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Master Thesis

Corporate Social Responsibility: an assessment on its effects on
consumers' loyalty and perceived value, experiences from the
Netherlands.

Luciana Andrade de Oliveira Alcantara

Supervisors:

Dr. Sharon Hophmayer-Tokich

Dr. Laura Franco Garcia

Dr. Hans Th.A. Bressers

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Abstract

Consumers have shown a great level of interest in Corporate Social Responsibility (CSR) and the demand for socially responsible companies is increasing. Therefore, companies have been dedicating significant resources to their CSR initiatives. Although it is clear that consumers expect companies to take CSR initiatives, it is not clear in the available literature how they interpret CSR. Neither what specific social CSR actions they expect from the companies, nor to which extent these affect their consumers' loyalty and perceived value. Given the growing importance of CSR for the company's success, it is imperative for the companies to understand the effects of CSR on consumers' behaviors.

Answering the research question "How does CSR impact on Dutch consumers' perceived value and loyalty?", this thesis concluded that for the majority of the surveyed Dutch consumers CSR impacts creating an emotional perceived value and this perceived value is also the most important CSR related loyalty driver for them. It was also possible to conclude that the most important type of CSR initiative impacting on Dutch consumers' perceived value and loyalty is the CSR initiative type Socially Responsible Business Practices.

The primary purpose of this thesis was to assess the effects of CSR on Dutch consumers' loyalty and perceived value. To do so, expertise regarding these topics was gathered from literature, articles and internet sources. A research mix-methods approach was used to respond to the research questions through surveys with data collected from 100 Dutch consumers and interviews with data collected from 10 Dutch consumers.

This thesis recommendations are to companies to engage consumers in their CSR efforts and initiatives and to ensure they are communicating these efforts, initiatives and results properly, as these actions can impact on consumers' perceived value and loyalty.

Keywords: CSR, Dutch consumers, consumers' loyalty, consumers' perceived value

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Chapter 1 Introduction

This chapter presents the thesis introduction, including a brief background about the evolution of CSR and the importance of consumers, establishing the problem statement and stating the objective of this study.

1.1. Background

According to Holme & Watts (2000) "Corporate Social Responsibility is the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large."

Corporate social responsibility (CSR) is mainly the result of the twentieth century, especially from the early 1950s up to the present time. Whereas in the 1950's and 1960's CSR targeted what kind of initiatives should be taken, from the 1970's onwards there was a shift to a managerial approach, considering how the initiatives should be done. In the 1950s the main focus of CSR was on businesses' responsibilities to society, with businesses making good actions for society. In the 1960s the focus was on how key events, people and ideas contributed to the social changes during this decade. While in the 1970s business managers applied the traditional management functions when dealing with CSR issues, in the 1980s business and social interests started to be seen as convergent interests and companies became more aware of the importance of their stakeholders. During the 1990s the idea of CSR grew into an almost universal approval and CSR was paired with strategy literature. Lastly, in the 2000s, CSR undeniably became a key strategic issue for both companies and their stakeholders (Moura-Leite & Padgett, 2011). With stakeholders paying increasing attention to the social and environmental footprints of businesses, CSR efforts have moved into a new dimension. Companies social initiatives range from addressing diversity and equality issues and participating in community projects to engaging in fair trade, using less energy in their business processes and lobbying for human rights.

Consumers are one of the major stakeholders for companies. Since understanding their consumers is imperative for businesses to succeed, understanding consumers' approach to CSR may help companies be more successful. Consumers today are more aware of CSR and expect CSR initiatives from companies. Indeed, according to an article by Forbes, more than 88% of consumers think companies should try to accomplish their business goals while developing society and the environment and 83% of consumers believe companies should provide financial donations to support

charities and nonprofits. However, how and to which extent does CSR affects the behavior of consumers, has so far been less explored.

Previous literature on CSR is mainly focused on the companies' perspective, and there is thus a need to further explore its relevance from the consumers' perspective. The little that can be found, shows that consumers awareness of CSR activities of a company has an indirect influence on consumer loyalty as it has shown to influence purchase intentions. And purchase intentions have shown to influence consumer retention and loyalty (Ali et al, 2010; García de los Salmones et al. 2005; Liu et al, 2010).

Additionally, CSR initiatives have the potential to create different forms of value for consumers and businesses can gain a competitive advantage linking CSR activities with increased consumer value. Thus, this study will focus on consumers' perspective to CSR and more specifically on consumers' loyalty and perceived value in relation to CSR.

Since most CSR studies so far have been conducted in developed countries (Idowu et al, 2016), studying the effect of CSR on consumers' perceived value and loyalty is expected to be more relevant and meaningful in this context. This study focuses on the Netherlands.

1.2. Problem Statement

Although it is clear that consumers expect companies to take CSR initiatives, it is not clear in the available literature how they interpret CSR, what specific CSR actions they expect from the companies, and to which extent these effect their consumers' loyalty and perceived value.

Understanding what CSR means to their consumers and how does it affect their behavior can help the companies to incorporate CSR initiatives that will be relevant for them and at the same time help the companies to better position their products and services in order to increase overall value. Hence, it is important to consider the consumers' viewpoint about their understanding of CSR and which CSR initiatives they value.

1.3. Research Objective

The objective of this research is to conduct an assessment of the effects of CSR on consumers' behaviors in the Netherlands, more specifically to understand how CSR initiatives influence Dutch consumers' perceived value and loyalty. The research sub-objectives are the following:

1. To understand how Dutch consumers' perceive the value of CSR.
2. To analyze what are the CSR related loyalty drivers that are relevant to Dutch consumers.
3. To evaluate which relevant CSR initiatives impact on Dutch consumers' perceived value and loyalty.

Chapter 2 Literature Review

This chapter reviews the literature of the key concepts that are relevant for this study and it is based on work conducted by other researchers, journal articles and websites. The literature review starts with the history of CSR and CSR from the company and consumers' perspective and moves to sustainable consumption and consumer's perceived value and loyalty. It also explores types of CSR initiatives, finishing with CSR in the Netherlands.

2.1. The History of CSR

The roots of the concept of CSR as it is known today have a long and wide-ranging history which indicates that businesses have paid increasing attention to the concerns of society (Carroll, 2008). From its origins, CSR evolved in five chronological phases, as described below:

2.1.1. Corporate Social Stewardship (1950s-1960s)

The first important literature on CSR can be traced back to the 1950s. According to Carroll (2008, p. 25) "Howard R. Bowen's publication of his landmark book *Social Responsibilities of the Businessman* (1953) best points the origin of the modern period of literature on this subject. Bowen defined CSR as the commitment of businesspeople to seek their policies, to make their decisions or to follow their lines of action which are appropriate in terms of the objectives and values of society.

Similarly, to the 1950s, the 1960s were also characterized by more talk than action regarding CSR. However, according to Carroll (2008), the 1960s showed an increase in tentative to state the meaning of CSR in a stricter way. Frederick (2006) sums up the meaning of CSR in this early phase by three core ideas. The first idea is that corporate managers should consider themselves as trustees of the public interest. The second one is the idea of business managers balancing the competing claims of employees, customers, owners and the public. The third and last idea is the acceptance of philanthropic support of worthy social causes (Carroll, 2008).

2.1.2. Corporate Social Responsiveness (1960s-1970s)

Although this period is still characterized by more talk from an academic side than action at company level, according to Carroll (2008) this is a period of CSR acceleration. Businesses were expected to go beyond voluntary philanthropy and take practical and tangible actions to help solving society's problems. Carroll, Ackerman and Frederick believe that the Committee for Economic Development (CED) in its 1971 publication, '*Social Responsibilities of Business Corporations*' was a revolutionary contribution to the concept of CSR. The CED started from the observation that "business functions by

public consent and its basic purpose is to serve constructively the needs of society – to the satisfaction of society” (Carroll, 2008, p. 11). The CED also proposed that the social contract between business and society was changing substantially in a way that more than ever before society is requesting businesses to take deeper responsibilities and to serve a broader scope of human values (Carroll, 2008).

During this period, many articles began suggesting a managerial approach to CSR, referring to the idea of applying traditional management functions to deal with CSR issues (Carroll, 2008).

2.1.3. Corporate/Business Ethics (1980s-1990s)

Up till the 1980s there had been a strong focus on the interpretational aspect of CSR. Many academics tried to develop new or refined definitions (Carroll, 2008). The 1980s, however, became known as the period in which research became more important and as the period in which scholars developed broader concepts and themes that include corporate social responsiveness, corporate social performance, public policy, business ethics, and stakeholder theory/management (Carroll, 2008). Once organizational culture influences the company’s behavior and shape the company’s practices, businesses want to be recognized by the quality of its ethical corporate culture.

These writings about broader concepts did not mean that the interest in CSR declined. The CSR debate continued throughout the 1980s. Writers like Jones (1980) participated in this debate and contributed emphasizing CSR as a process instead of as a set of outcomes. Jones believed that “corporate behavior should not, in most cases, be judged by the decisions actually reached, but by the process by which they are reached” (Jones, 1980, p. 65).

This is also the period in which research started taking place on the relationship between corporate social responsibility and firm profitability (Carroll, 2008). This relationship continued to be debated over time and is still controversial nowadays.

2.1.4. Corporate Global Citizenship (1990s-2000s)

If the basic meaning of corporate citizenship is present in the three previous phases, in this phase the advent of globalization remarkably broadened the citizenship obligations of corporations. In the course of the 1990s a lot of attention was given to concepts complementary to CSR. Consequently, concepts that were a tendency of the 1980s progressed in this new decade. With outstanding themes

of that period including corporate social performance (CSP), stakeholder theory, business ethics, sustainability, and corporate citizenship (Carroll, 2008).

This phase was also characterized by a considerable expansion of philanthropy. Major corporations expanded on how they were dealing with CSR, creating management positions entirely dedicated to CSR. These management positions contributed to another trend of this phase: companies which have developed outstanding reputations for CSR practices, such as The Body Shop, Starbucks Coffee and Whole Foods.

2.1.5. CSR in the 21st century

Although since the beginning of the 21st century the CSR movement has been consolidated as a global phenomenon with an increasing interest in CSR best practices, especially from companies that already developed an excellent reputation for their CSR practices in the previous decades, there are considerably variations in practice, with some companies taking more voluntary initiatives while other companies implement actions due to legal and regulatory pressure. So far, the emphasis of this century remains on empirical research of CSR and into related topics instead of on theoretical contributions to the concept, which dominated a few decades before (Carroll, 2008).

CSR is a continuous developing field of research. The demarcation of the field is not easy as it is interdependent with so many other concepts, which makes it clearly hard to study as Carroll (2008) well stated: the field of scholarship that CSR reproduce is a large and diverse one, reaching debates of many perspectives, disciplines and ideological positions; it is positioned at an intersection of many related disciplines.

To better understand CSR, it is important to comprehend the company's perspective on it. This will be reviewed in the next section.

2.2. CSR from the Company's Perspective

There are several reasons for companies to incorporate CSR, such as: moral obligation (the duty to do the right thing), sustainability (when companies focus on environmental and community stewardship), license to operate (for companies that need to follow regulations and permissions to conduct business) and reputation (using CSR to improve the reputation and company image).

Kotler et al. (2005) describe that companies engage in CSR to gain several benefits, such as: increased sales and market share, improved brand positioning, increased ability to attract, motivate and retain employees, decreased operation costs and increased interest for investors and financial analysts. Van Marrewijk (2003) states that there are only three reasons for companies to adopt CSR practices: because they feel an obligation to do so, because they might be made to do so or simply because they want to. Each of these reasons can be related to the companies' stakeholders. According to Smith (2008, p. 282) companies incorporate CSR because stakeholders care "in ways that create economic incentives for companies to give attention to corporate responsibility". As shown in figure 1, internal and external stakeholders can make pressure and/or motivate companies to implement CSR. Different stakeholders pressure in different ways, for example: employees and managers are internal stakeholders and have the ability to pressure companies to implement CSR by demanding higher corporate standards in order to join or remain in the organization. Consumers are important external stakeholders and exercise pressure for CSR initiatives as companies may lose them if they believe the company is not acting in a socially responsible way. Suppliers are also external stakeholders and can pressure a company to implement CSR if they select their partners based on their social responsible engagement.

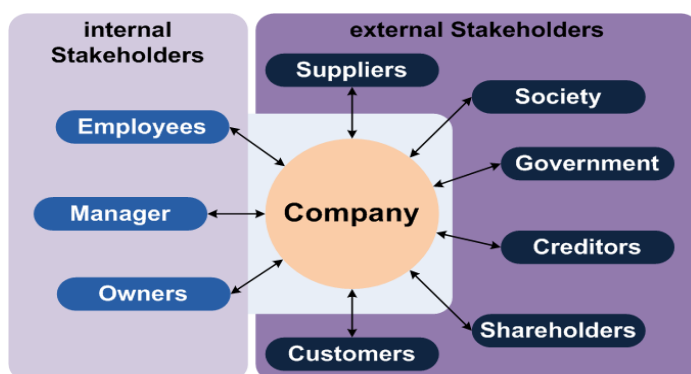


Figure 1: Company's Stakeholders¹

With CSR being well-established and widely acknowledged, the question for companies today is no longer whether they should incorporate CSR into their activities, but rather how they should do this. There is a significant amount of research on this topic, but still many companies fail to develop and implement successful CSR programs. According to Clarkson (1995) the main reason for this failure is

¹ . Retrieved from <https://www.boundless.com/accounting/textbooks/boundless-accounting-textbook/introduction-to-accounting-1/overview-of-key-elements-of-the-business-19/business-stakeholders-internal-and-external-117-6595/> on the 1st of May 2016.

due to the fact that there is no general definition for CSR, which could provide a framework for the systematic collection, organization and analysis of data relating to this concept. Another reason for failure might be because there is still a lack of complete CSR understanding from the consumer perspective. Not only because the consumer is complex but also because consumers have different expectations and reactions to CSR initiatives. Next section will approach CSR from the consumers' point of view.

2.3. CSR from the Consumers' Perspective

Regarding the consumer perspective on CSR, the main question can be formulated in terms of consumers' care about CSR. Previous research and available literature on this topic tend mostly to focus on the company's perspective, and little can be found on CSR from consumers' standpoint. From the literature that addresses consumers, it is found that several writers agree that consumers develop positive attitudes towards social responsibility and consider CSR in their purchase and consumption behaviors (D'Astous and Legendre, 2009; Smith, 2008). Although, at present consumers don't perceive CSR as something extra. Indeed, most consumers expect companies to have fairly high levels of CSR (Mohr et. al., 2001). Furthermore, consumers believe that it is no longer enough for companies just to have any kind of CSR program, it is critical that companies take CSR seriously.

Corroborating with the above mentioned, Bhattacharya and Sen (2004) shift the debate of whether companies should incorporate CSR in their activities to how they should do it. Their research also found out that several factors affect whether a company's CSR activities translate into consumer purchases. Their conclusion is that consumer reactions to CSR are not as direct and obvious as it is suggested, because not all consumers will react to it in the same way. According to Yoon et al. (2006), although there has been research investigating the effects of CSR on consumers' attitudes, it is not clearly explained why consumers respond differently to companies from the same industry with similar CSR activities. Their opinion is that if consumers do not recognize an activity as driven by a sincere interest in the supported cause, CSR activities result irrelevant, then. Hence, for a company to have successful CSR initiatives, that will trigger positive consumers' reactions, it becomes very important to understand the consumer's perception on the reasons why the company is engaging on CSR.

Mohr et al. (2001) conducted interviews to inquire consumers on what they believed to be the real reasons for companies to engage in CSR. Based on the answers of the respondents, they defined four categories of company reasons: (1) compensations sought for the company itself; (2) compensations

sought predominantly for the company but partly for others; (3) compensations sought predominately for others but partly for the company; and (4) compensations sought purely for others (Mohr et al., 2001). The results of the interviews with 41 respondents indicated that while 7% considered the reasons of the firm to be truly altruistic, 29% believed that companies only incorporate CSR out of entirely self-interested behavior. However, most of the respondents believed that companies engage in CSR for mixed reasons.

