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HOW CORPORATE SOCIAL RESPONSIBILITY AND SOCIAL MEDIA ENGAGEMENT SHAPE SUSTAINABLE DEVELOPMENT: THE MEDIATING EFFECT OF RENEWABLE ENERGY CONSUMER BEHAVIOR

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ABSTRACT

The purpose of the study is to identify the impact of corporate social responsibility, and social media engagement over sustainable development. Additionally, the research intends to identify the mediating role of consumer behavior towards renewable energy. For the said purpose the chosen country is UAE, and the focus of the study is over small and medium enterprises. The main reason behind choosing small and medium enterprises in United Arab Emirates is that the government is pay special attention towards the promotion of small and medium enterprises and also, they are focusing over sustainable development. The data suggested to is collected on simple random samples from the list provided by the government. The data will be collected using the questionnaire that has been developed based over the prior literature and pilot testing was performed to confirm the reliability and validity of the instrument. The study proposed the model with the help of instrumental stakeholders' theory and consumer stimulus response model. The study is supposed to be a theoretical contribution because of theoretical integration in a progressive and dynamic society.

KEYWORDS: Sustainable Development, Small and Medium Enterprises, Consumer Behavior, Corporate Social Responsibility, Social Media Engagement.

1. INTRODUCTION

The aim of this study is to find the mediating role of consumer behaviors towards renewable energy for achieving sustainable development in United Arab Emirates through Corporate Social Responsibility and social media engagement (Ta'Amnha et al., 2024). Furthermore, the mediating role of consumer behavior towards renewable energy in the United Arab Emirates has been discussed. It is believed that an organization can only run if it is fulfilling the mutual inter-relationship between activities and the need of the society (Shah, et al., 2021).

Corporate Social Responsibility (CSR), however, in UAE it is incredibly challenging as there are extremely severe rules of CSR. Besides, the system in emerging economies varies significantly from those of the developed and established economies (Asad, et al., 2024). Thus, it is crucial to understand and examine the link between CSR and renewable energy in emerging nations particularly in United Arab Emirates.

In addition, UAE is striving it is best to achieve sustainable development like other Arab countries (Randeree & Ahmed, 2019). Despite of the significance and uniqueness of sustainability in UAE, there are several challenges associated with achieving sustainability, among those challenges incapability to observe social responsibility and highlight the need for sustainable development on social media. Inability to practice such behaviors might cause production stoppage at times (Asad, et al., 2023). Such factors calls the community to change the behaviors of living as the way they perform their activities adversely affects the society and the environment by depleting the resources, polluting water and air, producing poor quality, and issues associated with the safety of the workers by infringing their rights (Ostad-Ali-Askari, 2022; Babajide, et al., 2023).

Furthermore, Maldonado-Erazo, et al., (2020) and Oduro, et al., (2024) have highlighted the need and calls for further research over exploring the need for business ethics and corporate social responsibility (Maldonado-Erazo, et al., 2020; Oduro, et al., 2024). At the same time Asad, et al., (2018) a few years back in their qualitative analysis claimed that the available research on business ethics and Corporate Social Responsibility have significant gaps between larger businesses and smaller firms (Asad, et al., 2018).

Sustainable development refers to how successful masses as well as businesses are fulfilling their responsibility and protecting the environment (Sulaiman et al., 2024). This, in turn, will affect the

reputation of businesses and the society on social media these days, which will influence people's behavior (Ta'Amnha et al., 2023). Sustainable development derives from the sustainability concepts, which encourages the alignment of operations with environmental, social, and financial objectives for creating a desirable triple bottom line (Henry et al., 2019; Alkhuzaie, et al., 2024). In this regard his highness Sheikh Mohammed Bin Rashid Al Makhtoum has spearheaded several initiatives towards renewable energy, with one of the most notable being the "Dubai Clean Energy Strategy 2050". The objective is to transform Dubai as global hub for clean energy and green economy by 2050, and it can be seen through the establishment of Mohammed Bin Rashid Al Makhtoum Solar Park (Mogielnicki, 2023). Thus, sustainability is significant for UAE.

These challenges include water scarcity as the country is located in an arid region with less freshwater reservoirs (Qureshi, 2020; Esmailion et al., 2021). Moreover, economic diversity, despite the fact that the government is trying its level best to shift its dependence from oil to other sources still the economy of UAE is highly dependent over Oil (Salem et al., 2023). Continuously increasing urbanization is increasing pressure over the natural resources and is continuously increasing pollution (Almulhim et al., 2022; Asad et al., 2024). The sustainable development process stagnates with rapid population growth and triggers by the scarcity of natural resources (Mensah, 2019; Asad et al., 2025). Moreover, in the past, societal actions resulted in resource depletion and pollution (Asad, et al., 2024).

