Modeling the role of the information shared in the virtual communities of brand in the participation of consumer in a boycott

Haykel BEN KHELIL, Leila OTHMANI, Mahmoud BOUZOUITA, Néji BOUSLAMA

FSEGT, University of Tunis El Manar
E-mail: Benkhelil.haykel@gmail.com

Abstract:

This research presents an explanatory model combining at the same time shared information, perceived severity and the boycott in a virtual community of brand. The objective of this investigation is to understand the mechanisms for sharing information between the members of a brand community and their contribution in the participation of the consumer in the boycott. To do this, a survey near 310 members belonging to the virtual community of the Coca-Cola brand in facebook allowed us to validate the conceptual model. This brand of the positions pro-Israeli and finances the Israeli army which triggered the dissatisfaction of the consumer and launched a boycott calls through its page on Facebook.

Keywords: virtual community of brand, shared information, trust, perceived ethical severity, participation in the boycott.
INTRODUCTION

Virtual communities have developed significantly in recent years (Shang et al. 2006). Jones (1997), described the online communities as a group of individuals seeking to build a relationship through a computer-based communication. In an online community, people who share common interests, meet often on the Internet. In other words, people communicate in person and through websites, and sharing the benefits they receive through their consumption of certain brands (Jang et al. 2007). The tribes are virtual communities where interactions influence the feelings and experiences of members.

These communities are different from traditional communities due to their commercial and shared interests redeemed by members, admiration, sympathy and even love assigned to a mark (Albert, 2008). In the e-commerce studies, the importance of interpersonal relations remains the key issue in virtual communities. Indeed, members of these communities share information, photos, links, new and messages with friends on Facebook which allows providing direct feedback by writing comments. These communities are the information flow means the behavior of a brand or organization. Moreover, the brand virtual community is a vector of communication between consumers and brands. This relationship is based on shared value (common vision and common language), identification and trust (Reid, 2003). Indeed, it is important to know the effect of exchange information around the brand in the consumer's purchasing behavior, particularly when we are faced sometimes considered unethical practices of the latter. This leads consumers to engage more and more in actions of resistance and anti-consumption and refuses to buy certain products or brands (Kozinets, 1999). Thus, some researchers have examined the link between sharing characteristics of information between members of the brand's online community (shared value, identification and trust) and participation in a boycott action. Indeed, studies in the field of consumer goods show that the information sharing does not have a direct effect on the boycott decision. The impact is a second order which translates through the perceived seriousness. Shared knowledge and confidence in the brand bring consumers to accentuate the perceived severity of acts committed by it, which indirectly helps to increase their participation in the boycott. Indeed, the perceived seriousness refers to the intolerable acts, unfair and shocking committed by the brand as the nuisance to the environment, child exploitation, abuse policy price ... to the extent that consumers deem it deserves to be sanctioned.

The main objective of this research is to show the extent of the contribution of information sharing in a virtual community brand in the consumer boycott participation. These theoretical findings lead us to propose the following research question:

What role does the information shared in virtual communities in branded consumer participation in a boycott?

1. Review of the literature:
The quality of the relationship in brand communities:
Several researchers have talked about relationship marketing including the consumer-brand relationship. Bendapudi and
Berry (1997) show that the motivations for maintaining relationships are deliberate motives, based on the consumer's consent to engage in vis-à-vis the brand relationship. Indeed, motives apply mainly to highly competitive environments in particular with unmarked products or consumer goods as consumer choice is not constrained by the recommendations are related to insufficient information or another fence. There is, therefore, a relationship established by the agreement and consent, not coercion. In defining the commercial relationship marketing, Mills and Roux (2010) define relationship marketing as "a context managed in which formal transactions between a consumer and a supplier, are complemented by voluntary and reciprocal actions, including effect increases the likelihood of future transactions between the parties".

Then the client will play an essential role in building and maintaining the relationship. Gwinner et al. (1998) show that the key to successful relationship marketing depends on the attitudes of consumers in respect of the relationship. However, it does not act within that part of an evaluation of the relationship, but rather the attitude of consumers towards the idea of engaging in the relationship. Among other things, the consumer agrees in such a relationship in order to achieve efficient decision process, reduce the phase of research and data processing, to ensure the certainty of his choice and reduce the perceived risk.

