Corporate Social Responsibility: Do Brand Personality and Social Responsibility Affect Purchase Behavior?

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Honors Thesis
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PASS WITH DISTINCTION
TO THE UNIVERSITY HONORS COLLEGE:

As thesis advisor for Lyndee Giese.

I have read this paper and find it satisfactory.

Kathleen Yount
Thesis Advisor

2/4/07 Date
Corporate Social Responsibility (CSR) which falls within the domain of altruistic business practices has become a widely researched subject in the field of Marketing. While the relationship between consumer and company as well as specific personalities that become imbed in brands have been explored, their link to CSR remains uncharted. CSR research has studied the changing business world and the effect of CSR on consumers attitudes toward a company and their products (Sen and Bhattacharya 2001), the effect of CSR on purchase behavior and the drive for consumers to purchase from socially responsible companies (Salmones, et al. 2005), as well as the willingness by consumers to switch brands based on a company's charitable involvement (Basil and Weber 2006).

Brand personality research has provided information as to basic framework and dimensions of brand personality (Aaker 1997), brand personality across different cultures (Sung and Tinkham 2005), and its stability over time (Tan Tsu Wee 2004). In regard to brand loyalty, research has looked into what keeps a customer loyal and the dimensions involved in a brand-as-partner theory (Fournier 1998). This study investigates the connection between these two marketing constructs and sheds light on the questions of whether socially responsible companies have an identifiable “personality” in the minds of consumers, and if a stronger relationship is created with customers when a company engages in socially responsible business practices.

In order to test my hypothesis for this study, a survey was created and administered to a group of 160 college students from a Pacific Northwest university. The data received from the surveys was analyzed using SPSS software and the results were then applied to the subject at hand. The information collected turned out to be very interesting and applicable to the questions being asked.
Through my literature review and survey study, I found that CSR does play a role in the brand personalities and purchase decisions of the consumer. The unifying element throughout my findings was the importance of awareness of company commitments to CSR initiatives. My research found that awareness affects whether or not consumers consider CSR prior to, or during interaction with a company and the willingness of consumers to purchase from those particular companies. The findings also asserted that awareness of CSR dictated how consumers felt about CSR as a practice, with increased knowledge yielding more positive feelings.

When the personality ratings of warmth, kindness, giving, friendly and affectionate were compared between CSR and non-CSR companies, results showed a significant difference between the average positive personality rating of a CSR company versus a non-CSR company. Awareness also played a role in the perceived difference between perceived personalities because findings proved awareness caused more affectionate and kind associations with CSR companies. However, awareness did not significantly impact how participants felt about the personalities of non-CSR companies.

The results from my survey were very similar to my hypothesis of the effect of CSR on brand personality and purchase behavior. Overall, my results showed that there was a significant difference between the positive brand personalities associated with CSR and non-CSR companies, as well as the consideration that is given to CSR initiatives before interaction with a company and the willingness to purchase their products.

Further research could be expanded in terms of fiscal implications of CSR and brand personality as well as the global repercussions of CSR. With many companies reaching outside their national boundaries, both in business and social initiatives, the effect of CSR on the global community in terms of consumers, needs to be further explored.
Table of Contents

Background and Importance .......................................................................................... 1

Literature Review ......................................................................................................... 1

  What is Corporate Social Responsibility (CSR)? .................................................... 2

  How is CSR Related to Brand Personality? ............................................................. 5

  How are Brand Loyalty and Purchase Intention Affected? ...................................... 7

Research and Hypothesis ............................................................................................ 8

Research Methodology ............................................................................................... 9

  Method .................................................................................................................... 10

  Procedure .............................................................................................................. 10

Analysis and Results .................................................................................................. 11

Discussion .................................................................................................................. 19

  Summary of the Research ....................................................................................... 19

  Discussion and Recommendations .......................................................................... 19

  Future Implications ................................................................................................ 21

Conclusions ................................................................................................................ 22

Appendix includes Institutional Review Board (IRB) Forms, Survey, Survey Prompt, Survey Verbal Consent, and References
List of Figures and Tables

Table 1
Brand Personality Framework ................................................................. 5

Figure 1
Awareness and Consideration of CSR Before Interaction with Companies... 12

Figure 2
Perceived Personality of CSR and Non-CSR Companies ......................... 14

Figure 3
Awareness and Personality Traits of Affection and Kindness ................. 15

Figure 4
Greedy vs. Giving Personalities of CSR and Non-CSR Companies .......... 17

Figure 5
Awareness and Feelings About CSR .................................................... 18
Corporate Social Responsibility: Do Brand Personality and Social Responsibility Affect Purchase Behavior? An Experimental Study of College Students

I. Background and Importance

It is Starbucks promoting conservation in coffee growing countries and Timberland creating a special boot with proceeds being donated to the Darfur crisis. It is Nike teaming up with The National Recycling Coalition, Eco Educators and The Natural Step to bring an innovative environmental education program to elementary schools with the Nike “Air to Earth” program. Corporate Social Responsibility (CSR), which falls within the domain of altruistic business practices, has become not only a widespread corporate undertaking, but an extensively researched subject in the field of marketing. Companies of all sizes are beginning to jump on the social initiative bandwagon leaving many to question the effect on corporate marketing, and more specifically, the effect on brand personality and purchase behavior or brand loyalty. Research, thus far, has helped to understand the basics of the relationship between CSR and these marketing theories, however there is still much to learn and many questions to be answered. Through my thesis work, I attempted to answer one more piece of the puzzle.

II. Literature Review

The literature review for my project began with an exploratory search of marketing literature from both online and library resources. While an abundance of literature was found on the three topics: CSR, brand personality, and purchase behavior or brand loyalty; very few authors related all of these theories. However, the sources found provided a strong foundation for the survey and data analysis I conducted for my thesis work.
What is Corporate Social Responsibility (CSR)?

The intrigue with Corporate Social Responsibility is exhibited in the marketing literature, with numerous studies examining the effects of CSR as it pertains to different aspects of business and marketing. Inspirational literature for my project include articles such as, “Growing Responsibilities,” by Rebecca Harris (2005), in which the fundamentals of CSR are highlighted. It begins by defining CSR as, “A commitment by business to behave ethically and contribute to economic development by improving the quality of life of the employees, communities and societies. It may have a corollary benefit of improving the company’s reputation and therefore increasing the likelihood of purchase by people who are concerned about it.” The idea that CSR encompasses “doing good” both outside and inside the corporate realm is important to identify and translates into a larger effect of CSR due to its impact on employees and community members alike. Also discussed was the changing business environment and how CSR is becoming more prevalent among successful companies in this day and age. Harris then moves to different cases from companies who utilize CSR as a business practice. Companies such as Shell are highlighted as they try to convince their customers of their commitment to the environment. She also explains how CSR can help brand image, company image, employee morale, sales and the bottom line among other aspects.

Research in this field has also looked into the effect of CSR on purchasing behavior. It was concluded that individuals may be influenced to purchase as a result of CSR efforts for a myriad of reasons. Some consumers may be driven by values while others purchase in pursuit of egotistic concern for appearance (Basil and Weber, 2006). This relationship between CSR and purchase behavior will be looked at in more depth further on in the literature review.
In the article, *Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility*, Sen and Bhattacharya (2001) discuss CSR and the new role it is playing in the dynamic business environment. Within the article, the authors highlight how recent research suggests that there is a positive relationship existing between the social initiatives of a company and the consumer’s overall attitude toward both the company and their products. Also shown was a positive relationship between consumers’ preference for the company’s products and the extent to which their expectations are exceeded by their perceptions of that company’s ethicality. Sen and Bhattacharya used a survey to address questions regarding the attitude about the overlap between subjects’ own self-image and the image of the company, their overall impression of the company, their reaction to new products and the intent to purchase. The authors were curious to find whether the way consumers viewed themselves impacted their reaction to CSR. The study also looked at a company evaluation rating that examined overall favorability, different CSR initiatives, ethical issues and expectations.

Conclusions from these articles proved very influential to my project. First, “the positive effect of CSR initiatives on consumers’ company evaluations is mediated by their perceptions of self-company congruence and moderated by their support of the CSR domain.” (Sen and Bhattacharya 2001) This explains how companies’ CSR activities are judged not only in regard to consumers’ feeling about CSR, but also with reference to the similarities consumers find between the company and themselves. Also addressed was how customers’ evaluation of the company is less sensitive to positive CSR information and highly sensitive to negative CSR information. CSR initiatives relating to certain social topics will affect consumers with congruent beliefs which may, in turn, have a direct effect on the attitudes toward the company’s products.
In addition to the Sen and Bhattacharya studies, literature by Salmones, Crespo, and Rodriguez del Bosque (2005) expanded on the construct of CSR by identifying the structure of components included in the concept of CSR and how one can best leverage its benefits as a commercial tool. This article identified three components composing CSR: economic, ethical-legal, and philanthropic. The economic component refers to a company continuing to be profitable, ethical-legal is in regard to staying within the law, and philanthropic is in reference to corporate giving.

