree of congruence with a company's fundamental business activities may generate a more positive reaction from consumers in terms of their attitudes and endorsement of these companies.

Taken together, the evidence suggests that the correlation between the product and the cause could have a substantial influence on consumer perceptions and attitudes toward corporate social responsibility marketing, as well as toward the company as a whole. Within the framework of an industry that is susceptible to stigmatization, the h higher fit between a company and CSR topics could result in the formation of unfavorable perceptions. On the contrary, a diminished level of fit might lead to the development of positive perceptions toward the organization. Therefore, the aforementioned hypothesis can be inferred.

H3: The effects of CSR advertiser type on attitude toward the company will be moderated by the level of product-cause fit. In other words, for the stigmatized company, the low-fit CSR ad will generate more positive attitude than the high-fit CSR ad; however, the high-fit CSR ad will generate more positive attitude than the low-fit CSR ad for the non-stigmatized company.

Figure 1 presents the research model tested in the current study.

Figure 1. Research Model



CHAPTER 7
METHODS

An investigation was conducted to assess the influence of advertiser type (stigmatized industry versus non-stigmatized industry) and product-cause fit (high versus low) on consumer attitude toward the company. The experiment employed a 2 × 2 full factorial design with advertiser type (stigmatized versus non-stigmatized industry) and the level of product-cause fit (high versus low). The development of the experimental stimuli involved the conduction of three pilot tests. The first two pilot tests were undertaken with the aim of identifying suitable industries that exhibit stigmatized and non-stigmatized industry to manipulate advertiser types. Following this, a third pilot test was conducted to regulate the product-cause fit.

Pilot Test 1: Stigmatized and Non-Stigmatized Industry Selection

To determine the industries that are susceptible to social stigma and those that are not, 60 participants were recruited from the Amazon Mechanical Turk platform. The average age of the participants in the pilot study was 42.28 years, with a standard deviation of 8.3. The study sample consisted of a somewhat greater percentage of females (58.7%), with most participants self-identifying as non-Hispanic White Americans (72.1%). Subsequent demographic analysis revealed that a proportion of individuals self-identified as Hispanic or Latino (7.4%), followed by Asians/Asian Americans (5.3%), African Americans (2.1%), and individuals belonging to other racial or ethnic groups (13.1%).

To differentiate between industries that are stigmatized and those that are not, a thorough examination of the existing literature was undertaken. This review constructed a predefined set of 24 industrial groups. The concept of organizational stigma is rooted in empirical research, which has shown that it originates from detrimental and addictive effects linked to the products or services provided by the company. A list of 12 industrial categories has been compiled, which are considered prospective candidates for stigmatized industries. These categories include alcohol, tobacco, gambling, weapons, chemicals, petroleum, nuclear power plants, pornography, carbonated beverages, video games, coal mining, and fast- food businesses. The alcohol industry (Bird 2015), tobacco industry (Dhandhania and O'Higgins 2022), and gambling industry (Hancock, Schellinck, and Schrans 2008) have been subject to substantial criticism over a prolonged period owing to the addictive characteristics inherent in their respective commodities. The firearms industry has been subject to scrutiny because of its participation in the dissemination of weapons specifically designed for fatal purposes (Byrne 2007). In accordance with Givel's (2007) findings, many chemical compounds, such as oil (Gossen and Velichkina 2006), activities related to coal mining (Masood, Hudson-Edwards, and Farooqi 2020), and the operation of nuclear power plants (Whitfield et al. 2009), pose substantial hazards to both human health and the environment. Bloomgarden (2003) asserted that the consumption of soda and fast food items is widely acknowledged as a substantial contributor to the high rates of diabetes and obesity among the younger demographic.

To construct an exhaustive catalog of industries that do not experience stigmatization, the study used the Global Industry Classification Standard (GICS), a

framework developed by MSCI Inc. and Standard & Poor's Financial Services LLC. The index's reach spans multiple enterprises. However, for the sake of this study, the selection of potentially non-stigmatized industries was limited to those that are widely acknowledged by consumers and involve everyday purchasing behaviors. As stated by Viana (2023), the index encompasses various sectors associated with consumer products and services. These sectors include transportation, consumer discretionary, consumer durables, fashion, consumer services, retail, health care, pharmaceuticals, financial services, and communication services. Based on the Global Industry Classification Standard (GICS), a comprehensive analysis identified a total of twelve industries that were deemed viable and free from any negative social stigma. These industries are outlined in Table 1.

Table 1. Industry List for Pilot Test

Sector	Industry group	Industry	Sub-industry surveyed
Transportation	Airlines		Airlines
Consumer discretionary	Automobiles		Car
	Consumer durables & Apparel	Consumer electronics	Electronics
	Leisure products		Toy
	Textiles, Apparel & Luxury Goods	Apparel	Apparel
	Hotels, Restaurants & Leisure	Leisure Facilities	Movie

Consumer staples	Distribution & Retail Personal care products	Food Retail	Grocery stores Cosmetic
Health care equipment & Services	Health care equipment & Supplies	Health care supplies	Cancer center
Pharmaceuticals, Biotechnology & Life sciences	Pharmaceuticals		Pharmaceuticals
Financials	Banks		Banks
Communication Services	Wireless Telecommunication Services		Mobile

Note. From the list of all industries from the GICS, the study limited the focus to industries that provide consumer goods and services.

The participants were instructed to furnish their responses to a questionnaire that sought their perspectives on the presence of stigma toward each company. The survey employed an 11-item, 7-point Likert scale, as outlined in the studies conducted by Pozner (2008) and Devers et al. (2009). The assemblage of eleven constituents contains the assertion, “I feel [this industry] is bad,” “I believe [this industry] hurts my community,” “[This industry] contributes to my community(-),” “[This industry] has a negative image,” “I believe [this industry] only focuses on self-serving interests,” “I feel [this industry] is dangerous,” “I believe [this industry] profits from socially irresponsible business activities,” “I believe [this industry] could threaten social welfare,” “It will be difficult for [this industry] to develop a favorable image,” “It will be hard for

[this industry] to build a good reputation," and "I believe [this industry] is dangerous and harmful to our community." The study exhibited satisfactory interitem consistency, as evidenced by a Cronbach's α coefficient of .89. To create a comprehensive assessment, the responses from the eleven items were averaged.

A sample t-test was conducted to objectively determine the presence of stigmatization within the 24 industry groups. The average value of the anchor was calculated to be four, based on the assessment of stigma perception using a 7-point Likert scale. The results of the survey suggest that participants evaluated tobacco (M = 5.67 out of 7, *SD* = 1.37), guns (M = 4.47, *SD* = 1.84), and the pornography sector (M = 4.43, *SD* = 1.50) as subjects associated with stigma. In contrast, the perceptions of grocery stores (M = 1.83, *SD* = .80), cancer center (M = 1.90, *SD* = .90), and the toy industry (M = 2.11, *SD* = .99) were non-stigmatized. The test statistics are presented in Table 2.

Table 2. Pilot Test Results of One-Sample T-Test (Test Value = 4)

Industry	Mean	*SD*	Sig.	95% Confidence	
Apparel*	2.69	1.12	$p < .01$	-1.61	-.98
Car*	2.60	1.07	$p < .01$	-1.696	-1.10
Banking	4.08	1.52	$p = .71$	-.343	.50
Cosmetic*	2.97	1.24	$p < .01$	-1.36	-.68
Electronics*	2.31	.94	$p < .01$	-1.95	-1.41
Grocery*	1.83	.80	$p < .01$	-2.39	-1.94
Cancer	1.90	.89	$p < .01$	-2.34	-1.84
Mobile*	2.45	1.03	$p < .01$	-1.83	-1.25
Movie*	2.53	1.08	$p < .01$	-1.76	-1.16
Pharmaceutic	4.46	1.53	$p = .03$	.04	.89
Toys*	2.11	.98	$p < .01$	-2.16	-1.61

Airlines*	3.00	1.26	$p < .01$	-1.34	-.64
Alcohol	4.02	1.36	$p = .91$	-.33	.37
Casino	4.21	1.25	$p = .16$	-.08	.52
Chemical	4.24	1.36	$p = .16$	-.09	.58
Oil	4.12	1.51	$p = .50$	-.25	.51
Nuclear	3.85	1.46	$p = .43$	-.51	.22
Pornography	4.43	1.50	$p = .03$	.05	.80
Sodas	3.93	1.46	$p = .74$	-.42	.30
Tobacco*	5.67	1.36	$p < .01$	1.31	2.01
Games*	2.55	.95	$p < .01$	-1.68	-1.20
Guns*	4.47	1.83	$p = .04$	.01	.93
Coal Mining	4.36	1.56	$p = .08$	-.03	.75
Fast foods	4.10	1.36	$p = .54$	-.23	.44

Note. $* p < .05$, N = 60

Pilot Test 2: Pairing of Stigmatized and Non-Stigmatized Industries

The second pilot test was undertaken in light of the observations made during the previous pilot test. The objective of this study was to identify two industries that exhibited significant differences in terms of stigmatization, while also ensuring that they were easily distinguished as industries with varying degrees of stigma. This outcome was attained through the incorporation of both comparative variations in scores related to the sense of stigma and absolute classification of industries.

A group of 80 participants was recruited from the Amazon Mechanical Turk system. The average age of the individuals involved in the pilot test was 44.38 years, with a standard deviation of 11.23 years. The study sample consisted of a somewhat larger percentage of females (61.3%), with most participants self-identifying as non-Hispanic White Americans (67.2%). Subsequently, a group of individuals self-identified as

Hispanic or Latino (15.3%), followed by Asians/Asian Americans (7.7%), African Americans (6.9%), and those from other racial or cultural backgrounds (2.9%).

The experiment comprised the six industries selected in Pilot Test 1. A total of nine pairs were generated from the aforementioned industries. The participants were then allocated at random to three of the nine pairs. The pairs consisted of tobacco and grocery stores, tobacco and toy stores, tobacco and cancer centers, guns and grocery stores, guns and toy stores, guns and cancer centers, pornography and grocery stores, pornography and toy stores, and pornography and cancer centers. The participants were given instructions to provide their responses to the same set of questions regarding stigma perception as those used in the initial pilot test. The rationale for re-administering this test was to deepen the examination of both stigmatized and non-stigmatized industries, with the aim of attaining a holistic comprehension.

A series of paired t-tests were conducted, indicating statistically significant mean differences between tobacco shops and grocery stores (M = 3.82, *SD* = 1.78, $p < .05$), tobacco shops and cancer centers (M = 3.72, *SD* = 1.71, $p < .05$), and tobacco shops and toy industries (M = 3.55, *SD* = 1.80, $p < .05$). Similarly, the results revealed a statistically significant mean difference of 2.79 (*SD* = 1.80, $p < .05$) when comparing the pornography and grocery store sectors. Furthermore, a mean difference of 2.62 (*SD* = 1.76, $p < .05$) was observed between the pornography and cancer center industries, and a mean difference of 2.53 (*SD* = 1.80, $p < .05$) was found between the pornography and cancer center industries. In the context of the firearms industry, the mean score differences were observed to

be 2.47 (SD = 2.07, p < .05) in comparison with the grocery retail sector, 2.40 (SD = 2.17, p < .05) in comparison with the cancer center industry, and 2.20 (SD = 1.99, p < .05) in comparison with the toy industry.

The results of the second pilot study validated the conclusions of the previous pilot study. The tobacco sector is predominantly distinguished by a substantial degree of social stigma. The decision to choose the tobacco business as the stigmatized industry for the primary trials was informed by the results obtained from the preliminary pilot study. The findings of this study indicate that the tobacco industry demonstrated a notably elevated level of stigma perception, as shown by a statistically significant divergence from the neutral midpoint value of four. Moreover, the tobacco industry exhibited a significant discrepancy in stigma perception scores, compared with the three industrial categories that are not stigmatized.

The greatest discrepancy in perception was found between industrial pairs that exhibited stigmatization and those that did not. The observed disparity was most notable when examining tobacco and grocery stores, whereas tobacco and cancer centers exhibited the second highest degree of variation. The decision to exclude grocery stores from this study was based on the argument that tobacco products and grocery items fulfill separate objectives and are consumed at significantly different frequency. Tobacco products are consumed by a very small proportion of individuals according to personal desire, but meals are widely recognized as a fundamental necessity for daily survival. Therefore, generating a comprehensive and equitable comparison in terms of product use and engagement may present inherent difficulties. The results obtained from the pilot test indicated a significant discrepancy in the use of the product between

tobacco and grocery stores ($t = -3.54$, $p < .05$). Additionally, there was a considerable variation in product involvement, with the highest average difference seen among couples in the sample ($t = -10.38$, $p < .05$). Therefore, the current study selected a cancer center, an institution of significant societal value that is not commonly encountered in everyday life. Cancer centers demonstrated the most significant on in average values compared with other industries.

Pilot Test 3: Manipulation Check for Product-Cause Fit

The last pilot study was conducted to evaluate the modulation of product-cause fit, specifically examining the impacts of high fit versus low fit. The pilot study comprised a sample of 80 individuals chosen from the research subject pool managed by the School of Journalism and Mass Communication at the University of Minnesota. The individuals in this study voluntarily participated and were offered supplementary academic credit as a motivation for their participation. The study sample comprised 80 participants who were randomly assigned to one of four experimental groups: a high-fit ad produced by a tobacco company, a low-fit ad produced by a tobacco company, a high-fit ad produced by a cancer center, and a low-fit ad produced by a cancer center.

The study participants had a mean age of 20.79 years, accompanied by a standard deviation of 2.11. Furthermore, it is noteworthy that the sample population exhibited a greater representation of female respondents, comprising 67.2% of the overall participants. The predominant demographic group among the participants comprised persons who self-identified as non-Hispanic White Americans, representing 61.4% of the total sample. Asians and Asian Americans

comprised the second largest demographics group, accounting for 25.8% of the total participants. The sample consisted of 3.5% Hispanic or Latino individuals, whereas African Americans comprised 2.1% of the sample. The remaining 7.2% of participants were classified under the category labeled as "other."

