

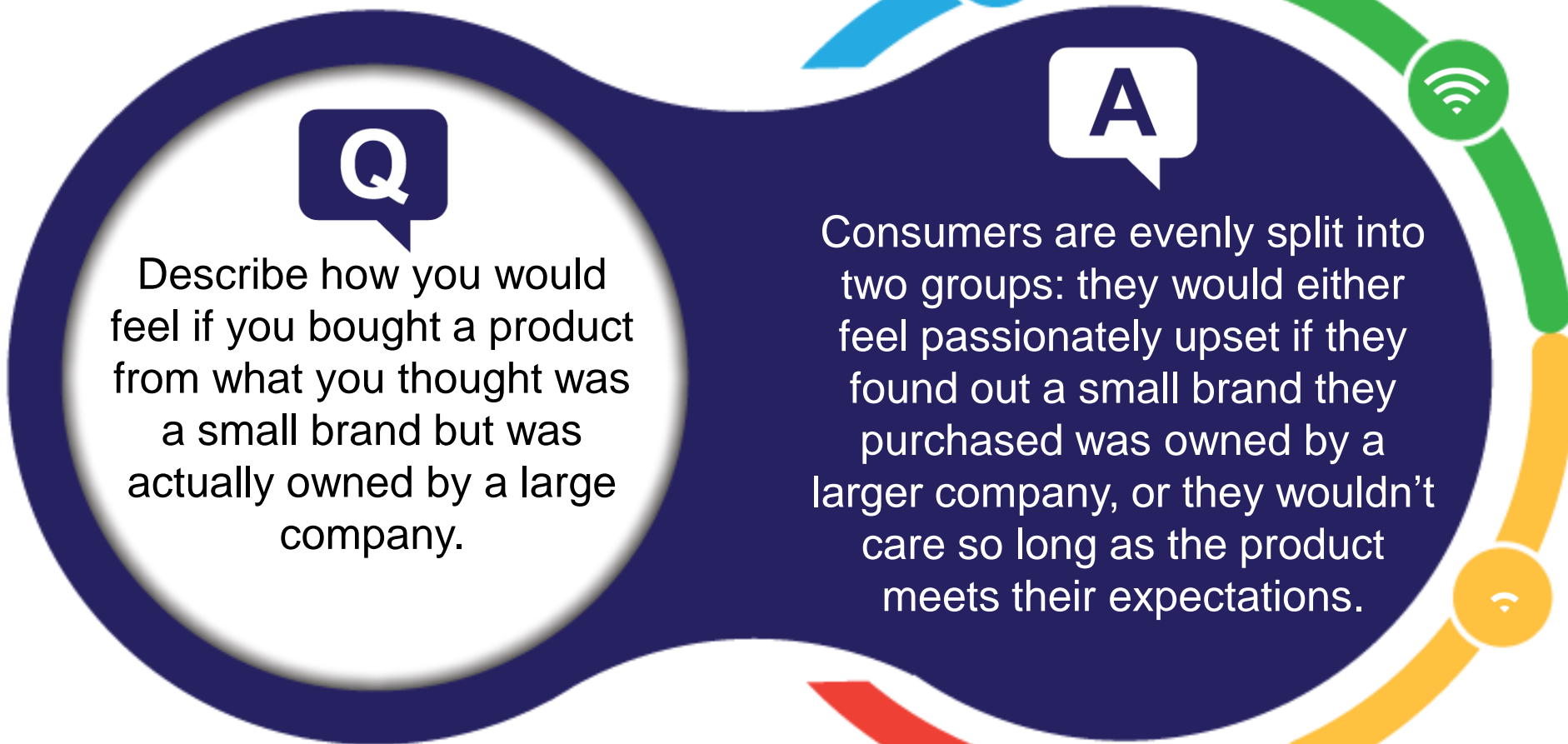
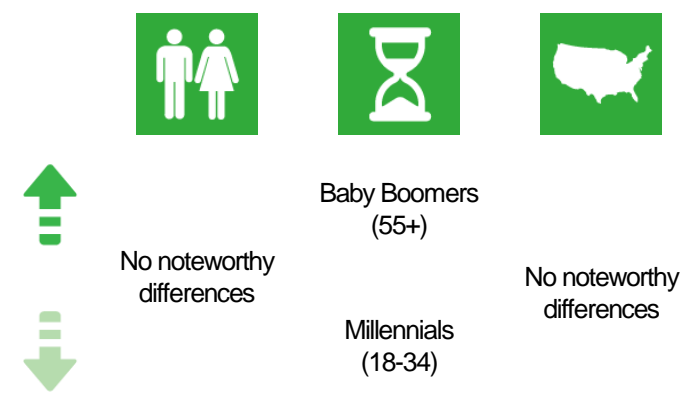
Consumers feel passionate about being misled by companies

Consumers would feel betrayed, disappointed, deceived, misled, lied to, and cheated if they found out that a brand they thought was small was actually owned by a larger company.