*Values Motivation and Concern for Appearances: The effect of personality traits on responses to corporate social responsibility,* (Basil and Weber 2006) finds that consumer support for corporate social responsibility is quite strong. The article aims to define CSR as well as to provide a list of cause-related activities that can be undertaken by companies. That list includes, but isn’t limited to sponsoring charitable events, offering employee volunteerism programs, charitable donations, having environmental initiatives and demonstrating a commitment to health and safety issues (Basil and Weber 2006). The article emphasized the new importance placed on CSR initiatives by consumer groups and addressed how a majority of consumers have indicated their willingness to switch brands based on the charitable involvement of a company. Furthermore, this study found that individuals perform charitable behaviors to serve specific functions that range from expressing one’s values to enhancing one’s ego, and thus provide symbolic meaning to the individual. The results of the study suggested that CSR holds an overall importance among consumers, especially those with a high values motivation. (Basil and Weber 2006).

Finally, research has been done in regard to developing CSR initiatives within a company. Documented in *Making sense of corporate social responsibility,* (Cramer, Jonker, and
van der Heijden 2006). The authors suggest creating a link between CSR initiatives and the company's products, meanwhile relating the contributions made to a broader CSR perspective. Doing this will create a focused view of CSR that is shared by all members in the organization as well as provide meaning on an emotional, functional, and practical value level.

**How is CSR related to Brand Personality?**

Brand personality is the next concept that I chose to investigate in regard to CSR. Brand personality can be described as “a set of human characteristics associated with a brand” (Aaker 1997). Consumers often associate human characteristics with brands; for example “down-to-earth” and “genuine” are associated with Hallmark, “outdoorsy” with Marlboro and “athletic” with Nike. Marketing literature documents research on the theory of brand personality through such articles as, *Dimensions of Brand Personality*, (Aaker 1997) which developed a foundation and basic framework of the brand personality dimensions as well as a scale with which brand personality can be measured. [See Table 1]

<table>
<thead>
<tr>
<th>Name</th>
<th>Dimension</th>
<th>Traits with Highest Item-to-Total Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sincerity</td>
<td>1</td>
<td>Domestic, honest, genuine, cheerful</td>
</tr>
<tr>
<td>Excitement</td>
<td>2</td>
<td>Daring, spirited, imaginative, up-to-date</td>
</tr>
<tr>
<td>Competence</td>
<td>3</td>
<td>Reliable, responsible, dependable, efficient</td>
</tr>
<tr>
<td>Sophistication</td>
<td>4</td>
<td>Glamorous, pretentious, charming, romantic</td>
</tr>
<tr>
<td>Ruggedness</td>
<td>5</td>
<td>Tough, strong, outdoorsy, rugged</td>
</tr>
</tbody>
</table>

As shown in the table, the Aaker article was able to determine names that best represented the type of concepts characterizing each of the five dimensions of brand personality, which were: sincerity, excitement, competence, sophistication and ruggedness (Aaker 1997).  

5
Also in her article, Aaker explains the ease with which consumers think of brands like historical figures or celebrities and how these brands relate to one’s own self-image. This is due to strategies used to personify brands in hopes of winning an audience through distinction, endearment and common identity. Aaker (1997) also argues that learning and experience can be associated with attitude objects, such as brands, and this association with personality traits provides self-expressive or symbolic benefits for the consumer as documented in Sung and Tinkham’s article, *Brand Personality Structures in the US and Korea: Common and culture-specific factors* (2005). Brand personality has also been analyzed in regard to the strength of association. In research conducted by van Rekom, Jacobs, and Verlegh (2006), it was found that brand personality traits associated with a brand exist in degrees; that is, some are more important than others. For instance, competence and sincerity are quite strongly associated with the Wall Street Journal, but competence is rated as more important for this brand.

Brand personality has also been found to contain a measure of geographical specificity. In the article, *Brand Personality Structures in the US and Korea: Common and culture-specific factors*, (Sung and Tinkham 2005), the goal of the research was to collect empirical evidence about how cultural meaning is embedded in consumers’ perceptions of brands. In the study, the brand personality dimensions used consisted of competence, trendiness, likeable, western, sophistication, ruggedness, traditional, and ascendancy and were defined using descriptive adjectives. In order to compare the US and Korea, the US analysis consisted of six components (likeableness, trendiness, competence, sophistication, traditionalism, and ruggedness) that were consistent with the pre-testing data analysis. The authors also included two new components: white collar and androgyny. The findings suggested that professional status is strongly separated from other dimensions of brand personality in the US compared to Korea. On the other hand,
Korea's culture is much more rooted in the personality dimension of passive likeableness because of the Confucian value of close human relatedness. Overall, the article shed new light on the topic of the perception of brand personality across international boundaries (Sung and Tinkham 2005). In regard to brand personality in general, the article also asserted both direct and indirect contact with a brand can create a brand personality for the consumer. It is that brand personality that is able to be associated with brands, and that association can provide self-expressive or symbolic benefits for the consumer (Sung and Tinkham 2005).

Consequences of brand personality have also been examined. Beginning with Joseph Sirgy's article, *Self-Concept in Consumer Behavior: A critical review* (1982), it is found that brand personality has the ability to increase consumer preference and usage. Additionally, brand personality has been found to increase loyalty and trust between customers and companies or brands (Fournier 1994), and can also evoke emotion in the consumer (Biel 1993.)

**How are Brand Loyalty and Purchase Intention Affected?**

Brand loyalty, or the degree of allegiance a consumer devotes to a brand, served as the last dimension of my CSR research. While research was found and used that specifically talked about brand loyalty, within the construct of the current study, purchase intention was mostly used to gauge the feelings a consumer had toward a brand in response to CSR.

In the research, the question of why relationships are established between brands and consumers was addressed, specifically in the article by Susan Fournier, *Consumers and Their Brands: Developing relationship theory in consumer research*. In the process of identifying the brand-as-partner theory, the author relates the personification of brands to the theory of consumer loyalty. She also concludes that in order to form a meaningful relationship between the consumer and brand, it is important that they serve a purpose and add structure and meaning
to a person’s life. This literature provided a strong foundation for my research as it explored and explained the connection between brand loyalty and brand personality. This article built on the idea of brand personality mentioned earlier, and draws a connection between the corporate personality perceived by the consumer and its effect on the relationship between company and consumer. Fournier (1998) states “...idea that brands are animated, humanized or personalized legitimizes the brand-as-partner idea.” However, the article continues to state that it is not simply the perceived personalities of the brand that create this consumer-company relationship, but the brand must serve as an active contributing member of the relationship. It is the “inextricable character of brand and category meanings [which suggest] that once a significant relationship is established, the meaning of the brand becomes inseparable from the value of the product class...” (Aaker 1998) The establishment of the link between brand personality and the relationship created between consumer and brand is important to the current study. Through incorporating purchase intention, I hope to also build an argument for the relationship between brand loyalty and CSR.

Marketing literature has provided a wealth of information on the constructs used in my study, what has been left uncharted is the creation of a link between these marketing theories. This body of research attempts to unite these theories in hopes of developing a framework and greater understanding of the role CSR plays in the corporate world today.

III. Research and Hypothesis

Based on the literature review, as I began my data collection I hypothesized that a discernibly more positive brand personality would be associated with companies that participate regularly in CSR initiatives versus those which do not participate in CSR initiatives (referred to
as non-CSR) and in addition, that association would yield a stronger relationship between company and consumer.

IV. Research Methodology

While I was able to develop a firm foundation through my literature review on which to base my research, it was imperative to my study to identify a causal link between both CSR and brand personality as well as CSR and brand loyalty. To clarify and simplify the construct of brand loyalty, for the purpose of this study I would use purchase intention in order to judge the degree to which customers display preference for one company over another. Brand personality would be looked at by degree of perceived personality descriptions. To measure these marketing theories and create a causal link, I chose to use a survey instead of doing a focus group. Surveys allowed for statistical analysis of the data of which I would more accurately and concretely be able to draw conclusions.

In order to develop the survey, I began identifying the questions that would measure CSR and the participants’ awareness of it, brand personality associated with both CSR and non-CSR companies, as well as brand loyalty and purchase intention. I measured both awareness of and overall sentiments towards CSR as a business practice. Brand personality questions were developed using Jennifer Aaker’s (1997) personality study as a guide. Within her study she identified 5 brands that best fit the brand personalities of sincerity, competence, style, sophistication and excitement among consumer groups surveyed. I used the questions from her study for two reasons, 1) I used it in order to measure the level of awareness of the participants regarding brand personality and 2) I used it as a framework with which to ask my own brand personality questions about CSR companies. More specifically, the personality associations tested on a 1 to 5 scale, anchored with the dichotomous adjectives of warm and cold, giving and
greedy, affectionate and unfeeling, friendly and aloof, and kind and mean. Building upon the idea of particular brand personalities being associated with CSR companies, I chose to survey participants' level of personality associations with given brands; three of which were taken from the Business Ethics website from the 100 Best Corporate Citizens of 2006 list (Starbucks, Timberland, and Hewlett Packard,) and seven that were not present on that list and chosen at random (Johnson & Johnson, Nike, Wal-Mart, Ford Motor Company, General Motors, BP, and Chevron Texaco.) Finally, I attempted to capture the brand loyalty measure through questions regarding purchase intention and whether or not CSR initiatives affected purchase behavior.