To further understand CSR from the consumers' perspective it is necessary to review the concept of sustainable consumption and interpret consumers' perceived value and loyalty. These topics will be the subject of the next 3 sections.

2.4. Sustainable Consumption

Consumer products are the base of the modern consumer economy. Consumer products can be divided into categories and this research will consider only two of them: **convenience products** (products that are inexpensive and consumers buy on a daily basis. E.g.: food and personal care products) and **shopping products** (products that usually cost more than convenience products and consumers do not buy so often. E.g.: clothes, mobile phones and furniture).

When talking about consumer products, it is relevant to understand sustainable consumption. The concept of sustainable consumption is linked to the Rio Summit of the United Nations Conference on Environment and Development in 1992 but an effective definition of sustainable consumption was only proposed by the 1994 Oslo Symposium on Sustainable Consumption: "The use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations."

Sustainable consumption is also defined in different ways by academic researchers. Researchers like Cherrier (2009) defined sustainable consumption as voluntary simplicity or anti-consumption, while other researchers defined it as the use of green or energy efficient products (Young et al., 2010). Some researchers go beyond and included social justice and equity issues into the definition and consider sustainable consumption as the consumption of fair-trade products (Varul, 2009). Excluding the definitional issue, the concept of sustainable consumption essentially assumes that individual choices, lifestyles and behavior would greatly lower resource utilization through efficient market mechanisms (Manoochehri, 2002).

In order to promote sustainable consumption, it would be required to enhance the understanding of consumer behavior and attitudes. Consumers have different needs with respect to information and their potential to be influenced varies. Policy tools and instruments may need to reach different types of consumers. And several variables should be taken into consideration, including income, age, biases, attitudes and gender (OECD, 2008).

To summarize, it is clear that the current level of consumption of natural resources is unsustainable. To achieve a comprehensive sustainability of economies and lifestyles, it is needed to revise the consumption patterns. Hence, consumers are key to driving sustainable consumption and play a central role in sustainable development.

Consumers' perceived value and loyalty are examples of consumers' behaviors that impact on consumption. Considering that understanding consumer behavior is needed to understand how to motivate or encourage sustainable consumption, it is crucial to interpret (i) consumers' perceived value and (ii) loyalty. The effect of CSR on them will be considered in the next two sections of this research.

2.5. CSR and Consumers' Perceived Value

Value, whether it is derived from CSR or not, is an interactive, relativistic preference experience: (a) Interactive because it can only be created in a situation where a company and its consumers come together; (b) relativistic because a consumer's perception will always be impacted by external factors that depend on the environment in which the consumers live; (c) value is also based on preferences because, according to the consumers' subjective taste, they will respond in a different way to a product, service or corporate initiative (Holbrook, 2006; Pelozo & Shang, 2011).

For the purpose of this research, it is important to consider consumers' perceived value that can be derived from CSR. Green & Pelozo (2011) identified three types of consumer value which can be derived from CSR: **emotional, social and functional value**.

Usually **emotional value** refers to the perceived benefit attained from an alternative's capability to stimulate feelings or affective states (Sheth et al., 1991). According to Green & Pelozo (2011) emotional value derived from CSR is the emotional value such as 'the good feeling' which is perceived by a consumer when making a purchase with a social or an environmental attribute. When buying a product that is completely made of recycled materials consumers might feel good about contributing to the preservation of the environment.

Regarding **social value**, it can be considered as the perceived benefit obtained from an alternative's association with one or more specific social groups (Sheth et al. 1991). In relation to CSR, social value can be created when consumers make purchases from firms engaged in CSR. According to Green & Peloza (2011) people judge others based on their purchases. Some people might derive social value from a purchase from a CSR active company because of the good impression on others when they find out this person is a consumer of that company.

The third type of value identified by Green & Peloza (2011) is the **functional value**, which refers to the perceived benefit acquired from an alternative's capability for functional, utilitarian, or physical execution (Sheth et al., 1991). Regarding CSR, this type of value is created when the consumer benefits from the product or service through certain aspects of CSR (Green & Peloza, 2011). One example could be the use of fuel efficient sources that save the environment and saves the consumer's money.

Green & Peloza (2011) researched which form of value received from CSR people find most important and found that the majority of informants suggested functional value is the most important (and in many cases, the sole) trigger when integrating CSR into their decision-making process. They also found out that in times of recession emotional and social value appear to be somewhat expandable with consumers. Another conclusion regarding times of recession was that CSR that provides functional value can become an even more salient criterion for decision making. This is due to the fact that recession affects consumers in a way that they have to make trade-offs. Essoussi & Zahaf (2008) also found out that the main decision criteria for consumers, when integrating CSR in their decision-making process, is the functional value.

It can be concluded that CSR includes a range of activities with different means of adding value to consumers and this is one of the reasons that determines consumer support. CSR can provide three main forms of value to consumers: emotional, social, and functional, with several authors agreeing that the main decision criteria for consumers, regarding CSR, is the *functional value*. These will be used in this research to assess the perceived value of CSR to consumers.

2.6. CSR and Consumers' Loyalty

The concept of consumer loyalty and its importance in contemporary business is extensively recognized and pursued by companies. The concept has also been widely researched, receiving many definitions and interpretations in literature. At a general level consumer loyalty is defined as a profoundly held engagement to rebuy or repatronize a preferred product or service steadily in the future, in spite of situational influences and marketing efforts having the potential to create switching

behavior (Oliver, 1997). Several other authors share this definition, always reinforcing the idea of loyalty as repetitive buying patterns and recognition and inclination towards a particular company (Pan et al., 2011. Chaffey, 2008. Kotler & Armstrong, 2008. Grant, 2000).

Considering that the costs of retaining existing consumers are much lower than those of attracting new ones, consumers' retention and loyalty are key issues on the companies' agenda. According to Pan et al. (2011), by creating and maintaining consumer loyalty, a company develops a long-term, mutually beneficial relationship with its consumers. Loyalty is more than just a matter of repeated purchases; it is about the personal belief the consumer holds about a brand or product (Oliver, 1999).

Consumer satisfaction, consumer trust and product performance are primary antecedents of consumer loyalty. Further factors that influence consumer loyalty are the perceived product value, perceived consumer benefits and consumer personal situation (Blackwell et al, 1999). As shown in figure 2 different authors believe that consumer's loyalty is affected by different drivers:



Figure 2: Examples of causal models of drivers of consumer loyalty²

² . Retrieved from <https://www.b2binternational.com/publications/customer-loyalty/> on the 15th of May 2016

The following loyalty drivers are relevant for this study:

Consumer satisfaction: This is probably the best indicator of how likely a consumer will make a purchase in the future. According to Kotler et al. (2009), consumers have expectations on what the market can offer them and when they face a broad range of products and services, their satisfaction will determine the act of buying and a positive word-of-mouth. If a consumer is satisfied with a product it is likely that he/she will remain loyal to it.

Consumer trust: The general definition of trust is the level of reliability that one party can assure to another within a given exchange relationship. In a marketing context, trust is often linked to consumer expectations regarding the companies' capacity to assume its obligations and keep its promises (Moorman et al, n.d.). Trust enables a company to develop and to maintain customer loyalty and consumers who trust a company expect promises to be kept as advertised. Consumers tend to trust companies that already have established a reputation.

Product quality: According to Bolton and Drew (1991), product quality is defined as the contrast between the expectation of the consumer and the actual performance of the product. When a consumer has an expectation and the product performance actually matches his/her expectation, it is more likely that he/she will remain loyal to it.

Consumer perceived value: This consumer loyalty driver will focus on emotional, social and functional, as discussed and detailed in the previous section of this study.

Consumer personal situation: Homburg & Giering (2001), evaluating the moderating effect of chosen personal characteristics on loyalty, found that age, income and variety seeking are relevant moderators of loyalty. This study will consider the following personal situations: gender, age and income. Personalities differences between men and women can affect loyalty. Regarding income, because higher income consumers have more products to choose, they tend to have higher expectations and if they feel disappointed, this could affect their loyalty. Older consumers are less keen to seek more information, tend to make decisions based on previous experiences, are more resistant to changes and usually don't get motivated by new technologies. On the other hand, younger consumers act the opposite way and all the mentioned factors can affect their loyalty.

Saunders (2006) conducted a study that found out that the 52% of consumers are more likely to recommend a brand that supports a good cause over the one that does not. Concurrently, 55% of

consumers contest that in a recession they will buy from brands that support good causes even if they are not necessarily the cheapest. Saunders (2006) concluded that companies that have made CSR a central part of their businesses are obtaining the benefits in the form of company sustainability, reducing liabilities, as well as improved brand image. This reveals the potential that CSR holds with respect to consumers' loyalty.

Bhattacharyna & Sen (2004) argue that loyalty is the result of the consumer-company identification conceit. For this reason, it is important to consider that loyalty through consumer-company identification is affected by personal support of the CSR issue. Consequently, it is supposed that only CSR initiatives that match the target consumers' personal support can trigger consumer-company identification and increase loyalty.

Additionally, the effects of CSR on consumer loyalty also have been studied in a direct relationship. Consumer loyalty is one of the most important consumer behaviors companies try to influence by using CSR. García de los Salmones et al. (2005) measured the direct and indirect relationship between CSR and consumer loyalty, revealing that there was no relevant direct relation between the two variables. However, CSR appeared to have a significant influence on consumers' valuation services, which turned out to have a strong positive correlation to customer loyalty. Thus, it is possible to state that CSR indirectly influence consumer loyalty. Liu et al. (2010) also performed a study on the perceived CSR and consumer loyalty and concluded the same: no significant direct correlation between CSR and consumer loyalty, but the results showed that product quality, trust, image and satisfaction have a positive influence on consumer loyalty. Once the authors have identified the impact of perceived CSR on the other four factors, they concluded that the perceived CSR might have an indirect impact on customer loyalty.

To be successful in today's market, companies must focus on building and maintaining customer loyalty and CSR has become a helpful tool in this regard. However, the relationship between CSR and customer loyalty still remains largely unexplored (Liu & Zhou, 2010).

The above-mentioned parameters of consumer satisfaction, consumer trust, product quality, consumer perceived value and consumer personal situation were used in this research to assess consumers' loyalty with respect to CSR.

After reviewing the factors that affect consumers' perceived value and loyalty, it is imperative to acknowledge that consumers can react in different ways to different types of CSR initiatives. The next section will review the types of CSR initiatives.

2.7. Types of CSR Initiatives

According to Kotler & Lee (2005) there are **six different types of CSR initiatives**, which are:

Cause Promotion: companies contribute with funds or other organization resources to educate people about a cause to increment awareness and concern about it. It can be done through convincing people to find out more about the cause, donating money or their time and intensely participating in a campaign or event. The Body Shop supports campaigns against animal testing.

Cause-Related Marketing: companies commit to make a contribution or donating a percentage of revenues to a specific cause based on sales. These are initiatives where the contribution made by companies is dependent on consumer response. Procter & Gamble donated one day of clean drinking water to the Children's Safe Drinking Water Fund for every P&G product purchased at Walmart in April and June 2014.

Corporate Social Marketing: these initiatives always focus on behavior change, with companies endorsing the creation or implementation of a behavior change campaign destined to improve public health, safety or community well-being. Vodafone UK says brands must take responsibility and launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having smartphones.

Corporate Philanthropy: in the case of these initiatives, companies contribute directly to a charity or cause in form of grants, cash, donations, service. Expedia provides grants to nonprofits when employees volunteer to a cause.

Community Volunteering: when companies support and motivate employees and partners to volunteer their time and/or expertise to support causes. DHL Brazil incentives their employees to join TECHO (a Latin American NGO that works to overcome poverty in slums and foster the development of local communities) to build houses in the slums of Sao Paulo, helping the organization to meet its ambitious target of completing 100,000 emergency housing units in 19 countries since its inception.

Socially Responsible Business Practices: these initiatives are discretionary and are not mandated by law. Companies embrace practices that support social causes that help to enhance the community well-being and/or protect the environment. LinkedIn promotes the “InDay” one Friday every month with the purpose to give back to the community through employee volunteering and resources.

Regarding the types of CSR initiatives, it is also important to mention that, according to the OECD (2008), in recent years consumers have been influenced by instruments such as voluntary labelling (a third party verifying environmental and social claims) of social and ethical products and services. This caused a shift in the consumer’s opinion. Whereas in the past consumers had purely environmental concerns, now they have a more holistic approach to sustainability, also showing interest on its social and ethical aspects.

2.8. CSR in the Netherlands

To complete this literature review it is important to understand CSR in the Dutch context, therefore this section includes an overview with the history and evolution of CSR in the Netherlands.

Although the Dutch equivalent of the term ‘Corporate Social Responsibility’, ‘Maatschappelijk Verantwoord Ondernemen’ (MVO), first emerged in the 1970s, debate on the responsibility of companies are much older and appeared under labels such as ‘the morality of the merchant’, the ‘duties or responsibilities of entrepreneurs’, ‘business ethics’, and later ‘sustainable development’. In the 1990s, the expression MVO strongly resurfaced in the Netherlands and it was mainly used to label the corporate initiatives outside the workplace. At that time, many Dutch companies tried to get inspiration from the USA. It was in the 1990s also that the concept of CSR became broader and companies had to face several dilemmas, such as how to balance various demands of society and to what extent was the company responsible for social issues. Dutch companies decided to adopt a dialogue with stakeholders. The Dutch Social and Economic Council (SER) and the Dutch government also endorsed this dialogue strategy (SER, n.d.) but the benefits of CSR were not unanimous. Many companies argued that they had no obligation to move outside of their field of expertise and society should assume that the government should be responsible to sort out the major social issues (Norberg, 2003).

From May 2000 until December 2002, 19 Dutch companies joined the program “National Initiative for sustainable development” (NISD) under the motto “From financial gains to the benefit of sustainable development” that focused on two issues: assessing the added value of corporate social responsibility

and implementing a structured approach. The results showed that the companies involved could specify the added value of CSR by elaborating the economic performance and revealed that, among the 19 participating companies, experiences were limited in implementing a structured approach towards CSR, with attention for sustainability increasing when profits were high and diminishing when financial results were weak.

During the first decade of the 21st century, CSR steadily remained in the Netherlands. The focus shifted towards the issues of sustainability, within two interchangeably used terms: CSR and sustainability. It was also when the slogan 'people, profit and planet' started to appear frequently in annual reports (Elkington, 1997). In the Netherlands, the SER supported measures to encourage and facilitate CSR at both national and international levels, urging Dutch companies operating abroad to acknowledge and enforce their CSR in their own production facilities and those of their suppliers. The SER also highlighted the importance of international agreements and established accepted standards with quality marks and labels, drawing up a document that described and explained a normative framework for international CSR in order to achieve sustainable globalization. This initiative was followed by the introduction of a set of measurements to benchmark companies' performances regarding CSR by analyzing their annual sustainability reports. The 'transparency benchmark' was first published in 2009 (SER, 2008).

To conclude, it is necessary to mention that the Netherlands is a global leader on CSR, with principles of CSR sponsored and recommended through a range of corporate, governmental, and international guidelines. Dutch companies tend to meticulously watch their reputation for CSR and Netherlands-based global brands such as Philips, KLM, Unilever and AkzoNobel have emerged as Dow Jones Sustainability Index (DJSI) frontrunners and Dutch consumers are increasingly opting for products and services that are sustainably produced.

Chapter 3 Research Design and Methodology

This chapter explains the research design and methodology of this thesis, including both the conceptual design (modelling the content of the research: what, why and how much will be studied) and the technical design (steps of the project implementation: how, where and when the research was done).

3.1. Research Framework

According to Vershuren and Doorewaard (2010, p. 65), a research framework “is a schematic representation of the research objective and includes the appropriate steps that need to be taken in order to achieve it”. The authors created a step-by-step approach to construct the research framework. Below it will be presented the seven steps of this approach:

Step 1: Characterizing briefly the objective of the research project.

The aim of this research is to conduct an assessment of the effects of CSR on consumers’ behaviors, more specifically to understand how CSR initiatives influence consumers’ loyalty and perceived value with focus on the Dutch consumers.

