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Does Social Media Presence Increase Consumer Trust in CPG Companies?

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ABSTRACT

In 2014, 92% of marketers claimed that social media marketing was important for their business, and 80% indicated that their efforts increased traffic to their websites (DeMers, 2014). Moreover, social networks and apps are the highest area of investment for firms in the digital marketing sector (Tiago & Verissimo, 2014). The utilization of social media by companies is not only important to increase brand visibility, it also can play a huge role in how customers perceive the company, specifically, consumer trust. The goal of this research is to further understand the relationship between a company's social media presence and its relationship to consumer trust. For this purpose, data was collected for 30 consumer packaged goods firms over four months and included daily social media information (such as number of likes and followers) from the firms' Twitter, Facebook, Instagram, and YouTube pages. This data was then used to develop a social media index to base online presence. Additionally, 548 Amazon Mechanical Turk participants were surveyed to measure consumer trust and familiarity for these 30 companies. Results of this research show that social media presence, when used in a model along with familiarity, is not a reliable predictor of consumer trust. However, when social media presence alone is used, it is a reliable predictor of trust in medium sized companies, but not in large or small companies. Thus, we recommend proceeding with caution and having the company itself validate whether social media is affecting its own consumer trust since some companies are more affected by social media than others.

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I. Introduction:

With social media being so prevalent in today's society and its popularity continuing to grow, it is an area that holds many opportunities. It is a portal in which firms are continuously trying to develop strategies to reach their target audience. Social media marketing provides a simple way to increase brand recognition, improve brand loyalty, and convert potential customers. In 2014, 92% of marketers claimed that social media marketing was important for their business, and 80% indicated that their efforts increased traffic to their websites (DeMers, 2014). Moreover, social networks and apps are the highest area of investment for companies today in the digital marketing sector (Tiago & Verissimo, 2014).

The utilization of social media for companies is not only important in regards to profitability, it also can play a huge role in how customers perceive the company. In fact, consumers have begun to view social media as more trustworthy than the television, radio, or other traditional sources (Kaul et al., 2015). Additionally, previous research suggests that for every 100 people who say they are likely to post a positive comment on a brand's Facebook page, 69 of them say they are likely to prefer that brand over its competitors (Smith, 2013). Hence, proving that trust and building relationships online can have a positive impact on the company, both in the short and long run.

The goal of this project is to further research done in both areas by examining the relationship between the social media presence of companies and its effects on consumer trust. This paper will discuss past research regarding this topic, explain more thoroughly the hypothesis and methodology of the project, and then provide an analysis and the results of the research.

II. Literature Review:

Since this research topic covers both the areas of consumer trust and social media presence, one must look at papers that regard both topics individually, as well as those that include both measures.

There are many aspects of consumer trust, so there are quite a few ways to measure it. For example, Mayer and his colleagues invented a model that focused on ability, benevolence, and integrity of a company and measured how that impacts the trust of consumers (Mayer, Davis, & Shoorman, 1995). Ability can be described as the capability of the company to complete a task. This is an important aspect of trust because it relates to the company's knowledge and competence. Benevolence relates to the company's level of courtesy, willingness to help, and kindness. This is important in trust because if a company meets this requirement, it is usually perceived as caring about others' needs. Integrity relates to a set of moral norms and characteristics of a company, which are usually viewed positively. If consumers perceive the company to be morally sound, they are more likely to trust the company (Calefato, Lanubile, & Novielli, 2015). Later, McKnight and his colleagues extended this model by doing more experiments and they were able to add a fourth dimension: predictability (McKnight, Cummings, & Chervany, 1998). Predictability is the degree to which a company meets the expectations of a customer, in terms of both reliability and consistency. The more reliable a company is perceived to be, the more consumers will trust it. Overall, these four dynamics seem to be fairly inclusive of trust and will be used as a baseline for the survey to measure trust of the companies for this project. The questions asked in the survey conducted for this project were also derived from these papers.