In addition to the survey, a prompt explaining different aspects of CSR as well as listing companies known for their CSR initiatives, was used to give a level of awareness to the participants. The companies listed have not only been named as one of the 100 Best Corporate Citizens of 2006, but are also among those that have made the list for the past 7 years. With this awareness I hoped to achieve a certain level of salience among participants in hopes of getting more accurate and informed results.

**Method**

To administer this study, 161 undergraduate students were recruited from an introductory marketing class from a Pacific Northwest university. The study conducted was a paper-and-pencil study. The experiment was a “within subjects” study, where all of the participants were given the same survey and stimuli.

**Procedure**

Participants were informed before taking the survey that participation was completely optional and they were in no way required to contribute. However, 5 points extra credit was provided if students chose to participate in the study. Participants were informed that responses
from the survey would be kept anonymous. The survey was distributed and participants were
given approximately 10 minutes to complete it. It is important to note that before beginning the
actual survey, an attached prompt [see Appendix] gave the participants a bit of background on
CSR and CSR companies.

V. Analysis and Results

To analyze the data, I began by entering the responses from the surveys into an excel
spreadsheet. The data was coded and then entered and the open-ended questions were listed,
including totals for the number of mentions. In order to analyze the data, I used SPSS
(originally, Statistical Package for the Social Sciences). Frequency, correlational, and regression
analysis were run on the data from the survey questions.

In order to ensure the correct usage of the software, I consulted both the textbook *Basic
Marketing Research*, by Malhotra Peterson as well as a SPSS user manual, *A Statistical Package
for the Social Sciences (SPSS) Instruction Manual*, developed by a WSU Honors College student
and used in the Marketing 368, Marketing Research class at Washington State University.

After the statistical analysis was run on the data, statistical significance was based on $p \leq
0.05$ and the significant findings were noted. First, analysis was conducted on the effect of
Corporate Social Responsibility on consumers. One of the first measures that I took was that of
how aware participants were about companies’ CSR initiatives on a scale from 1 (completely
unaware) to 5 (completely aware). I then ran a regression analysis, regressing the awareness of
CSR initiatives on how often they considered CSR prior to or during interaction with a company
on a scale from 1 to 5, with 1 being never and 5 being always. I found that this relationship was
statistically significant ($F(1,159) = 32.993, p < 0.0001$). This finding shows that the more
knowledge consumers have about CSR, the more likely they are to consider such issues and
initiatives in which a company participates before or during interaction with that company. [See figure 1]

Figure 1

Impact of Awareness of CSR Initiatives on the Consideration of Such Initiatives Prior to Interaction with a Company

![Graph showing the impact of awareness on consideration](image)

$F(1,159) = 32.993, p < 0.0001$

Awareness of companies’ CSR initiatives also had a statistically significant ($r = .20, p < 0.01$) positive correlation with how the participants felt regarding the topic of CSR on a 1 to 7 scale with 1 being negative and 7 being positive. In other words, the more aware participants were about what CSR initiatives were, the more positive they felt regarding the topic of CSR. Participants’ CSR awareness also had a statistically significant correlation ($r = .222, p < 0.005$) with how important they felt corporate giving was on a 1 to 7 scale with 1 being very unimportant and 7 being very important. Most notably, this was a positive correlation, where the more they knew about the CSR efforts made by a company, the more likely the participant was
to identify positive feelings towards the business practice of CSR. Finally, the awareness of CSR was significantly correlated with how willing participants would be to purchase from a company that supported the social causes that they identified as being important on a 1 to 5 scale, 1 being definitely not important and 5 being definitely important. Significance of the correlation was noted at \( r = .256, p < 0.001 \). Once again, it is important to note that this was a positive correlation. The relationship between these two variables provides a strong support for my hypothesis that there is a relationship between CSR and purchase intention and just as importantly lends credibility to my research as it serves to replicate what other researchers have found.

Next, the relationship between CSR and brand personality was addressed. In order to effectively find a connection between the two theories, averages were calculated for all of the personality variables. This was done for the CSR companies (Starbucks, Hewlett Packard, and Timberland) and for the non-CSR companies (Wal-Mart, Nike, Johnson & Johnson, Chevron Texaco, Ford Motor Company, BP and General Motors). Analysis shows a statistically significant difference \( p < 0.0001 \) between the personality associated with CSR companies and that associated with non-CSR companies. [See figure 2] As you can see, CSR companies were rated not only as more giving (CSR \( M = 3.29 \), non-CSR \( M = 2.87 \) ), which one might expect since much of what makes up CSR initiatives has to do with giving (often of money and of time), but strikingly they were also rated as significantly more warm (CSR \( M = 3.64 \), non-CSR \( M = 3.14 \) ), affectionate (CSR \( M = 3.38 \), non-CSR \( M = 2.93 \) ), friendly (CSR \( M = 3.67 \), non-CSR \( M = 3.24 \) ) and kind (CSR \( M = 3.61 \), non-CSR \( M = 3.27 \) ).
This finding was significant in that it acted as support for my hypothesis in regard to CSR having a large and positive effect on the personalities attributed to those companies. This finding showed that not only did consumers perceive a significant difference between socially responsible companies and non-socially responsible companies, but that the socially responsible companies had more favorable personality associations. This is meaningful because not only would most customers find companies with favorable personalities more attractive, but they would, intuitively also more likely want to do business with warm, giving, affectionate, friendly, and kind companies versus those which are rated as cold, greedy, unfeeling, aloof and mean.

In regard to the specific personality traits associated with CSR and non-CSR companies, a statistically significant difference was found when testing between-subjects effects. Results
showed that the more aware of CSR practices, the more likely participants were to associate the personality traits of being affectionate and kind more often with the CSR companies ($p < 0.027$ and $p < 0.036$). The figure below shows the frequency of personality ratings for CSR and non-CSR companies in regard to affectionate and kindness. [See Figure 3]

![Figure 3](image_url)
Regarding perceived personality differences between CSR and non-CSR companies, a statistically significant \((p < 0.02)\) relationship was found with participants’ awareness affecting how greedy or giving they perceived CSR and non-CSR companies as being. The figure below shows the frequency of personality ratings for CSR and non-CSR companies in regard to giving. [See Figure 4]. That is, the more aware participants were of CSR initiatives, the more likely they were to judge CSR companies as being more giving and non-CSR companies as being more greedy.
I also found that awareness of CSR initiatives was significantly related ($F(1,159) = 6.569, \ p < 0.01$) to how positively participants felt about CSR initiatives. So, the more aware a customer is of the CSR initiatives, the more positively he or she feels about the initiative. This speaks to the importance of publicizing the good things a company engages in, especially in regard to social responsibility. [See figure 5] Furthermore, these results demonstrate the notice taken by consumers, as well as the positive reaction, when companies make it known that they value behaving in a socially conscious manner.
Results demonstrate that there is a perceived personality difference between CSR and non-CSR companies and that there is a competitive advantage derived from this positive association of CSR.

Finally, the link between CSR and brand loyalty, or more specifically the willingness to purchase, was assessed. It was found to be statistically significant when testing between-subjects effect that those whose purchase behavior is affected by a company’s CSR activities are more likely to perceive a difference between the personality traits of warmth and affection of CSR companies versus non-CSR companies. The difference between warmth was measured at \( p < 0.025 \) and affection at \( p < 0.022 \). It was also found to be marginally significant that those whose purchase behaviors are affected by CSR activities also perceived a difference in how giving a CSR company was as opposed to a non-CSR company \( p < 0.080 \).
VI. Discussion

Summary of the Research

The main objective of this research was to ascertain whether or not CSR has an effect on the personalities consumers associate with brands. I hypothesized that it would have a positive effect. Additionally, I hypothesized that this association with positive personality traits would increase the likelihood of purchase and in fact, lead to brand loyalty. The results of the exploratory research suggested that individuals may be persuaded to purchase due to a company’s CSR initiatives (Basil and Weber 2006) which caused me to create a survey with questions regarding CSR, specific social initiative topics, and participants’ willingness purchase. In regard to brand personality, the research stipulated that consumers’ learning and experience can be associated with attitude objects, such as brands, and this association with personality traits provides self-expressive or symbolic benefits for the consumer (Aaker 1997) Using the argument that CSR can be both self-expressive and symbolic for the consumer, I used questions rating the personality attributed to specific brands, both known and not known for the CSR practices. The conclusion of this research yielded strong proof that companies who have active CSR practices received more favorable personality ratings compared to their non-CSR business counterparts. In addition, the effect of these positive brand personalities for CSR companies was shown to positively sway purchase intention.