Step 2: Determining the research object

The Dutch consumers are the research object in this research.

Step 3: Establishing the nature of research perspective

This is an evaluation research that assessed the effects of CSR on consumers’ loyalty and perceived value. Hence, the research perspective was a set of assessment criteria on the CSR effect on these consumers’ behaviors.

Step 4: Determining the sources of the research perspective

The research studies scientific literature to develop a conceptual model. Theories to be used in this research are:

Key concepts	Theories
Effectiveness of CSR	Organizational theory of CSR
Consumers’ loyalty	Theory on consumers’ loyalty
Consumers’ perceived value	Theory on consumers’ perceived value

Step 5: Making a schematic presentation of the research framework

The research framework is described through the following flow charts:

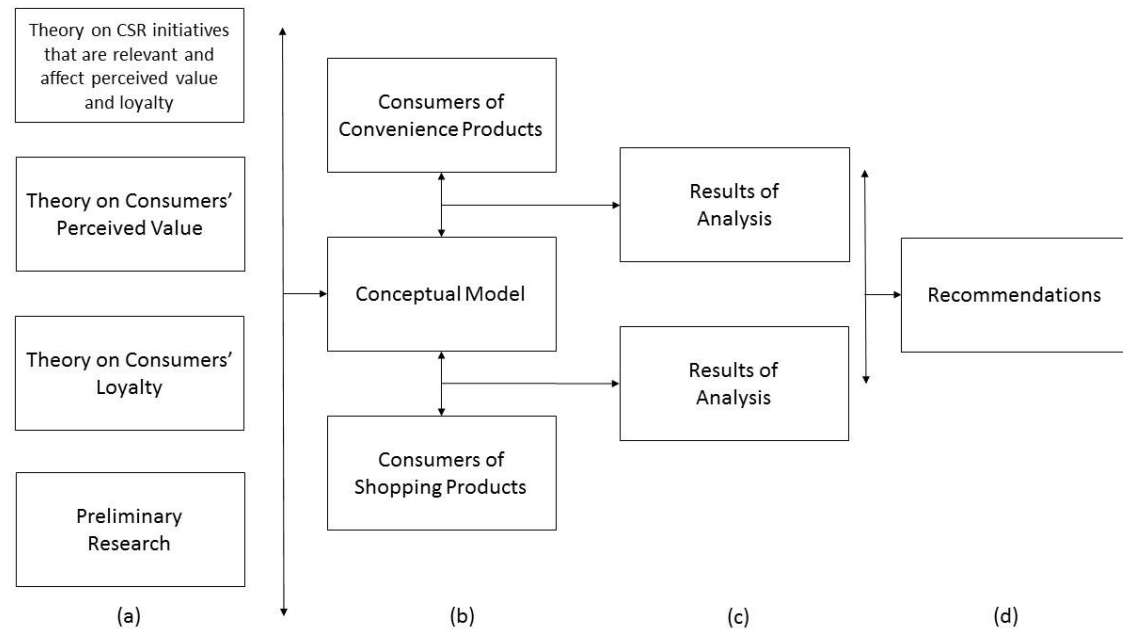


Figure 3: Research Framework

Step 6: Formulating the research framework in the form of arguments which are elaborated

Formulation: (a) an analysis of the theories of consumers' loyalty, consumers' perceived value, CSR initiatives that are relevant and affect perceived value and loyalty and preliminary research results on a conceptual model, (b) by means of which the research object will be identified, (c) comparing the results of the analysis as the basis for (d) recommendation regarding solving the problem.

Step 7: Checking whether the model requires any change

During the research the researcher monitored whether any changes to the research design need to be made.

3.2. Research Question

Central research question:

- How does CSR impact on Dutch consumers' perceived value and loyalty?

Sub questions:

1. What is the perceived value of CSR for Dutch consumers?
2. What are the CSR related loyalty drivers that are relevant to Dutch consumers?
3. Which CSR initiatives do Dutch consumers find relevant and to which extent do they affect their perceived value and loyalty?

3.3. Defining Concept

For the purpose of this research, the following key concepts are defined:

- CSR: "achieving commercial success in ways that honor ethical values and respect people, communities, and the environment" (White, 2005).
- Sustainable consumption: "the consumption of goods and services that have minimal impact upon the environment, are socially equitable and economically viable whilst meeting the basic needs of humans, worldwide" (Brundtland commission, 1989).
- Consumers' perceived value: "a concept that points out that the success of a service/product is largely based on whether consumers believe it can satisfy their needs" (Kokemuller, N.d.).
- Consumers' loyalty: "a concept that defines the measure of success of the supplier in retaining a long-term relationship with the consumer" (Management Student Guide, N.d.).

3.4. Research Strategy

This research used primarily the survey research approach, followed by in-depth interviews with a sample of consumers to reflect on the results of the survey, validate the findings and add more elaborated data as its strategy. Hence, the researcher focused on interviewing Dutch consumers, both in person and online. Additionally, desk research was also conducted.

3.4.1. Research Unit

Dutch consumers are the research unit of this research, particularly the consumers of both: *convenience products and shopping products*.

3.4.2. Selection of Research Unit

The selection of the Dutch consumers was based on the following criteria:

- Sixty (60) Dutch consumers of convenience products.
- Forty (40) Dutch consumers of shopping products.
- In person data for the surveys was collected in commercial areas with shops of convenience and shopping products in Enschede, Amsterdam, The Hague and Apeldoorn.³
- In person data for all the 10 interviews was collected in Enschede.⁴
- Consumers were classified and analyzed by gender, age and income.

3.4.3. Research Boundary

In order to determine the limitation and consistency of this study and accomplish the goal in a timely manner, research boundaries were used. The following boundaries were used in this research:

- Regarding consumers' behavior, this thesis only considered consumers' perceived value and loyalty.
- This thesis only considered 2 categories of consumer products: convenience and shopping products.
- The number of respondents was divided in the rates of 60 and 40% in the categories of convenience and shopping products respectively. These percentage rates were weighted in this way considering that consumers buy more convenience products and buy them more often than shopping products.

3.5. Research Material and Accessing Method

According to Verschuren and Doorewaard (2010), to translate thoughts into action and theory into empirical reality the researcher needs to select the research material applicable for the set of the research questions.

For this study, the material needed to answer the research questions was gathered via surveys with 100 Dutch consumers (conducted in person and on-line and both self-completed and interviewer-

³ Surveyed Dutch consumers were approached randomly.

⁴ Interviewees were approached randomly among Dutch consumers. Coincidentally all interviewees that volunteered to participate in the interviews belonged to the same age group, which allowed a deeper discussion and a more relevant result.

administrated) and in-depth interviews with 10 Dutch consumers (conducted in person). Interviews had the objective of adding more elaborated data and validate the results of the surveys.

Based on the sub-research questions, the objects, sources and accessing methods for this research were defined:

Research Question	Data/Information Required to Answer the Question	Source	Data Collection Method
What is the perceived value of CSR for Dutch consumers?	Perceived value of CSR for Dutch consumers	Primary: People (Dutch consumers)	Surveys (In person and online) Interviews (In person)
What are the CSR related loyalty drivers that are relevant to Dutch consumers?	Consumers' willingness for loyalty; factors affecting loyalty	Primary: People (Dutch consumers)	Surveys (In person and online) Interviews (In person)
Which CSR initiatives do Dutch consumers find relevant and to which extent do they affect their perceived value and loyalty?	Relevant CSR initiatives that affect Dutch consumers perceived value and loyalty	Primary: People (Dutch consumers)	Surveys (In person and online) Interviews (In person)

Table 1: Data and Information Required for the Research and Accessing Methods

3.6. Data Analysis

Data analysis means the process of data evaluation through a logical and analytical framework.

3.6.1. Method of Data Analysis

This thesis used quantitative methods to answer the research questions. Dutch consumers' perceived value and loyalty and the CSR initiatives relevant for Dutch consumers were measured quantitatively, via surveys with Dutch consumers, using a five point Likert style rating scale that ranged from "Completely Disagree to Completely Agree" and "Not Important to Very Important".

Data/Information Required to Answer the Question	Method of Analysis
Perceived value of CSR for Dutch consumers.	Quantitative: measuring Dutch consumers' perceived value via surveys. Qualitative: measuring and validating Dutch consumers' perceived value via interviews.
CSR related loyalty drivers that are relevant to Dutch consumers.	Quantitative: measuring Dutch consumers' willingness for CSR related loyalty and factors affecting it via surveys. Qualitative: measuring and validating Dutch consumers' willingness for CSR related loyalty and factors affecting it via interviews.
CSR initiatives that affect Dutch consumers perceived value and loyalty.	Quantitative: measuring the effect of relevant CSR initiatives on Dutch consumers perceived value and loyalty via surveys. Qualitative: measuring and validating the effect of relevant CSR initiatives on Dutch consumers perceived value and loyalty via interviews.

Table 2: Data and Method of Data Analysis

3.6.2. Validation of Data Analysis

Quantitative phase: validation of quantitative data analysis was done based on accuracy measure of a rating scale. In addition, the findings were validated with data collected in interviews with a sample of Dutch consumers.

3.6.3. Analytical Framework

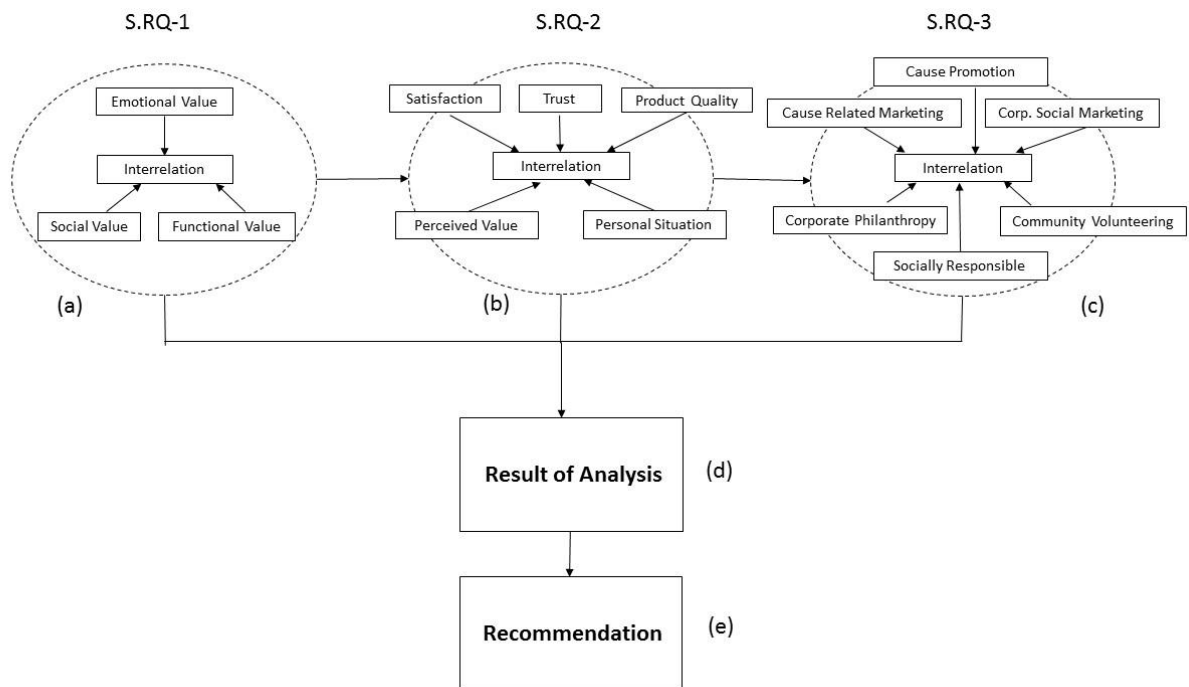


Figure 4: A Schematic Presentation of Analytical Framework

The data analysis was conducted as per detailed below:

- First step of data analysis was reviewing the value of CSR for Dutch consumers and answered sub-research question 1. The value of CSR for Dutch consumers was analyzed quantitatively via surveys with Dutch consumers and qualitatively via interviews with Dutch consumers.
- Second step was about understanding what are the CSR related loyalty drivers that are relevant to Dutch consumers to remain loyal to a particular company's service or product, and answered sub-research question 2. The Dutch consumers' loyalty was analyzed quantitatively via surveys with Dutch consumers and qualitatively via interviews with Dutch consumers.
- Third step was the review which CSR initiative types are relevant to Dutch consumers and to which extent they affect their perceived value and loyalty and answered sub-research question number 3. This step was also analyzed quantitatively via surveys with Dutch consumers and qualitatively via interviews with Dutch consumers.
- This step brought out the result of analysis of the previous steps to answer the overall research question.

- e. The final step was building the recommendations on how CSR can affect consumers' loyalty and perceived value.

Chapter 4 Findings

This chapter includes the findings of the surveys and interviews with Dutch consumers. The sample of this thesis consisted of surveys with 100 Dutch consumers, divided in 60 consumers of convenience products and 40 consumers of shopping products. Interviews were conducted with 10 Dutch consumers to whom the surveys' results for both product types were presented for discussion and validation.

Sample description: demographic factors

For the surveys, the 3 research sub-questions were analyzed based on gender, age and income. These parameters of the surveyed Dutch consumers by types of product (convenience and shopping) are presented in tables 3 and 4 respectively.

Gender	%	Age	%	Income	%
Female	72	18-29	28	Less than 1,000 Euros	30
Male	28	30-39	17	Between 1,000-1,999 Euros	27
Total	100	40-49	21	Between 2,000-2,999 Euros	10
		50-59	17	More than 3,000 Euros	33
		Over 60	17	Total	100
		Total	100		

Table 3: Percentage of Dutch consumers for convenience products by gender, age and income.

Gender	%	Age	%	Income	%
Female	45	18-29	35	Less than 1,000 Euros	25
Male	55	30-39	13	Between 1,000-1,999 Euros	25
Total	100	40-49	13	Between 2,000-2,999 Euros	17
		50-59	26	More than 3,000 Euros	33
		Over 60	13	Total	100
		Total	100		

Table 4: Percentage of Dutch consumers for shopping products by gender, age and income.

For the interviews, the parameters of the interviewed Dutch consumers are presented in tables 5:

Gender	%	Age	%	Income	%
Female	60	18-29	100	Less than 1,000 Euros	80
Male	40	Total	100	1.000-1,999 Euros	20
Total	100			Total	100

Table 5: Percentage of Dutch consumers interviewed by gender, age and income.

In the next 3 sections, it is detailed how information was gathered to answer the research sub-questions.

As mentioned previously, the surveys were measured based on a five point Likert style rating scale. The overall findings of the surveys were interpreted based on percentage agree, summarizing the percentage of respondents who agreed with statements (choosing agree and strongly agree for the positive statements – the ones that emphasize the importance of CSR - and choosing disagree and strongly disagree for the negative statements – the ones that present CSR as not important or not relevant) or found statements important (choosing important, quite important and very important). The complete survey results with all details and percentages for all ratings can be found in the Appendix 1.

During the interviews, the survey and overall results were presented for discussion and validation with the interviewees.

4.1. Consumer's Perceived Value

As per stated in the literature review, it is important to consider consumers' perceived value that can be derived from CSR. This thesis considered three types of consumer value which can be derived from CSR: **emotional**, **social** and **functional** value.

To find out what is the perceived value of CSR for Dutch consumers the survey included six statements, two for each type of perceived value, (figure 5) to be rated as Strongly disagree, Disagree, Neither Agree nor Disagree, Agree or Strongly Agree. The percentage agree for these statements can give an indicator of the value the respondents derive from CSR.

Consumers' perceived value: How much do you agree or disagree with the following statements?

CSR can add value to a product because buying it makes the consumer feel good.
 CSR can add value to a product because buying it makes the consumer look good.
 CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.
 CSR is important because it makes me feel like I contribute/make a difference.
 If my friends thought CSR is important, I would pay more attention to it too.
 If I saw the personal benefit from CSR initiative, I would pay more attention to it too.