Thus, postmodern consumers are in the virtual communities of consumption hedonic attachment (Lacoeuilhe, 1997) and a way to communicate and share their aspirations with others who share their same experiences in respect of a registered special. According, Dholakia et al. (2004), the emotional and hedonic motivations reflect "the pursuit of pleasure and relaxation through interaction with others." Virtual Communities brand defined by Muniz and O'Guinn, (2001) as "specialized community not geographically bound, based on a structured set of social relationships among admirers of a brand." The main feature of the brand online community is the ability of its members to establish interactions. In general, consumers who are members in a brand of the virtual community share common aspirations against a brand by sharing information and knowledge. Thus these social interactions can affect the relationship between the consumer and the brand (McAlexander and al 1998). Indeed, Peterson et al (2011) point out that the sharing of information in virtual communities brand is a more complicated and deeper attitude that we can summarize in a simple reduction of choice and utilities variables / cognitive.

We distinguish three recent approaches to brand as a partner and which differ depending on the status of human approximation of intensity (Mills and Roux, 2010):

- Shared value and use of spokespersons (spokespeople) where the brand is somewhere owned by the memory of the one who holds following repeated associations in time.
- Identification of the communities where the consumer-brand associations established when the object is treated as the offerer.
- Confidence on information from the brand that is triggered when it acquires human values of will, feeling and thought.

**Shared Value:**
The researchers defined the shared value as different individual preferences inherent in organizational culture (Cheng et al, 2008; Morgan and Hunt 1994). Cheng et al. (2008) have incorporated the concept of shared value in organizational concepts, claiming that the shared value is the vehicle through which individuals or partners exchange attitudes and common beliefs. This shared value facilitates
cooperation and mutual trust between the members of a community and helps to a better understanding of common interests and goals. In the field of social culture, a study on the cognitive aspects of the members of a virtual community stressed that the shared value connects different people, encouraging modes of communication and interaction between those with common values and similar allowing the formation of a sense of belonging (Wu et al., 2010). Interactions between members form part of a successful online community where the community members interact socially and communicate either in private or in public with each other about the brand. Through participation and interaction, the members become involved in virtual communities (Kozinets, 1999). Today, more people use the Internet to participate in virtual communities brand to communicate, interact and share information with other members to make purchases online and to exchange experiences about a product or brand.

Identification with the community:
The theory of social identity describes the state of mind to the collectivism of the members of a virtual community (Zhou 2011). Social identity is to clarify the relationship between self-concept, the group and the interactions between group members (Bergami and Bagozzi 2000; Haslam 2004). In other words, members will define their unique individual attributes and their collectivism attributes for groups (Homburg et al., 2009). Ellemers et al. (1999) showed that social identity is a concept with three dimensions of reflection in this case: cognitive, affective and evaluation of social identity. First, the cognitive dimension refers to people in the same group in which they will try to understand the similarities and differences of other foreign members (Dholakia et al., 2004). Second, the emotional social identity reflects the emotional involvement; for example, the sense of attachment and belonging to the members and the community. The emotional social identity develops further the loyalty of members to the community (Lin, 2008). Third, the evaluation social identity reflects the perceived value and the importance of people as members of the community. Indeed, the concept of identifying the community explains the behavior of members of the group. Algesheimer et al. (2005) reported the identification of the community as the agreement of community norms, traditions, rituals, goals and willingness of members to promote the community.

Thus, once the intention to participate in a community activity is formed, suggestions and ideas of other members can easily influence the different members. Relationships developed through interaction with the members can also increase the power of influence of the views of others (Yu et al, 2010). After the development of Internet several researchers have shown that the collective identity within a group, not only reinforces the sense of fun to the behavior conforms to the virtual community, but also the development of personal involvement in the activities group (Park and Yang, 2012; Yu et al 2010).

Trust:
Trust is considered a dependent relationship in the social sciences. Confidence in virtual communities developed by positive performance across the group. It reduces the uncertainty existing in a virtual environment to allow the formation of interpersonal relationships and facilitate knowledge sharing between individuals (and Chai Kim, 2010; Wu et Sukoco 2010). When the relationship is based on trust, individuals involved in this relationship will be willing to participate in cooperative interactions. When trust is high and stable, people can search, collect and
share knowledge, which further enhances social interaction within the group. Thus, trust facilitates information and knowledge sharing among members of the community (and Chai Kim, 2010; Chen Hung and 2010; Lin et al 2009; Ridings et al 2002). Trust is a key element in knowledge sharing between members of a community (Hsu et al 2007 ; Sukoco and Wu 2010). Thus, trust in information involves the rational confidence that members can have on the credibility of information on the Internet (Wang and Chen 2012). Trust is the major influencing factor, reflecting the will to exchange messages with other members in a virtual environment (Blanchard et al, 2011; Ridings et al 2002; Yeh and Choi 2011).

