



# Customers' awareness and attitude toward environmental corporate social responsibility

## Master Thesis

*Study programme:*

N6208 Economics and Management

*Study branch:*

Business Administration

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## Master Thesis Assignment Form

# Customers' awareness and attitude toward environmental corporate social responsibility

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*Identification number:* E18000390  
*Study programme:* N6208 Economics and Management  
*Study branch:* Business Administration  
*Assigning department:* Departments of Business Administration and Management  
*Academic year:* 2019/2020

### Rules for Elaboration:

1. Setting objectives and formulation of research issues.
2. Theoretical and conceptual overview of environmental CSR, awareness and attitude.
3. Overview of the current state of CSR in the enterprise.
4. Conducting an analysis of customer awareness and attitude toward the implementation of environmental CSR policies.
5. Formulation of conclusion and research evaluation.

*Scope of Graphic Work:*

*Scope of Report:*

*Thesis Form:*

*Thesis Language:*

65 normostran

printed/electronic

English



### **List of Specialised Literature:**

ALUCHNA, Maria a Samuel O. IDOWU, 2017. *The Dynamics of Corporate Social Responsibility*. Springer. CSR, Sustainability, Ethics & Governance. ISBN 978-3-319-39088-8.

BLOWFIELD, Mick a Alan MURRAY, c2008. *Corporate responsibility: a critical introduction*. New York: Oxford University Press. ISBN 9780199209095.

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PROQUEST. 2019. Journal Article Database ProQuest [online]. Ann Arbor, MI, USA: ProQuest. Dostupné z: <http://knihovna.tul.cz/>

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*Date of Thesis Assignment:* October 31, 2019

*Date of Thesis Submission:* August 31, 2021

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## **Annotation**

With the rapid development of economics, there is high competition, customers have more and better choice in the market. However, people are also meeting at a time of immense challenge to sustainable development. Corporate social responsibility has become one of the most important concepts for business management. The research is focused on the environmental pillar of corporate social responsibility in the enterprise. Research questionnaire is aimed to explore customers' awareness and attitude in environmental issues, environmental practices of the company; and to propose strategies to enhance corporate image and thereby gain competitive advantage and environmental sustainability.

**Keywords:** *corporate social responsibility, sustainable development, environmental sustainability, awareness, attitude*

## **Anotace**

Rychlý rozvoj světové ekonomiky podporuje soutěživost, což zákazníkům poskytuje větší výběr a zvyšuje jejich spotřebu. Na druhou stranu lidstvo rovněž čelí obrovské výzvě rozvojové udržitelnosti. Sociální zodpovědnost podniků se stala jedním z nejdůležitějších konceptů firemního managementu. Tento výzkumný projekt má za cíl analyzovat environmentální pilíř podnikové sociální odpovědnosti. Výzkumný dotazník cílí na poznání spotřebitelského uvědomění a postoje k environmentálním problémům a k environmentálním praktikám firem. Tyto poznatky pak budou aplikovány k navržení strategií k zlepšení podnikového image a tím k získání konkurenční výhody a docílení environmentální udržitelnosti firem.

**Klíčová slova:** *podniková sociální zodpovědnost, udržitelný rozvoj, environmentální udržitelnost, povědomí, postoj*

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## List of Abbreviations

|       |  |
|-------|--|
| CSR   | Corporate Social Responsibility                          |
| ECSR  | Environmental Corporate Social Responsibility            |
| EU    | European Union   |
| GHG   | Greenhouse gas   |
| GRI   | Global Reporting Initiative                              |
| ISO   | International Organization for Standardization           |
| IUCN  | International Union for Conservation of Nature           |
| LED   | light-emitting diode                                     |
| PCSC  | President Chain Store Corporation                        |
| SD    | sustainable development                                  |
| SDGs  | Sustainable Development Goals                            |
| UN    | United Nations   |
| UNCED | United Nations Conference on Environment and Development |
| UPEC  | Uni-President Enterprises Corporation                    |
| VFD   | variable-frequency drive                                 |
| WCED  | World Commission on Environment and Development          |

## Introduction

The goal of every firm is to maintain long-term profitability. However, with the rapid development of economics and the globalization of business, there is a rigorous competition in the market and customers have a lot more and better choice in the market. At the same time, people are also meeting immense challenge to sustainable development (SD). Therefore, corporate social responsibility (CSR) has become one of the most important concepts for business management. Many companies have established independent department for dealing with CSR issues. There are several broad categories of social responsibilities that many businesses are practicing. This research is focused on the environmental efforts of CSR in the enterprise.

President Chain Store Corporation (PCSC) is one of the biggest companies of the retail industry in Taiwan. The core business of PCSC is the brand “7-ELEVEN”. Despite the fact of their dominant role in the industry, PCSC still faces challenges from the high density of convenience stores, competition of other retail companies and the rapid change of the environment.

An online questionnaire is conducted to the people who are aged above 12 years old, living in Taiwan and had the experience of shopping in 7-ELEVEN to answer the following questions:

- i. What attitude do customers have toward the environment and environmental practice of the company?
- ii. To what extent are customers aware of the environmental practice of the company?
- iii. How does the environmental corporate social responsibility (ECSR) influence the customers in the purchase decision making process?

The research questionnaire is aimed to explore the opinion customers have toward the environment and the environmental policies of 7-ELEVEN in order to propose strategies that may help the company gain competitive advantage, customer loyalty and environmental sustainability.

This study is separated into seven main divisions. Prior to the first chapter is the introduction of the study. It is consisting of the background, the statement of the problems, objectives of the study, the scope and significance of the study. The first and second chapter provide a detailed review of the literature on SD and CSR, including the theories and terms related to this study. The third chapter gives more details on PCSC and their performance in ECSR. Chapter four insights on the research methodology, including the instruments used in the study, sampling methods, data collection methods and techniques, questionnaire design, methods of data analysis and the limitation of the study. The last two chapters shows the results of the survey and a discussion of considerations and recommendations.

The results of the study are aimed at exploring the influence of ECSR. Customers at different age groups might hold different attitude and behavior in their decision-making process. Therefore, this study could help management or related departments to continue on a more in-depth research focusing on different target customers. Related policies can be developed to bring benefits to the society and environment when the customer behavior is also taken into consideration; and further ensure its leading position and success in the competitive industry.

# **1 Sustainable Development**

The literature review is mainly arranged in two chapters. Before continuing to the CSR in the second chapter, the first chapter will be focusing on SD, which is a frequently discussed notion in relation to CSR and global environmental issues. The first chapter starts from the awareness of global issues and then continues to the different definitions and comprehensions of SD. The second part of the first chapter goes through the topic from the important milestones of the United Nations (UN) on SD and different opinions when pursuing the goal of SD.

## **1.1 Awareness of the limit to growth**

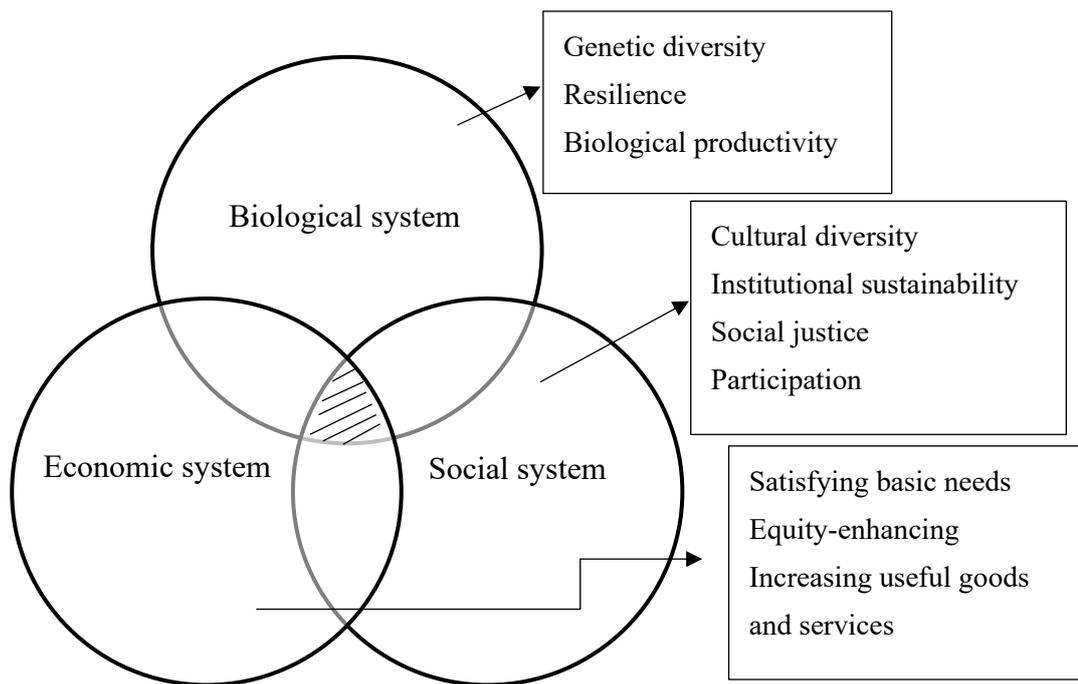
With the rapid industrial development, technology innovation and globalization, the quality of our life has immensely improved, but nonetheless brought about some negative effects when making use of natural resources of the Earth: environmental pollution, severe changes in climate, global warming, threats to the Earth's ozone layer, deforestation, agricultural land consumed by deserts, just to name a few. Amid these circumstances, there is a growing awareness about sustainability; a growing concern that the limited natural resources and energy might not be able to support social and economic development in the long run. (Elliot, 2013; Ministry of the Environment, 2011)

Sustainability is often referred to as a long-term goal, such as a goal for a more sustainable world, and/or a paradigm for the considerations that the three spheres- environmental, social and economic- are balanced when improving the quality of life for the time to come, whilst SD links to a series of actions to achieve it. (UNESCO, 2012) The Club of Rome, for example, built a world model to investigate the concern of the acceleration of industrialization, population growth and malnutrition, the depletion of nonrenewable

resources, and a collapsing environment. It reached the conclusion that there is a limit to the growth trends at that time. It conveys the message that the resource of the Earth can fail to support human life and economic activities in the future if mankind does not seek for the equilibrium between ecology and economic in the publication *The Limit to Growth*. (Meadows, 1972)

One important occurrence of the phrase SD is the publication of *World conservation strategy: living resource conservation for sustainable development* by the International Union for Conservation of Nature (IUCN) in cooperation with other organizations (IUCN,1980; Purvis et. al, 2019) The report aims to achieve SD through the conservation of resources. As it defined development as “the modification of the biosphere and the application of human, financial, living and non-living resources to satisfy human needs and improve the quality of human life”. It indicates that taking social and economic factors, as well as ecological factors into account is the way for development to be sustainable. (IUCN,1980)

Barbier (1987) depicted in his research that the environmental and economic development can be mutually reinforcing and is directly concerned with satisfying basic needs of the poor. Barbier illustrated the system with the Venn diagram, showing that the pursuit of sustainable economic development involves the balancing process of trade-offs among the goals in three systems: the social, biological and economic system. (Figure 1.1)



*Fig. 1.1: Sustainable economic development- Barbier*

*Source: Barbier, (1987, p.104), own processing.*

As the crisis of climate, economic recession and rising food, fuel and commodity prices interlink with the global challenge of SD, sustainability is increasingly viewed as a desired goal of development and environmental management. Many major global institutions proclaimed the pursuit of SD as a principal policy goal. (Elliot, 2013; Ministry of the Environment, 2011)

## **1.2 Sustainable development under the United Nations framework**

One commonly mentioned and credited organization on the advocacy of SD is the UN. The United Nations Conference on the Human Environment, also known as the Stockholm Conference, was UN's first major conference on international environmental issues held in Stockholm, Sweden in 1972. Attention toward the problems of human environment is considered essential for sound economic and social development. As a result,

recommendations are given as general principles to guide and inspire all human in the world to preserve and improve the human environment. (UN, 1972)

In 1987, the World Commission on Environment and Development (WCED) submitted the report “Our Common Future”, which is also known as the Brundtland Report. This report is considered as bringing SD into the international level of thinking. (Elliot, 1993) The concept of SD was described as “a development that meets the needs of the present without compromising the ability of future generations to meet their own needs” and “a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are made consistent with future as well as present needs.” (WCED, 1987) This frequently mentioned paradigm of SD focused on the needs and the interests of humans. It expressed the concern in the broad area of environment, social and economic by further discussing problems related to poverty, population, food security, ecosystems, energy choices, industry, etc.

Agenda 21 was one major achievement of the United Nations Conference on Environment and Development (UNCED), Earth Summit in Rio de Janeiro, Brazil in 1992. As SD includes comprehensively economic, social and environmental dimensions, the report pointed out issues in different sector and proposed wide-range of programs of actions for achieving SD. Chapter 23 of the report brought up the call for the participation of individuals, groups and organizations to achieve SD, which includes having access to the information along with the participation in the decision and assessment process. (Elliot, 2013; UNCED, 1992) The implementation of Agenda 21 was reaffirmed at the World Summit on Sustainable Development in 2002 in Johannesburg, South Africa. With the participation of the heads of the state and government, national delegates and leaders from non-governmental organizations, businesses and other major groups, the conference once again proclaimed that

the integration of economic development, social development and environmental protection would be promoted by implementing the plans and goals while keeping the balance of the three interdependent and mutually reinforcing pillars. (UN, 2002)

Most recently in 2015, the UN General Assembly formally adopted the 2030 Agenda for Sustainable Development with a set of 17 Sustainable Development Goals (SDGs) and 169 associated targets. The agenda includes water, energy, climate, oceans, urbanization, transport, science and technology, and so on. In essence, it stands for a blueprint of improvement and prosperity for people and the planet. (UN, 2015b) Although the three dimensions of SD- economic, social and environmental- do not clearly form any part of the agenda, the goals and targets are linked to and cannot be separated from them. In the same year, the Paris Agreement is adopted at the UN Climate Change Conference. The Paris Agreement contribute to mitigation of greenhouse gas (GHG) and support SD, particularly the goal 13: “Take urgent action to combat climate change and its impacts”. Facing the threat of climate change, this agreement aims to limit the increase in the global average temperature by reducing GHG, elevate climate resilience and the ability to adapt to unfavorable impacts. (UN, 2015a)

There are some voices of criticism and pessimism in pursuing SDGs and the goal to combat climate change for the reason that consumers’ habit should also be taken into account. Furthermore, there is no strict enforcement mechanism, meaning that the supervision comes from the pressure of public opinions and the parties themselves, who agreed and signed. (Dutra, 2016; Kuisma, 2017) In spite of that, the Paris Agreement and the SDGs have sent the global signal and provided two global frameworks. As the awareness of sustainability raised and many major international organizations proclaimed the pursuit of SD, companies nowadays incorporate SD into their company's business model.

CSR can be said to be an evolving business practice and the response to the call of SD. It creates a positive impact on social expectations, economic balance and environmental needs by harmonizing the essence of SD into the business operation. (Behringer, 2016; Schooley, 2019) So far, this chapter has focused on SD, CSR and its integration in the business practice are described in greater detail in the following chapter.

## **2 Corporate Social Responsibility**

The purpose of this chapter is to explore the relation among CSR, company and the customer. It begins by an introduction of the CSR, including the history of the concept, the more commonly known definition by the European Union (EU) and other definition from the literature. The second section discusses CSR from the company's point of view, covering the reason why companies implement ECSR, and environmental management tools that is commonly utilized. On the other hand, the viewpoint of the customers and their influence toward the company is explored in the last section.

### **2.1 What is corporate social responsibility?**

One early concept of CSR is said to be developed by Howard R. Bowen in 1953. CSR is usually referred to as social responsibility in the early period or as “social responsibilities of the businessmen”, “public responsibility”, “social obligation” and “business morality” in Bowen's publication. (Bowen,2013; Carrol, 1999; May et al., 2007) Bowen (2013) defined CSR as an businessmen's obligation to go after those desirable policies, decisions and actions that are valued in the society. Bowen (2013) added that CSR is the businessmen's obligation owing to their power and influence to the society.