Emotional Value Social Value Functional Value

Figure 5: Consumers' perceived value statements

4.1.1. What is the perceived value of CSR for Dutch consumers?

The overall results are presented on Table 6:

Convenience Products	Women	Men	18-29 years old	30-39 years old	40-49 years old	50-59 years old	Over 60 years old	Less than 1,000 Euros	1,000-1999 Euros	2,000-2,999 Euros	More than 3,000 Euros
Perceived Value	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree
Emotional Value	80	47	82	70	77	70	55	75	66	75	65
Social Value	31	41	47	30	27	20	30	36	22	42	35
Functional Value	47	38	38	40	62	35	50	44	34	58	50
Shopping Products	Women	Men	18-29 years old	30-39 years old	40-49 years old	50-59 years old	Over 60 years old	Less than 1,000 Euros	1,000-1999 Euros	2,000-2,999 Euros	More than 3,000 Euros
Perceived Value	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree
Emotional Value	78	68	82	50	90	68	70	65	75	79	81
Social Value	33	39	43	40	80	18	30	45	35	21	46
Functional Value	64	50	61	50	70	45	50	50	40	71	62

Table 6: CSR Perceived Value % Agree

Findings are presented by type of consumer product (convenience and shopping) and consumer personal situation (gender, age and income). Dutch consumers are identified as respondents.

When summing the **results for convenience products**, the survey showed that CSR is perceived as first having an **emotional value** in all categories of gender, age and income surveyed. The highest percentage (82%) was found among consumers with age between 18-29 years old. Although for men emotional value had the lowest percentage (47%) of agreement in all surveyed categories, it was nonetheless in first place (in comparison to 41% social and 38% functional value).

Regarding CSR being perceived as having a **social value**, it took third place in all categories surveyed except for men and age group 18-29 years old. In these two categories, CSR perceived as having a social value took second place with 41% and 47% respectively.

To conclude the results for **convenience products**, concerning CSR perceived as having a **functional value**, most of respondents in the surveyed categories agreed on it in second place. The highest percentage (62%) was reached among respondents between 40-49 years old. And the exceptions were men and age group 18-29 years old. For these categories CSR perceived as having a functional value came in third place, both with 38% of agreement.

When analyzing the results for **shopping products**, the survey results unveiled that all categories surveyed agreed as CSR perceived as having an **emotional value** first. The highest percentage (90%) was identified among consumers with ages between 40-49 years old.

Concerning CSR perceived as having a **social value**, it took third place in all surveyed categories except for consumers with age group 40-49 years old. For this age group CSR was first perceived as having an emotional value (90%), secondly (80%) perceived as having a social value and thirdly (70%) perceived as having a functional value.

Completing the analysis of the results for **shopping products**, CSR perceived as having a **functional value** took second place in most surveyed categories, with the highest agreed percentage (71%) for the group of consumers with income between 2,000-2,999 Euros. Exceptions are consumers with ages between 30-99 years old, which functional value was also in first place (50%) together with emotional value (50%) and consumers with ages between 40-49 years old, as in this age group functional value came in third place (70%).

From the percentages presented in this section, the **survey results** indicated that for **both type of products** and **all surveyed categories**, **emotional value** ranked in **first** place. The **interviews validated this result**, with 70% of interviewees agreeing that **emotional value** is the most important perceived value when integrating CSR into their decision-making process. For most of the interviewees the “good feeling” perceived when making a purchase from a socially responsible company is derived from knowing that they are contributing for a better world. Interviewees mentioned different emotional motivators that trigger this good feeling and later in this thesis it will be discussed what type of CSR initiatives affect the Dutch consumers’ perceived value. These results could be considered as a strong

indicator, and based on them, the answer to the **RQ1** “What is the perceived value of CSR for Dutch consumers?” is: emotional value.

It can be concluded that if Dutch consumers feel an emotional connection with companies it can affect their perceived value of the company. Companies that learn about their consumers’ emotional motivators can invest on the CSR strategy that will trigger this emotional connection and positively affect the consumers’ perceived value of the company.

It is important to remark that these results are not in line with the previous relevant studies and findings, which are presented in the **literature review**. While researches from Green & Peloza and Essoussi & Zahaf pointed out that consumers use functional value as the most important decision criteria when integrating CSR into their decision-making process, the findings from this study indicate that emotional value is the most important value, and functional comes second. A possible explanation is that this study is focused on a specific consumer group: Dutch consumers. Such differences can be potentially attributed to cultural and other factors. A comparison between Dutch and other consumer groups, may be needed to further explore this difference. Since the study used a sample size of 100 Dutch consumers for the surveys and 10 Dutch consumers for the interviews, the sample size may also explain such differences.

4.2. Consumers’ Loyalty

This thesis considered **consumer satisfaction, consumer trust, consumer perceived value, product quality** and **consumer personal situation** as the CSR related loyalty drivers to assess what are the CSR related loyalty drivers that are relevant to Dutch consumers.

To formulate an answer to this sub-question the survey included 10 statements about CSR and loyalty drivers (figure 6) to be rated by the respondents. The way CSR related loyalty drivers influence the consumers’ loyalty was represented by how the loyalty drivers rank between themselves. And the extent of the loyalty drivers influence was defined according to their percentage agree rate (rating options are: Strongly disagree, Disagree, Neither Agree nor Disagree, Agree or Strongly Agree). The first three statements were related to the loyalty driver of satisfaction. And The following three statements were concerned to trust. The next two statements were relevant to consumer perceived value (in general, as this topic itself was previously explored in a more detailed way) and the last 2 statements were associated to product quality.

As explained before, the survey included some “negative” statements (2, 3, 5 and 6 - listed in figure 6) and it is important to remark that for them the rating options Strongly disagree and Disagree are the ones relevant for the total percentage agree of these statements.

Regarding consumer personal situation, all research sub-questions were analyzed by gender, age and income. This was identified at the beginning of the survey, so no additional statements were needed to assess this as a loyalty driver.

Consumers' loyalty: How much do you agree or disagree with the following statements,

CSR is an important factor in my satisfaction from a product.

If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.

Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.

CSR is an important factor in my feeling of trust in the company.

If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.

Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.

I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.

If a company is known for not taking care of its employees, society and the environment, I won't buy its products.

CSR is an important factor in my definition of product quality.

When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.

Satisfaction

Trust

Perceived value

Product Quality

Figure 6: CSR related Loyalty Drivers statements

4.2.1. What are the CSR related loyalty drivers that are relevant to Dutch consumers?

The overall results are presented on Table 7:

Convenience Products	Women	Men	18-29 years old	30-39 years old	40-49 years old	50-59 years old	Over 60 years old	Less than 1,000 Euros	1,000-1,999 Euros	2,000-2,999 Euros	More than 3,000 Euros
CSR related loyalty drivers	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree
Satisfaction	33	18	27	30	31	37	17	31	35	22	22
Trust	29	22	27	33	26	30	17	26	38	17	28
Perceived value	73	53	56	70	81	65	80	69	72	67	70
Product Quality	57	47	62	55	54	60	45	67	53	42	53
Shopping Products	Women	Men	18-29 years old	30-39 years old	40-49 years old	50-59 years old	Over 60 years old	Less than 1,000 Euros	1,000-1,999 Euros	2,000-2,999 Euros	More than 3,000 Euros
CSR related loyalty drivers	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree
Satisfaction	31	27	26	33	20	27	20	23	20	29	38
Trust	37	27	38	40	27	24	27	30	20	33	49
Perceived value	67	77	75	70	70	86	60	75	85	50	81
Product Quality	53	59	64	40	70	50	50	65	60	50	62

Table 7: CSR related Loyalty Drivers % Agree

Findings are presented by type of consumer product (convenience and shopping) and consumer personal situation (gender, age and income). Dutch consumers are identified as respondents.

For **convenience products** and **gender**, it is shown that for most of women (73%) and men (53%) CSR related **perceived value** is seen as the most important loyalty driver. For women, product quality came in second place, followed by satisfaction and trust. Results for men showed product quality in second, trust in third and satisfaction as the least important CSR loyalty driver.

Regarding **age**, respondents in all age ranges also agreed on **perceived value** as the number 1 CSR related loyalty driver, with the highest agreed percent (81%) among respondents between 40-49 years old.

The results for **convenience products** related to **income** showed that respondents with income lower than 1,000 Euros also agreed on CSR related loyalty drivers in the same order as women - **perceived value** followed by quality, satisfaction and trust. All the other income ranges (1,000-1,999, 2,000-2,999 and more than 3,000 Euros) also agreed on **perceived value** as the number 1 CSR related loyalty driver and the respondents with income between 1,000-1,999 Euros reached the highest agreed percent (72%) of this category.

When summing the results for **shopping products** and **gender**, it was revealed that most of women (67%) and men (77%) agreed as CSR related **perceived value** as the most important loyalty driver. For

women product quality is the second most agreed CSR related loyalty driver, followed by trust and satisfaction. Results for men are in this order: product quality in second and satisfaction and trust together third place.

Regarding **age**, respondents in all ranges agreed on **perceived value** as the number 1 CSR related loyalty driver, reaching a peak of 86% for respondents between 59-59 years. Respondents with age between 40-49 years also ranked product quality in first place (both with 70%) and this CSR related loyalty driver came in second place for all other age ranges.

Finishing the analysis for **shopping products**, respondents in all **income** also agreed on **perceived value** as the number 1 CSR related loyalty driver. Another common result for all income ranges is that respondents agreed as CSR related product quality as the second most important loyalty driver.

As presented in the paragraphs above, the **survey results** indicated that for convenience products in all surveyed categories, except age range between 18-29, **perceived value** ranked in **first** place as the most important CSR related loyalty driver. For the age range between 18-29 the most important loyalty driver was **product quality**. For **shopping products**, similar results are found with **perceived value** ranked in **first** place as the most important CSR related loyalty driver except for the age range between 40-49, in which **product quality** came in **first** place **together with perceived value**. Apart from age range between 18-29, for all other surveyed categories and in both types of product, **product quality** appeared in **second** place.

During the **interviews**, the interviewees (all in the age range between 18-29) **didn't make a distinction** on the way of thinking based on the **product type**. For 80% of them, the **most important loyalty driver** when integrating CSR in their decision-making process is **product quality**. This was in line with the results of the survey for this age range regarding convenience product. One important remark is that the interviewees were not surprised with the survey overall result (that pointed out perceived value in first place) and mentioned that if they didn't have any financial restrictions, their loyalty when integrating CSR in their decision-making process would also be first driven by perceived value.

Considering **RQ2** "What are the CSR related loyalty drivers that are relevant to Dutch consumers?", the survey results indicated that for Dutch consumers CSR related loyalty is mostly influenced by their perceived value, followed by the product quality. The results also showed the extent of this influence,

which can be considered to a great extent, reaching a peak of 81% of agreement for convenience products and 86% for shopping products.

It is interesting to remark that the survey's results showed a link between the two consumers' behaviors considered in this study: perceived value and loyalty. Both indicators were addressed separately, with the majority of the surveyed Dutch consumers choosing emotional value as the most important perceived value when integrating CSR into their decision-making process. And perceived value ranked first as their CSR related loyalty driver. These results together can be interpreted as an indirect influence of the emotional value of loyalty, and as an indicator that for Dutch consumers perceived value and loyalty are both driven by the good feeling they have when supporting companies that are committed to social responsibility. Thus, what was concluded for consumers' perceived value, can also be applied to loyalty: companies that invest in a CSR strategy that triggers the consumers perceived value can be in advantage in the Dutch market and benefit from the positive influence of CSR in the consumers' loyalty to their brand/products. These remarks are offered based on these findings only, and need to be further explored.

These results seem to confirm and be in line with prior research works, as presented in the literature review. According to Liu & Zhou (2010), the relationship between CSR and consumer loyalty still remains largely unexplored, but the available literature and previous studies revealed the potential that CSR holds with respect to consumers' loyalty, and it is in line with the survey results. Researches pointed out that 52% of consumers are more likely to recommend a brand that supports a good cause over the one that does not (Saunders, 2006). And 55% of consumers declared that even during a recession they would buy from brands that support good causes even if they are not necessarily the cheapest. This supports the surveys result that perceived value is the most important CSR loyalty driver for the majority of the respondents.

4.3. CSR initiatives and its effects on their perceived value and loyalty

Regarding CSR initiatives, this thesis considered six types: **Cause Promotion, Cause-Related Marketing, Corporate Social Marketing, Corporate Philanthropy, Community Volunteering and Socially Responsible Business Practices.**

To find out which types of CSR initiatives Dutch consumers find relevant and to which extent they affect their perceived value and loyalty, the survey included two sets of six statements about CSR initiatives and its effects on the respondents perceived value and loyalty (figures 7 and 8 respectively). The CSR initiative types relevance was defined by how the types rank between themselves. And the

extent in which they affect perceived value and loyalty was defined according to their percent agree rate (rating options were: Strongly disagree, Disagree, Neither Agree nor Disagree, Agree or Strongly Agree for perceived value and Not Important, Slightly Important, Important, Quite Important and Very Important for loyalty).

Types of CSR: How much do you agree or disagree with the following statements?		
I would value more companies that support campaigns for a cause that interests/appeals to me.		
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.		
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.		
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.		
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.		
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment.		
Cause Promotion	Cause-Related Marketing	Corporate Social Marketing
Corporate Philanthropy	Community Volunteering	Socially Responsible Business Practices

Figure 7: Types of CSR and Perceived Value statements

Types of CSR: How important are these types of CSR for you to become/remain a consumer?		
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).		
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).		
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)		
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a cause).		
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).		
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).		
Cause Promotion	Cause-Related Marketing	Corporate Social Marketing
Corporate Philanthropy	Community Volunteering	Socially Responsible Business Practices

Figure 8: Types of CSR and Loyalty statements

4.3.1. Which CSR initiatives do Dutch consumers find relevant and to which extent do they affect their perceived value and loyalty?

The overall results regarding perceived value were:

Convenience Products	Women	Men	18-29 years old	30-39 years old	40-49 years old	50-59 years old	Over 60 years old	Less than 1,000 Euros	1,000-1999 Euros	2,000-2,999 Euros	More than 3,000 Euros
Types of CSR Initiative	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree
Cause Promotion	79	59	71	70	85	70	80	67	69	100	75
Cause-Related Marketing	74	53	53	60	77	80	70	50	63	83	75
Corporate Social Marketing	74	65	71	60	69	80	80	67	63	100	70
Corporate Philanthropy	44	47	41	50	23	70	40	44	44	67	40
Community Volunteering	44	47	76	50	8	60	20	72	38	33	30
Socially Responsible Business Practices	77	71	76	80	69	80	60	78	63	83	80
Shopping Products	Women	Men	18-29 years old	30-39 years old	40-49 years old	50-59 years old	Over 60 years old	Less than 1,000 Euros	1,000-1999 Euros	2,000-2,999 Euros	More than 3,000 Euros
Types of CSR Initiative	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree
Cause Promotion	67	73	86	60	40	73	60	80	90	57	54
Cause-Related Marketing	56	64	79	60	40	55	40	80	70	29	54
Corporate Social Marketing	94	73	79	100	60	82	80	90	60	86	85
Corporate Philanthropy	67	55	64	80	20	45	60	60	60	57	46
Community Volunteering	50	68	43	60	40	55	80	30	60	71	54
Socially Responsible Business Practices	78	82	71	80	60	91	80	70	90	71	77

Table 8: Types of CSR Initiatives and Perceived Value % Agree

Findings are presented by type of consumer product (convenience and shopping) and consumer personal situation (gender, age and income). Dutch consumers are identified as respondents.

For **convenience products** and **gender**, most **women** (79%) agreed that they perceive value when companies implement **Cause Promotion CSR initiatives**, with **Socially Responsible Business Practices** CSR initiatives coming in second place with a small margin (77%). The highest agreed percent for **men** (71%) is for perceived value due to CSR initiatives related to **Socially Responsible Business Practices**, followed by **Corporate Social Marketing** (65%). For both gender groups, the two least important CSR types are Corporate Philanthropy and Community Volunteering, whereas for Corporate Social Marketing and Socially Responsible Business Practices, the results are similar. For Cause Promotion and Cause-Related Marketing rank higher for women than for men.

