

Consumers' responses to companies acting irresponsibly.

A cross-national study on Corporate Social Irresponsibility



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ABSTRACT: Corporate social responsibility (CSR) often evokes positive consumer responses. However, corporate social irresponsibility (CSI) can evoke negative repercussions. The aim of this experiment was to find to what extent German and Dutch consumers were willing to punish CSI and whether culture (masculinity) and CSR support could influence this. Willingness to punish was reflected in the general will to punish, intended WOM and purchase intention. Participants participated in an online survey where they read an hypothetical case about a company performing under the sectors average in terms of plastic production. With as a result environmental damage. The participants' general support for several social domains was measured beforehand and their general will to punish was measured after reading the hypothetical case. A main result was that nationality and masculinity did not show a correlation, contradicting previous literature. Results also indicated that participants with feminine traits reflected lower purchase intentions after reading the CSI case than participants with masculine traits did. CSR support had a mediating role for the effect of nationality on intended WOM and willingness to punish. Willingness to punish had a mediating role for the effect of nationality on intended WOM and purchase intention. In conclusion, consumer repercussions to CSI provide a more complex model than initially expected. Additionally, CSR support and the general will to punish play mediating roles and provide for a fruitful future research area. Lastly, willingness to punish seemed to be a more abstract repercussion than intended WOM, which in return seemed to be a more abstract repercussion than purchase intention.

1. Introduction

August 2nd (2017) was our earth overshoot day. Earth overshoot day marks the date where we managed to exploit all renewable resources that our planet was able to renew over the entire year (Global Footprint Network, 2017). This means we have been, irreversibly, impairing our resources for 4 months in 2017. In a world where corporate social responsibility (CSR) has gained increasing importance, scientific studies on CSR have intensified (Becker-Olsen, Taylor, Hill & Yalcinkaya, 2011; Kim, Lee, Lee & Kim, 2010; Maignan, 2001; Mueller, Hattrup, Spiess & Lin-Hi, 2012; Sen & Bhattacharya, 2001). Research has shown that CSR can have a positive effect on a company in a large variety of manners. Namely, CSR can positively affect consumers' purchase intentions (David, Kline & Dai, 2005; Lichtenstein, Drumwright, & Braig, 2004; Maignan, 2001; Mohr & Webb, 2015; Sen & Bhattacharya, 2001; Sheikh & Beise-Zee, 2011), positive word-of-mouth (WOM) (Walsh & Bartikowski, 2013) and general willingness to reward (Sweetin, Knowles, Summey & McQueen, 2013; Madrigal & Boush; 2008). In summary, doing good can lead to rewarding and profitable outcomes for companies.

However, the opposing corporate social irresponsibility (CSI) has led to costly repercussions. Previous studies suggest that CSI may lead to consumers' general willingness to punish corporations, a decrease in purchase intention and an increase of negative WOM (Sweetin et al., 2013; Williams & Zinkin, 2008). A few notable examples of costly repercussions are the BP oil leaks in the Mexican gulf resulting in a US\$20 billion investment and a temporal loss of 50% of its market value (Lin-Hi & Blumberg, 2011). CSI also evoked public pressure in 1970 to stop Nestlé from aggressive child advertising. Moral outrage has led to a termination of Shell's attempt to sink a decommissioned floating oil facility (Brent Spar) in the North sea in the mid- 1990's (Chatterji & Listokin, 2007). The moderate research on

corporate social irresponsibility (CSI) is in sharp contrast with the thorough research on CSR (Lin-Hi & Müller, 2013).

Several studies have identified that consumers are willing to punish CSI (Sweetin, Knowles, Summey, & McQueen, 2013; Williams & Zinkin, 2008). For example, Williams and Zinkin (2008) found significant differences in the will to punish in terms of negative WOM and declining purchase intention between masculine and feminine cultures. However, cultural, economic and demographic factors can assert influence on consumers' responses to CSR (Becker-Olsen et al., 2011; Cho & Krasser, 2011; Thanetsunthorn, 2015), perhaps this is similar for CSI. The present study pursues the line of thought of Williams and Zinkin (2008) by comparing a presumably masculine culture (Germany) to a presumably feminine culture (the Netherlands) on consumers' responses to a CSI case in terms of purchase intention, intended WOM and general willingness to punish.

Corporate Social Irresponsibility (CSI)

A first question that should be answered is: is corporate social irresponsibility 'neglecting to do good' or 'doing bad'? Terms used to describe CSI include 'corporate irresponsible behaviour' (Williams & Zinkin, 2008) and 'negative corporate social responsibility' (Sen & Bhattacharya, 2001). Historically, the consumers' response to CSI was referred to as 'negative ethical purchase behaviour' nowadays also known as boycotting (Cho & Krasser, 2011). Overall there seems to be little consensus on what CSI actually means. Previous studies presented a fictive CSI case in their questionnaire (Sen and Bhattacharya, 2001; Sweetin et al., 2013), the present study defined CSI based on this practical textual prescription: corporate social behaviour that performs below the sectors' standards on, or fails to perform in, social or environmental domains.

CSI and CSR can be subdivided in six corporate social performance (CSP) domains: consumerism, environment, discrimination, product safety, occupational safety and shareholders (Carroll, 1979). CSI in the environmental domain can negatively influence corporate reputation and perceived ethics (Lin, Zeng, Wang, Zou & Ma, 2016). Consumers seem to be willing to reward environmentally friendly companies and punish those who are ignorant to environmental concerns (Carlson, Grove & Kangun, 1993). Due to the limited research on CSI, the present study will stay in line with the widely studied domain: environment.

Willingness to punish

Why would a consumer respond to corporate social behavior? A possible motivation behind consumer behavior (punishing and rewarding) as a response to corporate social behavior can be found in personal goal pursuit (Madrigal & Boush, 2008; Sen and Bhattacharya, 2001; Sweetin et al., 2013). Madrigal and Boush (2008) review two goals that underlie punishment or reward as consumers' behavioral response: Approach goals and protective goals. Approach goals are goals that consumers want to achieve. Protective goals are goals that a consumer wants to prevent. They state: "Whereas consumers choosing to punish a brand by boycotting its products are using a tactic designed to avoid an unfavorable outcome (e.g. the success of an environmentally unfriendly company), willingness to reward is an approach technique that

empowers consumers to affect movement toward their personal goals” (Madrigal & Boush, 2008, p.541). Thus, consumers can accomplish their goals by rewarding companies that encompass their approach goals, but also by punishing companies that encompass the ‘danger’ of their protective goals. As this paper focusses on CSI, only willingness to punish will be incorporated to the current study.

