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The goal of this project is to collect and analyze consumer perceptions of corporate social responsible and irresponsible activities. More than 36,000 consumers have taken the survey.

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This is a massive, detailed book that seeks to lift the lid on the world of brand

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When it comes to consumer / brand perception, trust and loyalty play hand-in-hand. Consider Clorox, a brand that offers a series of products based on one common ingredient: bleach. Clorox has

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been viewed to offer a trusted product line and is embraced for much more than its mere ability to clean surfaces, but rather a must-have to keep families safe, kill germs, and maintain a healthy environment.

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This study explores how consumers evaluate co-branding alliances between dissimilar partner firms. Customers are well aware that different firms are behind a co-branded product and observe the partner firms' characteristics. Drawing on signaling theory, we assert that consumers use organizational characteristics as signals in their assessment of brand fit and for their purchasing decisions.

### **Consumer perceptions of co- branding alliances ...**

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