Regarding **age**, the respondents in the ranges of **18-29** perceive value based on **Socially Responsible Business Practices and Community Volunteering**, both with 76%. Respondents between **40-49** years and **Over 60** years old agreed on **Cause Promotion** CSR initiatives as the main reason influencing on their perceived value of the companies, with **Corporate Social Marketing** also ranked in first for the latter age group. Respondents in the age ranges of **30-39** and **50-59** years pointed out **Socially Responsible Business Practices** as their most agreed CSR initiatives influencing their perceived value of the companies, with **Corporate Social Marketing and Cause-Related Marketing** also ranked in first for the latter age group.

Completing the analysis for **convenience products**, respondents in the **income** ranges of **less than 1,000 Euros and more than 3,000 Euros** agreed on **Socially Responsible Business Practices** as the number 1 CSR initiative impacting on their perceived value of companies. For respondents in the income ranges of **1,000-1,999 and 2,000-2,999 Euros** the highest percent agreed were on **Cause Promotion**, with **Corporate Social Marketing** also ranked in first for the latter income group.

For **shopping products** and **gender**, most **women** (94%) defined **Corporate Social Marketing** as the type of CSR initiatives affecting a company's perceived value. **Socially Responsible Business Practices** CSR initiatives came in second place (78%). The highest agreed percent for **men** (82%) was for perceived value due to CSR initiatives related to **Socially Responsible Business Practices**, followed by **Corporate Social Marketing and Cause Promotion**, both in second place with 73% of agreement.

Regarding **age**, 86% of the respondents in the age range between **18-29** years agreed on **Cause Promotion** CSR initiatives as the main reason influencing on their perceived value of the companies. Respondents in the age ranges of **30-39** (100%) and **40-49** years (60%) pointed out **Corporate Social Marketing** as their most agreed CSR initiatives influencing their perceived value of the companies, with **Socially Responsible Business Practices** also ranked in first for the latter group. And respondents in the age ranges of **50-59** (91%) and **Over 60** years (80%) have their perceived value mostly influenced by **Socially Responsible Business Practices** types of CSR initiatives, with **Corporate Social Marketing and Community Volunteering** also ranked in first for the latter group.

Completing the analysis for **shopping products**, respondents in the **income** ranges of **less than 1,000 Euros** (90%), **2,000-2,999 Euros** (86%) and **more than 3,000 Euros** (85%) agreed on **Corporate Social Marketing** as the number 1 CSR initiative impacting on their perceived value of companies. For respondents with income between **1,000-1,999 Euros** **Cause Promotion and Socially Responsible Business Practices** types of CSR initiative ranked first, both with 90% of agreement.

As presented in the paragraphs above, the **survey results** indicated that for **convenience products** in 6 of the 11 surveyed groups, **Socially Responsible Business Practices** came in **first** place, followed by **Cause Promotion**, which ranked first in 5 groups. For **shopping products** in 6 of the 11 surveyed groups, **Corporate Social Marketing** came in **first** place, followed by **Socially Responsible Business Practices**, which ranked first in 5 groups. Considering **both types of products** together, **Socially Responsible Business Practices** scored **overall the highest**, however it is important to remark that while for the previous indicators – perceived value and loyalty – the results were more unanimous,

for the CSR type of initiatives impacting on perceived value findings vary between gender, age and income groups. Thus, personal situation should be treated as an important parameter and for companies to benefit from the consumer-company identification that can be created through their CSR efforts, they will need to identify which type of CSR initiatives are more relevant for their consumers' target group.

During the **interviews**, the interviewees (all in the age range between 18-29) didn't make a distinction between a different way of thinking based on the **product type**. For 80% of them, the **most important Type of CSR initiative** impacting on their perceived value was **Socially Responsible Business Practices**, followed by **Cause Promotion**. Interviewees mentioned that when they know that a company is engaging in fair trade when dealing with their suppliers or paying more than minimum wage for their employees because these initiatives are part of the company culture, it has a huge impact on their perceived value. They also mentioned that their perceived value of a company is impacted when companies promote a cause that appeals to them. One example given was Tony's Chocolonely, a company that produces chocolate that is a bit more expensive than average, but is well known for following fair trade practices and opposing to child labor. Although there was no distinction between product type, it is possible to say that results were in line with the survey for this age range, as these 2 types of CSR initiatives ranked first.

According to Bhattacharyna & Sen (2004), consumers can identify themselves with companies when they perceive that they share common traits. If a consumer identify himself/herself with a company's CSR initiatives, it is likely that they will feel good supporting the company and this will increase their perceived value of the company. The survey and interviews revealed that Socially Responsible Business Practices came in first place as the type of CSR impacting the surveyed/interviewed Dutch consumers' perceived value. This result is in line with the shift to a more holistic approach to sustainability, with consumers focusing not only in environmental practices, but also in the social and ethical aspects (OECD, 2008). Nevertheless, all six types of CSR initiatives are somehow relevant, varying according to the consumer personal situation (gender, age, income). For this reason, it is important that companies consider and invest in CSR initiatives that will trigger their consumers target group identification with the company, because this identification will most likely impact on the consumers' perceived value of the company.

The overall results regarding loyalty are presented in Table 8:

Convenience Products	Women	Men	18-29 years old	30-39 years old	40-49 years old	50-59 years old	Over 60 years old	Less than 1,000 Euros	1,000- 1,999 Euros	2,000- 2,999 Euros	More than 3,000 Euros
Types of CSR Initiative	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree
Cause Promotion	73	29	53	50	62	80	90	56	75	67	65
Cause-Related Marketing	72	18	53	30	63	70	70	61	63	50	50
Corporate Social Marketing	72	47	65	60	77	70	70	72	50	83	70
Corporate Philanthropy	67	35	65	40	46	80	70	72	50	67	55
Community Volunteering	56	24	65	50	38	80	40	67	44	67	40
Socially Responsible Business Practices	88	71	82	60	92	90	80	83	81	67	80
Shopping Products	Women	Men	18-29 years old	30-39 years old	40-49 years old	50-59 years old	Over 60 years old	Less than 1,000 Euros	1,000- 1,999 Euros	2,000- 2,999 Euros	More than 3,000 Euros
Types of CSR Initiative	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree	% Agree
Cause Promotion	72	64	71	60	60	73	60	60	90	29	69
Cause-Related Marketing	72	59	64	80	20	82	60	60	90	43	54
Corporate Social Marketing	78	64	79	80	40	82	40	80	70	57	69
Corporate Philanthropy	83	59	79	60	20	82	80	80	80	71	62
Community Volunteering	56	64	43	60	40	82	60	50	70	57	54
Socially Responsible Business Practices	83	82	86	80	80	91	60	100	80	57	85

Table 9: Types of CSR Initiatives and Loyalty % Agree

Findings are presented by type of consumer product (convenience and shopping) and consumer personal situation (gender, age and income). Dutch consumers are identified as respondents.

For **convenience products** and **gender**, most women (88%) and men (71%) agreed that they consider to become/remain loyal to companies that implement **Socially Responsible Business Practices**. One interesting remark is that all women's percentage agree were much higher than men's, which can indicate that women are more inclined to become/remain loyal based on the companies CSR initiatives than men.

Regarding **age**, respondents in the all ranges **except Over 60** years agreed on **Socially Responsible Business Practices** CSR initiatives as the main type influencing on their loyalty. For respondents **over 60** years old loyalty is mostly influenced (90%) by **Cause Promotion** types of CSR initiatives.

Completing the analysis for **convenience products**, respondents in the **income** ranges of **less than 1,000 Euros**, **1,000-1,999 Euros** and **more than 3,000 Euros** agreed on **Socially Responsible Business Practices** as the number 1 CSR initiative type impacting on their loyalty to companies. For respondents in the income range **2,000-2,999 Euros** loyalty is driven by **Corporate Social Marketing** initiatives.

For **shopping products** and **gender**, most **women** (83%) defined **Corporate Philanthropy** and **Socially Responsible Business Practices** as the types of CSR initiatives affecting their loyalty. **Men** also agreed (82%) on **Socially Responsible Business Practices** as their number 1 CSR initiative type when defining their loyalty, with a percentage agree much higher than the other CSR initiative types. Also, as

mentioned for convenience products and gender, for shopping products all women's percentage agree, except Community Volunteering, were higher than men's, which can indicate that women are more inclined to become/remain loyal based on the companies CSR initiatives than men.

Regarding **age**, all ranges **except over 60** years old agreed on **Socially Responsible Business Practices** as the main type of CSR initiatives influencing on their loyalty. Most respondents **over 60** years old (80%) pointed out **Corporate Philanthropy** as their most agreed CSR initiatives type affecting their loyalty.

Completing the analysis for **shopping products**, respondents in the **income** ranges of **less than 1,000 Euros** (90%) and **more than 3,000 Euros** (85%) agreed on **Socially Responsible Business Practices** as the most important CSR initiative impacting on their decision to become/remain loyal. For respondents in the income range of **1,000-1,999 Euros**, 2 CSR initiatives type ranked in first place: **Cause Promotion and Cause-Related Marketing**, both with 90% of agreement. And respondents in the income range of **2,000-2,999 Euros** appointed **Corporate Philanthropy** as the number 1 (71%) CSR initiative type affecting their loyalty.

As presented in the paragraphs above, the **survey results** indicated that for **convenience products** in 9 of the 11 surveyed groups, **Socially Responsible Business Practices** came in **first** place. For **shopping products** in 8 of the 11 surveyed groups, **Socially Responsible Business Practices** came in **first** place. Results also showed that women are more inclined to become/remain loyal based on the companies CSR initiatives than men.

During the **interviews**, the interviewees (all in the age range between 18-29) didn't make a distinction between a different way of thinking based on the **product type**. For 60% of them, the **most important Type of CSR initiative** impacting on their loyalty was **Socially Responsible Business Practices**. Results were in line with the overall survey results and also for this age range, as this type of CSR initiative ranked first for both product types. Here, again, the interviewees mentioned that all CSR initiative types impact on them, but when they know that the companies are going beyond what it is required by law, it catches their attention and impacts on their loyalty. They mentioned that they are willing to become/remain loyal to European brands that produce locally because they know these companies treat better their employees (many times offering benefits that are not required by law) and are more concerned with their social and environmental impacts.

In relation to previous studies, according to Bhattacharyna & Sen (2004), “loyalty is an outcome of the consumer-company identification concept”. As mentioned for perceived value, it is important to consider that consumers’ loyalty due to consumer-company identification is influenced by personal support of the CSR issue. Therefore, it is likely that only CSR initiatives that match consumers’ personal support can trigger consumer-company identification and increase loyalty. The survey and interviews also showed that Socially Responsible Business Practices ranked first as the type of CSR impacting the surveyed/interviewed Dutch consumers’ loyalty, but all six types of CSR initiatives are somehow relevant. Once more, the results show that consumers are not only focusing in environmental practices, but also in social and ethical practices, which is in line with the shift to a more holistic approach to sustainability (OECD, 2008). For this reason, it is important that companies consider and invest in CSR initiatives that will trigger their consumer’s identification with the company and, consequently, their loyalty.

Considering **RQ3** “Which CSR initiatives do Dutch consumers find relevant and to which extent do they affect their perceived value and loyalty?”, the survey results indicated that all six types of CSR initiatives were noticed and valued by the respondents, with Socially Responsible Business Practices ranked in first place, affecting both their perceived value and loyalty. Regarding the extent of the effect of Socially Responsible Business Practices, it can be considered to a great extent, reaching a peak of 92% of agreement for convenience products and 100% for shopping products. Although the type of CSR initiative impacting on consumer’s loyalty is more unanimous (Socially Responsible Business Practices), the same explanation given for the impacts of CSR initiative types on perceived value applies for loyalty: companies still should ensure they are investing on the type of CSR initiative that will trigger the company-consumer identification, as consumers need to feel related to the company CSR efforts/types of initiatives to become/remain loyal.

This chapter presented and discussed the **overall results and findings** for the survey and interviews with Dutch consumers. It is possible to conclude that, for the surveyed/interviewed Dutch consumers, these results and findings showed a link between perceived value and loyalty. For Dutch consumers, **emotional value** is the most important perceived value when integrating CSR into their decision-making process. Buying from a company that is socially responsible gives them a good feeling of contributing for a better world. And **perceived value** ranked in first place as the most important CSR related loyalty driver for them. This means that if they feel good about a company that has a CSR strategy that triggers a company-consumer identification, they tend to become/remain loyal to that company. Additionally, the results and findings revealed that all six types of CSR initiatives considered

in this study are somehow appealing to the surveyed/interviewed Dutch consumers, but, confirming the shift to a more holistic approach to sustainability, **Socially Responsible Business Practices** was, overall, the type of CSR initiative that has a higher impact on Dutch consumers' perceived value and loyalty. With this last bit of information, it is possible to draw a bigger, and interconnected, picture of the effects of CSR on Dutch consumers' perceived value and loyalty: Dutch consumers find relevant all six types of CSR initiative types, which makes necessary for companies to understand which type is the most relevant for their target consumers' group. This understanding will make possible for companies to invest in a CSR strategy that will trigger the good feeling when consumers buy the company's products. And this good feeling will create a consumer-company identification that will motivate consumers to become/remain loyal to the company. **Summarizing:** all three factors (perceived value, loyalty and CSR initiative types) considered in this study are linked and just companies that fully understand this connection between them can use it in their favor to gain a competitive advantage in the Dutch market. This can be achieved investing in CSR initiatives that are valued by their consumers and that will increase their consumers' perceived value and, consequently, their loyalty.

The next chapter will summarize the conclusions of the CSR impact on Dutch consumers' loyalty and perceived value and present recommendations.

Chapter 5. Conclusions and Recommendations

It is clear that CSR has become an important reference for consumers and that companies need to understand how CSR impacts on the consumer's perceived value and loyalty to improve their businesses. The Netherlands, as a global leader on CSR, provides a great context to explore this subject. For this reason, this thesis refers to experiences in the Netherlands.

In order to formulate an answer to the research question "How does CSR impact on Dutch consumers' perceived value and loyalty?", this thesis discussed the concept and evolution of CSR, presenting CSR from a company's and from the consumers' perspective. It introduced the importance of sustainable consumption, which can be impacted by consumers' perceived value and loyalty. It explored consumers' perceived value that can be derived from CSR, CSR related loyalty drivers and the different types of CSR Initiatives. It also presented the evolution of CSR in the Netherlands. Additionally, surveys and interviews with Dutch consumers were conducted.

Summing the findings of the survey with 100 consumers and interviews with 10 consumers it is possible to draw an overall picture and conclude that for the surveyed Dutch consumers **emotional value** is the most important **perceived value** when integrating CSR into their decision-making process. They feel good when purchasing from companies that are committed to social responsibility, even willing to pay a bit more for that. Different emotional motivators trigger this good feeling, creating an emotional connection between consumers and companies. This connection can affect the consumers' perceived value of the company. Companies can positively influence the consumers' perceived value of the company when investing on the CSR strategy that will trigger this emotional connection.

It is also revealed that **perceived value** ranked in first place as the most important **CSR related loyalty driver** for all surveyed Dutch consumer groups, except those between 18-29 years, as for this specific group product quality is the number 1 CSR related loyalty driver. This result highlighted the link between perceived value and loyalty. The majority of the surveyed Dutch consumers choose emotional value as the most important perceived value when integrating CSR into their decision-making process. And perceived value ranked first as their CSR related loyalty driver. The interpretation of this can evidence an indirect influence of the emotional value of loyalty, indicating that for Dutch consumers perceived value and loyalty are both driven by the good feeling they have when supporting companies that are committed to social responsibility. As mentioned in the previous paragraph, companies that invest in a CSR strategy that triggers the consumers perceived value can be in

advantage in the Dutch market. They can benefit from the positive influence of CSR in the consumers' loyalty to their brand/products.

Regarding the **type of CSR initiative** impacting on the surveyed Dutch consumers perceived value and loyalty, all six types considered in this thesis are somehow relevant, varying per gender, age and income. Overall, **Socially Responsible Business Practices** ranked in first place, with **Cause Promotion** in second. It is important to remark that the results showed a shift to a more holistic approach to sustainability, with consumers not only focusing in environmental practices, but also in social and ethical practices.