Despite society significantly contribute to sustainable development by adopting sustainable practices (Abdelfattah, 2013; Asad et al., 2023), yet sustainable development is a challenge and cannot be seen because of the abovementioned challenges. The fact indicates that, despite the huge geographic potential for the use of these solutions, the primary and rational reason for the lack of progress in the development of Renewable Energy (RE) has been low (Al-Sarihi & Mansouri, 2022). Among the major causes that leads to threat towards sustainable development Small and Medium Enterprises (SMEs) in UAE are among the top reason behind the issue because they are one consuming maximum resources, especially high-level consumption of energy, the focus over short term profits even at the cost of environment, and hardly follow the environmental regulations (Ahmed & El-Sayegh, 2022). Additionally, SMEs have relatively less awareness and generate significant quantity of

waste. Moreover, the Sector has a contribution of 63.5 % in the non-oil GDP and constitute 42 % of the total workforce which shows the significance of the Sector (Ng & Hamilton, 2024).

The Arab world and other developing nations do not have enough study on CSR. At many of the researchers identified the advantages of Corporate Social Responsibility but some refuted and identified that it is merely a cost for the businesses (Abbas, et al., 2019). Another crucial factor that influences sustainable development is social media engagement (Qalati et al., 2022). In addition to that, several researchers claimed that social media is a blessing for creating awareness about sustainable development (Yao, et al., 2019) and has more access and can be customized as per the local situations. However, some researchers refuted the claim and found that social media engagement is costly and is not beneficial as costs exceeds benefits (Chatterjee & Kar, 2020) showing inconsistencies and calling for further research (Baron & Kenny, 1986; Chmura Kraemer et al., 2008; Zhao et al., 2010) to identify the variable causing these inconsistencies.

A crucial factor which is usually ignored while considering sustainable development in the developing countries is the role of consumer behaviour in gaining sustainable development (Asad & Abid, 2018). Thus, it can be claimed that consumer behaviour towards renewable energy is influenced by the social media engagement and corporate social responsibility, and influence sustainable development, and consumer behaviour towards renewable energy mediates the relationship. Therefore, to fill this gap, this study determined the mediating influence of society behaviour towards renewable energy between social media engagement, corporate social responsibility, and sustainable development in the context of SMEs operating in UAE.

2. LITERATURE REVIEW

The literature review covered the critical analysis of the available studies that have been published in the field of sustainable development. The review started with sustainable development and continued with Corporate Social Responsibility and social media engagement. Afterwards the mediating role of consumer behaviour towards renewable energy has been discussed followed by the underpinning theories. Finally, the framework and hypothesis have been discussed.

2.1 Sustainable Development

It is important to distinguish between the idea of

sustainable development and the more general notion of sustainability (Al Aina & Atan, 2020). In addition, sustainable development, this study divides efficacy into three categories: financial, social, and environmental (Asad, et al., 2021). Researchers examined all research available in the Management (Hussain, et al., 2018) and a sustainable goal depends on increasing sustainability (Mendonca, et al., 2019). Currently, society need to stick to environmental protection responsibilities (Woodard, 2021). In the same domain, diverse conclusions are drawn from empirical studies regarding the basic relationships between CSR and sustainable development (Ruggerio, 2021; Asad et al., 2023). One should anticipate and directly link financial sustainability to CSR (Blasi et al., 2018). Sustainability of the environment, society, and economy are the three pillars of sustainable development.

The United Arab Emirates (UAE) stands as a beacon of rapid modernization and economic growth in the Middle East, transitioning from a primarily oil-based economy to a more diversified one. However, this transformation has brought with it significant environmental and social challenges (Asad & Ahmed, 2024). Conducting research on sustainable development is essential for the UAE to ensure a balanced approach to growth that preserves its unique environment, enhances social equity, and secures economic viability for future generations (Awain et al., 2022; Awain et al., 2025). All the issues and linkages of the UAE calls for conducting research on sustainable development which is vital for meeting these commitments and demonstrating leadership on the world stage.

2.1.1 Role of SMEs in Sustainable Development Challenges of UAE

Small and medium-sized enterprises (SMEs) are often hailed as the backbone of the UAE's economy, contributing significantly to job creation, innovation, and economic diversification. However, despite their potential for positive impact, SMEs can also be a significant source of challenges associated with sustainable development in the region (Asad, et al., 2024). One of the primary ways SMEs contribute to sustainable development challenges is through resource-intensive practices. Many SMEs prioritize short-term profits over long-term sustainability, often opting for methods that deplete natural resources. Secondly, regulatory compliance is another area where SMEs face significant challenges. Many small businesses lack the resources or expertise necessary to navigate the complex regulatory landscape surrounding environmental protection

(Shahbaz, et al., 2020). As a result, some SMEs may inadvertently violate environmental laws or fail to adopt necessary sustainability practices (Asad, 2024; Satar et al., 2024).