The assessment of product-cause fit was performed using an 8-item, 7-point Likert scale, following the methodology proposed by Lafferty, Goldsmith, and Hult (2004). The items included: "the product being advertised in the ad and the cause the advertiser supports was 'congruent/ incongruent,' 'compatible/ incompatible,' 'meaningless/ meaningful,' (reverse-coded) 'complementary/ not complementary,' 'logical/ illogical,' 'desirable/ undesirable,' 'good match/ not so good match,' and "the donation was appropriate / not appropriate." The items included in the study encompassed several dimensions. The study determined that the dependability coefficient, as assessed using Cronbach's alpha, yielded a value of .94.

The manipulation test was conducted using a one-way analysis of variance (ANOVA) technique. The results revealed a statistically significant difference among the four scenarios ($F(3, 76) = 3.37$, $p < .05$). The advertising produced by the high-fit tobacco company earned a mean score of 5.23, accompanied by a standard deviation of 1.29. In contrast, the advertising produced by the low-fit tobacco company received an average rating of 4.12, accompanied by a standard deviation of 1.55. The mean scores and standard deviations of the high-fit cancer center ad ($M = 5.19$, $SD = 1.09$) and low-fit cancer center ad ($M = 4.50$, $SD = 1.30$) are presented in Table 3. Therefore, the determination of the successful adjustment of the degree of fit was achieved. The level of perceived product-cause fit was found to be high when a tobacco company

collaborated with the Lung Cancer Foundation and a cancer center collaborated with Doctors Without Borders. The level of perceived fit between the Homeless Families Foundation and either a tobacco corporation or a cancer center was determined to be low.

Table 3. One-Way ANOVA Results for Product-Cause Fit Manipulation

DV	Condition	M(*SD*)	Statistics
Product-Cause Fit	Tobacco		F (3, 76) = 3.37, $p < .05$ partial eta^2 = .13
	High fit	5.23(1.29)	
	Low fit	4.12(1.55)	
	Cancer center		
	High fit	5.19(1.09)	
	Low fit	4.50(1.30)	

Note. N = 80.

Experimental Stimuli

The experimental stimulus comprised artificially created print advertisements. The ads incorporated visual depictions, written material, and the brand's name and logo, mirroring the traditional structure of a newspaper advertisement. To address any biases arising from preexisting impressions or attitudes toward a particular brand, the current study used a fictitious brand name, specifically Edeka.

According to del Mar García-De los Salmones and Perez (2018), a CSR advertisement refers to a promotional message that communicates to potential consumers the socially responsible and ethical actions of the advertiser. The current experimental study used CSR advertising titled "Edeka's Social Responsibility," which centered on making contributions to social relief organizations through donations. Furthermore, the product conspicuously exhibited both the company

emblem and the emblem of the collaborating social organization. Each advertisement promoting corporate social responsibility revealed a partnership with a well-established nonprofit social group, such as the Lung Cancer Foundation for the tobacco industry and Doctors Without Borders for the cancer center.

The material for a tobacco company's corporate social responsibility campaign showcases a visual depiction of a healthcare practitioner analyzing an X-ray scan of a lung. This image is complemented by a corporate social responsibility statement that highlights the notion of "MORE THAN HEALING. We're helping the world breathe better and improving the lives of people with lung cancer. It is our approach to corporate social responsibility and contributing to the society. EDEKA is proud to sponsor the Lung Cancer Foundation with Lung Diagnostic Assessment Programs. EDEKA Tobacco." The topic under consideration is "EDEKA Tobacco."

The stimulus for a cancer center's CSR campaign showcases an illustrative portrayal of a medical volunteer delivering healthcare services to a patient in Africa. This depiction is supported by CSR slogans that emphasize the overarching notion of "MORE THAN HEALING. Every day at Edeka, we're finding options that not only provide medical aid, but also get people back to what's important to them where it is needed most. EDEKA is proud to sponsor the Doctors Without Borders. EDEKA Cancer Center." The topic under consideration pertains to the EDEKA Cancer Center.

Advertiser Type Manipulation. As stated before, two pilot studies were conducted to determine suitable sectors for the modification of ad categories. The preliminary pilot study encompassed a diverse range of organizations and employed statistical methodologies to differentiate between industries characterized by a harmful

organizational reputation and those characterized by a favorable reputation. The study in question identified many industries, namely tobacco, firearms, and pornography, as being subject to stigmatization. On the other hand, grocery shops, cancer clinics, and toy businesses were lacking in stigma. The aforementioned findings were discussed thoughtfully.

In the subsequent pilot test, pairings were established among the three industries that were ranked highest in terms of perceived organizational stigma during the initial pilot phase. The aim of this study was to find pairings of industries that displayed the greatest gap in terms of organizational stigma. The second pilot study culminated in the formation of a collaborative alliance between a cancer center and the tobacco industry, thereby highlighting the significant degree of organizational stigma typically associated with the tobacco industry.

Product-Cause Fit Manipulation. The adaptation of the product-cause fit in this study was derived from the theoretical framework of brand-cause fit. Edmondson and Lafferty (2007) define brand-cause fit in the context of CSR advertising as the degree to which consumers see a resemblance or congruence between the brand and the cause. Hence, the notion of product-cause fit refers to how customers perceive the congruence between the intrinsic characteristics of a product and the cause that an advertiser has chosen to endorse in their CSR advertising campaign.

Within the framework of a tobacco company, the chosen experimental design involved securing sponsorship from the Lung Cancer Foundation, contingent upon a strong alignment between the product and the cause. The rationale behind this

decision was based on the well-documented correlation between smoking and the development of lung cancer. The decision to choose Doctors without Borders as a sponsor for a cancer center was made because of a significant congruence between the organization and the core offering of the advertiser which is medical services.

This experimental study selected a homeless helper organization as its subject to examine the condition of low product-cause fit. Sponsoring the Homeless Families Foundation would yield a constrained alignment between the product and purpose for both a tobacco corporation and a cancer center. The absence of common attributes between the core offerings of these corporations and the societal issues linked to homelessness might be ascribed to this phenomenon.

Absence of congruence between the product and its intended function. CSR ads displayed a unified graphic and textual format, showcasing the diverse housing aid programs designed to tackle the issue of homelessness. CSR advertising prominently showcases the visual representation of the EDEKA brand, accompanied by imagery that portrays intergenerational connection. The depiction involves both young and older people extending their hands to grab a miniature house. The ad copy read, “Safe, affordable housing is a basic foundation for family stability. We provide shelters and housing assistance to help homeless families. EDEKA is proud to sponsor the Homeless Families Foundation.” All stimuli ads are presented in Appendix A.

Measurements

Attitude toward the company employed a series of six-item, seven-point semantic difference scales to evaluate the respondents’ views of the company. The measures employed in this study encompassed various dimensions, including

"unappealing/appealing," "bad/good," "unpleasant/pleasant," "unfavorable/favorable," "unlikable/likable," and "not so good to buy/good to buy." (Spears and Singh 2004). The data gathered in this study exhibited a high level of reliability in terms of measurement, as indicated by a Cronbach's α coefficient of .98.

Perceived appropriateness The evaluation of perceived appropriateness was carried out using four 7-point Likert scales. The measurement items used in this study were derived from prior research conducted by Wei, Fischer, and Main (2008) and Lorenzon and Russell (2012). These studies specifically evaluated the appropriateness of ad material. The comments regarding the extent of the brand's participation in this specific CSR initiative indicate that the respondent finds it satisfactory. The scale's statements included: "It seems acceptable to me that the brand is engaged in this type of CSR campaign," "It seems appropriate to me that the brand is engaged in this type of CSR campaign," "The way this ad tries to persuade people seems acceptable to me," and "This ad was fair in what was said and shown." The study determined the reliability coefficient, assessed by Cronbach's alpha, to be 0.87.

Covariates Two variables were identified as potential confounding factors. Previous research has shown that consumers' attitudinal responses to ads are affected by their level of product familiarity, which encompasses their prior experience and knowledge of the product category (Alba and Hutchinson 1987). Another covariate utilized in the analysis was cause involvement. The study conducted by Maheswaran and Meyers-Levy (1990) demonstrates that participants'

preexisting dispositions toward CSR have the potential to influence their opinions toward CSR. As a result, the assessment of product familiarity and cause involvement was performed.

Product familiarity was carried out using a series of four 7-point Likert scales. The measure used in this study was drawn from the seminal works of Johnson and Russo (1984) and Coupey, Payne, and Irwin (1998). Participants were asked to indicate their level of familiarity with the product by responding to the phrase, "I am very familiar/ not familiar with that product," "I have extensive experience/ no prior experience with that product," "I'm extremely knowledgeable/ not knowledgeable about that product," and "I am always aware of/ not aware of that product." (Cronbach's $\alpha = .90$).

Cause involvement was conducted using a 5-item, 7-point Likert scale, derived from the measure of problem engagement created by Maheswaran and Meyers-Levy (1990). These questions were asked differently for tobacco and cancer center conditions: "The Lung Cancer Foundation and lung cancer-related issues are 'important/ unimportant to me,' 'of concern/ of no concern to me,' 'relevant/ irrelevant to me,' 'mean a lot/ mean nothing to me,' and 'matter/ don't matter to me.'" Also, "The Doctors without Borders and medical care-related issues are 'important/ unimportant to me,' 'of concern/ of no concern to me,' 'relevant/ irrelevant to me,' 'mean a lot/ mean nothing to me,' and 'matter/ don't matter to me'" were included. The interitem reliability exhibited acceptable levels, as seen by Cronbach's α coefficients of .87 and .91, respectively.

The questionnaires used for both the pilot testing and the main experiment are presented in Appendix B through Appendix E.

Main Experiment

As mentioned earlier, the main experiment employed a 2 × 2 full factorial design with advertiser type (stigmatized versus non-stigmatized industry) and product-cause fit (low versus high) as manipulated independent variables. The dependent variable was consumer attitude toward the company. A group of 88 adult persons who are currently living in the United States were recruited as subjects for this study using Amazon Mechanical Turk. They were offered a minimal monetary incentive as recompense for their participation.

Upon obtaining the participants' consent, they were subsequently exposed to the stimulus that aligned with their assigned condition, which had been determined using random allocation. After viewing the ad stimulus, the participants were instructed to provide their responses to questionnaires addressing their perception of the persuasion strategies used, which acted as the mediating variable. Furthermore, the participants' attitudes toward the corporation were evaluated as the dependent variable, while characteristics such as cause involvement, product familiarity, and demographics were considered as potential confounding factors. Following the conclusion of the online questionnaire, the participants were subsequently offered a debriefing session, during which they once again conveyed their appreciation for their participation.

CHAPTER 8

DATA ANALYSIS RESULTS

Sample Characteristics

Of the entire sample of 88 participants, a significant majority of 71.6% (N = 63) indicated their self-identification as White/Caucasian. The demographic composition of the participants included an African American group, which accounted for 12.5% (N = 11), and a Hispanic group, which accounted for 8% (N = 7). Participants in the study were categorized into different ethnic groups. The Asian group comprised 3.4% (N = 3) of the total participants. Following this, 1.1% (N = 1) of the participants identified as Native American, whereas another 1.1% identified as Pacific Islander. Additionally, 2.3% (N = 2) of the participants described themselves as belonging to a "Other" category.

The study sample consisted of individuals aged 23-70 years, with a mean age of 38.94 years and a standard deviation of 11.74 years. Females constituted most participants, including 50 people and representing 56.8% of the sample. A significant proportion of the participants, precisely 60.2%, exhibited an educational background that encompassed a minimum of partial college attendance. Table 4 outlines the features of the sample demographics.

Table 4. Demographic Characteristics of the Sample

Variable	M	*SD*
Age	38.94 min = 23, max = 70	11.74
	N	%
Gender		
Female	50	56.8
Male	38	43.2

Total	88	
Race		
White/Caucasian	63	71.6
African American	11	12.5
Hispanic	7	8
Asian	3	3.4
Native American	1	1.1
Pacific Islander	1	1.1
Other	2	2.3
Total	88	
Education Level		
Less than High School	1	1.1
High School Graduate	8	9.1
College but No Degree	26	29.5
2-year College Graduate	11	12.5
4-year College Graduate	32	36.4
Master's Degree	9	10.2
Doctoral Degree	1	1.1
Total	88	

Note. N = 88.

Manipulation Check Results

Statistical analysis was conducted using an independent t-test to evaluate the effectiveness of advertisement manipulation while using stigmatized and non-stigmatized content. As expected, the participants perceived the tobacco industry as having an organizational stigma (M = 5.17, *SD* = 1.01), whereas the cancer center condition did not elicit the same perception (M = 2.11, *SD* = .49). Thus, the advertiser type manipulation was deemed to be successful (t = -18.11, $p < .05$).

An independent t-test was conducted to assess the effectiveness of adjusting the product-cause fit by comparing the high fit condition with the low fit condition. After performing an analysis of the sample obtained from the initial experiment, it was shown that the high product-cause fit condition yielded a significantly more favorable perception of fit (M = 5.69, *SD* = 1.82) compared with the low fit condition (M = 3.70, *SD* = 1.52). As a result, the attainment of a favorable alignment between the product and its underlying cause was demonstrated by a t-value of -2.76, which was found to be statistically significant. This finding implies that the associated p-value is below the conventional threshold of 0.05.