Willingness to punish can be defined as a unique variable expressing consumer empowerment by pursuing the desire to control unfavourable outcomes (e.g. the success of an environmentally unfriendly company) (Sweetin et al. 2013). However, the general will to punish CSI can also be practically expressed in terms of negative WOM (Antonetti & Maklan, 2016; Williams & Zinkin, 2008) and declining purchase intention (Williams & Zinkin, 2008). Williams and Zinkin (2008) treated WOM and purchase intention as one variable: the will to punish. However, Sweetin et al. (2013) found that consumers’ general will to punish can differ from their purchase intention as a response to CSI. In their research they have compared the willingness to punish to the willingness to reward companies. They found that American consumers were indeed willing to punish CSI cases significantly more than CSR, ecological friendly company cases or neutral company cases. Their research resulted in significant differences between a CSI and a CSR case in terms of general willingness to punish, but not in terms of purchase intention. In conclusion, purchase intention did not reflect the increased will to punish, as the two variables have shown different outcomes. Therefore, the present study will treat willingness to punish, purchase intention and intended WOM as separate variables.

Sen and Bhattacharya (2001) found that the personal affinity consumers have with a specific social domain can moderate the effect CSI has on their purchase intentions. They referred to this as CSR support. An example of high CSR support is, when a company is active in a specific corporate social domain (e.g. Environmental issues) and the consumers’ individual self-concept involves being an environmentally aware consumer. Sen and Bhattacharya (2001) found that when there is *high CSR support* and the company acts irresponsibly in that domain, the purchase intention can show a greater decrease than when the *CSR support* is low. Although the findings of Sen and Bhattacharya (2001) were too specific to result in clear implications for the current study, it stands to reason that a participants’ support of the social cause can interfere with the effect CSI case can have on consumers’ responses. Therefore this study will include CSR support as a possible moderator and mediator.

The cultural dimension: Masculinity (MAS)

Previous studies unveil controversies between masculine and feminine cultures and CSR. On the one hand feminine cultures seem to value CSR more (Thanetsunthorn, 2014) than masculine cultures do, however, masculine cultures feel more inclined to punish CSI than feminine cultures do (Williams & Zinkin, 2008). The majority of research focus on companies in a masculine culture instead of consumers. Companies in a masculine culture have a negative correlation with CSR commitment (Peng, Dashdeleg & Chih, 2012). Ringov and Zollo (2007) studied 1.100 companies in 34 different countries and found that companies based in a masculine culture exhibit lower levels of social and environmental interest. Companies located in a masculine culture have a negative correlation with employee, community and environmental related CSR (Thanetsunthorn, 2015) and corporate social and environmental

behaviour (Jaakson et al., 2009). Additionally, research among 2.129 companies researched in south-east, west and pacific Asia showed that companies in masculine cultures exhibit lower levels of involvement in the community (Thanetsunthorn, 2014) than companies in feminine cultures do. Katz, Swanson and Nelson (2001) found that masculine cultures expect a lower CSR or corporate citizenship than feminine cultures do, due to the fact that masculine cultures can be inclined to prioritize economic growth above environmental issues whereas feminine cultures emphasise public wellbeing. Moreover, companies in a feminine culture tend to be more involved in CSR on a community level (Thanetsunthorn, 2014). Hofstede (2001) explains that masculine (MAS) cultures can be defined as autonomous and focus on economic growth whereas feminine cultures (FEM) exert a higher reward for altruism than for personal achievements.

Despite the extended research on CSR in a business environment, little is known about the influence of masculine culture on consumer responses to CSR or CSI. Williams and Zinkin (2008) incorporated consumers' responses to CSI and found that a difference in cultural masculinity can lead to significant differences in terms of purchase intention, WOM and general willingness to punish. Among 88,074 stakeholders in 28 different countries, stakeholders in masculine countries were more eager to punish than stakeholders in feminine cultures. The stakeholders were consumers, shareholders and employees of large companies. There has been little research on consumer responses to CSI in relation to culture, therefore this study will focus consumers masculine and a feminine culture.

Although the majority of studies have focussed on the cultural dimensions (e.g. masculinity) given by Hofstede (2001), other studies show that other factors, e.g. cultural, economic and demographic factors, also assert influence on the impact of CSR on consumers' responses (Becker-Olsen et al., 2011; Cho & Krasser, 2011; Thanetsunthorn, 2015). Firstly, Cho and Krasser (2011) suggested that one can expect ethical consumerism in highly universalist cultures and post materialistic cultures. Ethical consumers are consumers that express their ethical concerns by buying or not buying products based on their ethical standards. These standards include welfare of humans, animals and the environment. Secondly, economic welfare differences between countries can influence consumers' expectations of CSR and therefore also their perception of the brand (Becker-Olsen et al., 2011). Lastly, life expectancy at birth, economic risk, law and order and the human development index can also be of influence on the consumers' perceptions of CSR (Thanetsunthorn, 2015).

As mentioned above, not only masculinity but also other factors can assert influence on consumers' responses to CSR. If masculinity can affect consumers' responses to CSR it could also affect consumers' responses to CSI, CSR's antipode. Therefore, this study chose to examine two countries similar in terms of universalism, post-materialism (Trompenaar & Hampden-Turner, 1997), economic risk and welfare (PRSRsgroup, 2016), life expectancy at birth (WorldBank, 2015), law and order (World Justice project, 2016), and, the human development index (Human Development Reports, 2017). Germany and the Netherlands are quite similar in terms of the above mentioned variables but do differ with regards to the Hofstede masculinity index. Germany (MAS: 66) is ought to be more masculine and the Netherlands (MAS: 14) is ought to be more feminine.

2. Present study

This study seeks to broaden the limited research on CSI. The willingness to punish, the influence of masculinity and CSR support will be further explored. Very little is known about the willingness to punish CSI, especially from the consumers' perspective. Sweetin et al. (2013) found that consumers are willing to punish but did not take WOM or the effect of culture into consideration. Therefore the present study will compare two cultures in their willingness to punish, intended WOM and purchase intention.

Williams and Zinkin (2008) did study the cultural aspects of the will to punish by expressing it in purchase intention and WOM. However, they failed to measure the willingness to punish, WOM and purchase intention as three separate variables. In the present study the three variables (Willingness to punish, purchase intention and intended WOM) will be measured separately. Moreover, they did not take the actual level of the participants' masculinity into account. Literature to date seems to assume the masculinity level of a participant based on the masculinity index of their nationality. Therefore, the present study will also control the actual masculinity of each participant.

Lastly, consumers' personal beliefs about the CSI domain (CSR support) have not been measured in the majority of studies. Sen and Bhattacharya (2001) did find a moderating effect of CSR support on purchase intention. The variables in the study of Sen and Bhattacharya (2001) showed relevance for the current study but was too specific to provide for any hypotheses for the present study. Therefore the current study will measure, both, the potential moderating and mediating effects of CSR support on all six CSP domains. The CSI case will be based on the previously studied environmental domain.

This study will include consumers from relatively masculine cultures as well as relatively feminine cultures to test their willingness to punish, their intended WOM and their purchase intentions when confronted with a CSI case. This leads to the following research question and hypotheses: *“To what extent are German and Dutch consumers willing to punish CSI and how does culture influence this?”*

As stated before, personal affinity with a CSR domain (CSR support) might influence purchase intention (Sen & Bhattacharya, 2001). This study seeks to find whether CSR support can affect the relation between CSI and intended WOM, purchase intention and general will to punish.

Sub-question 1: To what extent will CSR support affect the relation between the CSI case and willingness to punish, intended WOM and purchase intention?

