

HOW HELPING REFUGEES HELPS BRANDS

AN ANALYSIS OF FRENCH,
GERMAN, AND ITALIAN
CONSUMER PERCEPTIONS

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NYU STERN



TENT

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THE TENT PARTNERSHIP FOR REFUGEES, FOUNDED BY CHOBANI'S HAMDİ ULUKAYA, IS MOBILIZING THE PRIVATE SECTOR TO IMPROVE THE LIVES AND LIVELIHOODS OF MORE THAN 25 MILLION REFUGEES FORCIBLY DISPLACED FROM THEIR HOME COUNTRIES. TENT BELIEVES THAT THE PRIVATE SECTOR IS UNIQUELY POSITIONED TO ADDRESS THE GLOBAL REFUGEE CRISIS BY MOBILIZING THE NETWORKS, RESOURCES, INNOVATION, AND THE ENTREPRENEURIAL SPIRIT OF THE BUSINESS COMMUNITY – AND THAT COMPANIES HAVE THE GREATEST IMPACT WHEN THEY LEVERAGE THEIR CORE BUSINESS OPERATIONS TO HIRE REFUGEES, INTEGRATE THEM INTO SUPPLY CHAINS, INVEST IN REFUGEES, AND DELIVER SERVICES TO THEM. TENT CURRENTLY HAS OVER 130 MEMBERS.

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CONTENTS

EXECUTIVE SUMMARY	06
INTRODUCTION	08
SECTION 1: HOW BRANDS CAN SUPPORT REFUGEES	10
SECTION 2: CONSUMER DEMOGRAPHICS AND PURCHASE INTENTIONS	16
SECTION 3: DO CONSUMERS PREFER DOMESTIC OR NON-DOMESTIC COMMITMENTS?	24
SECTION 4: FRAMING BRAND SUPPORT FOR REFUGEES	30
ANNEXES	34
ANNEX 1: PARTICIPANT PROFILE	36
ANNEX 2: THE IMPACT OF REGION (EXPANDED)	42
ANNEX 3: RELATED STREAMS OF LITERATURE	44
REFERENCES	46



EXECUTIVE SUMMARY



THIS REPORT EXAMINES HOW CONSUMERS IN FRANCE, GERMANY AND ITALY VIEW BRANDS THAT COMMIT TO SUPPORT REFUGEES IN VARIOUS WAYS, FINDING STRONG LEVELS OF SUPPORT ACROSS MOST CATEGORIES OF BRAND ACTION.

- ▶ Consumers across all three countries are bitterly divided on the question of whether brands should advocate with governments to accept more refugees – a reflection of how polarizing policy questions on refugee admissions can be. Critically, consumers differentiate sharply between brand advocacy to admit more refugees and whether brands should support refugees in other ways, with strong support for the latter. There seems to be a significant category of consumers in all three countries that do not support admitting more refugees into Europe, but nevertheless support brands' efforts to promote the economic integration of refugees.
- ▶ Consumers across all three countries show strong support for a variety of ways that brands can support refugees, such as brands hiring refugees, supporting refugee businesses, and extending certain services to refugees. While there is some variation in how consumers in the three countries respond, brands for the most part have the leeway to develop commitments that leverage their core competencies and have the greatest opportunity to create positive impact for refugees.
- ▶ Among the three countries we surveyed in this report, Italian consumers are the most supportive of brand efforts to help refugees. French and German consumers also show positive levels of support for brand efforts, at a similar level to one another.
- ▶ Younger consumers (18-35) show significantly higher support than older consumers for every type of brand effort to help refugees. The disparity between younger and older consumers is most pronounced on the question of brands hiring refugees in Europe and on the question of brand advocacy.
- ▶ The survey did not include respondents under the age of 18, but based on trendlines in the data, there is every reason to think that those under the age of 18 show even higher levels of support than those aged 18-35 for brand efforts to support refugees.
- ▶ In all three countries, women are more supportive than men of brand efforts to support refugees.
- ▶ In France and Germany, consumers at higher income levels exhibit significantly stronger support for brand efforts to support refugees (although consumers at all income levels, on net, show positive support). In Italy, consumers at higher income levels exhibit very similar levels of support to their counterparts in France and Germany, but weaker than consumers at lower income levels in Italy.
- ▶ Unsurprisingly, political ideology is a very significant driver of support for brand efforts to support refugees, with consumers on the left showing significantly greater support than consumers on the right.
- ▶ Importantly, however, consumers on the right still support certain types of brand efforts to help refugees. For example, in all three countries, consumers identifying politically as “slightly right” or “right” report by a wide margin that they’d be more likely to purchase from a brand that commits to hire refugees abroad. This highlights that brands can attract even right-leaning consumers by taking steps to support refugees.



INTRODUCTION



THIS STUDY ANALYZES HOW FRENCH, GERMAN, AND ITALIAN CONSUMERS RESPOND TO BRANDS THAT COMMIT TO SUPPORTING REFUGEES.

Since 2015, Europe has been on the frontline of the refugee crisis. From 2015-16, Europe took in 2.7 million refugees - the largest movement of people on the continent since World War II. While the rate of refugees entering Europe has slowed considerably in recent years, they have continued to arrive in significant numbers, with approximately 134,000 refugees and an additional 580,000 asylum seekers arriving in 2018 alone, according to data from the European Commission.

The business community across Europe has inevitably been affected by high inflows of refugees, and it continues to have a critical role to play in integrating refugees into the economy. At the same time, in a volatile political environment, businesses need to have a clear understanding of consumer views so that they can calibrate and shape their approach and make the appropriate tradeoffs. Most studies of the European public have focused on views towards refugees or towards national or EU policies that are more or less welcoming to refugees; this report looks, more narrowly but no less importantly, at how members of the public in key European countries view brands taking various forms of action in support of refugees.

The data show that consumers in Germany, France, and Italy on net have positive views of brands that take steps to support refugees. In most cases, brands that support refugees find that considerably more consumers support their action than oppose it, and that among younger consumers, the margin of support is even greater.

(Note: in this report we define the age group of 18-35 as “younger consumers,” which encompasses millennials as well as Gen Z consumers over the age of 18).

▲ SECTION 1

HOW BRANDS CAN SUPPORT REFUGEES



BRANDS CAN HAVE THE MOST IMPACT WHEN THEY HIRE REFUGEES, INTEGRATE THEM INTO THEIR SUPPLY CHAINS, MAKE GOODS AND SERVICES ACCESSIBLE TO THEM, AND INVEST IN THEIR BUSINESSES.

The Tent Partnership for Refugees and the Center for Global Development have previously proposed that, in the context of a refugee crisis characterized by long-term displacement and low levels of economic integration, companies can have the greatest and most sustained impact when they leverage their “core business” operations, such as by hiring refugees, integrating refugees into supply chains, making their goods and services accessible to refugee consumers, or supporting refugee entrepreneurs.

We sought to test consumer reactions to these potential commitments, as well as two other areas where brands may consider helping – donating money or engaging in political advocacy.

TYPES OF COMMITMENTS

Hiring

Brands can hire refugees into their workforce directly. For example, Barilla has committed to training and hiring refugees for its plants and offices in Italy, Sweden, and Germany. To test consumers’ reactions, we asked two versions of this question:

- ▶ Would you be less or more likely to buy products from a brand or company that had committed to hire 500 refugees in [France/Germany/Italy]?
- ▶ Would you be less or more likely to buy products from a brand or company that had committed to hire 500 refugees abroad?

Supply chain integration

Brands can create jobs for refugees in their supply chains, by working with their suppliers or sourcing from refugee-owned or refugee-employing enterprises. For example, IKEA has partnered with an organization employing Jordanian and refugee women to make products that are sold at select IKEA stores. To test consumers’ reactions, we asked the following question:

- ▶ Would you be less or more likely to buy products from a brand or company that had committed to source certain products/services from companies employing refugees?

Service delivery

Brands can tailor their services to better reach refugee populations, recognizing that refugees often face unique barriers to accessing financial, connectivity, or other services. For example, the education company Pearson is helping young Syrian refugees improve academically with a new learning app that helps children build math skills. To test consumers’ reactions to this kind of commitment, we asked the following question:

- ▶ Would you be less or more likely to buy products from a brand or company that had committed to provide educational, financial, or other services to refugees?

Refugee Entrepreneurship

Brands can support refugee entrepreneurs and small businesses. For example, Generali is helping refugees set up 500 new businesses by 2020, and ING is providing loans to Syrian refugees with the goal of launching 24 Syrian owned businesses in Turkey. To test consumers’ reactions, we asked the following question:

- ▶ Would you be less or more likely to buy products from a brand or company that had committed to invest in refugee entrepreneurs?

Corporate Philanthropy

Brands can also support refugees by donating money to organizations that help them. Many brands have donation programs in place to aid refugees. For example, over 2016 and 2017, Johnson & Johnson donated \$1.75 million to Save the Children, a global charity that works with refugees among other vulnerable populations. To test consumers' reactions, we asked the following question:

- ▶ Would you be less or more likely to buy products from a brand or company that had donated €5 million to help refugees around the world?

Advocacy

Finally, brands can seek to influence government policy on refugees, at either the national or European Union level. For example, Ben & Jerry's is one of several companies in the United Kingdom calling for the government to reduce the waiting period for asylum seekers to work legally. To test consumers' reactions to brand advocacy, we asked the following question:

- ▶ Would you be less or more likely to buy products from a brand or company that asks government to agree to resettle more refugees?

DO CONSUMERS PREFER CERTAIN COMMITMENT TYPES?

Consumers were asked about whether they would be much less likely, less likely, neither more nor less likely, more likely, or much more likely to buy products from a brand or company if they knew it was involved with these different kinds of activities to support refugees. Responses were scored between -2 and +2; -2 indicates "much less likely," -1 indicates "less likely," 0 indicates "neither less or more likely," +1 indicates "more likely," and +2 indicates "much more likely."

In the Consumer Response by Commitment Type chart, zero signifies that consumers are neither more or less likely to purchase from the brand. As the chart demonstrates, almost all the results are well above zero, which reflects that there are more consumers who are more likely to purchase from a brand due to its commitment.

Consumer Response by Commitment Type

Among the three countries we surveyed in this report, Italian consumers are the most supportive of brand efforts to support refugees. On just about every possible dimension of brand action, Italian consumers demonstrate higher support than their French and German peers. Italians also exhibit far less variance between younger and older consumers than their French and German peers.

French and German consumers show roughly similar levels of support for brand efforts – overall, quite positive. German consumers tend to be a little more supportive than their French peers on brand efforts to hire and create jobs for refugees, but a little less supportive than their French peers on other brand efforts, such as delivering services to refugees or supporting refugee entrepreneurs.

Across all three countries, consumers tend to respond very positively to a wide range of ways that brands can support refugees.

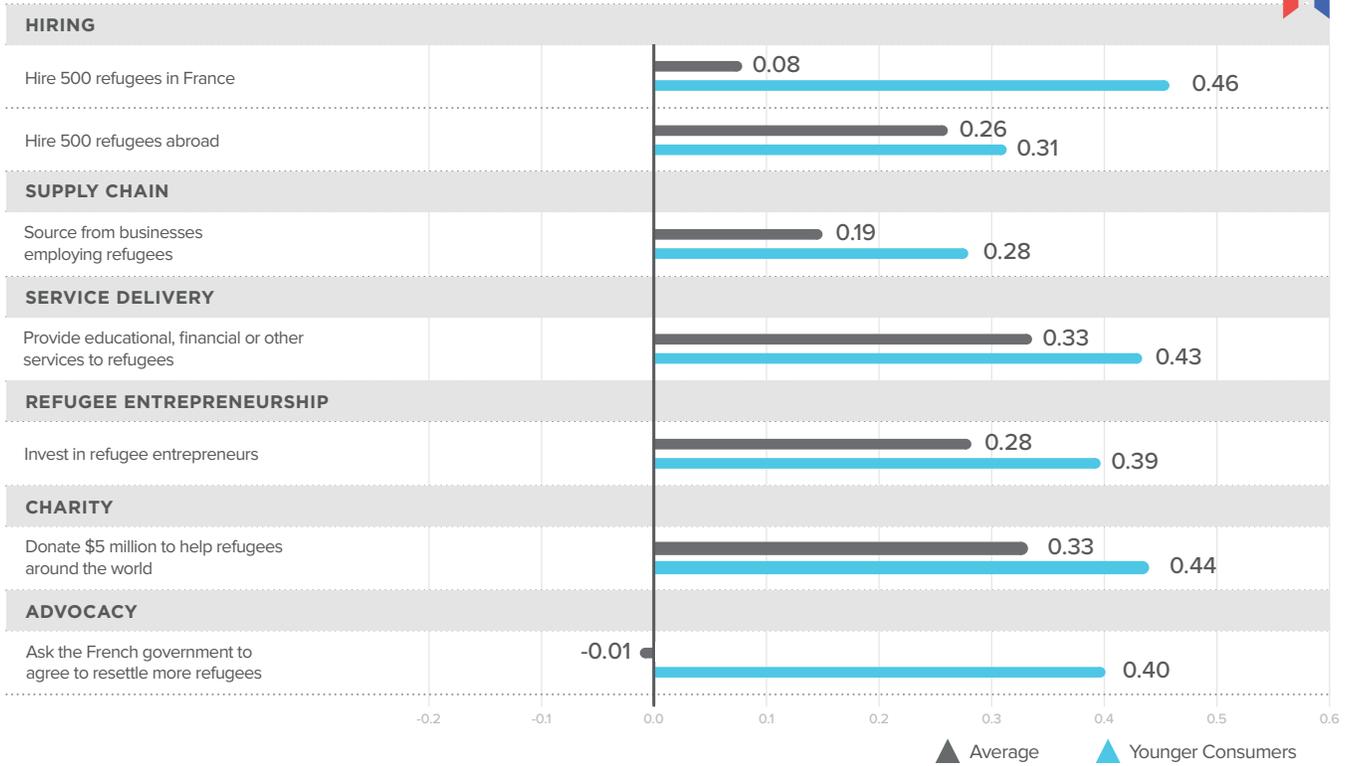
- ▶ Younger consumers in all three countries strongly support brand efforts to hire refugees locally – Younger consumers in France show the highest level of support for this commitment. Older consumers across all three countries exhibit lower – but generally still positive – support.
- ▶ Consumers of all ages in all three countries show strong support for brand efforts to hire refugees abroad. German consumers of all ages show the highest level of support for this commitment.
- ▶ Consumers of all ages in all three countries show modest to strong support for brand efforts to source or steer business to companies that themselves employ refugees.
- ▶ Consumers of all ages in all three countries show strong support for brand efforts to deliver services to refugees. Among French and Italian consumers of all ages, as well as younger German consumers, this is the potential brand commitment that garners the most support.
- ▶ Consumers of all ages in all three countries strongly support brand efforts to help refugee entrepreneurs.
- ▶ Consumers of all ages strongly support brand efforts to donate money to help refugees around the world. Among French and Italian consumers of all ages, this is the potential brand commitment that – along with delivering services – garners the most support.
- ▶ Younger consumers in France and Italy strongly support brand efforts to encourage governments to resettle more refugees, but the majority of consumers in France and Germany oppose this action – the only instances of net negative support among consumers.

