

# The Moderating Impact of Media Coverage on the Relation Between Scandals and Company Reputation.

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## ABSTRACT,

*This thesis presents the results of an exploratory research to examine the influence of products brand scandals on organizational reputation and the moderating effect of media coverage. Corporate scandals appear throughout history and in all different types of economies. In today's society, the way of communicating a corporate scandal to the public is via mass media. Mass media can be seen as the driver of negative content about corporate scandals. The theory connected with the relationship between corporate scandals and organizational reputation is called cognitive attribution theory, which means that people will constantly search for an explanation to a cause of behavior or events. Primary data was gathered in the form of semi-structured interviews. During the interviews, an initial reputation was established and after introducing a scandal, organizational reputation was established again. Purchase intentions was used as a measure for organizational reputation. The findings of this study reveal that a recent brand scandal does not have a negative influence on the reputation of a company, which sells that particular product.*

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## Keywords

Organizational reputation, media coverage, cognitive attribution theory, social contagion theory, broiler chicken, supermarkets

# 1. INTRODUCTION

## 1.1 Foundation

Corporate scandals appear throughout history and appear in all different types of economies. According to Thompson (2000), scandals include certain kinds of misdemeanors which evoke a public reaction. Thompson (2000), state that for a scandal to exist, an event has to have one or more of the following characteristics, there has to be a breach of norms, values or moral codes, there has to be a form of secrecy or concealment, there has to be a group of non-participants that disapprove of the actions of a company, there has to be a public disapproval of the event or there has to be an action that can cause the reputation of an individual to be damaged. Sherman (1978) thinks of scandals as a symbolic response of the public to an organizational breach of trust. According to Adut (2005), a scandal is an omnipresent phenomenon with a high prominence and high dramatic intensity. Scandals trigger emotional responses with sometimes serious consequences. A corporate scandal can also be known as a manifestation of misconduct (Hoffman, 1999). Whereas organizational misconduct can be defined as “behavior in or by an organization that a social-control agent judges to transgress a line separating right from wrong; where such a line can separate legal, ethical and socially responsible behavior from their antithesis” (Pozner et al, 2010).

An organization can be damaged by corporate scandals in multiple ways, for instance a corporate scandal can affect the reputation of a company, can lead to a loss in stock value or an organization can face legal punishment (Karpoff et al, 1999; Sullivan et al, 2007). An example of a company that faced loss in stock value due to a corporate scandal is Volkswagen (Blackwelder et al, 2016). The share price of Volkswagen fell by one third in the wake of the corporate scandal. Besides these possibilities, an organizations can be affected in other ways, individuals can lose their seat on the board or other positions in the organization, or they can have difficulties while finding a new job (Desai et al, 2006). According to Hung, Wong & Zhang, (2015) there are three different types of corporate scandals, relationship scandals, market scandals and mixed scandals. Respectively, the first type of scandal affect an organization its ability to conduct contracting based on relationships, the second type of scandal affects the ability of an organization to conduct market based contracting, this involves misrepresentation of facts to the public, the latter affect both the relationship and market based contracting. (Bonini & Boraschi, 2010).

In recent years, there is more interest around the topic of spillover effect. Ahluwalia, Burnkrant & Unnava, (2001) state that the spillover refers to information that impact general beliefs which are not directly addressed in communication from an organization to the public. According to research, a spillover can happen from an attribute to another of the same brand (Ahluwalia et al, 2001) or from product to product in the same brand family (Balachander & Ghose, 2003; John et al, 1998; Roehm & Tybout, 2006). There is another mention of spillover effect in research of Feldman & Lynch (1988). They discuss their accessibility-diagnosticity framework, with which spillover can be explained. In this framework, accessibility can be understood following the spreading activation theory (Anderson, 1983). All attributes, brands, concepts and categories of an organization belong in a network, and these can activate each other if the link between the different attributes is strong enough (Collins & Loftus, 1975). Diagnosticity is about the view of consumers about the relation of attributes in the world (Broniarczyk & Alba, 1994). Therefore, the accessibility-diagnosticity perspective proposes that as brand X is recognized as informative over another brand, for example brand Y, than public observations about brand A are transferred

to brand Y, if both brand X, brand Y and the public observations are activated at the same time, thus, the link between them is strong.

Data from several sources have identified a link between a scandal and the reputation of an organization (Heider, 1958; Coombs & Holladay, 2005; McDonalds & Härtel, 2000). A theory proposed by Heider (1958) and Fiske & Taylor (1991) is fundamental to the link between those two concepts. This theory is called cognitive attribution theory and according to Heider (1958) it means that people will constantly search for an explanation to a cause of behavior or events. Folkes (1988) state that consumers are known to make attributions about the company where they buy their articles. Consumers make attributions about failed products, switching brands, celebrity endorsements and employee strikes. Reputation is also concerned with the response of a company to an event. If a company with a good reputation responds inappropriately after bad news coverage, its reputation will remain favorably, whereas a company with a bad reputation with the same responds, experience a loss of favor (Folkes, 1988; McDonalds & Härtel, 2000).

In today’s society, the mass media is the most important source about corporate scandals (Di Tella & Franceschelli, 2011; Puglisi & Snyder, 2011). It is the driver behind the mostly negative public sentiment about crimes (Mancini & Shields, 2014). The mass media are known to exert on the impressions of the public about well-known people or brands (Roberts, 1997). Nowadays, consumers check their Instagram, Facebook and Twitter before they make purchase decisions (Al-Dhuhl & Ismael, 2013). The mass media motivate and encourage consumers to share their purchase experience on social media. Consumers post positive or negative opinions on social media, these opinions can involve information about organizational scandals (Parson, 2013).

Social contagion theory can link organizational scandals with buying behavior (Hill, Provost & Volinsky, 2006). Social contagion is about individuals, one who adopted a certain behavior and others who did not yet adopt that behavior. Communication and contact are known to make that behavior transfer to the second group (Burt, 2987). The mass media can help to spread information about organizational scandals to the public. Scholars have said that social contagion drives sales of organizations and nowadays, organizations mostly rely on “network” and “viral” marketing strategies (Hill et al, 2006; Nam, Manchanda & Chintagunta, 2010). But there is a restriction in social contagion theory research. Before there is news about a product scandal, peers of potential buyers and consumers must have adopted the product in advance (Iyengar, Van den Bulte & Valente, 2011). Most scholars say that social behavior only becomes contagious after a certain behavior has become prevalent in the social environment (Aral & Walker, 2011; Whyte, 1954).

## 1.2 Research Question

The aim of this thesis is to determine whether a product brand scandal has an impact on the reputation of a company, which sells that particular product. Current research supports a strong link between a spillover from one attribute to another attribute of the same brand (Ahluwalia et al, 2001), between two brands, if the link between them is strong enough (Broniarczyk & Alba, 1994; Feldman & Lynch, 1988) and between two products of the same brand family (Balachander & Ghose, 2003; John et al, 1998; Roehm & Tybout, 2006). But there is little research done about the link between a brand and the reputation of a company (Ahluwalia et al, 2001).