Discussion and Recommendations

In revisiting Sirgy’s article, *Self-Concept in Consumer Behavior: A critical review*, research suggests that brand personality has the ability to increase consumer preference and usage. Furthermore, brand personality is able to evoke emotion in consumers (Biel 1993), and increases loyalty and the level of trust in a consumer-company relationship (Fournier 1994.)
This past research, coupled with the findings from the current study paint a persuasive argument in favor of adopting CSR practices. More specifically, the findings from this study have both current and future implications for CSR and marketing.

In regard to current, practical implications, the level of consumer awareness dictates overall attitude of a company’s CSR commitments. This study found that awareness correlated with whether or not subjects considered CSR before or during interaction with a company, with whether they felt positively or negatively in regard to CSR, as well as with how willing they were to purchase from a CSR company. An obvious application of this knowledge would be to increase advertising efforts about a company’s CSR practices. However, this can be a double-edged sword. While a measure of advertisement of such initiatives and corporate social undertakings can be beneficial, there always remains the possibility of becoming “insincere” in the eyes of customers. A careful balance of humble-boasting must occur.

Feedback is also an important part of increasing awareness. In addition to an increase in promotion of CSR activities, gauging the level of awareness among consumers could prove beneficial in terms of planning and implementing those promotional campaigns. Surveying customers could serve as a useful means of gathering data about whether or not there is a level of awareness achieved about CSR initiatives as well as an overall feeling in regard to those CSR practices.

Potential limitations of this study were mostly tied to the exclusive use of college students. While it has been shown that college students do accurately represent a similar diversity as what is found in the real world, it can also bring certain biases. First of all, the study was conducted through a business class at one university. Therefore, the only students surveyed were business students and could that provide a bias of opinion. There were also additional questions that
could have been asked to create more concise and clear results, especially those relating to the loyalty construct and willingness to purchase. These questions were identified after administering the survey, and due to a limited time frame for data collection, another survey could not be done.

**Future Implications**

The current study looked briefly into the effect of CSR on brand loyalty. However, the surface was barely scratched in regard to the links that could be drawn between the two business constructs. First, the connection between CSR and a consumer’s motivation to purchase solely from a particular brand has yet to be studied. The refusal for consumers to suffice with competing brands out of loyalty to another would also provide interesting insight into the effect of CSR on brand loyalty.

While much research has been done to solidify how positive brand personality associations can reap positive effects on your brand, more research can be done in the way of connecting brand personality to a healthy bottom line. To know the fiscal implications of CSR on brand personality would help marketers better reach and connect with their customers through their branding schemes as well as contribute to increased sales.

Globalization is a common theme in the world of business and is increasing in importance every day. Therefore, research could also be expanded in terms of global repercussions of CSR. With many companies reaching outside their national boundaries, both in business and social initiatives, the effect of CSR on the global community in terms of consumers, needs to be further explored.
VII. Conclusions

The current study has yielded many interesting insights applicable to the academic, as well as marketing, fields. The ability to draw a discernable and significant connection between CSR and marketing constructs such as brand personality and purchase behavior has been rewarding in its own right, and contributing to the world-class marketing literature on a topic not yet explored has been a fulfillment of a goal and a personal success.

Specifically, this research project has proved to be a personal success for me, both in regard to my field of study, as well as personal growth. It has been journey that has helped me to grow in my own research and analytical knowledge and gain experience applicable to my field of study. Being a business major, researching CSR has helped me to identify the importance of socially responsible companies and establish my standards for the type of company for which I would like to work. Furthermore, I feel it is a great accomplishment to be able to conduct my own study that yields results applicable to the academic, marketing, and corporate world. This growth has not been limited to my academic college career, but also can be applied to my personal life.

This study was a personal learning experience for me, and helped me to gain new confidence in my abilities to overcome challenges. The process of researching a topic and creating a survey proved to be a difficult task for me, and analyzing data results seemed overwhelming. Persevering through these uncertainties and doubts has helped me to realize how much I have learned in my four years at Washington State as well as has given me a new confidence about my abilities to succeed in the business world. This research has also helped me to conclude that the potential good that can be realized for charities, national crises, our communities, and international issues is immeasurable with the help of corporations.
References


Harris, Rebecca. “Growing Responsibilities.” Marketing. 110, 27 (2005): 15


SECTION 1

PLEASE TYPE. If you use an electronic version of this form, use a different font for your responses.

DO NOT leave a question blank. If a question does not apply to your protocol write "n/a."

Principal Investigator(s) (PI): Lyndee Giese

Department: Marketing Campus: Pullman Campus
Zip: 4730

Campus Building & Room #: Todd

Status: Faculty Adjunct Faculty Staff Graduate Student Undergraduate

Contact Phone Number: (509)432-1164 Contact Email Address: lyndeegiese003@hotmail.com

Mail Correspondence To: 1125 NE Valley Rd #E16, Pullman

Project Title: Corporate Social Responsibility: Do Brand Personality and Social Responsibility Affect Purchase Behavior?

TYPE OF REVIEW: EXEMPT EXPEDITED FULL BOARD

Estimated project start date: Fall 2006 Estimated data collection completion date: December 2006

Is there, or will there be extramural funding that directly supports this research? YES NO

If yes, funding agency(s): Pion OGRD#

ABSTRACT: Describe the purpose, research design and procedures. Clearly specify what the subjects will do.

Half of the subjects will read a prompt and answer questions on a survey that pertains to the prompt. The other half of the subjects will simply answer the questions on the survey, without reading the prompt.

I. DATA COLLECTION

A. Check the method(s) to be used (underline all items in the columns on the right that apply):

_survey: Administered by: investigator subject mail phone in person internet/email

_interview: one-on-one focus group oral history other

If you are using a survey or doing interviews, submit a copy of the survey items/ interview questions

_observation of Public Behavior: in classroom at public meetings other

_Examination of Archived Data or Records: academic medical legal other (briefly de:

_Taste/Sensory Evaluation: food tasting olfactory

_Examination of Pathological or Diagnostic Tissue Specimens
Therapeutic: biomedical psychological physical therapy
Experimental: biomedical psychological other
Other: Briefly Describe

B. Data: Anonymous _X_ Confidential _ _ Intentionally identified__ (Please See Definitions, Section 5).

C. What form of consent will be obtained? (Please see Section 6 for sample consent and assent templates)
   a. Implied  
   b. Verbal _X_ (Please attach consent script.)
   c. Written 
   d. Seeking Waiver of Consent  
   e. Consent Not Applicable  

D. If anonymous or confidential, describe how anonymity or confidentiality will be maintained (e.g., coded to a master list and separated from data, locked cabinet, office, restricted computer, etc.). List all sites where data might be stored.

   Anonymity will be kept by not having names or identification numbers on the surveys. Data will be stored both on hard copy in a locked cabinet and electronically on a personal computer.

E. Who will have access to the data? Please be specific.

   Lyndee Giese
   Dr. Kristine Ehrich

F. Will video tapes _ audio tapes _ photographs _ be taken? YES _ NO _
   If yes, where will tapes or photographs be stored?

G. When will all research materials be destroyed?

   All research materials will be destroyed by May 2007.

II. DESCRIPTION OF THE POPULATION (See Definitions, Section 5, Page 9)

   1. Approximate number: 120 Age Range: 18-25
   How will subjects be selected or recruited and how will subjects be approached (or contacted)?

   Subjects will be recruited from a business class. The survey will be administered in/during a class.

   2. Will subjects be compensated* (include extra credit)? YES _ NO _
   If yes, how much, when and how. Must they complete the project to be paid?
*NOTE: If students will be receiving extra credit for participation, they must be able to complete an alternative assignment for extra credit should they choose not to participate. This assignment must be comparable, with respect to time and effort, as participation in the research.

3. Are any subjects under 18 years of age?  
   YES  NO  

4. Are any subjects not legally competent to give consent?  
   YES  NO  
   If yes, how will consent be obtained? From whom? Are there procedures for gaining assent?  
   (Please attach assent form.)

5. Will any ethnic group or gender be excluded from the study pool?  
   YES  NO  
   If yes, please justify the exclusion.

6. Is this study likely to involve any subjects who are not fluent in English?  
   YES  NO  
   If yes, please submit both the English and translated versions of consent forms and surveys, if applicable.

7. Does this study involve subjects located outside of the United States?  
   YES  NO  
   If yes, on an attached page please explain exactly "who the subjects are," and the identities (if possible) and responsibilities of any additional investigators.

8. Does this study involve the use or creation of protected health information?  
   YES  NO  
   (See Section 5 for a definition of protected health information.) If yes, complete and submit HIPAA Appendix A, the HIPAA Authorization Form along with the completed human subjects application.