Social media presence is usually measured by companies in terms of both its “success” and its impact. Since it is hard to precisely quantify the return on investment of a tweet or post, companies often look to alternative measures. For example, some companies use models that look at daily social media activity such as Facebook Posts, Tweets, Retweets, and Facebook Friends as predictive variables to try to measure their success (Kim & Wilcox, 2013). By looking at customer responses and interactions, they try to decipher the social presence of a company. While consumer responses are an important part of determining a company’s social media presence, what a company does in itself is also an important factor to consider. This project will have its own scaling of social media presence. It will combine both the actions of the company in itself and the actions of the consumers, while encompassing more than one site. The complete explanation of the scaling will be discussed further on in the methodology section.

Exploring both the topics of social media and consumer trust together, there have been some interesting findings in research thus far. One such project focused on brand communities established through social media sites and how they can turn trust into loyalty. Overall, the conclusion of this research was that social media based brand communities have positive affects on the customer/ product relationship, the customer/ brand relationship, the customer/ company relationship, and the customer/ other customers relationship. Thus, these communities enhance brand trust and brand loyalty (Laroche, Habibi, & Richard, 2013). Another project focused on how social media facilitates the social interaction of consumers. The authors use trust to try to determine intention to buy, specifically with e-commerce. It also emphasized customer reviews on social media and how word of mouth publicity affects a company. Overall, they found that better reviews

lead to better perception of the company for those reading the reviews and in turn people are more likely to buy products from them (Hajli, 2014). This shows social media is important because it can lead to increased sales as a result of trusting the opinions of others online. Looking at a single social media site, the article “Thumbs Up, Sales Up? The Contingent Effect of Facebook Likes on Sales Performance in Social Commerce” looks at how Facebook likes can relate to purchases for a company. Specifically, they were looking at if Facebook likes can increase social commerce sales. It was mainly referral-focused because it looked to see who liked the product and the comments relating to it. Not only is this transparent because you can see who did this, but you can also see if your friends liked it. If someone you like enjoyed the product, there is a good chance you will too. It also discussed how it has been proven that Facebook likes are one of the most trusted and reliable social reference systems that represents the opinions of customers (Lee, Lee, & Oh, 2015). Regarding industry specific companies, one article focused on social media “buzz” with relation to CPG brands. Their research sought to try to predict buying intentions through consumer-generated media. To do this, they measured and compared things like blog buzz, the company’s marketing spending, pre-market purchase intentions, and in-market sales. As a result, they discovered that a small number of new CPG brands generate the majority of buzz and that new product buzz usually occurs in companies with a strong traditional media presence (Niederhoffer, Mooth, Wiesenfeld, & Gordon, 2007). Consequently, having a strong social media presence creates the most awareness and interest within a consumer.

As a whole, there has been a good deal of research done on the topic of consumer trust, and on the topic of social media marketing. However, the idea of combining the two

areas is fairly new. When conducting this literature review, there were a few general trends throughout all of the papers. First, if social media presence was measured, it was mainly measured on one site. This research will look at a scaling of social media presence across four different sites. Second, the majority of the papers regarding social media and trust were in relation to e-commerce and the effect of trust and likelihood to purchase. In this project, trust will be measured in general—not in regards to its specific relation to purchasing. Lastly, there was very little research concerning social media presence and its relation to consumer trust looking at consumer packaged goods companies specifically, which is something this research will focus on. CPG companies were specifically chosen because it is an industry in which consumer trust is considered vital.

III. Hypothesis:

This research project is going to look into the effects of social media presence on consumer trust in CPG companies. Thus, the two main variables that will be used are social media presence and consumer trust. A third variable of familiarity will also be considered, but it will not be the main focus of the project. Overall, the hypothesis is that companies with a higher social media presence will also rank higher in regards to consumer trust.

IV. Methodology:

To measure consumer trust, a survey was conducted and administered to people ages 18 and older on Amazon's Mechanical Turk. The survey, which can be seen in Figure 1 of the appendix, was distributed at the end of October 2017. Each participant was randomly assigned 10 companies and was also asked to rank their familiarity with the company and usage of social media as a whole. The specific company questions asked were gathered from those considered to be best practice when conducting the literature review

and focused on four dynamics of trust: integrity, benevolence, ability, and predictability.