Furthermore, inadequate recycling practices can lead to valuable materials being discarded instead of repurposed, representing a missed opportunity for resource recovery and sustainability (Ahmed & El-Sayegh, 2022; Kanaan et al., 2024). Considering the abovementioned issues SMEs in the UAE hold immense potential for contributing to sustainable development, however, they also pose significant challenges which calls for policy development which needs detailed research over the issue (Abdelfattah, 2013). Resource-intensive practices, regulatory compliance issues, limited awareness, high energy consumption, waste generation, and economic pressures all contribute to the sustainability challenges facing the region. To foster a more sustainable future, it is crucial for stakeholders, including the government, industry associations, and the SMEs themselves, to collaborate on solutions that promote awareness, provide support, and incentivize sustainable practices, which must be researched.

2.2 Corporate Social Responsibility

In the early years of the 20th century, the United States (US) adopted the idea of social responsibility. Three pivotal periods have marked the evolution of ethical and social responsibility: the first was the industrialized era, characterized by the accumulation of wealth and the establishment of industrial empires by American business magnates such as Andrew Carnegie, J.P. Morgan, Cornelius Vanderbilt, and John Rockefeller. Unfortunately, these individuals misused their power, and it was stated that they participated in anti-competitive and anti-social activities that were illegal, including extortion, labor lockouts, unfair pricing practices, bribes, and levy avoidance (Carroll A. B., 2021). The problem of an organization's social duty was explicitly outlined by these new regulations. In the 1960s, social responsibility reached its third phase. This phase was featured by social conflict in the US (Carroll, 1989). The assertion that an organization must form social responsibility has been deliberated in the literature for many years. Nonetheless, the idea of CSR has several interpretations. In addition, CSR refers to functions in a way that meet with the ethical issues, lawful decision on societies and general environments (Carroll & Brown, 2018).

CSR also refers to united and visible firm actions that are dependent on principles, values, and esteem

for workers, public and society (Agudelo, et al., 2019). All these tend to bring sustainable value to the community in general as well as shareholders. Socially responsible activities are concerned with anticipation of rule as well as market that perfected benefit (Shafique, et al., 2021). There have been three approaches to social responsibility which try to explain the argument for and against social responsibility (Teece, 2014; Asad & Kashif, 2021). Previous studies revealed association between innovation and commitment to CSR, perhaps this represents an issue that almost all Businesses need to adhere in their strategic planning decision (Rahimnia & Molavi, 2021; Shkabatur, et al., 2022). Some studies reveal that local areas seem not to influence Businesses and CSR relationships (Badulescu, et al., 2018). As earlier literature on CSR or business ethics concentrated on larger firms (D'Amato & Falivena., 2020), CSR in Businesses to date has been inadequate. Therefore, this study tries to look at the CSR-Businesses relationship in the context of SMEs operating in AUE, which has been scarce in earlier research.

2.3 Social Media Engagements

Social media engagements take different forms and serve different purposes for different consumers (Zhang & Lin, 2018). Researchers proposed social media adoption to enhance sustainable development by explaining resource shortages, works indirectly through the consumers. This study extends the "practice" perspective of social media adoption by "using" it exponentially concerning sustainable development. Social media promotions are online sales campaigns that are implemented on social media platforms (Adetunji, et al., 2018). Like this, the most common forms of communications shared on social media are store, product, and campaign promotion (Baum, et al., 2019). Studies on sales promotions indicate that there are two categories of sales promotions: non-monetary and monetary (Bandyopadhyay, et al., 2021).

Giving gifts and offering samples of products are examples of non-monetary sales promotions; on the other hand, monetary sales promotions deal with the use of coupons and price reductions (Sittenthaler & Mohnen, 2020). Social media engagements can be divided into three categories: material that shares information, content that evokes emotions, and content that prompts action (Tafesse & Wien, 2018). Past studies have shown that consumers evaluate social media engagements differently (Labrecque, et al., 2020). Social media engagement covers social media advertising which refers to any form of

content that are posted or shared on either fan pages or general social media walls (Moran, et al., 2020). Social media advertising is also used to popularize business and evoke several types of associations in consumers' memories (Júnior, et al., 2023).

Similarly, Researchers found that, in all industries, advertising adds value to businesses, particularly considering social media's recent rise to prominence (Wawrowski & Otola., 2020). Certain research ascertained the long-term efficacy of advertising by cultivating a solid reputation for sustainable operations, concentrating on the duration of advertising expenditure (Sharma, 2019).

Moreover, social media engagement covers social media interactive communication which is interactive communication (Adetunji, et al., 2018). One of the main causes of social media's dominance as a platform for communications activities is its interactive elements. Interaction through social media is more effective since social networking sites like Facebook, Instagram, Snap Chat, and Tiktok are becoming increasingly popular.

