

Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions

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Web Appendix

TABLE WA1: MANIPULATIONS (STUDY 1)

		General Introductory Paragraph	
		Power-Mart is one of the largest retailers of consumer electronics. The chain operates stores all across the nation, offering an attractive selection of electronic goods such as home entertainment systems, personal computers, and digital cameras. Because Power-Mart sells its goods at very competitive prices in an attractive store environment, their stores tend to be quite popular. You shop regularly at your local Power-Mart store and are subscribed to their quarterly newsletter which informs you about their latest product offers and provides you with interesting information about the company.	
		CSR Information Source	
		<i>Statement</i>	<i>Behavior</i>
Information Source; Introductory Statement		Today (Two weeks ago), you receive(d) the latest edition of Power-Mart’s newsletter. In the section on the company background, you find (found) the following announcement:	Today (Two weeks ago), you browse(d) through your local newspaper. You come (came) across the following item in the business section:
Replicate Condition	Valence		
<i>Natural Environment</i>	<i>positive</i>	Power-Mart proudly announces its superior dedication to preserving the natural environment! We are committed to having all our excess materials, such as used packaging, processed by professional recycling companies.	Power-Mart is an industry leader in recycling Retailer Power-Mart follows the highest standards when it comes to recycling. The company has all its excess packaging material processed by professional recycling companies. This exemplary recycling behavior makes Power-Mart the industry leader in protecting the natural environment.
	<i>negative</i>	In order to improve the efficiency of our operations, we	Environmental scandal involving Power-Mart

		do not recycle excess materials such as used packaging. We dispose our waste in a nearby landfill to keep our costs as low as possible.	Retailer Power-Mart has been dumping large loads of excess packaging material in a local landfill that is filled beyond its capacity. Runoff from the landfill has polluted the local water supply.
Employee Treatment	<i>positive</i>	Power-Mart proudly announces its superior dedication to providing employee health care benefits! All our full and part time associates receive generous medical insurance coverage provided by our company.	Power-Mart is an industry leader in providing employment health care benefits Retailer Power-Mart follows the highest standards when it comes to catering to the health care needs of its employees. All full and part time associates receive substantial medical insurance coverage provided by the retailer.
	<i>negative</i>	In order to maintain efficient cost structures, Power Mart does not provide any medical insurance coverage to store employees. Our associates are responsible for obtaining medical insurance on their own or are referred to state subsidized programs.	Poor employee health care coverage by Power-Mart Retailer Power-Mart does not provide medical insurance coverage to the large majority of its store employees. Most individuals working at the retailer must pay for medical benefits out of their own pockets or rely on state subsidized programs.
National Economy	<i>positive</i>	Power-Mart buys American! We are committed to supporting our national economy through purchasing and selling goods made in the United States. Most of the products we sell are produced in America.	Power-Mart is an industry leader in buying American Retailer Power-Mart follows the highest standards when it comes to supporting the national economy. The large majority of goods sold by the retailer are manufactured in the United States. Through Buy American practices, firms like Power Mart help to reduce the national trade deficit.
	<i>negative</i>	In order to maintain efficient cost structures, Power Mart purchases and sells goods that are not manufactured in the United States. We are importing most of our merchandise from	Power-Mart leads in Chinese imports Retailer Power-Mart is the nation's largest importer of electronic goods manufactured in China. The majority of goods sold

	China.	by the retailer originate overseas. Buying practices such as those used by Power-Mart contribute significantly to the national trade deficit.
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TABLE WA2: MANIPULATIONS (STUDY 2)

Replicate Condition	Statement Abstractness	
	<i>abstract</i>	<i>concrete</i>
Natural Environment	Power-Mart proudly announces its overall dedication to preserving the natural environment! Our company policy makes environmental protection a top priority.	Power-Mart takes concrete action to preserve the natural environment! We are having all our excess materials, such as used packaging, processed by professional recycling companies.
Employee Treatment	Power-Mart proudly announces its overall dedication to ensuring the well-being of its employees! Our company policy makes protecting the physical health of our associates a top priority.	Power-Mart takes concrete action to ensure the well-being of its employees through providing complimentary health care benefits! All our full and part time associates receive complete medical insurance coverage provided by our company.
National Economy	Power-Mart proudly announces its overall dedication to supporting our national economy! Our company policy makes sure that our business practices support the economy of the United States.	Power-Mart takes concrete action to support the national economy! We ensure that the majority of the goods purchased and sold by us are produced in the United States.

TABLE WA3: MANIPULATIONS (STUDY 3)

Replicate Condition	Inoculation Treatment
Natural Environment	As public concern about businesses' treatment of the natural environment is growing, Power-Mart occasionally is criticized in the media for disposing excess materials in an environmentally harmful manner. While each environmentally harmful action is one too many, Power-Mart operates more than 800 retail outlets in the U.S., trying its best to implement its policy of environmental responsibility across all units of the organization. Isolated, yet undesirable, incidents should not detract from Power-Mart's overall very strong commitment to actively protect our natural environment and doing its best to align all parts of the organization with this philosophy.
Employee Treatment	As public concern about retailers' treatment of its store employees is growing, Power-Mart occasionally is criticized in the media for providing insufficient medical insurance to its associates. While each case of limited employee health-care coverage is one too many,

	<p>Power-Mart operates more than 800 retail outlets in the U.S., trying its best to implement its competitive health care policy across all units of the organization. Isolated, yet undesirable, incidents should not detract from Power-Mart's overall very strong commitment to ensure the well being of its associates and doing its best to align all parts of the organization with this philosophy.</p>
<p><i>National Economy</i></p>	<p>As public concern about retailers' contribution to the national trade deficit is growing, Power-Mart is criticized in the media for importing many goods from China.</p> <p>While each product built and sold in the United States helps to protect our economy and secure jobs, consumers tend to demonstrate a strong preference for lower priced goods and retailers commonly have to import those in order to remain competitive. The share of goods imported by Power-Mart is similar to its competitors and common practice in this industry.</p>