III. DECEPTION (See Definitions, Section 5, Page 9)  
If any deception is required for the validity of this activity, explain why this is necessary. Please include a description of when and how subjects will be debriefed regarding the deception, and attach a debriefing script.

IV. RISKS AND BENEFITS (See Definitions, Section 5, Page 8)  
A. Describe any potential risks to the subjects, and describe how you will minimize these risks. These include stress, discomfort, social risks (e.g., embarrassment), legal risks, invasion of privacy, and side effects.

   There are no risks involved. The surveys are anonymous so even if a subject does not know anything about the topic the question is about, no one but the subject will know, thus eliminating embarrassment. If the subjects do not feel comfortable or simply do not wish to take the survey, they may simply decline by not filling any of the materials out. This policy will be stated when the verbal consent is read to the class before the surveys are passed out.
B. In the event that any of these potential risks occur, how will it be handled (e.g., compensation, counseling, etc.)?

N/A

C. Will this study interfere with any subjects' normal routine? YES___ NO_X___

D. Describe the expected benefits to the individual subjects and those to society.

They will be able to learn about companies that are socially responsible.

E. If blood or other biological specimens will be taken please address the following.

   Brief Description of Sampled Tissue(s):__________________________

   Describe the personnel involved and procedure(s) for obtaining the specimen(s). Note that the IRB requires that only trained certified or licensed persons may draw blood. Contact the IRB for more details on this topic.

V. USE OF DATA COLLECTED (Check all that apply)

1. X__Thesis/Dissertation
2. ___Journal Article/Publication/Presentation
3. ___Grant Activities
4. ___ Other: Briefly Describe:____________

VI. PROJECT CHECKLIST (Attach additional pages as necessary.)

A. Will any investigational new drug (IND) be used?

YES___ NO_X___

B. Will any other drugs be used?

YES___ NO_X___

   If yes to A or B, on a separate page, list for each drug:
   1. the name and manufacturer of the drug,
   2. the IND number,
   3. the dosage,
   4. any side effects or toxicity, and
   5. how and by whom it will be administered.

C. Will alcohol be ingested by the subjects?

YES___ NO_X___

   If yes, on a separate page, describe what type and how will it be administered. Refer to the guidelines for administration of ethyl alcohol in human experimentation (OGRD Memo No. 18 available at OGRD).

D. Will the proposed research activity be conducted at an outside (non WSU) facility or entity (such as hospitals, clinics, schools, school districts, factories, offices, etc...)?

YES___ NO_X___
If yes, the researcher has an obligation to ensure that the outside entity is aware of the proposed research activity and has no objections (i.e. agrees to participate). By signing this application, the researcher indicates that they will comply with this requirement.

In order to respect the sovereign governments, research to be conducted on Native American tribal lands will require a letter from the Tribal Council (or equivalent authorized signatory) to the WSU IRB acknowledging the research activity and their willingness to allow the proposed activity.

FINANCIAL CONFLICT OF INTEREST

Does the researcher or any other person responsible for the design, conduct, or reporting of this research have an economic interest in or act as an officer or director of any outside entity whose financial interest would reasonably appear to be affected by the research?

___ NO_X___

If yes, please answer the following:

If the economic interest involved is a “significant economic interest” as defined in WSU's Conflict of Interest Policy, has a plan for managing, reducing or eliminating any conflict been established by the Conflict of Interest committee?

___ NO_X___

YES
SECTION 2

Is your project EXEMPT?

Exempt Reviews

Federal regulations specify that certain types of research pose very low risks to subjects, and therefore requires minimal review from the IRB. To determine if your project is exempt, answer the following questions.

1. Will subjects be asked to report their own or others' sexual experiences, alcohol or drug use, and will their identities be known to you? YES__ NO_

2. Are the subjects' data directly or indirectly identifiable, and could these data place subjects at risk (criminal or civil liability), or might they be damaging to subjects' financial standing, employability or reputation? YES__ NO_

3. Are any subjects confined in a correctional or detention facility? YES__ NO_

4. Are subjects used who may not be legally competent? YES__ NO_

5. Are personal records (medical, academic, etc.) used with identifiers and without written consent? YES__ NO_

6. Will alcohol or drugs be administered? YES__ NO_

7. Will blood/body fluids be drawn? YES__ NO_

8. Will specimens obtained from an autopsy be used? YES__ NO_

9. Will you be using pregnant women by design? YES__ NO_

10. Are live fetuses subjects in this research? YES__ NO_

If you answered YES to any of the questions above, then your project is NOT exempt, but may still qualify for expedited review (see Section 3, Page 7).

If you answered NO to the questions, your research might be EXEMPT if it fits into one of the following categories.

(Circle or Underline all that apply)

1. Educational Research: Research conducted in established or commonly accepted educational settings, involving normal educational practices. This is for research that is concerned with improving educational practice.

2. Surveys, Questionnaires, Interviews, or Observation of Public Behavior. To meet this exemption, the subject matter must not involve "sensitive" topics, such as criminal or sexual behavior, alcohol or drug use on the part of the subjects, unless they are conducted in a manner that guarantees anonymity for the subjects.

3. Surveys, Questionnaires, Interviews or Observation of Public Behavior. Surveys that involve sensitive information and subjects' identities are known to the researcher may still be exempt if: (1) the subjects are elected to appointed public officials or candidates for public office; or (2) federal statute(s) specify without exception that confidentiality will be maintained throughout the research and thereafter.

4. Archival Research. Research involving the collection or study of existing data, documents, records, pathological or diagnostic specimens, if these sources are publicly available or if the information is recorded by the investigator in such a manner that subjects cannot be identified, directly or through identifiers linked to the subjects. These data/samples must be preexisting, which means they were collected prior to the current project.

5. Research Examining Public Benefit or Public Service Programs. To qualify for this exemption, the research must
also be conducted by or subject to review by an authorized representative of the program in question. Studies in this category are still exempt if they use pregnant women by design and their purpose is to examine benefit programs specifically for pregnant women.

6. **Taste Evaluation Research.** Studies of taste and food quality evaluation. Studies of taste evaluation qualify for this exemption only if (1) wholesome foods without additives are consumed; or (2) if a food is consumed that contains a food ingredient at or below the level of and for a use found to be safe.

**FINAL QUESTION:** Are any subjects under 18 years of age? 

YES__ NO X__

If your study uses subjects under 18 years of age, and you plan to use surveys, questionnaires or do interviews, then your project is NOT exempt. All other exemptions apply even if subjects are under the age of 18.

If you answered NO to the questions and your study fits into one of the six categories, then your project is EXEMPT.
SECTION 3

Does your study qualify for EXPEDITED review?

Expedited Reviews

Expedited reviews are for studies involving no more than minimal risk or for minor changes in previously approved protocols. To meet expedited review criteria your protocol must meet the following conditions: no more than minimal risk to the subjects, subjects must not be confined in a correctional or detention facility, and one or more of the following types of participation on the part of subjects.

(Circle or Underline any that apply to your project)

1. Collection of excreta and external secretions: sweat, saliva, placenta, and/or amniotic fluid. None of these may be collected by "invasive" procedures, such as those that use cannulae or hypodermic needles, such as in amniocentesis.

2. Recording of data using noninvasive procedures routinely employed in clinical practice. This includes but is not limited to the use of "contact" recording electrodes, weighing, tests of sensory acuity, electrocardiography and electroencephalography, and measures of naturally occurring radioactivity. This does NOT include procedures which: a) impart matter or significant amounts of energy to the subjects, b) invade the subjects' privacy, or c) expose subjects to significant electromagnetic radiation outside the visible range (e.g. Ultraviolet light from tanning beds).

3. Collection of hair or nail clippings, teeth from patients whose care requires the extraction or collection of plaque and/or calculus using routine procedures for the cleaning of teeth.

4. Voice recordings made for research purposes such as investigations of speech defects and speech pathology.

5. Moderate exercise by healthy volunteers.

6. Experimental research on individual or group behavior or on the characteristics of individuals, such as studies of perception, cognition, game theory or test development. This does NOT include studies...

   ...that involve significant stress to the subjects.

   ...that are intended to produce a relatively lasting change in behavior.

7. Studies of archived data, records or diagnostic specimens that are not exempt.

8. Studies involving the collection of blood samples by venipuncture, in amounts not exceeding 550 ml (about a pint) in an eight week period and no more often two times per week, from subjects 18 years of age or older and who are in good health and not pregnant.

If your study fits into one of the eight types of participation and required criteria, then your project can receive EXPEDITED REVIEW.

SECTION 4

If your study does not meet exempt or expedited review criteria, then it qualifies for FULL BOARD review.