Respectively, the questions asked for each company were:

1. Promises made by ____ are likely to be reliable
2. I expect that ____ puts customers' interests before their own
3. ____ understands the market it works in
4. I am quite certain what to expect from _____

To measure social media presence, an original scaling was produced using a web crawler that collected data daily. It tracked the presence of the 30 companies over four months on four social media sites: Twitter, Facebook, Instagram, and YouTube. Over the period, number of posts, number of followers, and number of likes data was collected. The 30 companies chosen were split into 3 sections according to their market cap: large companies (high market cap), medium companies (medium market cap), and small companies (low market cap) for fair comparison of social media presence. Specific large and medium companies chosen were randomly picked based off a list of the top 100 CPG companies in 2016 (consumergoods.com), which were ranked based on total revenues and market capitalization for the year, and the small companies were compiled based on startups. Here is a list of the companies that were used:

LARGE COMPANIES

- Procter & Gamble
- Unilever
- PepsiCo
- Nestle
- Coca Cola
- Nike
- 3M
- Mondelez International
- General Mills
- L'Oreal

MEDIUM COMPANIES

- McCormick Spice
- The Clorox company
- Hanesbrands
- Smuckers
- The Hershey Company
- Mattel
- Ralph Lauren
- Avon
- Electric arts
- Snapple

SMALL COMPANIES

- Tria Beauty
- Chubbies
- Hello Products
- The honest company
- Harrys
- Method Home Products
- Walker and company
- Unreal Candy
- Hampton creek
- Navitas Organics

V. Analysis:

After completing both the survey and the social media presence scaling, a basic analysis was conducted. This looked at the companies with the highest social media index and level of trust as determined by the survey. The social media index formula combined the data from the 4 social media sites. The calculation used was: $SMI = (Twitter\ Followers * Twitter\ Posts) + (Facebook\ Followers + Facebook\ Likes) + (Instagram\ Followers * Instagram\ Posts) + (Youtube\ Followers * Youtube\ Posts)$. Facebook did not provide the number of posts for each page, so that is why its measure is slightly different from the rest. Additionally, an alternate SMI scaling excluding followers was tested to be fairer to the smaller companies. However, the regression results turned out the same, so we stuck with the original scaling

and the splitting up of companies by size (since larger companies also tended to have the most followers).

For a more advanced analysis, two regression models were run. The first was a multiple regression model that used trust as an aggregate of responses from the survey using the 4 dimensions, familiarity using answers given in survey, and a social media index (SMI) that was created using the web crawler data. The second model solely looked at social media presence and consumer trust. SMI was scaled down in both scenarios by dividing the SMI of each company/ average SMI of all companies. This did not change the p-values, but it allowed the coefficient to be much larger for easier comparison.

As mentioned in the hypothesis, it is expected that social media presence and consumer trust will be highly positively correlated. If this turns out to be the case after the analysis, then it is possible to say the hypothesis was correct. If the opposite is true, the original hypothesis will have to be rejected.

Overall, this research will give insight into if a company being more involved online relates to higher perceptions of trust from consumers. The results could help companies decide if putting all their marketing effort into social media sites is worth it when it comes to earning trust from its consumers.

VI. Results

BASIC ANALYSIS/ RANKINGS

First, I will begin with the results from the survey. Some basic demographic information can be found in the appendix (Figure 2). Also in the appendix is the ranking of trust for all participants, 1 being the highest, and in parenthesis is the company's social media presence ranking from the web crawler data (Figure 3). As one can see from solely

looking at this ranking, social media presence and trust are not exactly lining up. It is also interesting to note that for each dimension of trust, the ranking is not exactly the same. The variance is not extreme, but it is distinctive enough to comment on. For example, as can be seen in Figure 4, Smucker's ranked first in terms of integrity and benevolence. However, Nike came in first in terms of ability (Smucker's was not even listed in the top ten), and Procter & Gamble ranked first in terms of predictability. This provides an interesting look into how the results could have been vastly different if only one dimension of trust was measured.

Next, is the ranking of social media presence from the web crawler overall (Figure 5). Additionally, I looked at site specific social media presence for each company as well, but did not include it in this paper for length purposes. It is interesting to note though that certain sites are more popular with different sized companies. Facebook seems to be more utilized by larger companies, and Instagram seems to be a popular platform for smaller, newer companies.