Previous research found that stakeholders in masculine cultures are significantly more eager to punish CSI than feminine cultures (Williams & Zinkin, 2008), this lead to the following hypothesis.

Hypothesis 1: German consumers (masculine culture) will show higher willingness to punish than Dutch consumers (feminine culture).

3. Methods

Materials

The survey contained the same questions for each participant preceded by a case. The case was similar to the fictive cases used by Sen and Bhattacharya (2001) stating that the fictive company scores below the sector average in terms of a social domain. For this research the fictive company produced household plastics, as it is almost inevitable to avoid consuming household plastics (bottles, clothespins etcetera). The company was reported to perform far below sectors average in the environmental domain. The environmental domain was expressed in the environmental repercussions of fossil-based plastic and the company's resistance to the sectors transition to bio-based plastics.

As stated before, Germany (rated 66 on Hofstede's MAS index) and the Netherlands (Rated 14 on Hofstede's MAS index) have been selected based on the different masculinity index (Hofstede, 2001). This index was given on a 1 – 100 masculinity scale with 1 being a highly feminine culture and 100 being a highly masculine culture. This study controlled the variable 'masculinity' by testing the actual level of masculinity per individual participant besides their nationality.

Additionally, these countries are similar in other cultural (Hofstede, 2001; Trompenaar & Hampden-Turner, 1997) and political factors (Human Development Reports, 2017; PRSrsrgroup, 2016; WorldBank, 2015; World Justice project, 2016) that might bias consumers' responses to CSI. The survey was translated from English to Dutch by two students, both advanced speakers of English and native in Dutch. All translation differences were discussed with a third party who was also an advanced speaker of English and native in Dutch. The German survey was translated by two translators native in German and advanced in English. The German versions were thereafter controlled and edited by a professional translation bureau: Radboud in'to languages. The Dutch and German text and survey can be found in appendix 1.

Subjects

The experiment consisted out of 141 respondents ranging from 18-70 years old ($M=30$, $SD=11.42$), 72% was female. The majority acquired a bachelors degree (32.9%), the educational levels ranged from high school to PhD. Gender, educational level and age were equally divided over the two nationalities. A Chi-square test showed no significant relation between German or Dutch consumers and gender ($\chi^2(1) = 2.12$, $p = .146$) or educational level ($\chi^2(6) = 5.94$, $p = .430$). A one-way analyses of variance did not show any significant main effect on age ($F(1, 141) = .587$, $p = .445$) in the two different nationalities. All respondents denounced to be consumers of household plastics.

Design

For this between subjects design, the independent variables were culture (masculinity) and nationality. The independent variable culture was equally dispersed (Masculine: $n = 67$, Feminine: $n = 76$) the independent variable nationality was not equally dispersed (Germany: $n = 49$, the Netherlands, $n = 94$).

Instrument

The dependent (outcome) variables were (a) the willingness to punish a company, (b) word-of-mouth, (c) purchase intention (Williams & Zinkin, 2008; Sweetin et al., 2013) and (d) CSR support (Sen & Bhattacharya, 2001). One independent variable measured was (e) culture (Yoo, Donthu & Lenartowicz, 2011).

The willingness to punish (A) was based on the method of Sweetin et al. (2013). The four main questions were (1) How important would it be for you to punish company X by not being a consumer of its products? (2) How relevant would it be for you to punish company X by not being a consumer of its products? (3) What would the consequence of a decision by you to punish company X by not being a consumer of its products? (4) What would the significance of a decision by you to punish company X by not being a consumer of its products? The four items had 7 point likert-scale adapted to the question asked: Not at all important/very important, not at all relevant/very relevant, of little consequence/ of great consequence, not at all significant/very significant. The reliability of general willingness to punish comprising 4 items was good: $\alpha = .83$.

The items used to measure word-of-mouth (B) was based on a method by Grégoire and Fisher (2006) also used in the CSR study by Antonetti and Maklan (2016). For this study, the questions have been modified from actual WOM to intended WOM, resulting in the following questions: (1) I would spread negative word-of-mouth about this organization. (2) I would denigrate this organization to my friends. (3) If my friends were looking for a similar product or service, I would tell them not to buy from this firm. Measured on a seven-point likert scale anchored by (1) very unlikely to (7) very likely. The reliability of negative WOM comprising 3 items was good: $\alpha = .89$.

Purchase intention (C) was measured in the present study using three statements used by Sweetin et al. (2013, p.1827). The first statement was: "As a consumer of apparel my buying intention toward their products would be" measured on a seven-point likert scale anchored by (1) very unlikely to (7) very likely. The second statement was: "As a consumer of apparel my buying intention toward their products would be" measured on a seven-point likert scale anchored by (1) very improbable to (7) very probable. The third statement was "As a consumer of apparel my buying intention toward their products would be", anchored by (1) highly impossible to (7) highly possible. The reliability of purchase intention comprising 3 items was good: $\alpha = .88$.

CSR support (D) was measured by giving the participant 6 social domains of the corporate social performance model (Carroll, 1979). Similar to the research of Sen and Bhattacharya (2001) the participants were asked: "*To what extent do you support this cause*" on a 7-point likert scale (1= "do not support at all", 7 = "strongly support"). The reliability of the corporate social performance domains comprising 6 items was good: $\alpha = .82$. Therefore this study chose to comprise all 6 items for measurements and not merely the environmental domain.

The CVSCALE (cultural values scale) measures Hofstede's cultural dimensions (E) on an individual level. Yoo, Donthu and Lenartowicz (2011) suggested that the CVSCALE resulted in cultural values that were in line with Hofstede's scale. Therefore, this study used the CVSCALE to measure participants' level of masculinity using four statements. The statements

were: (1) “It is more important for men to have a professional career than it is for women.”, (2) “men usually solve problems with logical analysis; women usually solve problems with intuition”, (3) “solving difficult problems usually requires an active, forcible approach, which is typical of men” and (4) “there are some jobs that a man can always do better than a woman”. The reliability of masculinity comprising 4 items was bad: $\alpha = .69$. However, when taking out statement 4: $\alpha = .77$. Therefore, this study only used the first three questions of this scale.

Procedure

Participants were asked to individually complete an online questionnaire. The questionnaires were distributed through the personal Facebook and LinkedIn of the researcher. The Facebook and LinkedIn text consisted out of a small introduction asking for Dutch or German adults only, a sentence of gratitude, a link to the survey and a reference to the accompanying GIF file of ‘a cute dog’. To increase the number of German participants this was also posted in several German Facebook groups. To increase the total amount of participants, the survey was posted on survey circle and another Facebook and LinkedIn post was posted with an update on the response progress and an accompanying photo. The questionnaire was presented in both Dutch and German. The participants were asked to participate through a small introductory text. They were informed that the aim of the research was to find their opinion on several topics for the researcher’s master thesis and if they are interested in the result of the study they could contact the researcher. The average time it took to fill in the questionnaire was six minutes.

Statistical treatment

An ANOVA and regression analysis was used to measure the effect of nationality and masculinity on all dependent variables across the two cultures. The mediating and moderating effects were measured for CSR support, age, gender education, nationality and will to punish. Mediation was measured with the process tool of Andrew Hayes (2017). The predictor variable varied between masculinity and nationality and the outcome variables varied between willingness to punish, intended WOM and purchase intention.