To determine if that link exists, interviews will be conducted. Interviewees will get acquainted with a certain product, that endured a scandal. This interview will include questions about the buying behavior of the consumer before the scandal and after the scandal, about the reputation of the company before the scandal and if that reputation changed in the eyes of the consumer after the product brand scandal.

Therefore, this thesis leads to answer the central research question: *Does a product brand scandal have a negative impact on the reputation of a company, which sells that particular product brand?*

### 1.3 Thesis Outline

This thesis is composed of seven themed chapters. The first section of this paper examines the foundation of this thesis and introduces the central research question. Chapter two centers around the theory that is used as the basis of this research. The third chapter proposes a method to examine whether there is an existing link between a product brand scandal and the reputation of a company. For this thesis, this will be an interview. Chapter four analyses the results of the interviews that will be conducted. The last chapters will be concerned with a discussion of the results, a conclusion of the thesis and limitations of the research in general.

## 2. THEORETICAL FRAMEWORK

### 2.1 Cognitive Attribution Theory

Cognitive attribution theory forms the basis for this research. The theory is connected to Heider (1958) and Fiske & Taylor (1991). The main idea behind the cognitive attribution theory is that people try to find a way to explain the causes of certain behaviors and events. Another definition of the theory is proposed by Fiske & Taylor (1991), they propose that attribution theory “deals with how the social perceiver uses information to arrive at causal explanations for events. It examines what information is gathered and how it is combined to form a causal judgement”. Heider (1958) was the first scholar to introduce cognitive attribution theory. He thought of people as naive psychologists who were constantly trying to make sense of everything in the social world. People tend to see a cause and effect relationship in almost every behavior or event. Only two of the main ideas of Heider (1958) became influential, specifically the idea behind dispositional attributions and the idea behind situational attributions. Dispositional attributions are concerned with internal characteristics. Within this idea, the behavior of people is caused by their internal characteristics instead of outside forces. Behavior is explained by the personality, motives or beliefs of a certain person. Situational attributions are concerned with aligning the cause of behavior with an event outside of an individual. Within this idea, behavior is not caused by personality, but by external factors, such as environmental features.

Attribution can be described as a rational process in which people behave naively when drawing conclusions about other people or certain events (Jones & Davis, 1965; Kelley, 1971; Weiner, 1972). According to those scholars, two different concepts form the basis for attribution theory, covariation and discounting. Shaver (1975) states that if conditions vary with the manifestation of an event, those conditions will be perceived as the cause of the event, rather than the conditions that are not changing with the event itself. Kelley (1971) proposes three different dimensions within the concept of covariation over which events or behaviors can vary, namely entities, situations and other people. The concept of discounting states that people

will disregard a single causal explanation for certain behavior, if there are more available plausible causes (Strickland, 1958).

Heider (1958) states that the idea behind cognitive attribution theory had a great explanatory merit in the formation of company reputation, since consumers are known to make attributions about the company where they buy their articles. Folkes (1988) state that consumers make attributions about failed products, switching brand, celebrity endorsements and employee strikes. Company reputation is aligned with events and different types of crises. Two of the characteristics of crises events are that they are known to be unexpected and negative. Weiner (1972) expressed that those two traits were the drivers for people to search for the cause of an event. Consumers will make attributions about the cause of events, for example about the responsibility of the company. Consumers take into account situational and internal factors (Bradford & Garrett, 1995; Härtel, McColl-Kennedy & McDonald, 1998; Stockmyer, 1996). The attributions made by consumers have both affective and behavior consequences for the reputation of a company (Coombs & Holladay, 2005; McDonald & Härtel, 2000). If a company is considered responsible for an event, the reputation of that company will suffer a loss of favor. Consequently, consumers may stop buying articles at a company if they suffer negative word-of-mouth. Thus, it can be said that reputation is not only concerned with reputation, but also with the response of the company (Folkes, 1988; McDonald & Härtel, 2000).

Figure 1 presents a conceptual framework based on the cognitive attribution theory (Heider, 1958; Fiske & Taylor, 1991) as a base for this thesis research.

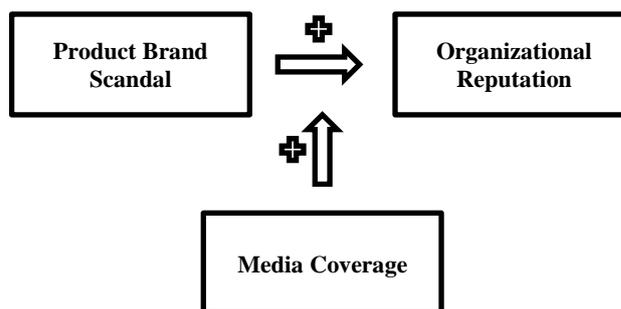


Figure 1: Conceptual framework based on the cognitive attribution theory (Heider, 1958; Fiske & Taylor, 1991)

### 2.2 Research Propositions

Cooper & Schindler (1998) state a definition of research proposition in their study, to be specific a research proposition is a statement about different concepts, which may be viewed either as true or as false if it can be observed.

For this research, two different propositions will be formulated. Each proposition will be about two different concepts and the link between that particular concepts. The concepts can be found in Figure 1. Purchase intention is taken as a measure for organizational reputation in this research.

The reason behind formulating research propositions instead of hypotheses is that this thesis research is of an exploratory nature and in turn, cannot be tested empirically. The method that will be used to test these propositions is interviews. In the following subsections, literature that will substantiate the different propositions will be showed.

### 2.2.1 *Product Brand Scandals and Organizational Reputation*

A definition of brand scandal can be found in the research of Dawar & Pillutla (2000), they define a brand scandal as occurrences of public claims that key brand propositions of companies are false or unsupported. Whereas Thompson (2000) state that scandals include certain kinds of misdemeanors which evoke a public reaction. According to Dawar & Pillutla (2000) and He & Ran, a brand scandal has a serious impact on brand image, brand trust and purchase intention. Dawar & Pillutla (2000), thought that a brand scandal reduces purchase intention of consumers. Custance, Walley & Jiang (2012), state that a brand scandal significantly reduces the confidence of consumers in a product and therefore alter the purchase intention of consumers. Souto (2009) claims that the origin of brand scandals is about companies ignoring corporate social responsibility. With ignoring CSR, companies are only seeking profits. Scholars found that the negative influence of a brand scandal cannot be abolished by a short-term strategy to repair their image, but must follow a long-term repair strategy according to corporate social responsibility. Nowadays, scholars have found that CSR, even without a scandal, is said to have a positive effect on brand image (Vanhamme & Grobbsen, 2009), brand trust and purchase intention of consumers (Sen & Bhattacharya, 2001). To put it succinctly, brand scandals, with or without good corporate social responsibility, negatively influence and impact purchase intention of consumers and attitudes of consumers.