In 1994 Elkington came up with the term the “triple bottom line” of the 3Ps (people, planet and profit). The triple bottom line is a “sustainability framework that examines a company's social, environment, and economic impact” and advocated companies to track and manage not merely from the perspective of profit but also a long-term, overall view from economic, social and environmental value added. (Elkington, 2018; Kraaijenbrink, 2019)

As the basic concept of CSR is the companies' voluntarily contribution for a better society

and a cleaner environment, EU defined CSR as the voluntary action taken by a company to address the ethical, social and environmental impacts of its business operations. These actions are done to fulfill legal expectations and compliance, and more importantly to take one step forward to invest more in the human capital, the environment and the relations with stakeholders. Later EU suggested a new definition of CSR as “the responsibility of enterprises for their impacts on society”. (European Commission, 2001; 2011)

Many definitions of CSR are developed as the evolution continues. Some other publications regarded CSR as the involvement of an organization, who voluntarily engages business practices that meet or exceed the ethical and legal expectation of its stakeholders. (Levy, 2014) Some further explained it as the organization’s operations and actions that are done to protect, mend, and preserve rather than to harm or destroy the natural environment, so as to protect or enhance the well-being of living things. A commonly use tactic to reveal to stakeholders its actions and commitment to sustainability is developing an annual sustainability report. (David, 2017)

The only unbiased definition of CSR does not exist, but there are similarities in an abundance of definition. Besides “business” and “company”, the definitions consistently include some of the key elements such as “economic”, “social”, “environmental”, “stakeholder” (or society) and “voluntary”. (Dahlsrud, 2008) These elements reveal that the business has impacts in multiple ways. At the same time the business is also affected by these elements, which is a reason why companies might want to cope with this relationship. (Blowfield, 2008) However, the condition of business operation is changing at a rapid pace, how to involved these dimensions of CSR when developing business strategies is the real challenge for companies. (Dahlsrud, 2008)

## **2.2 Corporate social responsibility in the company**

Why do companies implement CSR? In short, CSR brings a win-win scenario for both company and stakeholders. Factors leading the move include the increasing concern about the interest of companies and the society; and the damage caused by economic activities to the environment. CSR is in the interest of companies when more profits and growth are generated. Companies benefit in terms of managing risks, accessing to capital, saving money, promoting positive image to strengthen customer relationships, building employee morale and a better management in human resource etc. (European Commission, 2011; Levy, 2014) The other reason is that CSR is connected with the stakeholders' expectations and requirements. (European Commission, 2011) Eco-friendly strategy matters to the shareholders. Shareholders expect and react positively when eco-friendly initiatives are announced by the companies. (Flammer, 2013)

### **2.2.1 Environmental corporate social responsibility**

Environmental responsibility started to become more exact when environmental management principles and systems are introduced. Later environmental responsibility become part of the CSR as it integrates with the other responsibilities. (Kuisma, 2017)

Nowadays people can easily perceive business activities through media and modern technologies. As was mentioned above, people have a high interest in businesses that preserve ecological balance and promote a clean and healthy environment. Companies that operate with consideration of the natural environment are more appreciated (David, 2017)

Concerning the ECSR, most companies identify from material aspects, including the use of materials, energy, water, emission, transport and so on. (Kuisma, 2017) Management

of environmental impact and natural resource is how companies conduct environmentally responsible practices. Environmental impact can be reduced by reducing the consumption of resources, the polluting emissions and waste. One of the business practices is developing green products that are biodegradable or made from recycled products. Reducing environmental impact can decrease the costs for energy, waste disposal bills and decontamination, at the same time, lead to an increase in profitability and competitiveness. (David, 2017; European Commission, 2001)

### **2.2.2 Environmental management tools**

Environmental management tools such as ISO 14000, Global Reporting Initiative (GRI) sustainability reporting standards and CSR report help corporate to manage environmental affairs that contributes to the environmental pillar of sustainability systematically. ISO 14000 is the environmental management standard developed by the International Organization for Standardization (ISO). It is a family of standards that concerns about minimizing harmful effects on the environment, monitors environmental performance, and serves as a tool for companies and organizations to manage their environmental responsibilities. ISO 14001 and ISO 14064 are two notable standards that is part of the ISO 14000 series: ISO 14001 specifies requirements for organizations to design and implement an effective environmental management system; ISO 14064 specifies principles and requirements of an organization's GHG inventory. (David, 2017; ISO, n.d.; Kuisma, 2017)

A CSR report, or synonymously, sustainability report reveals the activities aimed at helping the natural environment and how the operation of an organization impacts the economic, environment and society. This document, published annually by the organization, is a platform to communicate with shareholders about the firm's labor

practices, product sourcing, energy efficiency, environmental impact, and business ethics practices. Organizations mainly follow the sustainability reporting guidance from ISO26000, UN Global Compact, the Organization for Economic Co-operation and Development or GRI. (David, 2017; GRI, n.d.) GRI is an independent international organization that launched standards for sustainability reporting. The widely adopted GRI standards guide organizations to increase transparency and communication in environmental and social sectors, at the same time, improve governance and stakeholder relations, enhance reputations and trust. (GRI, n.d.; Kuisma, 2017)

### 2.3 Addressing the audience: stakeholders

In the Carroll's version, CSR is consisted of four levels of expectations: economic, legal ethical and discretionary (later revised as philanthropic). (Carroll, 1999; 2016)



Fig. 2.1: Carroll's pyramid of CSR

Source: Carroll, (2016).

Figure 2.1 shows the four-part definition of CSR that Carroll recast in the pyramid form in

1991. The economic responsibility, for example, is placed at the base of the pyramid. It points out that the CSR is built upon the basis of an economically sound and sustainable business. This also drops a hint that the stakeholders, especially the shareholders and employees, will be significantly affected if the business is not financially applicable. The figure is proposed to be seen from the perspective of the stakeholders and these responsibilities are required, expected and desired by the society. (Carroll, 2016)

In section 2.1, the meaning of CSR is discussed. Aside from sustainability, stakeholders are another inseparable part of CSR that was mentioned in the EU green paper and other publications. The EU green paper mentioned stakeholders as the person or group of people that companies interact with. To be more specific, employees, shareholders, investors, consumers, public authorities and NGOs. (European Commission, 2001) Levy (2014) generalized stakeholders as employees, customers, the community and the society.

Kuisma (2017) defined stakeholders as entities or individuals that can be affected by the organization's activities, products and services; and conversely, whose actions that can be expected to affect the ability of the organization in implementing its strategies.

Carroll (2018) categorized different stakeholders by primary and secondary; social and non-social. Figure 2.2 shows the four groups of stakeholders. Primary social stakeholders have direct interest or share in the organization. Thus, primary social stakeholders are most influential. Secondary social stakeholders can also be very influential in affecting the reputation, but in a more indirect way.

|            | Primary   | Secondary   |
|------------|---|---|
| Social     | <ul style="list-style-type: none"> <li>• Shareholders and investors</li> <li>• Employees and managers</li> <li>• Customers</li> <li>• Local communities</li> <li>• Suppliers and other business partners</li> </ul> | <ul style="list-style-type: none"> <li>• Government and regulators</li> <li>• Civic institutions</li> <li>• Social pressure groups</li> <li>• Media and academic commentators</li> <li>• Trade bodies</li> <li>• Competitors</li> </ul> |
| Non-social | <ul style="list-style-type: none"> <li>• Natural environment</li> <li>• Future generations</li> <li>• Non-human species</li> </ul>  | <ul style="list-style-type: none"> <li>• Environmental interest groups</li> <li>• Animal welfare organizations</li> </ul>   |

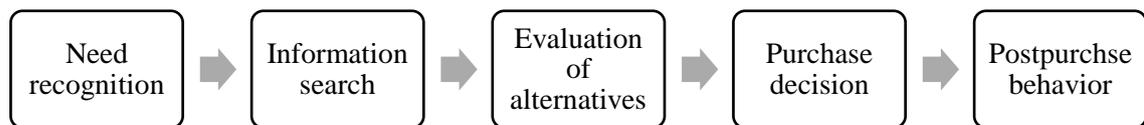
Fig. 2.2: Stakeholders matrix

Source: Carroll et al., (2018), own processing.

### 2.3.1 Influence of customer towards company

Customers have a major influence toward the company for they are the primary social stakeholders. In this study the focus is on their awareness and attitude toward company's social responsibility, especially in the environmental sector. Attitude describes how positively or negatively we evaluate, feel about an object or idea. It is the mindset of liking or disliking an object or idea. In general, attitude is the person's beliefs about, feelings about, and behavioral intentions toward your business. The attitude we hold toward products and services often determine whether we will make the purchase or not. (Kotler, 2018; Stokes, 2008)

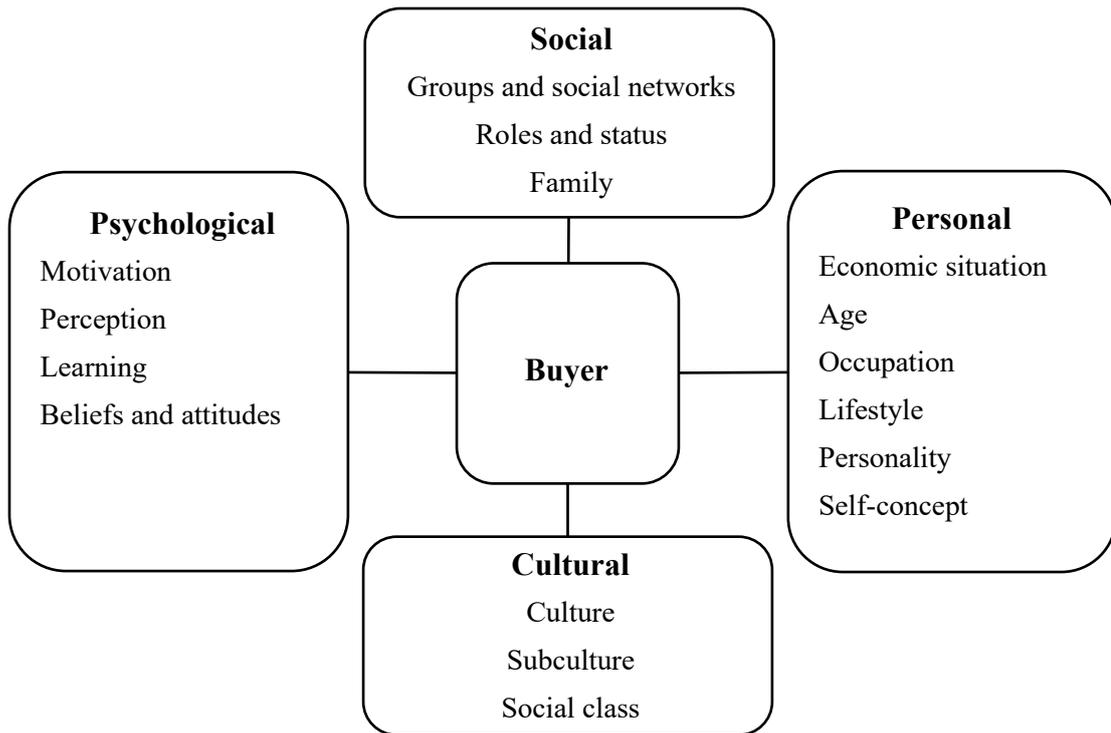
Awareness is the knowledge and understanding of people knowing about a business, its products and services or the level of how customers are informed about the product. In the marketing mix, it can be divided into the 4Ps (Product, Price, Place, Promotion), and it correspond to the 4As (Acceptability, Affordability, Accessibility, Awareness) from the customers' point of view. (Kotler, 2018)



*Fig. 2.3: The buyer decision process*

Source: Kotler, (2018).

The buyer decision process mainly consists of five stages. (Kotler, 2018) As shown in figure 2.3, consumers start purchase decision from need recognition, then they will be more motivated in searching for information. With different alternatives, consumers make evaluation base on their awareness, knowledge, preference, liking and conviction before making the purchase decision. Whether the consumers are satisfied with the product or a gap exists between the product performance and expectation is engaged in the stage of post purchase behavior.



*Fig. 2.4: Factors influencing customer behavior*

Source: Kotler, (2018), own processing

Consumers make evaluation base on their awareness, knowledge, preference, liking and conviction. Figure 2.4 shows some other factors that can affect a customer’s behavior. The way of evaluation tends to be different when, for example, in different age groups, and when there is change in scenario about the future, and change in social environment.

Customers who are aware of the CSR activities of a company also put environmental and social criteria into their purchase decisions. From the psychological and social link, when company’s motives to engage in CSR initiatives align with consumer behavior and the company attend high and positive public awareness CSR activities can add value to the firm. (Aluchna, 2017; Servaes and Tamayo,2013)

### **3 Overview of 7-ELEVEN and its environmental policies**

In this chapter, the basic information of PCS, its main operating brand 7-ELEVEN and its environmental policies are introduced. The study focuses on PCSC's main operating brand 7-ELEVEN, thus PCSC is also referred to as 7-ELEVEN in the following chapters. The first section is a brief introduction of the establishment of the company, its CSR committee and its current state in the market. The second section talks about the CSR vision of the company, linking with the global goals on GHG emission and SD. Base on the CSR reports from 2013 to 2018, the PESTLE analysis is conducted to describe the macro-environment of the company in the third section. In the last section, the company's standpoint, actions and outcomes in CSR is covered, particularly the effort made in realizing their CSR principle of sustainable environment. From the overview of the company and its environmental policies the questions about the customers' attitude and awareness are raised and will be discussed in the next chapter.

#### **3.1 Background of 7-ELEVEN and its character in the market**

PCSC comprises mainly the convenience store 7-ELEVEN and about forty others vertically and horizontally affiliated chain businesses. The company was established in 1978 by the Uni-President Enterprises Corporation (UPEC). The first store of ELEVEN in Taiwan was established by obtaining the know-how from the Southland Corporation in the United States in 1980. PCSC later runs the convenient store 7-ELEVEN as an independent subsidiary company instead of the business division of UPEC in 1987. (PCSC, 2019a; Dawson, 2014)

Headquartered in Taipei, Taiwan, PCSC is dedicated to being the most outstanding retailer by offering convenient services and being a good corporate citizen. (PCSC, 2019a) Fulfilling

the corporate citizenship, the company incorporated the CSR concept into the routine management activities of each department and division in 2010. (7-ELEVEN, n.d.) In 2014, the company opened its 5000<sup>th</sup> convenience store in Taiwan and the number of stores continue to increase. (PCSC, 2019a) Similar to the accessibility of the Japanese convenience store chains, 7-ELVEN can be found almost everywhere in places like train stations, metro stations, airports, schools, hospitals, central business districts and also rural villages in Taiwan.

Table 3.1 shows the number of convenience stores in Taiwan in the end of 2018. Including 7-ELVEN and the other three main retail brands in the convenience store industry, the sum of stores has reached 10884 stores. Among them, 7-ELVEN owns 5369 stores in 2018. With almost fifty percent of the market share, 7-ELVEN has become the leader of retailing business in Taiwan.

*Table 3.1: Key players in the convenience store industry through the end of 2018*

| Retail brands    | 7-ELEVEN | FamilyMart | Hi-Life | OK  |              |
|------------------|----------|------------|---------|-----|--------------|
| Number of stores | 5369     | 3324       | 1306    | 885 | Total: 10884 |

Source: PCSC, (2019a).

### **3.2 Corporate social responsibility vision of 7-ELVEN**

The CSR vision of 7-ELEVEN is “A company that creates happiness”. (7-ELEVEN, n.d.)

The three core values of the CSR vision are a happy enterprise, a better society and a sustainable planet. In order to realize the core value of CSR, the vision is followed by five major principles, including “sound Corporate Governance”, “developing a sustainable environment”, “upholding social justice”, “guaranteeing the rights and interests of

stakeholders” and “enhancing CSR disclosure”. (PCSC, 2018)

### **3.2.1 Evaluation: PESTLE Analysis**

The macro-environment is an important factor that can impact the business and the implementation of the environmental policies now and in the future. As a brief summary of the opportunities and risks, the PESTLE analysis is performed to portray the general environment of the firm from six segments: political, economic, social cultural, technological, legal and environmental.

