

Appendix 2 – Template of the online questionnaire

Survey – Experimental Group

Dear respondent,

My name is Sofia Barbeiro, I am a Double-Degree student both at Nova School of Business and Economics and Louvain School of Management, currently writing a Master thesis with a focus on the Millennial generation.

Your help in answering this survey is very much appreciated!

The questionnaire begins with a small text that I would like you to read carefully. It is followed by a set of questions and it should take you around 7 minutes to complete. Your responses will be kept confidential.

Thank you in advance for your participation!

Please select one option:

I was born between 1980 and 2000

I was not born between 1980 and 2000

Suppose the following scenario:

RAGIS is a company based in Madrid, Spain, that manufactures different types of nonalcoholic drinks, from sugary drinks famous among children to natural fruit juices. It is the second leader of Europe in its industry and one of the world's top 10 consumer products companies. Its portfolio has over 100 brands and it appeals to diverse consumers. Besides having several local popular brands RAGIS portfolio includes global well-known brands.

RAGIS's dedication to quality dates back to 1978 when it was founded and soon the company expanded across European countries. Today, it employs approximately 8,000 employees based in 18 countries worldwide. In 2015, RAGIS realized a 27.1 billion EUR revenue.

Under the same name, RAGIS produces a sweet carbonated drink, famous among young people, ranging from 18 to 30 years old. It sells through large retailers as well as vending

machines present in universities and work offices. This drink is responsible for 5% of RAGIS' total revenue.

In its Corporate Social Responsibility (CSR) strategy for contributing to a better society, RAGIS integrates three pillars: Sugar Balance, Environment and Community. You can read about each one of them below:

“Sugar Balance: we want to empower our consumers to make choices and invest in programs that positively shift behaviors to foster a balanced consumption of sugar. For this, we offer a diversified range of juices with different fruit flavors and we go to universities to promote an active lifestyle through sports and eating in a balanced way.

Environment: RAGIS recognizes the important role that companies play in addressing the world's most serious environmental challenges, such as water scarcity, deforestation and climate change. For this reason, we employ a centralized environmental management system to increase efficiency and reduce impacts throughout our operations, including our water suppliers.

Community: We want to give back to the community where we live and work. For this, we aim at creating jobs, we value a safe workplace and we encourage our employees to volunteer. We always hold one another to the highest standards of ethics and integrity to achieve sustainability.”

Please answer the following questions.

1. Please state your level of agreement with the following sentences by selecting one of the options, on a 7 points scale from "strongly disagree" to “strongly agree”.

1.1 I believe RAGIS can provide societal benefits while fostering economic success.

1.2 RAGIS Corporate Social Responsibility program is a reaction to the society's external pressure on the company.

1.3 RAGIS Corporate Social Responsibility practices are fostered to improve the firm reputation.

1.4 RAGIS Corporate Social Responsibility strategy is an irresponsible use of shareholders' money.

1.5 By addressing social challenges RAGIS can increase its productivity and expand its markets.

1.6 Social or community issues fall outside the scope of RAGIS and firms in general.

1.7 I believe it is RAGIS responsibility to foster solutions for environmental problems.

1.8 In my opinion, successful businesses as RAGIS should give something back to the community beyond providing jobs.

2. Imagine you are a frequent consumer of RAGIS juice. Select the option that you consider most appropriate.

After reading about the Corporate Social Responsibility strategy of RAGIS I will...:

Never buy RAGIS products again

Buy RAGIS products more regularly

It does not affect my purchase decisions

3. Imagine you have never tried RAGIS juices before. Select the option that you consider most appropriate.

After reading the Corporate Social Responsibility strategy of RAGIS I will...:

Start buying RAGIS products

It does not affect my behavior

4. Please state your level of agreement with the following sentences by selecting one of the options, on a 7 points scale from "strongly disagree" to "strongly agree".

4.1 I believe RAGIS juices are harmful for its consumers' health.

4.2 I would recommend RAGIS to my friends and family.

4.3 I am curious to read more about RAGIS Corporate Social Responsibility strategy.

4.4 I identify myself with RAGIS Corporate Social Responsibility initiatives.

4.5 RAGIS Corporate Social Responsibility strategy improves the image I have of the brand.

5. Please state your level of agreement with the following sentences by selecting one of the options, on a 7 points scale from "strongly disagree" to "strongly agree".

5.1 Finding solutions for social problems is the responsibility of governments and NGOs.

5.2 Finding solutions for environmental problems is the responsibility of governments and NGOs.

5.3 Firms can contribute to tackle pressures on communities, such as unemployment and depletion of natural resources.

5.4 Companies can create economic value by creating societal value.

5.5 Companies' responsibility goes beyond an exclusive concern for their shareholders' interests.

6. Please state if the following sentences reflect who you are by selecting one of the options, on a 5 points scale from "Not at all true of me" to "Completely true of me".

6.1 When a company engages in activities with a good social impact I recommend it to friends and family.

6.2 When a company engages in activities with a good environmental impact I recommend it to friends and family.

6.3 I research about the Corporate Social Responsibility practices of companies from which I buy products / services.

6.4 I read articles / books about Corporate Social Responsibility and/ or sustainable practices of companies.

7. In your opinion, what are the most important responsibilities of companies?

Please rank the following options according to the level of importance (1 is “most important” and 6 is “less important”), by selecting and dragging the statements below:

1. Comply with all laws and regulations
2. Ensure confidentiality of information provided by customers
3. Enhance environmental conditions
4. Maximize value for its shareholders
5. Produce useful and high-quality goods / services
6. Invest in the growth and well-being of employees

8. During my academic studies, I have attended a course on Corporate Social Responsibility:

Yes

No

9. Gender:

Male

Female

10. Age:

18-22

23-27

28-32

>32

11. Occupation:

Student

(Young) professional

Currently seeking a job

12. Nationality: _____

Survey – Control Group

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