

# TOMS

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# We chose TOMS as our brand!

We want to know if college students are more willing to invest in a brand knowing the brand helps people in need!

TOMS' "one for one" model helps kids in need receive a pair of shoes.

BUT, they also have other ways they outreach through their products!

They also sell... bags, eyewear, and coffee.



# TOMS BAGS and BACKPACKS

## **WHAT WE GIVE**

TOMS Bags purchases support our Giving Partners in delivering the vital materials and training needed to help provide a safe birth regardless of the facility.

## **WHAT WE GIVE**

TOMS High Road Backpack purchases help provide the training of school staff and crisis counselors to help prevent and respond to instances of bullying.

# TOMS EYEWEAR

## WHAT WE GIVE

TOMS Eyewear purchases provide a person in need with a full eye exam by trained medical professionals. Each patient then receives the treatment he or she needs. TOMS supports treatments for three of the most common vision issues:



**PRESCRIPTION GLASSES**



**SIGHT-SAVING SURGERY**



**MEDICAL TREATMENT**

# TOMS COFFEE

## **WHAT WE GIVE**

Each bag of TOMS Roasting Co. Coffee provides  
140 liters of safe water, a week's supply, to a person in need.

# RESEARCH QUESTION

**Does corporate social responsibility affect a college student's willingness to invest in a brand based on the company's morals?**

# CORPORATE SOCIAL RESPONSIBILITY

**A business approach that contributes to sustainable development by delivering economic and social benefits for all stakeholders.**



Taken directly off of [TOMS.com](https://www.toms.com)

# HYPOTHESIS

We hypothesized that:

- Consumers are more likely to purchase products from brands who show high levels of corporate social responsibility

AND

- Once consumers see TOMS as a brand with multiple products geared toward enhancing their CSR, they would be more likely to invest in TOMS as a brand

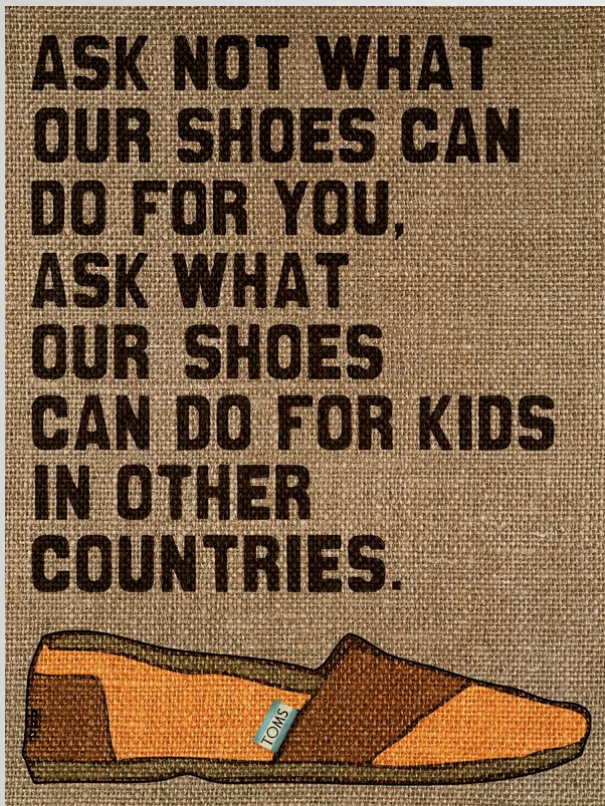


# METHODOLOGY

- **METHOD**
  - experiment on a group of college students whether they are current consumers of the brand **TOMS** or potential consumers of the brand.
- Our control group will only be given examples of advertisement that show corporate social responsibility when it comes to **TOMS** selling shoes.
- The second group will be introduced to the products that are less well known but still included in **TOMS** brand; bags, coffee, and glasses.
- We conducted a survey consisting of 16 questions and recorded the results from 40 students.



# CONTROL GROUP



ONE FOR ONE

TOMS.COM

With every pair you purchase, TOMS will give a pair of new shoes to a child in need.

