

## Appendix 5 – Allocation of the survey questions to each dimension

**Table A3 – Dimensions considered in the quantitative study**

Groups	Questions	Statement	Dimension under study
E & C	1.1	<i>I believe RAGIS can provide societal benefits while fostering economic success.</i>	Attitude toward CSR
E	1.2	<i>RAGIS Corporate Social Responsibility program is a reaction to the society's external pressure on the company.</i>	Attitude toward CSR
E	1.3	<i>RAGIS Corporate Social Responsibility practices are fostered to improve the firm reputation.</i>	Attitude toward CSR
E	1.4	<i>RAGIS Corporate Social Responsibility strategy is an irresponsible use of shareholders' money.</i>	Attitude toward CSR
E	1.5	<i>By addressing social challenges RAGIS can increase its productivity and expand its markets.</i>	Attitude toward CSR
E & C	1.6	<i>Social or community issues fall outside the scope of RAGIS and firms in general.</i>	Attitude toward CSR
E & C	1.7	<i>I believe it is RAGIS responsibility to foster solutions for environmental problems.</i>	Attitude toward CSR
E & C	1.8	<i>In my opinion, successful businesses as RAGIS should give something back to the community beyond providing jobs.</i>	Attitude toward CSR
E & C	2	<i>Imagine you are a frequent consumer of RAGIS juice. "After reading about the Corporate Social Responsibility strategy of RAGIS I will..."</i>	Changes in Purchasing Behavior
E & C	3	<i>Imagine you have never tried RAGIS juices before. "After reading the Corporate Social Responsibility strategy of RAGIS I will..."</i>	Changes in Purchasing Behavior
E & C	4.1	<i>I believe RAGIS juices are harmful for its consumers' health.</i>	-
E & C	4.2	<i>I would recommend RAGIS to my friends and family.</i>	Identification with CSR
E & C	4.3	<i>I am curious to read more about RAGIS (Corporate Social Responsibility strategy).</i>	Identification with CSR
E & C	4.4	<i>I identify myself with RAGIS (Corporate Social Responsibility initiatives).</i>	Identification with CSR
E & C	4.5	<i>RAGIS (Corporate Social Responsibility strategy) description improves the image I have of the brand.</i>	Identification with CSR
E & C	5.1	<i>Finding solutions for social problems is the responsibility of governments and NGOs.</i>	Role of the government
E & C	5.2	<i>Finding solutions for environmental problems is the responsibility of governments and NGOs.</i>	Role of the government
E & C	5.3	<i>Firms can contribute to tackle pressures on communities, such as unemployment and depletion of natural resources.</i>	Role of the private sector
E & C	5.4	<i>Companies can create economic value by creating societal value.</i>	Role of the private sector
E & C	5.5	<i>Companies' responsibility goes beyond an exclusive concern for their shareholders' interests.</i>	Role of the private sector
E & C	6.1	<i>When a company engages in activities with a good social impact I recommend it to friends and family.</i>	Loyalty derived from CSR
E & C	6.2	<i>When a company engages in activities with a good environmental impact I recommend it to friends and family.</i>	Loyalty derived from CSR

E & C	6.3	<i>I research about the Corporate Social Responsibility practices of companies from which I buy products / services.</i>	Loyalty derived from CSR
E & C	6.4	<i>I read articles / books about Corporate Social Responsibility and/ or sustainable practices of companies.</i>	-
E & C	7.1	<i>Comply with all laws and regulations.</i>	Ranking companies' responsibilities
E & C	7.2	<i>Ensure confidentiality of information provided by customers.</i>	Ranking companies' responsibilities
E & C	7.3	<i>Enhance environmental conditions.</i>	Ranking companies' responsibilities
E & C	7.4	<i>Maximize value for its shareholders.</i>	Ranking companies' responsibilities
E & C	7.5	<i>Produce useful and high-quality goods / services.</i>	Ranking companies' responsibilities
E & C	7.6	<i>Invest in the growth and well-being of employees</i>	Ranking companies' responsibilities