4. Results

The goal of the research was to find to what extent German and Dutch consumers were willing to punish CSI and how culture could influence this. A first necessity was to find whether the masculinity level was an actual corollary of nationality. There was no significant main effect of nationality on the level of masculinity ($F(1, 141) = <1$). We can therefore conclude that nationality does not consequentially indicate the cultural value of masculinity for this study. Therefore, nationality and masculinity were analysed as separate independent variables.

Table 1 shows the willingness to punish per nationality. A one-way analysis of variance showed a significant main effect of nationality on willingness to punish ($F(1, 141) = 9.94, p = .002$). German participants showed a higher will to punish ($M = 4.72, SD = 1.33$) than the Dutch participants did ($M = 4.05, SD = 1.14$). There was no significant main effect of nationality on purchase intention ($F(1, 141) = <1$), intended WOM ($F(1, 141) = <1$), CSR support ($F(1, 141) = 3.38, p = .668$) or age ($F(1, 141) = <1$).

Table 1. Willingness to punish on a 7 point likert scale (1 = not willing to punish – 7= highly willing to punish) per nationality.

	<i>Willingness to punish</i>	
	Mean	SD
German participants	4.72	1.33
Dutch participants	4.05	1.14

A one-way analysis of variance showed a significant main effect of level of masculinity on purchase intention ($F(1, 141) = 6.53, p = .012$). Masculine oriented participants showed a higher purchase intention ($M = 3.51, SD = 1.10$) than the feminine oriented participants did ($M = 2.97, SD = 1.38$). There was no significant main effect of masculinity on willingness to punish ($F(1, 141) = 1.57, p = .209$), intended WOM ($F(1, 141) = <1$), CSR support ($F(1, 141) = 3.36, p = .069$) or age ($F(1, 141) = <1$).

Table 2. Purchase intention (1 = very unlikely – 7 = very likely) per masculinity (1= feminine or 2 = masculine)

	<i>Purchase intention</i>	
	Mean	SD
Masculine	3.51	1.10
Feminine	2.97	1.38

Additionally, a one-way analysis of variance showed a significant main effect of level of gender on masculinity ($F(1, 141) = 7.15, p = .008$). For this measurement masculinity was coded into masculine or feminine with an average cut-off score of 2.9. As presented in table 3, male participants were more often masculine ($M = 3.35, SD = 1.40$) than female participants ($M = 2.75, SD = 1.11$).

Table 3. Masculinity (1 = feminine – 7 = masculine) per gender (1 = male or 2 = female)

	<i>Masculinity</i>	
	Mean	SD
Male participants	3.35	1.40
Female participants	2.75	1.11

The mediating role of CSR support was measured to find an answer to sub-question 1: To what extent does CSR support affect the relation between a CSI case and willingness to punish, intended WOM and purchase intention? In addition to this measurement, the mediating effect for willingness to punish, purchase intention and intended WOM were also taken into account.

As visible in figure 1, there was a significant indirect effect of nationality on willingness to punish through CSR support, $b = 0.146$ BCa CI [-0.299, -0.021]. This represents a relatively small effect, $\kappa^2 = -.056$, 95% BCa CI [-.111, -.007]. CSR support is a significant predictor of the will to punish. CSR support mediates the effect of nationality on willingness to punish.

As visible in figure 2, there was also a significant indirect effect of nationality on intended WOM through CSR support, $b = -0.156$ BCa CI [-0.329, -0.019]. This represents a relatively small effect, $\kappa^2 = -.055$, 95% BCa CI [-.114, -.006]. CSR support is a significant predictor of intended WOM. CSR support mediates the effect of nationality on intended WOM.

As visible in figure 3, there was a significant indirect effect of nationality on intended WOM through willingness to punish, $b = -0.389$ BCa CI [-0.758, -0.123]. This represents a relatively small effect, $\kappa^2 = .138$, 95% BCa CI [-.257, -.044]. Nationality is a significant predictor of the will to punish. Will to punish mediates the effect of nationality on intended WOM.

As visible in figure 4, a final mediation was a significant indirect effect of nationality on purchase intentions through willingness to punish, $b = 0.271$ BCa CI [0.097, 0.567]. This represents a relatively small effect, $\kappa^2 = .101$, 95% BCa CI [.034, .209]. Nationality is a significant predictor of the will to punish. Willingness to punish is a predictor of purchase intention and mediates the effect of nationality on purchase intention. There were no mediating roles for masculinity and age.

The mediation measurements unveiled that, next to CSR support, willingness to punish also had a mediating effect. Intended WOM and purchase intentions did not.

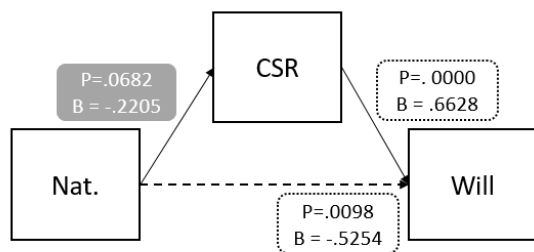


Figure 1: CSR mediates the effect of nationality on willingness

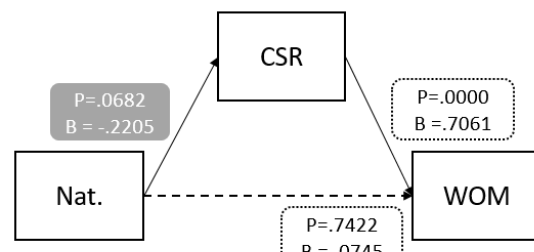


Figure 2: CSR mediates the effect of nationality on WOM

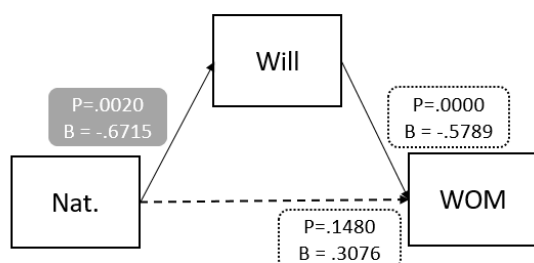


Figure 3: Willingness mediates the effect of nationality on WOM

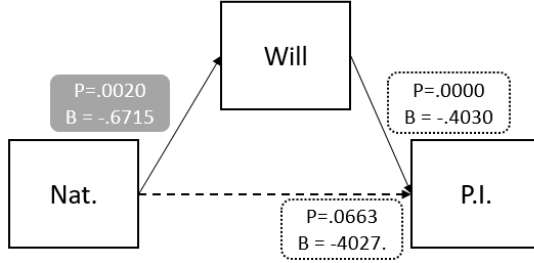


Figure 4: Willingness mediates the effect of nationality on P.I.