INCUBATING GLOBAL  
WELL BEING

TOMS is changing the way we do business with every purchase made.

Your purchase supports TOMS' commitment to partnerships with communities worldwide stimulating local level economic growth and helping to provide access to necessities like water, eye care and safe child birth. Visit [www.toms.com](http://www.toms.com) for more information.

TOMS

The advertisement features a central image of two hands shaking, one in a yellow glove. The background is teal with white line-art icons of baby bottles, pacifiers, and glasses. The TOMS logo is in the bottom left corner.

# SECOND GROUP

stone - cloth

**This backpack funds scholarships.**

This is bigger than us. **TOMS**  
Introducing Marketplace

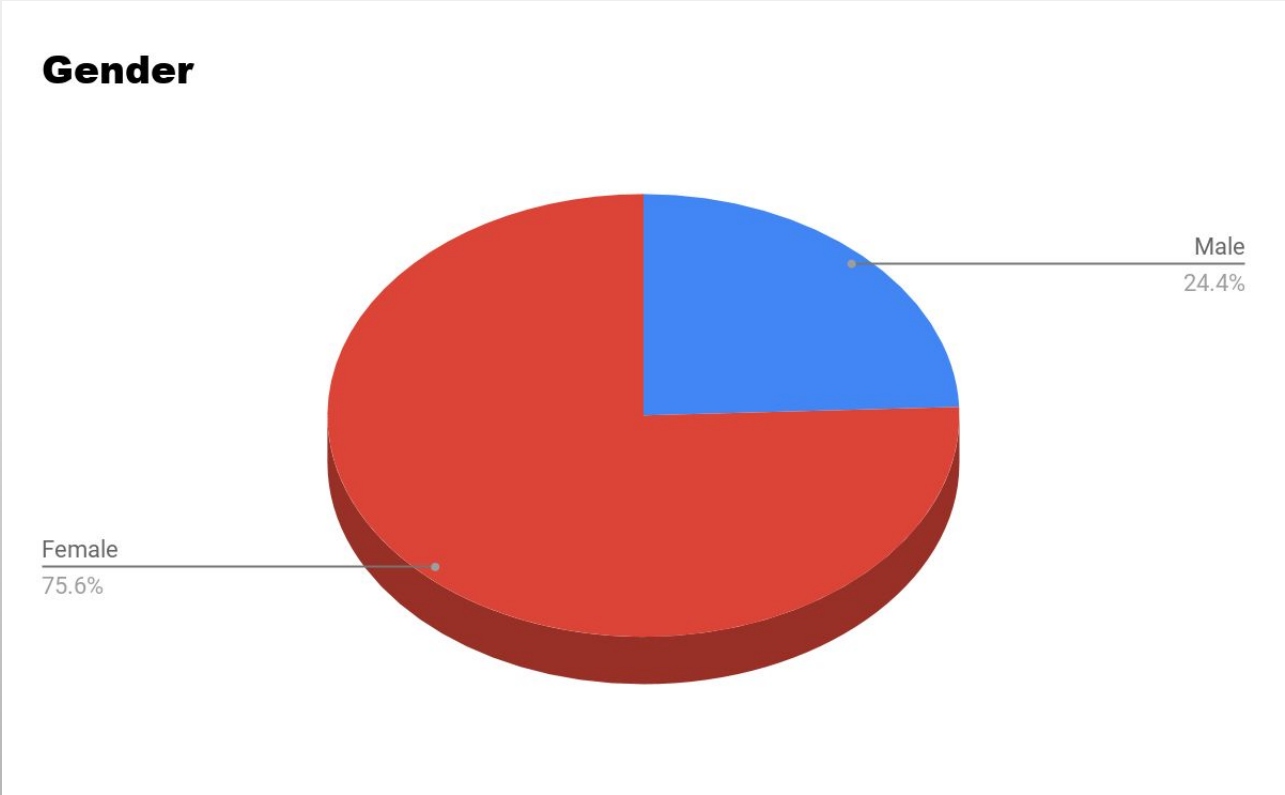
The billboard shows a red backpack on a white background. The TOMS logo is in the bottom right corner. The billboard is set against a blue sky with palm trees and other signs in the background.