ADVANCED ANALYSIS/ REGRESSIONS

After looking at a basic analysis of the companies, I then ran two regression models. The first looked at the three variables of familiarity, social media presence, and trust. I ran this regression separately for each of the three groups of companies and have included the charts in Figures 6-8 in the appendix. As one can see from the regression outputs, specifically the p-values, familiarity is a reliable predictor of trust, but social media presence is not in all three scenarios.

For the second model, I just used social media presence to predict trust. Once again, I ran three separate regressions and have included the charts in Figures 9-11. In this

instance, social media presence is a reliable predictor of trust in medium companies, but not for large or small companies. This did not show in the regression above with familiarity because familiarity had mediated the effect. Additionally, the coefficient of medium companies is also negative, which means that social media presence actually moves opposite of trust in this instance. This relationship can be best seen in the plot in Figure 12. There could be a variety of explanations for this result, but one may be because companies who rank low in trust may be trying to increase their social media presence in order to gain this trust from consumers. On the other hand, companies who already have this high level of trust may not feel the need to spend as much on social media marketing and increase their presence since they are already in good standings with their customers. Additionally, looking at the coefficient for small companies, something may seem off since it is so large. However, this is because of a considerably low social media presence. When I ran the regressions without followers, just posts and likes, the coefficient was still large at 6.2 compared to .1 and -.6 for large and medium companies.

Also as a term of reference for the data provided, the correlations between the three variables are:

- SMI & FAM: .28
- SMI & TRUST: .25
- TRUST & FAM: .97

The high correlation between trust and familiarity is to be expected based on general theory, but the correlation between social media presence and familiarity is interesting.

The correlation is somewhat low, hinting that other areas of marketing or exposure may be greater causes of familiarity for a company. To test this, a regression was also run using

social media presence to predict familiarity. Once again it was only a reliable predictor in medium companies. Thus, possibly providing further evidence that size of a company may be an important factor when it comes to social media presence effecting consumer trust.

VII. Conclusion:

As can be seen from the results, when familiarity is included in the model, social media presence is shown to not be a reliable predictor of consumer trust.

However, when social media presence alone is used to predict trust, it is a reliable predictor for medium companies, but not for large or small companies. One possible explanation may be that social media presence has a greater effect for certain sized companies. For example, large companies may already be established with the consumer and small companies may not be well-known enough to gain consumers' attention on social media. However, there are quite a few other factors to consider besides company size such as the type of content posted on social media (in terms of relevance, quality, intrigue, etc.) and the interaction of the company with its followers (number of responses to Twitter mentions, Facebook posts) which could have also effected this outcome.

The results of this research may provide further insight to companies deciding whether putting their marketing efforts into social media sites is worth it when it comes to earning trust from consumers. In this instance, the results of the research show that social media presence was not a reliable predictor of consumer trust in large and small companies, but it was in medium sized companies. Thus, we recommend proceeding with caution and having the company itself validate whether social media is affecting its own consumer trust.

This research is just the beginning of understanding the relationship between social media presence and consumer trust. Some limitations of this research were that it focused on only 30 CPG companies, there was a short time frame (social media presence may have a delayed effect on trust), and that social media presence may have other positive effects on brand equity besides trust. Considering these, further research should: focus on consumers using social media regularly (especially those who visit company social media sites), consider how consumer demographics could play a role instead of company size, explore non-CPG companies, and possibly investigate whether different types of posts matter.

VIII. APPENDIX

Figure 1

Survey: Trust in CPG Brands

Q0 Thank you for your participation in this research. This study is being conducted for academic reasons. It is not being sponsored by any for-profit company, product, or brand. We are simply trying to understand how consumers feel and interact with brands to better understand consumer behavior. Your participation is voluntary. You will receive \$0.20 through MTurk for participating in this research. You can stop at any time without penalty or loss of benefits. You may skip any questions you do not wish to answer.

This research project focuses on learning more about the relationship between a company's social media presence and consumer trust, specifically through looking at 10 consumer packaged goods brands. You are being asked to participate in this research study because we are interested in hearing your opinions about these brands. There are no right or wrong answers—we are just interested in your opinions. This survey should only take about 2-3 minutes, and your responses are completely anonymous. There is no way to link your responses to your identity. We will not be collecting any identifying information and this survey will not ask you any identifying questions.