Consumers wouldn't care if they found out a small company was in fact owned by a larger corporation

So long as the quality was still great and the price was low, consumers would feel indifferent. Many articulate it is common for small companies to be bought out.



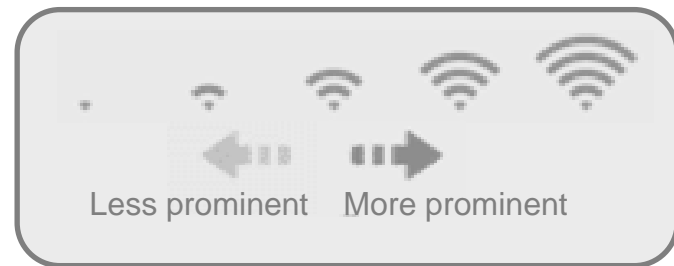
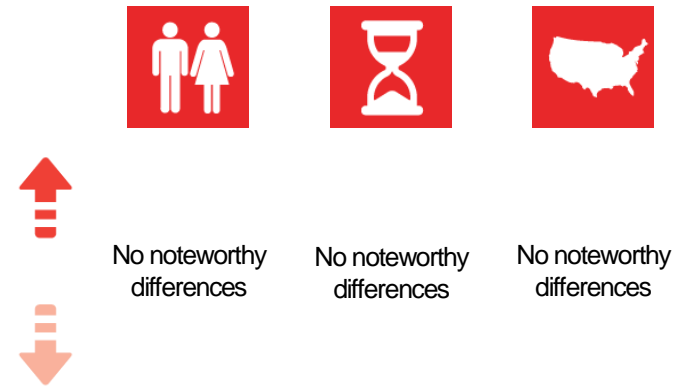
How consumers would feel depends on the quality and price of the product

Consumers state that how they feel would depend on the price and quality of the product they purchased; if the quality was poor, they would be disappointed. Additionally, the reputation of the company matters.



Consumers keep informed and know which companies they don't support ethically

Consumers try to stay up-to-date about their purchases and research the parent company of the products. If the company doesn't align with their morals, they would rethink their next purchase.



Big brands can cultivate success by ensuring that they align with small brands' values and communicate to the consumer that the quality of the product and value remains the same.



Consumers feel passionate about being misled by companies



"I would feel a bit betrayed and deceived, as I don't mind spending a bit more to support small business owners and being duped into buying something from a big company would be a betrayal."

"I would feel like my trust had been betrayed. I'm likely to spend more at a small, mom n pop store because of where the money is going to."

"I would feel like I was lied to and most likely would never buy from them again."

"Deceived and ultimately distrustful of the large company."

"[I would feel] a bit like I had been lied to at first hearing about this. Maybe angry if that large company was not a company that I support either on a financial or ethical stand points. Not so angry if the large company was one that I support, but would be disappointed in them for not coming out and saying that this product was one of their child brands."



Consumers wouldn't care if they found out a small company was in fact owned by a larger corporation



"I wouldn't care. As long as the product is good and in my price range I don't care who owns it."

"[I] would be interested in the relationship between the two firms, but ultimately I wouldn't care."

"I would feel indifferent as this happens more than some consumers know."

"I would feel misled, but know that this type of stuff happens all the time. Small brands are small, and they get sold to a larger company to take the name sake, and have control so there are no worries down the road. It also can be a good thing for a small company though, to not have to worry about things such as overhead or potential loss, or risk taking."



How consumers would feel depends on the quality and price of the product



"Depending on the quality of the product. If the quality is there, then I don't mind the ownership."

"It would depend on the reputation of the big company."

"Not bad, depending on the product. Good, quality product at an affordable price wins always."

"It completely depends on the reason I bought the product. If I specifically wanted a small brand then I would be disappointed. However if I was purchasing something regardless of brand I would only be slightly concerned."



Consumers keep informed and know which companies they don't support ethically



"I research all purchase decisions and would never make a purchase without knowing the parent company that produced the product."

"I don't support Walmart in its entirety because of how they treat their employees."

"I would do my research before the purchase."

"Actually, I would feel a bit silly. The fact being that I hadn't inquired further about the product before I made the initial purchase. So therefore in future reference I would make sure I knew all the ins and outs about a specific product before purchasing."