# TARGET AUDIENCE

- **College Students:**
  - more frugal with money
  - in the age group **TOMS** targets.
- We assume **TOMS** could be a win-win for a college student's purchase decision; they can buy products they think are stylish like shoes, and also give back to communities in need.



# DEMOGRAPHIC BREAKDOWN



# DEMOGRAPHIC BREAKDOWN

## Ethnicity

**Other**

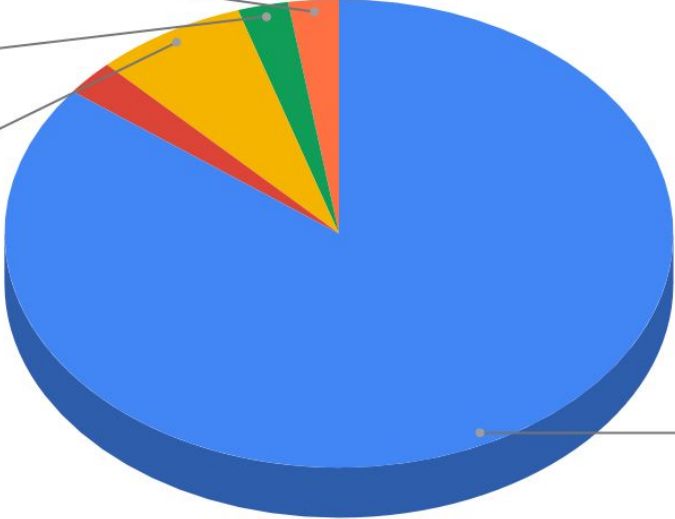
2.4%

**Asian**

2.4%

**Hispanic or Latino**

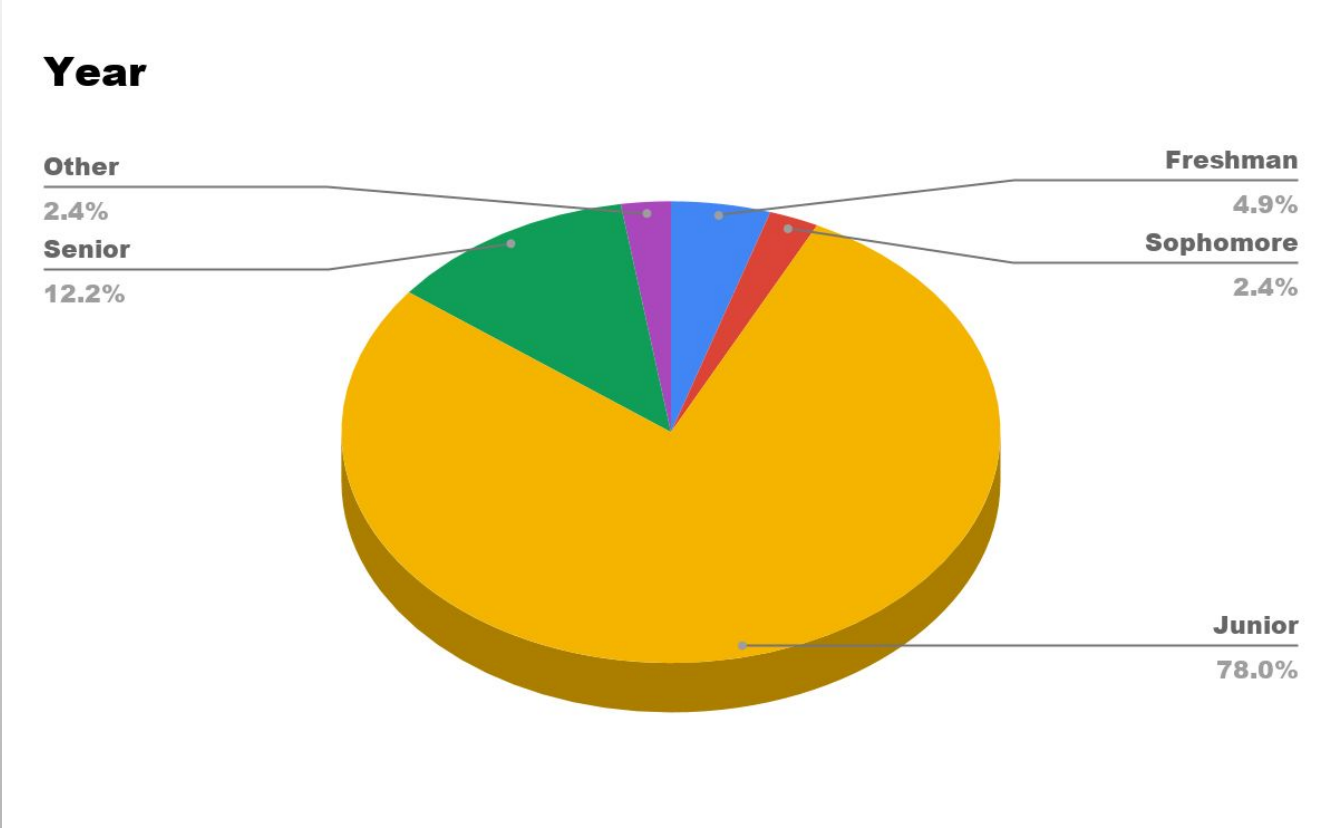
7.3%



**White/Caucasian**

85.4%

# DEMOGRAPHIC BREAKDOWN



# RESULTS

Questions (Shoes)	TOTAL	Strongly Agree (%)	Somewhat Agree (%)	Neutral (%)	Somewhat Disagree (%)	Strongly Disagree (%)	TOTAL2
In your day to day life how likely are you to invest in a product that gives back?	21	29%	71%	0%	0%	0%	100%
How familiar are you with the TOMS as a brand?	22	27%	23%	41%	9%	0%	100%
How aware of TOMS "One for One" business model are you?	22	27%	23%	9%	36%	5%	100%
Do you think TOMS represents a company that cares about helping people in need?	22	32%	55%	9%	5%	0%	100%
After viewing these TOMS advertisements how likely are you to purchase one of their products?	21	24%	52%	19%	0%	5%	100%
After viewing these TOMS advertisements what is your overall view towards the brand?	21	38%	52%	10%	0%	0%	100%
After viewing these TOMS advertisements does it make you feel morally responsible to help others?	21	24%	62%	5%	10%	0%	100%

Questions (Other)	TOTAL	Strongly Agree (%)	Somewhat Agree (%)	Neutral (%)	Somewhat Disagree (%)	Strongly Disagree (%)	TOTAL2
