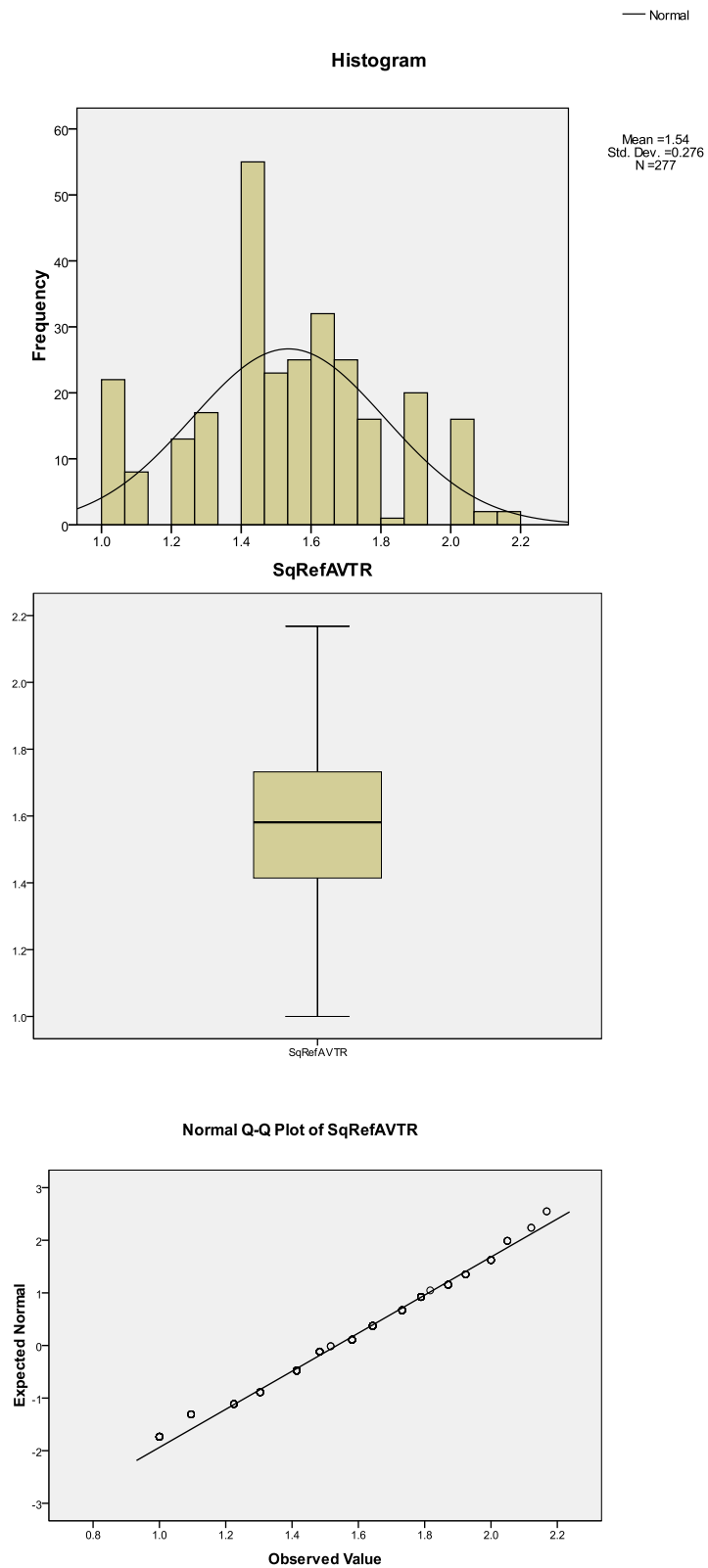


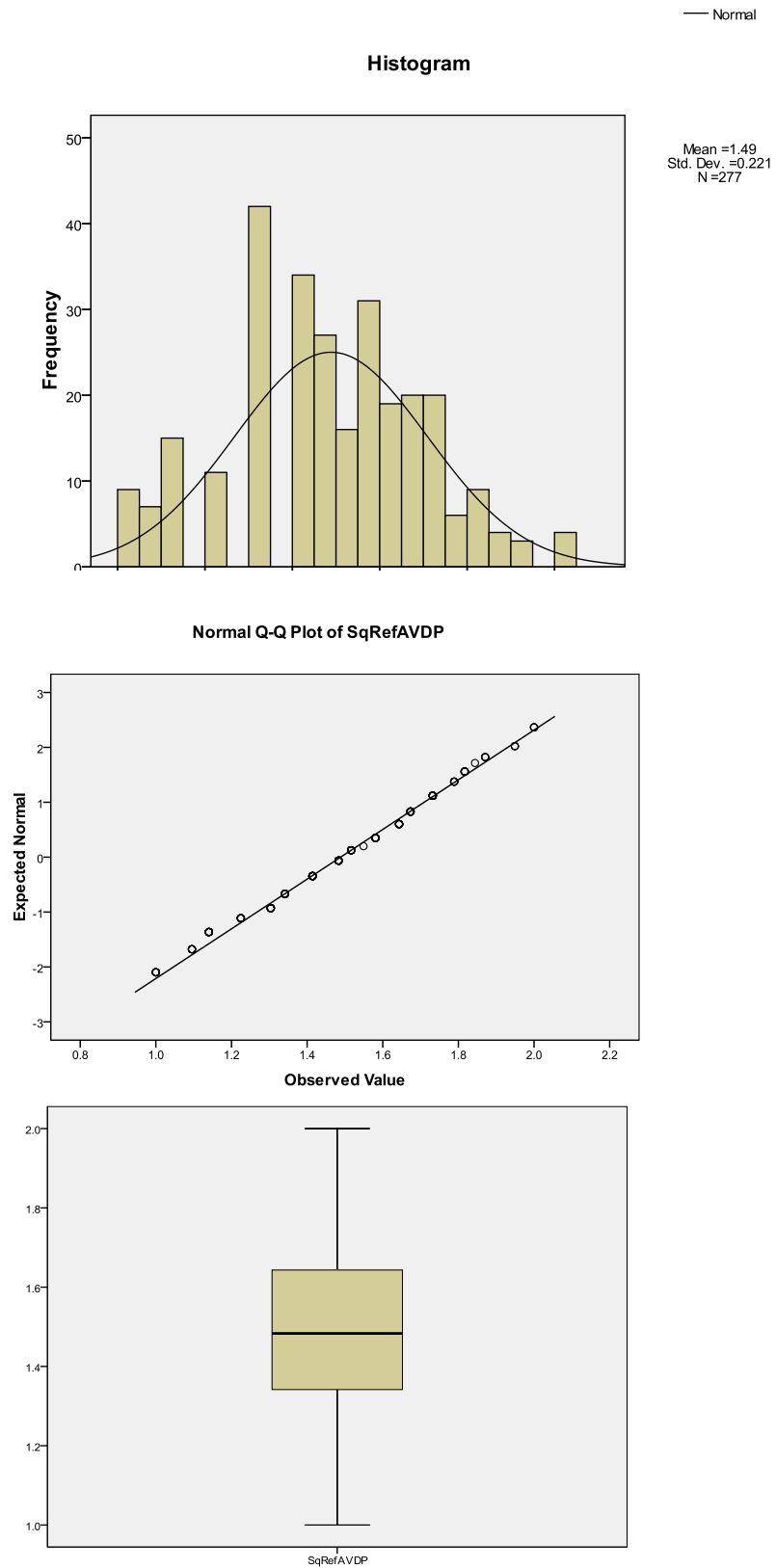
## Appendix A

### Normality Tests

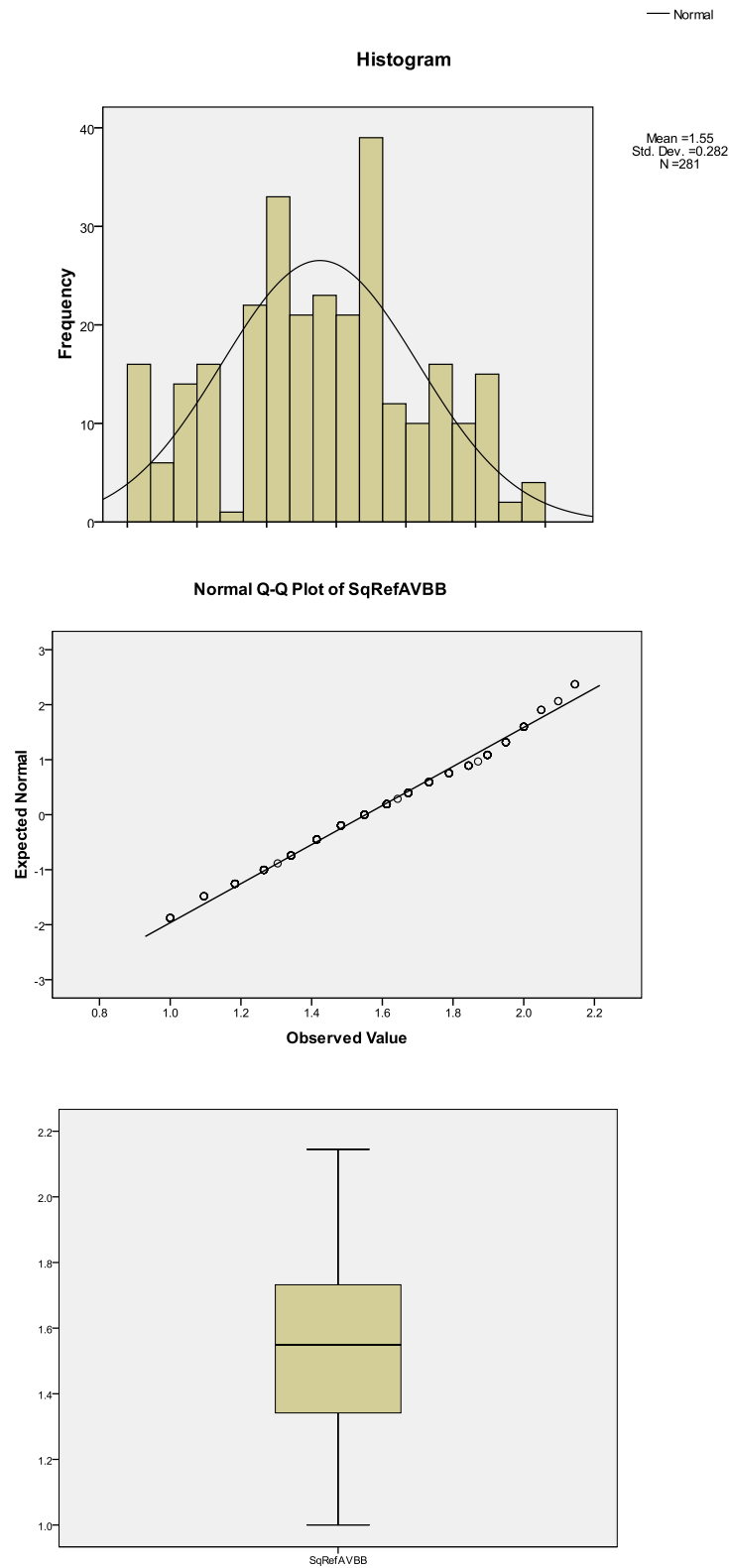
#### 1. Type of Restaurant



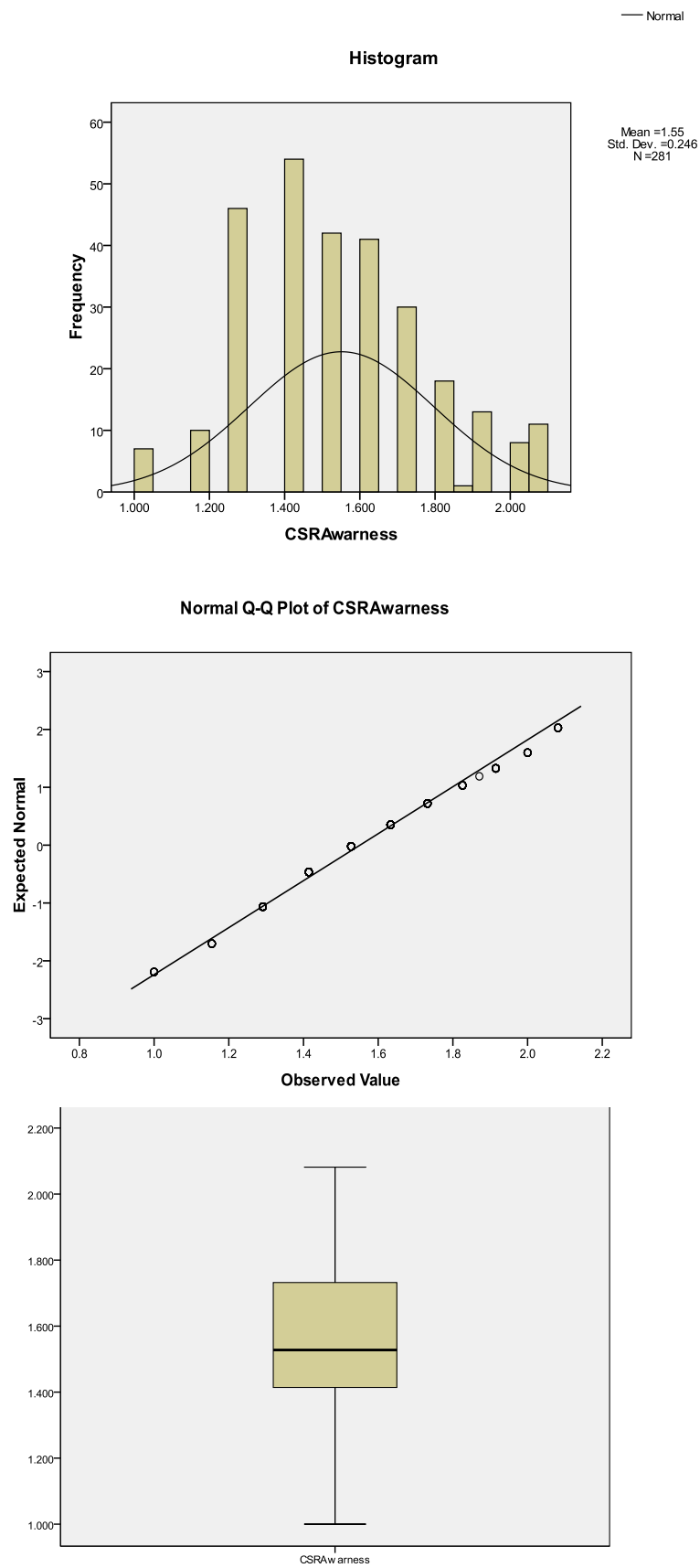
## 2. Diners' Perception



### 3. Buying Behavior

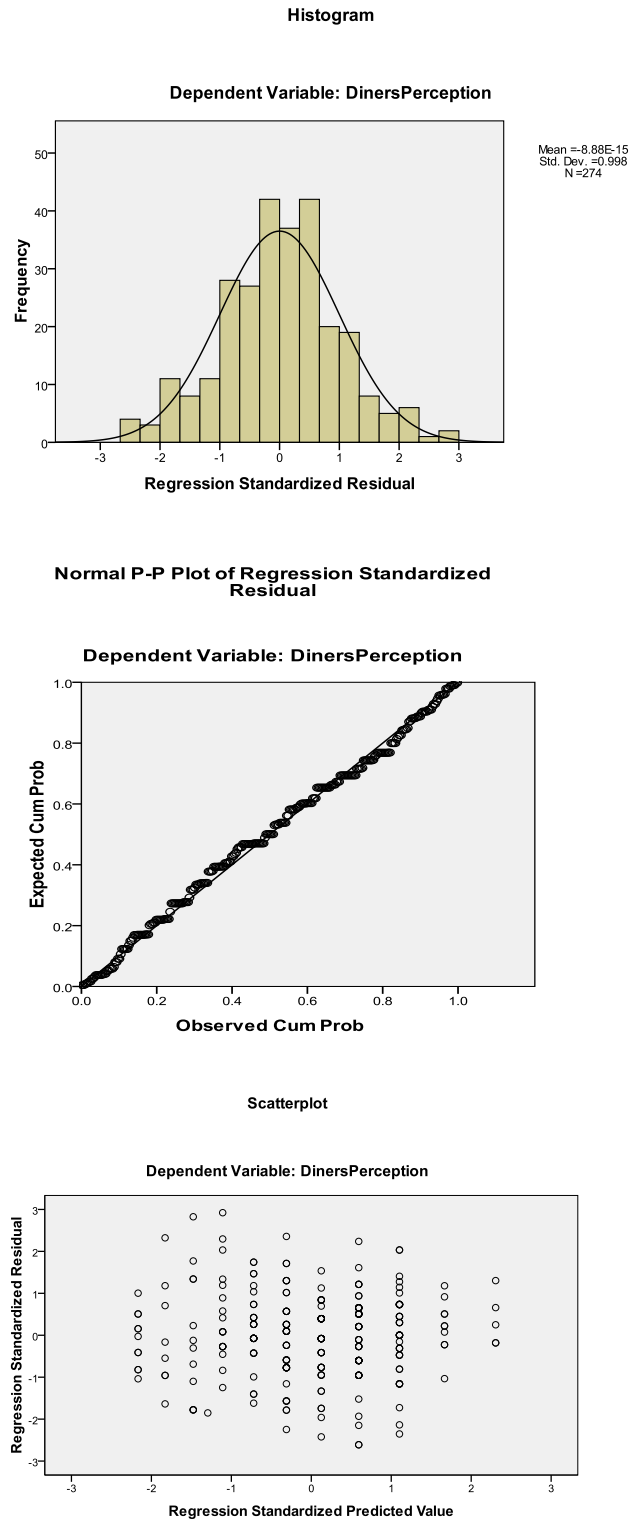


#### 4. CSR Awareness



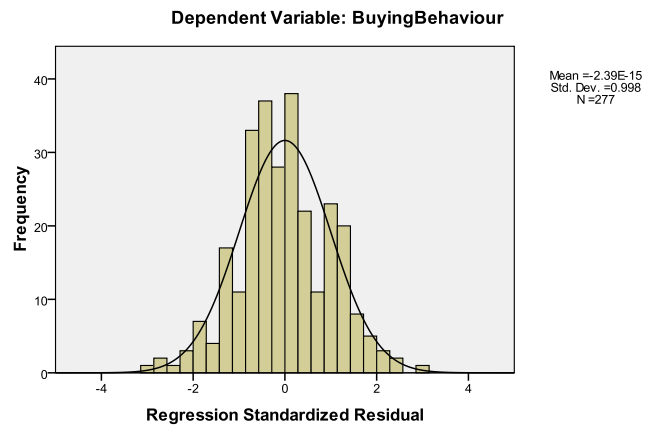
## Appendix B

### 1. CSR Awareness with Diners' Perception

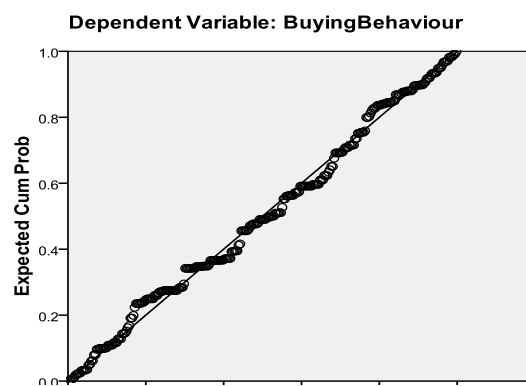