A linear regression analysis showed that the age explained 4% of the variance in intended WOM ($F(1, 141) = 5.52, p = .018$). Age was shown to be a significant predictor of intended WOM ($\beta = -.194, p = .02$). The younger the participants were, the higher their intention to speak bad of the company. There were no other relevant significant findings of nationality, masculinity or age on educational level, masculinity, CSR support, purchase intention, intended WOM and willingness to punish. The significant predictive value of nationality on willingness to punish became irrelevant due to the mediating effects of CSR support as shown in figure 1.

5. Conclusion & discussion

The purpose of this study was to find whether culture can influence consumers' responses to CSI.

Responses were measured by general will to punish, intended WOM and purchase intention with CSR support as a mediator. The complexity of the results are further visualised with a revised conceptual model presented in figure 5.

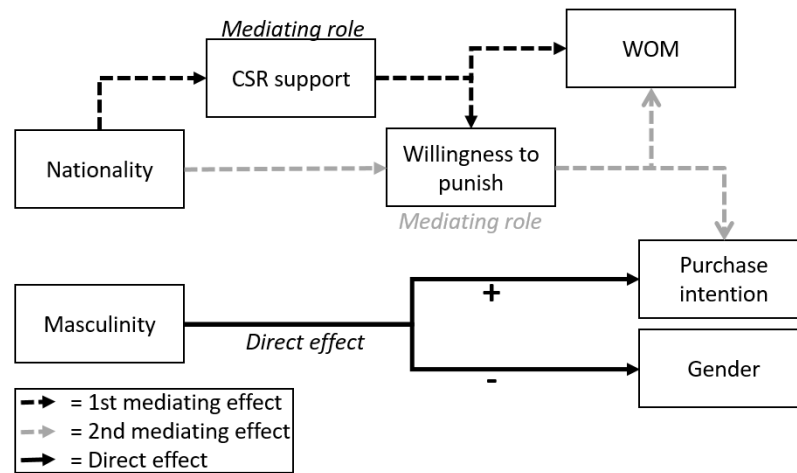


Figure 5. Revised conceptual model

Firstly, previous studies assumed the level of masculinity in a country without measuring the actual level of masculinity per participant. Therefore, this study measured masculinity and nationality as two separate variables. Results confirmed the necessity of this measurement; Contrary to previous research, the German sample was not found to be significantly more masculine than the Dutch sample in the current study, contradicting findings by Hofstede (2001). Cultural assumptions based on nationality should, therefore, be treated with more caution, especially when studying consumers. An additional note of caution is due here because Hofstede (2001) studied companies and not consumers.

A mayor limitation of the present study was the measurement of masculinity. The scales presented by Hofstede (2001) to measure masculinity focusses on gender roles, achievements, heroism, assertiveness and material rewards for success in a business environment. This study focussed on consumers and, therefore, used the CVSCALE designed for consumers. However, one serious weakness of the CVSCALE is that this masculinity scale merely focusses on traditional gender roles. Which results in the exclusion of important masculinity factors Hofstede (2001) did include such as; achievements, heroism, assertiveness and material rewards. Future studies could shed further light on the correlation of consumers nationality versus their cultural values by designing a more comprehensive scale encompassing all cultural masculinity factors.

Secondly, feminine participants reflected significantly lower purchase intentions after reading the CSI case than the masculine participants did, irrespective of nationality. Which can be interpreted as a form of punishment. This finding was not in line with previous studies (Williams & Zinkin, 2008). Literature on masculinity, CSR and CSI unveiled a paradox: Although feminine participants were ought to attach higher value and be more rewarding to CSR (Thanetsunthorn, 2014), they were not expected to be more punishing to CSI (Williams & Zinkin, 2008). To find if masculinity correlated with CSR support, the personal affinity for CSR domains and level of masculinity were measured for each participant separately. Feminine

participants in this study did not differ significantly from masculine participants in terms of CSR support. Thus, contrary to previous studies feminine participants were not more supportive of CSR than masculine participants, but did show a higher willingness to punish CSI.

So what could be a possible explanation for the higher willingness to punish of feminine participants? An explanation could be that relatively masculine participants did show to be significantly more male than they were female. This means masculine traits more often belonged to male participants than to female participants. However, male and female participants did not show a difference in CSR support either. This finding is in line with previous literature stating that gender does not influence consumer responses to CSR (Kahreh, Babania, Tive & Mirmehdi, 2014). In the present study, there was no logical explanation for the difference between masculine and feminine participants in their will to punish. An interesting future study would be to replicate the finding that masculine and feminine cultures indeed vary in their will to punish CSI and to control differences in terms of gender and masculine traits.

A limitation of this study could be the dominant percentage of female participants. 72% of all participants were women, as mentioned before, gender did predict the level of masculinity. This could have biased the results in terms of masculinity. The average for masculinity was 2.9 on a 7 point scale with 1 being feminine and 7 being masculine. This could be a result of the high percentage of females in this study as gender showed a strong correlation to masculinity. Thus, the 'masculine' participants of this study were the most masculine of a prevalently feminine group. Future research should search for 'truly' masculine participants to draw further conclusions based on gender and purchase intentions as a consumer response to CSI. When the middle (3.5) would have been taken as a cut-off point, 70% would be considered to be feminine. However, the average (2.9) was taken as cut-off score resulting 53% of the participants being feminine.

Hypothesis 1 aimed to provide further support that German consumers (masculine culture) show higher willingness to punish than Dutch consumers (feminine culture). This study has shown that German participants did have a higher general will to punish than the Dutch participants. This result confirms hypothesis 1, seemingly providing further support for previous research (Williams & Zinkin, 2008). However, this hypothesis was based on the assumption that German participants would be more masculine than Dutch participants. As mentioned before, this study provides evidence that this assumption is not self-evident. Wherefore, the level of masculinity is not accountable for the difference in purchase intentions between the two nationalities. Nor was there a correlation between nationality and CSR support which could have provided an explanation for the difference between the two nationalities in terms of willingness to punish. CSR support did mediate the effect of nationality on willingness to punish. This will be discussed below. It would be interesting to find if the present findings are replicable in a larger sample; whether Germans are indeed generally more willing to punish CSI than the Dutch and if so, to determine why.

Sub-question 1 set out to find how CSR support affects the relation between the CSI case and willingness to punish, intended WOM and purchase intention. CSR support did not cause a moderating effect. Therefore, this question can largely be answered by the mediating effects of CSR support. The effect of nationality on willingness to punish is mediated by CSR

support, invalidating the direct significant effect of nationality on willingness to punish. In addition, the effect of nationality on purchase intention is mediated by willingness to punish. Moreover, the effect of nationality on intended WOM is mediated by both CSR support and willingness to punish. These results make for a more complex structure than literature has shown before.

The mediating effects of CSR support were set-out to be measured in this study. As mentioned before, the additional mediating effects of willingness to punish, purchase intention and intended WOM were also measured.

Mediation 1: CSR support mediated the effect of nationality on willingness to punish.

As discussed before, the two nationalities do not differ significantly in terms of CSR support. However, CSR support does significantly mediate the effect of nationality on willingness to punish. So the German and Dutch participants only significantly differed in CSR support in terms of willingness to punish. Future research could further unveil the mediating role of CSR support when studying consumer responses to CSI.