Randomization Check Results

The distribution of participants across each experimental condition was as follows. A total of 88 participants were divided into four groups for the study. Each group consisted of 22 participants and was assigned to one of the following conditions: high-fit × stigmatized industry's CSR ad condition, high-fit × non-stigmatized industry's CSR ad condition, low-fit × stigmatized industry's CSR ad condition, and low-fit × non-stigmatized industry's CSR ad condition. The researcher performed a series of one-way analysis of variance (ANOVA) and chi-square tests to confirm the random allocation of participants across the four experimental conditions. The conducted experiments scrutinized potential confounding variables and demographic information. The factors that were considered in this study encompassed product familiarity and cause involvement.

This study examined demographic parameters such as age, gender, race, and education. To mitigate the risk of encountering cell counts below five, the variables of

race and educational levels were recategorized into a more limited set of categories before conducting chi-square tests. Race classifications were condensed into two discrete categories: white and non-white. The categorization of educational levels underwent a process of reclassification, leading to their subdivision into three different groups: high school, college, and post-college.

No statistically significant variations were found in any of the demographic characteristics among the four experimental conditions. Hence, it was concluded that the randomization technique was effective. Because of the absence of significant differences in cause involvement among the four circumstances, the inclusion of cause involvement as a covariate was judged superfluous. However, it is crucial to consider the potential confounding factor of product familiarity, given the observed significant differences among the groups ($F(3, 84) = 16.72$, $p < .05$). This variable was employed as a covariate in all hypothesis testing. The outcomes of the randomization verification are presented in Table 5.

Table 5. Randomization Check Results of Covariates and Demographic Variables Using ANOVAs and Chi-square Tests

Variables	df	F/ Chi-square	*Sig,*
Product familiarity	3, 84	16.72	$p < .05$
Cause involvement	3, 84	1.49	$p = .23$
Age	3, 84	.65	$p = .59$
Gender*	3	1.67	$p = .64$
Race*	3	4.19	$p = .24$
Education*	6	7.53	$p = .27$

Note. *Chi-square test performed. N = 88.

Hypothesis 1 Testing: Advertiser Type Effect on Attitude toward the Company

Hypothesis 1 suggests that there is a significant difference in consumer attitude toward the advertised company when comparing industries that are stigmatized against those that are not. The hypothesis posited that an ad promoting CSR from an industry that has an organizational stigma would have a lesser impact in cultivating a positive attitude toward the corporation compared with a CSR campaign from an industry without such stigma.

The statistical technique known as analysis of covariance (ANCOVA) produced a significant result, showing that the type of ad had a substantial effect on individuals' opinions toward the company. The covariate, namely product familiarity, did not have any statistically significant effect. Based on the results depicted in Table 6, it can be observed that individuals who were exposed to CSR ads originating from advertisers associated with stigmatized industries exhibited a significantly diminished attitude toward the promoted company compared with those who were exposed to CSR ads from non-stigmatized industries. The statistical significance of this finding was determined to be at a confidence level of 95%. The findings of the study revealed that the participants displayed a more negative attitude toward advertising that contained stigmatized elements than advertising that did not contain any stigmatized elements. The statistical significance of this discovery is evident, as indicated by $F(1, 85) = 16.64$, $p < .05$. Therefore, H1 has been supported.

Table 6. ANCOVA Results for Advertiser Type Effect on Attitude toward the Company

DV	Condition	M(*SD*)	Statistics
Attitude toward the company	Stigmatized	4.45(1.75)	F (1, 85) = 16.64, $p < .05$ Partial eta^2 = .16
	Non-stigmatized	5.72(1.12)	
	All	5.09(1.60)	
	Product familiarity		F (1, 85) = 1.01, $p = .32$ Partial eta^2 = .01

Note. N = 88.

Hypothesis 2 Testing: Perceived Appropriateness as a Mediator

This study examines Hypothesis 2, which posits that the perceived appropriateness variable functions as a mediator in the association between the independent and dependent variables. To investigate the potential mediating effect of the persuasion knowledge subdimension, namely perceived appropriateness, a mediation analysis was performed using Model 4 of the PROCESS macro in SPSS (Hayes 2022). The macro performs a series of regression studies to assess the direct and indirect mediation effects inside the mediation model. The independent variable, namely the type of advertiser was encoded as a binary variable with two categories: 0 denoting non-stigmatized industry and 1 denoting stigmatized industry. The study used perceived appropriateness as a mediator variable, whereas product familiarity was included as a covariate. The measured variable in this study was the participants' attitude toward the company advertised. Table 7 displays the results of the regression analysis.

Table 7. Mediation Analysis Result

	Consequent					
	Perceived appropriateness			Attitude toward the company		
Antecedent	b	SE	*Sig.*	b	SE	*Sig.*
Advertiser type	-1.42*	.29	$p < .05$	-.57	.33	$p = .09$
Perceived appropriateness				.62*	.11	$p < .05$
Product familiarity	-.09	.08	$p = .27$	.16	.08	$p = .08$
Constant	6.71*	.33	$p < .05$	1.75*	.84	$p < .05$
R^2	.29 F(2, 85) = 17.09*			.40 F(3, 84) = 13.75*		

Note. N = 88, Bootstrap = 10,000, * $p < .05$

The total effect was calculated as the sum of the direct and indirect effects from the resulting models.

Model Equations:

Perceived appropriateness = 6.71 – 1.42(Advertiser type) - .09(Product familiarity) Attitude toward the company = 1.75 - .57(Advertiser type) + .62(perceived appropriateness) + .16(Product familiarity)

The results of the study did not provide sufficient evidence to support a statistically significant relationship between the type of advertiser and the attitude toward the company (b = -.57, $p = .09$). Nevertheless, it is worth noting that there was a noteworthy indirect effect, which was statistically significant. This effect was observed through perceived appropriateness, specifically in relation to attitude toward the company. The

estimated coefficient for this indirect effect was.53, with a bootstrapped standard error of .14. Furthermore, the 95% bias-corrected and accelerated bootstrap confidence interval for this coefficient ranged from.83 to.28.

The statistical research demonstrates a noteworthy indirect impact of the advertiser's type on consumer opinion. The observed effect was determined to be statistically significant through the use of a two-tailed test at a significance level of 95%. Furthermore, it was established that the mediator variable, namely perceived appropriateness, serves as a mediator in the association between the independent variable (advertiser type) and the dependent variable (customer attitude). In essence, there is a direct correlation between the perceived appropriateness level and the consumer's attitude toward the advertiser. Conversely, in cases where the advertiser is stigmatized, consumers are more inclined to perceive the CSR ad as unsuitable. The observed association was statistically significant, as evidenced by a coefficient of -1.42 and a p-value of 0.05.

The overall adequacy of the model was determined to be statistically significant ($R^2 = .17$, $F(2, 85) = 8.57$, $p < .05$). The results of the study suggest that there is a negative relationship between perceived appropriateness and good attitude toward the organization ($b = .62$, $p < .05$). The findings suggest that there was no statistically significant impact of product familiarity on the outcome variable ($b = .16$, $p = .08$).

The results of the H2 test suggest that the perceived appropriateness of the CSR serves as a mediator in the relationship between consumer attitudes toward the advertised company. The statistical analysis revealed a substantial correlation

between the perception of appropriateness, serving as a mediator, and attitude toward the company. As a result, H2 was supported.

Hypothesis 3 Testing: Product-Cause Fit as a Moderator

Hypothesis 3 proposes that the impact of the type of advertiser on individuals' opinions toward the advertised company will be influenced by the level of fit between the product and the cause. The stated hypothesis was examined through the implementation of a two-way analysis of covariance (ANCOVA). The findings of the study indicate a significant statistical interaction between the kind of ad and the level of product-cause fit in relation to persons' views towards the company ($F(1, 83) = 5.04$, $p < .05$).

Within the realm of shaping consumer attitudes toward advertisers, a significant differential was identified between stigmatized and non-stigmatized industries. The study found that consumers who were exposed to CSR ad that had a higher fit between the promoted product and the cause showed the most positive attitudes. This was particularly true when the advertiser belonged to an industry that was not stigmatized. The average attitude score for this group was 5.92, with a standard deviation of 0.81. In contrast, the participants in this study exhibited the least positive views toward the advertiser of the high-fit CSR advertising when they saw a connection between the advertiser and organizational stigmatization. The average rating for this perception was 3.95, with a standard deviation of 1.63. Consumer attitudes toward CSR from non-stigmatized corporations consistently exhibited a positive outlook.

Nevertheless, attitudes exhibited a range of variations contingent on the level of product-cause fit. The effect of variations in CSR ads conducted by advertisers had a

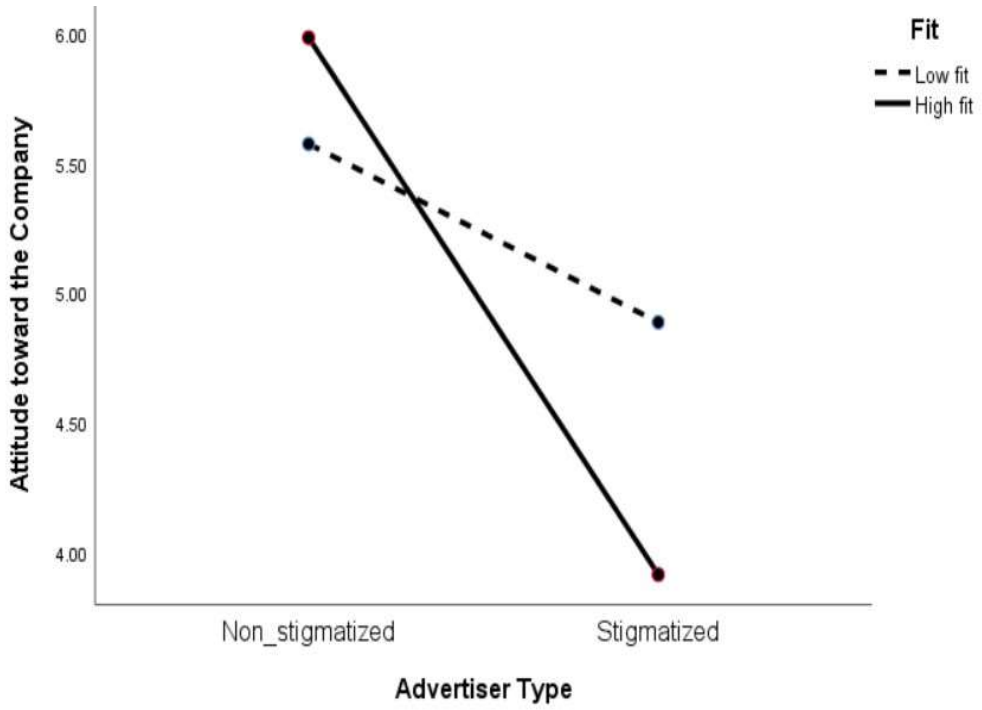
greater positive influence on stigmatized companies when the degree of fit was low, as opposed to when it was high. However, within the setting of high fit, the presence of stigma led to a notable decrease in attitudes. While consumer attitudes toward CSR ads from non-stigmatized companies were consistently positive, attitudes shifted in relation to the level of fit: the effect of advertiser differences in CSR ads was more positive for stigmatized companies when fit was low than when it was high. When fit was high, positive attitudes in the non-stigmatized company context were modest, while the stigma effect in the high fit context led to dramatically lower attitudes. Table 8 offers a detailed depiction of the statistical data, and Figure 2 visually illustrates the discovered interaction effect.

Table 8. Two-Way ANCOVA Results for the Effects of Advertiser Type and Product-Cause Fit on Attitude toward the Company

Variables	M(*SD*)	Statistics
Advertiser Type		
Stigmatized industry	4.45(1.65)	$F(1, 83) = 16.75$, $p < .05$
Non-stigmatized industry	5.72(1.32)	Partial $eta^2 = .17$
Product-Cause Fit		
High fit	4.93(1.61)	$F(1, 83) = .83$, $p = .37$
Low fit	5.24(1.58)	Partial $eta^2 = .01$
Advertiser Type × Product-Cause Fit		
Stigmatized × High fit	3.95(1.63)	
Stigmatized × Low fit	4.96(1.78)	$F(1, 83) = 5.04$, $p < .05$
Non-stigmatized × High fit	5.92(.81)	Partial $eta^2 = .06$
Non-stigmatized × Low fit	5.52(1.34)	
Product Familiarity		$F(1, 83) = .70$, $p = .40$ Partial $eta^2 = .01$

As depicted in Figure 2, while examining stigmatized companies, it was found that CSR ads featuring a lower fit between the product and the cause led to more positive attitudes than CSR ads with a higher level of product-cause fit. In contrast, non-stigmatized companies experienced more favorable attitude toward the company when there was a higher fit between the advertised product and the cause being supported, as opposed to ads with a low level of fit. Thus, H3 was supported.

Figure 2. Interaction Effect on Attitude toward the Company



CHAPTER 9
DISCUSSION

The aim of this study was to examine consumer perspectives on CSR advertising strategies employed by industries that are stigmatized because of their manufacture of commodities that are considered socially harmful. Consumers often hold unfavorable perceptions of industries that are socially stigmatized, mostly because of the inherent characteristics linked with the items they produce. The impact of CSR undertaken by the companies may have some limited impacts.

Therefore, this study comprises three key research objectives. The primary aim of this research is to investigate the differential degrees of effectiveness in CSR advertising across industries that face stigmatization compared with those that do not. Zaharia (2013) posits that the use of CSR advertising has the potential to exert a significant impact on customer attitudes toward a particular business, as it serves to cultivate the perception of social responsibility among consumers. Therefore, industries that encounter stigmatization might strive to reduce negative consumer perceptions by actively participating in CSR efforts. However, it is possible for consumers to view CSR as inconsistent with the fundamental attributes of the stigmatized business, leading them to consider it unnatural. According to Oh, Bae, and Kim (2017), as industries that are stigmatized in society increase their efforts in CSR, consumers may exhibit heightened levels of scrutiny toward the operations of these organizations. Consequently, individuals may perceive a diminished level of authenticity in relation to corporate social responsibility efforts pursued by stigmatized entities (Kim and Choi 2012). In this particular situation, it

is conceivable that the implementation of CSR activities by stigmatized companies may not yield the intended results that align with the company's efforts and goals. This empirical study aimed to assess the effectiveness of CSR activities implemented by stigmatized companies using an experimental research approach.