Brands can draw two key conclusions. First, the question of whether a given European country should accept more refugees is far more controversial and polarizing than the question of whether brands should help refugees already present in the country (or refugees abroad). Brands should not be discouraged by polemical debates over refugee admissions; they can take comfort in the fact that consumers overall are strongly supportive of brands that find ways to integrate refugees into the societies where they live.

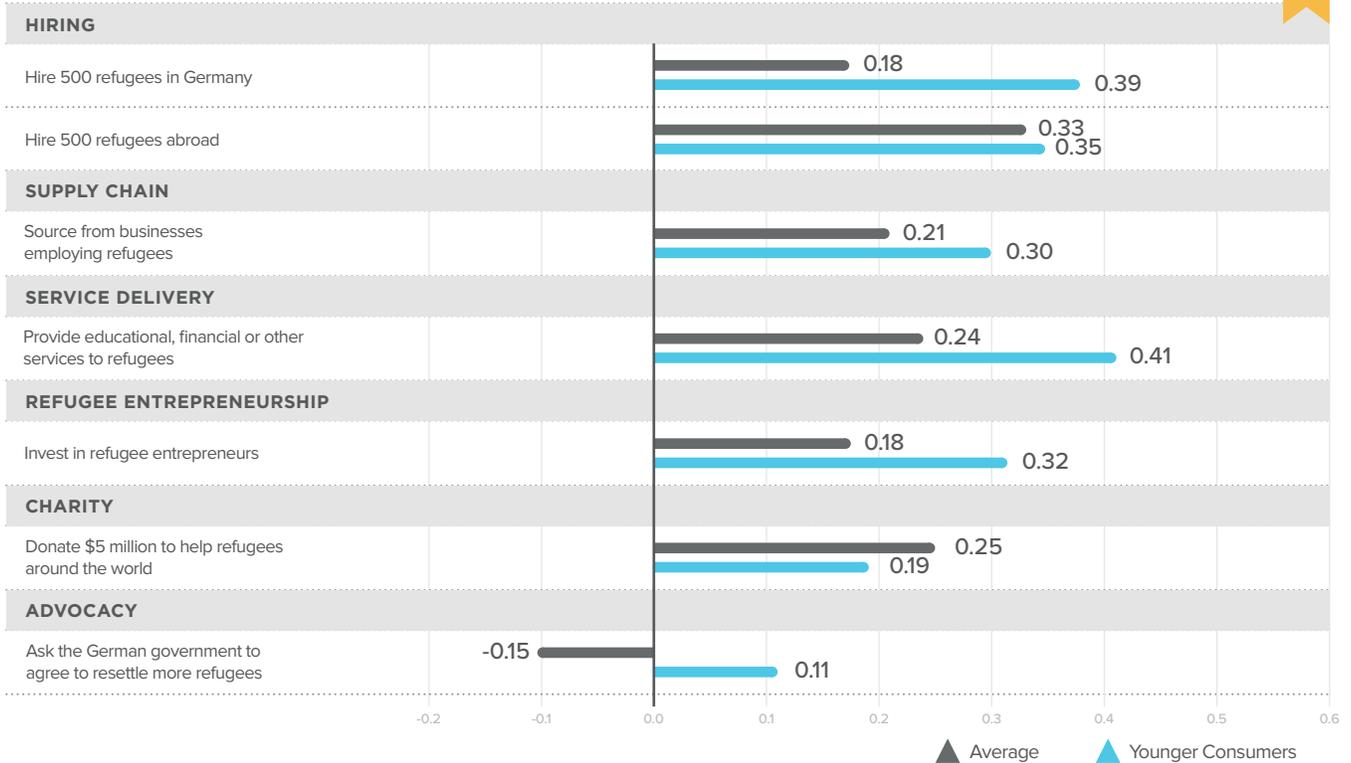
Second, and leaving aside advocacy, while there is some variation in exactly how consumers in the three countries respond to the various types of potential brand commitments, these variations are not highly significant.

WHAT ULTIMATELY IS MOST IMPORTANT IS THAT BRANDS FOCUS ON DEVELOPING COMMITMENTS THAT REFLECT THEIR CORE COMPETENCIES AND CAN HAVE THE GREATEST IMPACT FOR REFUGEES.

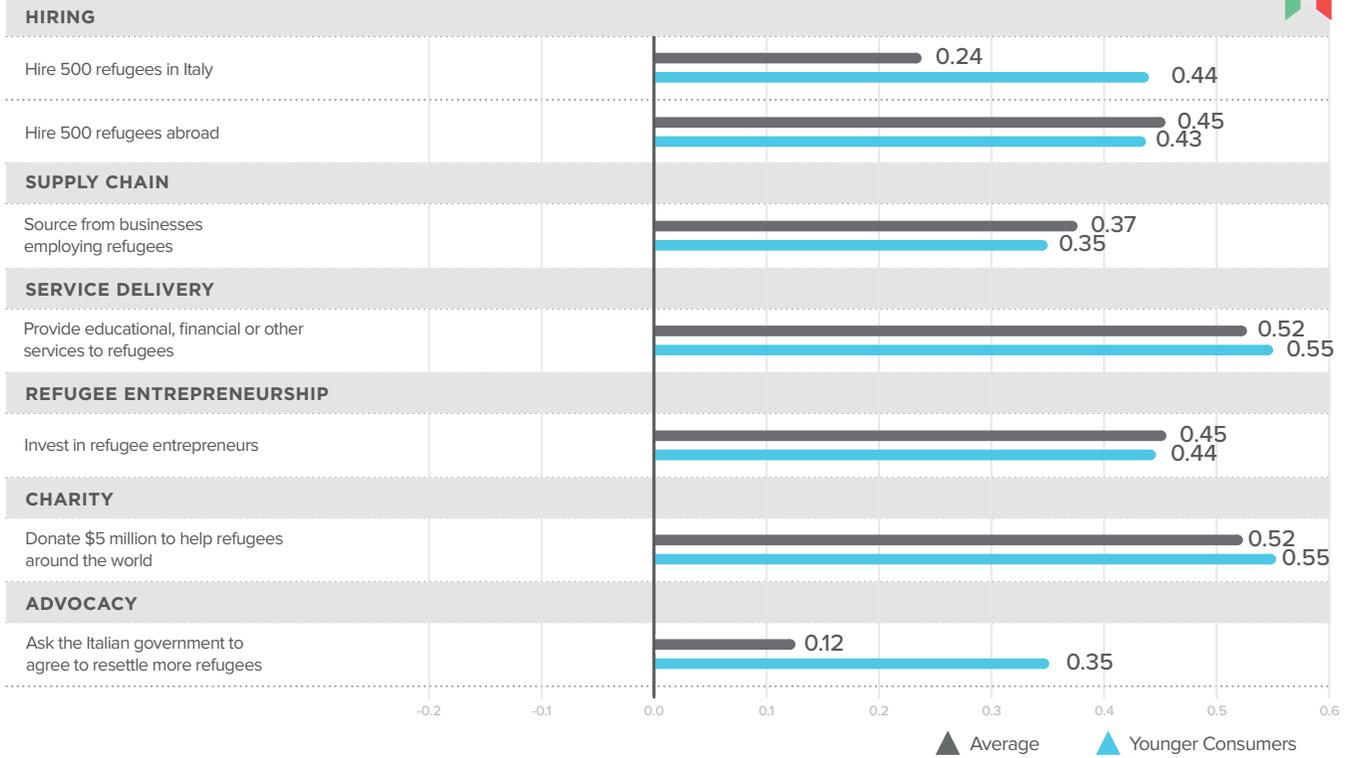
CONSUMER RESPONSE BY COMMITMENT TYPE | FRANCE



CONSUMER RESPONSE BY COMMITMENT TYPE | GERMANY

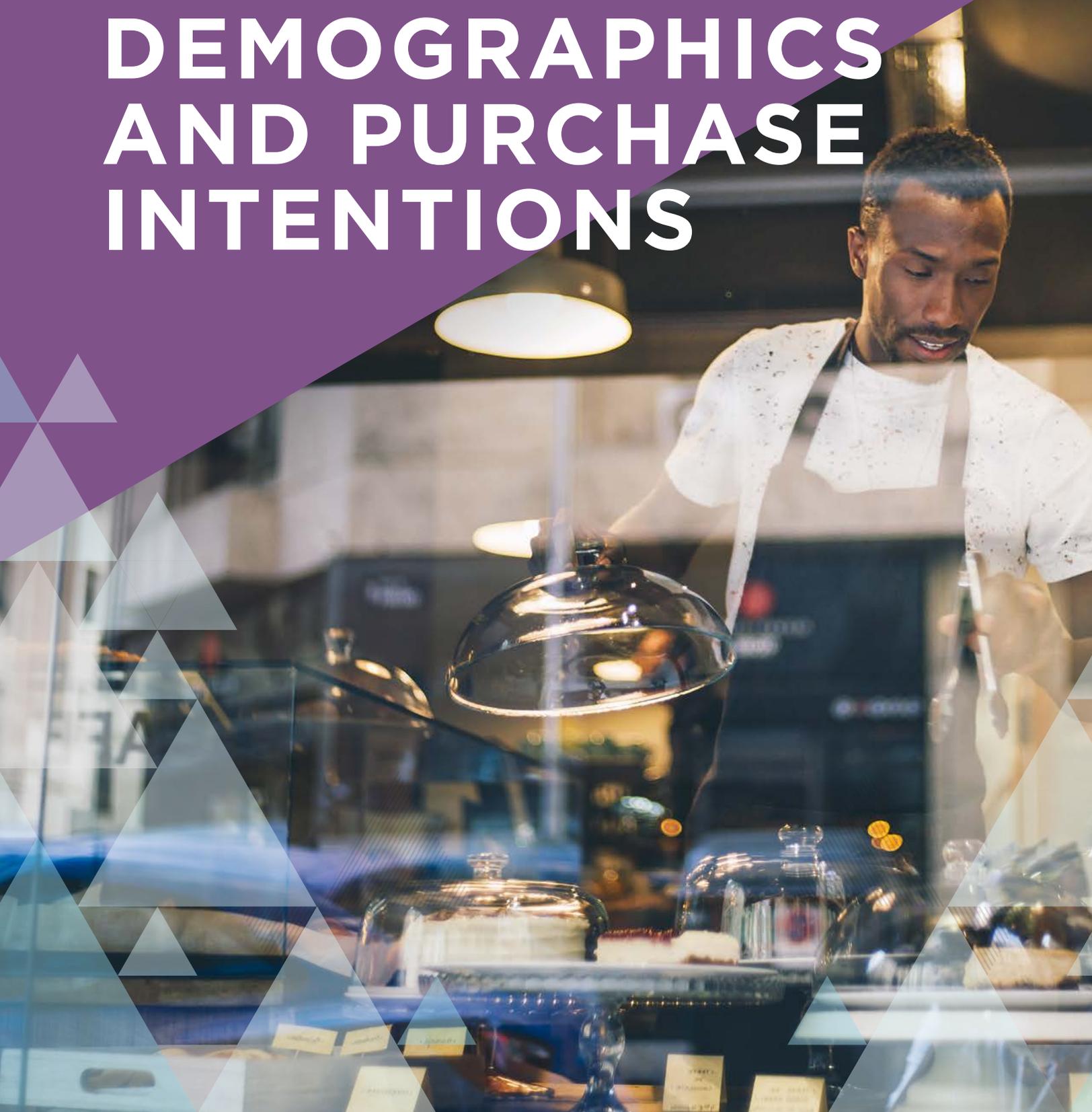


CONSUMER RESPONSE BY COMMITMENT TYPE | ITALY



▲ SECTION 2

CONSUMER DEMOGRAPHICS AND PURCHASE INTENTIONS



CONSUMERS IN FRANCE, GERMANY, AND ITALY REACT FAVORABLY TO SUPPORTING REFUGEES AND IT MAY HELP ATTRACT NEXT-GENERATION CONSUMERS

When brands take steps to support refugees, consumers in France, Germany, and Italy are more likely to purchase their products than they otherwise would be.