#### **Segment 1: Political**

The government tightened the regulations on food safety and energy in response to food safety issues and climate change. Due to the regulation, PCSC must reduce energy consumption by 1% each year, because the usage of energy is considered high. Product safety management is also enhanced to meet the regulation standard and at the same time to diminish the impact of negative company image and to meet the customers’ demand. Furthermore, PCSC introduced the e-receipt in 2011 following the government policy. Electronic receipt that is utilized at the retail locations helps to reduce the cost and usage of paper. (PCSC, 2017)

#### **Segment 2: Economic**

The labor cost is increasing because of the expansion of stores, the influence of aging population and the decrease in labor force. Another risk comes from the environment of retail market. The retail market is competitive, rapidly changing and becoming saturated. While meeting the obligation to the government and investors, it is also important to maximize market opportunities and benefits. The opportunities are for instance the increasing demand in ready-made food market and natural organic food. (PCSC, 2019a)

### **Segment 3: Social cultural**

The risk in the social cultural segment comes from the change in demographic structure. The aging population and declining birthrate affects the labor-intensive part of the business, which are the stores and logistic service. Another trend is that customers are more conscious about the quality of the product, the importance of being healthy and the importance of environmental protection. (PCSC, 2019b)

### **Segment 4: Technological**

The opportunities given by the progress in technology are the reduction of costs and better efficiency. Progress in technology and the widely used electronical devices help to standardize the management process more smoothly, efficiently and also lead to innovation. Digitalization of the documents helps reduce paper usage in the offices. Technological developments such as artificial intelligence and automation also benefit the company in allocating the human resource at the stores to increase efficiency and lower personnel costs. On the contrary, advance technology post a higher risk in the information security, which might result in data stolen and damage company reputation. The company will need caution and more rigorous protection on user information and privacy. (PCSC, 2018; PCSC, 2019a)

### **Segment 5: Legal**

The 2015 Paris Agreement deals with the objectives and direction of global GHG reductions when the Kyoto Accord expires and aims to strengthen the global response to the challenge of climate change. (UN, 2015a) The UN's 2015 SDGs provides an outline of peace and prosperity for people and the planet for now and into the future. These global goals should be adapted into the company policies to minimize the impact of energy savings and carbon reductions, while maximizing the benefits at the same time. (UN,

2015b)

### **Segment 6: Environmental**

Due to the impact of climate change, the seriousness of extreme weather events and dramatic changes in weather patterns are increasing. It is important to strengthen the ability to deal with the impact of extreme weather conditions, as well as to pay close attention to the impact on the environment; to formulate strategies on reducing pollution and preserving natural resources to slow down the pace of negative climate changes.

#### **3.2.2 Modification in the management approach**

PCSC does not have a special group for managing CSR back in 2014. CSR-related matters are coordinated by the Public Affairs Department and all departments are responsible for conducting CSR policies. (PCSC, 2014) In 2015 the company established the interdepartmental CSR committee due to the change in international trends, regulation and their own organizational adjustment. (PCSC, 2015)

The company issues CSR report according to the GRI sustainability reporting standards on an annual basis. Amidst the principles of the CSR vision, the main focus of the sustainable corporate development falls on mitigating and adapting to climate change. PCSC takes identifying and controlling issues and risks related to climate change as their obligation. The focuses of PCSC's environmental efforts are energy savings, reduce carbon emissions, resource reutilization, and green procurement. (PCSC, 2016)

In terms of environmental management, since 2005 PCSC has adopted the GHG Protocol as the standard, which is used to understand and manage GHG emissions from the operation and to search for appropriate reduction actions. Further in 2017 and 2018, the

company reports the GHG inventories based on the principles and requirements specified by ISO 14064-1:2006. (PCSC, 2014; PCSC, 2018) The ISO50001 energy management system was introduced at the headquarter and several stores in 2015 to improve the effort in energy saving and carbon reduction. (PCSC,2016)

In 2015, the 2030 Agenda for Sustainable Development is decided by the Heads of State and Government and High Representatives as a guideline for countries around the world to promote SD before 2030. The essential part of the agenda is 17 SDGs and 169 targets, including hunger and poverty eradication, gender equality, climate action, sustainable consumption and production pattern, etc. (UN, 2015) In reaction to the adoption of SDGs, PCSC implements SDGs targets in the report corresponding to its CSR activities starting from 2016. There are five SDGs and corresponding targets implemented, namely zero hunger, good health and well-being, decent growth and economic work, responsible consumption and production, and sustainable environmental protection. (PCSC, 2016)

### **3.3 Implementation in realizing sustainable environment**

As was mentioned in the section 3.2, the focuses of PCSC's environmental efforts are energy savings, reduce carbon emissions, resource reutilization, and green accounting. Tons of GHG are emitted as high-quality products and a comfortable environment at the retail locations are provided to customers. The primary source of GHG emission at PCSC operating locations is the electricity consumption. Whilst the other source of the emission is caused primarily by effusion of refrigerant from refrigeration, freezer, and air conditioning equipment at retail locations. (PCSC, 2018) Consequently, the company has put its effort on energy conservation and carbon reduction. The activities implemented at the headquarter, retail locations and the logistic system are covered in this part. At the same time, plans that are conducted on resource reutilization and green accounting are also narrated.

## Headquarter

At the headquarter, energy reduction slogans are posted to raise the awareness of the employees. Besides, performance goals are set on the reduction of electricity, water and paper. Actions such as the replacement of incandescent light bulbs with light-emitting diode (LED) light, replacement of variable-frequency drive (VFD) chillers and setting the temperature at 26 degrees are done in order to reach the electricity reduction goals. The results on electricity reduction compared to the previous year is shown in the table 3.2. Adjusting faucet output and introducing new water saving urinal flushers are some of the actions taken on water reduction. (PCSC, 2016)

As for paper reduction, the amount of paper that can be requested is controlled, instruction for the usage of the printer is made to reduce waste from printing mistakes. It is also encouraged to use double-sided printing. Moreover, digitalizing purchase orders and payroll sheet, scanning and mailing electronic files reduces the paper usage as well. (PCSC, 2016)

*Table 3.2: Electricity and cost reduction at the headquarter compared to the previous year*

|                         | 2013    | 2014   | 2015   | 2016    | 2017    | 2018    |
|-------------------------|---------|--------|--------|---------|---------|---------|
| Electricity saved (kWh) | 100,862 | 63,140 | 72,111 | 179,949 | 84,623  | 29,248  |
| Cost saved (NTD)        | —       | —      | —      | 714,740 | 767,739 | 202,558 |

Source: PCSC, (2014, p.41; 2015, p.52; 2016, p.48; 2017, p.38; 2018, p.47; 2019b, p.92).

## Retail location

At the retail locations, actions are taken in three aspects: equipment, employees and customers. In terms of equipment, the company works on the installation of wind-break

doors and reducing and dimming light of signage signs. Energy-saving models are introduced to improve the performance of the equipment. Fixed speed air conditioner, for example, is replaced with inverter air conditioner. Starting from 2011, the e-receipt is used at the retail locations. Later in 2016 the cloud-base e-receipt is introduced. This action not only reduces the amount of paper usage but also lowers the costs for receipt paper. With the increasing sales of coffee, milk bottles that are used for commercial purpose are recycled by the company. (PCSC, 2016)

Regarding the employees, training on regular inspections are carried out at all retail locations. Following the checklist of retail energy reduction, employees ensure that the condition of the air conditioning, rotary fans, lighting, refrigerators, freezers, signage and wind-break doors are at optimal state. (PCSC, 2017)

Since 1995, used batteries can be recycled at retail locations. From 2010, customers can also recycle laptop, computers, CDs, cell phones, portable chargers and dock chargers. Vouchers are given for recycling these information technology items. Through making recycle convenient and the incentive of vouchers, customers can also take part in the environmentally friendly action. (PCSC, 2018)

### **Logistic**

Logistic plays an important role in retail business. It is a key factor of the smooth moving of PCSC's value chain. With the increase of retail locations and the different variety of service provided, the need of logistic service is sure to increase. By making improvement in the logistic process, in the offices and warehouses and in the usage of vehicles, the logistic companies can also made distributions in lowering the impact on the environment. The delivery process is standardized by the incorporation with mobile management applications,

audiovisual logistics standard operating procedures files and operations management systems. These systems can assist the logistic companies to optimize the distribution process to reduce the number of deliveries, consolidates initial shipments to reduce the need for transshipments, and even simplifies the workflow to minimize the time refrigerated trucks must spend at each retail location. (PCSC, 2017)

As for the delivery vehicles, new vehicles that meet the latest emission standard are introduced to replace the old models. The use of cardboard boxes is replaced by pallets and plastic containers that can be used for a longer term during the shipping process. (PCSC, 2017) In offices and warehouses of the cooperating logistic companies, steps are also taken in the reduction of air conditioning energy consumption, the installation of LED lighting, the development of new refrigeration equipment, and replacement of VFD chillers and monitoring systems. (PCSC, 2018)

### **Equipment Refurbishing Center**

PCSC established the Equipment Refurbishing Center, where different types of machinery, such as air conditioners, refrigerators, food heaters, microwaves are retrieved from retail locations that is under renovation or closed down. The machineries are later putted back to use after refurbishment. Reusing the equipment not only decreased the amount of money spent on purchasing new equipment but also conserved resources to achieve the PCSC waste reduction goals. (PCSC, 2018)

### **Green accounting**

Aside from the measurements that are previously mentioned, PCSC introduced the green accounting system in 2006, which converts the environmental actions into financial data. (PCSC, 2016) The green accounting items are categorized into shipping, products, retail

location, internal environmental education and social contribution. Some additional notes on the company's ECSR effort includes: products use environmentally friendly packaging and undergo testing; events beneficial for the environment and society are held, i.e. products use polylactide cups that reduce the impact of plastic wastes; manage food safety and undergo testing for plasticizers and pesticides; events are organized or participate through the PCSC welfare committee that helps beautify and maintain a clean environment. (PCSC, 2018)

To conclude, 7-ELEVEN carries out ECSR through their CSR principle of sustainable environment. The implementation of this principle can be generalized in three points. First, comply with environmental regulations and related international standards, which is done through applying environmental management tools. Second, improve the utilization of resources. Third, take consideration and reduce the environmental impact of business activities. (PCSC, 2019b)

## **4 Research methodology**

The previous chapter has described the environmental policies implemented in PCSC. With the purpose of exploring customers' perception of the company's policies in different age group and to make recommendations, this chapter moves on to the methodology of the research. This chapter is divided into six parts. It begins by describing the research objectives. The second part describes the strategy used and then goes on to explain the data collection methods and techniques, their advantages and disadvantages; sampling methods and ways of contacting respondent. What follows is the questionnaire design, which includes the questions that is conducted in Google Forms. The final form of the questionnaire is enclosed in appendix A. The last two part of this chapter are the methods of data analysis and the limitation of the study. The data evaluation and interpretation of the survey is then discussed in the following chapters.

### **4.1 Research objectives**

The researcher holds the following opinion and assumption: as there is a growing importance in the environmental issues, customers will put more attention on this topic. Therefore, there will be a higher awareness and sensitivity toward environment-related problems and customers will consider about environment-related factors when making purchase decisions.

Following the assumption, the objective of this study is to discover how customers of 7-ELEVEN in Taiwan perceive environmental protection and sustainability; how in general they are aware of the environmental practice of the company; and what attitude they have toward these issues. In addition, this study intends to find out how ECSR can influence customers' purchase behavior. The focus is put on the people living in Taiwan that is older than 12 years old and have shopped in the convenient store 7-ELEVEN before.

This study aims to answer the following questions:

- i. What attitude do customers have toward the environment and environmental practice of the company?
- ii. To what extent are customers aware of the environmental practice of the company?
- iii. How does the ECSR influence the customers in the purchase decision making process?

## 4.2 Research Strategy

Research strategy shows the style of the work in a broad way. It concerns the most general decision-making about what approach to take on in order to address a particular topic as well as being appropriate to tackle the research questions. The main strategies in social science discipline and management research are experiment, survey, ethnography and action research strategy. (Thomas, 2004). A simple outline of the association between disciplines research strategies and research methods is shown below in table 4.1. The survey strategy can be applied in both quantitative and qualitative research. There are few different methods of data collection that are used in the survey strategy, such as structured observation, structured interview and questionnaire. (Saunders et al., 2015)

*Table 4.1: Rough sketch of the association between disciplines research strategies and research methods*

|                                 | Research strategy |        |            |             |                 |
|---------------------------------|-------------------|--------|------------|-------------|-----------------|
|                                 | Experiment        | Survey | Case study | Ethnography | Action research |
| <b><i>Discipline/ field</i></b> |                   |        |            |             |                 |
| Anthropology                    |                   |        | x          | x           |                 |
| Phycology                       | x                 |        |            |             |                 |

|                               |   |   |   |   |   |
|-------------------------------|---|---|---|---|---|
| Sociology                     |   | x | x | x |   |
| Management                    | x | x | x | x | x |
| <b><i>Research method</i></b> |   |   |   |   |   |
| Sampling                      |   | x |   |   |   |
| Interview                     |   | x | x | x | x |
| Questionnaire                 |   | x | x |   | x |
| Tests                         | x |   |   |   |   |
| Non-participant observation   | x |   | x | x | x |
| Participant observation       |   |   | x | x | x |
| Documents, records            |   |   | x |   | x |
| Quantitative analysis         | x | x | x |   |   |
| Qualitative analysis          |   |   | x | x | x |

Source: Thomas, (2004, p.22).

In this study, the survey strategy with the method of questionnaire, specifically the online questionnaire is used. Online survey is an electronic survey. It is delivered to potential respondents by email, on a website, to mobile phones, public kiosks and tablet computers, like iPads. (Sue and Ritter, 2012) Some benefits and drawbacks are pointed out by Sue and Ritter for collecting survey data when considering the use of technology. (2012, p10-11) The drawbacks, for instance, are that programming errors can exist at the implementation stage and the researcher is required to have the ability to create the survey at the design stage. Respondents need appropriate technology to have access to the online survey as well. As a consequence, it needs to be taken into consideration when choosing the target respondents. On the other hand, electronic surveys are useful when the sample size is large and geographically diverse. It is cheaper and has more potential for swift turnaround. Besides, the possibility of skipping the question and answering the wrong question can be eliminated compared to paper questionnaires. Furthermore, respondents are prone to provide honest answers in an online environment where there is a higher anonymity compared to having

interviewer on the phone or in person.

As was pointed out in the strengths and weaknesses of data collection using technology, the online questionnaire is chosen for this study due to the limitation in time, budget and geographic location. Considering the ability to access to the questionnaire of the target respondents, the overall internet usage status of the population is further discussed in the following subsection.

#### **4.2.1 Overall internet usage status**

As was mentioned earlier, the internet access is the technology needed in order to approach the online survey. From the table 4.2 and table 4.3, the differences and similarities of the internet usage status in gender and generation in Taiwan can be observed. According to the 2018 Taiwan Internet Report from the Taiwan Network Information Center: “The personal and household Internet access rates rank among the highest in Asia. The individuals aged 12 and above who have used the Internet has reached 82%, totaling estimation is 17.38 million people.” Similarly, from the report of Survey on 2019 Individual/Household Digital Opportunity Survey in Taiwan Executive Summary by the National Development Council. The first division “enabling” in the Digital Opportunity Survey explored the use of information and information devices also the information literacy. The result of the survey shows that the overall internet access rate in 2019 has reached 86.2%.

*Table 4.2: Gender Differences and Similarities in “Enabling”*

| Sub-dimension | Indicator            | Overall | Male  | Female |
|---------------|----------------------|---------|-------|--------|
| Access to     | Internet access rate | 86.2%   | 88.6% | 83.8%  |

|             |  |       |       |       |
|-------------|--|-------|-------|-------|
| information | Mobile phone use rate                      | 91.3% | 93.7% | 89.0% |
|             | Wireless or mobile Internet use rate       | 84.4% | 86.7% | 82.0% |
|             | Personal Internet device ownership (items) | 3.43  | 3.42  | 3.44  |

Source: National Development Council, (2019, p.20).

*Table 4.3: Generation Differences and Similarities in “Enabling”*

| Sub-dimension         | Indicator                                  | Age 12-14 | Age 15-19 | Age 20-29 | Age 30-39 | Age 40-49 | Age 50-59 | Age 60-64 | Age 65 & above | Overall |
|-----------------------|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|---------|
| Access to information | Internet access rate (%)                   | 100       | 99.2      | 99.7      | 99.0      | 97.7      | 89.3      | 74.6      | 43.5           | 86.2%   |
|                       | Mobile phone use rate (%)                  | 97.7      | 97.9      | 99.2      | 99.3      | 97.9      | 94.7      | 89.9      | 63.2           | 91.3%   |
|                       | Wireless or mobile Internet use rate (%)   | 93.4      | 98.2      | 99.2      | 98.6      | 96.9      | 86.9      | 70.7      | 39.7           | 84.4%   |
|                       | Personal Internet device ownership (items) | 2.88      | 3.11      | 3.55      | 3.74      | 3.71      | 3.28      | 3.08      | 2.84           | 3.43    |

Source: National Development Council, (2019, p.22).

Comparing the differences and similarities in gender and generation in the first sub-dimension “access to information” in table 4.2 and table 4.3, the female’s internet access rate is slightly lower, where the rate is 88.6% for male and 83.8% for female. Rate of using mobile phone and the rate of wireless or mobile internet use are slightly lower than the male, but still the rate of both genders is above 80%. From table 4.3, it can be seen that

the highest internet access rate falls in the age group of 12 to 14 and the rate exceeded 90% for those aged between 12 to 49. There is an obvious digital opportunity gap between the age group 60 to 64 and the age group 65 years old and above.

### **4.3 Sampling methods and data collection methods**

In this survey, self-selection sampling of the volunteer sampling technique is applied. Self-selection sampling is a non-probability sampling method that allows each individual to take part in the research according to their preference and the time that fits them well. Therefore, the survey is revealed through media or by asking volunteers to take part and then the data is collected from those who responded. Non-probability sampling is the technique in which the probability of each case being selected from the target population is not known. (Saunders et al., 2015) The likelihood of the sample being representative is low compared to probability sampling.