Based on the findings, Dutch consumers' perceived value and loyalty are affected by the companies' CSR efforts and results. Consumers, as one of the main stakeholders of a company, need to be aware of how companies are addressing social and environmental issues, because when they know that a company is operating responsibly to address these issues, they feel good about it and this feeling affects their perception and behavior, increasing their perceived value of the company and impacting on their decision of becoming/remaining loyal to the company. Additionally, perceived value and loyalty are triggered by CSR types of initiatives that match the issues that consumers support.

Consequently, the **two main recommendations** of this thesis are for companies to **engage** their consumers on their decision about what CSR initiative types to invest in and to properly **communicate** their CSR efforts and results to their consumers.

Engaging consumers on the company CSR strategy will help companies to understand their consumers' expectations regarding CSR and allow them to invest on the types of CSR initiatives that will trigger the consumer-company identification. To achieve this engagement, companies can make use of social media or other market engagement/research tools to ensure that they will reach as many consumers as possible.

As important as having the right CSR strategy is to talk about it. Companies need to communicate their CSR efforts and results in a way that consumers become aware of them and, most importantly, understand them. To achieve this, communication needs to be clear and honest. It is necessary to go beyond CSR reports, taking full advantage of all available channels to reach the consumers, from packaging to social media. The right communication can give the consumers the knowledge they need to make socially responsible choices. Consequently, company communication can impact on

consumer engagement, as providing this knowledge to consumers can also give companies an opportunity to engage them in the company CSR efforts. And this opportunity can trigger the consumers' perceived value and loyalty.

Although this research considered different variables (product type, gender, age and income) and contributed to an understanding of CSR impacts on Dutch consumers' perceived value and loyalty, further research could be done adding time to the research and increasing the samples size.

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Appendices

Appendix 1: Surveys – Complete and detailed results

Convenience Products: Female

Convenience						
Female						
43 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	1	3	4	26	9	43
	2	7	9	60	21	100
CSR can add value to a product because buying it makes the consumer look good.	0	9	19	12	3	43
	0	21	44	28	7	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	4	19	6	12	2	43
	9	44	14	28	5	100
CSR is important because it makes me feel like I contribute/make a difference.	1	5	3	25	9	43
	2	12	7	58	21	100
If my friends thought CSR is important, I would pay more attention to it too.	0	17	14	10	2	43
	0	40	33	23	5	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	10	7	22	4	43
	0	23	16	51	9	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	2	6	12	17	6	43
	5	14	28	40	14	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	1	3	6	24	9	43
	2	7	14	56	21	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	2	15	11	12	3	43
	5	35	26	28	7	100
CSR is an important factor in my feeling of trust in the company.	2	8	11	17	5	43
	5	19	26	40	12	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	2	7	32	2	43
	0	5	16	74	5	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	3	14	13	12	1	43
	7	33	30	28	2	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	3	4	25	11	43
	0	7	9	58	26	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	6	10	22	5	43
	0	14	23	51	12	100
CSR is an important factor in my definition of product quality.	3	9	8	20	3	43
	7	21	19	47	7	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	5	12	22	4	43
	0	12	28	51	9	100
Types of CSR: How important are these types of CSR for you to become/remains a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	4	5	17	10	7	43
	9	12	40	23	16	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	4	8	13	18	0	43
	9	19	30	42	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	3	9	15	14	2	43
	7	21	35	33	5	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	4	10	16	12	1	43
	9	23	37	28	2	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	4	15	16	8	0	43
	9	35	37	19	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1	4	9	21	8	43
	2	9	21	49	19	100

How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	2	7	29	5	43
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	5	16	67	12	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	3	8	29	3	43
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	7	19	67	7	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	1	3	7	30	2	43
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	2	7	16	70	5	100
	0	5	19	17	2	43
	0	12	44	40	5	100
	1	4	19	16	3	43
	2	9	44	37	7	100
	1	1	8	23	10	43
	2	2	19	53	23	100

Convenience Products: Male

Convenience						
Male						
17 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	1	1	3	12	0	17
CSR can add value to a product because buying it makes the consumer look good.	6	6	18	71	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	1	3	6	7	0	17
CSR is important because it makes me feel like I contribute/make a difference.	6	18	35	41	0	100
If my friends thought CSR is important, I would pay more attention to it too.	2	8	2	4	1	17
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	12	47	12	24	6	100
	2	4	7	4	0	17
	12	24	41	24	0	100
	3	4	3	7	0	17
	18	24	18	41	0	100
	1	2	6	8	0	17
	6	12	35	47	0	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	0	7	3	6	1	17
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	41	18	35	6	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	0	1	11	5	17
CSR is an important factor in my feeling of trust in the company.	0	0	6	65	29	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	1	9	5	1	1	17
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	6	53	29	6	6	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	3	7	5	2	17
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	18	41	29	12	100
CSR is an important factor in my definition of product quality.	0	1	2	10	4	17
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	6	12	59	24	100
	0	10	4	3	0	17
	0	53	24	18	0	100
	0	3	2	7	5	17
	0	18	12	41	29	100
	1	2	8	5	1	17
	6	12	47	29	6	100
	0	4	9	4	0	17
	0	24	53	24	0	100
	0	1	4	8	4	17
	0	6	24	47	24	100
Types of CSR: How important are these types of CSR for you to become/remains a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	3	9	3	2	0	17
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	18	53	18	12	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	5	9	2	1	0	17
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a	29	53	12	6	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	3	6	3	4	1	17
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	18	35	18	24	6	100
	4	7	3	2	1	17
	24	41	18	12	6	100
	5	8	3	0	1	17
	29	47	18	0	6	100
	2	3	7	3	2	17
	12	18	41	18	12	100

How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	0	7	9	1	17
	0	0	41	53	6	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	2	6	8	1	17
	0	12	35	47	6	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	2	4	10	1	17
	0	12	24	53	6	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	4	5	7	1	17
	0	24	29	41	6	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	4	5	6	2	17
	0	24	29	35	12	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	0	5	10	2	17
	0	0	29	59	12	100

Convenience Products: 18-29 years old

Convenience						
Age: 18-29						
17 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	1	0	1	9	6	17
	6	0	6	53	35	100
CSR can add value to a product because buying it makes the consumer look good.	1	2	7	5	2	17
	6	12	41	29	12	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	4	9	1	2	1	17
	24	53	6	12	6	100
CSR is important because it makes me feel like I contribute/make a difference.	1	2	1	9	4	17
	6	12	6	53	24	100
If my friends thought CSR is important, I would pay more attention to it too.	2	2	4	8	1	17
	12	12	24	47	6	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	1	3	3	8	2	17
	6	18	18	47	12	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	1	3	5	6	2	17
	6	18	29	35	12	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	2	1	9	5	17
	0	12	6	53	29	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	7	5	3	1	17
	6	41	29	18	6	100
CSR is an important factor in my feeling of trust in the company.	1	2	5	6	3	17
	6	12	29	35	18	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	1	4	10	2	17
	0	6	24	53	12	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	5	7	4	0	17
	6	29	41	24	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	1	3	7	6	17
	0	6	18	41	35	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	5	6	3	3	17
	0	29	35	18	18	100
CSR is an important factor in my definition of product quality.	2	3	3	7	2	17
	12	18	18	41	12	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	3	2	7	5	17
	0	18	12	41	29	100

Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	2	5	6	3	1	17
	12	29	35	18	6	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	3	5	4	5	0	17
	18	29	24	29	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	2	4	5	5	1	17
	12	24	29	29	6	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	3	3	6	4	1	17
	18	18	35	24	6	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	2	4	6	4	1	17
	12	24	35	24	6	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	0	3	4	4	6	17
	0	18	24	24	35	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	0	5	12	0	17
	0	0	29	71	0	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	2	6	8	1	17
	0	12	35	47	6	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	1	4	11	1	17
	0	6	24	65	6	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	5	5	6	1	17
	0	29	29	35	6	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	2	2	11	2	17
	0	12	12	65	12	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	1	3	8	5	17
	0	6	18	47	29	100

Convenience Products: 30-39 years old

Convenience Age: 30-39 10 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	0	2	7	1	10
	0	0	20	70	10	100
CSR can add value to a product because buying it makes the consumer look good.	0	0	6	4	0	10
	0	0	60	40	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	1	6	0	2	1	10
	10	60	0	20	10	100
CSR is important because it makes me feel like I contribute/make a difference.	0	1	3	4	2	10
	0	10	30	40	20	100
If my friends thought CSR is important, I would pay more attention to it too.	1	4	3	2	0	10
	10	40	30	20	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	1	4	4	1	10
	0	10	40	40	10	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	0	3	2	3	2	10
	0	30	20	30	20	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	0	1	7	2	10
	0	0	10	70	20	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	4	2	3	1	10
	0	40	20	30	10	100
CSR is an important factor in my feeling of trust in the company.	0	2	2	4	2	10
	0	20	20	40	20	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	0	0	8	2	10
	0	0	0	80	20	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	4	2	3	1	10
	0	40	20	30	10	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	1	1	5	3	10
	0	10	10	50	30	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	2	2	5	1	10
	0	20	20	50	10	100
CSR is an important factor in my definition of product quality.	0	2	2	5	1	10
	0	20	20	50	10	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	1	4	4	1	10
	0	10	40	40	10	100

Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	1	4	1	1	3	10
	10	40	10	10	30	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	3	4	1	2	0	10
	30	40	10	20	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	2	2	2	2	2	10
	20	20	20	20	20	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a cause).	2	4	1	2	1	10
	20	40	10	20	10	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	2	3	4	1	0	10
	20	30	40	10	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1	3	0	4	2	10
	10	30	0	40	20	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	0	3	5	2	10
	0	0	30	50	20	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	0	4	5	1	10
	0	0	40	50	10	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-	0	2	2	5	1	10
	0	20	20	50	10	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	1	4	3	2	10
	0	10	40	30	20	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	1	4	3	2	10
	0	10	40	30	20	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	0	2	6	2	10
	0	0	20	60	20	100

Convenience Products: 40-49 years old

Convenience						
Age: 40-49						
13 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	2	0	10	1	13
	0	15	0	77	8	100
CSR can add value to a product because buying it makes the consumer look good.	0	5	4	4	0	13
	0	38	31	31	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	1	5	2	5		13
	8	38	15	38	0	100
CSR is important because it makes me feel like I contribute/make a difference.	0	2	2	8	1	13
	0	15	15	62	8	100
If my friends thought CSR is important, I would pay more attention to it too.	0	7	3	3	0	13
	0	54	23	23	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	2	0	11	0	13
	0	15	0	85	0	100

Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	0	2	5	5	1	13
	0	15	38	38	8	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	1	1	8	3	13
	0	8	8	62	23	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	4	3	5	0	13
	8	31	23	38	0	100
CSR is an important factor in my feeling of trust in the company.	0	2	5	5	1	13
	0	15	38	38	8	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	1	2	9	1	13
	0	8	15	69	8	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	9	1	3	0	13
	0	69	8	23	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	2	10	1	13
	0	0	15	77	8	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	1	2	10	0	13
	0	8	15	77	0	100
CSR is an important factor in my definition of product quality.	0	3	6	4	0	13
	0	23	46	31	0	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	1	2	10	0	13
	0	8	15	77	0	100

Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	2	3	4	2	2	13
	15	23	31	15	15	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	1	3	4	5	0	13
	8	23	31	38	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	1	2	7	3	0	13
	8	15	54	23	0	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	2	5	5	1	0	13
	15	38	38	8	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	4	4	5	0	0	13
	31	31	38	0	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1	0	7	5	0	13
	8	0	54	38	0	100

How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	1	1	10	1	13
	0	8	8	77	8	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	1	2	9	1	13
	0	8	15	69	8	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	1	3	8	1	13
	0	8	23	62	8	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	2	8	3	0	13
	0	15	62	23	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	4	8	1	0	13
	0	31	62	8	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	1	3	7	2	13
	0	8	23	54	15	100

Convenience Products: 50-59 years old

Convenience						
Age: 50-59						
10 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	1	1	1	6	1	10
	10	10	10	60	10	100
CSR can add value to a product because buying it makes the consumer look good.	0	4	3	2	1	10
	0	40	30	20	10	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	0	5	1	3	1	10
	0	50	10	30	10	100
CSR is important because it makes me feel like I contribute/make a difference.	1	1	1	5	2	10
	10	10	10	50	20	100
If my friends thought CSR is important, I would pay more attention to it too.	1	6	2	1	0	10
	10	60	20	10	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	4	3	2	1	10
	0	40	30	20	10	100

Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	1	2	0	6	1	10
	10	20	0	60	10	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	1	0	3	5	1	10
	10	0	30	50	10	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	4	2	2	1	10
	10	40	20	20	10	100
CSR is an important factor in my feeling of trust in the company.	1	0	4	4	1	10
	10	0	40	40	10	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	1	2	7	0	10
	0	10	20	70	0	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	3	3	3	0	10
	10	30	30	30	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	2	4	4	10
	0	0	20	40	40	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	1	4	4	1	10
	0	10	40	40	10	100
CSR is an important factor in my definition of product quality.	1	2	1	6	0	10
	10	20	10	60	0	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	1	3	5	1	10
	0	10	30	50	10	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	2	0	4	3	1	10
	20	0	40	30	10	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	1	2	1	6	0	10
	10	20	10	60	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	1	2	1	5	1	10
	10	20	10	50	10	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to)	1	1	1	7	0	10
	10	10	10	70	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	1	1	3	5	0	10
	10	10	30	50	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1	0	1	6	2	10
	10	0	10	60	20	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	1	2	5	2	10
	0	10	20	50	20	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	2	0	8	0	10
	0	20	0	80	0	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-	1	0	1	8	0	10
	10	0	10	80	0	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	1	2	7	0	10
	0	10	20	70	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	1	0	3	5	1	10
	10	0	30	50	10	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	1	0	1	5	3	10
	10	0	10	50	30	100

Convenience Products: Over 60 years old

Convenience						
Age: Over 60						
10 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	1	3	6	0	10
	0	10	30	60	0	100
CSR can add value to a product because buying it makes the consumer look good.	0	1	5	4	0	10
	0	10	50	40	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	0	1	4	5	0	10
	0	10	40	50	0	100
CSR is important because it makes me feel like I contribute/make a difference.	0	3	2	4	1	10
	0	30	20	40	10	100
If my friends thought CSR is important, I would pay more attention to it too.	0	3	5	2	0	10
	0	30	50	20	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	2	3	5	0	10
	0	20	30	50	0	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	1	2	4	3	0	10
	10	20	40	30	0	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	0	1	6	3	10
	0	0	10	60	30	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	4	4	1	1	10
	0	40	40	10	10	100
CSR is an important factor in my feeling of trust in the company.	0	5	2	3	0	10
	0	50	20	30	0	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	0	1	8	1	10
	0	0	10	80	10	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	4	3	2	0	10
	10	40	30	20	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	1	7	2	10
	0	0	10	70	20	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	1	1	1	6	1	10
	10	10	10	60	10	100
CSR is an important factor in my definition of product quality.	0	3	4	3	0	10
	0	30	40	30	0	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	0	4	5	1	10
	0	0	40	50	10	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite important	Very important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	0	1	6	3	0	10
	0	10	60	30	0	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	1	2	5	2	0	10
	10	20	50	20	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	0	3	4	3	0	10
	0	30	40	30	0	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a	0	3	5	2	0	10
	0	30	50	20	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	0	6	4	0	0	10
	0	60	40	0	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	0	2	1	6	1	10
	0	20	10	60	10	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	0	2	7	1	10
	0	0	20	70	10	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	0	3	7	0	10
	0	0	30	70	0	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	1	1	8	0	10
	0	10	10	80	0	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	0	6	4	0	10
	0	0	60	40	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	1	7	2	0	10
	0	10	70	20	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	0	4	6	0	10
	0	0	40	60	0	100

