# Bachelor Thesis – Consumer Skepticism towards Corporate Social Responsibility

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# Appendices

## Appendix 1

Survey questions:

1. **Your age**
   1. Under 18
   2. 18 to 24 years
   3. 25 to 34 years
   4. 35 to 44 years
   5. Age 45 and older
2. **Do you consider yourself an ethical consumer?** 
   1. To a great extent
   2. Somewhat
   3. Very little
   4. Not at all
3. **How likely are you to buy something that is advertised as ethical?**
   1. Very likely
   2. Somewhat likely
   3. Very unlikely
4. **How often do you buy from a particular company/brand because it reflects your lifestyle or beliefs?**
   1. Very often
   2. Sometimes
   3. Rarely
   4. Never
5. **How often do you discuss ethical buying with family or friends?** 
   1. Very often
   2. Sometimes
   3. Rarely
   4. Never
6. **How important is it for you that people know you support ethical brands?** 
   1. Very important
   2. Moderately important
   3. Slightly important
   4. Not important
7. **Would you say that shopping ethically makes you feel better about yourself?**
   1. To a great extent
   2. Somewhat
   3. Very little
   4. Not at all
8. **How likely are you to buy a product which supports a cause against a similar one that doesn’t?** 
   1. Very likely
   2. Somewhat likely
   3. Not likely
9. **How likely are you to buy a more expensive product which supports a cause against a similar, but cheaper one that doesn’t?** 
   1. Very likely
   2. Somewhat likely
   3. Not likely
10. **Have you ever boycotted a company that you considered to be unethical?** 
    1. Yes
    2. No
11. **Have you ever boycotted a company as a political statement?** 
    1. Yes
    2. No
12. **Have you bought a fair trade product in the last three months?** 
    1. Yes
    2. No
13. **How likely it is for a company’s CSR efforts to influence your buying decisions?**
    1. Very likely
    2. Somewhat likely
    3. Very unlikely
14. **Do you think a company has to hold up to its CSR statements and reports?**
    1. Definitely
    2. Probably
    3. Probably not
    4. Definitely not
15. **Have you ever heard of a company that does anything bad for society and/or environment?** 
    1. Yes
    2. No
16. **How likely are you to stop buying from a company that is notorious for lying to its customers, even if you are satisfied with its product?**
    1. Very likely
    2. Somewhat likely
    3. Somewhat unlikely
    4. Very unlikely
17. **How likely are you to be loyal to a company that supports a cause?** 
    1. Very likely
    2. Somewhat likely
    3. Somewhat unlikely
    4. Very unlikely
18. **Do you expect companies to take stands on social and political issues?**
    1. To a great extent
    2. Somewhat
    3. Very little
    4. Not at all

## Appendix 2

Interview questions:

1. Do you think it is consumer’s responsibility to buy from ethical companies?
2. Do you do your own research in regards to a company’s corporate responsibility before buying its products?
3. Could you name a few brands that you actively support because they are cause-oriented and explain why you do so?
4. Does it bother you if a company profits from its ethical behavior?
5. Do you care if a company behaves ethically at a consumer’s expense, meaning that the product or a service that is claimed to be ethical costs more than alternative ones?
6. Have you ever boycotted a company that you believed was unethical?