Mediation 2 and 3: Willingness to punish mediated the effect of nationality on purchase intention and on intended WOM.

Previous research did find that willingness to punish and purchase intention show different outcomes (Sweetin et al., 2013). The present study confirms that the separate measurement of these variables is of significance.

However, this offers no explanation as of why there is a difference between the two concepts. We could argue that the will to punish is more abstract than a practical implementation of purchase intention or intended WOM. Therefore, the willingness to punish might function as an antecedent for purchase intention and intended WOM. Previous studies (Baber et al., 2016; Liang, Ekinici, Occhiocupo & Whyatt, 2013) found a mediating role of attitude for WOM and purchase intention. This could help explain the results of this study as an attitude could also be seen as something more abstract than purchase intention and intended WOM. These findings also underline the complexity of consumers' responses to CSI. There are still many unanswered questions about the relation between the (abstract) general will to punish and the more practical repercussions such as WOM and purchase intentions. Future research could further explore the relation between abstract and concrete repercussions by consumers on CSI.

Mediation 4: CSR support mediated the effect of nationality on intended WOM.

It stands to reason that CSR support can mediate consumers' responses to CSI. But why would CSR support mediate the effect of nationality on willingness to punish and intended WOM, but fail to have this exact mediation for nationality on purchase intention? As stated above, willingness to punish can be more abstract than purchase intention and intended WOM. Equally so, intended WOM and purchase intention could differ in abstraction. Purchasing requires a tangible monetary input, whereas WOM is about sharing a message or opinion. A possible interpretation of these findings could be that willingness to punish, WOM and purchase intention perform a gradual line from abstract repercussions to concrete repercussions. Future

research could further study the mediating effects of both willingness to punish and CSR support on WOM in terms of consumer responses to CSI.

In addition, this study found a strong correlation between all six corporate social performance (CSP) indicators of CSR support. A cautious interpretation could be that consumers possess a general support for all CSP domains and make little to no distinction. CSP has not been measured in previous research on CSI. Further work is required to establish the viability for the use of the CSP indicators in CSI research.

A final finding of this study was that age was a significant predictor of intended WOM. A cautious interpretation could be that younger participants are less risk averse and therefore more outspoken than older participants. There are no studies found to support this line of thought. Future studies should assess the correlation between age and intended WOM.

An additional limitation of this study was the possible translation bias when translating the English scales to German and Dutch. Clear differences in English for words (likely, probable, possible) were less clear in Dutch and German. Additionally, the experimental setting of the fictive case could have led to socially desirable outcomes. Furthermore, the average education among participants was quite high (bachelors' degree) and the overall number of participants (141) was rather low, which could have biased the results. The results should be interpreted with caution because it was measured in an experimental setting which could influence the external validity.

Conclusion & implications

In summary, cross-cultural research should be cautious when assuming the level of masculinity based on nationality. Moreover, gender and masculinity can correlate strongly when using the CVSCALE. In addition to that, CSR support seems to play a vital role when measuring effects of CSI. Additionally, the varying abstractness between the general will to punish, intended WOM and purchase intentions seem to affect the repercussions by consumers. Lastly, consumers with feminine traits seem to be more willing to punish than consumers with masculine traits.

Thus, this study confirms the necessity of more cross-cultural research on consumer responses where nationality and culture are two separate variables. This is a fruitful area for future research. In addition, it would be very interesting to see whether there is indeed a gradual line reflecting high abstraction (willingness to punish) to low abstraction (purchase intention), in consumer responses to CSI. Lastly, this study is one of the first studies to measure all CSP domains to unveil the mediating effects on consumer responses to CSI. Future studies should further explore the vital role CSR support plays in consumer responses to CSI. This could help businesses to improve their strategies in an ethical manner and prevent for financial damage. It could also give an improved insight of societies interests and expectations of various CSP domains. With a hope on a prosperous future, consumer repercussions might lead to the termination of earth overshoot day.

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7. Appendices

Appendix 1. Dutch questionnaire

Start of Block: Default Question Block

Q1 Bedankt voor uw tijd om deze vragenlijst in te vullen! In dit onderzoek kijk ik naar de interesse in verschillende bedrijven van consumenten. Uw inbreng is van belang voor het halen van mijn masterscriptie. Beantwoord alle vragen alstublieft zo eerlijk mogelijk, de antwoorden zullen anoniem blijven. Alle informatie die u verstrekt zal vertrouwelijk behandeld worden. De vragenlijst duurt ongeveer **3-5 minuten**. Mocht u vragen hebben over dit onderzoek, stuur dan een mail naar: R.J.Janssen@student.ru.nl.

End of Block: Default Question Block

Start of Block: Block 8

Q20 **Ik koop wel eens huishoudelijke artikelen van plastic zoals wasknijpers, waterflesjes of prullenbakken.**

- Ja (1)
- Nee (2)

End of Block: Block 8

Start of Block: Block 1

Q2 Geef voor de volgende stellingen alstublieft aan in hoeverre u het er mee (on)eens bent	Zeer oneens (1)	Oneens (2)	Redelijk oneens (3)	Niet eens of oneens (4)	Redelijk mee eens (5)	Eens (6)	Zeer eens (7)
Het is voor mannen belangrijker om een professionele carrière te hebben dan voor vrouwen. (1)	○	○	○	○	○	○	○
Mannen lossen problemen meestal met een logische analyse op; vrouwen lossen problemen meestal intuïtief op. (2)	○	○	○	○	○	○	○

Het oplossen van lastige problemen vraagt vaak om een actieve, daadkrachtige benadering die typerend is voor mannen. (3)

Er zijn sommige banen waar een man altijd beter in is dan een vrouw. (4)

End of Block: Block 1

Start of Block: Block 8

Q3 In hoeverre vindt u dat bedrijven het volgende moeten ondersteunen?

	Absoluut niet (1)	Niet ondersteunen (2)	Niet echt ondersteunen (3)	Noch ondersteunen nog niet ondersteunen (4)	Matig ondersteunen (5)	Ondersteunen (6)	Sterk ondersteunen (7)
Consumentenbelangen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het milieu (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het voorkomen van discriminatie (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Productveiligheid (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arbeidsomstandigheden/ Arbeidsveiligheid (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Belangen van alle belanghebbenden (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 8

Start of Block: Block 2

Q4 Lees alstublieft de volgende samenvatting van een fictief rapport goed door: Hier worden vragen over gesteld op de volgende pagina's.

Een recent rapport van Plastics Europe, een vooraanstaande brancheorganisatie, toont aan dat de plastic industrie door een soepele transformatie van olie-plastic naar bio-plastic en gerecycled plastic gaat. Tot op heden is 78% van alle plastic gemaakt uit fossiele brandstoffen. Fossiele plastic (ofwel plastic gemaakt uit olie) hebben een zeer schadelijk effect op het milieu. Het rapport van Plastics Europe laat echter zien dat de plasticindustrie zich in de afgelopen jaren steeds meer ingezet heeft om over te stappen op bio-plastic. In het rapport neemt Plastics Europe de grootste plasticfabrikanten in Europa in beschouwing. Waar de meeste fabrikanten duidelijk afstand lijken te nemen van fossiele-plastic, laat het rapport zien dat een aantal fabrikanten hier niet toe bereid is.