Convenience Products: Less than 1,000 Euros

Convenience						
Income: less than 1000 Euros						
18 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	2 11	1 6	1 6	9 50	5 28	18 100
CSR can add value to a product because buying it makes the consumer look good.	2 11	3 17	7 39	4 22	2 11	18 100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	4 22	6 33	2 11	4 22	2 11	18 100
CSR is important because it makes me feel like I contribute/make a difference.	2 11	2 11	1 6	8 44	5 28	18 100
If my friends thought CSR is important, I would pay more attention to it too.	3 17	3 17	5 28	6 33	1 6	18 100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	2 11	2 11	4 22	7 39	3 17	18 100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	1 6	3 17	4 22	8 44	2 11	18 100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0 0	1 6	4 22	9 50	4 22	18 100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0 0	6 33	6 33	4 22	2 11	18 100
CSR is an important factor in my feeling of trust in the company.	1 6	3 17	5 28	6 33	3 17	18 100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0 0	0 0	6 33	11 61	1 6	18 100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1 6	5 28	7 39	5 28	0 0	18 100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0 0	1 6	1 6	10 56	6 33	18 100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0 0	3 17	6 33	6 33	3 17	18 100
CSR is an important factor in my definition of product quality.	2 11	2 11	3 17	10 56	1 6	18 100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0 0	2 11	3 17	8 44	5 28	18 100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	4 22	4 22	4 22	5 28	1 6	18 100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	5 28	2 11	4 22	7 39	0 0	18 100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	3 17	2 11	4 22	7 39	2 11	18 100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	3 17	2 11	5 28	6 33	2 11	18 100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	3 17	3 17	4 22	6 33	2 11	18 100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1 6	2 11	3 17	6 33	6 33	18 100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0 0	1 6	5 28	12 67	0 0	18 100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0 0	2 11	7 39	8 44	1 6	18 100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0 0	1 6	5 28	10 56	2 11	18 100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0 0	5 28	5 28	6 33	2 11	18 100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0 0	2 11	3 17	10 56	3 17	18 100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0 0	1 6	3 17	9 50	5 28	18 100

Convenience Products: Between 1,000-1,999 Euros

Convenience Income: between 1000-1999 Euros 16 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	1 6	0 0	3 19	9 56	3 19	16 100
CSR can add value to a product because buying it makes the consumer look good.	0 0	4 25	7 44	4 25	1 6	16 100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	1 6	9 56	2 13	4 25	0 0	16 100
CSR is important because it makes me feel like I contribute/make a difference.	2 13	3 19	2 13	8 50	1 6	16 100
If my friends thought CSR is important, I would pay more attention to it too.	2 13	7 44	5 31	2 13	0 0	16 100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0 0	5 31	4 25	6 38	1 6	16 100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	2 13	3 19	4 25	3 19	4 25	16 100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	1 6	2 13	2 13	5 31	6 38	16 100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	2 13	4 25	3 19	6 38	1 6	16 100
CSR is an important factor in my feeling of trust in the company.	1 6	3 19	4 25	4 25	4 25	16 100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	1 6	2 13	2 13	8 50	3 19	16 100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	2 13	5 31	2 13	6 38	1 6	16 100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0 0	0 0	3 19	9 56	4 25	16 100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0 0	3 19	3 19	9 56	1 6	16 100
CSR is an important factor in my definition of product quality.	1 6	4 25	2 13	6 38	3 19	16 100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0 0	3 19	5 31	8 50	0 0	16 100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	2 13	2 13	7 44	2 13	3 19	16 100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	3 19	3 19	4 25	6 38	0 0	16 100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	2 13	6 38	3 19	4 25	1 6	16 100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	3 19	5 31	2 13	5 31	1 6	16 100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	4 25	5 31	6 38	1 6	0 0	16 100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1 6	2 13	6 38	4 25	3 19	16 100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0 0	0 0	5 31	9 56	2 13	16 100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0 0	2 13	4 25	9 56	1 6	16 100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	1 6	4 25	1 6	9 56	1 6	16 100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0 0	2 13	7 44	5 31	2 13	16 100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	1 6	1 6	8 50	4 25	2 13	16 100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	1 6	1 6	4 25	7 44	3 19	16 100

Convenience Products: Between 2,000-2,999 Euros

Convenience						
Income: between 2000-2999 Euros						
6 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	1	0	5	0	6
	0	17	0	83	0	100
CSR can add value to a product because buying it makes the consumer look good.	0	1	3	2	0	6
	0	17	50	33	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	0	3	1	2	0	6
	0	50	17	33	0	100
CSR is important because it makes me feel like I contribute/make a difference.	0	0	2	4	0	6
	0	0	33	67	0	100
If my friends thought CSR is important, I would pay more attention to it too.	0	0	3	3	0	6
	0	0	50	50	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	0	1	5	0	6
	0	0	17	83	0	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	0	2	2	2	0	6
	0	33	33	33	0	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	0	0	6	0	6
	0	0	0	100	0	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	2	2	2	0	6
	0	33	33	33	0	100
CSR is an important factor in my feeling of trust in the company.	0	0	4	2	0	6
	0	0	67	33	0	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	0	1	4	1	6
	0	0	17	67	17	100
Even if I trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	3	2	1	0	6
	0	50	33	17	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	1	4	1	6
	0	0	17	67	17	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	2	1	3	0	6
	0	33	17	50	0	100
CSR is an important factor in my definition of product quality.	0	1	5	0	0	6
	0	17	83	0	0	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	0	1	5	0	6
	0	0	17	83	0	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	0	2	3	1	0	6
	0	33	50	17	0	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	1	2	1	2	0	6
	17	33	17	33	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	0	1	3	2	0	6
	0	17	50	33	0	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	1	1	2	2	0	6
	17	17	33	33	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	0	2	3	1	0	6
	0	33	50	17	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	0	2	1	3	0	6
	0	33	17	50	0	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	0	0	6	0	6
	0	0	0	100	0	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	0	1	5	0	6
	0	0	17	83	0	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	0	0	6	0	6
	0	0	0	100	0	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	1	1	4	0	6
	0	17	17	67	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	0	4	2	0	6
	0	0	67	33	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	0	1	5	0	6
	0	0	17	83	0	100

Convenience Products: Over 3,000 Euros

Convenience						
Income: More than 3000 Euros						
20 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	2	3	14	1	20
	0	10	15	70	5	100
CSR can add value to a product because buying it makes the consumer look good.	0	4	7	9	0	20
	0	20	35	45	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	2	7	3	7	1	20
	10	35	15	35	5	100
CSR is important because it makes me feel like I contribute/make a difference.	0	4	5	8	3	20
	0	20	25	40	15	100
If my friends thought CSR is important, I would pay more attention to it too.	0	11	4	5	0	20
	0	55	20	25	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	4	4	11	1	20
	0	20	20	55	5	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	0	5	5	9	1	20
	0	25	25	45	5	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	0	2	13	5	20
	0	0	10	65	25	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	10	6	2	1	20
	5	50	30	10	5	100
CSR is an important factor in my feeling of trust in the company.	0	5	4	11	0	20
	0	25	20	55	0	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	2	0	18	0	20
	0	10	0	90	0	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	10	6	4	0	20
	0	50	30	20	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	1	3	10	6	20
	0	5	15	50	30	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	1	2	5	10	2	20
	5	10	25	50	10	100
CSR is an important factor in my definition of product quality.	0	5	6	8	1	20
	0	25	30	40	5	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	1	7	11	1	20
	0	5	35	55	5	100
Types of CSR: How important are these types of CSR for you to become/remains a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	2	5	7	3	3	20
	10	25	35	15	15	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	1	9	6	4	0	20
	5	45	30	20	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	1	5	9	4	1	20
	5	25	45	20	5	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	0	9	10	1	0	20
	0	45	50	5	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	2	10	8	0	0	20
	10	50	40	0	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	2	2	5	10	1	20
	10	10	25	50	5	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	0	5	12	3	20
	0	0	25	60	15	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	1	4	14	1	20
	0	5	20	70	5	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	1	5	14	0	20
	0	5	25	70	0	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	1	11	8	0	20
	0	5	55	40	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	5	9	5	1	20
	0	25	45	25	5	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	0	4	11	5	20
	0	0	20	55	25	100

Shopping Products: Female

Shopping						
Female						
18 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	2	2	13	1	18
	0	11	11	72	6	100
CSR can add value to a product because buying it makes the consumer look good.	0	4	5	9	0	18
	0	22	28	50	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	2	4	2	8	2	18
	11	22	11	44	11	100
CSR is important because it makes me feel like I contribute/make a difference.	0	2	2	13	1	18
	0	11	11	72	6	100
If my friends thought CSR is important, I would pay more attention to it too.	3	7	5	3	0	18
	17	39	28	17	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	3	2	9	4	18
	0	17	11	50	22	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	2	3	4	7	2	18
	11	17	22	39	11	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	4	0	11	3	18
	0	22	0	61	17	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	6	7	3	1	18
	6	33	39	17	6	100
CSR is an important factor in my feeling of trust in the company.	1	3	2	9	3	18
	6	17	11	50	17	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	2	2	12	2	18
	0	11	11	67	11	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	7	4	4	2	18
	6	39	22	22	11	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	1	4	5	8	18
	0	6	22	28	44	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	2	5	5	6	18
	0	11	28	28	33	100
CSR is an important factor in my definition of product quality.	1	1	6	6	4	18
	6	6	33	33	22	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	5	4	8	1	18
	0	28	22	44	6	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	1	4	7	5	1	18
	6	22	39	28	6	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	2	3	8	5	0	18
	11	17	44	28	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	1	3	12	2	0	18
	6	17	67	11	0	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to)	1	2	10	5	0	18
	6	11	56	28	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	4	4	5	5	0	18
	22	22	28	28	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	2	1	7	5	3	18
	11	6	39	28	17	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	2	4	10	2	18
	0	11	22	56	11	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	1	3	4	10	0	18
	6	17	22	56	0	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-	0	1	0	15	2	18
	0	6	0	83	11	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	2	4	12	0	18
	0	11	22	67	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	3	6	9	0	18
	0	17	33	50	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	2	1	1	9	5	18
	11	6	6	50	28	100

Shopping Products: Male

Shopping						
Male						
22 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	4	4	12	2	22
	0	18	18	55	9	100
CSR can add value to a product because buying it makes the consumer look good.	0	7	5	10	0	22
	0	32	23	45	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	0	11	4	5	2	22
	0	50	18	23	9	100
CSR is important because it makes me feel like I contribute/make a difference.	0	5	1	14	2	22
	0	23	5	64	9	100
If my friends thought CSR is important, I would pay more attention to it too.	1	9	5	5	2	22
	5	41	23	23	9	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	5	2	13	2	22
	0	23	9	59	9	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	4	3	5	9	1	22
	18	14	23	41	5	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	1	0	16	5	22
	0	5	0	73	23	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	2	3	4	4	3	22
	9	41	18	18	14	100
CSR is an important factor in my feeling of trust in the company.	1	4	7	9	1	22
	5	18	32	41	5	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	1	2	15	4	22
	0	5	9	68	18	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	7	7	5	2	22
	5	32	32	23	9	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	2	15	5	22
	0	0	9	68	23	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	1	0	7	11	3	22
	5	0	32	50	14	100
CSR is an important factor in my definition of product quality.	4	5	6	7	0	22
	18	23	27	32	0	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	1	1	1	13	6	22
	5	5	5	59	27	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	3	5	7	6	1	22
	14	23	32	27	5	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	2	7	5	7	1	22
	9	32	23	32	5	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	3	5	6	6	2	22
	14	23	27	27	9	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a	2	7	6	7	0	22
	9	32	27	32	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	2	6	8	6	0	22
	9	27	36	27	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1	3	3	13	2	22
	5	14	14	59	9	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	2	4	14	2	22
	0	9	18	64	9	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	3	5	13	1	22
	0	14	23	59	5	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	2	4	14	2	22
	0	9	18	64	9	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	1	3	6	11	1	22
	5	14	27	50	5	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	1	3	3	15	0	22
	5	14	14	68	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	2	2	13	5	22
	0	9	9	59	23	100

Shopping Products: 18-29 years old

Shopping						
Age: 18-29						
14 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	1	2	11	0	14
	0	7	14	79	0	100
CSR can add value to a product because buying it makes the consumer look good.	0	3	1	10	0	14
	0	21	7	71	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	1	7	2	3	1	14
	7	50	14	21	7	100
CSR is important because it makes me feel like I contribute/make a difference.	0	0	2	11	1	14
	0	0	14	79	7	100
If my friends thought CSR is important, I would pay more attention to it too.	1	6	5	2	0	14
	7	43	36	14	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	0	1	10	3	14
	0	0	7	71	21	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	2	3	2	6	1	14
	14	21	14	43	7	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	1	0	9	4	14
	0	7	0	64	29	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	5	5	3	0	14
	0	0	0	0	0	0
CSR is an important factor in my feeling of trust in the company.	1	2	2	6	3	14
	7	14	14	43	21	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	1	3	9	1	14
	0	7	21	64	7	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	6	1	4	2	14
	7	43	7	29	14	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	2	7	5	14
	0	0	14	50	36	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	1	4	6	3	14
	0	7	29	43	21	100
CSR is an important factor in my definition of product quality.	1	3	3	4	3	14
	7	21	21	29	21	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	2	1	10	1	14
	0	14	7	71	7	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	0	4	4	6	0	14
	0	29	29	43	0	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every	0	5	2	7	0	14
	0	36	14	50	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	1	2	6	3	0	14
	7	14	57	21	0	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer	1	2	6	5	0	14
	7	14	43	36	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at	3	5	3	3	0	14
	21	36	21	21	0	100
Of companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1	1	1	10	1	14
	7	7	7	71	7	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	0	2	11	1	14
	0	0	14	79	7	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	0	3	10	1	14
	0	0	21	71	7	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-	0	1	2	10	1	14
	0	7	14	71	7	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	1	1	3	8	1	14
	7	7	21	57	7	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	1	3	4	6	0	14
	7	21	29	43	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	1	0	3	7	3	14
	7	0	21	50	21	100

Shopping Products: 30-39 years old

Shopping						
Age: 30-39						
5 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	1	1	2	1	5
	0	20	20	40	20	100
CSR can add value to a product because buying it makes the consumer look good.	0	1	1	3	0	5
	0	20	20	60	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	0	2	1	2	0	5
	0	40	20	40	0	100
CSR is important because it makes me feel like I contribute/make a difference.	0	3	0	1	1	5
	0	60	0	20	20	100
If my friends thought CSR is important, I would pay more attention to it too.	1	2	1	1	0	5
	20	40	20	20	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	0	2	3	0	5
	0	0	40	60	0	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	1	1	1	1	1	5
	20	20	20	20	20	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	2	0	2	1	5
	0	40	0	40	20	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	2	2	0	1	5
	0	40	40	0	20	100
CSR is an important factor in my feeling of trust in the company.	0	0	2	2	1	5
	0	0	40	40	20	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	1	0	1	3	5
	0	20	0	20	60	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	1	2	2	0	5
	0	20	40	40	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	1	3	1	5
	0	0	20	60	20	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	1	1	2	1	5
	0	20	20	40	20	100
CSR is an important factor in my definition of product quality.	1	1	2	0	1	5
	20	20	40	0	20	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	2	0	3	0	5
	0	40	0	60	0	100
Types of CSR: How important are these types of CSR for you to become/remains a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	1	1	0	2	1	5
	20	20	0	40	20	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	0	1	0	4	0	5
	0	20	0	80	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	0	1	3	1	0	5
	0	20	60	20	0	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a	0	2	1	2	0	5
	0	40	20	40	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	1	1	1	2	0	5
	20	20	20	40	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	0	1	2	0	2	5
	0	20	40	0	40	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	2	0	2	1	5
	0	40	0	40	20	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	1	1	0	3	0	5
	20	20	0	60	0	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	0	0	5	0	5
	0	0	0	100	0	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	1	0	4	0	5
	0	20	0	80	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	2	0	3	0	5
	0	40	0	60	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	1	0	3	1	5
	0	20	0	60	20	100