This research examines the underlying mechanisms that explain the diverse effects of corporate social responsibility marketing in industries that are subject to organizational stigma compared with those that are not. This study examines the mediating effect of perceived appropriateness of persuasion tactics in the interaction between advertisers and CSR ads, using the theoretical framework of the Persuasion Knowledge Model (PKM). The notion of perceived appropriateness refers to subjective evaluations made by persons regarding the ethical or normative acceptability of a particular approach to persuasion. Consumers hold certain perspectives regarding the appropriateness of persuasion strategies, allowing them to participate in logical consideration when assessing the validity of a particular persuasion effort. Consumers demonstrate a proclivity to react skeptically when they view a persuasion strategy as inappropriate, yet they may respond positively when they regard it as appropriate. In this method, individuals exhibit their endorsement or dismissal of a certain advertising. The current research proposes that the perceived suitability of activities can impact the effectiveness of CSR efforts in stigmatized industries.

This research examines the degree to which the congruence between the cause promoted in a CSR ad and the industry of the advertiser impacts the effectiveness of CSR advertising for stigmatized companies compared with non-stigmatized ones. Previous studies conducted by Pracejus and Olsen (2004) and Nan and Heo (2007) have

established a positive association between the alignment of a CSR cause with the core company and consumers' impression of CSR marketing. Consumers have a greater inclination to perceive CSR ads in a positive light when they believe that these ads effectively acknowledge and tackle issues pertinent to their respective industry. However, industries that face social disapproval might elicit doubt among consumers regarding a company's commitment to CSR efforts, especially when there is a significant association between the CSR cause and the company's core industry. Industries that are stigmatized may face increased levels of criticism and scrutiny from consumers when they undertake CSR programs that require substantial monitoring (Austin and Gaither 2019). Therefore, the main aim of this study is to assess the congruence between CSR programs and the core business to improve the effectiveness of CSR practices in stigmatized sectors.

To achieve the research objectives described earlier, this study conducted an experimental analysis to investigate the influence of consumers' persuasion competence on the effectiveness of CSR advertising. The primary objective of this study was to examine the effects of organizational characteristics related to stigmatization within companies and the impact of CSR advertising on individuals' awareness of persuasion tactics. Moreover, this study examined the possible impact of persuasion expertise on altering consumer perspectives. The following sections present a comprehensive analysis of the particular findings and implications related to each research topic.

Summary of Key Findings

H1: Effects of CSR advertiser type.

Hypothesis 1 proposed that the production of CSR ads by companies operating in industries with a negative social perception would result in fewer favorable opinions toward the company compared with CSR ads developed by corporations in industries without such negative perceptions. The study's results revealed that participants held a favorable impression of CSR ads originating from industries that do not have any stigmatizing associations. In addition, the participants conveyed positive assessments of organizations that actively participate in CSR programs. The discovery indicated above is consistent with previous studies (Brown and Dacin 1997; Forehand and Grier 2003) that proposed that CSR has a positive impact on the evaluation of companies and how they are perceived by the public. The results of this study indicate that when companies operating in industries without social stigma partake in CSR activities, consumers are more likely to perceive these efforts as motivated by altruism. As a result, consumers tend to form positive attitudes of the company.

In contrast, the perception of CSR activities implemented by companies operating in stigmatized industries was found to be less favorable compared with those in non-stigmatized industries. The participants maintained the perspective that stigmatized companies exert a negative influence on our society, evoking sentiments of repulsion, presenting potential dangers, and disturbing the existing social framework. Therefore, involvement in CSR presents a conundrum for these companies, given that their actions are motivated by self-serving interests. Furthermore, it is commonly considered that companies engaged in areas that carry stigma tend to prioritize their own interests over

all other considerations. The existence of this paradox produces a sense of ambiguity and skepticism among consumers. The effectiveness of persuasion can be negatively affected when consumers have doubts about a company's persuasion strategies (Szykman, Bloom, and Blazing 2004). Moreover, the presence of skepticism may cultivate a feeling of mistrust among consumers in relation to particular advertisements (Obermiller and Spangenberg 1998). In the final analysis, consumers may perceive the stigmatized industry as having employed deceitful strategies, resulting in a less favorable evaluation of the company.

This statement does not suggest that the implementation of CSR efforts by industries facing social stigma leads to negative perceptions of corporations. The justification for this claim is derived from the observation that the outcomes of this study offer a comparative evaluation of the effectiveness of CSR activities in industries that face social disapproval as opposed to those that do not, in relation to their influence on the attitudes of individuals toward the organization. The results of this study indicate that the level of CSR displayed by companies that are stigmatized is relatively less positive compared with industries that are not stigmatized. Therefore, it is essential to show prudence when assessing the CSR activities of industries that are subject to stigmatization.

H2: Mediating role of perceived appropriateness of persuasion tactics.

The second hypothesis hypothesized that the perceived appropriateness of CSR marketing would function as a mediating variable. The appraisal of the propriety of a CSR advertising originating from a stigmatized business will impact the consumer's opinion of the advertiser.

Based on the results obtained from the H1 test, the category of advertisers exerted a significant influence on consumer perceptions and attitudes toward the company being advertised. To provide further clarification, it can be asserted that the use of CSR ads by companies operating in industries that face stigmatization leads to a decrease in consumer attitudes when compared with CSR ads employed by companies operating in industries that do not face stigmatization. The results of the H1 test suggest that there is a partial association between unfavorable consumer perceptions and the perception of appropriateness.

According to the PKM, individuals can impede the intended impact of persuasion communication by engaging in the process of meaning change. This process entails the activation of individuals' persuasion knowledge, together with the assessment of appropriateness, which relates to the moral and normative acceptability of the persuasion strategies applied. Assessments of appropriateness can also impact the results of efforts to persuade (Friestad and Wright 1994). This suggests that the efficiency of persuasion attempts and individuals' views toward an organization might be influenced by customers' subjective judgment of appropriateness.

The results of this study indicate that the subdimension of perceived appropriateness, as part of the persuasion knowledge framework, has a significant impact on the mediation between advertising type and customers' attitude toward the advertised company. This implies that when industries confronted with organizational stigma and ethical dilemmas engage in CSR efforts, consumers tend to prioritize the assessment of the ethical nature, conformity to norms, and potential deceitfulness of the advertising tactics employed, rather than directing their attention toward the

fundamental motivations driving the company's advertising endeavors. This suggests that the negative sentiments consumers hold toward CSR advertisers who are affiliated with stigmatized businesses may not solely be due to the adverse perception of the corporation, but also to their persuasion tactics.

One key strategic attribute of CSR in stigmatized organizations is the congruence between CSR efforts and the company's core products or services. The alignment of the CSR approach is widely recognized as a strategic component of persuasion because of its significant influence on the appropriateness and efficacy of the tactic. According to the proposition put out by Friestad and Wright (1994), consumers engage in an evaluation process when assessing persuasion attempts, which involves considering the appropriateness of the persuasion attempt and their perception of the persuader's aim to persuade. Nevertheless, there exists a scarcity of scholarly investigations into the perception of appropriateness in persuasion endeavors, as shown by previous studies (Hibbert et al. 2007; Tutaj and Van Reijmersdal 2012). This underscores the importance of exploring the appropriateness of persuasion tactics, especially within businesses that are subject to stigmatization.

H3: Moderating role of product-cause fit.

Hypothesis 3 proposes that there is a negative correlation between the level of fit between CSR topics and stigmatized products and the extent of negative impacts caused by CSR ads from stigmatized industries on attitudinal results. The study revealed that in a context where there is no stigma associated with the industry,

individuals assessed the company's CSR campaign more positively when there was a significant congruence between the company's business domain and the topic of the CSR ad, as opposed to when the alignment was weak. On the other hand, within the context of a stigmatized industry, individuals exhibited a more favorable reaction toward a company's CSR advertising when there was a limited correlation between the company's business domain and the topic addressed in the CSR advertisement, as opposed to when the correlation was high.

The findings of this research support the assertions made in prior academic literature, indicating that a closer integration between a company's advertising objectives and its operational practices might result in more positive perceptions of industries that do not carry organizational stigma. Conversely, if the connection between a stigmatized industry and CSR campaigns is tenuous, it has a detrimental effect on the efficacy of persuasion endeavors (Ellen, Mohr, and Webb 2000; K. Becker-Olsen and Simmons 2002). In this hypothetical scenario, the present study examined a situation in which consumers already hold a negative opinion of a stigmatized industry's business practices. Next, the study explored the juxtaposition of CSR topic matter that is associated with that industry. There is a strong association between the two concepts; however, it is possible that the current negative attributes could be transferred to successive CSR topics (Collins and Loftus 1975).

Du and colleagues (2010) argued that a CSR with a low level of fit can be identified by the absence of a clear and coherent relationship between the CSR issues and the core activities of the advertising company. Consequently, consumers engage in cognitive elaboration, where they actively undertake comprehensive inquiry and

scrutiny of the topic being examined. The cognitive engagement of consumers leads to doubts regarding the company's principal focus being centered on self-interest. In contrast, Zhou and Ki (2018) argued that cognitive elaboration does not consistently lead to negative outcomes. When individuals are exposed to information regarding a CSR ad that deviates from the company's fundamental values and subsequently engage in cognitive processing to critically analyze and contemplate the message, they are inclined to perceive the CSR effort as genuinely altruistic.

The aforementioned viewpoint is based on the absence of an identifiable correlation between the allocation of resources toward CSR programs and visible benefits. As a result, these individuals tend to develop a more positive opinion of the corporation's reputation and reduce their skepticism about the company's intentions toward CSR. Within the framework of the stigmatized industry, the existing adverse perception of organizational stigma among consumers in our community can diminish the effectiveness of a company's persuasion endeavors. This is because it perpetuates and magnifies the unfavorable reputation connected with organizational stigma. The results of this study are presented in Table 9.

Table 9. Summary of Findings

Hypothesis	Result
CSR ads by companies in a stigmatized industry will generate less favorable attitude toward the company than CSR ads by companies in a non-stigmatized industry.	Supported
Perceived appropriateness will mediate the effects of CSR advertiser type (stigmatized vs. non-stigmatized industry) on attitude toward the company.	Supported

The effects of CSR advertiser type on attitude toward the company will be moderated by the level of product-cause fit. In other words, for the stigmatized company, the low-fit CSR ad will generate more positive attitude than the high-fit CSR ad; however, the high-fit CSR ad will generate more positive attitude than the low-fit CSR ad for the non-stigmatized company.	Supported

Theoretical Implications

This study aims to contribute to the existing body of research on CSR by investigating two main research questions: the effectiveness of CSR advertising in businesses that are subject to organizational stigma and the appropriateness of CSR advertising considering the unique characteristics of stigmatized industries. The results of this study suggest that the impact of CSR is influenced by the level of stigma associated with the industry. This study aimed to investigate specific research inquiries by conducting a comparative analysis of CSR instances in industries that are stigmatized and those that are not. The findings underscore that the effectiveness of CSR programs is contingent on the distinct attributes inherent to each industry. Therefore, it is crucial to implement the concept of CSR efficacy in various market environments and organizational contexts.

Prior academic research has predominantly focused on analyzing the influence of CSR on the financial performance of stigmatized enterprises (Oh, Bae, and Kim 2017). Furthermore, previous research has examined the varying impacts of CSR depending on the initial perception of stigmatized companies (Kim and Lee 2012). Additionally, scholars have investigated the role of CSR in relation to the specific attributes of

stigmatized companies and the suitability of CSR advertising topics (Austin and Gaither 2017; Austin and Gaither 2019; Kim and Choi 2012; Lee and Cho 2022). However, the analysis of the impact of CSR on the financial performance of stigmatized companies has predominantly concentrated on shareholders. The current amount of scholarly research investigating the correlation between CSR and the financial performance of stigmatized companies is limited due to the constraint of solely assessing the initial period when stigmatization is officially recognized. This constraint impedes the capacity to comprehensively understand the influence of CSR on the outcomes of these companies, as it lacks sufficient explanatory capability.

Therefore, this study incorporated a randomly selected sample of individuals who were exposed to ads promoting CSR. The findings of the empirical study indicate that persons who are provided with knowledge about stigmatized companies tend to see these businesses as having moral and ethical concerns. The findings presented above can fill a vacuum in the current academic literature regarding the effectiveness of CSR advertising in industries that face stigmatization.

Due to the limited amount of comparative research available in the current literature about the effectiveness of CSR in companies that are stigmatized versus those that are not stigmatized, this study aims to fill this void by performing an additional investigation. This study evaluates the efficacy of CSR marketing by examining the unique characteristics of stigmatized industries and the suitability of CSR advertising topics. Therefore, this study categorized industries into stigmatized and non-stigmatized industries and investigated the influence of

industry characteristics and CSR advertising within each sector. As a result, the study unveiled a noteworthy association between industry attributes and the prioritization of advertising matters related to CSR in companies that carry a stigma. In contrast, industries that are not subject to stigmatization showed a decrease in their relevance to CSR advertising subjects. This study aims to contribute to the current academic literature by offering more comprehensive empirical results. The primary objective of this study is to provide empirical evidence on the differential effects of industry characteristics and the appropriateness of CSR advertising in stigmatized industries as opposed to non-stigmatized businesses.