One way to estimate organizational reputation is to measure purchase intentions of consumers. There are several researchers in the field of marketing that have recognized the critical roles of both corporate image and corporate reputation in the purchase intentions of consumers (Barich & Kotler, 1991; Zeithaml, 1981) and especially the concept corporate reputation have been studied in multiple field by a variety of researchers. Besides marketing, the concept has been studied in the fields of organizational theory and economics. The researchers in the field of economics view different issues of reputation with a correlation to the product quality and price (Shapiro, 1982). Researchers that are concerned with organizational theory see organizational reputation as a vital resource which contributes to the survival of a company. According to them, is a reputation as a social identity and an intangible research, one which notably contribute to the performance of a company (Fombrun & Shanley, 1990; Rao, 1994). Scholars in the field of marketing, view organizational reputation under the caption of brand equity. In this field, reputation is correlated to the trustworthiness of an organization (Herbig, Milewicz & Golden, 1994). Wartick (1992) thought of organizational reputation as an aggregation of the perceptions of an individual. In particular, to which extent an organization meets the demand of the many organizational stakeholders.

In regard to making the final purchase decision, Page & Fearn (2005) state that the consumers of a company, are most likely only concerned about the consequences that the purchase decision have on them, in comparison to the consequences that the decision have on anything or anyone else. To explain it more clearly, there are consumers that only seem to care about the fairness of organizations to them and about the quality of the products and services, but there are also consumers that care about how fair a company is towards their employees or the environment (Dyson, Farr & Hollis, 1994). This is especially the case if the market is represented with mostly ethical brands, in this kind of marketplace, consumers possess the ability to express their opinions and concerns more easily. Consumers can also express their emotional connection with a particular

organization, for example they express themselves via the mass media. Consumers do this, if they have a bad feeling about purchasing a particular product (Dyson et al, 1994; Page & Fearn, 2005). There are also studies that do not find a correlation between corporate reputation and buying decisions (Boulstridge & Carrigan (2000). Boulstridge & Carrigan (2000) specifically state that most consumers do not care about anything else if not themselves. In their research, consumers are only concerned with quality or price of products.

The above literature forms the basis for the following research proposition:

Research proposition 1: ***If a product brand scandal comes to light, organizational reputation will be negatively influenced.***

### 2.2.2 *The Moderating Effect of Media Coverage on the Relation Between Product Brand Scandals and Organizational Reputation*

Social contagion theory forms the basis for the research connected to the moderating relationship of media coverage on the relation between scandals and organizational reputation. The theory is connected to three writers, specifically Le Bon (1960), Park & Levine (1972) and Blumer (1951; 1972). The idea behind contagion theory is that behavior spreads uniformly and rapidly from individual to individual. People which belong in networks, mostly behave uniformly and mostly not according to their normal behavioral patterns (Snow, 2013). Le Bon (1960), Park & Levine (1971) and Blumer (1951), all state that social contagion occurs through the mental state of the mind of the public. The public mainly follows the behavior of a leader, which can even be the least intellectual or most violent person in the network or crowd (Locher, 2002). Tarde (1903) focussed on imitation in his research. The public follow either a leader or each other, and mimic their behavior. "Social facilitation" is accentuated in the research of Allport (1962), it centralizes observation of the behavior of others, in turn the public do what they want to do. In that way, learning dispositions are activated. Freud (1959) talked about identification and therefore, argued that the public mimics the behavior of a leader out of affection. Here, the public relate to the leader. After the research of Le Bon (1960) and Park & Levine (1972), Blumer (1972) introduced a new subject into social contagion theory, specifically "circular reaction". A response of an individual is reflected in the behavior of another individual, but that behavior is reflected back to the first individual and therefore, intensifies the original sentiment. Writings suggest that the public must feel anonymous in a crowd or network (Blumer, 1972; Le Bon, 1960; Park & Levine, 1972). One way to remain anonymous in the society of today is via the mass media. Klapp (1972) states that anonymous communication supports collective behavior. imitation, hysteria and fads are included in this collective behavior.

Social contagion is regularly connected to three different network properties, specifically centrality, tie strength and network connectivity. Centrality shows how important an individual node is in a network, and can be measured by the size of the networks, i.e. the amount of connections the individual has with other individuals (Goldenberg, Han, Lehmann & Hong, 2009). Another way to measure centrality is to measure the distance between individuals in a network (Stephen & Berger, 2010). Studies of Chatterjee (2011) and Goldenberg et al. (2009), find a positive effect of network size in social contagion, although other studies find negative outcome in diffusion from a large number of connections (Katona, Zubeck & Sarvary, 2011). If measured by distance between individuals in a network, network size has continually shown a positive effect on social contagion (Katona et al, 2011; Stephen & Berger, 2010; Susarla, Oh & Tan, 2012). Tie strength is the next network property,

which refers to the relationship strength between each dyad in a network. If a relationship is strong, it has both advantages and disadvantages. One of the advantages is that information shared by individuals in a strong relationship, is believed to be more trustworthy and therefore, is more effective in instigating the desired behavior (Liu-Thompkins, 2012). The disadvantage is that a relationship with high strength mostly only exists between individuals with interest that are alike, consequently there is a lower chance that novel information is going to emerge from an information exchange (Chu & Kim, 2011; De Bruyn & Lilien, 2008; Godes & Mayzlin, 2009). The last of the three network properties is network connectivity, which is described as how thoroughly connected a network is. It can be measured by counting the actual ties in a network as a percentage of possible ties in that same network. According to Liu-Thompkins (2012) and Watts (2003) a balance is needed between high and low network connectivity, to achieve a fortunate diffusion of information.

Lutz, MacKenzie & Belch (1983) connect mass media to the buying behavior of consumers with their approach. They express the connection in a conceptual framework they call "attitude towards the ad". MacKenzie & Lutz (1989) give a definition for attitude in their study, specifically attitude towards the ad is a susceptibility of consumers to react in a favorable or unfavorable way towards certain advertising stimulus during the exposure time frame of the advertisement. The conceptual framework is a predictor of both the purchase intentions of consumers and of brand attitude of an organization. Both organizations and institutions of state are continuously faced with certain risks, to be specific, they can lose legitimacy or they can lose personal authority. The "face" of the organization can be deconstructed by the media (Ericson, 1991). According to Tumber (1993), scandals often only become a scandal when the mass media broadcasts about it. Boulstridge & Carrigan (2000) state that the main source of information about the behavior of different organizations is the mass media. If the mass media is covering a corporate scandal, more than 68 percent of people living in the United Kingdom talks about a scandal to their family and friends after hearing it (Tse, Tan & Zhang, 2014). With numbers this high, it is useful for organizations to understand the sentiment of the opinions of their consumers towards their products and product quality issues. Mass media plays a crucial role in how the public view the negative information regarding a scandal, the mass media can frame the way which the public view the scandal (Joslyn, 2003). Joslyn (2003) state that framing has a dichotomous effect, it can either positively or negatively impact the thoughts of an individual about the image of a sponsor, the product of an organization or the performance of a company.