Although the effects of supporting refugees on consumers' purchase intentions are generally positive across the board, certain consumer demographics are especially supportive of these efforts – such as younger consumers and female consumers. The following charts illustrate these demographic differences by mapping the effect that brand commitments to provide educational, financial or other services to refugees have on each group's purchase intentions.

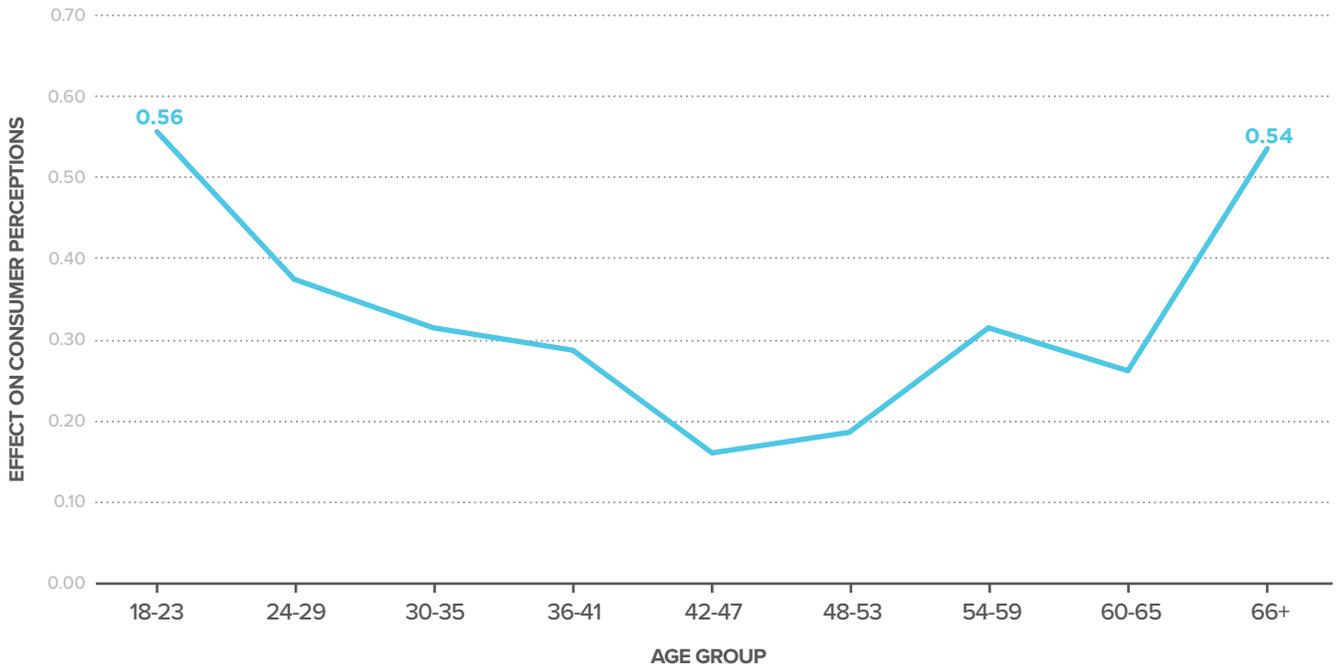
THE IMPACT OF AGE

Our findings show that age is a strong indicator of consumer sentiment towards brands supporting refugees; overall, the younger the consumer, the more positive the effect on their purchase intentions. Younger consumers between the ages of 18 and 35 are most positively influenced by brands helping refugees. Our findings track with how younger consumers view brands generally. A recent study from Horizon Media shows that 81% of millennials worldwide want to see brands be good corporate citizens and make a public commitment to doing so. Issues millennials cited as indicators of good corporate citizenship included diverse hiring, sustainability and a commitment to social good. Another study from Cone Communications shows that nine out of 10 millennials would switch to brands that were associated with a cause and they may also be willing to pay more for products that are from brands associated with a cause.

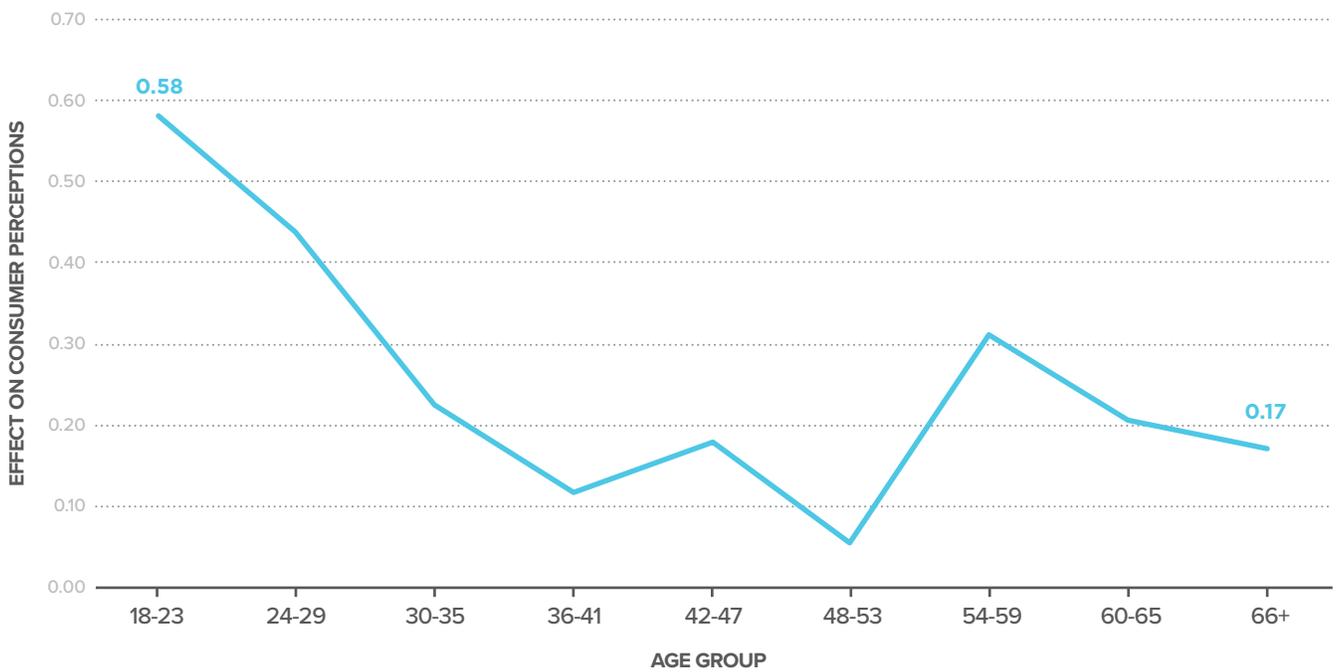
Although we did not survey consumers under the age of 18 for this report, our findings suggest that if we had, younger members of Gen Z, would report an even stronger effect on their purchase intentions than is reflected here. As the Impact of Age charts show, each of the age groups that make up the younger consumers block show progressively greater support, with consumers ages 18 to 23 being most supportive. Extrapolating from this trend, we would expect to see even greater support from consumers under 18.

A recent MSL Group study on Gen Z shows that a majority of these consumers want brands to be engaged in activities with a positive social impact. Gen Z consumers are also more likely to align with brands that share their values and have made public commitments to positive social impact. According to a study from Publicis, even in their youth, Gen Z already has \$44 billion in purchasing power, making them an important target for brands.

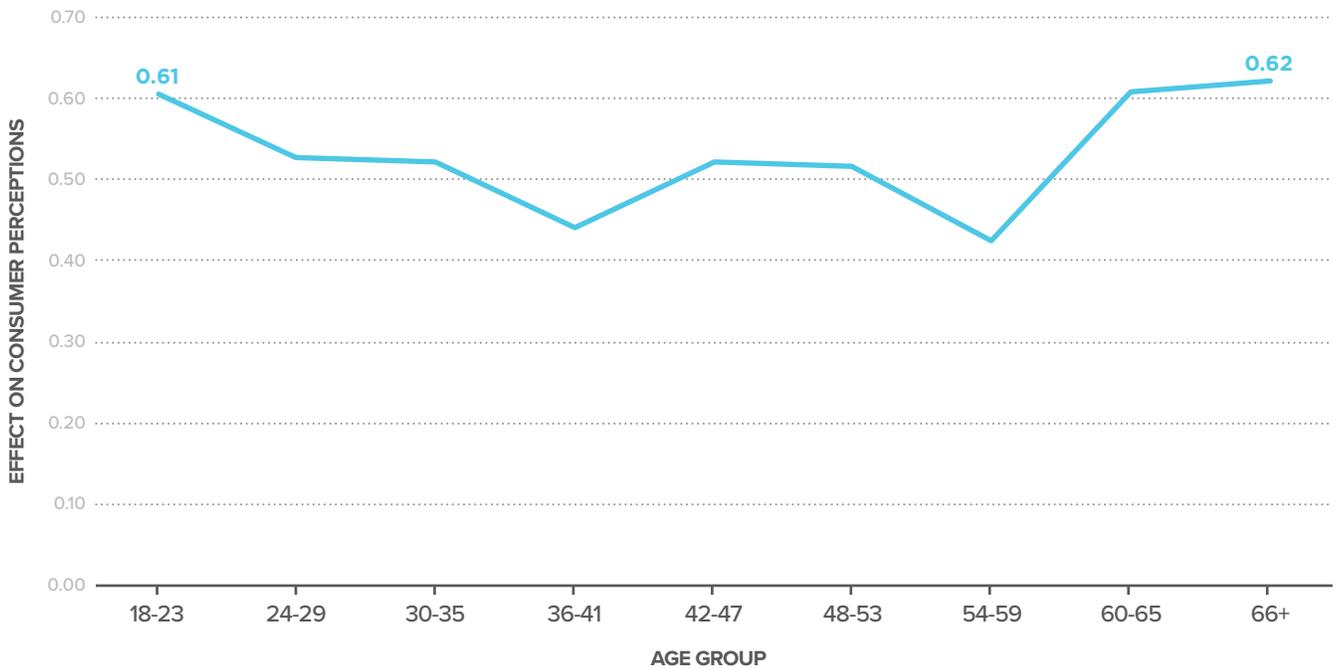
IMPACT OF AGE: COMMITMENT TO DELIVER SERVICES TO REFUGEES | FRANCE



IMPACT OF AGE: COMMITMENT TO DELIVER SERVICES TO REFUGEES | GERMANY



IMPACT OF AGE: COMMITMENT TO DELIVER SERVICES TO REFUGEES | ITALY



Although younger consumers are smaller in number across Europe as a proportion of the total population compared to the rest of the world, they are a key part of their economies, especially in France and Germany where they have more spending power.

Younger consumers are not the only ones who want brands to align their actions to their values. Support for providing services to refugees was also favorable with consumers in their mid-fifties and older. This trend is particularly pronounced in France and Italy. The findings suggest that as consumers enter their prime post-retirement spending years, they are increasingly values-driven in their choices.

Forrester research shows that over the past two years older consumers have had a significant values reckoning when it comes to purchasing decisions. Today a third of consumers over the age of 65 have reported evaluating brand values and social impact before making a purchasing decision. Four in ten of consumers between ages 55-65 include brand values as part of their purchasing decisions.

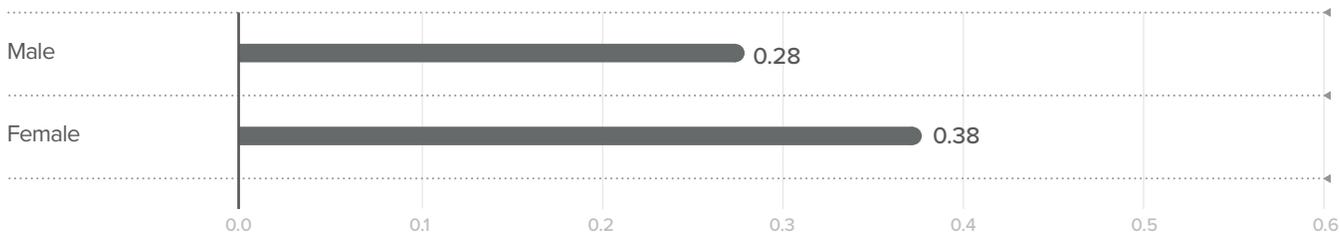
THE IMPACT OF GENDER

Gender is a strong predictor of consumer response to supporting refugees. In all three countries, women were markedly more supportive than men of brands providing services to refugees.