This research has shown a noteworthy finding suggesting that the effectiveness of CSR advertising conducted by stigmatized companies may depend on recipients' perceptions of the appropriateness of the persuasion tactics employed. Prior research has investigated the appropriateness of different persuasion tactics across different situations. The efficacy of advertising was investigated by Campbell (1995) through an examination of the congruence between the product and the persuasion message. Wei, Fisher, and Main (2008) examined the correlation between persuasion strategies and brand recognition. Castonguay and Messina (2022) evaluated the efficacy of a range of persuasion messages with varying degrees of diversity. This research is notable for its investigation into the effectiveness of CSR advertising used by corporations confronted with organizational stigma, specifically examining how consumers perceive the appropriateness of persuasion tactics. Fried and Wright (1994) focused on the analysis of persuasion strategies, specifically examining how consumers evaluate the ethical and moral appropriateness of these tactics. In the present context, the significance of

consumer opinions regarding the appropriateness of persuasion tactics holds special importance inside industries that are linked to social harm, such as stigmatized industries.

Currently, there is a dearth of research investigating the effectiveness of CSR advertising and the appropriateness of persuasion tactics within industries that face organizational stigma. This research contributes to the existing body of knowledge by providing empirical evidence that supports the validity of the Persuasion Knowledge Model (PKM). This study specifically validates prior research that investigated the efficacy of communication strategies in stigmatized corporate contexts, with a particular emphasis on consumers' opinions about the suitability of persuasion tactics.

Practical Implications

This research paper highlights two practical implications that can improve the efficacy of CSR programs in stigmatized industries. First, it is important to acknowledge that organizations that are stigmatized may not have the same positive benefits from engaging in CSR advertising as industries that are not stigmatized often do. It is advisable to avoid making presumptions concerning the straightforward translation of the advantages of CSR into favorable consequences inside industries that are stigmatized. Research has indicated that the efficacy of CSR efforts tends to be diminished in corporations that are stigmatized compared with enterprises that do not face such stigmatization. Furthermore, the recurrent presentation of CSR activities by stigmatized businesses might lead to heightened examination from individuals who notice these attempts (Oh, Bae, and Kim 2017).

To tackle these difficulties, it is recommended that experts employed in stigmatized companies engage in an examination of various CSR tactics.

Moreover, it is crucial for practitioners to recognize that consumers inherently exhibit a significant level of suspicion and maintain adverse opinions toward stigmatized organizations. To effectively tackle this matter, it is imperative for practitioners to utilize persuasion tactics to create the credibility of their CSR claims. Because of a widespread feeling of mistrust, customers tend to display increased levels of suspicion and skepticism toward the persuasion tactics used by stigmatized companies. Consequently, individuals exhibit heightened motivation to actively participate in the process of scrutinizing and analyzing these strategies. Therefore, it is crucial for the marginalized sector to conduct a comprehensive assessment of its CSR advertising, including both its methodology and content, to avoid any negative impacts on customers from an ethical and moral perspective.

Third, it is crucial for practitioners to recognize that industry attributes and the importance of CSR can have a significant impact on the efficacy of CSR efforts. Organizations may opt to engage proactively in CSR efforts that are highly relevant to their respective industries to alleviate the negative impacts they impose on society. Nevertheless, this method can unintentionally exacerbate adverse attitudes toward the institution. The study revealed that in the context of stigmatized companies, the effectiveness of CSR is enhanced when there is a discrepancy between the characteristics of the industry and the underlying motivations for undertaking CSR activities. In this context, it is more beneficial for professionals to use CSR tactics that do not provide priority or openly reveal societal issues.

Limitations and Suggestions for Future Research

This study is marked by many conceptual and methodological constraints. This chapter provides a comprehensive examination of the limitations inherent in the study and proposes suggestions for future research. This research study posits that the CSR undertaken by stigmatized companies will invariably result in unfavorable consumer assessments, thereby triggering a boomerang effect. Nevertheless, it is imperative to reassess the potential counterproductivity of CSR campaigns undertaken by stigmatized companies.

This study is subject to three limitations, each of which necessitates conceptual contemplation regarding the specific manner in which consumers' perceptions of stigmatized companies are concretely understood. The accurate prediction of the effects of organizational stigma may prove challenging if consumer perceptions of such stigma lack robustness. This study posits that individuals who perceive organizational stigma will exhibit consistent attitudes towards CSR advertising conducted by stigmatized companies. It is important to acknowledge that the level of stigma associated with a particular industry or organization is subject to variation, which can be influenced by factors such as media attention and governmental policies.

Furthermore, in accordance with the PKM, the convictions upheld by an individual within a persuasion context can be categorized into two distinct types: objective persuasion knowledge, encompassing widely acknowledged information, and activated persuasion knowledge, capable of exerting an impact on the consumer's belief system. The examination and evaluation of various types of

persuasion knowledge are regarded as a crucial endeavor in enhancing our comprehension of consumers' belief systems. However, the relationship between these two elements is occasionally indistinct. There is a dearth of scholarly inquiry regarding the potential causal relationship or association between objective persuasion knowledge and the level of activated persuasion knowledge, as well as the influence exerted by these distinct forms of persuasion knowledge on consumers' perspectives.

Furthermore, there exists a deficiency in the development of suitable and comprehensive designs for the pragmatic implementation of fit concepts. Instead of succumbing to binary oppositions, it is imperative to consider curvilinear or multifaceted arrangements. An illustration of a rational consumer's behavior could involve their aversion to both high and low levels of fit, while exhibiting a general inclination towards an intermediate fit configuration. A low-fit may be perceived as a CSR approach that is overly passive, characterized by a "follow the crowd" mentality. Likewise, an individual with a strong alignment between their personal values and the company's CSR activities may perceive the organization's engagement in CSR as a calculated marketing tactic rather than a genuine conviction. In this particular scenario, the alignment between a company's CSR and its overall business strategy is expected to possess a level of intricacy that surpasses a binary categorization of high versus low.

The present study employed a binary conceptualization of fit, distinguishing between high and low levels, in order to assess the respective effects of each on fit. Considering the construct validity of the comprehensive experimental measure, the distinction between high and low categories may give rise to inquiries regarding the accurate assessment of the fit concept, specifically, whether it is being appropriately

validated. When the continuum of fit is presented in a binary manner, with two seemingly opposing positions, respondents tend to confine their consideration to the limited options provided in the survey. While the pilot test yielded empirical evidence, there is a degree of uncertainty regarding whether the dichotomy proposed by the researcher accurately represents the true nature of reality. Moreover, it is possible that participants may exhibit a tendency to rely on their preexisting beliefs and viewpoints, leading to responses that deviate somewhat from their genuine preferences.

The process of categorizing continuous data into two groups, specifically high and low, in this study offers the benefit of generating clear-cut outcomes. This, in turn, can yield valuable insights into social phenomena observed in the real world. Nevertheless, it is generally unwarranted to make the assumption that there exists an inherent dichotomy, and even if such a dichotomy does exist, there is no compelling rationale to suggest that it would necessarily be situated at the midpoint. It is important to note that there is a potential for significant underestimation of the extent of variation in an outcome across different groups. For instance, individuals who are in close proximity to a cut-point but positioned on opposite sides are typically perceived as dissimilar rather than similar.

Next, the current study points out some methodological limitations. First, the study started by exposing participants to a CSR ad on a particular brand. Following the campaign, the participants were asked to provide their opinions on the appropriateness of the persuasion strategies used. The investigation analyzed the opinions of consumers regarding the suitability of persuasion tactics. However, it is

crucial to recognize that these queries include inherent limits because they neglect to account for the myriad of factors that influence the appropriateness of a particular message strategy.

Second, the present study employed a visual aid in the form of a picture poster to establish the alignment between the advertising topic and industry characteristics pertaining to CSR. The utilization of picture posters was employed in this research as a means to manipulate the alignment between the product and the cause. However, it is crucial to acknowledge that experimental studies are susceptible to participant interpretation errors that may arise at any point during the process of experimental manipulation. Moreover, it has been observed through empirical research that picture posters possess inherent limitations when it comes to accurately evaluating their impact in real-life scenarios. Another limitation of this study is that it only focuses on analyzing a single advertisement stimulus. Different companies face different forms of organizational stigma and adopt various CSR programs aligned with their marketing objectives. Considering the diverse range of artistic expression and originality evident in ads, alongside the discrepancies in brand reputation that extend beyond the realm of advertisements, it is crucial to adopt a comprehensive approach to analyze the effects on attitudes resulting from the use of CSR advertisements by stigmatized companies.

The present study involved the creation and utilization of advertising posters as experimental stimuli. Consistent with the conceptual understanding of fit, the researchers deliberately selected themes that closely aligned with the fundamental operations of the respective organizations, namely tobacco companies and cancer centers. Regarding the tobacco company, its active engagement in combating lung

disease as an unintended consequence of smoking is noteworthy. Similarly, in the context of the cancer center, the medical practitioners serve as altruistic providers, extending free assistance to patients globally. The study conducted by low-fit employed the topic of assisting the homeless, which is not directly relevant to either of the organizations involved. Consequently, three distinct topics were concurrently utilized in the study. In the low-fit condition, the experimental stimuli exclusively consisted of a single nonprofit cause. Conversely, in the high-fit condition, the stimuli encompassed a range of two industry types. The findings of the manipulation check indicate that there are concerns regarding the manipulation of product-cause fit, particularly in relation to the cancer center and the homeless family foundation, as they were not found to have an extremely low level of fit. This brings forth the matter of accounting for covariates. Despite the successful completion of statistical tests for the pilot test, it is difficult to refute the presence of unmanageable variation among respondents due to the diverse content. This error inadvertently contributes to an increase in the amount of unexplained variation within the experimental design.

Third, there are sample limitations. This study included a significant sample of college students located in the north-central region of the United States as a preliminary investigation into the process of inferring marginalized industries. While the insights provided in the given information are significant for understanding the behavior of young customers, it is crucial to exercise caution when applying these findings to all consumer demographics due to the constraints associated with the sample used. It is crucial to acknowledge that the sample size

utilized in the experiment was limited, resulting in a relatively low statistical power. One limitation of the study was the composition of the sample. The validity of the results could have been enhanced by restricting the sample to the intended target audience of the advertising stimulus, namely, specific stakeholders who possess distinct personal relevance. Nevertheless, due to the fact that the sample consisted of individuals from the general consumer population, it was not possible to accurately calculate the level of compatibility. This matter requires careful consideration and examination in future academic investigations.

In light of the aforementioned constraints, it is imperative to take into account the following aspects. Firstly, it is imperative to adopt an approach that takes into account the dynamics of the media environment that shapes consumers' perceptions. This research employs a recipient-centric approach and examines the relationship between recipients' proactive utilization of different communication channels to seek CSR information and their engagement in CSR activities. The omission of the news media's impact on shaping CSR reputation was observed. According to prior scholarly investigations, the primary avenue through which the general public acquires information about organizations and their endeavors is the news media (Deephouse et al. 2017). According to Einwiller and Carroll (2020), stakeholders exhibit a significant susceptibility to media influence, primarily due to the media's role as a primary conduit of information. This susceptibility is driven by stakeholders' inherent inclination to acquire knowledge pertaining to a company's CSR activities. Subsequent investigations may delve deeper into the ramifications of diverse media formats by employing

alternative theoretical frameworks, such as agenda-setting theory and the learning hierarchy model.

Furthermore, in contrast to conventional advertising tactics like print or broadcast media, the Internet empowers consumers to actively seek information and respond based on their level of exposure. The perception of an advertisement's appropriateness by a consumer can also be influenced by the medium through which it is presented. According to Jenkins (2006), the utilization of the Internet tends to enhance an individual's inclination to gain knowledge and form perceptions of effectiveness. Furthermore, variations in the perceived suitability of advertising channels may also exist.

The matter of skepticism towards advertising warrants careful consideration. Based on prior research indicating the emergence of skepticism towards advertising during the middle school years (Obermiller and Spangenberg 1998), it is imperative to examine the specific juncture at which skepticism towards stigmatized CSR advertising. For instance, it is crucial to initially possess a comprehensive understanding of the stigmatized entity through objectified knowledge. Consequently, it becomes imperative to investigate the relationship between the customer's moral and ethical belief system and their level of knowledge. Additional research is required to enhance the precision of the assessment of appropriateness, as indicated by the mediating role of stigmatization in shaping attitudes towards CSR advertising.

Thirdly, the predominant medium for CSR advertising is video, encompassing both visual and auditory components. Furthermore, the utilization of storytelling in

advertising has emerged as a prevailing tactic, particularly in light of the proliferation of platforms such as YouTube. In recent years, there has been a significant surge in the adoption of this particular approach, which involves the integration of electronic word-of-mouth and consumer-generated marketing. A notable constraint of this study pertains to the employment of succinct visual depictions as experimental stimuli. Consequently, it is recommended that forthcoming research endeavors embrace a more comprehensive approach, encompassing not only advertisements that employ narrative strategies, but also advertisements with a broader scope that integrate both visual and auditory components.

Given the aforementioned limitations and considerations, the study proposed the following follow-up research. This study examined the disparity in advertising efficacy between CSR in industries that are stigmatized versus those that are not stigmatized. The findings indicate that CSR activities in non-stigmatized industries yield a favorable impact, in contrast to their counterparts in stigmatized industries. This implies that CSR in industries that are stigmatized may not yield the anticipated level of effectiveness. Nevertheless, it is important to note that the presence of CSR in stigmatized industries should not be automatically perceived in a negative light. The potential adverse impact of CSR in industries that are stigmatized may vary based on the characteristics of the company and the alignment between the CSR activities and the company's values, as indicated by Hypothesis 3 in the present research. In light of this matter, the present study propose that forthcoming empirical investigations should prioritize the examination of various forms of CSR alignment.