The objective of this survey is to discover the Taiwanese customers' awareness and attitude toward the ECSR of PCSC. The target population is the people living in Taiwan that is aged 12 and above and have shopped in the convenient store 7-ELEVEN before. For this research, the questionnaire is designed by using Google Forms, which is a survey administration application that is widely known and used when conducting a questionnaire. The Google Forms functions eliminate the possibility of skipping and answering the wrong question, which help to increase the rate of effective questionnaires. The list of questions is delivered in a sharable link through multiple social medias, to be specific, groups' pages on Facebook, Facebook Messenger, WhatsApp, Line and Instagram. Using the link with the description of the basic information and study purpose, people are invited to self-select and click on the link to the questionnaire. In the description of the post, the researcher also kindly request people who reached the post to share the link to another target population they know.

#### **4.4 Questionnaire design**

In consideration of the language used in Taiwan and in this study, the questionnaire is a bilingual survey in both traditional Chinese and English. In order to reduce the possibility that respondents will lose patient to complete the questions, all the questions are formulated in the form of closed questions. Closed question is easy to answer and is useful when requiring factual information. In a closed question, the possible answers are set by the researcher and the respondents choose the category that best represents their answer. (Kumar, 2014) The exploration of the customers' attitude and awareness is done in the form of rating scales. The Likert scales is one approach to measure the attitudes. As a statement is narrated, the alternative answers of "Strongly agree", "Agree", "Neutral", "Disagree", "Strongly disagree" are given to the respondents and then one answer is chosen base on the level of agreement with the statement. (De Vaus, 2014)

The questionnaire is composed of seven sections. The first part is a brief introduction of the questionnaire. It reiterates the requirement of the respondent and informs the respondent to tick one option that best describes his/her answer. To increase the response rate and quality and to avoid respondent fatigue, the respondents are also informed that the responses are anonymous and used only for academic purpose; the length of the questionnaire takes about 5 minutes to complete. The length of the questionnaire is also showed by a progress bar at the right bottom of the page.

Table 4.4: Questionnaire, section 7- Basic information

|                                |                          |                          |                          |                          |                          |                          |                          |                          |
|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| What is your sex?              | Physiological male       |                          |                          |                          | Physiological female     |                          |                          |                          |
|                                | <input type="checkbox"/> |                          |                          |                          | <input type="checkbox"/> |                          |                          |                          |
| What is your current age?      | 12-14                    | 15-19                    | 20-29                    | 30-39                    | 40-49                    | 50-59                    | 60-64                    | 65 and above             |
|                                | <input type="checkbox"/> |
| Educational background         | Elementary               | Junior high              | Senior high              | Under-graduate           | Graduate                 | Doctorate                |                          |                          |
|                                | <input type="checkbox"/> |                          |
| Place of living                | Taipei city              | New Taipei city          | Taoyuan city             | Taichung city            | Tainan city              | Kaohsiung city           | Others (please specify)  |                          |
|                                | <input type="checkbox"/> |                          |
| How often do you shop in 7-11? | Everyday                 | More than 3 times a week | 1-3 times a week         | Once a week              | Less than once a week    |                          |                          |                          |
|                                | <input type="checkbox"/> |                          |

Source: own processing.

The last section of the questionnaire, as shown in table 4.4, asks about the basic information of the respondent, such as the demographic data of sex and age, socio-economic data of educational background, geographical data of the place of living and the frequency of visiting the shop. These classification data allow the researcher to classify and describe respondents by certain characteristics. People living in Taiwan that is aged 12 and above is one condition set for the target population. As was pointed out in the beginning of the research strategy, target respondents' accessibility of appropriate technology to the online survey needs to be taken into consideration. It is shown in section 4.2.1 that the internet

access rate of people aged 12 to 59 years old in Taiwan is higher than 80 percent, a relatively low access rate is found only in the age group of 64 years old and above. Therefore, the majority of the target respondents should not have problem in having appropriate technology to access to the online survey.

The geographical data is narrowed down and focused on the six special municipalities in Taiwan in the questionnaire. The six special municipalities are namely, Taipei city, New Taipei city, Taoyuan city, Taichung city, Tainan city and Kaohsiung city, listing from the north to the south of Taiwan. The special municipality is defined by the Local Government Act, Article 4. “Regions with population of not less than one million and two hundred fifty thousand (1,250,000) and have special requirements in their political, economic, cultural, and metropolitan developments may establish special municipalities.” (Laws & Regulations Database of The Republic of China, n.d.)

Table 4.5 shows the questions from the second section of the questionnaire. The second section is a list of statements related to respondents’ attitude data toward the environmental issues in general. In this section, the researcher like to discover how respondents think about environmental issues and they react in their normal shopping routine.

*Table 4.5: Questionnaire, section 2- Attitude toward environmental issues*

| To what extent do you agree or disagree with each of the statements that is related to environmental issues? |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|  | Strongly agree           | Agree                    | Neutral                  | Disagree                 | Strongly disagree        |
| Environmental protection is important.   | <input type="checkbox"/> |

|   |                          |                          |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| When I go shopping, I don't ask for plastic bags.           | <input type="checkbox"/> |
| I bring my own shopping bag.                                | <input type="checkbox"/> |
| I always recycle.   | <input type="checkbox"/> |
| Enterprises play an important role in environmental issues. | <input type="checkbox"/> |

Source: own processing.

The following parts, section three to six, are related to and more focused on 7-ELEVEN. There are different factors that can influence the shopping behavior, such as price, quality, packaging, etc. In the third part (Table 4.6) the researcher would like to know if the environmental factor is important when making shopping decisions in 7-ELEVEN.

Next, the respondents' attitude data toward 7-11 is explored. (Table 4.7) Before continuing to the following statements, a short definition of CSR is given to the respondent: "CSR is an evolving business practice that incorporates sustainable development into a company's business model. It has a positive impact on social, economic and environmental factors." (Schooley, 2019) Respondents will then answer in the form of level of agreement after reading the statements.

Table 4.6: Questionnaire, section 3- Shopping behavior in 7-11

| What is an important factor for you when buying a product in 7-11? |           |         |             |                      |  |
|--|-----------|---------|-------------|----------------------|--|
| Very important   | Important | Neutral | Unimportant | Not important at all |  |

|                               |                          |                          |                          |                          |                          |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Price                         | <input type="checkbox"/> |
| Packaging                     | <input type="checkbox"/> |
| Quality                       | <input type="checkbox"/> |
| Impact toward the environment | <input type="checkbox"/> |
| Advertisement                 | <input type="checkbox"/> |
| Brand image                   | <input type="checkbox"/> |

Source: own processing.

Table 4.7: Questionnaire, section 4- Attitude toward 7-11

“CSR is an evolving business practice that incorporates sustainable development into a company's business model. It has a positive impact on social, economic and environmental factors.”

To what extent do you agree or disagree with each of the statements about 7-11?

|   | Strongly agree           | Agree                    | Neutral                  | Disagree                 | Strongly disagree        |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| I think 7-11 is a socially responsible retail chain company.      | <input type="checkbox"/> |
| I think 7-11 is an environmentally friendly retail chain company. | <input type="checkbox"/> |
| I understand the environmental practices made by 7-11.            | <input type="checkbox"/> |

Source: own processing.

Table 4.8: Questionnaire, section 5- Awareness to 7-11's environmental practice

| Do you agree or disagree with each of the statements?  |                          |                          |
|--|--------------------------|--------------------------|
|  | Agree                    | Disagree                 |
| I know that batteries can be recycled in 7-11  | <input type="checkbox"/> | <input type="checkbox"/> |
| I know that some electronics (e.g. cell phones, portable chargers and dock chargers) can be recycled in 7-11 | <input type="checkbox"/> | <input type="checkbox"/> |
| I am aware that 7-11 is upgrading its equipment to energy-saving models.                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| I am aware that 7-11 uses environmentally friendly packaging, e.g. polylactide cups                          | <input type="checkbox"/> | <input type="checkbox"/> |
| I know that 7-11 organize or participate events that benefit the environment                                 | <input type="checkbox"/> | <input type="checkbox"/> |

Source: own processing.

Table 4.9: Questionnaire, section 6- Impact of understanding

| To what extent do you agree or disagree with each of the statements after knowing some of the policies done by 7-11? |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|  | Strongly agree           | Agree                    | Neutral                  | Disagree                 | Strongly disagree        |
| Understanding the effort made for sustainable development enhances the good impression toward the company.           | <input type="checkbox"/> |
| I will shop more often where it is more environmentally friendly.  | <input type="checkbox"/> |

I am willing to know more about 7-11's environmental practice

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Source: own processing.

The fifth part of the questionnaire (Table 4.8) gives out statements based on the environmental policies implemented by 7-ELEVEN. This section is aimed to answer the question “To what extent are customers aware of the environmental practice of the company?”

After understanding some of the environmental policies done by 7-ELEVEN that are revealed in section 5, questions about the impact of understanding are set out in section 6. (Table 4.9) This part of the questionnaire explore how possible can the attitude and behavior change when they have more access to information about environmental policies and is intended to answer the question of how the ECSR influence the customers in the purchase decision making process.

The complete form of this survey conducted in Google Forms is enclosed in appendix A and the summary of the main findings from the survey respondents are provided in the chapter 5.

#### **4.5 Data Analysis**

The responses can be collected and organized by the function of Google Forms. Once all the responses from the questionnaires were collected, a prescreening of the survey is done by the researcher to ensure that all the questions are responded and completed. Responses that do not meet the conditions set for the target population will be eliminated. Besides the analysis automatically done by Google Forms, the data can also be viewed in a spreadsheet and downloaded as a CSV file. Further editing can be done base on the need of formatting

such as using build-in formulas and creating pivot tables.

Besides answering the three main questions of this study: What attitude do customers have toward the environment and environmental practice of the company; To what extent are customers aware of the environmental practice of the company; and How does the ECSR influence the customers in the purchase decision making process, the data gained might also provide some other insights that are worth mentioning. For example, from the section of basic information, it is possible to further explore the similarity or difference by the classification data. It is also possible to check if the concern of environment is a more important factor for the respondents who shop more frequently in 7-ELEVEN.

#### **4.6 Limitation**

There are some limitations connected with this research that need to be taken into consideration. First and foremost, the non-probability sampling is used due to the confidentiality of customer data. For the protection of customers' privacy and business secret, the customer data cannot be obtained from the company. The sample collected from the questionnaire is non-representative.

Moreover, the questionnaire uses closed questions to obtain the information from the respondents. The answer provided have the possibility of the researcher's bias. Even if the category "other, please specify" is provided to the respondents, there still lies a possibility that respondents will choose from the list of given answers.

In an online environment, there is a higher anonymity and the survey is conducted anonymously so respondents are more willing to answer the survey. Conversely, the researcher cannot completely prevent the possibility that the survey is only taken once by

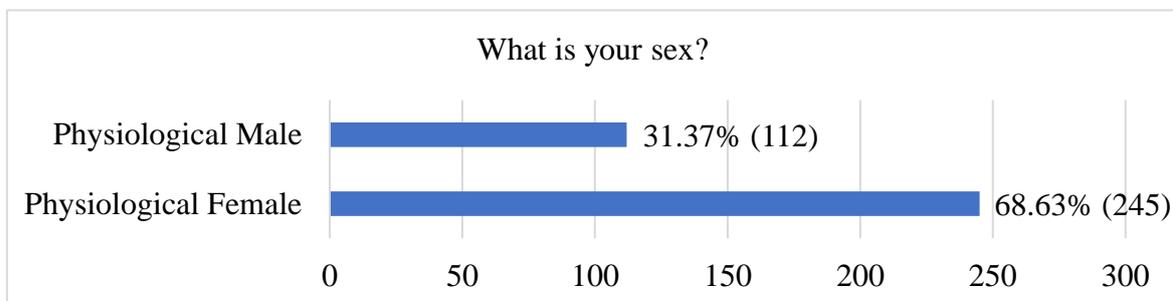
the same respondent. The final limitations are the time and budget constraints. All these limitations should be taken in account in the following interpretation of results and in the presentation.

## 5 Results of the survey

In the previous chapter, the researcher discussed about the method and the procedure of how the survey data is collected. In this chapter, the results of the data collected from the respondents is presented and evaluated. The findings and interpretation examine the factors that affect customer's behavior toward the company and its practices related to the environmental social responsibility. This chapter is divided into five main sections, the results relating to the research questions are presented in the second section to the fourth section. The first part of this chapter is the overall characteristic of the respondents and in the last part of this chapter shows some findings in the survey that is worth denoting in the age group of 20-29 years old.

### 5.1 Characteristic of Respondents

357 effective questionnaires are collected from the conducted survey. In total, there are 358 responses but with one outlier that does not match the target population. The respondent needs to meet three criteria: living in Taiwan, aged 12 and above, and have shopped in the convenient store 7-ELEVEN before. From the basic information in the last section of the survey, it shows that this respondent lives in the United States instead of Taiwan. The findings showed in the following sections present only the data collected from the 357 effective questionnaires.



*Fig. 5.1: Survey result- characteristic of respondents: sex*

Source: own processing.

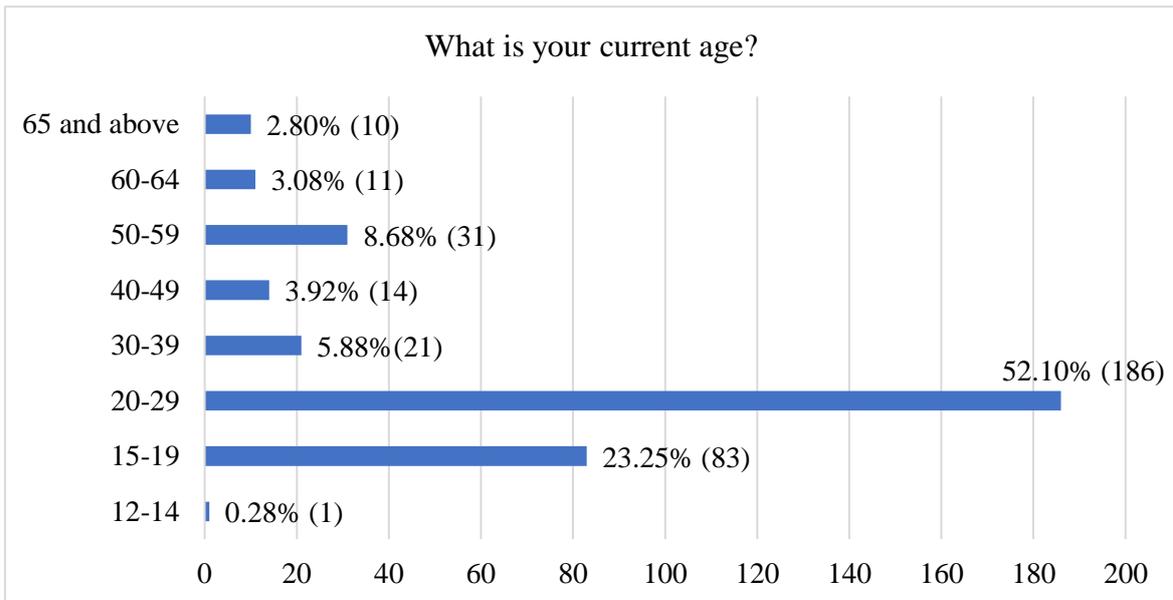


Fig. 5.2: Survey result- characteristic of respondents: age

Source: own processing.