RAF Inc. is een Europees marktleider op het gebied van huishoudelijke plastic zoals waterflesjes, prullenbakken en wasknijpers, en gebruikt nog 97% aan fossiele-plastic voor haar productie. Het rapport toont dat dit een zeer hoog percentage is in vergelijking met de huidige industriële standaard. Daarbij laat RAF Inc. weinig tot geen intentie zien om over te stappen op bio-plastic of gerecyclede plastic in de nabije toekomst. Over het algemeen blijven ook de investeringen van RAF Inc. in de bio-plastic industrie schrikbarend laag.

End of Block: Block 2

Start of Block: Block 4

Q7 Vul alstublieft in hoe aannemelijk u de onderstaande stelling vindt:

	Ze er onaannemelijk zijn (1)	Onaannemelijk zijn (2)	Redelijk onaannemelijk zijn (3)	Noch onaannemelijk nog aannemelijk zijn (4)	Redelijk aannemelijk zijn (5)	Aannemelijk zijn (6)	Ze er aannemelijk zijn (7)
Als consument van huishoudelijk plastic zou mijn intentie tot het kopen van RAF Inc.'s producten: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Vul alstublieft in hoe waarschijnlijk u de onderstaande stelling vindt:

	Ze er onwaarschijnlijk zijn (1)	Onwaarschijnlijk zijn (2)	Redelijk onwaarschijnlijk zijn (3)	Noch onwaarschijnlijk nog waarschijnlijk zijn (4)	Redelijk waarschijnlijk zijn (5)	Waarschijnlijk zijn (6)	Ze er waarschijnlijk zijn (7)
Als consument van huishoudelijk plastic zou mijn intentie tot het kopen van RAF Inc.'s producten: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Vul alstublieft in hoe mogelijk u de onderstaande stelling vindt:

	Ze er onmogelijk zijn (1)	Onmogelijk zijn (2)	Redelijk onmogelijk zijn (3)	Noch onmogelijk nog mogelijk zijn (4)	Redelijk mogelijk zijn (5)	Mogelijk zijn (6)	Ze er mogelijk zijn (7)
Als consument van huishoudelijk plastic zou mijn intentie tot het kopen van RAF Inc.'s producten: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 4

Start of Block: Block 5

Q10 Vul alstublieft in hoe aannemelijk u de onderstaande stellingen vindt:

	Ze er onaannemelijk (1)	Onaannemelijk (2)	Redelijk onaannemelijk (3)	Noch onaannemelijk nog aannemelijk (4)	Redelijk aannemelijk (5)	Aannemelijk (6)	Ze er Aannemelijk (7)
Ik zou negatieve mond-tot-mond reclame verspreiden over RAF Inc. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou kwaadspreken over RAF Inc. bij mijn vrienden. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als mijn vrienden een soortgelijk product zouden zoeken zou ik zeggen dat ze niet van RAF inc. moeten kopen. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 5

Start of Block: Block 6

Q11 Hoe belangrijk zou het voor u zijn RAF inc. te straffen door geen consument te zijn van hun producten?

	Ze er on be lang rij k z ijn (1)	On be lang rij k z ijn (2)	Re de lijk on be lang rij k z ijn (3)	No ch on be lang rij k n og be lang rij k z ijn (4)	Re de lijk be lang rij k z ijn (5)	Be lang rij k z ijn (6)	Ze er be lang rij k z ijn (7)
Dit zou.. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Hoe relevant zou het voor u zijn RAF inc. te straffen door geen consument te zijn van hun producten?

	Ze er ir re le van t z ijn (1)	Ir re le van t z ijn (2)	Re de lijk ir re le van t z ijn (3)	No ch ir re le van t n og re le van t z ijn (4)	Re de lijk re le van t z ijn (5)	Re le van t z ijn (6)	Ze er re le van t z ijn (7)
Dit zou.. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Welke consequenties zou het hebben voor RAF inc. als u ze zou straffen door geen consument te zijn van hun producten?

	Helemaal geen consequenties hebben (1)	Geen consequenties hebben (2)	Weinig consequenties hebben (3)	Niet zonder of met consequentie zijn (4)	Enkele consequenties hebben (5)	Consequenties hebben (6)	Grote consequenties hebben (7)
Dit zou.. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 Welke impact zou het voor RAF Inc. hebben als u ze zou straffen door geen consument te zijn van hun producten?

	Helemaal geen impact hebben (1)	Geen impact hebben (2)	Weinig impact hebben (3)	Niet zonder of met impact zijn (4)	Een beetje impact hebben (5)	Impact hebben (6)	Grote impact hebben (7)
Dit zou.. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 6

Start of Block: Block 7

Q15 Ik ben:

Man (1)

Vrouw (2)

Q19 Nationaliteit:

Duits(e) (1)

Nederlands(e) (2)

Andere nationaliteit (3)



Q16 Leeftijd:

Q17 Selecteer alstublieft uw hoogst behaalde opleiding:

- Geen scholing (1)
- Basisschool (2)
- Middelbare school (3)
- MBO (4)
- HBO Bachelor (5)
- WO Bachelor (6)
- WO Master (7)
- PhD (8)
- Anders.. (9) _____

End of Block: Block 7

Start of Block: Block 9

Q21 Thank you for filling in the survey!

For SurveyCircle users (www.surveycircle.com): The Survey Code is: **T9MH-M8DR-7EW8-P9K9**

End of Block: Block 9

Appendix 2. German questionnaire

Start of Block: Default Question Block

Q1 Vielen Dank, dass Sie sich die Zeit nehmen, an dieser Umfrage teilzunehmen. In dieser Studie untersuche ich das Interesse von Verbrauchern an verschiedenen Unternehmen. Ihr Beitrag ist von Bedeutung für den erfolgreichen Abschluss meines Masterstudiums. Bitte beantworten Sie alle Fragen so wahrheitsgetreu wie möglich, die Antworten bleiben anonym. Alle von Ihnen erteilten Informationen werden vertraulich behandelt. Die Umfrage dauert circa 3-5 Minuten. Wenn Sie Fragen zu dieser Studie haben, senden Sie bitte eine E-Mail an: R.J.Janssen@student.ru.nl.

