

DIRECT SELLING EDUCATION FOUNDATION CAMPUS PROGRAM

STUDENT PERCEPTIONS QUESTIONNAIRE: PRE-PROGRAM SURVEY

The Direct Selling Education Foundation (DSEF) engages and educates the public on the ways direct selling empowers individuals, supports communities and strengthens economies worldwide. The Student Perceptions Questionnaire was developed to measure the current and post-program perceptions of direct selling with the primary objective of educating college-level students about direct selling.

1. How much do you associate each of the following types of activities with direct selling? Please use a 5-point scale where 1 means “not at all associate” and 5 means “strongly associate” this type of activity with direct selling.
 - One-on-one sales with someone who comes to my home
 - Parties at friends’ houses where products are sold
 - Online sales from independent vendors on sites such as eBay or Amazon.com
 - Food or beverage vendors
 - TV sales from shows like QVC or HSN
 - Catalog or phone sales

2. Which of these describes a direct selling company? Check all that apply.

- A company that promises participants payment or services, primarily for enrolling other people into the scheme, rather than supplying any real investment or sale of products or services to the public
- Publically-traded, Fortune 500 companies
- Privately-held small- to medium-sized companies
- Small companies that use a direct-to-consumer distribution channel to test market a new product or service
- Companies that support and enable entrepreneurs to start and manage their own businesses
- Community and charitable-giving partners
- Drivers of product and training innovation

3. Which of the following is a direct selling company? Check all that apply.

- Beachbody (P90X)
- Usborne (children's books)
- Uber (taxi services)
- Mary Kay (skincare, cosmetics)
- eBay (online sales)
- Southwestern Advantage (educational materials)
- Don't know

4. In which of the following ways have you learned anything about direct selling in the past 6 months? Select all that apply.

- Saw an advertisement on TV
- Saw an advertisement online
- Read an article in a magazine, newspaper or online
- Saw a news story on TV
- Heard an advertisement on the radio
- Family/friends invited me to a direct selling in-home demonstration/party
- Via social media
- Through an independent direct sales representative
- None of the above

5. Direct selling is a business model that offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online. Compensation is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.

Have you ever had an experience with a direct selling company?

- Yes
- No

6. If yes, what do you like about direct selling? Check all that apply.

- Able to see/sample product before buying
- Salesperson is someone you know
- Can get information on the product/able to ask questions
- Ease of buying/reordering
- Quality products/services
- Nothing

7. The Direct Selling Association (DSA) is a trade association representing more than 170 direct selling companies. All companies that are members of DSA must abide by a Code of Ethics. If you learned that a company was a member of DSA, how would that affect your attitude toward the company? Would you view the company...?

- More Positively
- Less Positively
- No Differently

8. How old are you?

- 17-21 years old
- 22-25 years old
- 26-30 years old
- 31 or older

9. What is your major or field of study? Check all that apply.

- Marketing
- Entrepreneurship
- Business Administration/Management
- Finance
- Consumer Studies
- Economics
- Communications
- Other

10. What is your gender?

- Female
- Male

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STUDENT PERCEPTIONS QUESTIONNAIRE – POST-PROGRAM SURVEY

The Direct Selling Education Foundation (DSEF) engages and educates the public on the ways direct selling empowers individuals, supports communities and strengthens economies worldwide. The Student Perceptions Questionnaire was developed to measure the current and post-program perceptions of direct selling with the primary objective of educating college-level students about direct selling.

Now that you have participated in a DSEF Campus Program, please answer the following survey questions:

1. After attending a direct selling campus program, how would you describe your overall impression of direct selling as a business opportunity or method of sales as compared to before the program?
 - Better
 - The same
 - Worse
2. What is your overall impression of direct selling? Use a scale from 1 (very unfavorable) to 5 (very favorable) _____

3. How much do you associate each of the following types of activities with direct selling? Please use a 5-point scale where 1 means “not at all associate” and 5 means “strongly associate” this type of activity with direct selling.

- _____ One-on-one sales with someone who comes to my home
- _____ Parties at friends’ houses where products are sold
- _____ Online sales from independent vendors on sites such as eBay or Amazon.com
- _____ Food or beverage vendors
- _____ TV sales from shows like QVC or HSN
- _____ Catalog or phone sales

4. Which of these describes a direct selling company? Check all that apply.

- A company that promises participants payment of services, primarily for enrolling other people into the scheme, rather than supplying any real investment or sale of products or services to the public
- Publically-traded, Fortune 500 companies
- Privately-held companies of all sizes
- Companies that support and enable entrepreneurs to start and manage their own businesses
- Community and charitable-giving partners
- Drivers of product and training innovation

5. In addition to the companies that were featured in the DSEF Campus Program today, can you name three (3) direct selling companies?

6. Which of these do you think are advantages of working as a direct selling independent sales representative? Check all that apply.

- Work/life balance (flexibility in work schedule)
- Ability to work from home
- Ability to work part-time (35 hours a week or less), so I can focus on other priorities (undergraduate or graduate studies, starting my own business, training for an athletic event, volunteering in my community, etc.)
- On-the-job training
- Compensation rewards based on merit/effort
- Ability to network/develop relationships
- Recognition for a job well done
- Opportunity to help and manage others
- None of the above

7. Multilevel marketing is... Check all that apply.

- Catalog or phone sales
- Sales to consumers using networking and social media
- Compensation based primarily on recruiting other people into the opportunity
- Compensation based not only on sales you generate, but also for the sales of the other salespeople that you recruit
- Don't know

8. Which of the following protections does the Direct Selling Association's (DSA) Code of Ethics provide to consumers of direct selling products and services? Check all that apply.

- Cooling Off Period (the customer can withdraw from a purchase order within a minimum of three days for a full refund)
- Product Claims (any claims a direct seller makes about a product must be accurate and truthful)
- Free Shipping (and other incentives/discounts)
- Buy Back (90% refund on sales kits if you change your mind and want a refund)

9. Which of the following protections does the DSA Code of Ethics provide to sellers of direct selling products and services? Check all that apply.

- Inventory Buy-back (requires direct selling companies to repurchase product inventory and sales aids purchased by direct sellers within the past 12 months at 90 percent of the original cost.)
- Payment for Signing Up New Recruits (regardless of whether product is sold)
- Earnings Claims (must be accurate and truthful)
- None

10. A pyramid scheme is... Check all that apply.

- A company that promises participants payment for services, primarily for enrolling other people into the scheme, rather than supplying any real investment or sale of products or services to the public
- Compensation based not only for sales you generate, but also based on the sales of the other salespeople that you recruit
- A type of investment club
- The basis for compensation in direct sales
- None

11. How old are you?

- 17-21 years old
- 22-25 years old
- 26-30 years old

12. What is your major or field of study? Check all that apply.

- Marketing
- Entrepreneurship
- Business Administration/Management
- Finance
- Consumer Studies
- Economics
- Communications
- Other

13. What is your gender?

- Female
- Male