**Shared value and trust:**
According to the theory of commitment, trust, shared value is a direct antecedent of trust and commitment because individuals can increase their ability to predict behavioral intention other by shared value within the community. When these members share common values, they will be ready to maintain social relationships (Wu et al. 2010). Previous studies have considered the shared value as a critical predictor of social trust. Morgan and Hunt (1994) showed that when group members share common values, they are committed to stable relationships in the group, and therefore they will trust the group to which they belong. Kassim and Ahmed Abdulla (2006) showed the existence of a positive relationship between shared value and trust in online services. The brands will increase consumer confidence sentiment for their website by improving brand image, belief and value of the information conveyed by the members of the brand community. Wu et al. (2010) showed that the members of a branded online community sharing common values with the community, will tend to maintain a lasting relationship with her. This relationship is based on the trust in the brand’s website and the information shared by the various members. We propose the following hypothesis:

**H1:** Shared value has positive effects on trust in the information shared by these members.

**Identification with the community and trust:**
Trust plays a crucial role in social relations (Lewis and Weigert 1985). Wang and Chen (2012) stressed that social interactions are mainly related to communication between the members of the virtual community. The trust allows members of the virtual community to establish social interactions which consequently enhances interpersonal relationships between the different members of the group, especially in virtual communities brand. Moreover, social interactions stimulate, develop and strengthen trust among members. Yu et al. (2010) reported that individuals tend to interact with those who believe they are similar to themselves. This similar behavior promotes the identification of the group and strengthens the identity of the brand community (Kim et al. 2012).

Past research has confirmed that identification with the community is based not only on shared hobbies and goals, but also it enables the exchange of attitudes similar feelings, beliefs and behaviors of the brand in the community Virtual (Dennis et al 1998; Dutton and Dukerich 1991). Therefore, the feeling of identification with a virtual community enhances the trust between members and facilitates their trust in messages delivered by common community organizations (De Cremer and Van Vugt 1999). Thus, we propose the following hypothesis:

**H2:** The community identification has positive effects on trust shared information.
Understanding consumer participation in a boycott:

The boycott appears as the negative dimension of responsible drinking and positive action in the field of consumption. Indeed, Friedman (1985) defines the consumer boycott as "an attempt by one or more parties to achieve certain objectives by pushing individual consumers to refrain from doing some shopping at the market." This definition is based on both individual consumers and objectives of boycotts. Boycott actions are therefore considered as means to achieve ends. Garrett (1987) gives another vision by considering that the boycott is "a concerted refusal to do business with a particular person or business in order to obtain concessions or to express dissatisfaction with certain acts or practices of the person or the company ". In 1985 Friedman showed that boycotts whatever their expressive or instrumental nature should not have the same effects. Moreover, the boycott is a simple collective action (Olson, 1965) or a collective effort (Kozinets and Handelman 1998) derived by formal communities such as consumer associations or communities of casual users. Friedman (1999) described the boycott as a "collective refusal to purchase the goods or services of a company or a distributor whose business or social practices are considered unfair." Thus, according to this definition, the main consequence of the boycott is the refusal of collective buying until the companies in question change their practices or behaviors. The boycott is described by Herrmann (1993) as a collective refusal to buy and which results in the release of boycotting the market. This output is judged temporary General (Amirault-Thébault, 1999).

The perceived seriousness of the acts committed by the brand:

Perceived severity is a concept borrowed from the work of Klein et al. (2003, 2004) and Smith (2005) who use the term "Perceived egregiousness". This term means that the act is seen as outrageously bad, awful, reprehensible and unforgivable. These authors use the term to denote the intensive gravity of brand behavior that is perceived as unacceptable, which exceeds the threshold of acceptability and tolerance of the consumer and that diverges with the principles set by the company. In their paper Chen et al (2014) use the term "moral perceived violation" to express the assessment of the consumer and his way of perceiving the action of violation. In other research work, we find the term "perceived misconduct" that involves the perception and evaluation of the consumer of the action performed by the company. Careful study of the perceived severity revealed the existence of a sense of betrayal by the consumer brand, born following the receipt of a behavioral gravity and gives the urge consumers to pay for this brand its overruns and gives birth to him an intention to boycott (Sen et al, 2001 and Klein et al, 2004).