Decisions have to be made on a daily basis by consumers and there is an ever increasing amount of information for them to help with purchase decisions. Consumers therefore, develop habits, new rules of thumb, to guide them in the decision making process and to help them cope with the overload of available information (Jacoby, Szybillo & Busato-Schach, 1977; Scammon, 1977). The most common "rule of thumb" are the well-known brands in the marketplace of today. Knowledge about brands guide consumers in making decisions every day and brands connect both future and current decisions to feelings of satisfaction, purchase experience and knowledge. Customers use the mass media as a facilitator for most of these purchase decisions (Kapferer, 2008). By means of social media, individuals have a way of communicating to each other via the internet. For organizations, it can also be an agent for customer socialization (Köhler, Rohm, De Ruyter & Wetzels, 2011; Lueg, Ponder, Beatty & Capella, 2006; Muratore, 2008). Muratore (2008) state that there are three techniques that encourage socialization between individuals,

specifically blogs, instant messaging and social networking. Virtual community members learn new information more easily, because members in those communities are quick to learn skills through socialization (Ahuja & Galvin, 2003). If a scandal gets known, members of a community quickly interact with other members. Thus, a lot of negative information will be available within those communities. Individuals and consumers can impact each other's purchasing decisions with the information available online (Lueg et al, 2006).

Literature presented above, forms the foundation for the following research proposition:

Research proposition 2: *Media coverage strengthens the negative effect of a product brand scandal and therefore, influences organizational reputation negatively.*

## **3. RESEARCH METHODOLOGY**

### **3.1 Method**

To be able to ascertain if a product brand scandal negatively spills over to the reputation of a company, qualitative research has to be used. Qualitative research is linked to an in-depth understanding of different social phenomena (Silverman, 2016). There are several methods within qualitative research, but the method applied to this thesis is interviewing. Taylor (2005) states that the most common data collection method used for qualitative research is an interview. The most frequently used interview format is the semi-structured interview (DiCicco-Bloom & Crabtree, 2006). This format has a variety of advantages, respectively: in comparison with a questionnaire survey, an interview does not have a poor response rate (Austin, 1981), an interview is convenient to examine different attitudes, values, beliefs and motives from multiple respondents (Richardson, Dohrenwend & Kleint, 1965; Smith, 1975), furthermore, according to Gordon (1975), an interview gives an opportunity to evaluate the validity of the answers of the interviewees, which can be done by observing the non-verbal signs of the interviewee, for example, when discussing sensitive issues, an interview can also ensure comparability and according to Bailey (1987), interviews can be compared if all questions are answered by each interviewee. The last advantage of using interviewing as a method is that interviewees cannot receive any form of assistance from others while they are formulating their response (Bailey, 1987).

### **3.2 Interview Questions**

Questions have been formed to determine if the central research question is either true or false. The interview itself, has been divided into three sections. Each section relates to all three variables and the two propositions formulated in Chapter 2. Since this study is to examine if a brand scandal has a negative influence on the reputation of a company, the case of the broiler chicken is used. A broiler is a chicken that is specifically bred and raised for meat production and since 2002, Wakker Dier, has been protesting against the chicken. Broilers are raised in small stable, in which there are around sixteen chickens per square meter. Most chickens experience difficulty when walking and they are forced to live in their own feces. A combination of damp, acid and too little movement space causes painful ulcers on the feet of the chicken. To help the chicken get a better quality of life, Wakker Dier has set standard, but still, almost every supermarket sells chicken below that standard (Wakker Dier, 2019). This standard can be found in Appendix A.

In this case, a supermarket can be seen as the company. In the first section of the interview, the reputation of the supermarket according to each different interviewee will be established. The broiler chicken scandal will be introduced in the second section and questions about the influence of mass media will be asked in

both section one and two. To be able to see if a scandal has an actual impact on the reputation of a company, questions about buying behavior and about switching companies will be asked in the third section. Again, questions about reputation will be asked, to see if there is a significant difference, once the scandal has been introduced. The interview questions can be found in Appendix B.

A total of twenty participants answered all twenty interview questions. Those interviews were held between October twenty-eighth and November eleventh. The participants were chosen randomly and each participant can be considered a regular customer at their local supermarket. The interviews were conducted at the local supermarket itself.

### 3.3 Coding

To make sense of all data retrieved from the interviews, there has to be engaged in the process of coding. According to Miles & Huberman (1994), codes are either tags or labels which assign a unit of meaning to data assembled from interviews, this data can be inferential. The development of codes is commencing step in

open coding, has been completed, it will be necessary to analyze the created codes through another process called axial coding. This higher level enables the emergence of connections between the already existing codes.

Coding can be done on different levels, specifically on sentence level, paragraph level or level of “meaning” (MacQueen et al., (1998). For this particular research, coding relied on both sentence and paragraph level. In parts were multiple themes emerged from paragraph level coding, sentenced level coding was used.

### 3.4 Nvivo

In order to aid the coding process, Nvivo software was used. Nvivo is one of the most used software packages for qualitative research in business studies (Jones & Diment, 2010). Not only has it been used in business studies, but Nvivo also has been universally applied in other research dimensions, namely in the context of forensics, tourism, hospitality, criminology, marketing and social sciences. (Bazely & Jackson, 2013; Veal, 2006).

<i>Topics</i>	<b>Axial Codes</b>	<b>Frequency</b>
<i>Reputation Before Scandal</i>	Good Reputation	13
	Neutral Reputation	5
	Bad Reputation	3
<i>Mass Media Influence</i>	Opinion About Supermarkets	20
	Opinion About Scandals	20
<i>Reputation After Scandal</i>	Bad Reputation	2
	Good Reputation	11
	Neutral Reputation	7
	Switch Supermarkets	20
<i>Scandals</i>	Broiler Chicken Scandal	32
	Information Sources	28
<i>Buying Behavior</i>	Purchase Decisions	38
<b>Total</b>	<b>13</b>	<b>199</b>

the process of analyzing retrieved data. Codes can be developed in three different ways, specifically theory-driven, data-driven and structural. Theory-driven codes are developed a priori, while using information from theories and concepts that are already existing. Data-driven codes are codes that are generated from raw data acquired during the interview and structural and structural codes are codes that emerge from the research goal and questions of a particular project (Ryan & Bernard, 2003). According to Ryan & Bernard (2003), most of the created codes are either theory-driven or data-driven.

All emerged codes can be put in a codebook, which is a “set of codes, definitions, and examples used to guide, help and analyze interview data” (DeCuir-Gunby, Marshall & McCulloch, 2011). Many scholars state that codebook is essential for analyzing data that become evident from qualitative research. It provides a “formalized operationalization of the codes” (MacQueen, McLellan, Kay & Milstein, 1998; Fereday & Muir-Cochrane, 2006; Fonteyn, Vetesse, Lancaster & Bauer-Wu, 2008). Corbin, Strauss & Strauss (2015), state that there are two significant levels of coding, which are open coding and axial coding. The first step in coding raw interview data, is to become involved with open coding. In open coding, all blocks of raw data will be broken down into different concepts and given new meaning to. This allows for “exploration of the ideas and meaning that are contained in the raw data”. While coding in this first stage, different codes and concept will be created. Once the first stage,

**Table 1: Overview Coding Scheme**

For this study, data-driven codes were developed, which means that all codes have been developed by analyzing raw data. After all raw interview data was imported into the software package of Nvivo, initial codes have been developed by reading through transcripts of the first six interviews. At first, thirty-nine different codes were constructed. When finishing reading through all twenty different interview transcripts, a total of sixty codes were developed. As proposed by Corbin et al., (2015) the second stage of axial coding concluded after the first stage of open coding. These axial codes can be found in Table 1. An overview of the complete codebook can be found in Appendix C.

