



Corporate Social Responsibility Public Perception Quotient

9/14/2017

Survey Design for CSRPPQ.com

Participants

The PI recruits CSRPPQ survey participants primarily through MTurk, a service provided by Amazon, which has more than 500,000 members who complete tasks like surveys for a fee. A recent paper in *Journal of Consumer Research*, the preeminent consumer research journal, states that “MTurk may well be the most represented participant pool in the history of consumer research.” Moreover, the authors state that MTurk improves the quality of consumer research if used appropriately (Goodman & Paolacci, 2017). CSRPPQ follows the guidelines of their paper.

Procedure

Participants must be English speaking and reside in the United States. Each participant is randomly assigned one of 51 companies. These 51 companies are large B2C firms with locations throughout the United States. Each participant is asked if (s)he is familiar with company X. Familiarity with company X is necessary to continue with the survey. However, the participant does not need to have knowledge or familiarity with company X’s CSR or CSiR, because the level of awareness is what the survey intends to measure. The participant next sees definitions of CSR and CSiR. These definitions are available through a pop-up window at any point during the survey.

The survey consists of four categories:

1. *Questions about the overall CSR and CSiR of the company.* The survey participant is asked whether (s)he feels CSR is part of company X’s culture, whether CSiR is part of company X’s culture, and his/her overall opinion of company X based on CSR and CSiR. The answers to these questions are the primary dependent variables (11-point Likert scales).
2. *Questions about CSR and CSiR in six specific areas:* community, diversity, employees, environment, human rights, and products/customers. For each CSR/CSiR area, the participant rates the company’s CSR or CSiR. The participant also can indicate ‘no opinion’ regarding a specific CSR or CSiR area. This detail is important because it allows us to measure awareness of company specific CSR/CSiR.

Finally, in each of the CSR areas, the survey participant is asked to identify at least one firm action (checkbox) that informed his/her CSR/CSiR area specific perception. Each area has 3-7 specific types of firm actions and two generic options ('no particular reason, I just have a feeling' and 'other;' the latter is accompanied by a text box to provide more detail). It is important to note that the survey does not ask about identifiable firm actions, i.e. Wells Fargo and opening of fake accounts, the BP Deepwater Horizon oil spill, or Volkswagen and deceptive diesel emission software. The goal is to measure unaided perception, not the participant's opinion of specific firm actions.

3. *Questions regarding intent and behavior:* purchase history, customer satisfaction, repurchase intent, and whether the survey participant would seek employment at company X.
4. *Demographics:* age, income, race, gender, education, occupation, and zip code.

Follow CSRPPQ on Twitter at @CSRPPQ and Like us on Facebook.

CSRPPQ.com is dedicated to collecting consumer perceptions regarding the social responsibility and irresponsibility activities of large U.S.-based business-to-consumer companies. For more information, please contact Dr. Christopher Groening, Associate Professor of Marketing, Kent State University, 330-672-3927, cgroenin@kent.edu.