In your day to day life how likely are you to invest in a product that gives back?	18	39%	61%	0%	0%	0%	100%
How familiar are you with the TOMS as a brand?	18	33%	28%	22%	17%	0%	100%
How aware of TOMS "One for One" business model are you?	18	39%	28%	6%	17%	11%	100%
Do you think TOMS represents a company that cares about helping people in need?	18	61%	39%	0%	0%	0%	100%
After viewing these TOMS advertisements how likely are you to purchase one of their products?	18	17%	61%	22%	0%	0%	100%
After viewing these TOMS advertisements what is your overall view towards the brand?	18	61%	33%	6%	0%	0%	100%
After viewing these TOMS advertisements does it make you feel morally responsible to help others?	18	11%	83%	6%	0%	0%	100%



# CONCLUSION

Based on the data we collected, while no one “disagreed” to questions after seeing the advertisements, we **reject** the hypothesis.

Before seeing the advertisements people strongly agreed to knowing TOMS and purchasing from them, but after seeing the advertisements, the majority somewhat agreed meaning they are less likely to purchase from brands with high levels of corporate social responsibility.

Based on our survey people are not more likely to purchase from TOMS after seeing their CSR ads

The TOMS logo is centered on a white rectangular background. This white background is flanked by two horizontal light blue bars, one above and one below, creating a stylized representation of the TOMS shoe's upper and lower sections. The word "TOMS" is written in a bold, black, sans-serif font.