For questions about this project you may contact Joseph Goodman at
goodman.425@osu.edu.

For questions about your rights as a participant in this study or to discuss other study-related concerns or complaints with someone who is not part of the research team, you may contact Ms. Sandra Meadows in the Office of Responsible Research Practices at 1-800-678-6251.

*Note: by clicking the next button you consent to participating in this survey.
Click >>> to continue to the study and accepting these terms.

Q39 In this study we are interested in your opinions about 10 different brands. If you are not familiar with the brand, that's OK, just make your best guess based on what you think.

Q1

Please answer the following questions about P&G.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with P&G (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by P&G are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that P&G puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| P&G understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from P&G (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q2

Please answer the following questions about Coca-Cola.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Coca-Cola (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Coca-Cola are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Coca-Cola puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Coca-Cola understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Coca-Cola (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q3

Please answer the following questions about HanesBrands.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with HanesBrands (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by HanesBrands are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that HanesBrands puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| HanesBrands understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from HanesBrands (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q4

Please answer the following questions about Smuckers.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Smuckers (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Smuckers are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Smuckers puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Smuckers understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Smuckers (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q5

Please answer the following questions about The Honest Company.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with The Honest Company (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by The Honest Company are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that The Honest Company puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Honest Company understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from The Honest Company (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q6

Please answer the following questions about Chubbies.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Chubbies (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Chubbies are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Chubbies puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Chubbies understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Chubbies (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q7

Please answer the following questions about Unilever.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Unilever (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Unilever are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Unilever puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Unilever understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Unilever (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q8

Please answer the following questions about PepsiCo.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with PepsiCo (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by PepsiCo are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that PepsiCo puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| PepsiCo understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from PepsiCo (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q9

Please answer the following questions about Nestle.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Nestle (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Nestle are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Nestle puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nestle understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Nestle (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q10

Please answer the following questions about McCormick Spices.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with McCormick Spices (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by McCormick & Company are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that McCormick & Company puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| McCormick & Company understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from McCormick & Company (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q11

Please answer the following questions about The Clorox Company.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with The Clorox Company (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by The Clorox Company are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that The Clorox Company puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Clorox Company understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from The Clorox Company (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q12

Please answer the following questions about The Hershey Company.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with The Hershey Company (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by The Hershey Company are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that The Hershey Company puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Hershey Company understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from The Hershey Company (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q13

Please answer the following questions about Tria Beauty

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Tria Beauty (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Tria Beauty are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Tria Beauty puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tria Beauty understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Tria Beauty (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q14

Please answer the following questions about Hello Products.

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Hello Products (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Hello Products are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Hello Products puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hello Products understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Hello Products (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q15

Please answer the following questions about Harry's

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Harry's (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Harry's are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Harry's puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Harry's understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Harry's (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q16

Please answer the following questions about Nike

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Nike (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Nike are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Nike puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nike understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Nike (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q17

Please answer the following questions about 3M

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with 3M (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by 3M are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that 3M puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3M understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from 3M (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q18

Please answer the following questions about Mondelez International

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Mondelez International (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Mondelez International are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Mondelez International puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mondelez International understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Mondelez International (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q19

Please answer the following questions about General Mills

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with General Mills (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by General Mills are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that General Mills puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| General Mills understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from General Mills (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q20

Please answer the following questions about L'Oreal

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with L'Oreal (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by L'Oreal are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that L'Oreal puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| L'Oreal understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from L'Oreal (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q21

Please answer the following questions about Mattel

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Mattel (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Mattel are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Mattel puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mattel understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Mattel (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q22

Please answer the following questions about Ralph Lauren

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Ralph Lauren (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Ralph Lauren are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Ralph Lauren puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ralph Lauren understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Ralph Lauren (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q23

Please answer the following questions about Avon

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Avon (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Avon are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Avon puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Avon understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Avon (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q24

Please answer the following questions about Electronic Arts

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Electronic Arts (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Electronic Arts are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Electronic Arts puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Electronic Arts understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Electronic Arts (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q25

