When Sense Making Is Unequal to Sense Giving: a Case of Skepticism Against Mcdonald’S Csr Initiatives By Organic Food Eating Parents in Singapore

Suwichit Chaidaroon, University of Westminster, UK

To examine consumers’ skepticism against corporate social responsibility (CSR) messages, a case study was conducted with Singaporean organic food-eating parents with regards to McDonald’s CSR efforts. Results showed that successful CSR initiatives aligned the process of sense giving by the organizations with the process of sense making by the consumers.

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12. Scents and Sounds: a Multisensorial Approach to the Study of Brands

Marina Carnevale, Fordham University, USA
Rhonda Hadi, Oxford University, UK
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Product scents may enhance product evaluations and memory. Similarly, the inherent meanings conveyed by brand names are shown to impact consumers’ preferences. In the current research, we propose a multisensorial approach to the understanding of brands by exploring how brand names and scents interactively affect consumer choice and memory.

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To examine consumers’ skepticism against corporate social responsibility (CSR) messages, a case study was conducted with Singaporean organic food-eating parents with regards to McDonald’s CSR efforts. Results showed that successful CSR initiatives aligned the process of sense giving by the organizations with the process of sense making by the consumers.

14. The Cultural Differences in Perceptual Value on Money-Like Items in New Zealand and Hong Kong

Kin Yan Chan, University of Canterbury, New Zealand
Simon Kemp, University of Canterbury, New Zealand
Joerg Finsterwalder, University of Canterbury, New Zealand

A study compared typicality ratings and reaction times in classification task in different money-related objects. Results showed a social/cultural differences: House, Shares of company, Gold and Supermarket Vouchers were regarded as a more typical form of money in Hong Kong compared to in New Zealand.

15. Brand Diversity in Extension Feedback Effects

Joseph W. Chang, Vancouver Island University, Canada

The results reveal that, for brands with similar brand extensions, the impact of negative extension information on high- (vs. low-) diversity brands is more pronounced. However, for brands with dissimilar brand extensions, the impacts of negative extension information on high- and low-diversity brands are identical.

16. Brand Constructs and Extension Feedback Effects: Perspectives of Categorical Similarity, Functional Cohesiveness, and Quality Diversity

Joseph W. Chang, Vancouver Island University, Canada

This research advances extension feedback effect research to the perspective of brand construct, specifically in categorical similarity, functional cohesiveness, and quality diversity. The results of three experimental studies reveal that negative extension information instigates more negative influence on brands with categorically similar, functionally cohesive, and qualitatively diversify brand extensions.

17. It is my Brand: Development and Validation of a Brand Ownership Measure

Hua Chang, Philadelphia University
Hyokjin Kwak, Drexel University
Lingling Zhang, Towson University

Brand research has developed many constructs to depict different forms of relationships between consumers and brands. However, a scale for measuring consumers’ feelings of ownership towards brands has not yet been developed. Through four studies, we develop a scale of brand ownership and show that brand ownership affects consumer behaviors.