It is imperative for researchers to investigate various categories of fit, rather than solely focusing on high and low fit. It is probable that the moderating effect of product-cause fit exhibits a curvilinear pattern rather than a linear one. Further investigation is warranted to examine potential design constraints associated with moderators and the possibility of curvilinear effects. De Jong and van der Meer (2017) undertook a qualitative content analysis to examine the alignment between CSR activities and six organizations, identifying and categorizing six distinct types of fit. However, it is recommended that future research expands on this investigation by incorporating an examination of the actual CSR activities themselves. These endeavors will contribute to addressing the disparities in the efficacy of CSR between industries that are stigmatized and those that are not.

Subsequently, the present study employed the framework of persuasion knowledge theory to examine the role of perceived appropriateness of persuasion tactics in mediating the relationship between industry and CSR. However, the factors that mediate the relationship between industry and CSR may exhibit variation. Kim and Ferguson (2019) posit that the level of cognitive sophistication exhibited by consumers can be influenced by various contextual factors. The cognitive sophistication of consumers may vary based on their prior expectations, knowledge, and beliefs. For instance, a consumer may perceive themselves as being exploited by the CSR campaign of an industry. This perception arises from the discrepancy between the industry's professed commitment to a cause and its actual actions. Consequently, the consumer may view the industry's CSR efforts as a form of misleading marketing. Webb and Mohr (1998) argue that the industry

may face criticism for claiming credit despite minimal effort. In light of this matter, it is imperative for future research to empirically examine the diverse factors that serve as mediators in the association between industry and CSR activities.

Ultimately, it was determined that in the case of stigmatized industries, consumers may exhibit skepticism towards CSR when there is a strong alignment between the CSR cause and the company's core industry. Tao and Ferguson (2015) posited that the level of fit between CSR cause and the primary industry of the company, regardless of whether it is stigmatized or non-stigmatized, does not significantly influence the effectiveness of CSR. The presence of the "ceiling effect" and "floor effect" accounts for this phenomenon. In industries that are not subject to stigmatization, a phenomenon known as the "ceiling effect" can be observed, wherein the absence of negative perceptions or biases results in a situation where further information or advancements do not yield significant improvements as these industries are already regarded favorably. In contrast, industries that are stigmatized are already burdened with a pervasive negative perception of being socially tainted, thereby potentially nullifying any positive information associated with them.

The aforementioned findings are incongruent with the prevailing body of research (Becker-Olsen, Cudmore, and Hill 2006; Yoon, Gürhan-Canli, and Schwarz 2006; Groza, Pronschinske, and Walker 2011). Nevertheless, these studies prompt an inquiry into the potential counterproductivity of CSR within the stigmatized industry. Hence, it is imperative for future studies to undertake efforts in validating the impacts of corporate attributes and fit by conducting experiments involving actual companies, as well as experiments involving the broader public. The evaluation of the efficacy of

corporate social responsibility in the stigmatized industry necessitates a meticulous examination, employing a diverse range of research methodologies.

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Appendix A: Experimental Stimuli

Figure 3. High-Fit CSR Ad by a Tobacco Company

MORE THAN HEALING

EDEKA's Corporate Social Responsibility

We're helping the world breathe better and
improving the lives of people with lung cancer.
It is our approach to corporate social responsibility
and contributing to the society.

LUNG DAP
Lung Diagnostic Assessment Program

EDEKA is proud to sponsor the Lung Cancer Foundation
with Lung Diagnostic Assessment Programs.

EDEKA

TOBACCO

Figure 4. High-Fit CSR Ad by a Cancer Center

MORE THAN HEALING

EDEKA's Corporate Social Responsibility

Every day at Edeka, we're finding options that not only provide medical aid, but also get people back to what's important to them where it is needed most.

EDEKA is proud to sponsor the DOCTORS WITHOUT BORDERS.

MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

EDEKA

CANCER CENTER

Figure 5. Low-Fit CSR Ad by a Tobacco Company

Figure 6. Low-Fit CSR Ad by a Cancer Center

EDEKA

CANCER CENTER

EDEKA's Corporate Social Responsibility

Safe, affordable housing is a basic foundation for family stability.
We provide shelters and housing assistance to help homeless families.

EDEKA is proud to sponsor the Homeless Families Foundation.

The Homeless Families Foundation 1986 / 2016 30!

Appendix B: Questionnaire for Pilot Test 1

Instruction: Thank you for participating in this study. This survey asks questions about your opinions and perceptions of different product/service industries. You will be presented with a different manufacturing or service industry on each page, followed by questions regarding the particular industry. Please answer questions by clicking the number that corresponds to the answer closest to your own perception or opinion. All individual responses will be kept confidential. Thank you again.

[Liquor Industry Condition]

The following questions are about alcohol drink manufacturers in general.

1. The following set of questions is about your own feeling and opinions about alcohol drink products and manufactures in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that alcohol drinks are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that alcohol drink manufacturers hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Alcohol drink manufacturers contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Alcohol drink manufacturers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that alcohol drink manufacturers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that alcohol drink manufacturers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that alcohol drink manufacturers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that alcohol drink manufacturers could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for alcohol drink manufacturers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for alcohol drink manufacturers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that alcohol drink manufacturers are dangerous and harmful to our community.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about alcohol drink products and manufactures in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that alcohol drinks are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that alcohol drink manufacturers hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that alcohol drink manufacturers contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that alcohol drink manufacturers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that alcohol drink manufacturers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that alcohol drink manufacturers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that alcohol drink manufacturers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for alcohol drink manufacturers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for alcohol drink manufacturers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that alcohol drink manufacturers could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that alcohol drink manufacturers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Gambling and Casinos Condition]

The following questions are about gambling and casinos in general.

1. The following set of questions is about your own feeling and opinions about gambling and casinos in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that gambling is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that casinos hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Casinos contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Casinos have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that casinos only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that casinos are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that casinos profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that casinos could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for casinos to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for the casinos to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that the casinos are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about gambling and casinos in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that gambling is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that casinos hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that casinos contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that casinos have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that casinos only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that casinos are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that casinos profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for casinos to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for casinos to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that casinos could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that casinos are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Chemical Industry Condition]

The following questions are about chemical products and manufacturers in general.

1. The following set of questions is about your own feeling and opinions about chemical products and manufactures in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that chemical products and manufactures are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that chemical products and manufactures hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Chemical products and manufactures contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Chemical products and manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that chemical products and manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that chemical products and manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that chemical products and manufactures profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that chemical products and manufactures could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for chemical products and manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for chemical products and manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that chemical products and manufactures are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about chemical products and manufactures in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that chemical products and manufactures are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that chemical products and manufactures hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that chemical products and manufactures contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that chemical products and manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that chemical products and manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that chemical products and manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that chemical products and manufactures profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for chemical products and manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for chemical products and manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that chemical products and manufactures could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that chemical products and manufactures are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Mining Industry Condition]

The following questions are about coal mining companies in general.

1. The following set of questions is about your own feeling and opinions about coal mining companies in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that coal mining is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that coal mining hurts my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Coal mining contributes to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Coal mining has a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that coal mining companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that coal mining is dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that coal mining companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that coal mining could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for coal mining to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for coal mining to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that coal mining is dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about coal mining companies in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that coal mining is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that coal mining hurts our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that coal mining contributes to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that coal mining has a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that coal mining companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that coal mining companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that coal mining companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for coal mining to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for coal mining to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that coal mining could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that coal mining is dangerous and harmful to our community.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Oil and Gas Industry Condition]

The following questions are about oil and natural gas companies in general.

1. The following set of questions is about your own feeling and opinions about oil and natural gas companies in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that oil and natural gas companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that oil and natural gas companies hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Oil and natural gas companies contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Oil and natural gas companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that oil and natural gas companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that oil and natural gas companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that oil and natural gas companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that oil and natural gas companies could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for oil and natural gas companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for oil and natural gas companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that oil and natural gas companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about oil and natural gas companies in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly

disagree" and 7 means "strongly agree."

- Almost everyone would feel that oil and natural gas companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that oil and natural gas companies hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that oil and natural gas companies contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that oil and natural gas companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that oil and natural gas companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that oil and natural gas companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that oil and natural gas companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for oil and natural gas companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for oil and natural gas companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that oil and natural gas companies could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that oil and natural gas companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Nuclear Power Industry Condition]

<u>The following questions are about nuclear power plants in general.</u>

1. The following set of questions is about your own feeling and opinions about nuclear power plants in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that nuclear power plants are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that nuclear power plants hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Nuclear power plants contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Nuclear power plants have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that nuclear power plants only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that nuclear power plants are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that nuclear power plants profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that nuclear power plants could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for nuclear power plants to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for nuclear power plants to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that nuclear power plants are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about nuclear power plants in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- Almost everyone would feel that nuclear power plants are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that nuclear power plants hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that nuclear power plants contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that nuclear power plants have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that nuclear power plants only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that nuclear power plants are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that nuclear power plants profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for nuclear power plants to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for nuclear power plants to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that nuclear power plants could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that nuclear power plants are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Pornography Industry Condition]

The following questions are about pornography and pornography industry in general.

1. The following set of questions is about your own feeling and opinions about pornography and pornography industry in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that pornography is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pornography industry hurts my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Pornography industry contributes to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Pornography industry has a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pornography industry only focuses on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that pornography industry is dangerous.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that pornography industry profits from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pornography industry could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for pornography industry to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for pornography industry to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pornography industry is dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about pornography and pornography industry in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- Almost everyone would feel that pornography industry is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry hurts our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry contributes to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry has a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry only focuses on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry is dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry profits from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for pornography industry to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for pornography industry to build a good reputation.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that pornography industry could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry is dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Soda Drink Industry Condition]

The following questions are about soda drink product manufacturers in general.

1. The following set of questions is about your own feeling and opinions about soda drink products and manufactures in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that soda drinks are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that soda drink product manufacturers hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Soda drink product manufacturers contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Soda drink product manufacturers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that soda drink product manufacturers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that soda drink product manufacturers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that soda drink product manufacturers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that soda drink product manufacturers could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for soda drink product manufacturers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for soda drink product manufacturers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that soda drink product manufacturers are dangerous and harmful to our community.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about soda drink products and manufactures in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that soda drinks are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that soda drink product manufacturers hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that soda drink product manufacturers contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that soda drink product manufacturers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that soda drink product manufacturers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that soda drink product manufacturers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that soda drink product manufacturers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for soda drink product manufacturers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for soda drink product manufacturers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that soda drink product manufacturers could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that soda drink product manufacturers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Tobacco Industry Condition]

The following questions are about tobacco products and manufacturers in general.

1. The following set of questions is about your own feeling and opinions about tobacco products and manufactures in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that tobacco products are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Tobacco products and manufactures contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Tobacco products and manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that tobacco products and manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for tobacco products and manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for tobacco products and manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about tobacco products and manufactures in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that tobacco products are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for tobacco products and manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for tobacco products and manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Video Games Industry Condition]

<u>The following questions are about video games and video game industry in general.</u>

1. The following set of questions is about your own feeling and opinions about video games and video game industry in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that playing video games is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that video games and video game industry hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Video games and video game industry contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Video games and video game industry have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that video games and video game industry only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that video games and video game industry are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that video games and video game industry profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that video games and video game industry could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for video games and video game industry to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for video games and video game industry to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that video games and video game industry are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about video games and video game industry in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that playing video games is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that video games and video game industry hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that video games and video game industry contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that video games and video game industry have a negative image.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that video games and video game industry only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that video games and video game industry are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that video games and video game industry profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for video games and video game industry to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for video games and video game industry to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that video games and video game industry could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that video games and video game industry are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Guns Industry Condition]

The following questions are about guns and gun manufacturers in general.

1. The following set of questions is about your own feeling and opinions about guns and gun manufactures in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that guns are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Guns and gun manufactures contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Guns and gun manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that guns and gun manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for guns and gun manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for guns and gun manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about guns and gun manufactures in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- Almost everyone would feel that guns are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures profit from socially irresponsible business activities.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that it will be difficult for guns and gun manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for guns and gun manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Fast Food Industry Condition]

The following questions are about fast food restaurants in general.

1. The following set of questions is about your own feeling and opinions about fast food restaurants in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that eating fast food is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that fast food restaurants hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Fast food restaurants contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Fast food restaurants have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that fast food restaurants only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that fast food restaurants are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that fast food restaurants profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that fast food restaurants could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- It will be difficult for fast food restaurants to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for fast food restaurants to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that fast food restaurants are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about fast food restaurants in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that eating fast food is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that fast food restaurants hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that fast food restaurants contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that fast food restaurants have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that fast food restaurants only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that fast food restaurants are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that fast food restaurants profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for fast food restaurants to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for fast food restaurants to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that fast food restaurants could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that fast food restaurants are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Apparel Industry Condition]

<u>The following questions are about apparel companies in general.</u>

1. The following set of questions is about your own feeling and opinions about apparel companies in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that apparel companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that apparel companies hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Apparel companies contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Apparel companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that apparel companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that apparel companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that apparel companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that apparel companies could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for apparel companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for apparel companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that apparel companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **<u>how you believe most other people in your community feel and think about apparel companies in general</u>**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that apparel companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that apparel companies hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that apparel companies contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that apparel companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that apparel companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that apparel companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that apparel companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for apparel companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for apparel companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that apparel companies could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that apparel companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Car Industry Condition]

The following questions are about automobile companies in general.

1. The following set of questions is about your own feeling and opinions about automobile companies in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that automobile companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that automobile companies hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Automobile companies contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Automobile companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that automobile companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that automobile companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that automobile companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that automobile companies could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for automobile companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for the automobile companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that the automobile companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about automobile companies in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that automobile companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that automobile companies hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that automobile companies contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that automobile companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that automobile companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that automobile companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that automobile companies profit from socially irresponsible business activities.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that it will be difficult for automobile companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for automobile companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that automobile companies could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that automobile companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Finance Industry Condition]

The following questions are about banks and finance industry in general.

