Appendix A

Normality Tests

1. Type of Restaurant

![Histogram](image1)

![Boxplot](image2)

![Q-Q Plot](image3)
2. Diners’ Perception

Histogram

Normal Q-Q Plot of SqRefAVDP

Boxplot of SqRefAVDP
3. Buying Behavior

Histogram

Normal Q-Q Plot of $\text{SqRefAVBB}$

Boxplot of $\text{SqRefAVBB}$
4. CSR Awareness

Histogram

Normal Q-Q Plot of CSR Awareness

Boxplot of CSR Awareness
Appendix B

1. CSR Awareness with Diners’ Perception
2. Diners’ perception with buying behavior
3. Diners’ perception and CSR awareness with Buying behavior (Mediating)
4. Diners’ perception and type of restaurant with buying behavior (Moderating)

5. CSR
awareness and economic development with diners’ perception (Moderating)
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  
Charity  
Fair employment  
Marketing Scam  
Public Relation  
I don’t know  
Others please specify

If you 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)  
Giving back to the society (e.g. percentage of the profit to charities)  
Eco friendly practices (e.g. lower wastage, less electricity consumption)  
Sponsoring charity events (e.g. support cancer research, feed a kid)  
Providing good quality food and service  

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1 Less wastage, lower consumption of electricity and water, lower omission of dangerous gasses, etc
2 Giving a percentage of profit to people in need, sponsoring fundraising food good causes, etc
3 Reasonable working hours and salaries, providing benefits to employees, etc
4 Show off to make more profit through manipulating people’s emotion
5 Creating and maintaining good image through favorable relationship with public
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?**

<table>
<thead>
<tr>
<th>Fully aware</th>
<th>Slightly aware</th>
<th>Not aware</th>
</tr>
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<tbody>
<tr>
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</table>

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?**

<table>
<thead>
<tr>
<th>Extremely important</th>
<th>Very Important</th>
<th>Moderately important</th>
<th>Slightly important</th>
<th>Not important</th>
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</table>

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

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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.

<table>
<thead>
<tr>
<th>No.</th>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Slightly Agree</th>
<th>Indifferent</th>
<th>Slightly Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Restaurants that are involved in CSR activities stand out from other restaurants</td>
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<td>2</td>
<td>Restaurants that are involved in CSR activities should earn greater profits than other restaurants</td>
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<tr>
<td>3</td>
<td>Restaurants that are involved in CSR activities do well in the marketplace</td>
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<td>4</td>
<td>Food quality(^6) is higher in restaurants that are involved in CSR activities</td>
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<tr>
<td>5</td>
<td>The service(^7) is better in restaurants that are involved in CSR activities</td>
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<tr>
<td>6</td>
<td>Restaurants that are involved in CSR activities provide more value for money(^8)</td>
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<tr>
<td>7</td>
<td>I would go several miles out of my way to eat in a restaurant that I know is involved in CSR activities</td>
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<tr>
<td>8</td>
<td>I would pay considerably more money for a meal in a restaurant that I know is involved in CSR activities</td>
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<tr>
<td>9</td>
<td>I care that the restaurant I am eating in has a reputation of being involved in CSR activities</td>
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<tr>
<td>10</td>
<td>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</td>
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<tr>
<td>11</td>
<td>I try to encourage my friends and family to eat in a restaurant that is involved in CSR activities</td>
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<tr>
<td>12</td>
<td>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.</td>
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<tr>
<td>13</td>
<td>When choosing a \textit{fine dining restaurant}, the level of involvement in CSR activities might influence my decision</td>
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<tr>
<td>14</td>
<td>When choosing an \textit{casual restaurant}, the level of involvement in CSR activities might influence my decision</td>
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<tr>
<td>15</td>
<td>When choosing an \textit{fast food restaurant}, the level of involvement in CSR activities might influence my decision</td>
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</table>

\(^6\) Food quality: e.g. freshness of ingredients, healthiness of the food, etc.
\(^7\) Service: e.g. food is on time, Staffs are attentive, Professional and polite etc.
\(^8\) 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 ☐ above 50 ☐

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.

………………………………………………………………………………………………………
………………………………………………………………………………………………………
………………………………………………………………………………………………………
………………………………………………………………………………………………………

THANK YOU FOR YOUR PARTICIPATION AND RESPONSES