## 4. RESULTS

### 4.1 Reputation Before Scandal

#### 4.1.1 Good Reputation

As can be seen in Table 1, a prevailing majority of respondents ought to think good about the reputation of their local supermarket. For example, a respondent stated that the reputation of the local supermarket is “(...) excellent. The service they provide is good and they sell a wide range of products. In my opinion, there is a good atmosphere”. Another respondent expressed other aspects of a good reputation, specifically that the supermarket recently was “(...) voted as the most customer-friendly store in the Netherlands. Furthermore, the supermarket

is always well visited. Also by many people living outside the village”.

For the axial code good reputation, seven different codes were developed. One aspect not voiced in one of the quotes above, was coded most frequently, namely the quality of the products. Most respondents spoke of good products with complementing prices. One respondent said specifically that the supermarket has a great “price and quality value”.

The second most frequently coded aspect was sustainability. Which can be seen as an attribute of a supermarket to remain diverse and productive and to consider the environment, the economy and the social context. “In my view, my supermarket acts sustainably by sticking labels to products that are organic, fairtrade or a better life product. As a result, it is clear to me as a consumer which products are available”.

Discount offers is the last coded aspect for this axial code. Two out of thirteen respondents expressed it as an aspect of having a good reputation. One of them said that “There are many offers, with some you can save money to buy games, towels or knives”. The other respondent stated that products with a discount offer are favored to products with a quality mark.

Broad assortment, service, atmosphere and location are the remaining four codes, already voiced in quotes from respondents in the first paragraph. From these quotes, service and broad assortment were the most expressed aspects during the interviews.

#### 4.1.2 Neutral Reputation

Five out of twenty respondents think neither good nor bad about the reputation of their local supermarket. “I think my local supermarket has a reasonable reputation, but occasionally there have been bad news reports about the origin of the meat”. Additionally, a respondent stated that “The reputation is average, not particularly good. But they have a very friendly staff, which help the customers quickly”. In these quotes two coded aspects of neutral reputation can be found, namely news coverage and service. Besides these two codes, there are three other aspects within neutral reputation, quality of products, sustainability and quality of employees.

As was the same with the axial code good reputation, the most frequently coded aspect in this axial code is quality of products. “I think the quality of the products is sufficient, but I would not be surprised if, for example, they still sell broiler chicken or if there is still some broiler processed in the meat”.

Sustainability was the second most frequently coded aspect. “Well, I do not think it is sustainable at all. I never really noticed anything. Only occasionally a sustainability stamp or something like that. organic marks. That is it”. In this quote, it can be seen that there are only a few products with a sustainability mark available at the supermarket, in comparison with a supermarket rated as good, which places its sustainable products at eye level.

Within the coded aspect of quality of the employees, different opinions have been expressed. Some respondents reported about the low quality of the staff, but others stated that the staff working at the supermarket are of good quality and are very friendly.

#### 4.1.3 Bad Reputation

Only two of the respondents voiced a negative opinion about their local supermarket. One of them stated to hear many “(...) news items about the bad quality of the meat” and the other respondent talked about the cheap products at the supermarket, which that “animals are suffering and most of the products are bad for the environment”. These statements were coded at sentence level and are coded as quality of products, mass media coverage and environmental concern. Besides these two codes,

there is one other coded aspect within this axial code, specifically sustainability. One of the respondents stated that most of the available products in the supermarket, cannot be seen as sustainable.

## 4.2 Reputation After Scandal

### 4.2.1 Good Reputation

For a small number of respondents the view on the reputation of the local supermarket has changed, after introducing the broiler scandal. Instead of thirteen respondents voicing a positive opinion about their supermarket, now, eleven respondents expressed a positive attitude towards their local supermarket. One of the respondents stated that they still think positive about the supermarket because “they are committed to producing and selling products that have a good impact on the lives of the animals”. Other respondents stated similar views in the interview, namely that “the supermarket also sells products, for a large part, that are good for the environment and for animal welfare”. In these quotes one coded aspect comes to light, specifically ecological products. Ecologic means that a supermarket is concerned with the relation of living organisms to one another and to their surroundings.

Three other different codes were developed for this axial code, besides ecological products. These are respectively, quality of products, mass media coverage and employees. Quality of products is the most regularly coded aspect. Many respondents compared quality food with the durability of a product. “There is lots of choice in quality food. I never got sick or had food that passed the expiration date”.

Mass media coverage was viewed as a method of changing the ways a supermarket operates. A respondent stated, “I think my local supermarket is reliable. If this is not the case, it is covered by the mass media and after that, the supermarket changes their operating ways”. A good reputation meant for other respondents, that mass media has not put their local supermarket in a negative light.

The last coded aspect in this axial code is employees. Respondents talked about the quality of the employees during the interview, mostly about the quality to “(...) help the customers very fast”. another respondent mentioned that the staff always very neatly help the customers in the supermarket.

### 4.2.2 Neutral Reputation

In contrast with good reputation, after the announcement of the broiler scandal, the amount of respondents with a neutral view has grown. Quotes that state the transition from a positive view towards the local supermarket to a negative view, include statements as “it is worse than I thought” and “I will now check if the Jumbo still sells broiler chicken”.

The transition can be connected to the code mass media coverage, while a respondent said that his opinion changed “because of the news coverage about broiler chickens”. Other claimed to follow the news with regard to broiler chickens closely.

Quality of the products is the most frequently coded aspects in this axial code as well. In this code, most respondents connected the quality of the products to the broilers. “The quality of the products is good, (...) but when it comes to the broiler chicken, this could be better”.

A total of three different codes have been developed, and the one not covered yet is sustainability. One respondent particularly mentioned that “(...) more biological products have been added in recent years that were not there at first. So, it does state that the environment has an impact on the supermarket.”.

### 4.2.3 *Bad Reputation*

When asked about the reputation after the scandal was introduced, still two respondents expressed a negative view towards the reputation of their local supermarket. One of them said that *“the reputation has gotten worse”* and the other respondent stated that the view on the reputation did not change at all.

Only two aspects have been coded in this axial code, which are broad assortment and quality of the products. One of the two respondents stated that the supermarket does *“include products for all groups, vegan, bio etc. But not for an equal price”*. This statement has been coded as broad assortment and to cover the last code, a respondent has expressed a view about the quality of the products, specifically that *“not enough attention is paid to the quality of the products”*.

### 4.2.4 *Switch Supermarkets*

During the interview, a question was asked about the behavior of the respondents. Namely if they would switch to another supermarket to buy their groceries, if their local supermarket still sells products with broiler meat processed in it. A total of four codes have been developed to give a meaning to the different answers of the respondents, respectively, cost, location, no and yes.

One of the respondents came up with an alternative for switching to another supermarket, namely to raise the price of the broiler chicken meat in the supermarket. *“I think that that supermarkets should increase the price of broiler meat, in this case both free-range and broiler would become equal. More people will buy free-range chicken meat products.”* Someone else stated that they would switch to another supermarket, but it *“depends on how much more expensive a product is”*.

*“It depends on the location of the other store, if that store is too far away, I would consider not to get chicken or buy less chicken”* is the opinion of one respondent with regard to the code location. More respondents claimed that they would consider switching to another supermarket if the location of the other supermarket is favorable.

