

## APPENDIX 1

### QUESTIONNAIRE ADMINISTRATION

*Instruction: Please complete the questionnaire by ticking the appropriate option for each question.*

#### **Section A: Personal Data**

##### **1. Age Grade**

- (a) Below 20 years
- (b) 21-30 years
- (c) 31-40 years
- (d) 41-50 years

#### **Research Question 1: Impact of CSR on Financial Performance**

	SD	D	N	A	SA
1. Nestle Nigeria's CSR initiatives positively contribute to the company's financial growth.					
2. The implementation of CSR initiatives by Nestle Nigeria has a noticeable effect on its profitability.					
3. I perceive a correlation between Nestle Nigeria's CSR efforts and its financial success.					

#### **Research Question 3: Challenges and Opportunities in Implementing CSR in Nigeria**

	SD	D	N	A	SA
1. Nestle Nigeria faces significant challenges in implementing CSR within the Nigerian context.					
2. The Nigerian business environment offers unique opportunities for Nestle Nigeria to excel in CSR initiatives.					
3. Cultural and regulatory differences in Nigeria present obstacles to Nestle					

	SD	D	N	A	SA
Nigeria's CSR implementation.					

Each abbreviated response (e.g., SD for Strongly Disagree, D for Disagree, N for Neutral, A for Agree, SA for Strongly Agree), are allocated for respondents to select their level of agreement or disagreement with each statement by marking the corresponding cell.