Trust and perceived severity:

Trust in the brand community refers to consumers' desire to preserve their relationship with the brand community (Su et al, 2012). With the proliferation of the Internet, several studies have shown that trust is very important in online environments. Social interaction between members in a branded online community allows them to become loyal to this community (van Doorn et al., 2010). Rays and Gavard Perret (2011) concluded that trust is as bidirectional is to say, confidence in the brand community and confidence in information shared by members of the community. In their empirical research, Zeithaml et al. (1996) show that there is a positive relationship between trust and perceived severity because consumers who have confidence in the brand
community must believe the boycott organizers maximizing the gravity of the acts committed by the brand. Similarly, Garbarino and Johnson (1999), Ben Khelil and Bouslama (2015) asserted the existence of a positive relationship between trust in information and perceived ethical seriousness and that it must increase the participation boycott. Therefore, we propose the following hypothesis:

H3: Trust in information maximizes the ethical seriousness of the act of the brand.

The severity and perceived ethical boycotts:

For Klein, Smith and John (2002 and 2004), John and Klein (2003) and Smith (2005), taking the decision of participation in the boycott is mainly manifested in the consumer’s judgment to serious acts committed by the firm. Perceived severity ethics refers to acts committed by the company that is considered intolerable and deserves to be punished. In their empirical work, Klein et al. (2004), Ben Khelil and Bouslama (2014) stated that there is a positive and significant relationship between perceived severity and ethics boycott decision and perceived ethical seriousness of the acts committed by the brand has a direct influence on participation in the boycott.

H4: The perceived ethical seriousness of the act of the brand has a positive effect on the participation of the boycott decision.

2. Research Methodology:

Choice of measurement scales of model:
Successful measures have been advocated by different searches. We adopted these scales with our work. They are 5-point Likert-type. At the end of measuring shared value, the measurement scale proposed by Cheng et al. (2008) was adopted.

Identification with the community is measured by the scale of Park and Yang (2012). For the confidence we used the scale developed by Wu and Sukoco (2010) and Wang and Chen (2012). At the end of measuring the perceived ethical seriousness, we use the measuring scale presented by Ben Khelil and Bouslama, (2015) which includes seven items. Participation in the boycott was measured by the scale of N’Goala (2009). The scales were selected based on their psychometric properties. According to the authors, all deductions scales are reliable, valid and stability confirmed through previous research.

To test the hypotheses of our research, we chose the virtual community of Coca Cola which was the subject of this study. This choice is the fact that Coca Cola was ranked among the first ten pages on Facebook that have a large number of member. This brand has committed serious acts qualified as "ethical" in nature. The controversy surrounding "Coca-Cola" fits into the context.
of the boycott movement of Israeli products and companies doing business in Israel. Coca-Cola pro-Israeli positions and has bottling plants in Israel since the 1960s (Appendix A1). The communities of this brand postulate a slogan for their members' Coca-Cola operates in settlements in Palestine and finance the Israeli army, let us not be complicit. Coca-Cola is harmful to your health!"

The aim of our research is to identify the role of the information shared among the members of the virtual community of Coca-Cola, where our mother population is made up of members of several pages of Coca-Cola on the social network Facebook. The data collection tool used to collect responses was the questionnaire. The structure of the questionnaire forms questions and their coherence is of specific importance in the development of it.

For data collection, we opted for the administration of our questionnaire on the social network Facebook and through private messages sent directly to members of the Coca-Cola communities. To ensure that the questions were well understood by respondents, we used a pre-test with 31 people. This pre-test showed that all the issues were well understood by the interviewees. This allowed us then to continue collecting data itself to 310 people. After eliminating invalid questionnaires, we selected 310 people among them 47.2% are men and 53.8% are women.

3. Treatment of measurement scales:
We checked the quality of the measurement scales using the paradigm of Churchill (Churchill and Lacobuci 2010) the reliability of each measurement scale is assessed by Cronbach's alpha. So we purified the measurement scales. Indices KMO and Bartlett's test indicated satisfactory values. All the instruments that we have chosen reflect excellent reliability with a Cronbach's alpha greater than 0.896 for all deductions scales. We also conducted confirmatory analyzes (AMOS.20 software) to ensure the reliability and validity of our measurement scales through indices: the rho Jöreskog to ensure internal consistency of the scale and rho of convergent validity.