## 2. Diners' perception with buying behavior

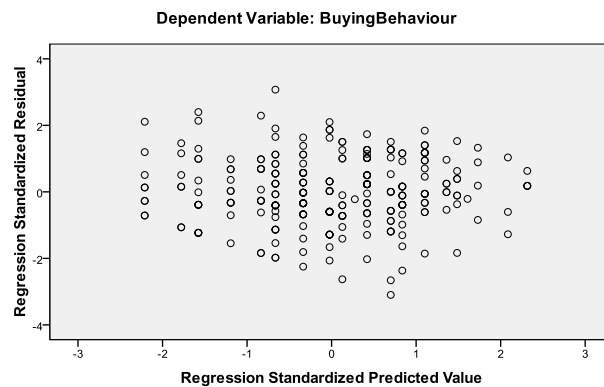
Histogram



Normal P-P Plot of Regression Standardized Residual

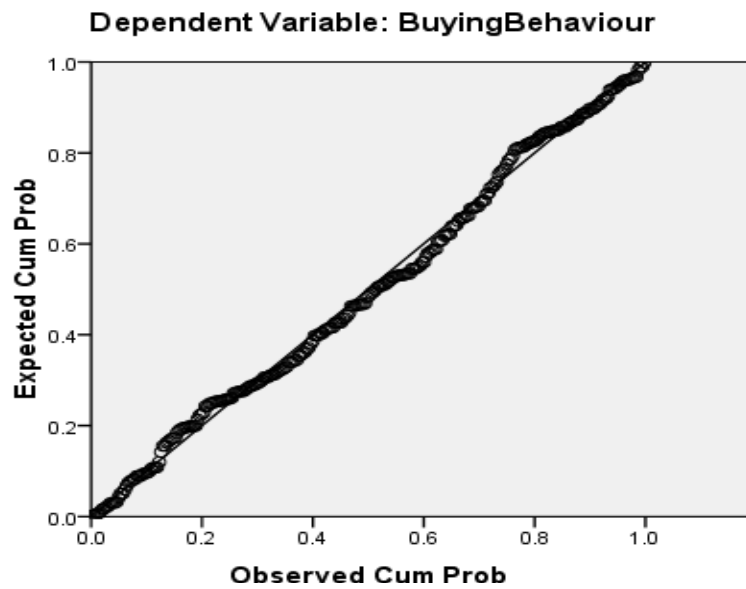


Scatterplot

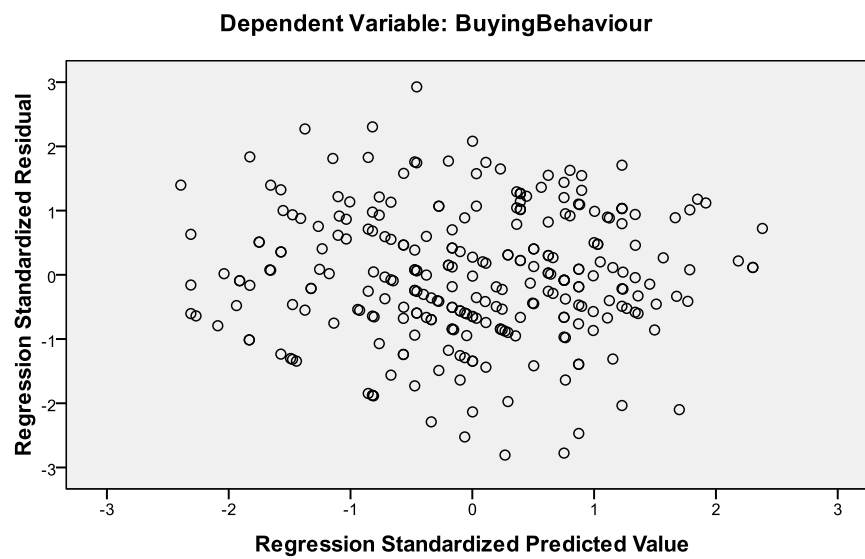


### 3. Diners' perception and CSR awareness with Buying behavior (Mediating)

**Normal P-P Plot of Regression Standardized Residual**

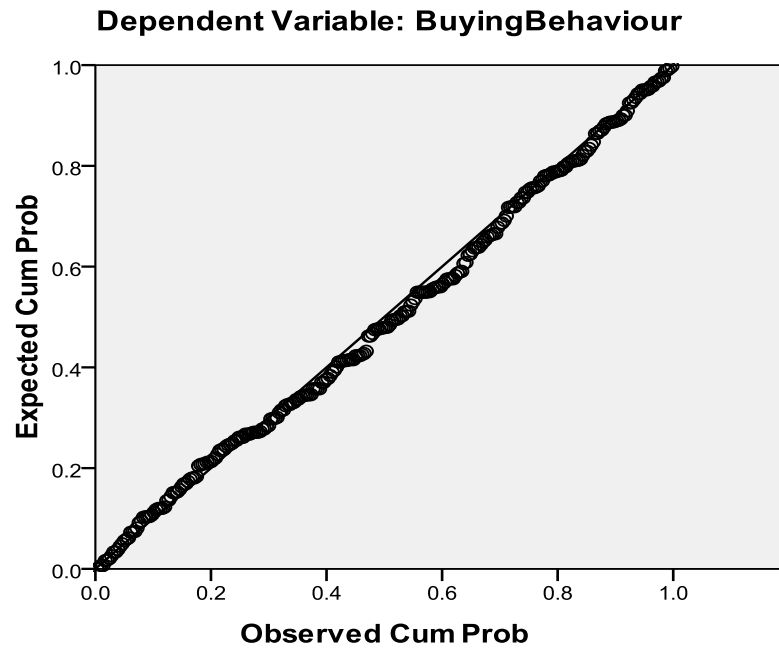


**Scatterplot**

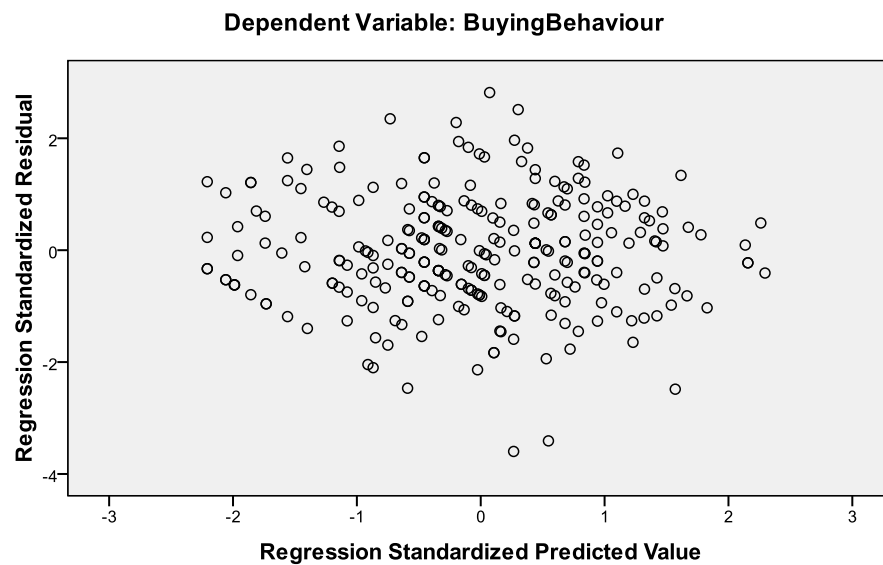