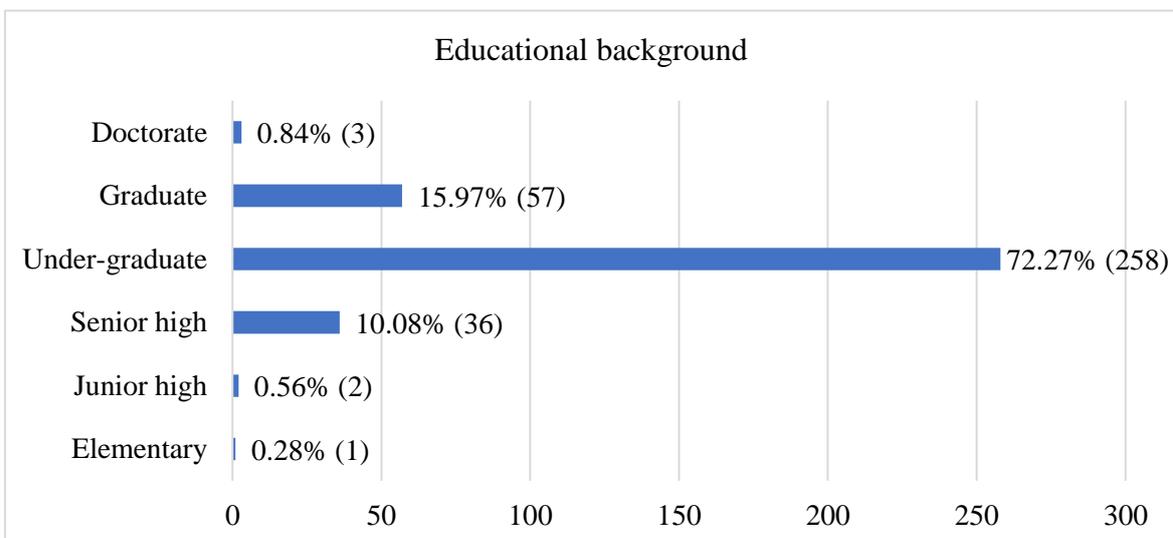
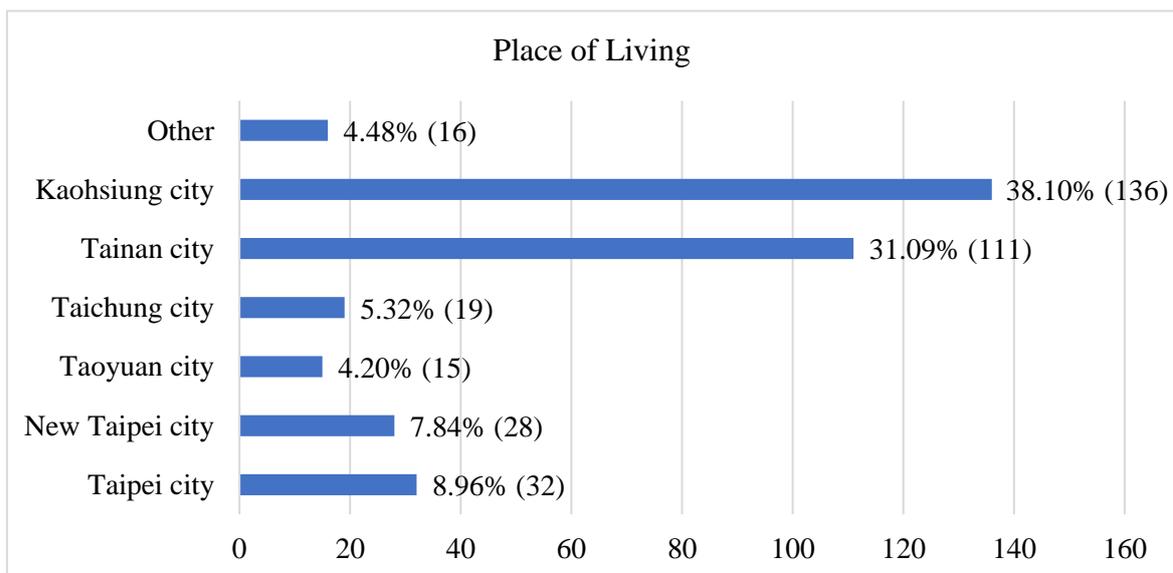


Fig. 5.3: Survey result- characteristic of respondents: educational background

Source: own processing.

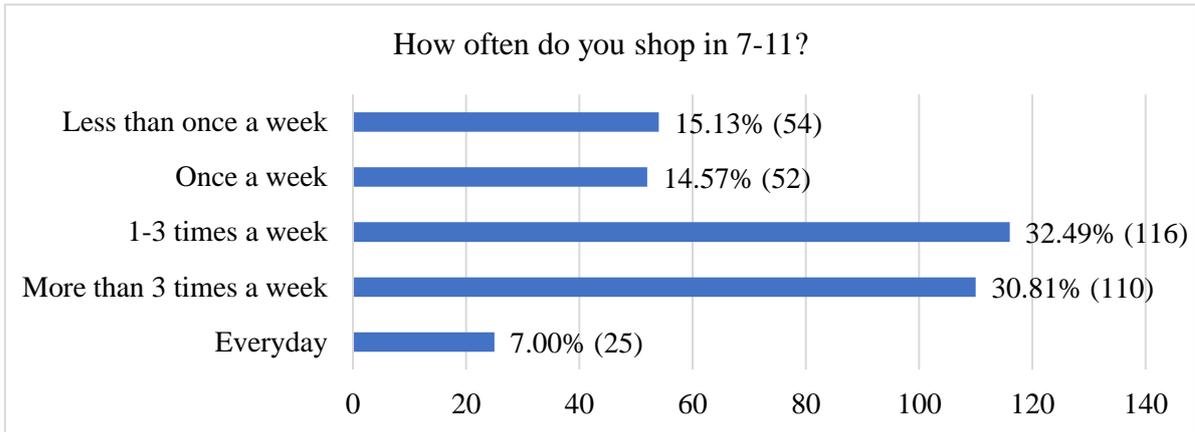
Figure 5.1 and 5.2 shows the demographic data of sex and age. It is more difficult to define gender as it can differ from individuals' concept of themselves base on their role in the society, gender identity or cultural behavior. In order not to confuse the respondents and to

be more specific of the groups, instead of asking the gender, this question used the word “sex”, which refers to the biological differences between males and females. The options also once again specify it with the word “physiological”. Figure 5.1 shows that of all 357 effective questionnaires, 245 respondents are physiological female, which is about 68.63% of the respondents. Figure 5.2 shows that more than half of the respondents are in the 20 to 29 age group while 15 to 19 age group is the second largest group of respondents. Figure 5.3 refers to the result of the socio-economic data: the educational background. The result shows that most of the respondents have undergraduate background (around 72% of the respondents).



*Fig. 5.4: Survey result- characteristic of respondents: place of living*

Source: own processing.



*Fig. 5.5: Survey result- characteristic of respondents: frequency of purchase*

Source: own processing.

The last two part of the survey portrait the respondents from the geographical data: the place of living; and their frequency of visiting the shop. As shown in figure 5.4, most of the respondents in this survey are living in Kaohsiung city and Tainan city, which are the two special municipalities in the south of Taiwan.

About 32% of the respondents shop in 7-ELEVEN one to three times a week. Some of the respondents shop even more frequently: about 30% of the respondent shop more than three times a week, and around 7% of all the respondents even shop in 7-ELVEN on a daily basis. The result from figure 5.5 indicates that the respondents has a high frequently in shopping in 7-ELVEN.

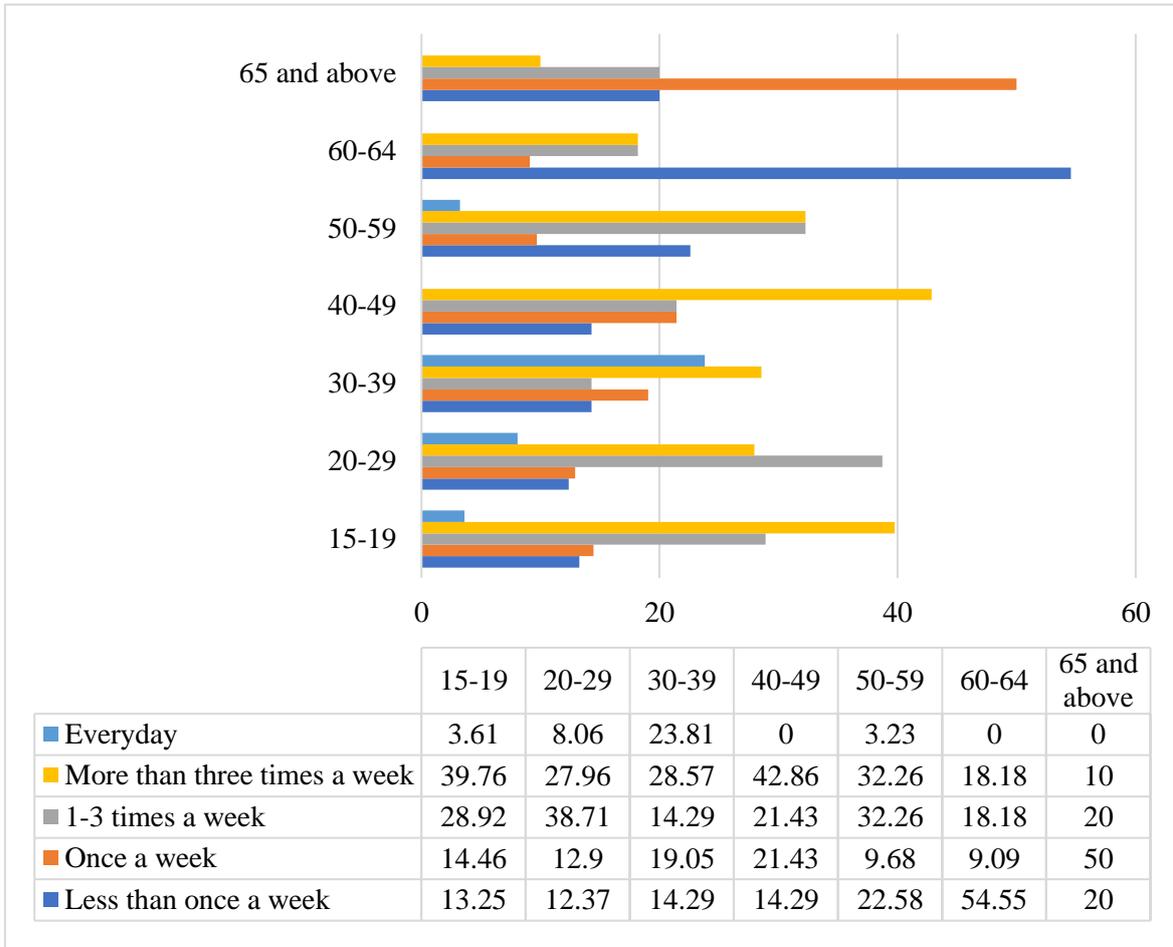


Fig. 5.6: Survey result- frequency of purchase in different age group

Source: own processing.

Comparing the ratio of frequency of shopping between different age groups (Figure 5.6), the age groups above 59 years old shop in 7-ELEVEN less frequently compared to the other age groups. Most of the respondents in the age group 30-39 years old visit the shop often. About 28% of the respondents in this age group shop in 7-ELEVEN more than three time a week and about 23% of the respondents in this age group shop daily.

## 5.2 Attitude toward environmental issues

In this section of the survey, the researcher like to discover how respondents think about environmental issues and their shopping behavior. If the respondents agree with the statement that environmental protection is important, is the environmental factor also taken as an important consideration when making shopping decisions in 7-ELEVEN?

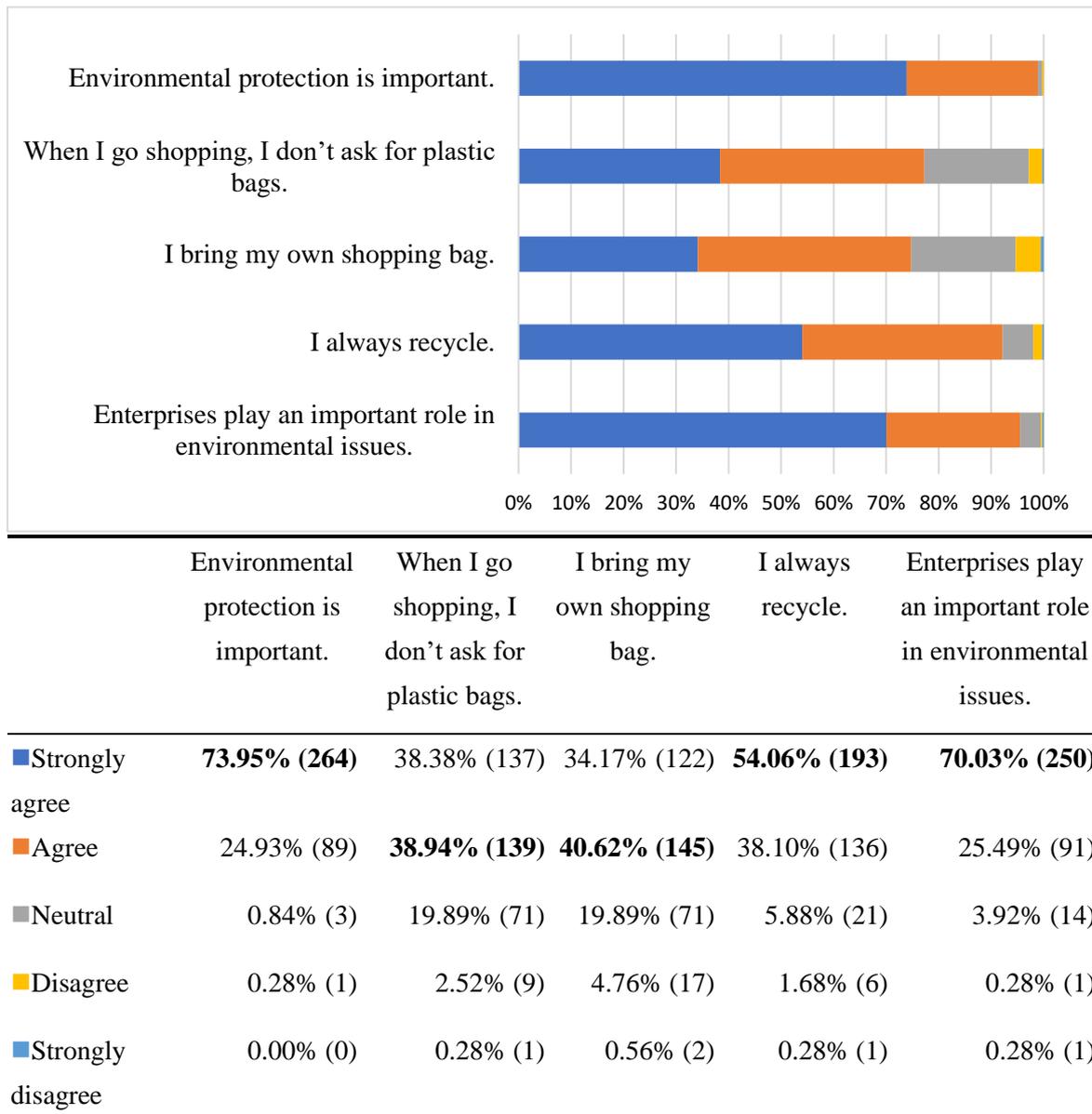


Fig. 5.7: Survey result- Attitude toward environmental issues

Source: own processing.

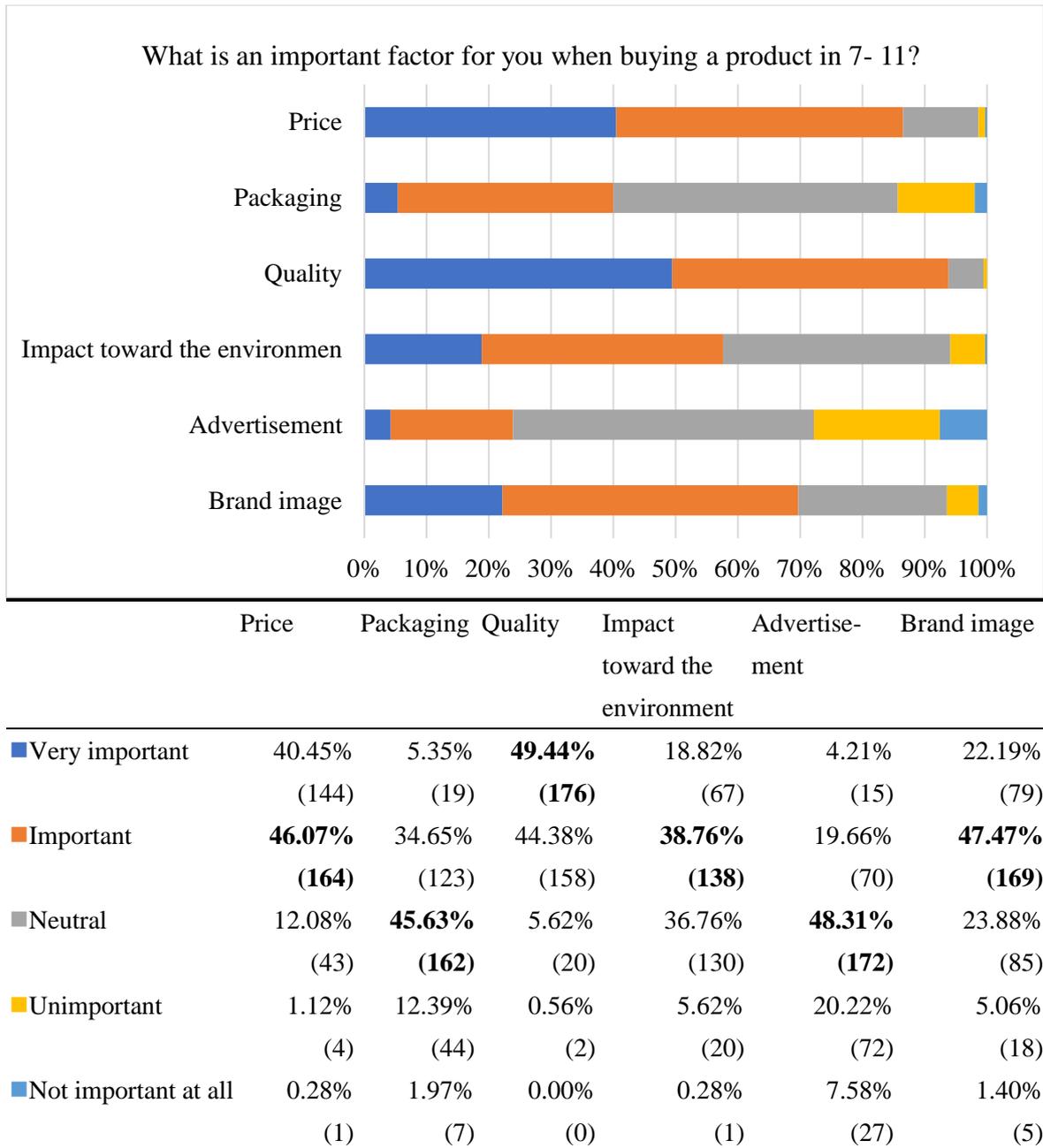


Fig. 5.8: Survey result- Shopping behavior in 7-11

Source: own processing.