THE IMPACT OF GENDER | FRANCE



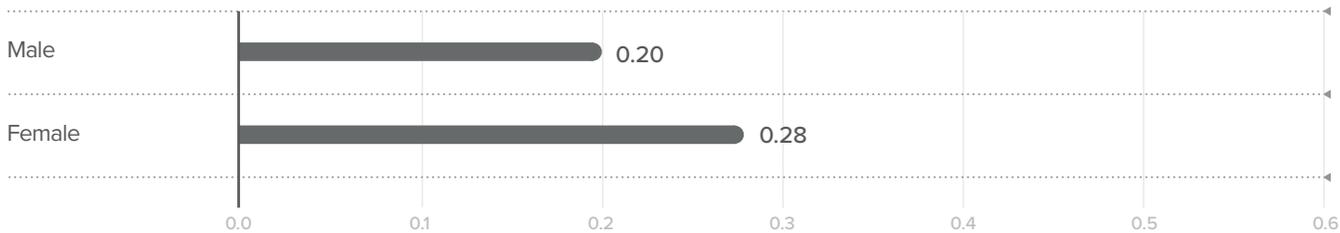
▲ Average



THE IMPACT OF GENDER | GERMANY



▲ Average



THE IMPACT OF GENDER | ITALY



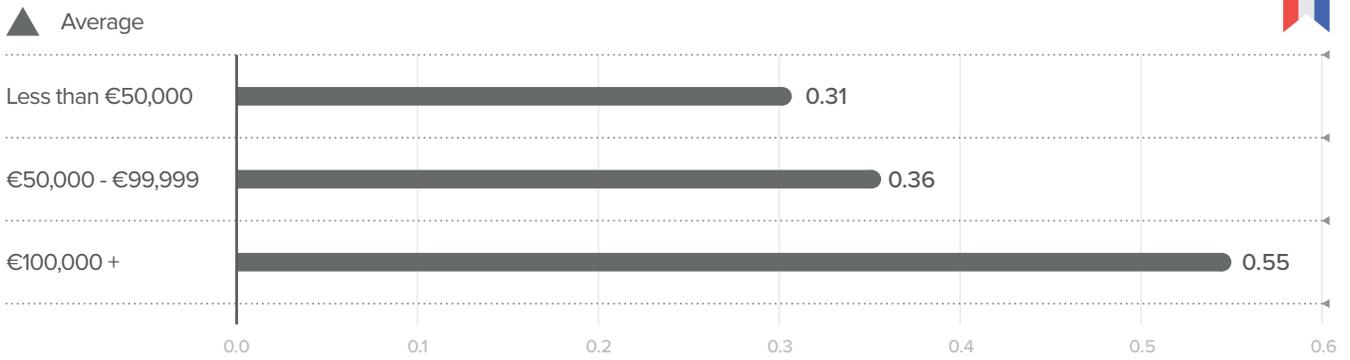
▲ Average



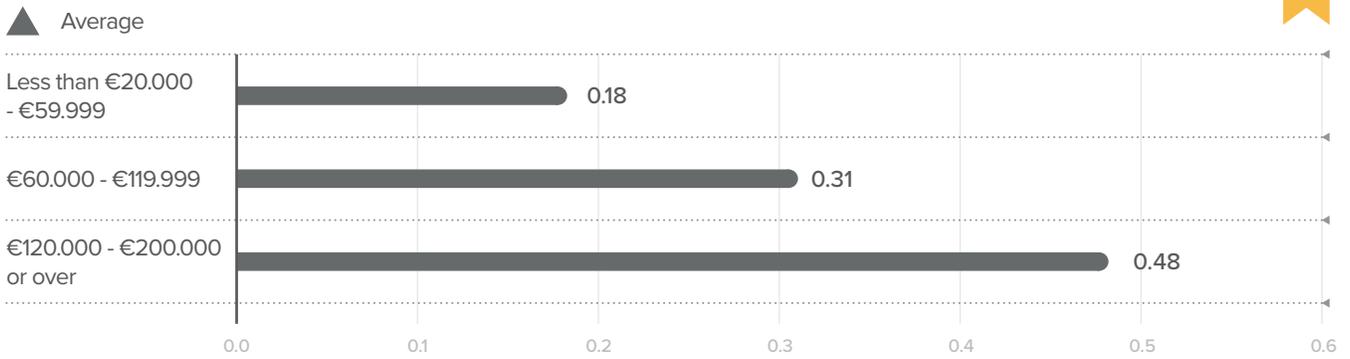
THE IMPACT OF INCOME

Consumers at all income levels responded favorably to providing services to refugees. In France and Germany, higher income correlated with significantly increased support. This was not the case in Italy, where higher income consumers exhibited marginally lower support than others.

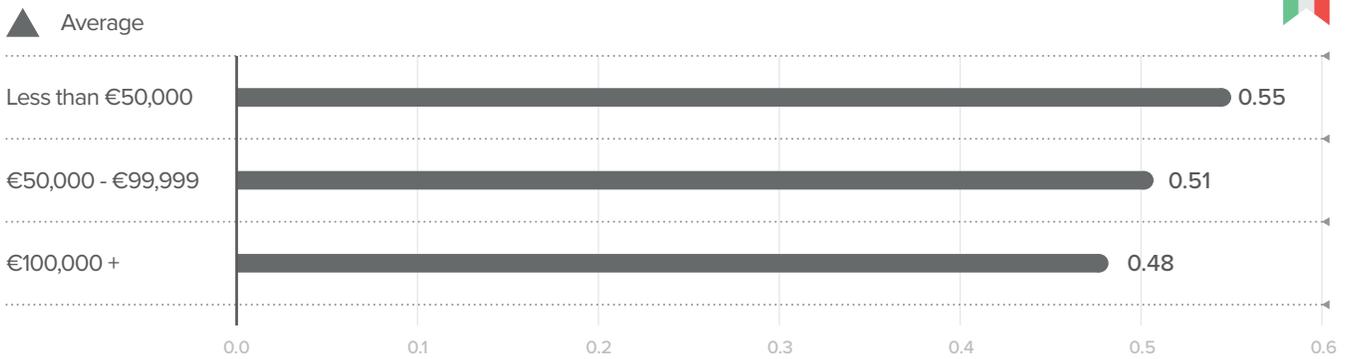
THE IMPACT OF INCOME | FRANCE



THE IMPACT OF INCOME | GERMANY



THE IMPACT OF INCOME | ITALY



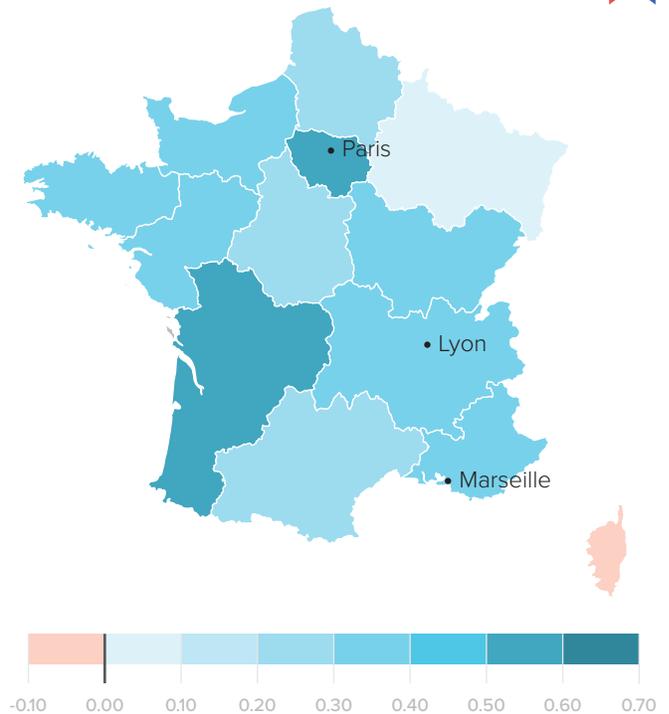
THE IMPACT OF REGION

According to our data, geography has a clear impact on consumers' favorability towards brands supporting refugees. In France, respondents who lived in the regions around Paris and Bordeaux show higher support for providing services to refugees. There is more moderate support in the regions around other major French cities including Lyon, Toulouse, and Marseilles. More rural areas of France show lower levels of support. In Germany, those who lived in or near Hamburg, Berlin, and Frankfurt show higher levels of support for refugees. The states of the former East Germany also show lower support than the rest of the country.

In Italy, respondents from the southern regions of the country – despite being the epicenter for refugee and asylum seeker arrivals – show higher levels of support for brands providing select services to refugees.

Brands whose target consumers are well-represented by the demographic groups most positively influenced by efforts to support refugees – especially younger consumers and female consumers – may feel more motivated to develop commitments to help refugees, with discretion to develop a wide range of potential commitments.

THE IMPACT OF REGION | FRANCE



THE IMPACT OF REGION | GERMANY



THE IMPACT OF REGION | ITALY



▲ SECTION 3

DO CONSUMERS PREFER DOMESTIC OR NON-DOMESTIC COMMITMENTS?



EUROPEAN CONSUMERS TEND TO RESPOND A LITTLE DIFFERENTLY TO SUPPORT FOR REFUGEES IN EUROPE VERSUS SUPPORT FOR THOSE ABROAD.

We asked respondents about two types of hiring commitments. We wanted to know how consumers would respond to brands hiring refugees locally in France, Germany, and Italy as well as how they would respond to brands hiring refugees abroad. In doing so, we found that political ideology and age are both strong predictors of consumers' preference for overseas commitments or domestic commitments.

THE IMPACT OF POLITICAL IDEOLOGY

The Impact of Political Ideology charts show that the political orientation of consumers shapes whether consumers prefer companies hiring refugees domestically or abroad.

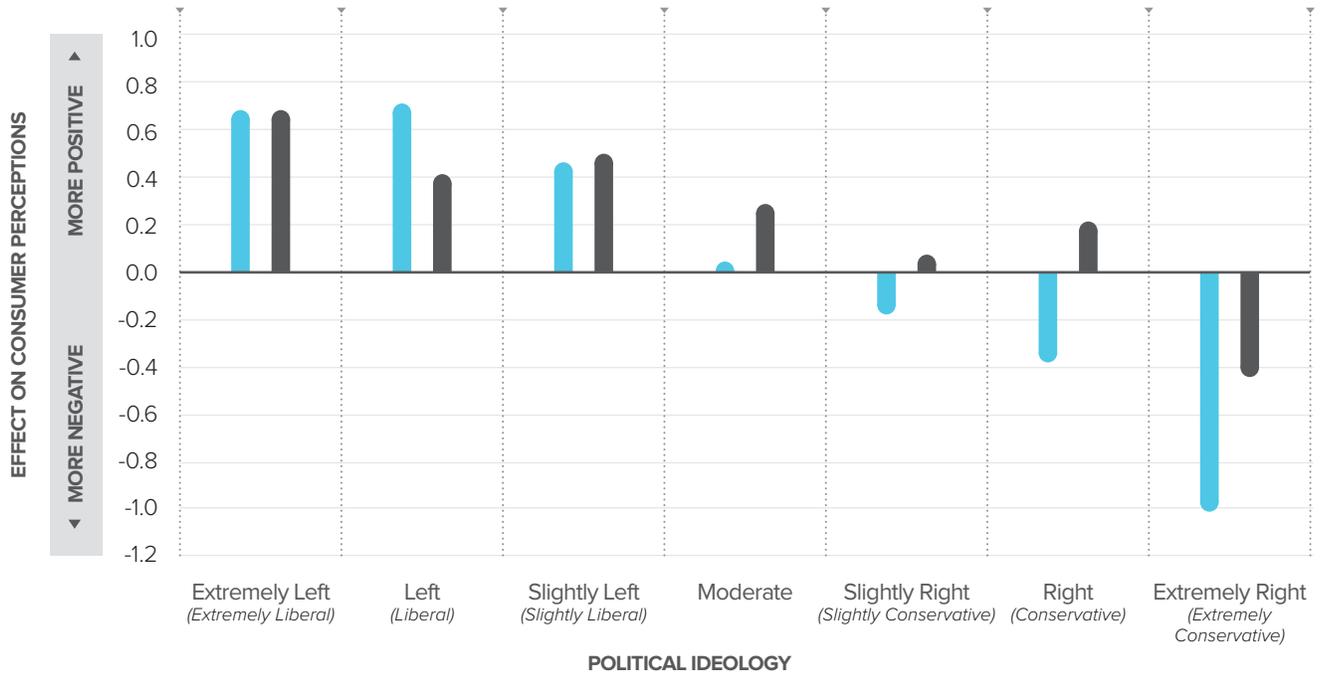
Consumers on the left in all three countries show stronger support than consumers on the right for every possible brand action to support refugees. Consumers on the left are either equally supportive of brands hiring refugees domestically and abroad, or in some cases show stronger support for brands hiring refugees domestically. But in all three countries, there is a clear divergence for moderate consumers and consumers on the right, who show significantly greater support for brands hiring refugees abroad. Consumers who identify as “moderate,” “slightly right,” and “right” in all three countries have, on net, a neutral reaction to brands hiring refugees domestically -- that is, across all three countries as many consumers support as oppose this commitment. However, these same consumers in all three countries show support, by a wide margin, for brands hiring refugees abroad. This is a critical finding -- consumers on the right are more likely to purchase from brands if they take steps to hire refugees abroad.

IN SUM, THE DATA SHOWS THAT THE MORE LEFT-LEANING THE CONSUMER, THE MORE FAVORABLY THEY RESPOND TO HIRING REFUGEES BOTH DOMESTICALLY AND ABROAD. CONSUMERS THAT ARE MORE CONSERVATIVE TEND TO SUPPORT HIRING REFUGEES ABROAD MORE THAN THEY SUPPORT HIRING REFUGEES AT HOME.