4. Diners' perception and type of restaurant with buying behavior (Moderating)

**Normal P-P Plot of Regression Standardized Residual**



**Scatterplot**

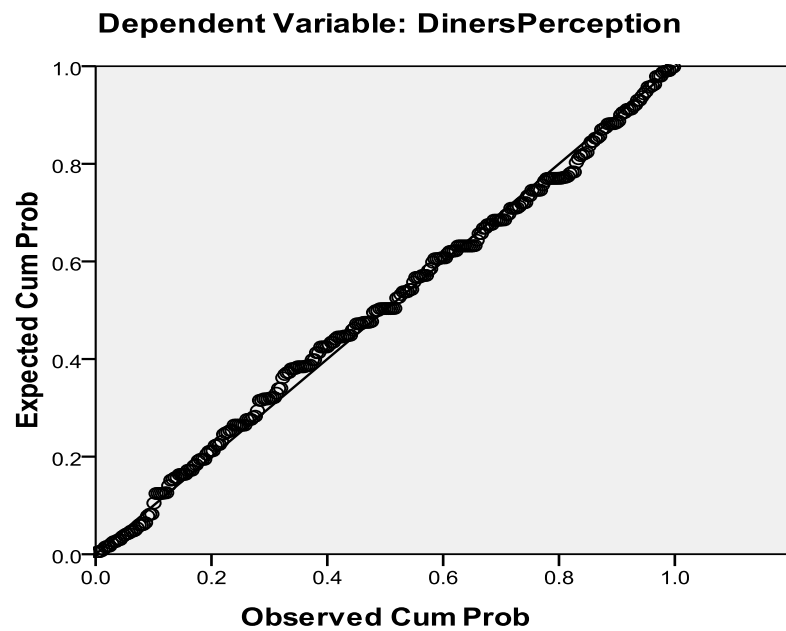


5. CSR

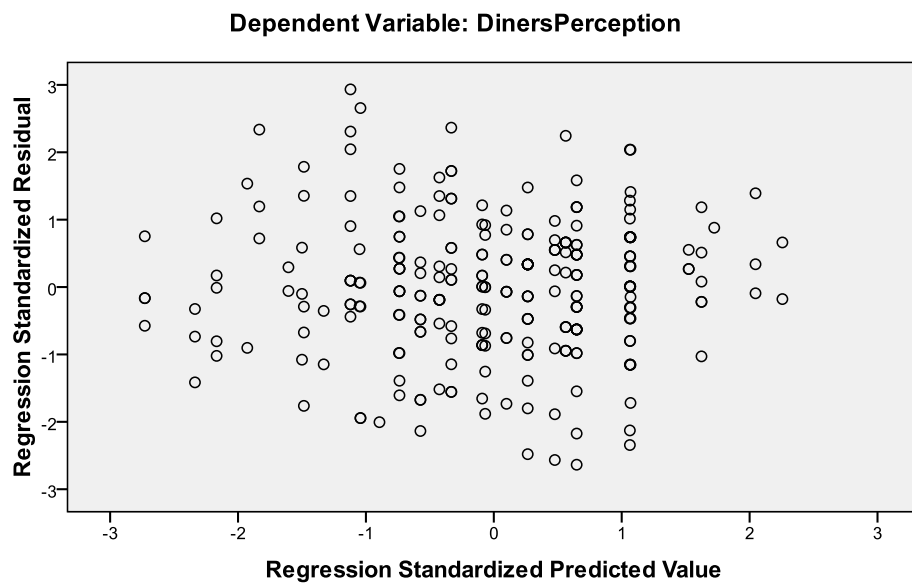


awareness and economic development with diners' perception (Moderating)

### Normal P-P Plot of Regression Standardized Residual



### Scatterplot



## CSR in catering industry:

### Perceptions of diners and their buying behavior

#### **Section A**

Corporate Social Responsibility (CSR) is