Please answer the following questions about Snapple

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Snapple (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Snapple are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Snapple puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Snapple understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Snapple (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q26

Please answer the following questions about Method Home

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Method Home (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Method are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Method puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Method understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Method (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Q27

Please answer the following questions about Walker and Company

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Walker and Company (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Walker and Company are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Walker and Company puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Walker and Company understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Walker and Company (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q28

Please answer the following questions about Unreal Snacks

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Unreal Snacks (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Unreal Snacks are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Unreal Snacks puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Unreal Snacks understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Unreal Snacks (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q29

Please answer the following questions about Hampton Creek

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|--|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Hampton Creek (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Hampton Creek are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Hampton Creek puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hampton Creek understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Hampton Creek (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q30

Please answer the following questions about Navitas Organics

| | Strongly disagree 1 (1) | Disagree 2 (2) | Somewhat disagree 3 (3) | Neither agree nor disagree 4 (4) | Somewhat agree 5 (5) | Agree 6 (6) | Strongly agree 7 (7) |
|---|----------------------------|-----------------------|----------------------------|-------------------------------------|-------------------------|-----------------------|-------------------------|
| I am familiar with Navitas Organics (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promises made by Navitas Organics are likely to be reliable (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I expect that Navitas Organics puts customers' interests before their own (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Navitas Organics understands the market it works in (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am quite certain what to expect from Navitas Organics (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q32 On average, how many **HOURS** per day do you use social media?
(make your best guess)

Q33 On average, how many times a day do you visit the following websites? Please write a number.

| | Times A Day (1) |
|---------------|-----------------|
| Facebook (1) | |
| Twitter (2) | |
| Instagram (3) | |
| Youtube (4) | |

Q34
Almost finished!

What is your age?

Q35 Gender?

- Male (1)
- Female (2)
- Other (3)
- Prefer not to answer (4)

Q36 Any final comments for the researcher?

Figure 2

Demographics from the survey:

| | | MAX | MIN |
|--|-------|------------|------------|
| Average age | 35.51 | 75 | 18 |
| # Females | 266 | | |
| # Males | 235 | | |
| # Daily visits on Youtube | 4.13 | 100 | 0 |
| # Daily visits on Instagram | 2.33 | 50 | 0 |
| # Daily visits on Facebook | 5.64 | 120 | 0 |
| # Daily visits on Twitter | 2.22 | 60 | 0 |
| Hours/day spent on social media | 2.60 | 44 | 0 |

Figure 3

TRUST RANKING (SMI Ranking):

1. SMUCKERS (#27)

2. NIKE (#2)

3. HERSHEY (#8)

4. MCCORMICK (#23)

5. GENERAL MILLS (#16)

6. COCA COLA (#1)

7. HANES (#26)
8. CLOROX (#18)
9. SNAPPLE (#11)
10. NESTLE (#12)
11. MATTEL (#20)
12. 3M (#5)
13. PEPSICO (#6)
14. L'OREAL (#13)
15. RALPH LAUREN (#4)
16. AVON (#9)
17. P&G (#15)
18. UNILEVER (#14)
19. ELECTRONIC ARTS (#3)
20. HONEST COMPANY (#7)
21. METHOD HOME (#21)
22. NAVITAS ORGANICS (#24)
23. TRIA BEAUTY (#29)
24. HAMPTON CREEK (#19)
25. HARRYS (#17)
26. UNREAL SNACKS (#22)
27. WALKER & CO (#30)
28. MONDELEZ (#25)