End of Block: Default Question Block

Start of Block: Block 8

Q20 **Ich kaufe manchmal Haushaltsartikel aus Kunststoff wie Wäscheklammern, Wasserflaschen oder Mülleimer.**

- Ja (1)
- Nein (2)

End of Block: Block 8

Start of Block: Block 1

Q2

Bitte geben Sie an, inwieweit Sie den folgenden Aussagen zustimmen:

	Stimme überhaupt nicht zu (1)	Stimme nicht (2)	Stimme nur eingeschränkt zu (3)	Weder noch (4)	Stimme einigermaßen zu (5)	Stimme zu (6)	Stimme uneingeschränkt zu (7)
Es ist für Männer wichtiger, eine berufliche Karriere zu haben, als für Frauen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Männer lösen Probleme meist mit einer logischen Analyse; Frauen lösen Probleme meist intuitiv. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Das Lösen von schweren Problemen erfordert oft eine aktive, tatkräftige Herangehensweise, die typisch ist für Männer. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es gibt einige Berufe, in denen ein Mann immer besser ist als eine Frau. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 1

Start of Block: Block 8

Q3 Inwiefern finden Sie, dass Firmen die folgenden Punkte unterstützen müssen:

	Überhaupt nicht unterstützen (1)	Nicht unterstützen (2)	Nicht wirklich unterstützen (3)	Weder noch (4)	Bedingt unterstützen (5)	Unterstützen (6)	Mit Nachdruck unterstützen (7)
Verbraucherinteressen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Umwelt (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Verhinderung von Diskriminierung (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Produktsicherheit (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arbeitsbedingungen / Arbeitssicherheit (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Belange aller Betroffenen (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 8

Start of Block: Block 2

Q4 Bitte lesen Sie die folgende Zusammenfassung eines fiktiven Berichts sorgfältig durch. Hierzu werden Ihnen auf den folgenden Seiten Fragen gestellt.

Ein kürzlich veröffentlichter Bericht von "Plastics Europe", einem führenden Branchenverband, zeigt, dass in der Plastikindustrie ein allmählicher Übergang von auf fossilem Rohstoff basierendem Plastik zu Bio-Plastik und recyceltem Plastik zu verzeichnen ist. Bis heute wird 78% aller Kunststoffe aus fossilen Brennstoffen hergestellt. Fossil-basiertes Plastik (bzw. aus Öl hergestelltes) hat einen äußerst umweltschädlichen Effekt. Jedoch zeigt der Bericht von Plastics Europe, dass die Plastikindustrie in den letzten Jahren vermehrt bemüht war, zu Bio-Plastik zu wechseln. In dem Bericht betrachtet Plastics Europe die größten Plastikhersteller in Europa. Während die meisten Hersteller nachdrücklich von fossil-basiertem Plastik Abstand zu nehmen scheinen, sind einige Hersteller hierzu nicht bereit.

RAF Inc. ist ein europäischer Marktführer in Haushaltsartikeln aus Plastik wie Wasserflaschen, Mülleimer und Wäscheklammern, der weiterhin noch 97% fossil-basiertes Plastik für seine Produktion verwendet. Der Bericht zeigt, dass dies im Vergleich zum heutigen Industriestandard ein sehr hoher Prozentsatz ist. Dabei lässt RAF Inc. wenig bis keine Absichten erkennen, in nächster Zukunft zu Bio-Plastik oder recyceltem Plastik zu wechseln. Allgemein bleiben auch die Investitionen von RAF Inc. im Bereich von Bio-Plastik erschreckend niedrig.

End of Block: Block 2

Start of Block: Block 4

Q7 Bitte wählen Sie Ihre Antwort:

	Sehr unwahrscheinlich (1)	Unwahrscheinlich (2)	Eher unwahrscheinlich (3)	Weder noch (4)	Relativ wahrscheinlich (5)	Wahrscheinlich (6)	Sehr wahrscheinlich (7)
Als Konsument von Plastik-Haushaltsartikeln wäre meine Kaufabsicht für Produkte von RAF Inc.....: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Bitte vervollständigen Sie den Satz:

	Völlig undenkbar (1)	Undenkbar (2)	Eher nicht denkbar (3)	Weder noch (4)	Vielleicht denkbar (5)	Denkbar (6)	Sicherlich denkbar (7)
Als Konsument von Plastik- Haushaltsartikeln wäre meine Kaufabsicht für Produkte von RAF Inc....: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Bitte vervollständigen Sie den Satz:

	Völlig ausgeschlossen (1)	Ausgeschlossen (2)	Ziemlich ausgeschlossen (3)	Unentschieden (4)	Begrenzt möglich (5)	Möglich (6)	Uneingeschränkt möglich (7)
Als Konsument von Plastik- Haushaltsartikeln wäre meine Kaufabsicht für Produkte von RAF Inc....: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 4

Start of Block: Block 5

Q10 Bitte geben Sie an, wie wahrscheinlich die folgenden Situationen für Sie sind:

	Sehr unwahrscheinlich (1)	Unwahrscheinlich (2)	Ziemlich unwahrscheinlich (3)	weder noch (4)	ziemlich wahrscheinlich (5)	Wahrscheinlich (6)	Sehr wahrscheinlich (7)
Ich würde negative Mundpropaganda über RAF Inc. betreiben. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde RAF Inc. bei meinen Freunden schlechtmachen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sollten meine Freunde ein ähnliches Produkt suchen, würde ich ihnen vom Kauf bei RAF Inc. abraten. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 5

Start of Block: Block 6

Q11 Wie wichtig wäre es für Sie, RAF Inc. zu bestrafen, indem Sie kein Konsument der Produkte sind?

	Überhaupt nicht wichtig (1)	Unwichtig (2)	Eher unwichtig (3)	Weder noch (4)	Relativ wichtig (5)	Wichtig (6)	Sehr wichtig (7)
Dies wäre...: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Wie relevant wäre es für Sie, RAF Inc. dadurch zu bestrafen, dass Sie kein Konsument der Produkt sind?

	Überhaupt nicht relevant (1)	Irrelevant (2)	Eher irrelevant (3)	Weder noch (4)	Relativ relevant (5)	Relevant (6)	Sehr relevant (7)
Dies wäre...: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Welche Auswirkungen ergäben sich für RAF Inc., wenn Sie das Unternehmen bestrafen würden, indem sie seine Produkte nicht kaufen?

	Überhaupt keine Konsequenzen (1)	Keine Konsequenzen (2)	Wenige Konsequenzen (3)	Weder noch (4)	Geringe Konsequenzen (5)	Konsequenzen (6)	Schwerwiegende Konsequenzen (7)
Dies hätte...: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 Welche Bedeutung hätte Ihre Entscheidung, RAF Inc. dadurch zu bestrafen, dass Sie kein Konsument der Produkte sind?

	Überhaupt keine Bedeutung (1)	Keine Bedeutung (2)	Wenig Bedeutung (3)	Weder noch (4)	Etwas Bedeutung (5)	Eine Bedeutung (6)	Sehr große Bedeutung (7)
Dies wäre...: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 6

Start of Block: Block 7

Q15 Geschlecht:

- Männlich (1)
- Weiblich (2)

Q19 Meine Nationalität:

- Deutsch (1)
- Niederländisch (2)
- Andere Nationalität (3)



Q16 Bitte geben Sie Ihr Alter an:

Q17 Bitte wählen Sie ihren Bildungsstatus:

- Kein Schulabschluss (1)
- Hauptschulabschluss (2)
- Realschule (Mittlere Reife) (3)
- Fachabitur (4)
- Gymnasium (Abitur) (5)
- Bachelor (6)
- Master (7)
- Diplom (8)
- Sonstige (9) _____

End of Block: Block 7

Start of Block: Block 9

Q21 Thank you for filling in the survey!

For SurveyCircle users (www.surveycircle.com): The Survey Code is: **T9MH-M8DR-7EW8-P9K9**

End of Block: Block