defined as “a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.” (The European Commission, 2001, p. 8)

**1) What comes to your mind when you hear the word ‘CSR’? (Please refer to the explanations of the notes below and tick more than one if applicable)**

Environment <sup>1</sup> <input type="checkbox"/>	Charity <sup>2</sup> <input type="checkbox"/>	Fair employment <sup>3</sup> <input type="checkbox"/>
Marketing Scam <sup>4</sup> <input type="checkbox"/>	Public Relation <sup>5</sup> <input type="checkbox"/>	I don't know <input type="checkbox"/>
Others <input type="checkbox"/> please specify.....		
.....		

If your answer is “I don't know” please respond to the rest of the questions based on the definitions provided in the above.

**2) What do you think make a restaurant socially responsible? (Tick more than one if applicable)**

Fair employment Options (e.g. better working hours, salaries and benefits)	<input type="checkbox"/>
Giving back to the society (e.g. percentage of the profit to charities)	<input type="checkbox"/>
Eco friendly practices (e.g. lower wastage, less electricity consumption)	<input type="checkbox"/>
Sponsoring charity events (e.g. support cancer research, feed a kid)	<input type="checkbox"/>
Providing good quality food and service	<input type="checkbox"/>

---

<sup>1</sup> Less wastage, lower consumption of electricity and water, lower omission of dangerous gasses, etc

<sup>2</sup> Giving a percentage of profit to people in need, sponsoring fundraising food good causes, etc

<sup>3</sup> Reasonable working hours and salaries, providing benefits to employees, etc

<sup>4</sup> Show off to make more profit through manipulating people's emotion

<sup>5</sup> Creating and maintaining good image through favorable relationship with public

Others ☐ please specify.....  
.....

**3) Can you name some restaurants that you think are socially responsible?**

No ☐ Yes ☐

If yes, please specify:

Name: .....Country/city: .....

Name: .....Country/city: .....

Name: .....Country/city: .....