Once the reliability and validity of the measurement scales are checked we checked the fit of the overall measurement model to ensure the discriminant validity of each construct.

The results confirm that all the measuring instruments we have used one hand a good level of reliability with rho Jöreskog higher than 0.870 and secondly it have good validity with respect to validity rho convergent and Larcker Fornell (1981) greater than 0.773 for all instruments measures proving so good convergent validity.

Regarding discriminant validity, it is confirmed as all square at high correlation coefficients are below average variance extracted for each construct.

Test hypotheses of research: causal model

The links of "causality" between the variables of the shared information model were analyzed by structural equation models under AMOS.20. The use of this method is justified by the complexity of the model of research linking several variables at once independent and dependent (Roussel et al. 2002). These models provide gamma regression coefficients (γ) to apprehend the relative weight of each variable in explaining the formation of brand loyalty.

The adjustment of this structural model indices is very satisfactory. They are summarized in the following table:

Table 1: The structural model fit indices
The indices are excellent. GFI and the AFM are greater than 0.9; RMSEA is less than 0.08. Incremental clues indicate good quality of the model relative to the saturated model. And parsimony indices are lower than the saturated model indicating a parsimonious model. The last step in the analysis of results is assessing the causal links between the built model (test hypotheses Research) (Roussel et al. 2002).

Table 2: Results of the structural model of the direct effects

We note that all the structural coefficients are significant. We can, therefore, conclude that the assumptions are all validated.

First, we note that the shared value and identification with the community have a positive impact on confidence and member information in confidence. These results are consistent with several marketing researches such as that of (Cazier et al. 2006. Kim et al, 2012; Morgan and Hunt 1994; Wu et al 2010. Yang and Farn 2009; Yu et al, 2010.), Saying the existence of a positive relationship between the built and the trust the brand of virtual community.

This suggests that these variables are important determinants to understand the relationship may link a member to its e-tailer.

Then, the results showed that consumer confidence in information and member maximizes the ethical seriousness of the act of the brand. The relationship between these constructs is significant. These results point in the same direction results found (Ben Khelil and Bouslama, 2015) which showed that contrast the confidence effects are triggered when there are perceptual biases induced in the perception of unacceptable severity and shocking.

Also, we find that the perceived ethical seriousness of the act of the brand has a positive and significant influence on the boycott decision. This result is consistent with the work of (N'Goala and Karine Cissé, 2009; Ben Khelil and Bouslama, 2015) stating that the boycott is triggered when a group of individuals marks his refusal to buy a product or a particular brand as a reaction to an act or behavior intolerable and grave qualified.

Although the nature of the relationship between the information shared and the boycott is still the subject of debate in the
marketing literature, it appears that, in the field of virtual communities, members must master, accept or mitigate the gravity perceived as threatening by adopting coping strategies that allow it to resist against all negative information about the brand and thereby reduce feelings of stress and anxiety related to this situation (Lazarus, 1993).

Discussion and Conclusion:
The main objective of our research was to investigate the role of the information shared in virtual communities in branded consumer participation in a boycott. In particular we have tried to identify the variables that contribute to the boycott decision.

From a theoretical point of view, this research is based on a conceptual model involving treaties built, to our knowledge for the first time in this context.

Also, this research examines the role of perceived ethical gravity in the contribution to the boycott.

From a managerial perspective, this study provides managers of the relevant criteria they can use to improve both the level of confidence and information member and the level of loyalty to a virtual community brand and mitigate the other hand, the ethical gravity committed by the brand.

Indeed, the shared value and identification with the community positively explain confidence in members of the virtual community and confidence in the information. This finding affirms previous studies on online trust (Chai and Kim 2010; Hsu et al 2007. McAllister 1995; Parayitam and Dooley 2009).