Five out of the twenty respondents were expressing their willingness to change to another supermarket, while eight respondents said to would not switch. Quotes suitable to the two different codes are respectively, *“I think that the circumstances that the chickens go through are unacceptable. If I can do something about it by not buying these products, I will definitely do so”* and *“no, I did not change when I knew there was still plenty of broiler chicken sold. Why would I change now?”*.

## 4.3 **Mass Media Influence**

### 4.3.1 *Opinions About Supermarkets*

A variety of perspectives were expressed during the interview with regard to media influence on forming an opinion about the local supermarket. *“Mass media does have a role in my decision-making, although I think that for the most part is unconscious. By advertising about the broiler, I don't buy meat at the Albert Heijn.”* Six different codes concerning this topic have been developed, namely advertisements, no media influence, unconscious influence, purchases, online and reviews. Two out of the six codes have already been covered in the quote above, specifically unconscious influence and advertisements.

The second most frequently coded aspect of the axial code opinions about supermarkets is no media influence. Six respondents stated that they do not experience any mass media influence at all. *“I am going to a supermarket in a small village. Social media does not help me form an opinion about such a small store”*.

For some of the respondents, mass media only has an influence in making bigger purchases. One respondent explicitly stated, *“only if I have to form an opinion about really big and important purchases”*. Mass media can also impact the purchase of certain products, *“(…) it helped me understand how things are going (….) in the meat world. It certainly made me eat less meat”*.

Other respondents expressed another opinion about mass media influence and stated that they only got influenced by the mass media online, *“(…) via the internet”*.

*“(…) I think, that reviews found on social media and via Google also affect my image about my local supermarket. When these are positive, I think well about my local supermarket”*, as can be seen from this quote, reviews are another coded aspect that helps form an opinion on a local supermarket. Two out of twenty respondents said that reviews helped them to form an opinion.

### 4.3.2 *Opinions about Scandals*

Three discreet reasons emerged during the interview, covering why mass media can, or cannot, have an impact on forming an opinion about scandals. One interviewee argued, *“the only thing I know about scandals, comes from the daily newspapers. Therefore, my complete opinion is based on the mainstream media”*. The majority of participants agreed with the statement above. Therefore, for most respondents, mass media can be seen as an information source for news about scandals. Besides as an information source, there are two other codes that have been developed, specifically negative attitude and no media influence.

A small number of respondents mention that they develop a negative attitude towards the broiler chicken. A respondent expressed a feeling towards the treatment of the chickens, *“because of the image that the mass media forms, that they think it is bad that the chickens are treated this way”*. This view was echoed by another respondent, *“mass media helps to give a negative image (…)”*.

Only a minority of the respondents said to experience no mass media influence at all. They all agreed with this statement, *“I have my own opinion and I think that the broiler chicken does not live a very bad life. All I know it that they grow fast.”*

## 4.4 **Scandals**

### 4.4.1 *Broiler Chicken Scandal*

After introducing the broiler chicken scandal to the respondents, a question was asked about their knowledge on the topic of the broiler chicken. One interviewee argued that it is *“ridiculous that no laws have been made against the abuse of animals. Animals also have feelings and to let them live under these miserable conditions is incomprehensible”*. This quote was coded at a sentence level and two codes can emerge from this particular quote, namely law and living conditions. A majority of the participants agreed with the bad living conditions of broiler chickens, eighteen out of twenty respondents voiced their opinions about the phenomena. Other coded aspects are economic value, growth rate and meat.

While living conditions, was by far the most mentioned aspect, growth rate was also frequently coded. Most of the respondents stated that they already knew about the rapid growth of the chickens, *“the rapid growth of the chickens was already known to me”*.

Another highly mention aspect is meat. Overall, the most stated fact of the meat was its low expense, *“I think it is bad that we, as a society, strive for the lowest possible price for out meat”* and other connected the code meat with health, *“as long as the meat is tasty and healthy (…)”*.

*"(...) organic chicken for 7.5 billion people is not at all supportable in the long run".* A small amount of participants stated the economic value of the broiler chicken. during the interview.

#### 4.4.2 Information Sources

A follow-up question was asked about the origin of the knowledge of the respondents and a total of six codes were developed within this axial code, namely news, television, social media, friends or family, Wakker Dier and independent study. Many respondents agreed with this statement, *"I have seen advertisements on the television and actions on the internet of Wakker Dier themselves. But I thought that the issue of the broiler chicken was already solves. But for a week, there has been another advertisement on the television that the Albert Heijn still sells broiler chicken".* In this statement, two of the information sources are mentioned, Wakker Dier and television.

The most frequently mentioned source of information was news, *"I heard about the scandal via the news. Which I follow mostly online"* and *"via the mass media, especially via the news"*. Fifteen out of twenty respondents said that news was their main source of information.

Social media was also a frequently mentioned source of information. Participants said to get their information from Twitter, Youtube and other social media channels. For example, one respondent said explicitly, *"I read statements about the broiler on Twitter"*.

One of the least coded information sources is friends or family. Four out of twenty respondents argued that gathering information from friends or family is one of their main sources of information. *"I heard about it, through people talking about that subject"*.

Independent study is the least coded information source for this axial code. Participants said that whenever they find a particular subject interesting, they search for information about that subject themselves. *"I searched for information myself"*, argued one of the interviewees. Another respondent said explicitly *"via independent study"*.

### 4.5 Buying Behavior

Throughout the interview, questions were asked about different factors that have an impact on the purchase decisions of the respondents. In total, ten different factors have been coded, namely price, mass media, quality, ecologic products, nutritional values, health, quality marks, aesthetics, mental state and recommendations.

In response to the question, most of the respondents argued that price has the greatest influence on their purchase decisions, *"I base my decision on the amount of money"*, while others considered mass media as the greatest influence on their buying behavior, *"I usually trust mass media, Therefore it has a high impact on my purchase decisions"*.

Almost half of the respondents that answered the questions reported that quality, as a factor, has an impact on the purchase decisions, *"Until the quality of the product is guaranteed"*. Most of the interviewees connected the quality of a product with the price of the same product.

One-third of the interviewees said that they feel more inclined to buying a product, when it is an ecological product. One of the respondents stated that the product should not, *"(...) have a bad impact on the environment and that it should not exploit people or animals"*.

A small number of participants mentioned that *"nutritional values"* is one of the factors that has an impact on their buying

behavior, while other respondents argued that health is most important to them, *"food must be fresh and as much unprocessed as possible. Must not include any pesticides"*.

Quality marks, aesthetics, mental state and recommendations are the four least coded factors. An interviewee stated that it was preferred to buy products *"(...) with a mark on the packaging. In this way, I can still chose animal friendly products"*. Others said to look at the *"presentation of the product"* and some of the respondents said that they only buy products if they *"feel a need to buy them"*. A quote with regard to the last code is that *"other people's opinion affect my buying behavior. If they recommend or advise something"*.

## 5. DISCUSSION

The purpose of this thesis study was to investigate if a scandal has an impact on the reputation of the company and therefore to answer the research question *"does a product brand scandal negatively spillover to the reputation of a company, which sells that particular product?"*. To be able to examine if there is an actual relationship between the two variables, one particular case has been investigated, which is the case of the broiler chicken sold in supermarkets.