The result of the last statement in figure 5.7 answers the question: What attitude do customers have toward the environment and the environmental practice of the company? About 70% of the respondents strongly agree that companies play a critical role in environmental protection. Additionally, from the result shown in figure 5.7, a large majority of the respondents agree with the statement that environmental protection is important. More than

half of the respondents put environmental practice into action by recycling. The action in reducing or reusing plastic bags is slightly less frequent than the action in recycling. When it comes to customers' shopping behavior (Fig. 5.8), although respondents agree on the importance of environmental protection, compared to the impact on the environment of the product, price and quality are still taken as the most important factors when buying a product.

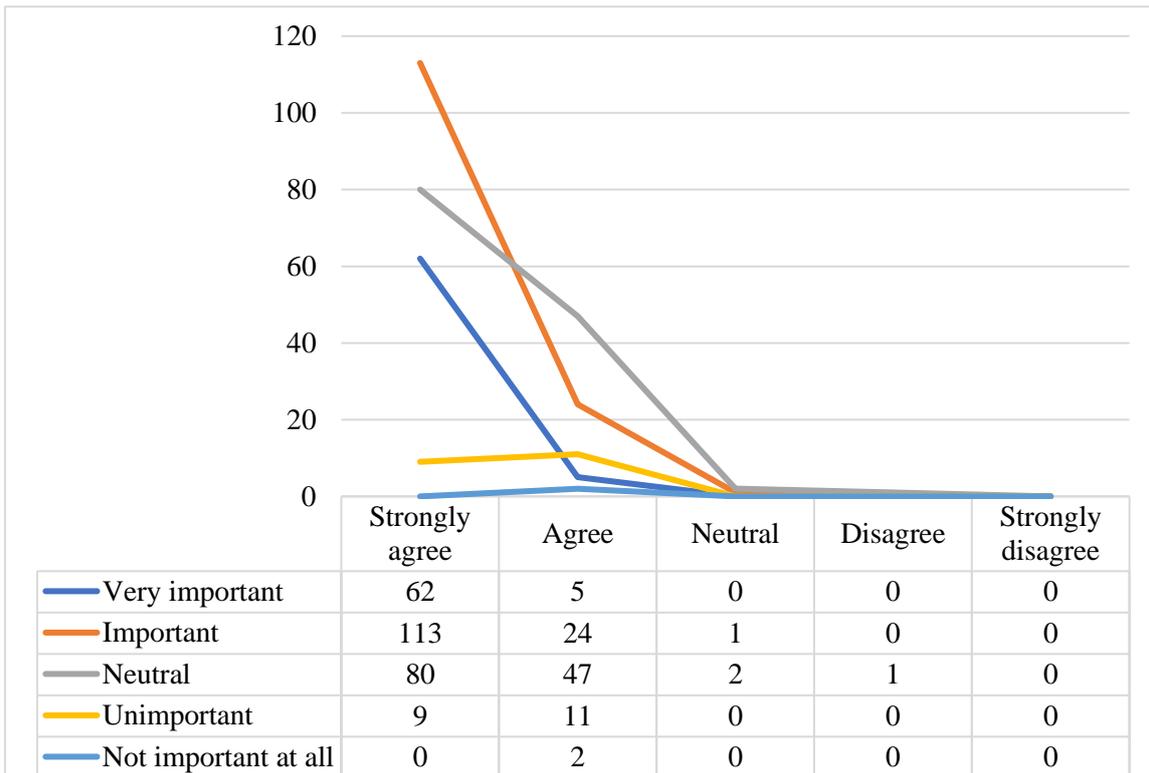


Fig. 5.9: Survey result- Importance of environmental protection vs. environmental factor in the buyer decision process

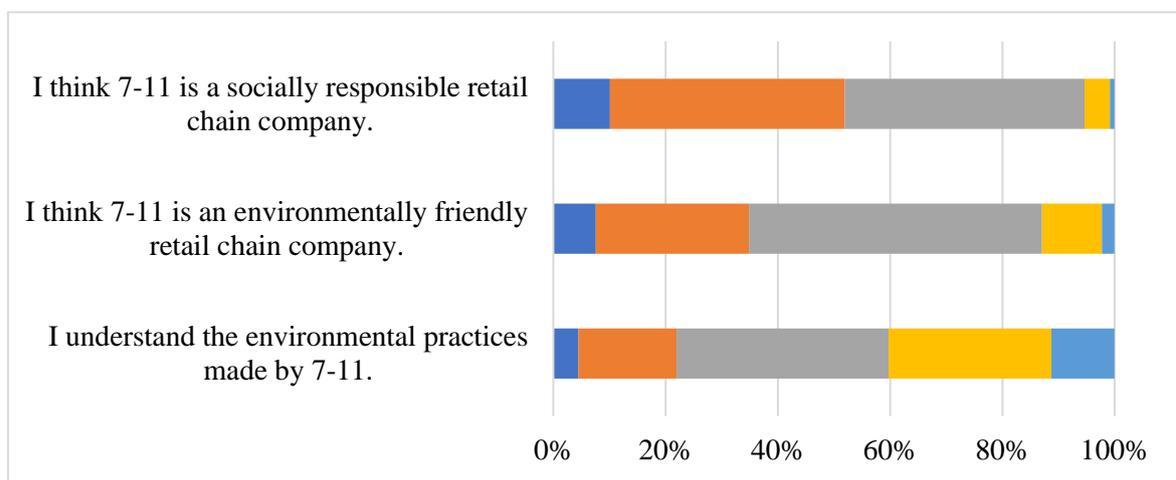
Source: own processing.

To take a further look, figure 5.9 combined the two factors in figure 5.7 and figure. 5.8: the data of customers' attitude toward the importance of environmental protection and how important customers consider about the factor of impact toward the environment in their decision process. The result in figure 5.9 answers the following question: What attitude do customers have toward the environment? There is a positive relation between the attitude

and awareness in environmental issues. When respondents hold a more positive attitude in the importance of environmental protection, they focus more on the factor of the impact toward the environment in their decision process.

### 5.3 Attitude and awareness toward 7-ELEVEN and its environmental practice

This section is focus on how respondent think about and how much they know about 7-ELEVEN and its environmental practice. A short definition of CSR was given to the respondents before they answer the following statements. The result (Fig.5.10) shows that most of the respondents hold a moderate to positive attitude toward 7-ELEVEN’s position as a socially responsible retail chain company. One possible reason of this result can be seen from the third statement. Around 38% of the respondent neither agree or disagree on their understanding of 7-ELEVEN’s environmental practices and around 29% of the respondent gave a negative response.

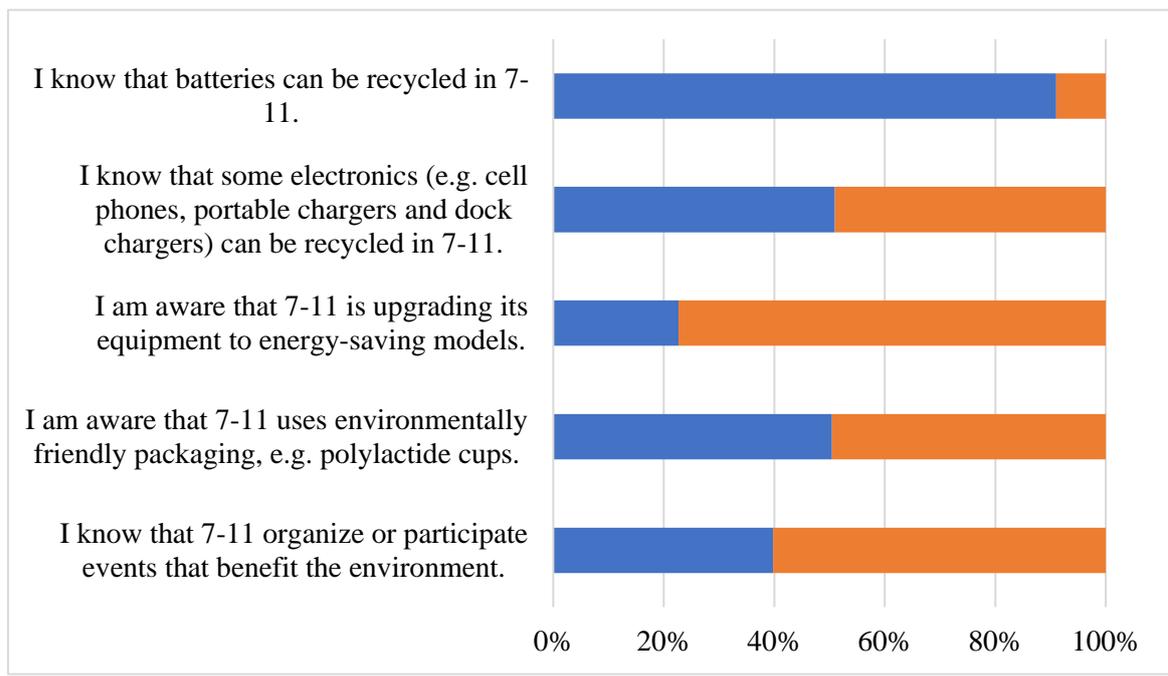


|                  | I think 7-11 is a socially responsible retail chain company. | I think 7-11 is an environmentally friendly retail chain company. | I understand the environmental practices made by 7-11. |
|------------------|--|---|--|
| ■ Strongly agree | 10.11% (36)  | 7.58% (27)  | 4.51% (16)   |

|                     |                     |                     |                     |
|---------------------|---------------------|---------------------|---------------------|
| ■ Agree             | 41.85% (149)        | 27.25% (97)         | 17.46% (62)         |
| ■ Neutral           | <b>42.70% (152)</b> | <b>52.25% (186)</b> | <b>37.75% (134)</b> |
| ■ Disagree          | 4.49% (16)          | 10.67% (38)         | 29.01% (103)        |
| ■ Strongly disagree | 0.84% (3)           | 2.25% (8)           | 11.27% (40)         |

Fig. 5.10: Survey result- Attitude towards 7-ELEVEN

Source: own processing.



|            | I know that batteries can be recycled in 7-11. | I know that some electronics (e.g. cell phones, portable chargers and dock chargers) can be recycled in 7-11. | I am aware that 7-11 is upgrading its equipment to energy-saving models. | I am aware that 7-11 uses environmentally friendly packaging, e.g. polylactide cups. | I know that 7-11 organize or participate events that benefit the environment. |
|------------|--|---|--|--|---|
| ■ Agree    | <b>91.04% (325)</b>                            | <b>50.98% (182)</b>   | 22.69% (81)  | <b>50.42% (180)</b>  | 39.78% (142)  |
| ■ Disagree | 8.96% (32)                                     | 49.02% (175)  | <b>77.31% (276)</b>  | 49.58% (177)   | <b>60.22% (215)</b>   |

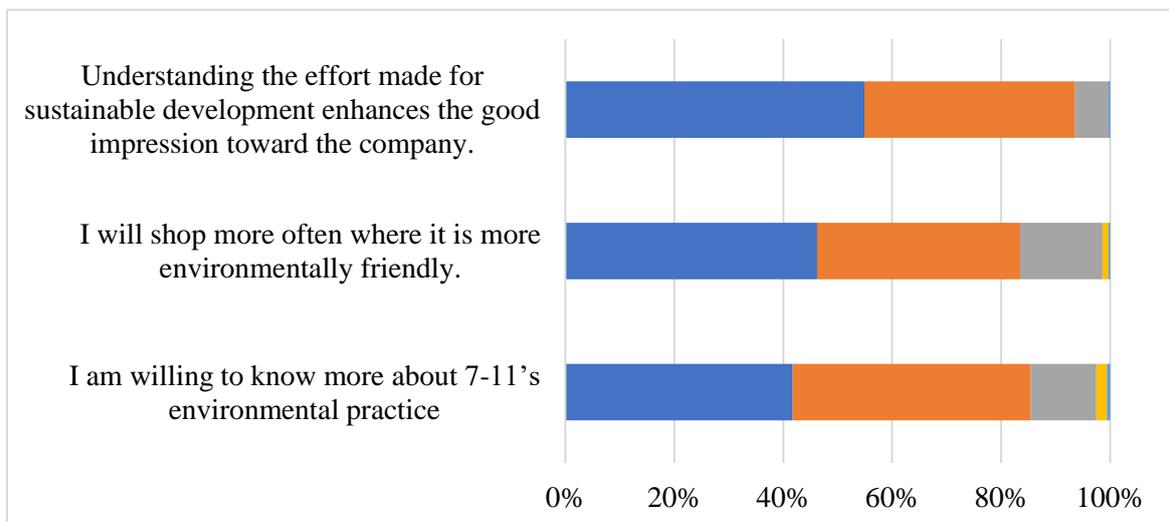
Fig. 5.11: Survey result- Awareness towards 7-ELEVEN's environmental practice

Source: own processing.

More details about the awareness towards 7-ELEVEN’s environmental practice is shown in figure 5.11. One of the environmental practices that is known by almost all the respondents is that batteries can be recycled in 7-ELEVEN. Around half of the respondents knows that some electronics can be recycled in the shop and that environmentally friendly packaging is utilized by the company. This section answers the following question: To what extent are customers aware of the environmental practice of the company? Most of the respondents in this survey don’t have strong awareness on the environmental practice of the company. Among the five environmental practices given above, respondents have a higher awareness of activities that is more related to them.

