

# **Bachelor Thesis – Consumer Skepticism towards Corporate Social Responsibility**

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## **Appendices**

### **Appendix 1**

Survey questions:

**1. Your age**

- a. Under 18
- b. 18 to 24 years
- c. 25 to 34 years
- d. 35 to 44 years
- e. Age 45 and older

**2. Do you consider yourself an ethical consumer?**

- a. To a great extent
- b. Somewhat
- c. Very little
- d. Not at all

**3. How likely are you to buy something that is advertised as ethical?**

- a. Very likely
- b. Somewhat likely
- c. Very unlikely

**4. How often do you buy from a particular company/brand because it reflects your lifestyle or beliefs?**

- a. Very often
- b. Sometimes
- c. Rarely
- d. Never

**5. How often do you discuss ethical buying with family or friends?**

- a. Very often
- b. Sometimes
- c. Rarely

d. Never

**6. How important is it for you that people know you support ethical brands?**

- a. Very important
- b. Moderately important
- c. Slightly important
- d. Not important

**7. Would you say that shopping ethically makes you feel better about yourself?**

- a. To a great extent
- b. Somewhat
- c. Very little
- d. Not at all

**8. How likely are you to buy a product which supports a cause against a similar one that doesn't?**

- a. Very likely
- b. Somewhat likely
- c. 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?**

- a. Very likely
- b. Somewhat likely
- c. Not likely

**10. Have you ever boycotted a company that you considered to be unethical?**

- a. Yes
- b. No

**11. Have you ever boycotted a company as a political statement?**

- a. Yes
- b. No

**12. Have you bought a fair trade product in the last three months?**

- a. Yes
- b. No

- 13. How likely it is for a company's CSR efforts to influence your buying decisions?**
- a. Very likely
  - b. Somewhat likely
  - c. Very unlikely
- 14. Do you think a company has to hold up to its CSR statements and reports?**
- a. Definitely
  - b. Probably
  - c. Probably not
  - d. Definitely not
- 15. Have you ever heard of a company that does anything bad for society and/or environment?**
- a. Yes
  - b. 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?**
- a. Very likely
  - b. Somewhat likely
  - c. Somewhat unlikely
  - d. Very unlikely
- 17. How likely are you to be loyal to a company that supports a cause?**
- a. Very likely
  - b. Somewhat likely
  - c. Somewhat unlikely
  - d. Very unlikely
- 18. Do you expect companies to take stands on social and political issues?**
- a. To a great extent
  - b. Somewhat
  - c. Very little
  - d. 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?