



Arhiv družboslovnih podatkov

Gradivo vezano na raziskavo

Experiment about corporate reputation, consumer stereotypes and trust, 2019

ADP-IDNo: EKUPSZ19

Questionnaire

The following study is conducted by the School of Economics and Business, University of Ljubljana.

We are especially interested in consumers' attitudes toward service companies. Several international business from different industries are considering entering the UK market. You will be randomly assigned to evaluate one of these companies after reading a short description from the focal company's About us web page.

Completing the questionnaire should take 6 minutes of your time. Your participation is very valuable to us. This is a purely academic study and serves no commercial purpose whatsoever.

Please read the questions carefully and follow the instructions.

We are only interested in your personal views.

Participation is limited to 15 minutes.

The questionnaire contains two attention checks. Failing on either of them will disqualify you from participating in the study.

Thank you very much for your participation in this study!

CONSENT FOR PERSONAL DATA PROCESSING FOR THE PURPOSES OF THE SCIENTIFIC-RESEARCH PROJECT (GDPR) By clicking "I agree", I hereby give my explicit consent for the processing of the personal data (age, gender, yearly income and educational level), as collected in this survey questionnaire. The personal data will be processed solely for the purpose of carrying out the scientific research project. All personal data obtained with the survey will be stored under a research code (anonymization), thus fully protecting the identity of the participants, while only summary results (anonymised and presented in different statistical forms) will be publicly available. The personal data will be processed until the consent is withdrawn or until the end of the scientific research project, after which they will be stored in anonymous form for research purposes in ADP - Social Science Data Archives (<https://www.adp.fdv.uni-lj.si/eng/>). The given consent may be withdrawn at any time by a written notice to School of Economics and Business, Ljubljana University (SEBLU), Kardeljeva ploščad 17, 1000 Ljubljana, Slovenia. For any further information regarding the processing of the data or consent in question, you may contact the authorized person for the protection of personal data at SEBLU Nataša Mulec (natasa.mulec@ef.uni-lj.si) or one of her assistants Jure Jeklič (jure.jeklic@ef.uni-lj.si) or Aljaž Kotar Mlakar (aljaz.kotar.mlakar@ef.uni-lj.si). SEBLU ensures that personal data collected on the basis of this consent will be used only for the above mentioned purposes and cannot be transferred to third parties without your written consent. The legal basis for the processing of personal data in the public sector is regulated by Article 9 of the Personal Data Protection Act (Official Gazette of the Republic of Slovenia, No. 86/2004), which states that processing of personal data in the public sector without legal basis, can only be done with the personal consent of the individual. This consent and the processing of personal data itself is also justified by the provisions of the General Data Protection Regulation in EU (GDPR). By clicking "I agree" and participating in the survey, and by consequently consenting, you declare that you have read and understood the terms of this statement and fully agree with them.

I agree I disagree

IF (1) Consent = [1]

Control group treatment:

Q1 - ABOUT US We've come a long way since a small mobile operator from New Jersey has grown into a global business and one of the most valuable telecommunications brands. We now operate in 15 countries. In an increasingly connected world, it's no longer just about being able to talk and text. Our network allows people to share images and videos as soon as they're



captured; to share thoughts and feelings as soon as they're created. And because we now do more than just mobile in many markets, more customers look to B-Linked for great value in their fixed line and broadband services.

In other groups, participants were additionally given one of the following paragraphs:

Customer orientation:

Our philosophy and achievements have been recognized and awarded many times by various independent local and international associations and organizations. We're especially proud that The Stevie® Awards - the world's premier business awards, created to honour and generate public recognition of the achievements and positive contributions of organizations worldwide, has chosen B-Linked as the recipient of Customer service award for 2018. This award is given to the organisation that is genuinely concerned about customer needs and has employees who treat customers fairly and courteously.

Good employer:

Our philosophy and achievements have been recognized and awarded many times by various independent local and international associations and organizations. We're especially proud that The Stevie® Awards - the world's premier business awards, created to honour and generate public recognition of the achievements and positive contributions of organizations worldwide, has chosen B-Linked as the recipient of Best place to work award for 2018. This award is given to the organisation that demonstrates that it maintains high standards in the workplace, treats its people well and has management that pays attention to the needs of its employees.

Socially and environmentally responsible company:

Our philosophy and achievements have been recognized and awarded many times by various independent local and international associations and organizations. We're especially proud that The Stevie® Awards - the world's premier business awards, created to honour and generate public recognition of the achievements and positive contributions of organizations worldwide, has chosen B-Linked as the recipient of Sustainability award for 2018. This award is given to the organisation that supports good causes, is willing to sacrifice its profits to ensure a clean environment and demonstrates an effort to create new jobs.

Reliable and financially strong company:

Our philosophy and achievements have been recognized and awarded many times by various independent local and international associations and organizations. We're especially proud that The Stevie® Awards - the world's premier business awards, created to honour and generate public recognition of the achievements and positive contributions of organizations worldwide, has chosen B-Linked as the recipient of Business of the year award for 2018. This award is given to the organisation that demonstrates has strong prospects for future growth, outperforms competitors and has a strong record of profitability.