#### 5.4 Possible impact and changes in the attitude and behavior

This part of the questions is brought up in the survey after some environmental policies done by 7-ELEVEN are given beforehand. In this part of the survey, the researcher would like to explore the impact of understanding. Are there any changes in the attitude or behavior when respondents understand more and have more access to information about environmental policies?



|                     | Understanding the effort made for sustainable development enhances the good impression toward the company. | I will shop more often where it is more environmentally friendly. | I am willing to know more about 7-11's environmental practice |
|---------------------|--|---|---|
| ■ Strongly agree    | <b>54.90% (196)</b>  | <b>46.22% (165)</b>   | 41.74% (149)  |
| ■ Agree             | 38.66% (138)   | 37.25% (133)  | <b>43.70% (156)</b>   |
| ■ Neutral           | 6.16% (22)   | 15.13% (54)   | 12.04% (43)   |
| ■ Disagree          | 0.00% (0)  | 1.12% (4)   | 1.96% (7)   |
| ■ Strongly disagree | 0.28% (1)  | 0.28% (1)   | 0.56% (2)   |

*Fig. 5.12: Survey result- Impact and changes in the attitude and behavior*

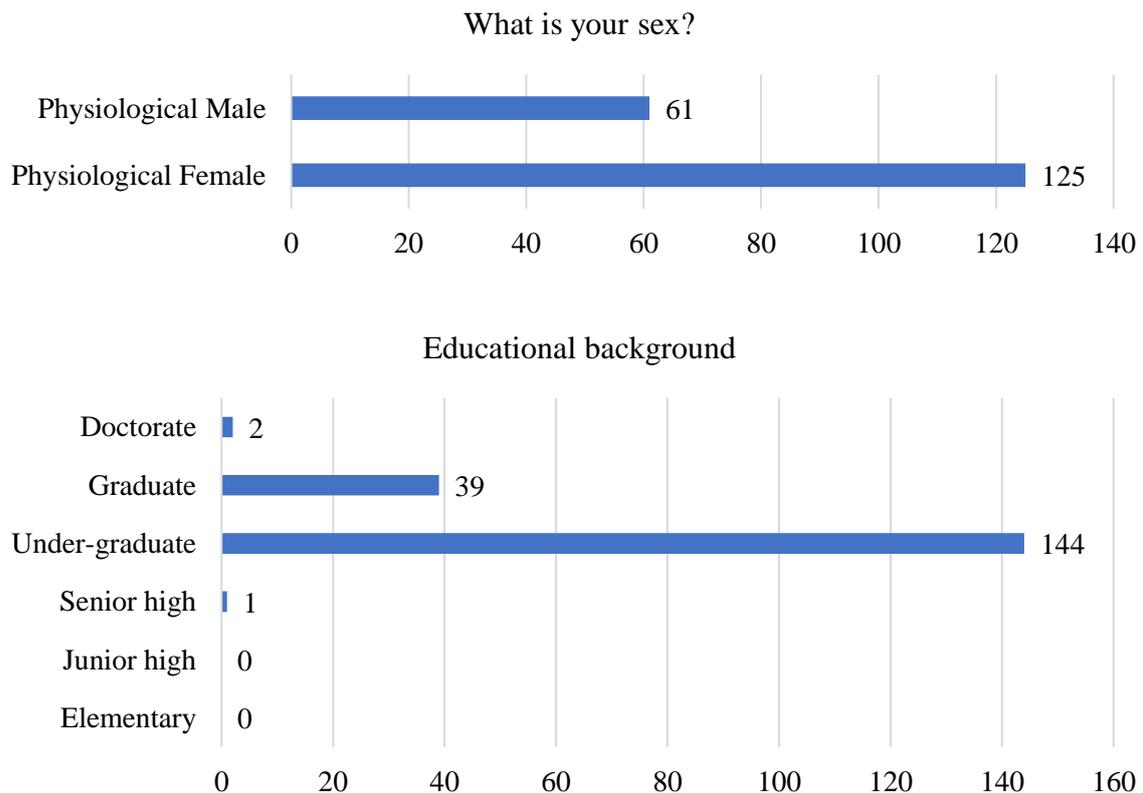
Source: own processing.

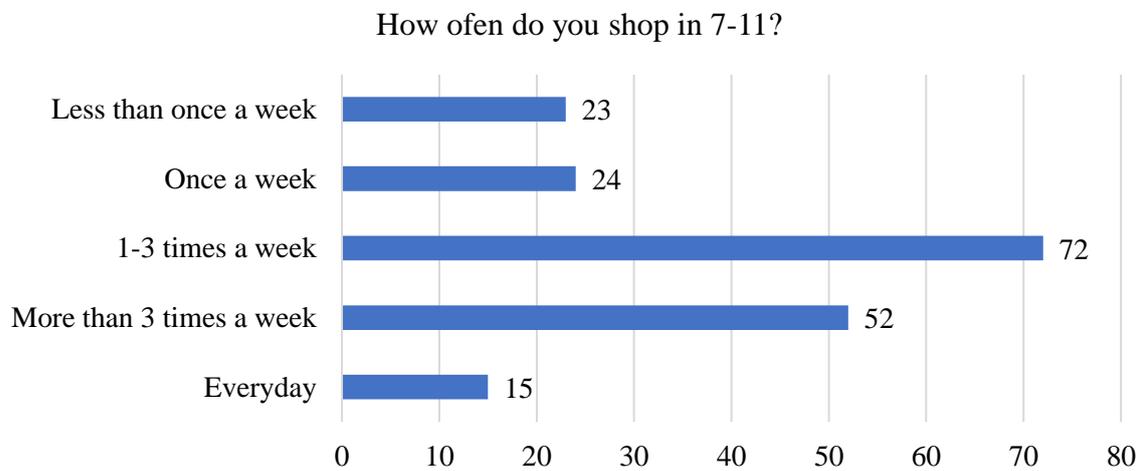
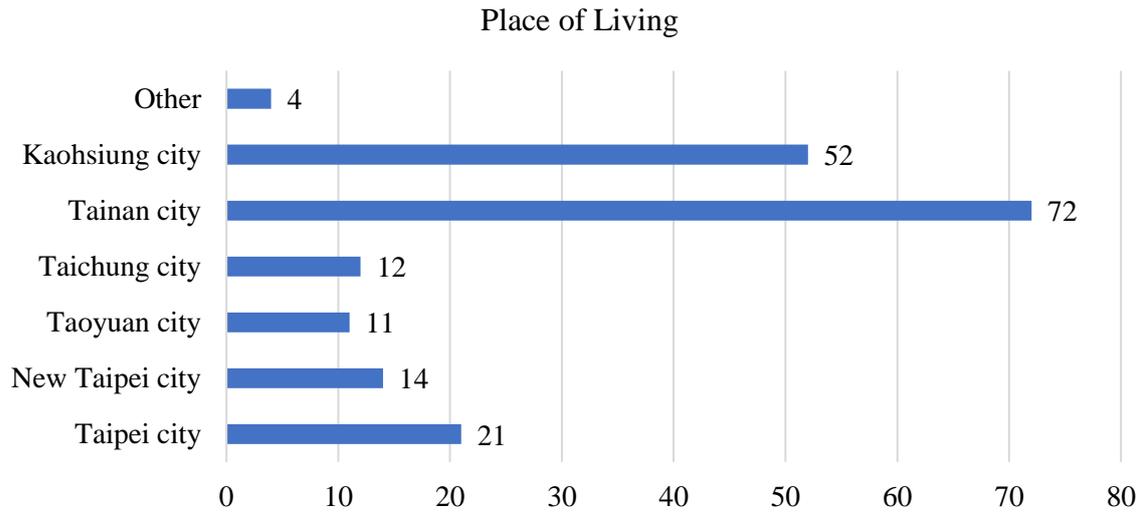
The result as shown in figure 5.12 answers the question: How does the ECSR influence the customers in the purchase decision making process? A positive relation is shown between the understanding and influence of environmental policies. Most of the respondents hold a positive attitude toward shopping at stores that are more environmentally friendly. The positive impression toward the company can be enhanced when the respondents understand what the company have done to achieve SD. The result also shows that most of the respondents are willing to and interested in understanding 7-ELVEN's environmental practice.

## 5.5 Comparison in the age group 20 to 29 years old

It can be seen from the characteristic of respondents that there is a big gap in the number of respondents among the age group of 20 to 29 years old and other age groups. Therefore, in this section the researcher put the focus on the age group of 20 to 29 years old. There are 186 respondents from the age group of 20 to 29 years old.

Figure 5.13 is the characteristic data of this age group, which shows that most of the respondents are female, with undergraduate background and most of them lives in two of the special municipalities in the south of Taiwan. As for the frequency of shopping, most of the respondents in this age group shop in 7-ELEVEN one to three times a week.





*Fig. 5.13: Survey result- characteristic of respondents: age 20-29*

Source: own processing.

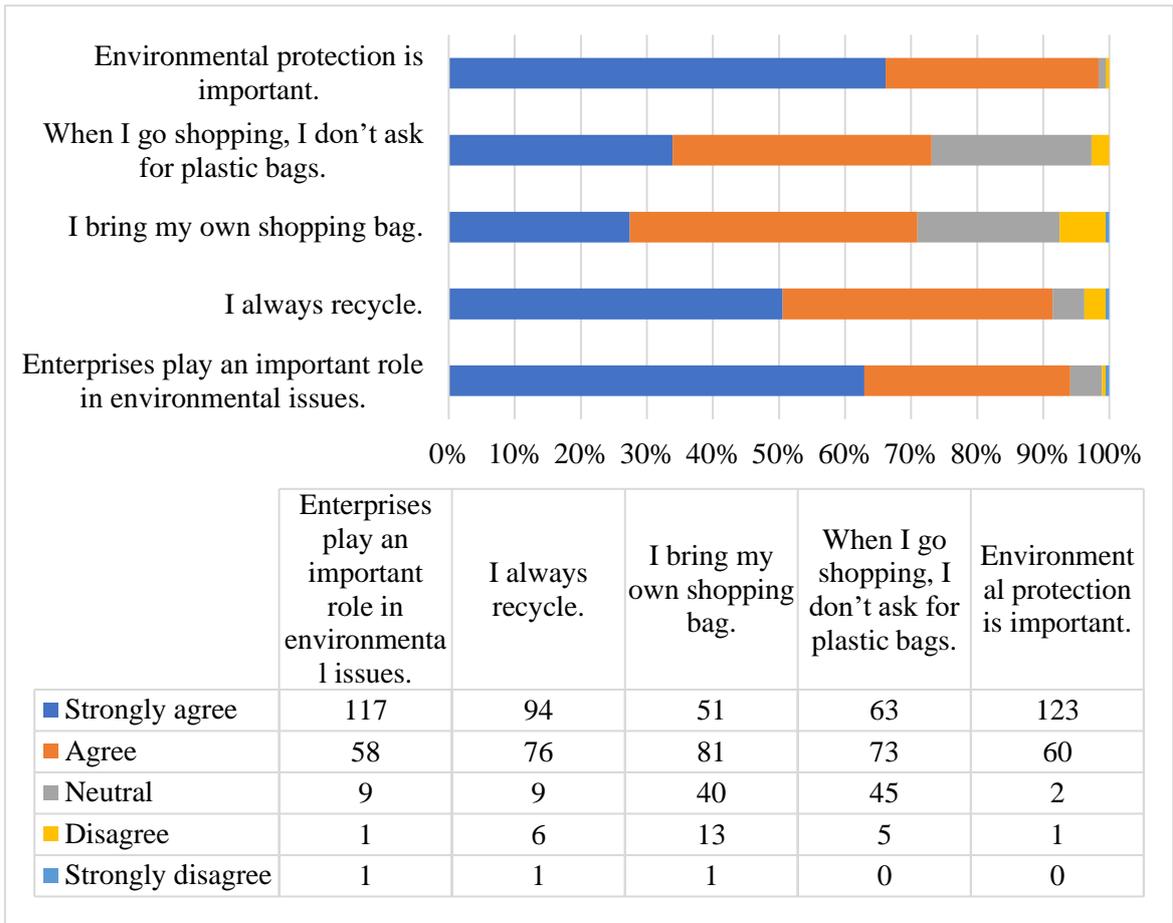


Fig. 5.14: Survey result- Attitude toward environmental issues: age 20-29

Source: own processing.

Figure 5.14 shows the attitude that the respondents in the age group between 20 to 29 years old hold towards environmental issues. In this age group, respondents to a large extent agree with the statement that companies play a critical role in environmental protection and environmental protection is important. In term of their own action in environmental protection, more of the respondents in this age group recycle than reducing plastic waste by bringing their own shopping bag or not asking for plastic bags at the cashier.

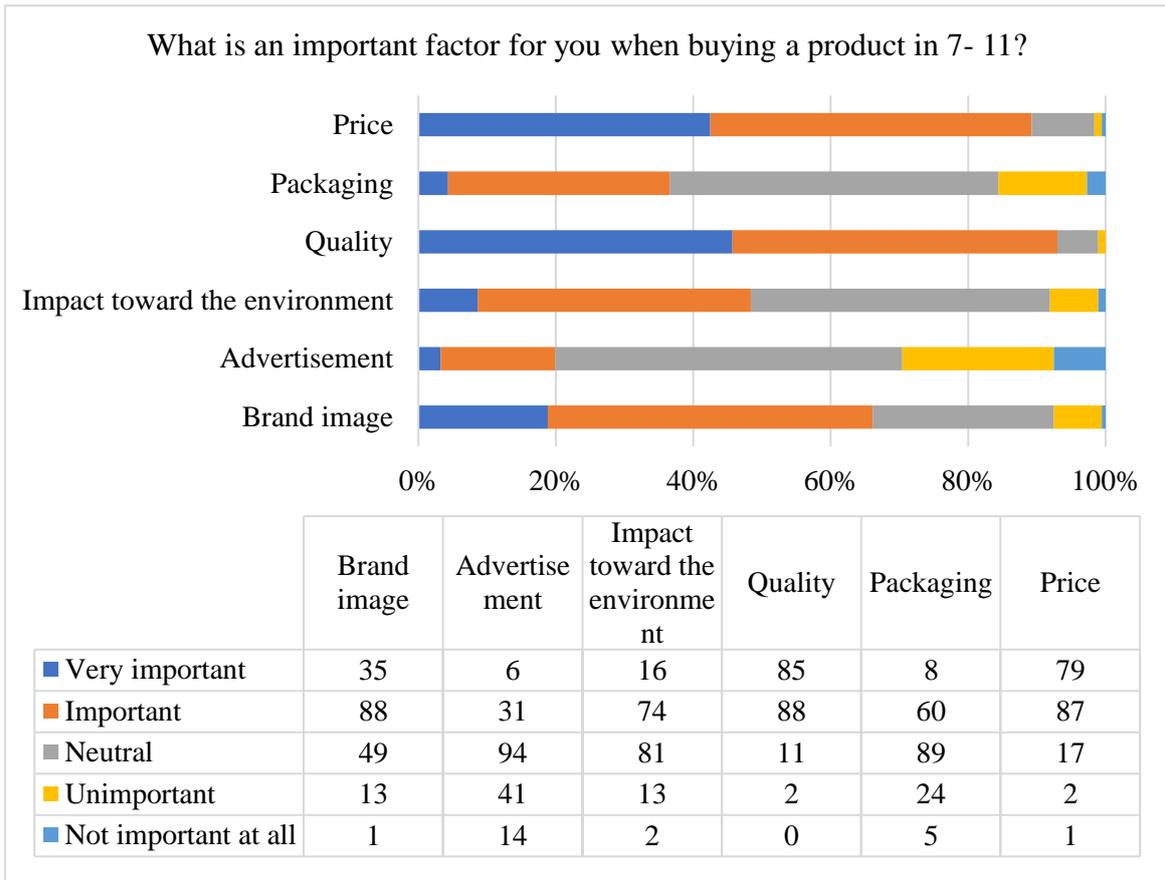


Fig. 5.15: Survey result- Shopping behavior in 7-11: age 20-29

Source: own processing.

When it comes to customers' shopping behavior (Fig. 5.15), concerning the factors that influences the shopping behavior in this age group, the importance of the impact on the environment of the product is less significant compared to price and quality when buying a product. In total, more than 80% of the respondents in this age group consider price and quality the important factors, and about only 40 percent of them take the impact toward environment as an important factor.

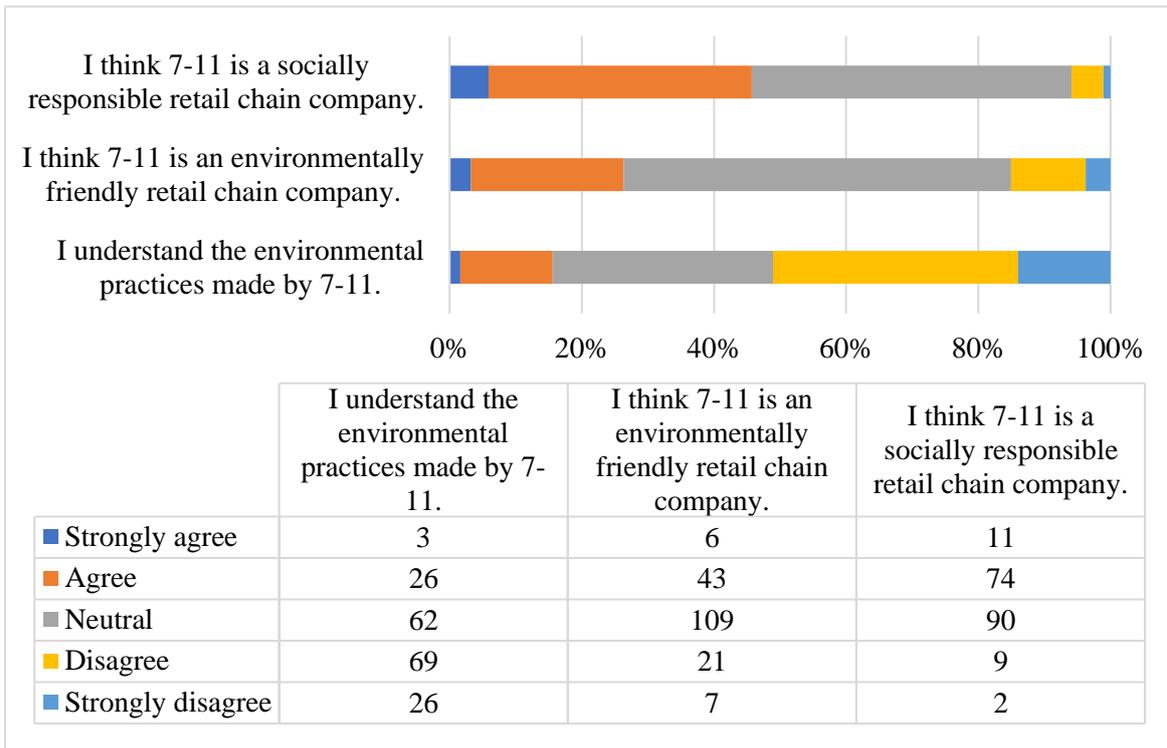


Fig. 5.16: Survey result- Attitude towards 7-ELEVEN: age 20-29

Source: own processing.