### 5.1 Product Brand Scandals and Organizational Reputation

Understanding the relationship between product brand scandals and organizational reputation is an important step to answer the research question. The proposition, formulated from literature stated in chapter 2, with regard to these two variables, is *"if a product brand scandal comes to light, organizational reputation will be negatively influenced"*. After the scandal has been introduced to the respondents during the interview, a question related to buying behavior was asked. Less than half of the interviewees stated that they would not switch to buy groceries at another supermarket, due to the scandal of the broiler chicken. A quarter of those who got interviewed, said that they would definitely switch. The other seven participants stated that there was a possibility they would switch to buy groceries at another supermarket, but that choice would depend on the location of the other store or on the cost of the other product.

To get knowledge about organizational reputation, questions have been asked with regard to different values of organizational reputation, specifically sustainability, trustworthy and about buying behavior of the interviewees. Some respondents stated that they already knew that broiler chicken was being sold in their local supermarket and argued that even though, the reputation of the supermarket was negative due to the scandal, they still bought their daily supplies at that supermarket. For most of the respondents, reputation meant the way that a business or company is being viewed. Organizational reputation and supermarkets is only slightly connected according to the interviewees. One of the reasons for this phenomena is that grocery shopping has to be done daily or weekly and consumers do not have to make big decisions about large purchases. But other respondents voiced that they stopped buying their groceries at a particular supermarket, as can be seen in chapter 4.

Concluding, there are a variety of different opinions about the relationship between buying behavior and organizational reputation. Due to all the different opinions, a positive link between the two variables cannot be established. Only five of the participants argued with certainty that they would switch to another supermarket to buy their meat. Others stated a possibility of switching and a majority refused to switch to a different supermarket at all.

## 5.2 The Moderating Effect of Media Coverage on the Relation Between Product Brand Scandals and Organizational Reputation

The last proposition that was formulated in chapter 2 included the moderating effect of mass media coverage and stated, “*media coverage strengthens the negative effect of a product brand scandal and therefore, influences organizational reputation negatively*”. During the interview, news was stated to be the most influential factor on the forming of opinions about scandals, by seventy-five percent of the participants. Nine out of twenty interviewees stated to often watch television and stumble upon advertisements or daily news items about different scandals, while eight respondents said to read items about scandals on social media. Around one-third of the respondents said not to be exposed by mass media influence, while a majority claimed to obtain a negative attitude towards several scandals. The remaining participants argued to use mass media as an information source.

Since a majority of the respondents said to be negatively influenced by mass media on their opinion of scandals, it can be concluded that that mass media has in fact a strengthening effect on the negative impact of a product brand scandal.

## 6. CONCLUSION

To answer the research question “*Does a product brand scandal have a negative impact on the reputation of a company, which sells that particular product brand?*” an initiate reputation has been established, as well as a reputation after introducing the broiler chicken scandal. Thirteen respondents said initially to think positive about the reputation of their local supermarket, five respondents ought to think neither good nor bad about their supermarket and only two of the respondents thought very negatively about their local supermarket. After introducing the broiler scandal during an interview, some of the participants changed their opinion about the supermarket. It resulted in changing the opinions of four of the participants. Within the axial code of good reputation, one of the respondents said to think even more positive about the reputation of the local supermarket and two respondents thought more negatively, which led them to be coded in the axial code of neutral reputation. One of the participants said to think even worse about the reputation of the supermarket, while already having a negative view towards it before introducing the broiler chicken scandal.

Less than twenty-five percent of the respondents changed their way of thinking about their local supermarket. Thus, it can be said that a recent brand scandal does not have a negative influence on the reputation of a company, which sells that particular product.

## 7. LIMITATIONS AND RECOMMENDATIONS

However, this study has several limitations. One of the limitations included a strong regional focus, in which only a small geographic was used to collect data for this study. In this way, only the view of residents living in one district are included in the research. Future work on the topic should include a greater geographic area or expand to a multi-country analysis.

Another limitation is about the findings of the study. Since, this research is of qualitative nature it was more difficult and time consuming to characterize in a visual way, compared to quantitative research. In future research, a more quantitative study should be conducted, to ensure the validity and reliability of the research.

The choice of supermarkets as a company for this study can also be seen as a limitation. Consumers mostly buy small products for daily use at the supermarkets and do not let organizational reputation influence their purchase decisions. Future work could include research on another company, for which larger purchase decisions should be made. Customers are more likely to be influenced by reputation with bigger decisions.

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## 9. APPENDIX

### 9.1 Appendix A

Table A: Livings standards of the broiler per supermarket

Supermarktketen	Normen van de nieuwe kip per super		
	Groei per dag	Kippen per m <sup>2</sup>	Daglicht of niet?
	<i>Tragere groei is goed voor de kip</i>	<i>Minder kippen per m<sup>2</sup> is goed voor de kip</i>	<i>Daglicht is goed voor de kip</i>
Albert Heijn	Max 50 gr/dag	~16 kippen (38 kg/m <sup>2</sup> )	Nee
Boni			
DEEN			
PLUS			
Coop	Max 50 gr/dag	~16 kippen (38 kg/m <sup>2</sup> )	Daglicht in stal
Dekamarkt			
Dirk			
EMTÉ			
Hoogvliet			
Jan Linders			
Lidl			
Poiesz			
Spar			
Vomar			
ALDI	Max 47 gr/dag	~15 kippen (35 kg/m <sup>2</sup> )	Daglicht in stal
Jumbo	Max 45 gr/dag	~13 kippen (30 kg/m <sup>2</sup> )	Daglicht in stal
Boon's Markt			
MCD			
Nettorama*			
Eén Beter Leven-ster	Max 45 gr/dag	~12 (25 kg/m <sup>2</sup> )	Daglicht en overdekte uitloop

Wakker Dier wil dat supermarkten hun kippen een beter leven geven en overstappen naar kip met één Beter Leven-ster van de Dierenbescherming. Dan krijgen de kippen onder andere meer ruimte én een overdekte uitloop naar buiten.

\* Nettorama heeft nog een klein aantal verse plofkipproducten in het schap.

## 9.2 Appendix B

### Interview Questions

*Does a product brand scandal negatively spillover to the reputation of a company, which sells that particular product brand?*

#### General questions

- ❖ What is the reputation of your local supermarket according to you?
- ❖ To what extent does social media or mass media help you form an opinion about your local supermarket?
- ❖ How do you view social and environmental responsible supermarkets?
- ❖ To what extent does a supermarket need to act sustainable?
- ❖ To what degree does your local supermarket act sustainable?
- ❖ What is your opinion about the quality of the meat that your local supermarket sells?
- ❖ Can you recall and name a scandal that happened in the past?
- ❖ In what way did you find out about that scandal?

#### Questions about the impact of product brand scandals on consumers buying behavior and moderating effect of media coverage.