29. HELLO PRODUCTS (#28)

30. CHUBBIES (#10)

LARGE

MEDIUM

SMALL

Figure 4

| INTEGRITY | BENEVOLENCE | ABILITY | PREDICTABILITY |
|------------------------|------------------------|------------------------|------------------------|
| 1. Smuckers | 1. Smuckers | 1. Nike | 1. P&G |
| 2. Hershey | 2. Nike | 2. General Mills | 2. Coca cola |
| 3. Hanes | 3. Hershey | 3. Hershey | 3. Hanes |
| 4. Nike | 4. Snapple | 4. McCormick | 4. Smuckers |
| 5. McCormick | 5. Hanes | 5. Pepsico | 5. Honest Company |
| 6. Coca cola | 6. General mills | 6. Clorox | 6. Chubbies |
| 7. Snapple | 7. Coca cola | 7. L'oreal | 7. Unilever |
| 8. Clorox | 8. McCormick | 8. Nestle | 8. Pepsico |
| 9. 3m | 9. Mattel | 9. 3m | 9. Nestle |
| 10. General Mills | 10. Clorox | 10. Mattel | 10. McCormick |
| 11. Mattel | 11. 3m | 11. Ralph Lauren | 11. Clorox |
| 12. Nestle | 12. L'oreal | 12. Smuckers | 12. Hershey |
| 13. Ralph Lauren | 13. P&G | 13. Snapple | 13. Tria beauty |
| 14. Pepsico | 14. Nestle | 14. Coca cola | 14. Hello |
| 15. L'oreal | 15. Ralph Lauren | 15. Hanes | 15. Harrys |
| 16. Avon | 16. Unilever | 16. Avon | 16. Nike |
| 17. P&G | 17. Avon | 17. Electric arts | 17. 3m |
| 18. Unilever | 18. Electric Arts | 18. Unilever | 18. Mondelez |
| 19. Electric Arts | 19. Pepsico | 19. P&G | 19. General mills |
| 20. Honest Company | 20. Method | 20. Method | 20. L'oreal |
| 21. Method | 21. Honest Company | 21. Honest Company | 21. Mattel |
| 22. Hampton Creek | 22. Hampton Creek | 22. Tria beauty | 22. Ralph Lauren |
| 23. Tria Beauty | 23. Navitas Organics | 23. Harrys | 23. Avon |
| 24. Walker and Company | 24. Tria Beauty | 24. Navitas organics | 24. Electric Arts |
| 25. Navitas Organics | 25. Walker and Company | 25. Unreal snacks | 25. Snapple |
| 26. Mondelez | 26. Harrys | 26. Mondelez | 26. Method |
| 27. Harrys | 27. Hello | 27. Walker and Company | 27. Walker and Company |
| 28. Hello | 28. Unreal Snacks | 28. Hello | 28. unreal snacks |
| 29. Unreal Snacks | 29. Mondelez | 29. Hampton Creek | 29. Hampton Creek |
| 30. Chubbies | 30. Chubbies | 30. Chubbies | 30. Navitas organics |

Figure 5

SMI RANKING:

1. COCA-COLA → 8.88E+13
2. NIKE → 3.55E+13
3. ELECTRONIC ARTS → 1.68E+13
4. RALPH LAUREN → 3.77E+12
5. 3M → 1.17E+12
6. PEPSI → 9.06E+11
7. HONEST COMPANY → 4.98E+11
8. HERSHEY'S → 4.09E+11
9. AVON → 2.94E+11
10. CHUBBIES → 2.90E+11
11. SNAPPLE → 2.53E+11
12. NESTLE → 2.19E+11
13. LOREAL → 1.92E+11
14. UNILEVER → 1.84E+11
15. P&G → 1.47E+11
16. GENERAL MILLS → 1.44E+11
17. HARRYS → 8.37E+10
18. CLOROX → 8.17E+10
19. HAMPTON CREEK → 7.15E+10
20. MATTEL → 5.90E+10
21. METHOD HOME → 3.21E+10

22. UNREAL SNACKS → 1.98E+10

23. MCCORMICK SPICES → 1.83E+10

24. NAVITAS ORGANICS → 1.63E+10

25. MONDELEZ → 1.27E+10

26. HANES → 1.19E+10

27. SMUCKERS → 1.04E+10

28. HELLO PRODUCTS → 4.33E+09

29. TRIA BEAUTY → 3.35E+09

30. WALKER & COMPANY → 1.21E+09

LARGE

MEDIUM

SMALL

***in general: larger companies have a higher social media presence & smaller have a lower social media presence (as to be predicted, newer companies may not have the know how/ following yet), BUT there are quite a few outliers