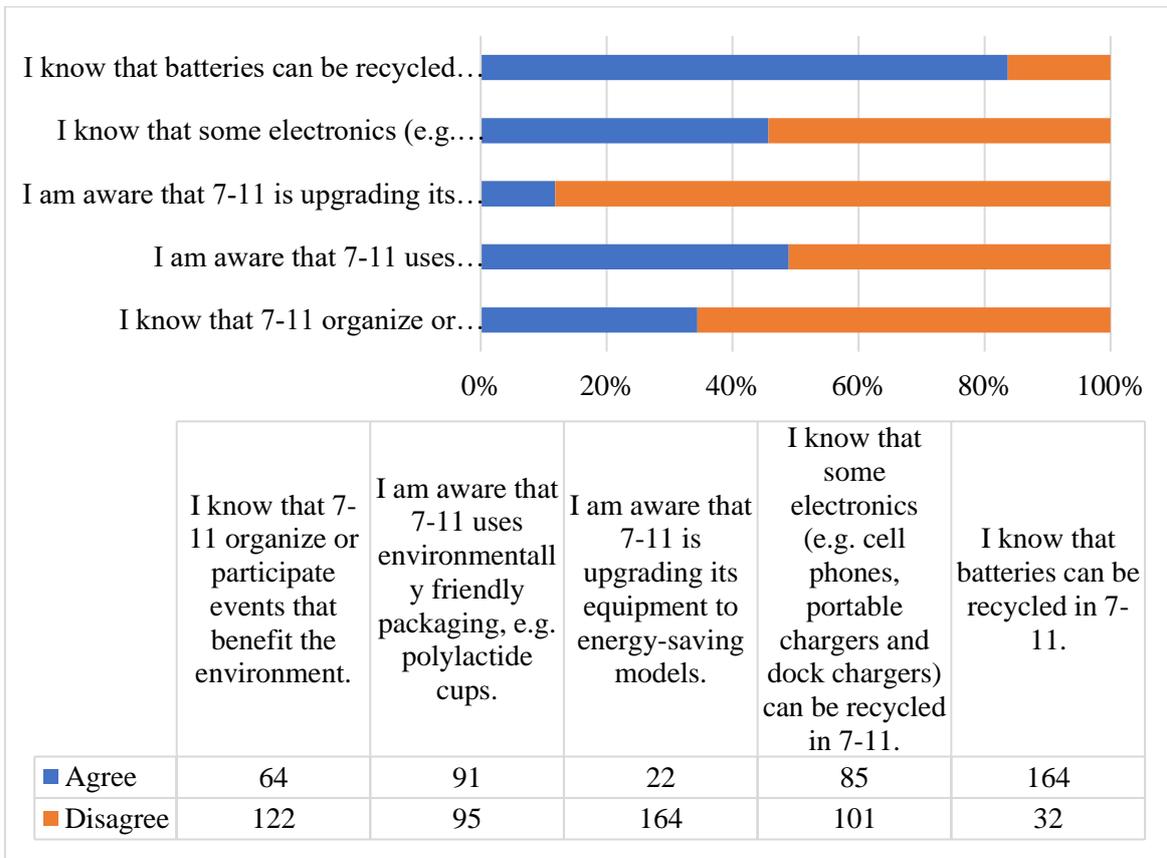


Fig. 5.17: Survey result- Awareness towards 7-ELEVEN's environmental practice: age 20-29

Source: own processing.

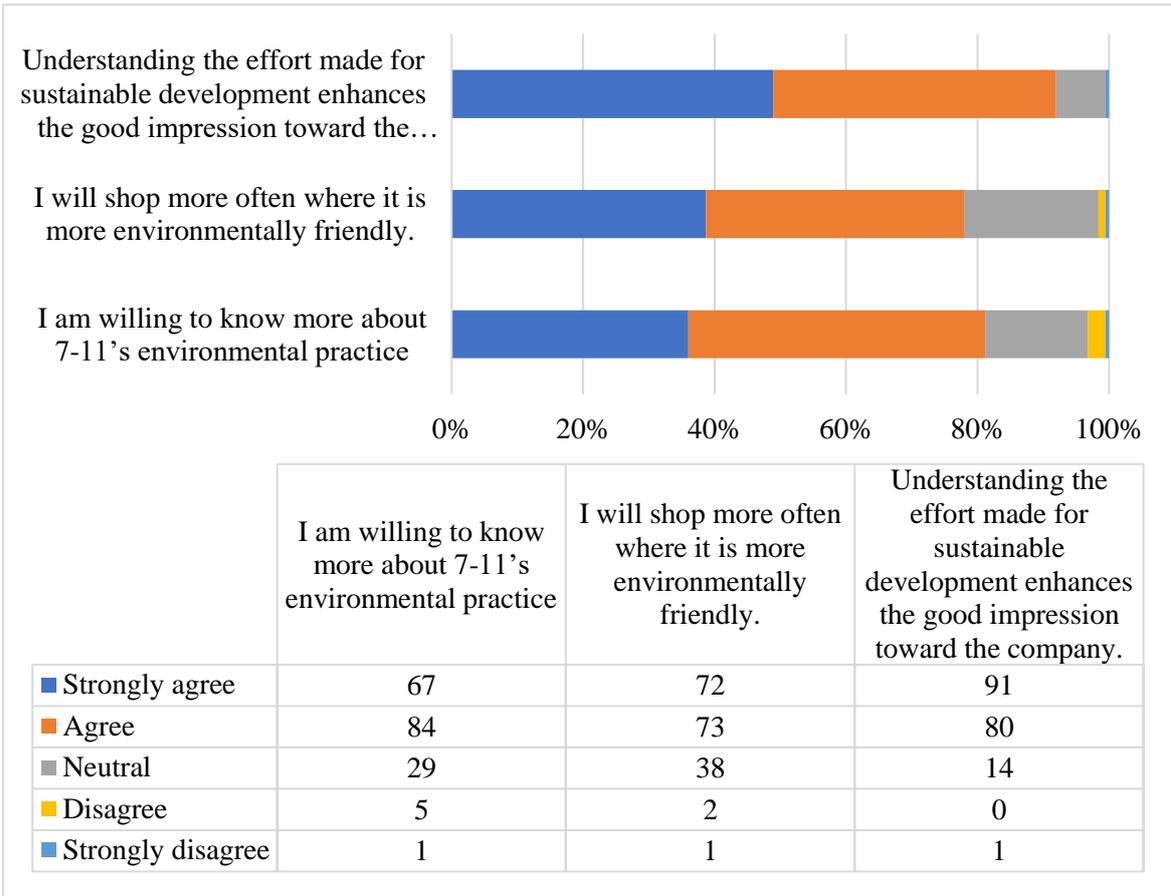


Fig. 5.18: Survey result- Impact and changes in the attitude and behavior: age 20-29

Source: own processing.

Compare to the general result of all the respondents, this age group also hold a moderate to positive attitude toward 7-ELEVEN as a socially responsible company, but compare to the overall result, there is a higher ratio of respondents in this age group that do not know about the environmental practices done by 7-ELEVEN. (Fig. 5.16) Especially in the energy-saving equipment, only around 10% of the respondents in this age group are aware of this company action. (Fig. 5.17) Compare to the general result, this age group is less motivated but even so most of the respondents are willing to and interested in understanding 7-ELVEN's environmental practice and will have a more positive impression after understanding. (Fig. 5.18)

## Conclusion

This research put the attention on the social responsibility of the convenient store 7-ELVEN, which is the main operating brand of PCSC. The main focus is on the environmental responsibility done by the company and the feedback from the customers. The objective of the research is to propose some possible strategies to enhance corporate image and thereby gain competitive advantage and environmental sustainability.

In chapter 3, the implemented environmental policies and management structure of 7-ELEVEN is discussed base on the information from the 2013 to 2018 CSR report published by the company. It shows that the company has implemented environmental policies in their business operation and continues to modify their management approach.

Looking from the customers' perspective, the researcher holds the assumption that customers have high awareness and sensitivity toward environment-related problems and will consider about environment-related factors when making purchase decisions. The objective of this study is aimed at discovering the following questions:

- i. What attitude do customers have toward the environment and environmental practice of the company?
- ii. To what extent are customers aware of the environmental practice of the company?
- iii. How does the ECSR influence the customers in the purchase decision making process?

However, based on the results obtained from the questionnaire, some parts of the assumptions are rejected. The results that correspond to the assumptions show that the respondents have a positive attitude toward the importance of environmental protection.

They believe that companies play an important role in environmental matters and will favor a company that put their effort on sustainability and the environment. In spite of this, when it comes to the respondents' decision-making process, environmental concern is not yet the most important factor compared to the price and quality. Last but not least, regarding the environmental practices of 7-ELEVEN, the respondents do not have significant awareness towards most of the efforts done by the company, but the respondents show the willingness to understand more about them.

The comparison of the awareness and attitude between different age groups is not covered in this study for the reason that there is a great disparity of the responses collected between the age group of 20 to 29 years old and the other age groups. What is compared is the relation of the factors of attitude toward environmental protection and the consideration environmental impact in the shopping decision. The result shows a positive trend. Respondents who consider environmental protection important also put more attention on environmental impact in their decision-making process.

As was mentioned in the *Report of the World Commission on Environment and Development sustainable* (WCED,1987) and in Agenda 21 (UNCED,1992), the promotion of values and the participation of individuals and different groups are needed to achieve SD. Consequently, both 7-ELEVEN and their customers are the essential parts in pursuit of SD. The following suggestions are proposed base on the goal to achieve SD and the findings of this study, which may provide the company some useful view for a more profound and detailed research.

7-ELVEN plays a dominant role in the retailing business in Taiwan. The company has the ability and influence in raising customers' awareness toward ecological issues; promoting values that encourage balance between the ecology and perceived needs; and collaborating

with different groups and individuals to achieve SD. Respondents' attitude of 7-ELEVEN as a socially responsible corporation is above the average. For those who are interested and willing to understand more about 7-ELVEN's social responsibility and to fortify the communication with consumers, the company could provide multiple or easier access to the corporate information. Company could also promote environmentally friendly activities by involving the participation of customers and/or other stakeholders. Although CSR is not directly related to performance, it can bring cooperation with the stakeholders and indirect benefits to the business operation.

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# List of Appendices

**Appendix A** The final form of the questionnaire

## Appendix A

The final form of the questionnaire.

### 消費者環保意識與態度調查 Customers' awareness and attitude toward the environmental CSR

親愛的填答者您好：

此問卷為有關消費者對於企業社會責任的意識及態度的研究調查，調查將聚焦在統一超商在環境面的實際作為。

本問卷的訪問對象為：12歲以上，且住在台灣，有在統一超商消費過的台灣人。

填答時間大約5分鐘。

本問卷採匿名回答，所取得的資料僅用於學術分析。

請依照您的直覺和經驗選擇最貼近的答案。

問卷中統一集團流通事業體系（PCSC）以及統一超商將統稱為7-11。

Dear respondent,

This questionnaire is a research survey on customers' awareness and attitude toward the environmental aspect of CSR practice of 7-ELEVEN.

The target population is people living in Taiwan, aged 12 and above and have shopped in 7-ELEVEN before.

The survey should take about 5 minutes to complete.

Your responses will be anonymous and the obtained information will only be used for academic purpose.

Please answer according to your experience and choose the one that best describes your answer.

In this questionnaire President Chain Store Corporation (PCSC) and 7-ELEVEN will be collectively referred to as 7-11.

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## 環保意識 Attitude toward environmental issues

以下有關環境議題的論述，您的同意程度為何？ To what extent do you agree or disagree with each of the statements that is related to environmental issues?

|   | 非常同意<br>Strongly agree | 同意 Agree              | 普通 Neutral            | 不同意 Disagree          | 非常不同意<br>Strongly disagree |
|---|------------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| 環境保護很重要。<br>Environmental protection is important.                              | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 購物時我不會要塑膠袋。<br>When I go shopping, I don't ask for plastic bags.                | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 我會自備購物袋。<br>I bring my own shopping bag.  | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 我都會回收。<br>I always recycle.   | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 企業在環境議題中扮演重要的角色。<br>Enterprises play an important role in environmental issues. | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |

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## 在7-11的購物行為 Shopping behavior in 7-11

在7-11購物時，下列因素的重要程度為何？What is an important factor for you when buying a product in 7-11?

|  | 非常重要<br>Very<br>important | 重要<br>Important       | 普通<br>Neutral         | 不重要<br>Unimportant    | 非常不重要<br>Not<br>important at<br>all |
|--|---------------------------|-----------------------|-----------------------|-----------------------|-------------------------------------|
| 價格 Price                                   | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               |
| 包裝 Packaging                               | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               |
| 品質 Quality                                 | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               |
| 對環境的影響<br>Impact toward<br>the environment | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               |
| 廣告<br>Advertisement                        | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               |
| 品牌形象 Brand<br>image                        | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               |

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## 對7-11的看法 Attitude toward 7-11

「企業社會責任(CSR)是將永續發展導入企業經營中且對經濟、環境和社會有正面影響的商業活動。」

“CSR is an evolving business practice that incorporates sustainable development into a company's business model. It has a positive impact on social, economic and environmental factors.”

以下有關7-11的論述，您的同意程度為何？ To what extent do you agree or disagree with each of the statements about 7-11?

|  | 非常同意<br>Strongly agree | 同意 Agree              | 普通 Neutral            | 不同意 Disagree          | 非常不同意<br>Strongly disagree |
|--|------------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| 我認為7-11是對社會責任負責的零售商。 I think 7-11 is a socially responsible retail chain company.    | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 我認為7-11是對環境友善的零售商。 I think 7-11 is an environmentally friendly retail chain company. | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 我了解7-11在環境保護的實際作為。 I understand the environmental practices made by 7-11.            | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |

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## 對7-11環保行動的意識 Awareness to 7-11's environmental practice

您是否同意以下的論述？ Do you agree or disagree with each of the statements?

同意 Agree

不同意 Disagree

我知道在7-11可以回收廢電池。 I know that batteries can be recycled in 7-11.

我知道在7-11可以回收一些電子產品(例如：手機、旅充、座充)。 I know that some electronics (e.g. cell phones, portable chargers and dock chargers) can be recycled in 7-11.

我知道7-11將設備升級為節能型號。 I am aware that 7-11 is upgrading its equipment to energy-saving models.

我知道7-11使用環保包材，例如：PLA環保塑膠杯。 I am aware that 7-11 uses environmentally friendly packaging, e.g. polylactide cups

我知道7-11舉辦或參與有益於環境的活動。 I know that 7-11 organize or participate events that benefit the environment

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## 影響 Impact of Understanding

在了解7-11部分的環保行動後，您對以下論述的同意程度為何？ To what extent do you agree or disagree with each of the statements knowing some of the policies done by 7-11??

|  | 非常同意<br>Strongly agree | 同意 Agree              | 普通 Neutral            | 不同意 Disagree          | 非常不同意<br>Strongly disagree |
|--|------------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| 了解企業在永續發展上的努力會提升我對企業的好感。<br>Understanding the effort made for sustainable development enhances the good impression toward the company. | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 我會更常在環境友善的商店購物。 I will shop more often where it is more environmentally friendly.  | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |
| 我願意進一步了解7-11在環保上的實際作為。 I am willing to know more about 7-11's environmental practice   | <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      |

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## 基本資料 Basic information

生理性別 What is your sex?

- 生理男 Physiological male
- 生理女 Physiological female

年齡 What is your current age?

- 12-14
- 15-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-64
- 65 and above

教育背景 Educational background

- 小學 Elementary
- 國中 Junior high
- 高中 Senior high
- 大學 Under-graduate
- 碩士 Graduate
- 博士 Doctorate

居住地 Place of living

台北市 Taipei city

新北市 New Taipei city

桃園市 Taoyuan city

台中市 Taichung city

台南市 Tainan city

高雄市 Kaohsiung city

Other: \_\_\_\_\_

在7-11消費的頻率 How often do you shop in 7-11?

每天 Everyday

一周超過3次 More than 3 times a week

一周1到3次 1-3 times a week

一周1次 Once a week

一周不到1次 Less than once a week

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Submit

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