Full Board Reviews

Protocols that require full board review have the potential for high risks to subjects (physical, psychological or social) or those that have special population consent considerations (research on Native Americans, prisoners, persons who are not legally competent, ethnic considerations).
INVESTIGATOR'S ASSURANCES

This investigation involves the use of human subjects. I understand the university's policy concerning research involving human subjects and I agree...

1. ...to obtain voluntary and informed consent of persons who will participate in this study, as required by the IRB.
2. ...to report to the IRB any adverse effects on subjects which become apparent during the course of, or as a result of, the activities of the investigators.
3. ...to cooperate with members of the IRB charged with review of this project, and to give progress reports as required by the IRB.
4. ...to obtain prior approval from the IRB before amending or altering the project or before implementing changes in the approved consent form.
5. ...to maintain documentation of IRB approval, consent forms and/or procedures together with the data for at least three years after the project has been completed.
6. ...to treat subjects in the manner specified on this form.

Principal Investigator: The information provided in this form is accurate and the project will be conducted in accordance with the above assurances.

Signature_________________________________ Print Name_________________________________ Date__________

Faculty Sponsor: (If P.I. is a student.) The information provided in this form is accurate and the project will be conducted in accordance with the above assurances.

Signature_________________________________ Print Name_________________________________ Date__________

Chair, Director or Dean: This project will be conducted in accordance with the above assurances.

Signature_________________________________ Print Name_________________________________ Date__________

When Section 1 is filled out and fully signed, review the Packet Checklist (Page 1) to complete the packet for review and submission.

Institutional Review Board: These assurances are acceptable and this project has adequate protections for subjects. This project has been properly reviewed and filed, and is in compliance with federal, state, and university regulations.

Signature_________________________________ Print Name_________________________________ Date__________

IRB ONLY: This protocol has been given- Exempt___ Expedited___ Full Board___ status.
SECTION 5

DEFINITIONS

ANONYMOUS: Subjects’ names are unknown to the investigator, not requested and not given. If the only time the investigator asks for a name is for a signature on a consent form, the investigator should use implied consent, to preserve anonymity.

ASSENT: Agreement by subjects not competent (e.g., children or cognitively impaired people) to give legally valid informed consent to participate in a study.

BENEFIT: A valued or desired outcome to the study that will be an advantage to the subjects participating.

CONFIDENTIAL: Subjects’ names are known to the investigator and are usually coded to a master list and/or kept separately from the data and results. This is usually used, for example, when the investigator must match test results with surveys or if there will be a follow-up survey. The investigator has a real need to know subjects’ names.

DECEPTION: The protocol is designed to withhold complete information when consent is obtained.

DIRECTLY or INDIRECTLY IDENTIFIABLE: Identities of individual subjects are kept by the investigator. If subjects’ identities are inseparable from data, then data are directly identifiable. If subjects’ identities are kept separate from data, with information connecting them maintained by codes and a master list, then data are indirectly identifiable. In either case, investigator must assure that confidentiality will be maintained, and must explain how subjects’ identities will be protected.

INFORMED CONSENT: Subjects’ voluntary agreement, based upon adequate knowledge and understanding of relevant information, to participate in a study or to undergo a diagnostic, therapeutic or preventive procedure.

INTENTIONALLY IDENTIFIED: Subjects’ names are to be used in connection with their data when project results are presented to the public. This procedure is common for journalistic-type interview studies, where subjects are public figures or in oral histories. In these cases, the investigator should seek explicit consent from the subjects for the use of their names in connection with their data.

MINIMAL RISK: A risk is minimal where the probability and magnitude of harm or discomfort anticipated in the proposed study is not greater, in and of themselves, than those ordinarily encountered in daily life or during the performance of routine physical or psychological examinations or tests. The definition of minimal risk for research involving prisoners differ somewhat from that given for noninstitutionalized adults.

POPULATION: A group of people in society meeting certain criteria to be eligible as subjects in a project’s protocol.

PRINCIPAL INVESTIGATOR: The individual (s) with primary responsibility for the design and conduct of a project’s protocol.

PROTECTED HEALTH INFORMATION: health information, recorded in any form or medium that is created or received by a health care provider, health plan, public health authority, employer, life insurer, school or university, or health care clearinghouse; and relates to the past, present, or future physical or mental health or condition of an individual; the provision of health care to an individual; or the past, present, or future payment for the provision of health care to an individual."

PROTOCOL: The formal design or plan of a study’s activity; specifically, the plan submitted to an IRB for review and to an agency for support. The protocol includes a description of the design or methodology to be employed, the eligibility requirements for prospective subjects and controls, the treatment regimen(s), and the proposed methods of analysis that will be performed on the collected data.
**RISK:** The probability of harm or injury (physical, psychological, social or economic) occurring as a result of participation in a study. Both the probability and magnitude of possible harm may vary from minimal to significant.

**SIGNIFICANT RISK:** A study's design that presents a potential for serious risk to the health, safety or welfare of the subjects.

**SUBJECTS (HUMAN):** Individuals whose physiologic or behavioral characteristics and responses are the object of study in a project. Under the federal regulations, subjects are defined as living individual(s) about whom an investigator conducting a study obtains: data through intervention or interaction with the individual; or identifiable private information.
1. Project Title: Corporate Social Responsibility: Do Brand Personality and Social Responsibility Affect Purchase Behavior?

2. Exempt category claimed (please see attached list): #2 of 45 CFR 46.101 (b)(2)

3. Proposed project start and end date: November 27, 2006 – December, 2007

4. Principal Investigator Information:
   
   Principal Investigator Name: Joan L. Giese, Associate Professor
   Department, Area, Program, School, Institute, Center: Marketing, LCB
   Telephone Number: 346.6173
   E-mail address: jlgiese@uoregon.edu
   Do you have a campus mailbox? [X] Yes   [ ] No
   If not, please provide your mailing address:

5. Co-Investigator(s) Information:
   
   Kristine Ehrich, Marketing, Washington State University, Assistant Professor
   ehrich@wsu.edu  509.335.2160

6. Faculty Advisor(s): n/a

7. If project is funded, please provide the following information: n/a
INVESTIGATOR AGREEMENT

In submitting this proposed protocol and signing below I certify that I will conduct the research involving human subjects as presented in the protocol and approved by the department and CPHS/IRB:

1. I will recruit and consent subjects as stated in the protocol and will provide a copy of the consent form to each subject. If written consent is required, all participants will be consented by signing a copy of the consent form.

2. I will present any proposed modifications to the protocol or consent form to the IRB for review prior to implementation.

3. I will report to the IRB any deviation from the protocol and/or consent form, problems/adverse events that are serious, unexpected and related to the study or a death and/or injuries to subjects within three business days of the event.

4. I will not recruit subjects under the protocol until I have received the final approval letter signed by the Chair of the Institutional Review Board for the Office for Protection of Human Subjects or designee.

5. I will complete and return all protocol forms for continuations of this protocol within the time limit stated on the Continuing Review/Final Report Form.

6. I will contact the University of Oregon Office of Research Services and Administration (ORSA) if the study involves any funding or resources from a source outside the University of Oregon regarding the need for a contract and letter of indemnification. If it is determined that either a contract or letter of indemnification is needed, participants cannot be enrolled until these documents are complete.

7. I will notify the CPHS/IRB within 30 days of a change in Principal Investigator for the study.

8. I will notify the CPHS/IRB within 30 days of the closure of this study.

Signature of Principal Investigator (P.I.) Date

Signature of Faculty Advisor (for student protocols) Date

FOR CPHS/OFFICE USE ONLY - Exempt – 9/2006

Review Category: [ ] 1 [X] 2 [ ] 3 [ ] 4 [ ] 5 [ ] 6

Expedited: [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [ ] 6 [ ] 7 [ ] 8 [ ] 9

Full Board: [ ] IRB Meeting: Action/Date: 

Date sent to reviewers: Reviewers: CPHS

Continuing Review Date: 11/1/07

IRB Approval: Date: 11/27/06
UNIVERSITY OF OREGON

EXEMPTION CATEGORY MEMO

Date: November 17, 2006

MEMORANDUM

TO: Office for Protection of Human Subjects
   1600 Riverfront Research Park

FROM: Joan L. Giese, Department of Marketing

RE: Corporate Social Responsibility: Do Brand Personality and Social Responsibility Affect Purchase Behavior?

SOURCE OF FUNDING (IF ANY): n/a

Based on DHHS policy regarding protection of human subjects, this project falls in exemption category # 2 of 45 CFR 46.101 (b)(2). The research project proposed is a survey of U of O students in MKTG311 to determine the relationship between corporate social responsibility, brand personality, and purchase behavior. To protect confidentiality, the data will be stored anonymously since no identifying information will be collected with the survey. All subjects are volunteers, given informed consent letters, given extra credit points for participation, and free to drop out of the research at any point in time, with no obligation to us. The (attached) surveys are nonsensitive in nature.

I am prepared to defend the exemption category I have selected to a federal agency if necessary.