Shopping Products: 40-49 years old

Shopping Age: 40-49 5 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	0	1	3	1	5
CSR can add value to a product because buying it makes the consumer look good.	0	0	20	60	20	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	0	0	0	100	0	100
CSR is important because it makes me feel like I contribute/make a difference.	0	2	1	1	1	5
If my friends thought CSR is important, I would pay more attention to it too.	0	40	20	20	20	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	0	0	5	0	5
	0	0	0	100	0	100
	0	2	0	3	0	5
	0	40	0	60	0	100
	0	0	0	4	1	5
	0	0	0	80	20	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	1	1	1	2	0	5
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company's CSR approach.	20	20	20	40	0	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	0	0	5	0	5
	0	0	0	100	0	100
CSR is an important factor in my feeling of trust in the company.	1	2	1	1	0	5
	20	40	20	20	0	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	1	1	3	0	5
	0	20	20	60	0	100
Even if I trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	0	1	4	0	5
	0	0	20	80	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	2	2	1	0	5
	0	40	40	20	0	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	0	0	4	1	5
	0	0	0	80	20	100
CSR is an important factor in my definition of product quality.	0	0	3	2	0	5
	0	0	60	40	0	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	1	1	1	2	0	5
	20	20	20	40	0	100
	0	0	0	2	3	5
	0	0	0	40	60	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	1	1	2	1	0	5
	20	20	40	20	0	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	1	3	0	1	0	5
	20	60	0	20	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	0	3	1	0	1	5
	0	60	20	0	20	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	0	4	1	0	0	5
	0	80	20	0	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	0	3	2	0	0	5
	0	60	40	0	0	100
Of companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	0	1	2	2	0	5
	0	20	40	40	0	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	0	3	2	0	5
	0	0	60	40	0	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	1	2	2	0	5
	0	20	40	40	0	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	0	2	3	0	5
	0	0	40	60	0	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	0	4	1	0	5
	0	0	80	20	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	0	3	2	0	5
	0	0	60	40	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	0	2	3	0	5
	0	0	40	60	0	100

Shopping Products: 50-59 years old

Shopping Age: 50-59 11 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	2	1	7	1	11
	0	18	9	64	9	100
CSR can add value to a product because buying it makes the consumer look good.	0	3	6	2	0	11
	0	27	55	18	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	1	3	2	4	1	11
	9	27	18	36	9	100
CSR is important because it makes me feel like I contribute/make a difference.	0	2	2	5	2	11
	0	18	18	45	18	100
If my friends thought CSR is important, I would pay more attention to it too.	2	3	4	1	1	11
	18	27	36	9	9	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	5	1	4	1	11
	0	45	9	36	9	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	1	1	4	4	1	11
	9	9	36	36	9	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	1	0	9	1	11
	0	9	0	82	9	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	4	3	1	2	11
	9	36	27	9	18	100
CSR is an important factor in my feeling of trust in the company.	1	3	2	5	0	11
	9	27	18	45	0	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	1	1	8	1	11
	0	9	9	73	9	100
Even if I trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	4	4	2	0	11
	9	36	36	18	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	2	3	6	11
	0	0	18	27	55	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	0	1	4	6	11
	0	0	9	36	55	100
CSR is an important factor in my definition of product quality.	1	1	3	6	0	11
	9	9	27	55	0	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	1	0	5	5	0	11
	9	0	45	45	0	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	1	2	3	4	1	11
	9	18	27	36	9	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	2	0	6	2	1	11
	18	0	55	18	9	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	1	1	4	4	1	11
	9	9	36	36	9	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	1	1	6	3	0	11
	9	9	55	27	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	1	1	6	3	0	11
	9	9	55	27	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1	0	4	4	2	11
	9	0	36	36	18	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	1	2	6	2	11
	0	9	18	55	18	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	3	2	5	1	11
	0	27	18	45	9	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	1	1	7	2	11
	0	9	9	64	18	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	2	4	4	1	11
	0	18	36	36	9	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	1	4	6	0	11
	0	9	36	55	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	1	0	6	4	11
	0	9	0	55	36	100

Shopping Products: Over 60 years old

Shopping						
Age: over 60						
5 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	1	1	3	0	5
	0	20	20	60	0	100
CSR can add value to a product because buying it makes the consumer look good.	0	3	1	1	0	5
	0	60	20	20	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	0	2	0	2	1	5
	0	40	0	40	20	100
CSR is important because it makes me feel like I contribute/make a difference.	0	1	0	3	1	5
	0	20	0	60	20	100
If my friends thought CSR is important, I would pay more attention to it too.	0	3	0	1	1	5
	0	60	0	20	20	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	3	0	1	1	5
	0	60	0	20	20	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	1	2	1	1	0	5
	20	40	20	20	0	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	0	0	4	1	5
	0	0	0	80	20	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	2	1	1	1	5
	0	40	20	20	20	100
CSR is an important factor in my feeling of trust in the company.	0	1	1	3	0	5
	0	20	20	60	0	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	0	0	4	1	5
	0	0	0	80	20	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	2	2	0	1	5
	0	40	40	0	20	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	1	0	3	1	5
	0	20	0	60	20	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	1	0	2	2	0	5
	20	0	40	40	0	100
CSR is an important factor in my definition of product quality.	1	1	3	0	0	5
	20	20	60	0	0	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	0	0	4	1	5
	0	0	0	80	20	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	1	1	3	0	0	5
	20	20	60	0	0	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	1	1	3	0	0	5
	20	20	60	0	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	2	1	1	1	0	5
	40	20	20	20	0	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a	1	0	3	1	0	5
	20	0	60	20	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	1	1	2	1	0	5
	20	20	40	20	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1	1	1	2	0	5
	20	20	20	40	0	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	1	1	3	0	5
	0	20	20	60	0	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	1	2	2	0	5
	0	20	40	40	0	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	1	0	4	0	5
	0	20	0	80	0	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	1	1	3	0	5
	0	20	20	60	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	1	0	4	0	5
	0	20	0	80	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	1	0	3	1	5
	0	20	0	60	20	100

Shopping Products: Less than 1,000 Euros

Shopping Income: less than 1000 Euros 10 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	2	2	6	0	10
	0	20	20	60	0	100
CSR can add value to a product because buying it makes the consumer look good.	0	2	1	7	0	10
	0	20	10	70	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	2	4	1	2	1	10
	20	40	10	20	10	100
CSR is important because it makes me feel like I contribute/make a difference.	0	2	1	7	0	10
	0	20	10	70	0	100
If my friends thought CSR is important, I would pay more attention to it too.	0	5	3	2	0	10
	0	50	30	20	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	1	2	5	2	10
	0	10	20	50	20	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	1	2	3	2	2	10
	10	20	30	20	20	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	0	0	8	2	10
	0	0	0	80	20	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	2	5	3	0	10
	0	20	50	30	0	100
CSR is an important factor in my feeling of trust in the company.	0	0	4	3	3	10
	0	0	40	30	30	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	0	3	7	0	10
	0	0	30	70	0	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	5	2	0	3	10
	0	50	20	0	30	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	1	6	3	10
	0	0	10	60	30	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	0	4	4	2	10
	0	0	40	40	20	100
CSR is an important factor in my definition of product quality.	1	1	3	1	4	10
	10	10	30	10	40	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	0	2	8	0	10
	0	0	20	80	0	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	0	4	3	3	0	10
	0	40	30	30	0	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	0	4	3	3	0	10
	0	40	30	30	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	1	1	4	4	0	10
	10	10	40	40	0	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a	1	1	6	2	0	10
	10	10	60	20	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	2	3	2	3	0	10
	20	30	20	30	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	0	0	2	6	2	10
	0	0	20	60	20	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	0	2	7	1	10
	0	0	20	70	10	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	0	2	7	1	10
	0	0	20	70	10	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	1	0	8	1	10
	0	10	0	80	10	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	1	1	2	5	1	10
	10	10	20	50	10	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	1	1	5	3	0	10
	10	10	50	30	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	0	3	3	4	10
	0	0	30	30	40	100

Shopping Products: Between 1,000-1,999 Euros

Shopping						
Income: between 1000 and 1999 Euros						
10 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	1	1	8	0	10
CSR can add value to a product because buying it makes the consumer look good.	0	10	10	80	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	0	4	2	4	0	10
CSR is important because it makes me feel like I contribute/make a difference.	0	40	20	40	0	100
If my friends thought CSR is important, I would pay more attention to it too.	0	5	2	2	1	10
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	50	20	20	10	100
	0	3	2	3	2	10
	0	30	20	30	20	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	0	1	4	5	0	10
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	10	40	50	0	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	0	0	9	1	10
CSR is an important factor in my feeling of trust in the company.	0	0	0	90	10	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	1	4	4	1	0	10
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	10	40	40	10	0	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	1	3	1	5	0	10
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	10	30	10	50	0	100
CSR is an important factor in my definition of product quality.	0	0	0	9	1	10
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	0	0	90	10	100
	1	4	4	1	0	10
	10	40	40	10	0	100
	0	0	1	6	3	10
	0	0	10	60	30	100
	0	0	2	6	2	10
	0	0	20	60	20	100
	1	3	2	4	0	10
	10	30	20	40	0	100
	0	1	1	8	0	10
	0	10	10	80	0	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	1	0	4	5	0	10
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	10	0	40	50	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	1	0	4	4	1	10
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	10	0	40	40	10	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	1	2	5	2	0	10
Of companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	10	20	50	20	0	100
	1	1	1	4	3	10
	10	10	10	40	30	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	1	0	8	1	10
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	10	0	80	10	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	2	1	7	0	10
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	20	10	70	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	1	3	6	0	10
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	10	30	60	0	100
	0	2	2	6	0	10
	0	20	20	60	0	100
	0	2	2	6	0	10
	0	20	20	60	0	100
	0	1	0	9	0	10
	0	10	0	90	0	100

Shopping Products: Between 2,000-2,999 Euros

Shopping						
Income: between 2000 and 2999 Euros						
7 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	1	1	5	0	7
	0	14	14	71	0	100
CSR can add value to a product because buying it makes the consumer look good.	0	3	2	2	0	7
	0	43	29	29	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	1	2	0	3	1	7
	14	29	0	43	14	100
CSR is important because it makes me feel like I contribute/make a difference.	0	0	1	5	1	7
	0	0	14	71	14	100
If my friends thought CSR is important, I would pay more attention to it too.	1	3	2	0	1	7
	14	43	29	0	14	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	1	0	5	1	7
	0	14	0	71	14	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	2	3	1	1	0	7
	29	43	14	14	0	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	1	0	4	2	7
	0	14	0	57	29	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	3	0	3	1	7
	0	43	0	43	14	100
CSR is an important factor in my feeling of trust in the company.	1	2	0	2	2	7
	14	29	0	29	29	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	1	0	4	1	6
	0	14	0	57	14	86
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	3	1	1	1	7
	14	43	14	14	14	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	1	2	1	3	7
	0	14	29	14	43	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	1	1	2	2	1	7
	14	14	29	29	14	100
CSR is an important factor in my definition of product quality.	1	2	2	1	1	7
	14	29	29	14	14	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	0	1	1	3	2	7
	0	14	14	43	29	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite Important	Very Important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	0	5	2	0	0	7
	0	71	29	0	0	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	0	4	3	0	0	7
	0	57	43	0	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	1	2	3	1	0	7
	14	29	43	14	0	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a	0	2	5	0	0	7
	0	29	71	0	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	1	2	3	1	0	7
	14	29	43	14	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	1	2	2	2	0	7
	14	29	29	29	0	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	1	2	4	0	7
	0	14	29	57	0	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	0	2	3	2	0	7
	0	29	43	29	0	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	1	0	6	0	7
	0	14	0	86	0	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	1	2	4	0	7
	0	14	29	57	0	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	2	0	5	0	7
	0	29	0	71	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	1	1	0	3	2	7
	14	14	0	43	29	100

Shopping Products: Over 3,000 Euros

Shopping						
Income: more than 3000 Euros						
13 respondents						
Consumers' perceived value: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR can add value to a product because buying it makes the consumer feel good.	0	1	2	7	3	13
	0	8	15	54	23	100
CSR can add value to a product because buying it makes the consumer look good.	0	1	4	8	0	13
	0	8	31	62	0	100
CSR can add value to a product only if the consumer who buys it benefits from the CSR initiative personally.	0	4	3	5	1	13
	0	31	23	38	8	100
CSR is important because it makes me feel like I contribute/make a difference.	0	2	0	8	3	13
	0	15	0	62	23	100
If my friends thought CSR is important, I would pay more attention to it too.	2	3	4	4	0	13
	15	23	31	31	0	100
If I saw the personal benefit from CSR initiative, I would pay more attention to it too.	0	2	1	8	2	13
	0	15	8	62	15	100
Consumers' loyalty: How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
CSR is an important factor in my satisfaction from a product.	2	2	1	6	2	13
	15	15	8	46	15	100
If I'm satisfied with a product it is likely that I will buy it again (and possibly recommend it to others) regardless of the company CSR approach.	0	3	0	9	1	13
	0	23	0	69	8	100
Even if I'm satisfied with their products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	1	5	3	1	3	13
	8	38	23	8	23	100
CSR is an important factor in my feeling of trust in the company.	0	2	2	8	1	13
	0	15	15	62	8	100
If I trust the company to produce good products it is likely that I will buy from it again (and possibly recommend it to others), regardless of the company's CSR approach.	0	3	2	6	2	13
	0	23	15	46	15	100
Even if trust the company to produce good products, if I learn that the company doesn't invest in CSR I will look for other products from companies that invest in CSR.	0	2	4	6	1	13
	0	15	31	46	8	100
I prefer to buy products from companies that are known for being responsible with their employees, with society and the environment.	0	0	1	7	5	13
	0	0	8	54	38	100
If a company is known for not taking care of its employees, society and the environment, I won't buy its products.	0	1	3	4	5	13
	0	8	23	31	38	100
CSR is an important factor in my definition of product quality.	2	1	2	6	2	13
	15	8	15	46	15	100
When deciding to buy a product I'm more interested in the product quality than in the company's CSR approach.	1	2	2	5	3	13
	8	15	15	38	23	100
Types of CSR: How important are these types of CSR for you to become/remain a consumer?	Not important	Slightly important	Important	Quite important	Very important	Total
Of companies that support campaigns for a cause that interests/appeals to me (e.g. against animal testing).	1	3	3	5	1	13
	8	23	23	38	8	100
Of companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me (e.g. donating drinking water for every sale).	2	4	0	7	0	13
	15	31	0	54	0	100
Of companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being (e.g. a telecom that launched an anti-bullying campaign that aims to spread awareness of the dangers of teenagers having cell phones)	0	4	5	2	2	13
	0	31	38	15	15	100
Of companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service (e.g. providing grants to nonprofits when employees volunteer to a)	0	5	4	4	0	13
	0	38	31	31	0	100
Of companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me (e.g. volunteering at NGOs).	1	5	3	4	0	13
	8	38	23	31	0	100
Of companies that Adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the environment (e.g. reducing pollution or using renewable energy).	0	2	4	5	2	13
	0	15	31	38	15	100
How much do you agree or disagree with the following statements?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Total
I would value more companies that support campaigns for a cause that interests/appeals to me.	0	2	4	5	2	13
	0	15	31	38	15	100
I would value more companies that commit to make a contribution or donating a percentage of revenues on sales to a cause that interests/appeals to me.	1	2	3	6	1	13
	8	15	23	46	8	100
I would value more companies that support the development or implementation of a behavior change campaign intended to improve public health, safety or community well-being.	0	0	2	9	2	13
	0	0	15	69	15	100
I would value more companies that contribute to a cause that interests/appeals to me in form of grants, cash, donations, service.	0	1	6	5	1	13
	0	8	46	38	8	100
I would value more companies that encourage and motivate employees and partners to volunteer their time and/or expertise to support causes that interest/appeal to me.	0	2	4	7	0	13
	0	15	31	54	0	100
I would value more companies that adopt practices that are not required by law that support social causes that help to improve the community well-being and/or protect the	0	1	2	5	5	13
	0	8	15	38	38	100