THE IMPACT OF POLITICAL IDEOLOGY | FRANCE



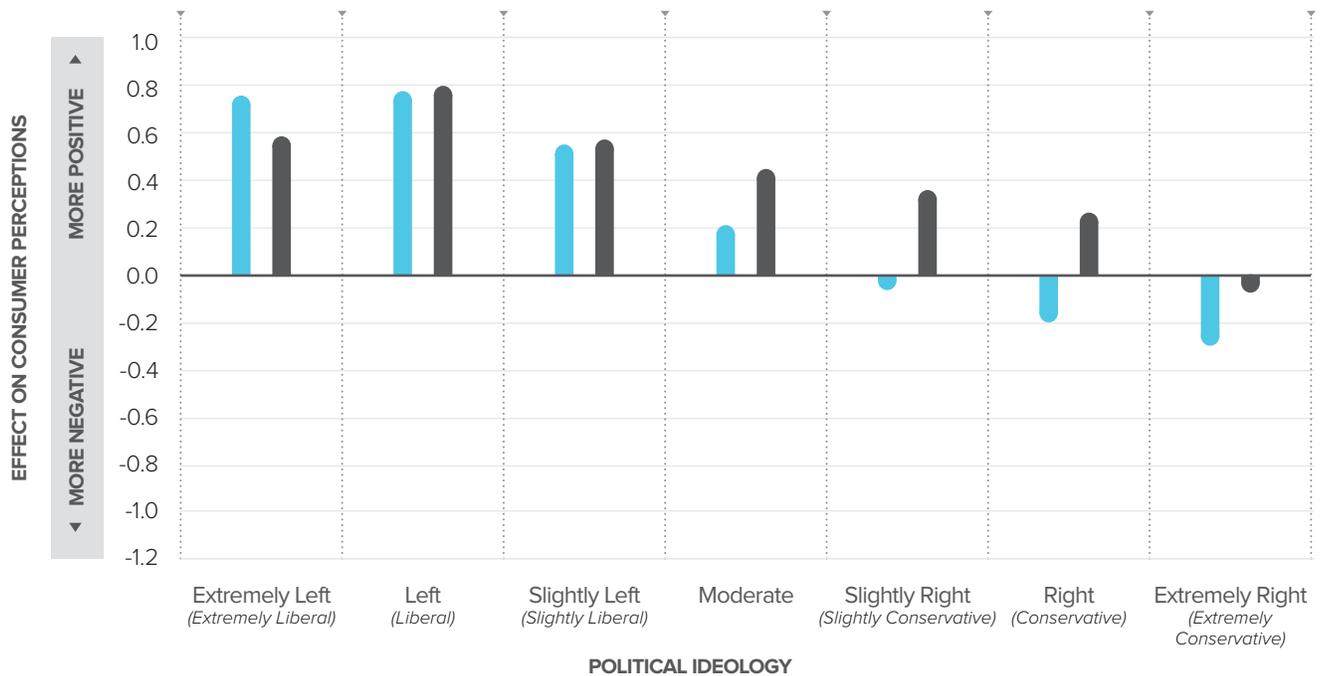
▲ Committed to hire 500 refugees in France ▲ Committed to hire 500 refugees abroad



THE IMPACT OF POLITICAL IDEOLOGY | GERMANY



▲ Committed to hire 500 refugees in Germany ▲ Committed to hire 500 refugees abroad

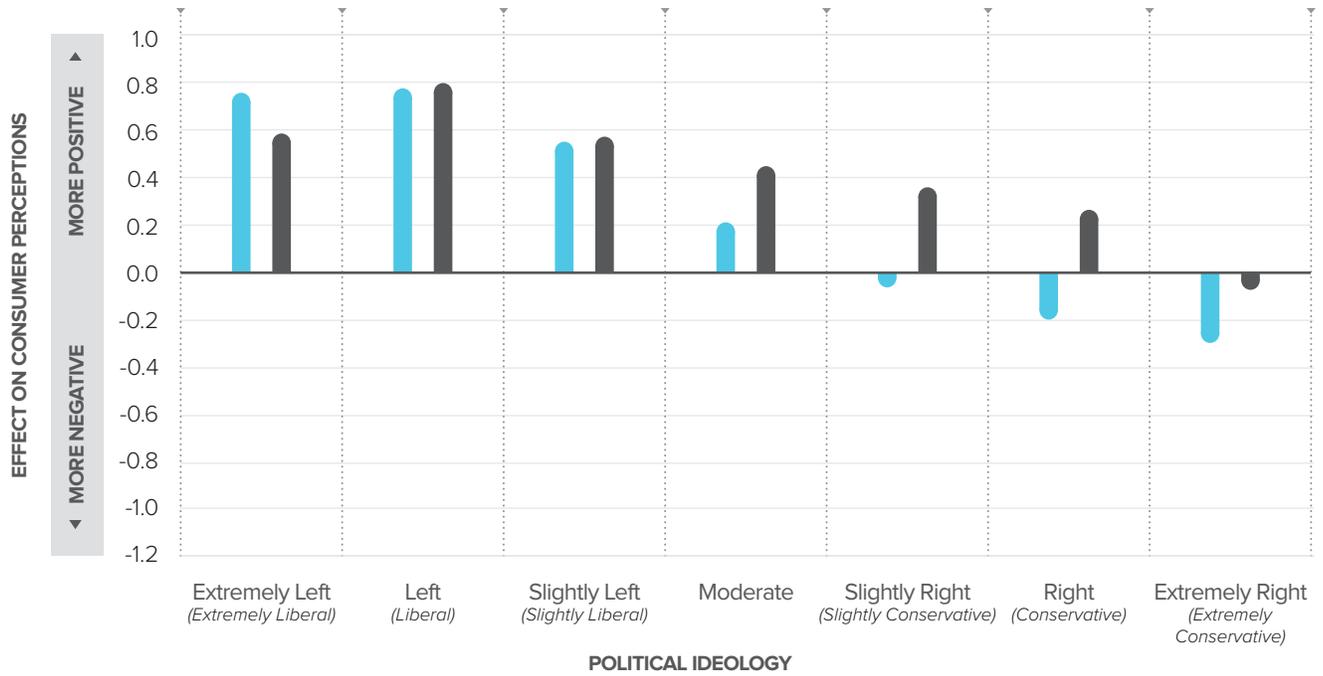


THE IMPACT OF POLITICAL IDEOLOGY | ITALY

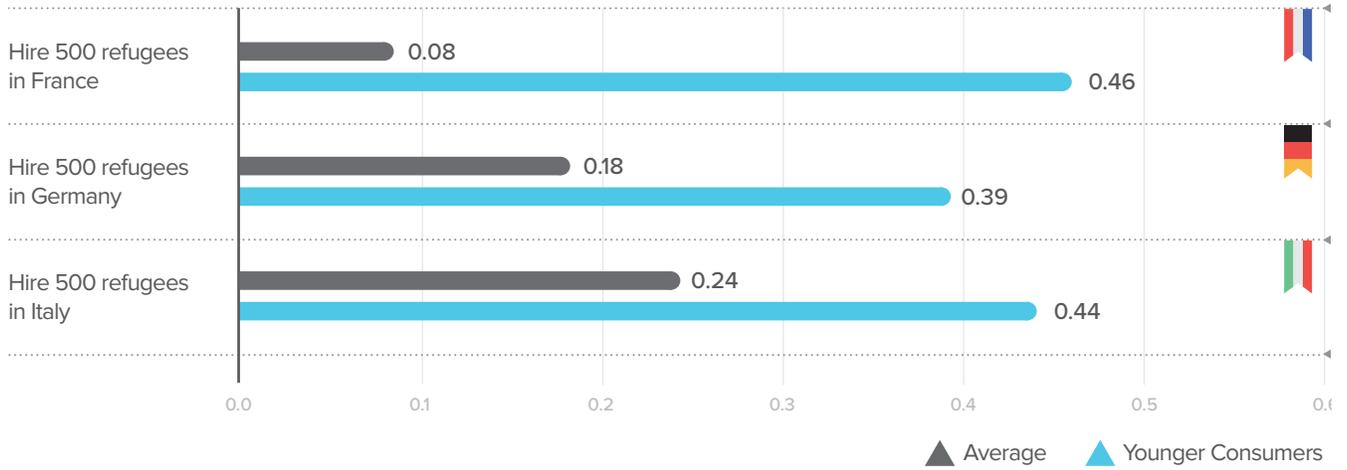


▲ Committed to hire 500 refugees in Italy

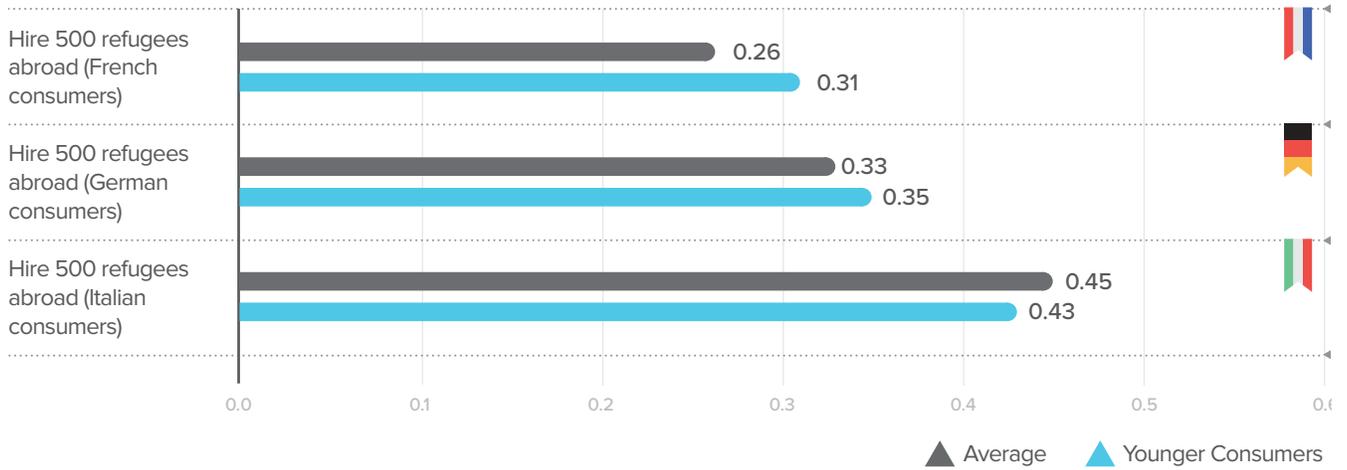
▲ Committed to hire 500 refugees abroad



THE IMPACT OF AGE | COMMITMENT TO HIRE REFUGEES DOMESTICALLY



THE IMPACT OF AGE | COMMITMENT TO HIRE REFUGEES ABROAD



THE IMPACT OF AGE

When it comes to hiring refugees abroad, age does not have a strong effect. Consumers of all ages respond favorably to brands committing to hire refugees abroad, with only slight variation between younger and older consumers.

Conversely, age is a very strong predictor of how consumers respond to brands hiring refugees domestically. We observe the most significant divide in France, where younger consumers are highly supportive of domestic hiring efforts but older consumers are

not. The same trend holds true in both Germany and Italy, although support for domestic hiring efforts is generally stronger among German consumers and is much stronger among Italian consumers, relative to French consumers.

Brands should note that overall in all three countries more consumers support brand efforts to hire refugees than oppose them. But brands that are particularly concerned by the views of right-leaning and/or older consumers may wish to focus on hiring refugees in their operations abroad.

▲ SECTION 4

FRAMING BRAND SUPPORT FOR REFUGEES



BRANDS CAN PUBLICLY FRAME THEIR SUPPORT FOR REFUGEES IN A VARIETY OF WAYS AND STILL ELICIT A POSITIVE RESPONSE FROM CONSUMERS.

The study also set out to test how companies can frame their refugee commitments to generate the greatest positive effect on consumers' purchase intentions. We found that brands can frame their efforts in a variety of ways and still expect a positive consumer response.

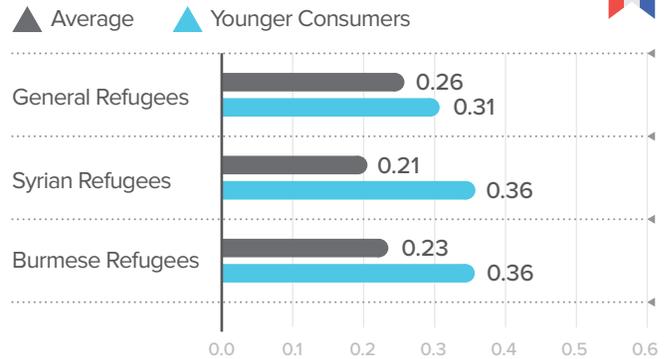
First, we tested how consumers responded when commitments were framed as helping specific populations of refugees versus refugees in general. To do so, we asked multiple variations of the following question:

- Would you be less or more likely to buy products from a brand or company that had committed to hire 500 refugees overseas?

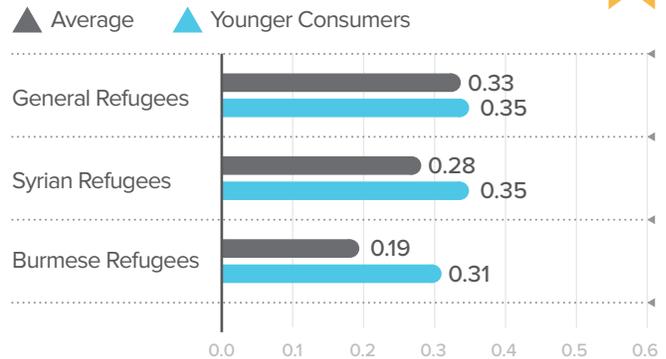
This question alternated among "refugees," "Syrian refugees," and "Burmese refugees" to see if referring to a specific refugee population has an effect on consumers' purchase intentions. Respondents were randomly assigned one of the three variations of the question. We found that consumers' responses varied only slightly depending on the particular formulation.