Product and service quality:

Our philosophy and achievements have been recognized and awarded many times by various independent local and international associations and organizations. We're especially proud that The Stevie® Awards - the world's premier business awards, created to honour and generate public recognition of the achievements and positive contributions of organizations worldwide, has chosen B-Linked as the recipient of Service quality and innovation award for 2018. This award is given to the organisation that demonstrates superior service quality and offers truly innovative and reliable products and services.

BFam - Have you ever heard of telecommunications provider B-Linked before reading about in this survey?

No Yes

WTP - Do you agree or disagree with following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It's very likely that I would buy services of this company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would purchase services of this company the next time I need such services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would definitely try services from this company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BT - Do you agree or disagree with following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I trust B-Linked.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel comfortable depending on B-Linked.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rely on B-Linked to deliver on its brand promise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please select "Somewhat agree"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BW - If B-Linked appeared in the UK market, what you think, how would UK consumers see B-Linked...

slider 0 (Not at all) -100
(Extremely)

... warm	
... good-natured	
... friendly	
... kind	

BC - If B-Linked appeared in the UK market, what you think, how would UK consumers see B-Linked...

slider 0 (Not at all) -100
(Extremely)

... competent	
... intelligent	
... efficient	

slider 0 (Not at all) -100
(Extremely)

.... capable

CO - Do you disagree or agree that B-Linked...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... has employees who treat customers courteously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... has employees who are concerned about customer needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... is concerned about its customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GE - Do you disagree or agree that B-Linked...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... looks like a good company to work for.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... seems to treat its people well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... seems to have excellent leadership.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SER - Do you disagree or agree that B-Linked...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... seems to make an effort to create new jobs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... seems to be environmentally responsible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... would reduce its profits to ensure a clean environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... supports good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
causes that benefit society.							

RFSC - Do you disagree or agree that B-Linked...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... tends to outperform competitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... seems to recognize and take advantage of market opportunities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... looks like it has strong prospects for future growth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... is a top competitor in its market.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PSQ - Do you disagree or agree that B-Linked...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... is a strong, reliable company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... develops innovative products and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... offers high quality products and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... offers products and services that are a good value for the money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CK - To what extent do you disagree or agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Compared to the average person, I do not know much about telecommunication services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very familiar with telecommunication services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not skilled at utilizing telecommunication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
services.					
I am very interested in telecommunication services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use a lot of telecommunication services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends use telecommunication services a lot.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read articles related to telecommunication services all the time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please select "Strongly disagree"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself.

BESC - To what extent do you disagree or agree with the following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I have a special bond with the brands that I like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider my favourite brands to be a part of myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often feel a personal connection between my brands and me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Part of me is defined by important brands in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel as if I have a close personal connection with the brands I most prefer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with important brands in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are links between the brands that I prefer and how I view myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My favourite brands are an important indication of who I am.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EDU - What is your current educational level?

- Degree or equivalent
- Higher education
- A Level or equivalent
- GCSEs grades A*-C or equivalent
- Other qualifications
- No qualification
- Don't know

XSTARleta - How old are you?**XSPOL - Your gender is:**

- Male
- Female
- Prefer not to say
- Other:

XDOH - What was your total personal income after taxes for the most recent calendar year (January through December)?

(Please include income received by all members of your household and from all sources, including salaries, pensions, interest, dividends, bonuses, capital gains, and profits.)

- Less than 5,000 £
- 5,001 – 9,999 £
- 10,000 – 14,999 £
- 15,000 – 19,999 £
- 20,000 – 24,999 £
- 25,000 – 29,999 £
- 30,000 – 34,999 £
- 35,000 – 39,999 £
- 40,000 – 44,999 £
- 45,000 – 49,999 £
- more than 50,000 £

Q7 - Thank you for participating in this survey! You have completed the questionnaire and you can now return to Prolific with the completion code by clicking on the following link: <https://app.prolific.ac/submissions/complete?cc=J6WFVW6I>

The company B-Linked was made up for the purpose of this study, which was to understand how different aspects of corporate reputation affect consumer's perceptions about warmth and competence of firms. This was investigated by varying the information about the firm's award between the participants in order to determine whether different

reactions from participants would be elicited.

IF (1) Consent = [1]

IF (21) ATTCH1= [1, 2, 3, 4, 6, 7]

Q8 - Unfortunately, you failed the attention check, when we asked you to select answer "Somewhat agree", you actually selected another one. Therefore, we cannot use your questionnaire and we cannot reward your effort.

IF (21) ATTCH2 = [2, 3, 4, 5, 6, 7]

Q8 - Unfortunately, you failed the attention check, when we asked you to select answer "Strongly disagree", you actually selected another one. Therefore, we cannot use your questionnaire and we cannot reward your effort.

IF (28) Consent = [2]

Q16 - Unfortunately, you cannot participate in this survey if you disagree with processing of your personal information.