Figure 6

LARGE COMPANIES

| | <i>Coefficient</i> <i>s</i> | <i>Standard</i> <i>Error</i> | <i>T-Stat</i> | <i>P-value</i> |
|-----------|--------------------------------|---------------------------------|---------------|----------------|
| Intercept | 13.63 | 0.56 | 24.23 | <.0001 |
| SMI | 0.01 | 0.02 | 0.23 | 0.82 |
| FAM | 1.22 | 0.10 | 11.60 | <.0001 |

Figure 7

MEDIUM COMPANIES

| | <i>Coefficient s</i> | <i>Standard Error</i> | <i>T-Stat</i> | <i>P-value</i> |
|-----------|--------------------------|---------------------------|---------------|----------------|
| Intercept | 6.89 | 3.60 | 1.92 | 0.09 |
| SMI | -0.34 | 0.19 | -1.77 | 0.12 |
| FAM | 2.38 | 0.59 | 4.03 | 0.01 |

Figure 8

SMALL COMPANIES

| | <i>Coefficient s</i> | <i>Standard Error</i> | <i>T-Stat</i> | <i>P-value</i> |
|-----------|--------------------------|---------------------------|---------------|----------------|
| Intercept | 13.94 | 0.97 | 14.38 | <.0001 |
| SMI | 0.95 | 8.57 | 0.11 | 0.91 |
| FAM | 0.99 | 0.45 | 2.22 | 0.04 |

Figure 9

LARGE COMPANIES

| | <i>Coefficient s</i> | <i>Standard Error</i> | <i>T-Stat</i> | <i>P-value</i> |
|-----------|--------------------------|---------------------------|---------------|----------------|
| Intercept | 19.96 | 0.58 | 34.40 | <.0001 |
| SMI | 0.12 | 0.10 | 1.23 | 0.25 |

Figure 10

MEDIUM COMPANIES

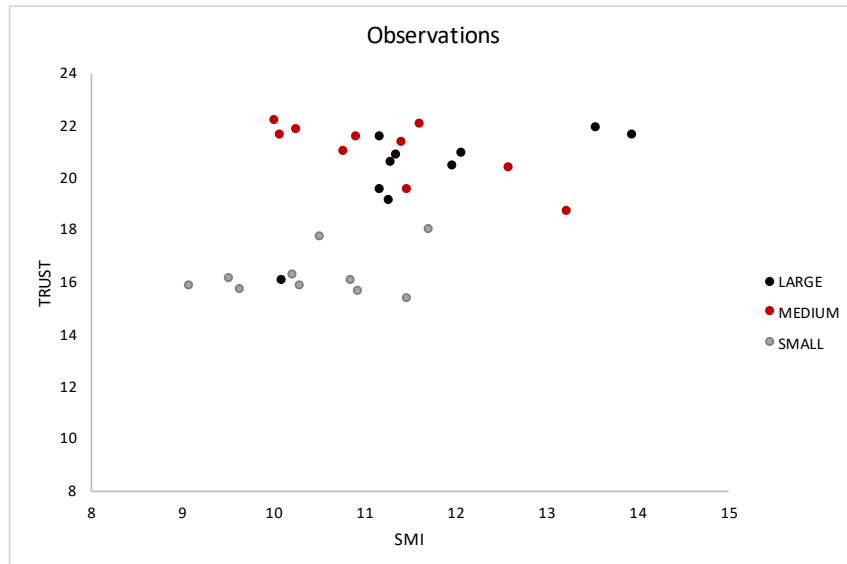
| | <i>Coefficient s</i> | <i>Standard Error</i> | <i>T- Stat</i> | <i>P-value</i> |
|-----------|--------------------------|---------------------------|----------------|----------------|
| Intercept | 21.38 | 0.27 | 79.46 | <.0001 |
| SMI | -0.84 | 0.25 | -3.39 | 0.01 |

Figure 11

SMALL COMPANIES

| | <i>Coefficients</i> | <i>Standard Error</i> | <i>T-Stat</i> | <i>P-value</i> |
|-----------|---------------------|---------------------------|---------------|----------------|
| Intercept | 16.01 | 0.32 | 50.20 | <.0001 |
| SMI | 11.85 | 8.56 | 1.38 | 0.20 |

Figure 12



*SMI values logged to appear on the same scaling as trust

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