WOULD YOU BE LESS OR MORE LIKELY TO BUY PRODUCTS FROM A BRAND OR COMPANY THAT HAD COMMITTED TO HIRE 500 REFUGEES ABROAD?

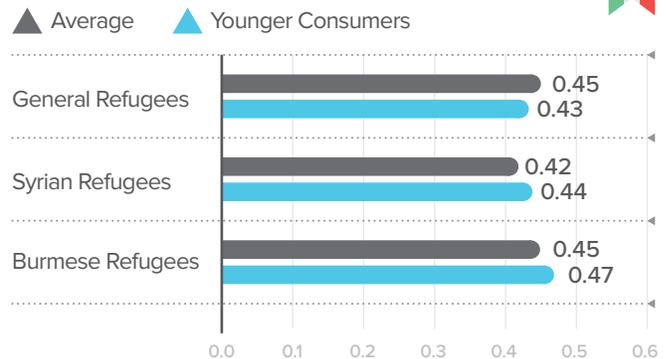
FRANCE



GERMANY



ITALY



We also tested how consumers responded to a brand commitment focusing on refugees as distinct from a brand commitment supporting immigrants including refugees. Respondents were randomly assigned to two groups, and each group was asked one of the following variations:

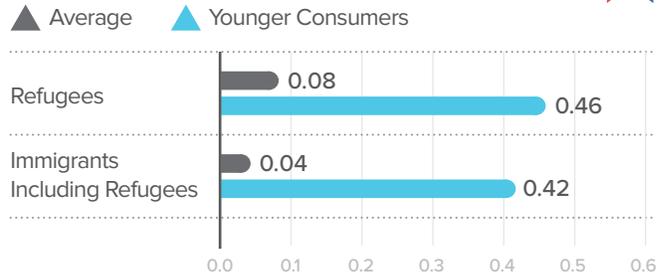
- ▶ Would you be less or more likely to buy products from a brand or company that had committed to hire 500 refugees in your country?
- ▶ Would you be less or more likely to buy products from a brand or company that had committed to hire 500 immigrants, including refugees in your country?

Younger consumers in France, Germany, and Italy exhibited a slight but consistent preference for brands hiring refugees specifically, as opposed to immigrants including refugees. However, this distinction was not particularly pronounced – younger consumers across all three markets are also generally likely to reward brands that hire refugees or immigrants more broadly.

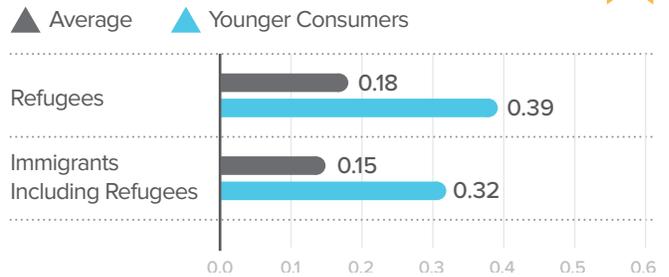
On average across all age groups, the picture is more muddled, with French and German consumers showing a slight preference for companies hiring refugees, as opposed to immigrants including refugees, with the opposite in Italy.

WOULD YOU BE LESS OR MORE LIKELY TO BUY PRODUCTS FROM A BRAND OR COMPANY THAT HAD COMMITTED TO HIRE 500 [IMMIGRANTS/IMMIGRANTS INCLUDING REFUGEES] IN YOUR COUNTRY?

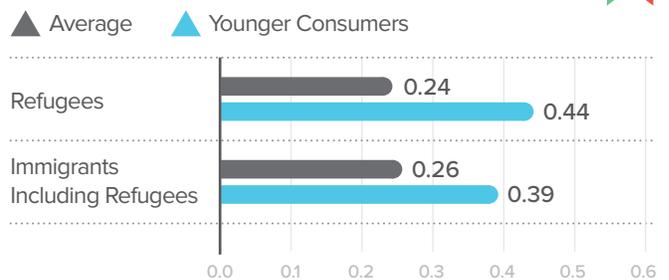
FRANCE



GERMANY



ITALY





ANNEXES



ANNEX 1: PARTICIPANT PROFILE

FINDINGS IN THIS REPORT WERE THE RESULT OF ANALYZING DATA FROM THREE COUNTRIES - FRANCE, GERMANY, AND ITALY. A BROAD AND DEEP GROUP OF CONSUMERS FROM EACH COUNTRY WAS SURVEYED AND THE RESULTS ARE A REPRESENTATIVE SAMPLE OF ALL THREE COUNTRIES.

The data was collected through online surveys of consumers in all three countries. 4063 people responded from Italy, 4069 responded from France, and 4085 responded from Germany. Consumers included in the survey represent all age groups from 18 to 75+, all income levels, all education levels and all of the major regions of each country.

Respondents were recruited through Research Now, a leading data collection and market research company, and were financially incentivized to take the survey.

Users were asked a series of questions about five to ten brands in each of five to ten product categories. The categories included alcohol, automobiles, cosmetics, apparel retail stores, grocery stores, home furnishings, hotels, soft drinks, soap-shampoo, and sports apparel. The country-by-country demographic breakdown of the survey participants by gender, census region, education, age, income, family composition, religion, and political ideology are illustrated in Figures TK-TK.

In line with demographic trends across Europe, middle-age and older consumers accounted for the largest portion of respondents across all three countries.

A majority of respondents from all three countries categorized themselves as politically neutral and were from a middle-income background (€25,000-€60,000/ per year).

The survey also reflected a very high level of awareness of the refugee crisis. More than 90% of respondents from all three countries reported knowing about the refugee crisis. While consumers across income and education levels had a very high awareness of the crisis, their overall support for refugees tended to have an ideological and geographical tie-in. Consumers in France and Germany who lived in or near city centers or urban areas tend to be more liberal and therefore more broadly in favor of supporting refugees. This was also true for Italy, and although the country trends more ideologically conservative on the whole, this surprisingly did not translate to less consumer support for brands' refugee initiatives – in fact, Italian consumers were most supportive across commitment types.

PARTICIPANT PROFILE

FRANCE



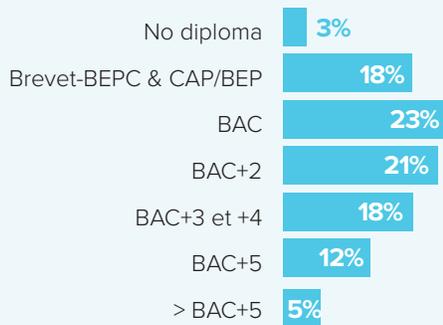
GENDER



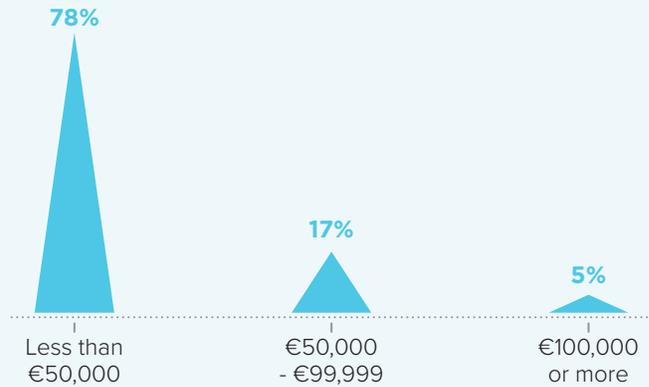
GENERATION



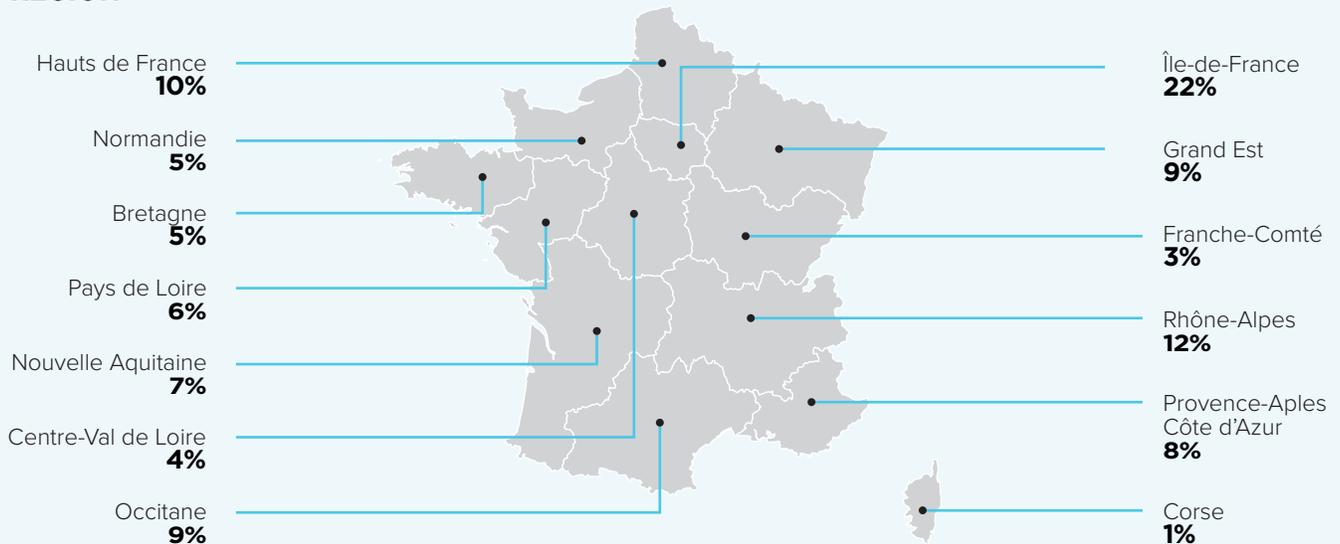
EDUCATION



INCOME



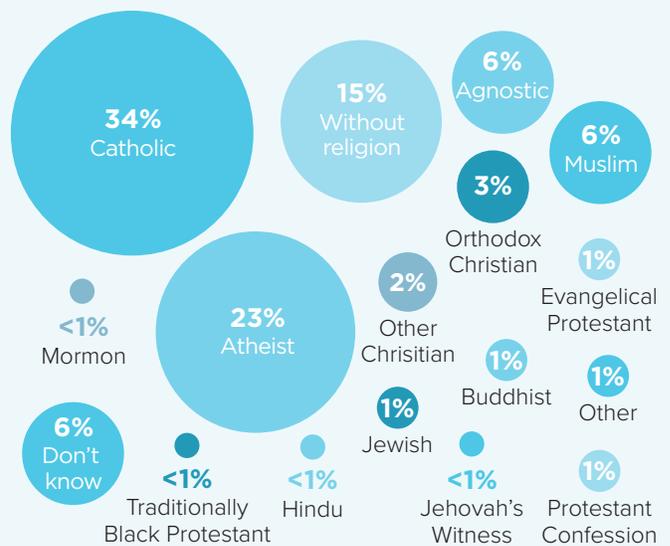
REGION



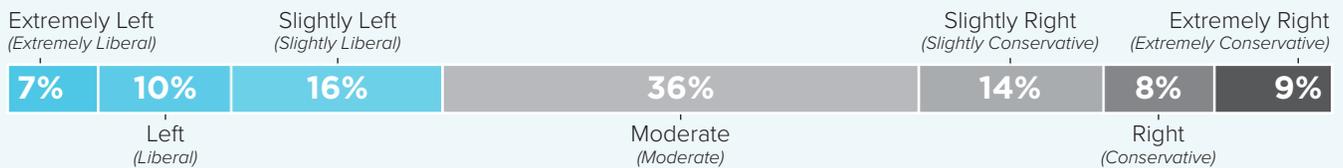
LIVING SITUATION



RELIGION

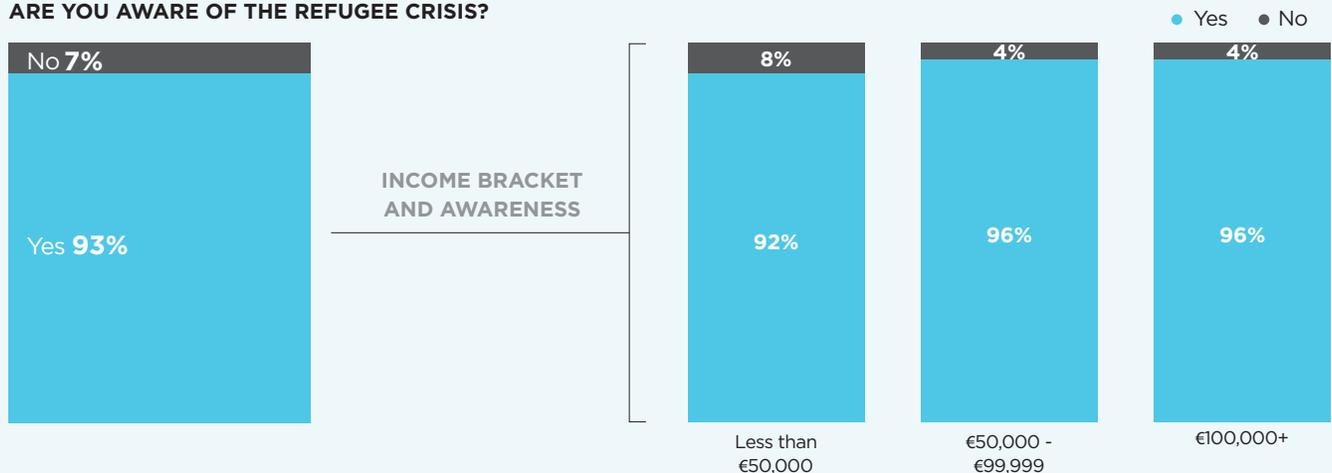


POLITICAL IDEOLOGY



AWARENESS

ARE YOU AWARE OF THE REFUGEE CRISIS?