1. The following set of questions is about your own feeling and opinions about banks and finance industry in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that banks and finance industry are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that banks and finance industry hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Banks and finance industry contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Banks and finance industry have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that banks and finance industry companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that banks and finance industry are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that banks and finance industry companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that banks and finance industry could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for banks and finance industry to develop a favorable image.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- It will be hard for banks and finance industry to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that banks and finance industry are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about banks and finance industry in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that banks and finance industry are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that banks and finance industry hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that banks and finance industry contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that banks and finance industry have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that banks and finance industry companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that banks and finance industry are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that banks and finance industry companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for banks and finance industry to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for banks and finance industry to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that banks and finance industry could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that banks and finance industry are dangerous and harmful to our community.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Cosmetic Industry Condition]

The following questions are about cosmetic companies in general.

1. The following set of questions is about your own feeling and opinions about cosmetic companies in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that playing cosmetic companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that cosmetic companies hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Cosmetic companies contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Cosmetic companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that cosmetic companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that cosmetic companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that cosmetic companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that cosmetic companies could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for cosmetic companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for cosmetic companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that cosmetic companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about cosmetic companies in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that cosmetic companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that cosmetic companies hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that cosmetic companies contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that cosmetic companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that cosmetic companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that cosmetic companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that cosmetic companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for cosmetic companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for cosmetic companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that cosmetic companies could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that cosmetic companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Electronics Industry Condition]

<u>The following questions are about electronic products and manufacturers in general.</u>

1. The following set of questions is about your own feeling and opinions about electronic products and manufacturers in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that electronic products and manufacturers are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that electronic products and manufacturers hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Electronic products and manufacturers contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Electronic products and manufacturers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that electronic products and manufacturers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that electronic products and manufacturers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that electronic products and manufacturers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that electronic products and manufacturers could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for electronic products and manufacturers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for electronic products and manufacturers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that electronic products and manufacturers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about electronic products and manufacturers in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- Almost everyone would feel that electronic products and manufacturers are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that electronic products and manufacturers hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that electronic products and manufacturers contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that electronic products and manufacturers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that electronic products and manufacturers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that electronic products and manufacturers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that electronic products and manufacturers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for electronic products and manufacturers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for electronic products and manufacturers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that electronic products and manufacturers could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that electronic products and manufacturers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Grocery Industry Condition]

The following questions are about grocery stores in general.

1. The following set of questions is about your own feeling and opinions about grocery stores in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that grocery stores are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that grocery stores hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Grocery stores contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Grocery stores have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that grocery stores only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that grocery stores are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that grocery stores profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that grocery stores could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for grocery stores to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for grocery stores to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that grocery stores are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about grocery stores in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that grocery stores are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for grocery stores to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that it will be hard for grocery stores to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Cancer Center Industry Condition]

The following questions are about hospitals and cancer centers in general.

1. The following set of questions is about your own feeling and opinions about hospitals and cancer centers in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that hospitals and cancer centers are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that hospitals and cancer centers hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Hospitals and cancer centers contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Hospitals and cancer centers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that hospitals and cancer centers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that hospitals and cancer centers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that hospitals and cancer centers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that hospitals and cancer centers could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for hospitals and cancer centers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for hospitals and cancer centers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that hospitals and cancer centers are dangerous and harmful to our community.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about hospitals and cancer centers in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that hospitals and cancer centers are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for hospitals and cancer centers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for hospitals and cancer centers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Mobile Networks Industry Condition]

The following questions are about mobile network services in general.

1. The following set of questions is about your own feeling and opinions about mobile network services in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that mobile network services are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that mobile network services hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Mobile network services contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Mobile network services have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that mobile network services only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that mobile network services are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that mobile network services profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that mobile network services could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for mobile network services to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for mobile network services to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that mobile network services are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about mobile network services in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that mobile network services are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that mobile network services hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that mobile network services contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that mobile network services have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that mobile network services only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that mobile network services are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that mobile network services profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for mobile network services to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for mobile network services to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that mobile network services could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that mobile network services are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Movie Industry Condition]

The following questions are about movies and movie industry in general.

1. The following set of questions is about your own feeling and opinions about movies and movie industry in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that watching movie is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that movies and movie industry hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Movies and movie industry contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Movies and movie industry have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that movies and movie industry only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that movies and movie industry are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that movies and movie industry profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that movies and movie industry could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for movies and movie industry to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for movies and movie industry to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that movies and movie industry are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about movies and movie industry in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that watching movie is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that movies and movie industry hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that movies and movie industry contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that movies and movie industry have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that movies and movie industry only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that movies and movie industry are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that movies and movie industry profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for movies and movie industry to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for movies and movie industry to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that movies and movie industry could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that movies and movie industry are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Pharmaceutical Industry Condition]
The following questions are about pharmaceutical companies in general.

1. The following set of questions is about your own feeling and opinions about pharmaceutical companies in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that pharmaceutical companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pharmaceutical companies hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Pharmaceutical companies contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Pharmaceutical companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pharmaceutical companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that pharmaceutical companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pharmaceutical companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that pharmaceutical companies could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for pharmaceutical companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for pharmaceutical companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pharmaceutical companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about pharmaceutical companies in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that pharmaceutical companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pharmaceutical companies hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pharmaceutical companies contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pharmaceutical companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pharmaceutical companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pharmaceutical companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pharmaceutical companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for pharmaceutical companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for pharmaceutical companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pharmaceutical companies could threaten the social welfare.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that pharmaceutical companies are dangerous and harmful to our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Toy Industry Condition]

The following questions are about toy manufacturers in general.

1. The following set of questions is about your own feeling and opinions about toy manufacturers in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that toys are bad.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that toy manufacturers hurt my community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Toy manufacturers contribute to my community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Toy manufacturers have a negative image.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that toy manufacturers only focus on self-serving interests.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that toy manufacturers are dangerous.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that toy manufacturers profit from socially irresponsible business activities.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that toy manufacturers could threaten social welfare.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for toy manufacturers to develop a favorable image.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for toy manufacturers to build a good reputation.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that toy manufacturers are dangerous and harmful to our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel**

and think about toy manufacturers in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that toys are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for toy manufacturers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for toy manufacturers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[Airline Industry Condition]

The following questions are about airline companies in general.

1. The following set of questions is about your own feeling and opinions about airline companies in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that airline companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that airline companies hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Airline companies contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Airline companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that airline companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that airline companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that airline companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that airline companies could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for airline companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for airline companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that airline companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about airline companies in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- Almost everyone would feel that airline companies are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that airline companies hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that airline companies contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that airline companies have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that airline companies only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that airline companies are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that airline companies profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for airline companies to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for airline companies to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that airline companies could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that airline companies are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

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[3] Thank you for participation. Please answer the following questions about yourself. The information will be used only for classification purposes. It will not be used to identify you in any way.

What is your age in years? (write in) _____ years

What is your gender?

- Male
- Female

What is your racial/ethnic background?

- White or Caucasian (non-Hispanic)
- Black or African American
- Asian
- Hispanic or Latino
- Native American or Alaska Native
- Native Hawaiian or other Pacific Islander
- Other or Mixed Race

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate
- Some college but no degree (high school diploma or equivalent including GED)
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)

[END]

Appendix C: Questionnaire for Pilot Test 2

Instruction: Thank you for participating in this study. This survey asks questions about your opinions and perceptions of different product/service industries. You will be presented with a different manufacturing or service industry on each page, followed by questions regarding the particular industry. Please answer questions by clicking the number that corresponds to the answer closest to your own perception or opinion. All individual responses will be kept confidential. Thank you again.

The following questions are about pornography and pornography industry in general.

1. The following set of questions is about your own feeling and opinions about pornography and pornography industry in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that pornography is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pornography industry hurts my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Pornography industry contributes to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Pornography industry has a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pornography industry only focuses on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that pornography industry is dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pornography industry profits from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pornography industry could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for pornography industry to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for pornography industry to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that pornography industry is dangerous and harmful to our community.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about pornography and pornography industry in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that pornography industry is bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry hurts our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry contributes to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry has a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry only focuses on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry is dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry profits from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for pornography industry to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for pornography industry to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that pornography industry is dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

3. In the following set of questions, please indicate how you personally feel about pornography on the following attributes.

- I am not familiar with pornography product.

:__1_~_7__: I am very familiar with pornography product.

- I have no prior experience with pornography products.

:__1_~_7__: I have extensive experience with pornography products.

- I'm not knowledgeable about pornography products.

:__1_~_7__: I'm extremely knowledgeable about pornography products.

- I am always aware of pornography products.

:__1_~_7__: I'm not aware of pornography products.

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The following questions are about tobacco products and manufacturers in general.

1. The following set of questions is about your own feeling and opinions about tobacco products and manufactures in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that tobacco products are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Tobacco products and manufactures contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Tobacco products and manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that tobacco products and manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for tobacco products and manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for tobacco products and manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures are dangerous and harmful to our community.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about tobacco products and manufactures in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that tobacco products are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for tobacco products and manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for tobacco products and manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco products and manufactures are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

3. In the following set of questions, please indicate how you personally feel about tobacco products on the following attributes.

- I am not familiar with tobacco products.

:__1_~_7__: I am very familiar with tobacco product.

- I have no prior experience with tobacco products.

:__1_~_7__: I have extensive experience with tobacco products.

- I'm not knowledgeable about tobacco products.

:__1_~_7__: I'm extremely knowledgeable about tobacco products.

- I am always aware of tobacco products.

:__1_~_7__: I'm not aware of tobacco products.

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The following questions are about guns and gun manufacturers in general.

1. The following set of questions is about your own feeling and opinions about guns and gun manufactures in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that guns are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Guns and gun manufactures contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Guns and gun manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that guns and gun manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for guns and gun manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- It will be hard for guns and gun manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that guns and gun manufactures are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about guns and gun manufactures in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that guns are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for guns and gun manufactures to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for guns and gun manufactures to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that guns and gun manufactures are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

3. In the following set of questions, please indicate how you personally feel about guns products on the following attributes.

- I am not familiar with guns products.

:__1_~_7__: I am very familiar with guns product.

- I have no prior experience with guns products.

:__1_~_7__: I have extensive experience with guns products.

- I'm not knowledgeable about guns products.

:__1_~_7__: I'm extremely knowledgeable about guns products.

- I am always aware of guns products.

:__1_~_7__: I'm not aware of guns products.

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<u>The following questions are about grocery stores in general.</u>

1. The following set of questions is about your own feeling and opinions about grocery stores in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that grocery stores are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that grocery stores hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Grocery stores contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Grocery stores have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that grocery stores only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that grocery stores are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that grocery stores profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that grocery stores could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for grocery stores to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- It will be hard for grocery stores to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that grocery stores are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about grocery stores in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that grocery stores are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for grocery stores to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for grocery stores to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that grocery stores are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

3. In the following set of questions, please indicate how you personally feel about grocery stores on the following attributes.

- I am not familiar with grocery stores.

:__1_~_7__: I am very familiar with grocery stores.

- I have no prior experience with grocery stores.

:__1_~_7__: I have extensive experience with grocery stores.

- I'm not knowledgeable about grocery stores.

:__1_~_7__: I'm extremely knowledgeable about grocery stores.

- I am always aware of grocery stores.

:__1_~_7__: I'm not aware of grocery stores.

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The following questions are about hospitals and cancer centers in general.

1. The following set of questions is about your own feeling and opinions about hospitals and cancer centers in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that hospitals and cancer centers are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that hospitals and cancer centers hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Hospitals and cancer centers contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Hospitals and cancer centers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that hospitals and cancer centers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that hospitals and cancer centers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that hospitals and cancer centers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that hospitals and cancer centers could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for hospitals and cancer centers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for hospitals and cancer centers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that hospitals and cancer centers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about hospitals and cancer centers in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that hospitals and cancer centers are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for hospitals and cancer centers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for hospitals and cancer centers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that hospitals and cancer centers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

3. In the following set of questions, please indicate how you personally feel about cancer centers on the following attributes.

- I am not familiar with cancer centers.

:__1_~_7__: I am very familiar with cancer centers.

- I have no prior experience with cancer centers.

:__1_~_7__: I have extensive experience with cancer centers.

- I'm not knowledgeable about cancer centers.

:__1_~_7__: I'm extremely knowledgeable about cancer centers.

- I am always aware of cancer centers.

:__1_~_7__: I'm not aware of cancer centers.

- - - - - PAGE BREAK - - - - -

The following questions are about toy manufacturers in general.

1. The following set of questions is about your own feeling and opinions about toy manufacturers in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that toys are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that toy manufacturers hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Toy manufacturers contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Toy manufacturers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that toy manufacturers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I feel that toy manufacturers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that toy manufacturers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that toy manufacturers could threaten social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for toy manufacturers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for toy manufacturers to build a good reputation.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that toy manufacturers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

2. The following set of questions is about **how you believe most other people in your community feel and think about toy manufacturers in general**. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- Almost everyone would feel that toys are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers hurt our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers contribute to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers are dangerous.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers profit from socially irresponsible business activities.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for toy manufacturers to develop a favorable image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for toy manufacturers to build a good reputation.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers could threaten the social welfare.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that toy manufacturers are dangerous and harmful to our community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

3. In the following set of questions, please indicate how you personally feel about toy products on the following attributes.

- I am not familiar with toy products.

:__1_~_7__: I am very familiar with toy products.