##### *Introducing broiler scandal*

- ❖ What is your view on the broiler scandal?
- ❖ What did you already know about the broiler scandal? And how did you get that information?
- ❖ To what extent does social media help you to form an opinion about a scandal?
- ❖ To what degree does social media or mass media influence your purchase decision?
- ❖ What other factors have an impact on your purchase decisions?
- ❖ To what extent do you think a company should screen products before they sell them in their stores?
- ❖ Would you switch to buy your products at another supermarket? And why?

#### Questions about corporate reputation

- ❖ What does reputation mean to you?
- ❖ In what way did the view on your local supermarket change?
- ❖ To what extent do you think your local supermarket is trustworthy?
- ❖ To what degree do you think your local supermarket is respectable?
- ❖ Did your view about the level of sustainability of your local supermarket change? And why?

#### Broiler Scandal

A broiler is a chicken that is specifically bred and raised for meat production and since 2002, Wakker Dier, has been protesting against the chicken. Broilers are raised in small stable, in which there are around sixteen chickens per square meter. Most chickens experience difficulty when walking and they are forced to live in their own feces. A combination of damp, acid and too little movement space causes painful ulcers on the feet of the chicken. To help the chicken get a better quality of life, Wakker Dier has set standard, but still, almost every supermarket sells chicken below that standard (Wakker Dier, 2019).

### 9.3 Appendix C

Table C: Interview Codebook

<i>Topics</i>	<i>Axial Codes</i>	<i>Codes</i>	<i>Quotes</i>
<i>Buying Behaviour</i>	Purchase Decisions	Aesthetics	Good looks and presentation of the products in the supermarket.
		Ecological Products	To the extent that they are sure that the product is fair and all processes concerning the product have been fair toward the environment.
		Health	Food must be fresh and as much unprocessed as possible. Must not include any pesticides.
		Mass Media	Media makes me think about certain products and things, and sometimes I do choose a different product over something else.
		Mental State	I buy certain products, if I feel the need to buy them, with regard to the mood I am in.
		Nutritional Values	I buy products with regard to price, nutritional values, advertising offers, accessibility of the supermarket, friendliness of the staff, assortment and presentation of the product
		Price	I base my decision on the amount of money I have to spend
		Quality	Until the quality of the product is guaranteed.
		Quality Marks	I prefer products with a mark on the packaging. In this way, I can still chose animal friendly products.
		Recommendations	Other people's opinion affects my buying behaviour. If they recommend or advise something,
<i>Mass Media Influence</i>	Scandal Opinions	Information Source	The only things I know about scandals comes from daily newspapers. Therefore, my complete opinion is based on the mainstream media.
		Negative Attitude	Mass Media helps me by informing me about the bad circumstances of how these chickens live. This is not a topic I actively look up. So I happen to have to run into it
		No Media Influence	I have my own opinion and think that the broiler does not live a very bad life. All I know is that they grow fast.
	Supermarket Opinions	Advertisements	I think the mass media helps in making decisions by making advertisements about supermarket chains, such as the broiler chicken advertising about supermarket chains in the Netherlands. This shows whether your supermarket sells broiler chicken or not.
		No Media Influence	The mass of media does not help me form an opinion about my local supermarket. I would not switch supermarkets. I know this because we have several supermarkets in the village and I still choose the same supermarket to get my groceries.
		Online	I get my information via the internet.
		Purchases	News from the media may change my opinion about the products I buy in the supermarket.
		Reviews	In addition, I think that reviews found on social media and via Google also affect my opinion about my local supermarket.
		Unconscious Influence	Not aware. It may be that my opinion is subconsciously influenced by the "mass media".
	<i>Reputation After Scandal</i>	Bad Reputation	Assortment
		Quality of Products	There is not enough attention paid to the quality of the products.
Good Reputation		Ecologic	They are committed to producing and selling products that have a good impact on the life of animals and the environment.
		Employees	I think I'm always very neatly helped in the supermarket and everyone is always ready to help the customers.
		Mass Media Coverage	My local supermarket is very reliable, I hear little negative information from the outside and via the news.

	Quality of Products	Very reliable. I personally have confidence in the supermarkets and the products they offer us. This is because I've never had any problems with it.	
Neutral Reputation	Mass Media Coverage	Because of the news coverage about broiler chicken	
	Quality of Product	But when it comes to products this could be better e.g. with the broiler chicken	
	Sustainability	Yes, more bio products have been added in recent years that were not there at first. So it does the state of the environment has an impact on the supermarkets.	
Switch Supermarkets	Cost	I think that that supermarkets should increase the price of broiler meat, in this case both free-range and broiler would become equal. More people will buy free-range chicken meat products	
	Location	It depends on the location of the other store, if that store is too far away, I would consider not to get chicken or buy less chicken.	
	No	No, I wouldn't change supermarkets. I didn't change when I knew there was still plenty of broiler sold. Why would I change now?	
	Yes	Yes, if there's a supermarket in my neighbourhood that does not sell broilers. I think the circumstances that the chickens go through are unacceptable. If I can do something about it by not buying these products, I will definitely do so	
<i>Reputation Before Scandal</i>	Bad Reputation	Environmental Concern	The supermarket is cheap, with regard to meat, so that means animal suffering and bad for the environment.
		Mass Media Coverage	I often hear bad news items.
		Quality of Products	They have both quality and bad meat, mainly environment and animal unfriendly.
		Sustainability	They have sustainable products, but most would not be seen as sustainable.
	Good Reputation	Atmosphere	The supermarket has a good atmosphere.
		Broad assortment	They sell many different products, which also includes organic and vegetarian and vegan kind of foods.
		Discount Offers	There are many offers, with some you can save money to buy games, towels or knives.
		Location	Because people from far away are going there. Even from abroad. But that's mainly because it's located along the border.
		Employees	The supermarket is known for its friendly staff.
		Quality of Products	I like the price and quality value in the supermarket very much.
	Service	It was recently voted the most customer-friendly store in the Netherlands	
	Sustainability	There are shelves of sustainable, local products. Those products also include labels which show how sustainable a certain product is.	
<i>Scandal</i>	Neutral Reputation	Mass Media Coverage	Occasionally there are bad news reports about the origin of the meat.
		Employees	But they have a very friendly staff.
		Quality of Products	I think the quality of the products is sufficient, but I would not be surprised if, for example, they still sell broiler or there is some broiler processed in the meat.
		Service	They help their customers quickly.
		Sustainability	Well, I don't think it's at all. Never really noticed anything. Only occasionally a sustainability stamp or something like that. organic labels. That is it
	Broiler Chicken	Economic Value	Effective livestock farming. Organic chicken for 7.5 billion people is not at all supportable in the long run.
		Growth Rate	Broiler chickens get fed too much, so that they grow much faster than normal chickens.
		Law	It is up to the government to make rules for this. If it is not punishable, it is not going to change.
		Living Conditions	I did not know that their living standards were that bad.
		Meat	I think it is bad that we as a society, strive for the lowest possible price for our meat

Information Source	Friends or Family	I heard it via friends and through news.
	Independent Study	Mostly I search for things myself.
	Mass Media Coverage	I heard about the scandal via the news. Which I follow mostly online.
	Social Media	I read statements about the broiler chickens on Twitter.
	Television	I heard about it, through advertisements on the television.
	Wakker Dier	I know a lot about their lives, I am a big supporter of Wakker Dier.