To achieve effective information shared within a virtual community of consumption, it is important: to have expert members willing to help new participants and find solutions to their questions, to establish trust information and community members and provide convenient conditions for the creation of friendships and social relations and, finally, offer recreation and relaxation sections. Second, the analysis allowed a clarification of the concept of the perceived seriousness of the acts showing that the decision to participate in the boycott is triggered when it comes to ethical seriousness. Indeed, the confrontation between trust in information shared and pro-Israeli positions of Coke carried by members and generates a fault committed by worsening the brand. Because setting games beliefs and social norms of individuals question the judgment of value, community identification and trust that the person
has developed throughout its consumption experiences. Therefore, even members who are a fan of the page will be willing to share negative information about the brand, to express their dissatisfaction and anger and consequently increase the number of participants in the boycott. Therefore, this research has given rise to a double managerial contribution. On the one hand, it has an explanatory value that identifies for the company, the importance of shared information in virtual communities. On the other hand, it acquires a normative and communicative function as it is for the company a guide to understanding the concept of boycott as a direct result of the ethics perceived seriousness of the acts committed by the Coca-Cola brand. Finally, managers must now address social change in consumers' relationships with brands. Thus, we notice that there is a decline of individualism and community development "we have entered the era of tribes, networks, small groups ..." (Maffesoli, 1988). Client-customer interactions (ICC) with the brands are now subject to social influence (Zhou et al., 2013). Thus, a marketing campaign could then try to appease the guilt of the Coca-Cola brand. Indeed, the right qualities of relationships and trust the brand community can be seen as a "form of insurance" to counter all the information about the blatant conduct of the brand.

Since the boycott action may have serious consequences for companies, beyond any direct loss of revenue, there are also long-term impacts that affect corporate reputation and brand image. The role of managers seems important in this case they have an interest in conducting social audits and implement the principles of CSR in order to remedy the problem and generated more embellish the company's brand image.

Limitations and future paths of research
The limits of our research open several future avenues for research. Indeed, redo the investigation using other variables would be appropriate. From a methodological point of view recommending to repeat the study with a sample more representative for all participants involved in this study were Facebook users aged 17 to 28 years. However, the consumer's age may influence the results of the research. It is more appropriate to use age as a moderating variable and control, or to expand the sample size based on a breakdown by age for obtaining more objective analysis results. For future
research, it will be important that virtual communities post their main interests and topics to share correct values and information for its members to help them express their dissatisfaction when their favorite brand is committing serious acts. So focus on other forms of severity such as: economic, security and social gravity that are strongly linked to consumers in online communities.

**Bibliographie**


Chen J, Wan Y, Sun Y and Tao F. (2014), « Relations between problems on sleeping and suicidal behaviors in middle school students ». Zhonghua Liu Xing Bing Xue Za Zhi 35 (2) 129 – 33.


Shang F, (2006), Effect of nitrogen limitation on the ergosterol production by fed-batch


Les annexes:

Figures & tableaux :

<table>
<thead>
<tr>
<th>Absolute indices</th>
<th>Incremental indices</th>
<th>Parcimonious indices</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\chi^2$</td>
<td>GFI</td>
<td>AGFI</td>
</tr>
<tr>
<td>203.710</td>
<td>0.930</td>
<td>0.902</td>
</tr>
<tr>
<td>ddf=97</td>
<td>p=0.000</td>
<td></td>
</tr>
</tbody>
</table>

Table 1: The structural model fit indices

<table>
<thead>
<tr>
<th>Relation</th>
<th>$\gamma$</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Cweb $\prec$ vp</td>
<td>0.339</td>
<td>0.058</td>
<td>5,802</td>
<td>0.000</td>
</tr>
<tr>
<td>H2 cweb $\prec$ idc.</td>
<td>0.738</td>
<td>0.057</td>
<td>12,894</td>
<td>0.000</td>
</tr>
<tr>
<td>H3 gret $\prec$ cweb</td>
<td>0.453</td>
<td>0.054</td>
<td>8,328</td>
<td>0.000</td>
</tr>
<tr>
<td>H4 boy $\prec$ gret</td>
<td>0.6 66</td>
<td>0.041</td>
<td>8,328</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Table 2: Results of the structural model of the direct effects

A1
Jeremie Macouillard Non seulement on gaspille notre santé avec cette merde mais en plus o'gaspille des vies innocentes en Palestine
J'aime · Répondre · 13 · 7 septembre 2014, 19:40

Doum's Stuff Fils de pute d'illuminat de the coca cola company
J'aime · Répondre · 15 février, 21:40

Maxime Dorthe Go there, take part to this boycott, invite your friends, share this event please ! Fight us against Coca
Joignez vous au boycott, inviter vos amis et partager l'événement s'il vous plait ! Luttons contre cette marque !... Voir plus
J'aime · Répondre · 1 · 21 septembre 2014, 16:18

Boycott Nestle

J'aime · Répondre · 9 décembre 2014, 12:10

Rose Filmant Ils sont encore plus infâmes que ce que je pensait
https://lesindignesduquebec.wordpress.com/...cine../
J'aime · Répondre · 27 octobre 2014, 00:25