Signature of Principal Investigator (P.I.): Joan L. Giese

Date: 11.17.06
UNIVERSITY OF OREGON

CLAIM OF EXEMPTION FROM REVIEW OF THE CPHS/IRB

INSTRUCTIONS:

- ALL SECTIONS OF THE PROTOCOL MUST BE COMPLETED. Incomplete protocols will be returned to the investigator.
- Refer to the PROTOCOL CHECKLIST for a complete inventory of all materials needed to submit a protocol.
- The form must be typed (12 point font), single-sided, and an original plus one clear copy (two total) must be submitted to the Office for Protection of Human Subjects.
- Protocol pages must be numbered.

Feel free to use as much space as you need to answer each of the following items.

1. PURPOSE AND BACKGROUND

   a. Briefly describe the purpose of your project (attach additional pages as necessary):

      The purpose of this research study is to determine the differential effects of corporate social responsibility and brand personality on purchase behavior.

   b. Brief discussion of academic background and experience for principal investigator and all key personnel/researchers associated with this project:

      Principal investigator – Joan Giese has a Ph.D. in marketing and extensive experience in survey methods.

      Additional investigator – Kristine Ehrich also has a Ph.D. in marketing and extensive experience in survey methods.

2. DESCRIPTION OF SUBJECT POPULATION

   a. Source and description of subject population (Describe who subjects are and where they come from including age-range, gender, ethnicity, etc.): Undergraduate marketing classes in the Lundquist College of Business, average age ranges from 18-23, gender approximately equal, ethnicity varied according to the composition of the classes in question.

   b. Number of Subjects (Number to be studied in upcoming protocol year or sample size for archival data sets): approximately 120 per data collection session.

   c. (See instructions regarding the use of the Psychology/Linguistics Human Subjects Pool)
3. RECRUITMENT AND CONSENT PROCESS

a. Briefly describe recruitment procedures which ensure voluntary participation

1) **How will subjects be chosen to participate in the study?** Students in undergraduate marketing courses will be chosen to participate for extra course credit. If they elect not to participate in this study, or decide to terminate their participation at any time during the study (in accordance with the attached instructions and consent letter), they will be assigned a case study as an alternative assignment for which they can get the same amount of extra credit as if they had participated in the study.

2) **How will subjects be contacted?** An announcement will be made in class one week prior to data collection.

3) **Recruitment documents MUST be submitted.** No recruitment documents will be used.

b. **How will study be administered:** phone [ ] mail [ ] face-to-face [X] on-line [ ]

c. **Consent and/or Assent Form(s)/Information Letters/Email Templates/Verbal Scripts, etc.**

1) **Separate consent/assent form(s)/information letters/email templates/verbal scripts, etc. must be submitted for each group of subjects in language appropriate to the population.** At the outset of the study, subjects will be presented with the attached consent cover letter. Subjects may take the cover letter with them for their records.

After questionnaires are complete, subjects will supply their name on a completely separate form so that participation credit can accurately be given.

Immediately following the conclusion of the experiment, students will be told that they will receive a full debrief in person during the next class period. Included in the debrief will be a full explanation of the purpose of the experiment, and the experimenter’s contact information in the event that they had additional questions.

2) **Do subjects read/speak/understand English?** [X] Yes [ ] No *(If no, for research with non-English speaking populations: consent form(s)/information letter(s) in the native language and the English translation(s) need to be submitted as well as permission documents and/or research visa.)*

3) Each consent/assent form, letter, template, script, etc. must include the following basic elements:

a) Purpose of research
b) Procedures, including duration, frequency and locale
c) Potential risks and how they will be managed
d) Potential benefits to subjects and society
e) How confidentiality will be handled
f) Indication that participation is voluntary and subjects may withdraw without penalty or loss of benefits to which they are otherwise entitled
g) Terms of compensation, as applicable
h) Investigator and faculty advisor (for students) phone numbers for questions regarding the research
i) Indication that subject will be offered a copy of the form to keep.

d. Attach a copy of each research instrument, script, advertisement, consent/assent form, and/or cover letter (e.g., telephone script, verbal recruitment script, phone survey, questionnaire, interview guide, etc.).
4. METHODOLOGY

a. Activities involving subjects (NOTE: If focus groups will be used, the project cannot be Exempt. The Full/Expedited application must be submitted to the Office for Protection of Human Subjects)

1) What will the participants do in the study? Describe ALL steps participants will follow:
   i) Subjects will read a prompt about socially responsible companies
   ii) Subjects will then answer the questions on the survey

2) Describe the study setting (e.g., where will activities occur, etc.): Subjects will complete the survey in a typical college classroom.

NOTE: Subjects shall not be transported by employees/researchers in a personal/private vehicle. If subjects need to be transported by a researcher, a State vehicle must be used and the request must be submitted through your departmental travel coordinator. If subjects need to be transported as part of the research activities, they can be reimbursed for bus/cab fare or their driver could be reimbursed for mileage for the use of a car.

b. State length and frequency of procedure: The entire survey procedure should take approximately 10 minutes and will only be conducted once in each data collection.

c. Will existing data be used? Yes [ ] No [X]

5. DATA DISPOSITION

a. Data will include (check all appropriate):
   [ ] names    [ ] addresses    [ ] phone numbers
   [ ] ages    [X] gender    [ ] race/ethnicity
   [ ] marital status    [ ] income    [ ] social security number
   [ ] job titles    [ ] employer names
   [ ] other unique information (please specify)
   [ ] codes linked to subjects' names by separate code key    [ ] codes not linked to subjects' names

b. Describe how the confidentiality of subjects will be maintained (address one of the two options listed below):
   1) Will data be coded? Yes [ ] No [X]
      a) If yes, how will data be coded (e.g., pseudonyms, subject number, etc.) and for what purpose?

   2) Will data be collected anonymously? Yes [X] No [ ]
      a) If yes, state procedures for anonymity (e.g., data will be collected without names and no code list will be kept linking subject responses to their identifiable information, etc.):
      b) NOTE: Data that is collected anonymously can in no way be linked to subjects (i.e., name, job title, identifiable demographic information, etc.).

No personal identifying data will be collected over the course of this phase of the study. In the consent cover letter, it will clearly state that the only reason for which identifying information (participant name) is for the purposes of assigning course credit. Subjects' names will be submitted on a separate form after surveys have been collected. The current study is completely anonymous and there is no way for the researchers to link responses to the portion of the study in which their names were collected.
c. **Data will be recorded by** (check all appropriate):
   1) [ ] written notes   [ ] e-mail   [x] other (describe)*

   Data will be manually entered into a database.

   2) **NOTE:** *If audio tape and/or videotape will be used, the project cannot be Exempt and the Full/Expedited application must be submitted to the Office for Protection of Human Subjects.*

d. **Data reporting will be:** [x] aggregate   [ ] anecdotal

c. **Data will be used for:**
   [x] publication   [ ] evaluation   [ ] thesis
   [ ] dissertation

   and destroying data after the study is completed (e.g., if applicable, when will the code lists be destroyed/erased, etc.): Data will be maintained on a secure server at the Lundquist College of Business and on secure servers at co-investigators’ universities until such time as it is no longer useful for analysis and/or publication purposes.

   1) *If data will not be destroyed, state for what purpose it will be kept:* Analysis/publication/future research in this area
MEMORANDUM

TO: Lyndee Giese
Marketing, WSU Pullman (4730)

FROM: Malathi Jandhyala (for) Kris Miller, Chair, WSU Institutional Review Board (3140)

DATE: 25 October 2006

SUBJECT: Approved Human Subjects Protocol - New Protocol

Your Human Subjects Review Summary Form and additional information provided for the proposal titled "Corporate Social Responsibility: Do Brand Personality and Social Responsibility Affect Purchase Behavior?." IRB File Number 9348-a was reviewed for the protection of the subjects participating in the study. Based on the information received from you, the WSU-IRB approved your human subjects protocol on 25 October 2006.

IRB approval indicates that the study protocol as presented in the Human Subjects Form by the investigator, is designed to adequately protect the subjects participating in the study. This approval does not relieve the investigator from the responsibility of providing continuing attention to ethical considerations involved in the utilization of human subjects participating in the study.

This approval expires on 24 October 2007. If any significant changes are made to the study protocol you must notify the IRB before implementation. Request for modification forms are available online at http://www.ogrd.wsu.edu/Forms.asp.

In accordance with federal regulations, this approval letter and a copy of the approved protocol must be kept with any copies of signed consent forms by the principal investigator for THREE years after completion of the project.

Washington State University is covered under Human Subjects Assurance Number FWA00002946 which is on file with the Office for Human Research Protections.

If you have questions, please contact the Institutional Review Board at (509) 335-9661. Any revised materials can be mailed to the Research Compliance Office (Campus Zip 3140), faxed to (509) 335-1676, or in some cases by electronic mail, to irb@mail.wsu.edu.