**4) To what extent are you usually aware of restaurants CSR initiatives?**

Fully aware	Slightly aware	Not aware

**5) Have you seen any form of restaurant's advertisement with regards to CSR activities?**

No ☐ Yes ☐

If yes, please specify: .....

**6) How important do you think is for restaurants to be involved in CSR activities?**

Extremely important	Very Important	Moderately important	Slightly important	Not important

**7) Why do you think CSR is important and what are the benefits?**

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

**8) Please indicate on the scale below (strongly agree to strongly disagree) to what extent you agree or disagree with each statement. Explanations on items 4, 5 and 6 are provided in the footnotes 6, 7 and 8 at the bottom of the page.**

No.	Statement	Strongly Agree	Slightly Agree	Indifferent	Slightly Disagree	Strongly Disagree
1	Restaurants that are involved in CSR activities stand out from other restaurants					
2	Restaurants that are involved in CSR activities should earn greater profits than other restaurants					
3	Restaurants that are involved in CSR activities do well in the marketplace					
4	Food quality <sup>6</sup> is higher in restaurants that are involved in CSR activities					
5	The service <sup>7</sup> is better in restaurants that are involved in CSR activities					
6	Restaurants that are involved in CSR activities provide more value for money <sup>8</sup>					
7	I would go several miles out of my way to eat in a restaurant that I know is involved in CSR activities					
8	I would pay considerably more money for a meal in a restaurant that I know is involved in CSR activities					
9	I care that the restaurant I am eating in has a reputation of being involved in CSR activities					
10	Given a choice between two similar restaurants, one involved in CSR and the other not, I rather choose to eat in the one which is involved in CSR					
11	I try to encourage my friends and family to eat in a restaurant that is involved in CSR activities					
12	Assuming that all restaurants are involved in some kind of CSR activities, the type of restaurant (fast food, casual or fine dining) might influence my selection.					
13	When choosing a <i>fine dining restaurant</i> , the level of involvement in CSR activities might influence my decision					
14	When choosing an <i>casual restaurant</i> , the level of involvement in CSR activities might influence my decision					
15	When choosing an <i>fast food restaurant</i> , the level of involvement in CSR activities might influence my decision					

<sup>6</sup> Food quality: e.g. freshness of ingredients, healthiness of the food, etc.

<sup>7</sup> Service: e.g. food is on time, Staffs are attentive, Professional and polite etc.

<sup>8</sup> Value for money: e.g. the experience (food, ambiance, etc.) worth the money, etc

## **Section B**

Please tick a box that best describes you

**1) What is your Gender?**

Male ☐ Female ☐

**2) Marital Status:**

Single ☐ Married ☐ Divorced or Widowed ☐

**3) Which age group are you in?**

Younger than 20 ☐ 21 to 30 ☐  
31 to 40 ☐ 41 to 50 ☐ above50 ☐

**4) Nationality?**

American ☐ Australian ☐ British ☐  
Malaysian ☐ Iranian ☐ Other: ☐ .....

**5) Country of Residence:**

United States ☐ Australia ☐ United Kingdom ☐  
Malaysia ☐ Iran ☐ Other ☐ .....

**6) Ethnicity:**

Malay ☐ Chinese ☐ Indian ☐  
White/ Caucasian ☐ Hispanic/Latino ☐ Black/ African American ☐  
American Indian/ Native American ☐ Middle Eastern ☐

**7) Gross monthly income (Currency of the country of residence):**

Less than 2000 ☐ 2000 to 3500 ☐  
3500 to 5000 ☐ 5000 to 6500 ☐  
6500 to 8000 ☐ more than 8000 ☐

**8) Highest education level achieved:**

Diploma ☐

Undergraduate degree ☐

Postgraduate degree (Master or Doctorate) ☐

Other ☐ .....

**9) Average number of times you eat outside a week:**

None ☐

1 or 2 ☐

3 to 5 ☐

5 to 10 ☐

more than 10 ☐

**10) How many times you visit each type of restaurants a month:**

**Fast food:**

None ☐

less than 4 ☐

4to 8 ☐

more than 8 ☐

**Casual:**

None ☐

less than 4 ☐

4to 8 ☐

more than 8 ☐

**Fine Dining:**

None ☐

less than 4 ☐

4to 8 ☐

more than 8 ☐

**11) Weekly average amount you spend on meals in restaurants (Currency of country of residence):**

None ☐

Less than 20 ☐

20 to 40 ☐

40 to 60 ☐

60 to 80 ☐

80 to 100 ☐

100 to 150 ☐

150 to 200 ☐

more than 200 ☐

**Section C**

This questionnaire may have not provided you enough space to express your views. Hence please use the space below to write your opinions and perceptions about CSR in catering business.

.....

.....

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.....

.....

THANK YOU FOR YOUR PARTICIPATION AND RESPONSES