- I have no prior experience with toy products.

:__1_~_7__: I have extensive experience with toy products.

- I'm not knowledgeable about toy products.

:__1_~_7__: I'm extremely knowledgeable about toy products.

- I am always aware of toy products.

:__1_~_7__: I'm not aware of toy products.

- - - - - PAGE BREAK - - - - -

Thank you for participation. Please answer the following questions about yourself. The information will be used only for classification purposes. It will not be used to identify you in any way.

What is your age in years? (write in) _____ years

What is your gender?

- Male
- Female

What is your racial/ethnic background?

- White or Caucasian (non-Hispanic)
- Black or African American
- Asian
- Hispanic or Latino
- Native American or Alaska Native
- Native Hawaiian or other Pacific Islander
- Other or Mixed Race

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate
- Some college but no degree (high school diploma or equivalent including GED)
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree

- Professional degree (JD, MD)

Finally, this table will randomly generate a 6-digit number. This is MTurk confirmation code. Please write it down and apply it to your MTurk page to get paid. Thank you again.

[END]

Appendix D: Questionnaire for Pilot Test 3

Instruction: Thank you for participating in this study. You will be presented with different advertisements, followed by questions regarding your own feeling and opinions about the advertisement in general. Please answer questions by clicking the number that corresponds to the answer closest to your own perception or opinion. All individual responses will be confidential.

[High-Fit CSR Ad by a Tobacco Company]

1. In the space provided below, please list all the things you remember from the ad you just saw, and any thoughts and ideas that went through your mind.

_____

_____

_____

2. What was the product being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

_____

_____

_____

3. What was the brand name being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

_____

_____

_____

4. Do you think that the combination of product category and type of CSR campaigns is _____.

- Incongruent:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Congruent
- Incompatible:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Compatible
- Meaningless:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Meaningful
- Not complementary:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Complementary
- Goes together:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Doesn't go together
- Illogical:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Logical
- Undesirable:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Desirable

- - - - - PAGE BREAK - - - - -

[High-Fit CSR Ad by a Cancer Center]

1. In the space provided below, please list all the things you remember from the ad you just saw, and any thoughts and ideas that went through your mind.

_____
_____
_____

2. What was the product being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

_____
_____
_____

3. What was the brand name being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

_____
_____
_____

4. Do you think that the combination of product category and type of CSR campaigns is _____.

- Incongruent:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Congruent
- Incompatible:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Compatible
- Meaningless:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Meaningful
- Not complementary:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Complementary
- Goes together:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Doesn't go together
- Illogical:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Logical
- Undesirable:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Desirable

- - - - - PAGE BREAK - - - - -

[Low-Fit CSR Ad by a Tobacco Company]

1. In the space provided below, please list all the things you remember from the ad you just saw, and any thoughts and ideas that went through your mind.

_____
_____
_____

2. What was the product being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

_____
_____
_____

3. What was the brand name being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

_____
_____
_____

4. Do you think that the combination of product category and type of CSR campaigns is _____.

- Incongruent:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Congruent
- Incompatible:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Compatible
- Meaningless:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Meaningful
- Not complementary:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Complementary
- Goes together:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Doesn't go together
- Illogical:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Logical
- Undesirable:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Desirable

- - - - - PAGE BREAK - - - - -

[Low-Fit CSR Ad by a Cancer Center]

1. In the space provided below, please list all the things you remember from the ad you just saw, and any thoughts and ideas that went through your mind.

_____
_____
_____

2. What was the product being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

_____
_____
_____

3. What was the brand name being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

_____
_____
_____

4. Do you think that the combination of product category and type of CSR campaigns is _____.

- Incongruent:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Congruent
- Incompatible:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Compatible
- Meaningless:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Meaningful
- Not complementary:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Complementary
- Goes together:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Doesn't go together
- Illogical:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Logical
- Undesirable:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Desirable

- - - - - PAGE BREAK - - - - -

5. Thank you for participation. Please answer the following questions about yourself. The information will be used only for classification purposes. It will not be used to identify you in any way.

What is your age in years? (write in) _____ years.

What is your gender?

- Male
- Female

What is your racial/ethnic background?

- White or Caucasian (non-Hispanic)
- Black or African American
- Asian
- Hispanic or Latino
- Native American or Alaska Native
- Native Hawaiian or other Pacific Islander
- Other or Mixed Race

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate
- Some college but no degree (high school diploma or equivalent including GED)
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)

[END]

Appendix E: Questionnaire for Main Experiment

Instruction: Thank you for participating in this study. This survey asks questions about your opinions and perceptions of advertisements. All individual responses will be kept confidential.

You will be presented with an advertisement, followed by questions asking your feelings and thoughts about the ad you saw. The ad will be shown for 10 seconds and you will not be able to get back to the ad while filling out the questionnaire. Please answer questions by clicking the number that corresponds to the answer closest to your own feelings or thoughts. Thank you again.

[Experimental Stimulus Ad]

- - - - - PAGE BREAK - - - - -

[1] In the space provided below, please list all the thoughts, feelings, impressions and ideas that went through your mind about the product and advertisement. Please write down everything that you thought of, no matter how simple, complex, relevant or irrelevant they may seem to you. List any thoughts that occurred to you during the time you were looking at the advertisement.

_____

_____

_____

1-1. What was the product being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

1-2. What was the brand name being advertised in the ad? If you don't remember or are unsure, please enter "not sure".

- - - - - PAGE BREAK - - - - -

[2] How would you rate the brand described in the ad you just saw on the following attributes?

EDEKA is _____.

- Unappealing:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Appealing to me
- Bad:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Good to me
- Unpleasant:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Pleasant to me
- Unfavorable:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Favorable to me
- Unlikable:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Likable to me
- Not so good to buy:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Good to buy

- - - - - PAGE BREAK - - - - -

[Tobacco Industry Condition]

[3] The following set of questions is about your feeling and opinions about tobacco products and manufactures in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means “strongly disagree” and 7 means “strongly agree.”

- I feel that tobacco products are bad.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures hurt my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Tobacco products and manufactures contribute to my community.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Tobacco products and manufactures have a negative image.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures only focus on self-serving interests.
  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I feel that tobacco products and manufactures are dangerous.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures profit from socially irresponsible business activities.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures could threaten social welfare.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be difficult for tobacco products and manufactures to develop a favorable image.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It will be hard for tobacco products and manufactures to build a good reputation.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that tobacco products and manufactures are dangerous and harmful to our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone might feel that tobacco products are bad.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that tobacco c products and manufactures hurt our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that the tobacco products and manufactures contribute to our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that the tobacco products and manufactures have a negative image.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that the tobacco products and manufactures only focus on self-serving interests.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that the tobacco products and manufactures are dangerous.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that the tobacco products and manufactures profit from being socially irresponsible.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be difficult for the tobacco products and manufactures to develop a favorable image.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for the tobacco products and manufactures to build a good reputation.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that the tobacco products and manufactures could threaten the social welfare.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that the tobacco products and manufactures are dangerous and are harming our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[4] The following set of questions is about your feeling and opinions about the ad you just saw. Please rate the degree to which you agree or disagree with each statement using the scale where 1 means "strongly disagree" and 7 means "strongly agree".

- It seems acceptable to me that the tobacco brand is engaged in this type of CSR campaign.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It seems appropriate to me that the tobacco brand is engaged in this type of CSR campaign.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- The way this ad tries to persuade people seems acceptable to me.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- This ad was fair in what was said and shown.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[5] In the following set of questions, please indicate how you personally feel about tobacco products on the following attributes.

- I am not familiar with tobacco product.

:__1_~_7__: I am very familiar with tobacco product.

- I have no prior experience with tobacco products.

:__1_~_7__: I have extensive experience with tobacco products.

- I'm not knowledgeable about tobacco products.

:__1_~_7__: I'm extremely knowledgeable about tobacco products.

- I am always aware of tobacco products.

:__1_~_7__: I'm not aware of tobacco products.

[Tobacco Industry- High Product-Cause Fit Condition]

[6] You're almost done. The following set of questions is about your feeling and opinions about the Lung Cancer Foundation and lung cancer-related issues in general.

To me personally, the Lung Cancer Foundation and lung cancer-related issues are_____.

- Important to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Unimportant to me

- Of no concern to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Of concern to me
- Irrelevant to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Relevant to me
- Mean a lot to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Mean nothing to me
- Matter to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Don't matter to me

[Tobacco Industry- Low Product-Cause Fit Condition]

[6] You're almost done. The following set of questions is about your feeling and opinions about the Homeless Families Foundation and the homeless-related issues in general.

To me personally, the Homeless Families Foundation and homeless-related issues are_____.

- Important to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Unimportant to me
- Of no concern to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Of concern to me
- Irrelevant to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Relevant to me
- Mean a lot to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Mean nothing to me
- Matter to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Don't matter to me

[7] Do you think that the product being advertised in the ad and the cause the advertiser is sponsoring are _____.

- Incongruent:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Congruent
- Incompatible:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Compatible
- Meaningless:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Meaningful
- Not complementary:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Complementary
- Go together:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Don't go together
- Illogical:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Logical
- Undesirable:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Desirable

[Cancer Center Industry Condition]

[3] The following set of questions is about your feeling and opinions about cancer treatment medical centers in general. Please rate the degree to which you agree or disagree with each statement about this product type or industry using the scale where 1 means "strongly disagree" and 7 means "strongly agree."

- I feel that cancer treatment medical centers are bad.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- I believe that cancer treatment medical centers hurt my community.

Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Cancer treatment medical centers contribute to my community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Cancer treatment medical centers have a negative image.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that cancer treatment medical centers only focus on self-serving interests.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I feel that cancer treatment medical centers are dangerous.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that cancer treatment medical centers profit from socially irresponsible business activities.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that cancer treatment medical centers could threaten social welfare.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- It will be difficult for cancer treatment medical centers to develop a favorable image.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- It will be hard for cancer treatment medical centers to build a good reputation.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- I believe that cancer treatment medical centers are dangerous and harmful to our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone might feel that cancer treatment medical centers are bad.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that cancer treatment medical centers hurt our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that the cancer treatment medical centers contribute to our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that the cancer treatment medical centers have a negative image.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that the cancer treatment medical centers only focus on self-serving interests.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that the cancer treatment medical centers are dangerous.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that the cancer treatment medical centers profit from being socially irresponsible.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

- Almost everyone believes that it will be difficult for the cancer treatment medical centers to develop a favorable image.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that it will be hard for the cancer treatment medical centers to build a good reputation.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that the cancer treatment medical centers could threaten the social welfare.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- Almost everyone believes that the cancer treatment medical centers are dangerous and are harming our community.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[4] The following set of questions is about your feeling and opinions about the ad you just saw. Please rate the degree to which you agree or disagree with each statement using the scale where 1 means "strongly disagree" and 7 means "strongly agree".

- It seems acceptable to me that the cancer treatment medical center brand is engaged in this type of CSR campaign.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- It seems appropriate to me that the cancer treatment medical center brand is engaged in this type of CSR campaign.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- The way this ad tries to persuade people seems acceptable to me.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree
- This ad was fair in what was said and shown.

  Strongly Disagree:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Strongly Agree

[5] In the following set of questions, please indicate how you personally feel about cancer treatment medical centers on the following attributes.

- I am not familiar with cancer treatment medical centers.

:__1_~_7__: I am very familiar with cancer treatment medical centers.

- I have no prior experience with cancer treatment medical center products.

:__1_~_7__: I have extensive experience with cancer treatment medical centers.

- I'm not knowledgeable about cancer treatment medical centers.

:__1_~_7__: I'm extremely knowledgeable about cancer treatment medical centers.

- I am always aware of cancer treatment medical centers.

:__1_~_7__: I'm not aware of cancer treatment medical centers.

[Cancer Center Industry- High Product-Cause Fit Condition]

[6] You're almost done. The following set of questions is about your feeling and opinions about the Doctors without Borders and medical care-related issues in general.

To me personally, the Doctors without Borders and medical care-related issues are_____.

- Important to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Unimportant to me
- Of no concern to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Of concern to me
- Irrelevant to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Relevant to me
- Mean a lot to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Mean nothing to me
- Matter to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Don't matter to me

[Cancer Center Industry- Low Product-Cause Fit Condition]

[6] You're almost done. The following set of questions is about your feeling and opinions about the Homeless Families Foundation and the homeless-related issues in general.

To me personally, the Homeless Families Foundation and homeless-related issues are_____.

- Important to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Unimportant to me
- Of no concern to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Of concern to me
- Irrelevant to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Relevant to me
- Mean a lot to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Mean nothing to me
- Matter to me:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Don't matter to me

[7] Do you think that the product being advertised in the ad and the cause the advertiser is sponsoring are _____.

- Incongruent:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Congruent
- Incompatible:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Compatible
- Meaningless:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Meaningful
- Not complementary:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Complementary
- Go together:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Don't go together
- Illogical:__1__:__2__:__3__:__4__:__5__:__6__:__7__: Logical
- Undesirable:__1__:__2__:__3__:__4__:__5__:__6__:__7__:Desirable

- - - - - PAGE BREAK - - - - -

[8] Thank you for participation. Please answer the following questions about yourself. The information will be used only for classification purposes. It will not be used to identify you in any way.

What is your age in years? (write in) _____ years

What is your gender?

- Male
- Female

What is your racial/ethnic background?

- White or Caucasian (non-Hispanic)
- Black or African American
- Asian
- Hispanic or Latino
- Native American or Alaska Native
- Native Hawaiian or other Pacific Islander
- Other or Mixed Race

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate
- Some college but no degree (high school diploma or equivalent including GED)
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)

Finally, this table will randomly generate a 6-digit number. This is MTurk confirmation code. Please write it down and apply it to your MTurk page to get paid. Thank you again.

[This is the end of this study.]