Review Type: NEW
Review Category: XMT
OGRD No.: NF
Agency: NA
Date Received: 9 October 2006
TO: Joan Giese, Principal Investigator  
Department of Marketing

FROM: Leeann Bennett, Protocol Coordinator  
Committee for the Protection of Human Subjects/  
Institutional Review Board (CPHS/IRB)

RE: Protocol #E239-07, entitled “Corporate Social Responsibility: Do Brand Personality and  
Social Responsibility Affect Purchase Behavior?”

The materials enclosed with this notice have been REVIEWED and APPROVED by the Committee for the  
Protection of Human Subjects/Institutional Review Board. Please keep the materials on file along with  
documentation of informed consent where applicable.

The approval of the CPHS/IRB is based upon your representations of the nature of the project and the  
involvement of human subjects. It is the responsibility of the principal investigator to report adverse  
events or unanticipated problems involving risks to subjects within five working days to the Human  
Subjects Compliance Office. If during the course of your project you change your methodology in any  
way that materially alters the involvement of human subjects, you are required to submit such changes to  
the CPHS/IRB for approval prior to implementation.

This approval is for one year, unless otherwise noted. Under the regulations, the CPHS/IRB will review  
projects at least annually, or more often if it deems that the risks to subjects warrant a more frequent  
review. Investigators will be notified approximately one month prior to expiration of the current  
approval period that the CONTINUING REVIEW FORM must be completed and submitted, along with a  
sample of the informed consent form in use, to the Human Subjects Compliance Office. If there are no  
problems, adverse effects on subjects, or changes in activities by the investigator, continuing review will  
be handled administratively. If any of these conditions are present, review of the project will be  
conducted by the CPHS/IRB and a revised HUMAN SUBJECTS ACTIVITY REVIEW FORM must be  
submitted.

When the project is terminated (i.e., procedures involving human subjects are completed), the  
investigator should complete the FINAL REPORT portion of the CONTINUING REVIEW FORM and send  
it to Human Subjects Compliance. All consent forms must be kept by the investigator for three years after  
the research is completed.

If you have any questions, please contact me at (541) 346-2510. You may also consult the Investigator’s  
Please take a few minutes to answer each of the following questions. All responses will be completely anonymous.

1. Corporate Social Responsibility (CSR) is defined as, "the managerial obligation to take action to protect and improve both the welfare of society as a whole and the interest of organizations." Using this definition, how aware of any companies’ social responsibility initiatives are you?

<table>
<thead>
<tr>
<th>Completely Aware</th>
<th>Aware</th>
<th>Slightly Aware</th>
<th>Unaware</th>
<th>Completely Unaware</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Using the above definition, list any CSR companies that come to mind:

____________________________________________________________________

2. How much does Corporate Social Responsibility affect your interaction with companies? (In other words, how often do you consider CSR prior to or during interaction with a company?)

<table>
<thead>
<tr>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Frequently</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

3. What are your feelings regarding the topic of Corporate Social Responsibility?

Negative  1  2  3  4  5  6  7  Positive

4. Would the active pursuance of socially responsible initiatives (by companies) affect your willingness to purchase products/services from that company?

<table>
<thead>
<tr>
<th>Would not affect it at all</th>
<th>Would affect it very much</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

5. On a scale from 1 to 7, please circle the number that most accurately describes your overall impression of a company that is considered “socially responsible”

Very Unfavorable  1  2  3  4  5  6  7  Very Favorable
6 Considering social responsibility, please rate on a scale from 1 to 7, with 1 being very unimportant and 7 being very important, the value of the issues below. (Please circle a number or 'don't know' for each item.)

<table>
<thead>
<tr>
<th>Issue</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Very Important</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Giving</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Involvement</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fair Treatment of Workers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Diversity within Organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Environmental Issues</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minority Issues</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Concern for Consumers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7 Of the initiatives you identified in the previous question as being the most important to you, if a company were to support those social causes, would this affect your willingness to purchase from them?

<table>
<thead>
<tr>
<th>Response</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Definitely Not</th>
<th>Probably Not</th>
<th>Not Sure</th>
<th>Probably</th>
<th>Definitely Yes</th>
</tr>
</thead>
</table>

8 Of the initiatives you identified in question 6 as being the least important to you, if a company were to support those social causes, would this affect your willingness to purchase from them?

<table>
<thead>
<tr>
<th>Response</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Unlikely to Purchase</th>
<th>Likely to Purchase</th>
</tr>
</thead>
</table>
Brand personality is described as a set of human characteristics associated with a brand.

For each of the companies listed below, please rate on a 1-5 scale, the personality you associate with them.

<table>
<thead>
<tr>
<th>Company</th>
<th>Characteristic</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Sincere</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hallmark Greeting Cards</td>
<td>Dishonest</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Sincere</td>
<td>Don’t Know</td>
</tr>
<tr>
<td>MTV Channel</td>
<td>Dull</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Exciting</td>
<td>Don’t Know</td>
</tr>
<tr>
<td>The Wall Street Journal</td>
<td>Incompetent</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Competent</td>
<td>Don’t Know</td>
</tr>
<tr>
<td>Seven Jeans</td>
<td>Crude</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Sophisticated</td>
<td>Don’t Know</td>
</tr>
<tr>
<td>Nike Tennis Shoes</td>
<td>Dowdy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Fashionable</td>
<td>Don’t Know</td>
</tr>
</tbody>
</table>

For the companies listed below, please rate on a scale from 1 to 5 the personalities you associate with them.

<table>
<thead>
<tr>
<th>Company</th>
<th>Characteristic</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Warm</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson &amp; Johnson</td>
<td>Cold</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Warm</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Greedy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Giving</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Unfeeling</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Affectionate</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Aloof</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Friendly</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Kind</td>
<td>Don’t Know</td>
</tr>
<tr>
<td>Wal-Mart</td>
<td>Cold</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Warm</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Greedy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Giving</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Unfeeling</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Affectionate</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Aloof</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Friendly</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Kind</td>
<td>Don’t Know</td>
</tr>
<tr>
<td>Nike</td>
<td>Cold</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Warm</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Greedy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Giving</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Unfeeling</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Affectionate</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Aloof</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Friendly</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Kind</td>
<td>Don’t Know</td>
</tr>
<tr>
<td>Starbucks Company</td>
<td>Cold</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Warm</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Greedy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Giving</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Unfeeling</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Affectionate</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Aloof</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Friendly</td>
<td>Don’t Know</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Kind</td>
<td>Don’t Know</td>
</tr>
<tr>
<td>Company</td>
<td>Cold</td>
<td>Greedy</td>
<td>Unfeeling</td>
<td>Aloof</td>
<td>Mean</td>
<td>Warm</td>
<td>Greedy</td>
<td>Unfeeling</td>
</tr>
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<tr>
<td>Ford Motor Co.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>BP</td>
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<tr>
<td>Hewlett Packard (HP)</td>
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<tr>
<td>General Motors</td>
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</tr>
<tr>
<td>Timberland</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Chevron Texaco</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Please circle your gender. M F

If there are any additional comments that you have regarding Corporate Social Responsibility or any other subject addressed in this survey, please feel free to write them in the space provided.

THANK YOU FOR COMPLETING THIS SURVEY!
The list before you is a compilation of companies that were named to the top of the 100 Best Corporate Citizens of 2006 by Business Ethics Magazine. In fact, most of these companies listed have made the list for the past 7 years in a row! Traditionally, companies have been ranked on how well they serve shareholders; however, in the 21st century, a new era has arisen -- one of looking beyond the bottom line and examining the impact of the corporation on not only the shareholders, but other stockholders as well. These stockholders, of course, include shareholders but also include the community (charitable giving), the world at large (ethical labor practices), the environment (pollution reduction), and the employees (strong retirement benefits).

Please read through the list and then proceed to the survey. Answer the questions on the survey to the best of your knowledge.

Intel Corporation
Procter & Gamble Company
Southwest Airlines Company
Starbucks Corporation
Timberland Company
Whirlpool Corporation
Cisco Systems, Inc.
Herman Miller, Inc.
Hewlett-Packard Company
Brady Corporation
Cummins, Inc.
Ecolab Inc.
Graco Inc.
Modine Manufacturing Co.
Pitney Bowes, Inc.
Verbal Consent to be obtained at the beginning of the session

The following excerpt is taken from the interviewer instructions to be read before experiments begin:

"The purpose of today's research session is to conduct a series of surveys that examine various processes and decisions related to being a consumer. It is important that you understand that your participation is completely voluntary and that your participation will take approximately 10 minutes.

You may choose to not participate in this research study today, but if you do choose to participate, please know that any information obtained during this study will remain anonymous. Your responses will not be linked to your name in any written or verbal report of this research project.

This project has been reviewed and approved by the WSU Institutional Review Board (IRB). If you have questions about your rights as participants, please contact the IRB at 509-335-9661. If you have questions about the surveys you are filling out today, please contact me. Does anyone have any questions? If not, let's begin."