PARTICIPANT PROFILE

GERMANY



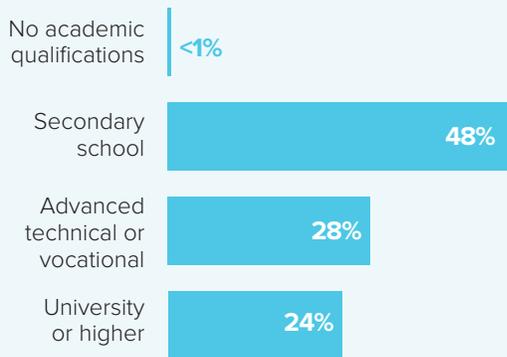
GENDER



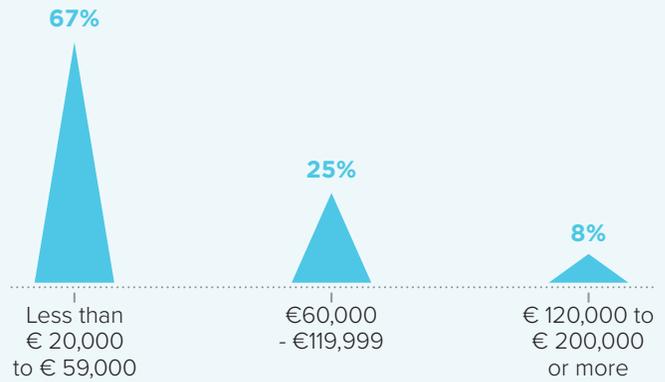
GENERATION



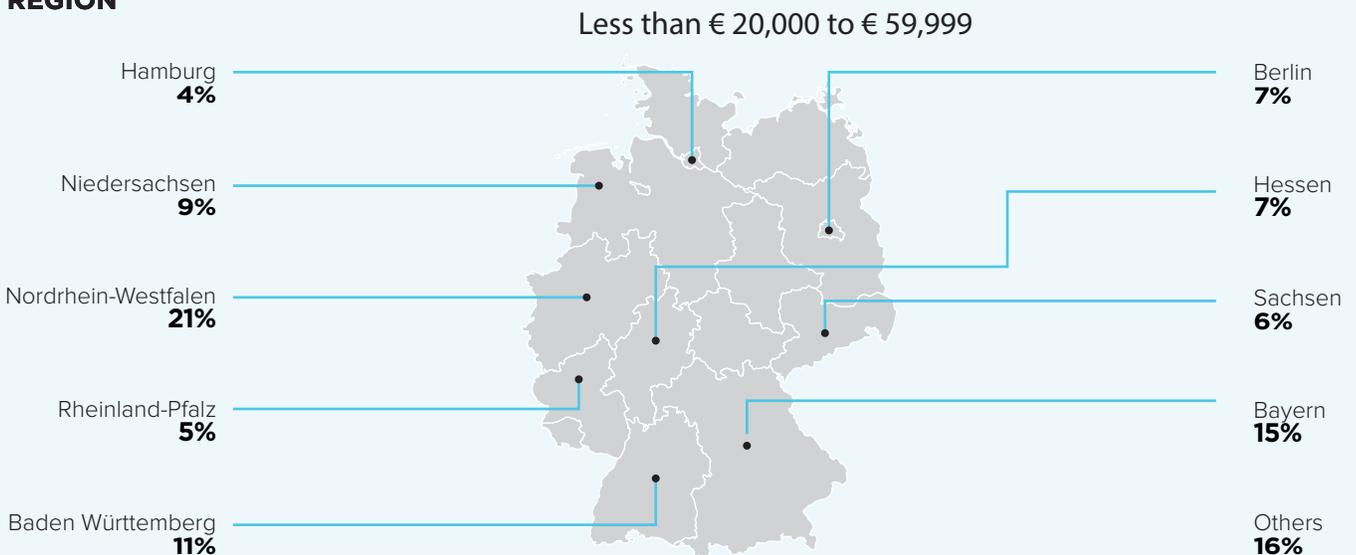
EDUCATION



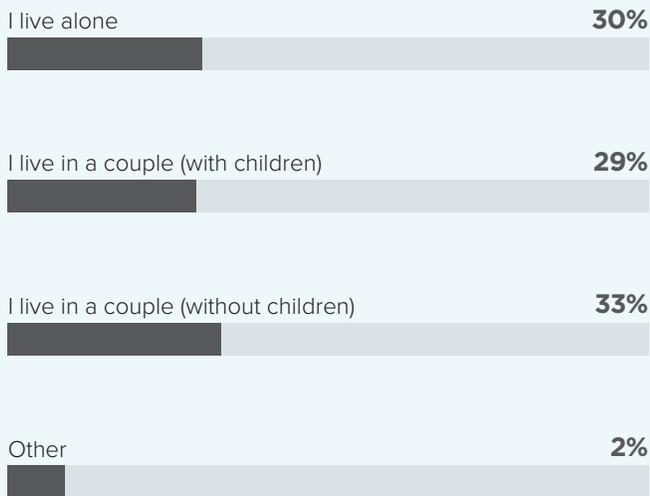
INCOME



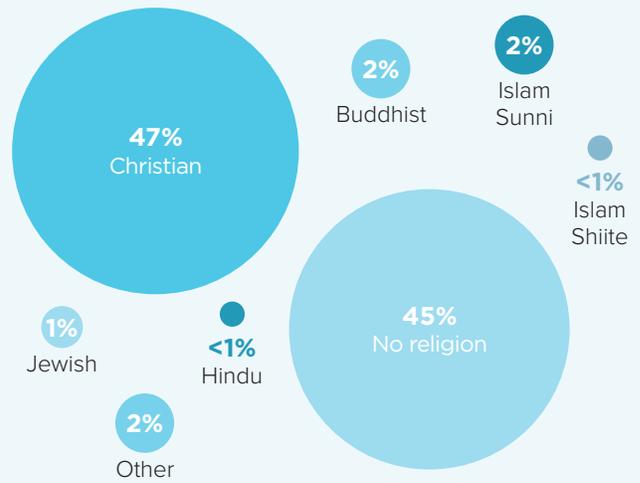
REGION



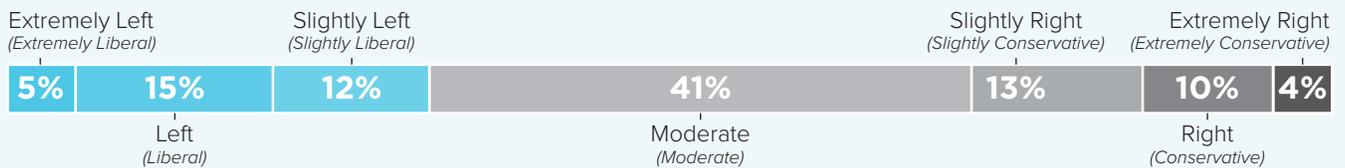
LIVING SITUATION



RELIGION

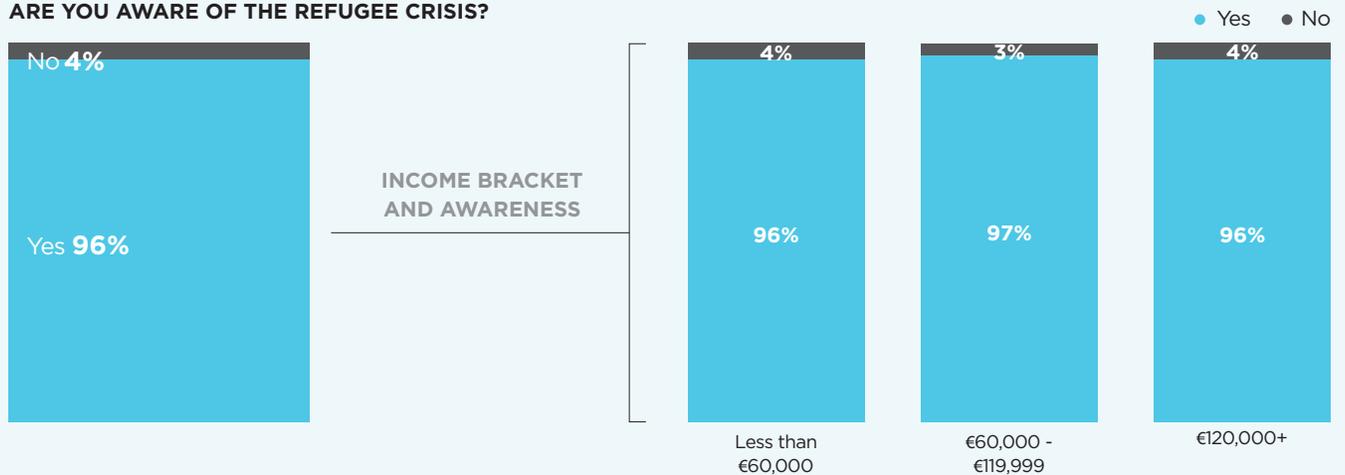


POLITICAL IDEOLOGY



AWARENESS

ARE YOU AWARE OF THE REFUGEE CRISIS?



PARTICIPANT PROFILE

ITALY



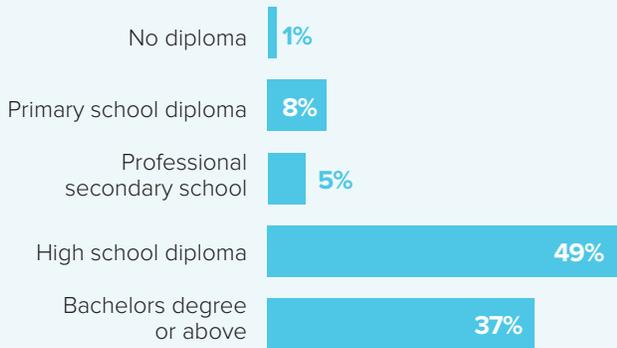
GENDER



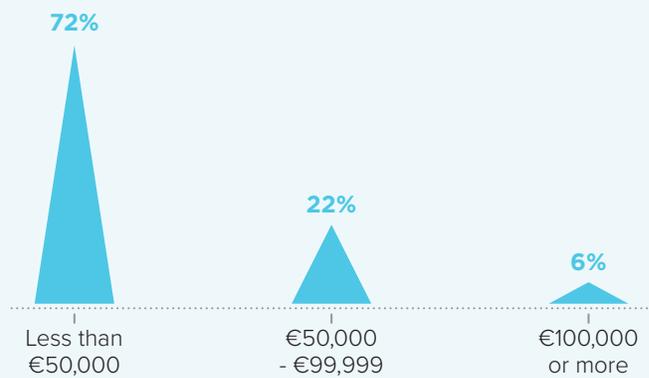
GENERATION



EDUCATION



INCOME



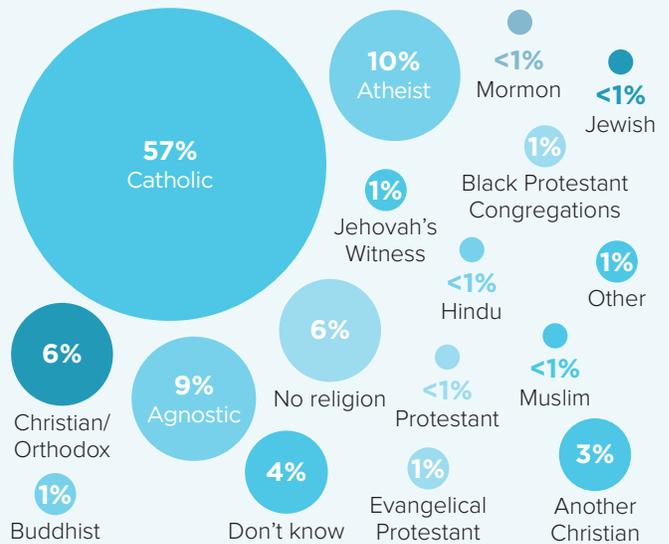
REGION



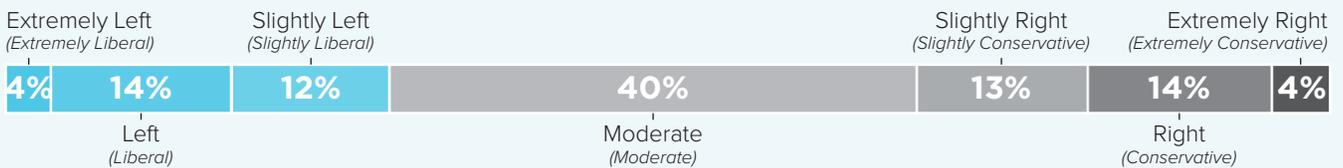
LIVING SITUATION



RELIGION

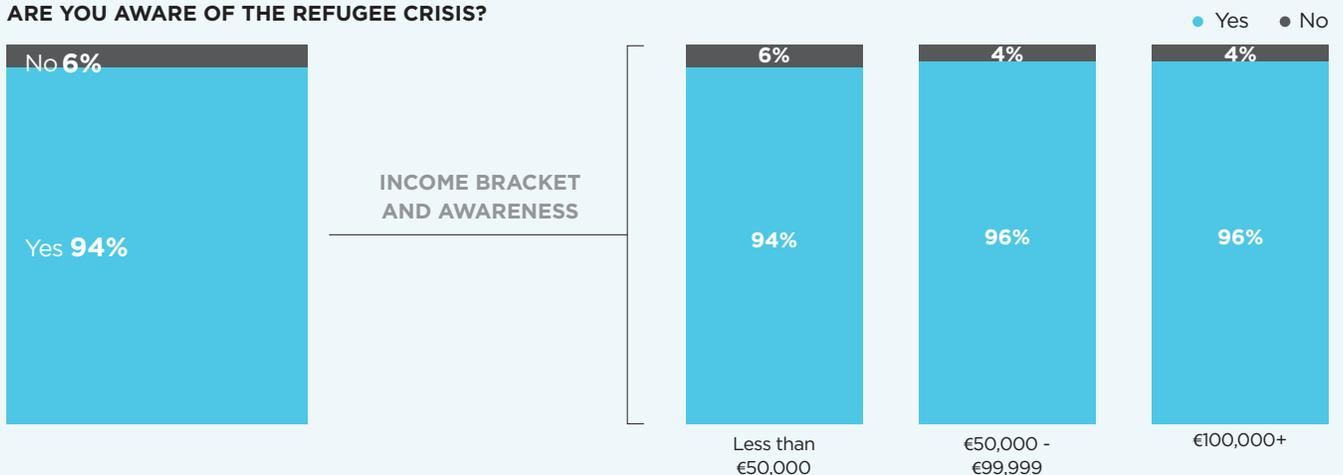


POLITICAL IDEOLOGY



AWARENESS

ARE YOU AWARE OF THE REFUGEE CRISIS?



ANNEX 2: THE IMPACT OF REGION (EXPANDED)

THE IMPACT OF REGION | FRANCE



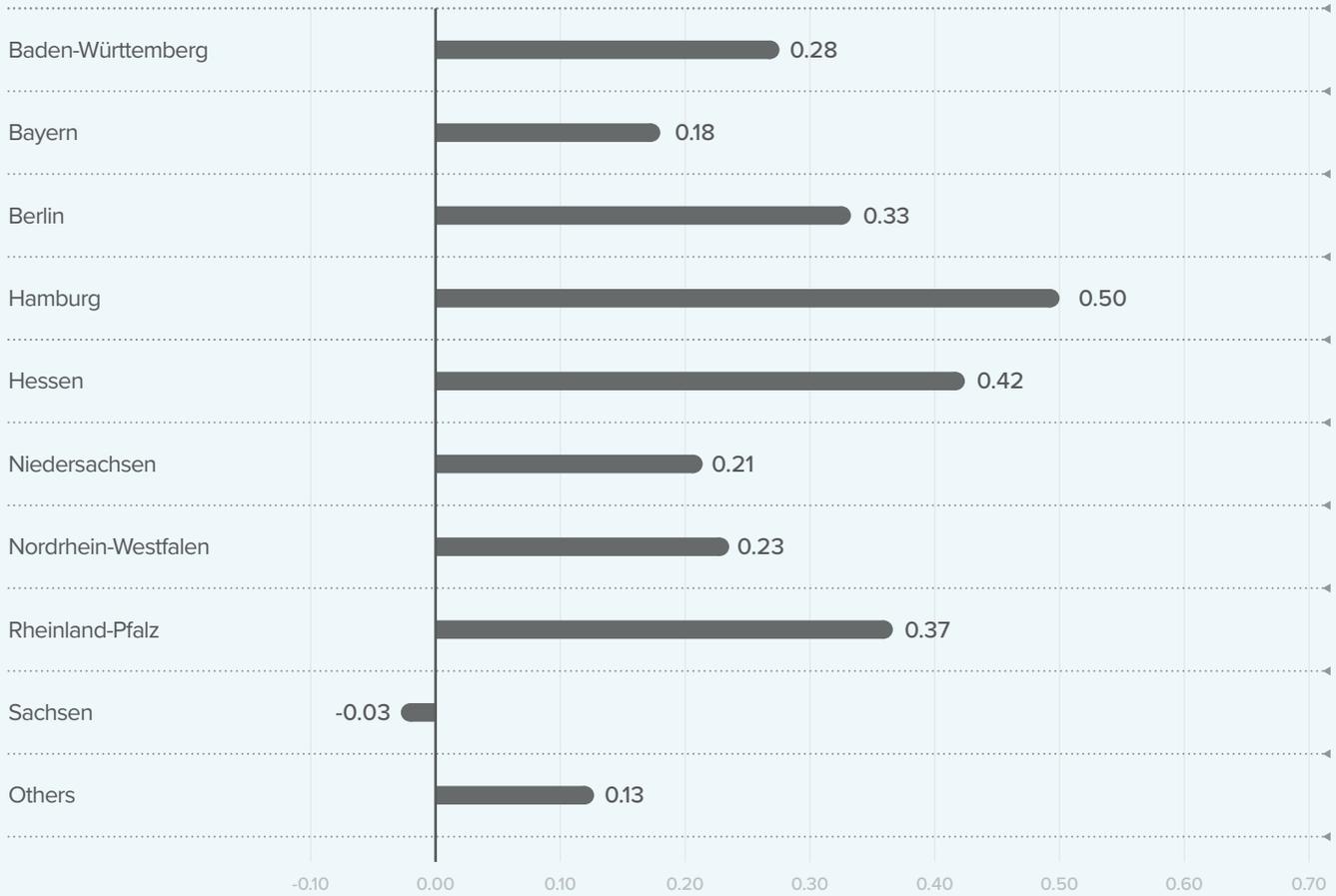
▲ Average



THE IMPACT OF REGION | GERMANY



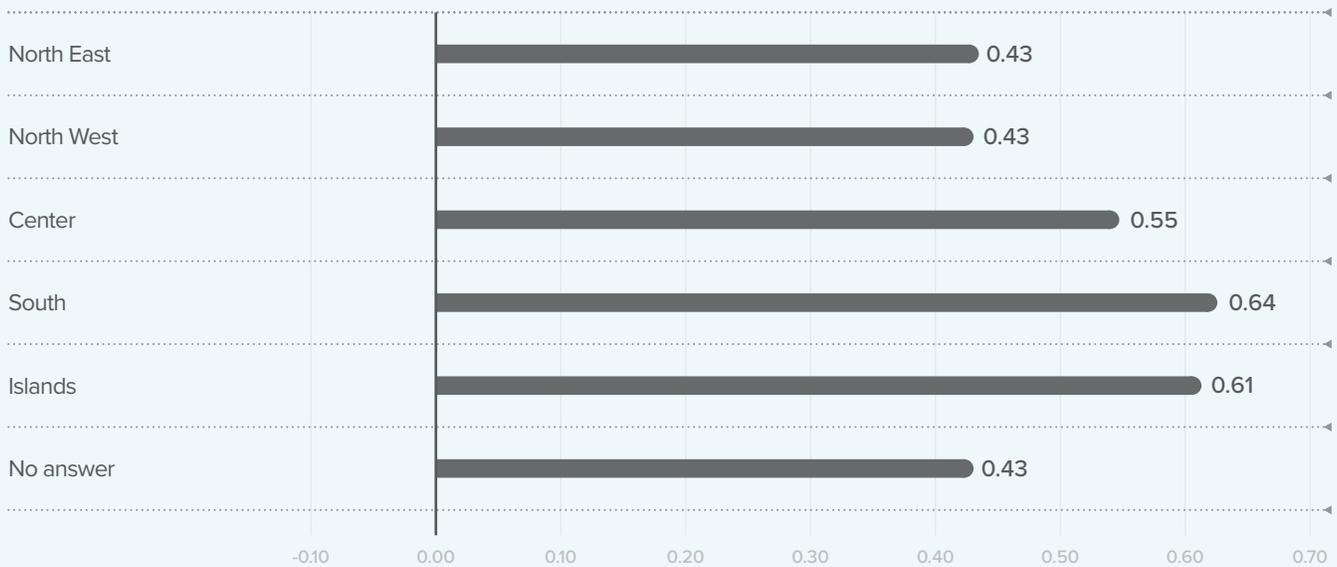
▲ Average



THE IMPACT OF REGION | ITALY



▲ Average



ANNEX 3: RELATED STREAMS OF LITERATURE

Several issues have come to the fore as policymakers and employers navigate job training and hiring. For refugees to be successful in a new country they typically need a slate of services to help them get set up. Those services include - housing, communications (phone and internet), food and childcare. Language courses and guidance on their new local economies can also be helpful as they begin looking for work. Policymakers and private companies have been quick to act on providing services as well as streamlining the hiring process. As a result we are beginning to see many bright spots on the horizon.

Germany saw a significant influx of refugees at the peak of the crisis owing to its open-door policy to those seeking asylum and powerhouse economy. As a result, the country put more of the public purse behind integration programs and has started to do the policy work required to lower the barriers of entry for those seeking employment (OECD 2017, 2018). Germany has also launched language learning programs and job skills classes through private providers. National hiring data shows that more refugees are moving beyond low-skill service jobs and are being employed in fields that are in greater demand locally. The rate of refugee unemployment is also dropping significantly - by more than ten percent in 2018 alone (Brücker, Herbert 2018). As integration classes and skills training programs mature, analysts suggest that the influx of refugees may help German employers fill skilled positions that have been understaffed for a long time, which could contribute positively to overall economic output.

France has followed in the footsteps of its neighbor Germany - recently announcing enhanced language

training programs as well as additional civic training programs that will integrate refugees into French society and the local economy with the goal of helping them find jobs.

There is also a growing literature on how to match highly educated refugees with skilled jobs (Betts, Blith 2018; Joyce 2018). EU countries are working on ways of mapping international education to local education requirements to give both refugees and employers greater clarity on job qualifications. Mapping international education to local education standards can also help refugees understand where they may need additional training.

Additionally, EU countries have started to reimagine how they approve refugees for work as well as the legal framework for hiring someone with refugee status. New guidelines have emerged that could provide a pathway forward while making it easier for employers to onboard refugee workers without running into legal hurdles (OECD 2018). With this clarity, European employers could make major strides toward filling skilled jobs that have been under-resourced in recent years as a result of nearly full domestic employment.

Data that explores the ultimate impact of refugee hiring on business performance is still nascent. However, data from McKinsey shows that companies that engage in diverse hiring have shown performance improvements of as much as 35%.

There is also significant literature on Corporate Social Responsibility (CSR)[1] initiatives and their impact. CSR initiatives implemented in practice are often summarized into the following six categories: community support,

diversity, employee support, environment, operations, and product (Sen and Bhattacharya, 2001). The refugee initiatives can be perceived as a type of community support at both global (helping to resolve the refugee crisis) and local (integrating refugees into the local community) levels.

Although most frequently studied form of CSR activity is the donation for charities (Simmons, et al., 2006; Robinson, et al., 2012; Koschate-Fischer, et al., 2012; Joireman, et al., 2015), other types of CSR activities studied in the literature include advertising with social message (Drumwright, 1996), marketing campaign to support the community (Du, et al., 2011) and sustainability reporting (Du, et al., 2017). At the EU level, policymakers have instituted calls for enhanced corporate disclosure on hiring practices and overall sustainability. That push has been supported by local member state governments throughout the continent. In some cases, public pension funds are tying investments to improvements in diverse hiring and sustainability creating a direct incentive.

Another literature that is similar to literature on CSR and that is relevant for our work is “cause marketing”. Cause marketing involves companies promoting causes with value to the society at large. Previous work focused on various forms of cause marketing including promoting diversity and fair labor practice (Sen and Bhattacharya, 2001; Lichtenstein, et al., 2014), environment protection (Yoon, et al., 2006; Joireman, et al., 2015), promoting health causes (Simmons and Becker-Olsen, 2006; Du, et al., 2011; Robinson, et al., 2012), and support for the Third World (Koschate-Fischer, et al., 2012).

With the increased importance of CSR and cause marketing, there is also much debate in regard to the

need of broadening firms’ responsibilities from just generating shareholder value to increasing total societal value. Marketing has for a long time focused on creating customer value to be able to have sustainable profits but “stakeholder marketing” goes beyond creating value to the consumer and argues for a push towards multiple stakeholders, including employees, future generations, local and global community, that is, society at large (Mick, 2007; Bhattacharya and Korschun, 2008; Lacznik and Murphy, 2012, Smith, et al., 2010; Raghubir, et al., 2010; Hoeffler, et al., 2010).

Finally, there is considerable literature on how CSR initiatives and cause marketing may affect crucial elements of the firm’s business from customer response, brand equity, competitive positioning, to stock market performance. For example, CSR initiatives influence the customer’s purchase intent (Sen and Bhattacharya, 2001; Robinson, et al., 2012), donation behavior (Lichtenstein, et al., 2004), attitude toward the firm (Wagner, et al., 2009), emotional reaction (Joireman, et al., 2015) and willingness to pay for the product (Koschate-Fischer, et al., 2012). CSR initiatives also influence brand positioning (Simmons and Becker-Olsen, 2006), brand equity (Torres, et al., 2012), competitive position of the firm (Du, et al., 2011), and financial market performance (Orlitzky, et al., 2003; Luo and Bhattacharya, 2006; Servaes and Tamayo, 2013; Du, et al., 2017).

Given that the literature has shown that CSR initiatives may affect consumer purchase intent, in this research we aim to empirically study whether specifically company and brand involvement with refugees affect consumer purchase intent.

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