The main goals of interactive communication are to raise awareness, cultivate a favorable reputation, and strengthen customer connections and active engagement (Zhang & Lin, 2018). Interactive communication provides customers a chance to link with the organization remotely (Wang, 2021). Numerous research on social media usage have shown that there are five main reasons why customers behave in certain ways when they do business on social media (Wibowo, et al., 2020). Interactive communication activities on social media include sharing information, exchanging opinions, and making it simple for managers and marketers to share their opinions with their target audience (Zhang & Lin, 2018).

Social media communication also includes social media word of mouth which has become one of the most popular forms of communication, particularly since the introduction of social media (Sashi & Brynildsen, 2022). Social media word-of-mouth (WOM) describes the kind of communication approach that encourages users to contribute to the creation of viral messages or online advertising (Borges-Tiago, et al., 2019). WOM on social media influences customer behaviour toward renewable energy sources as well as sustainability (Abbas, et al., 2019).

2.4 Consumer Behaviour towards Renewable Energy

Consumer behaviour towards renewable energy is a complex field that delves into the motivations,

preferences, and decision-making processes of individuals as they engage in the act of consumption (Damer, et al., 2021). Social media platforms have appeared as powerful influencers, enabling brands to engage directly with consumers and cultivate brand communities (Fadhel, et al., 2022). The literature review over consumer behaviors towards renewable energy underscores the multidimensional nature of consumer behaviour towards renewable energy, encompassing individual psychological processes, social influences, situational contexts, and the interplay of communication strategies and technological advancements (Sulaiman, 2025). By understanding the complexities of consumer behaviors towards renewable energy, businesses can devise more effective communication strategies, enhance consumer experiences, and foster long-term brand loyalty. As consumer preferences and market dynamics continue to evolve, ongoing research and innovation are essential to staying abreast of appearing trends and driving sustainable development.

2.5 Conceptual Framework and Hypothesis Development

Based on the review of literature on Corporate social responsibility, and social media engagement and sustainable performance of Businesses, the research model for this study is represented below in Figure 2.1. The model shows that moderating role of consumer behaviour towards renewable energy between corporate social responsibility, and social media engagement which are associated with sustainable development. The framework is based over the underpinning support of instrumental stakeholders' theory (Rodriguez et al., 2020) and consumer stimulus response model (Bruhn et al., 2023).

The key tenet of the idea is that management should change their policies by being devoted, perceptive, and aware that the company owes a duty to all parties that may profit or loss from the firm's operations (Ediagbonya, 2023). The stakeholder theory considers the necessity to be accommodating to the needs of the community and host society that the corporation will be affecting (Valentinov & Roth, 2023). Initially, organization asserted that the primary aim of business is to maximize the profits. In contrast, according to the modern stakeholder theory the firms need to be concerned with the interest of society that is affected by the business (Freeman & Phillips., 2002).

The stakeholder theory clearly explains the association of different society or actors around

respective businesses (Freudenreich, et al., 2020). The theory expects that stakeholder happiness leads to superior dedication to achieve sustainable development (Ghezal, 2024). In addition, commitment to being an ethical business must not only be in words, but also in actions (Squires & Elnahla, 2020). Thus, the instrumental stakeholder's theory supports the argument as raised in the study especially regarding sustainable development and corporate social responsibility. Additionally, Consumer Stimulus-Response model is one of the derivatives of consumer behaviour towards renewable energy theories which explain how consumers make decisions based on the resources available to them (Bruhn, et al., 2023).

Consumer behaviour towards renewable energy involves information searching, buying, using, and selecting products to meet consumers tastes and/or satisfaction (Farjoun & Mahmood., 2023). The interaction between communications, customers' feelings, and their responses is the main focus of the stimulus model (Kim & Lee, 2020). The stimulus-response models describes how consumers are

affected by communications, settings, consumer traits, and perceptions and attitudes toward the company's messaging, goods, and brands (Adetunji, et al., 2018). The CSR's underlying theoretical arguments are only deemed relevant for the development of this study's theoretical framework because they reflect the mediating role that consumer behaviour plays over the influence of prevailing environment and the stimulus of communication on sustainable development, in addition to theorizing how consumers feel, think, and act because of social media engagement. Earlier research shows that Corporate Social Responsibility initiatives, encompassing responsibilities towards employees, customers, community, as well as the environment, positively affect sustainable development (Feng, et al., 2022). The study emphasizes that Corporate Social Responsibility has a direct positive association with sustainable development (Feng, et al., 2022). Therefore, taking the underpinning support of instrumental stakeholders' theory, consumer stimulus response model and technology acceptance model, the above framework has been developed.

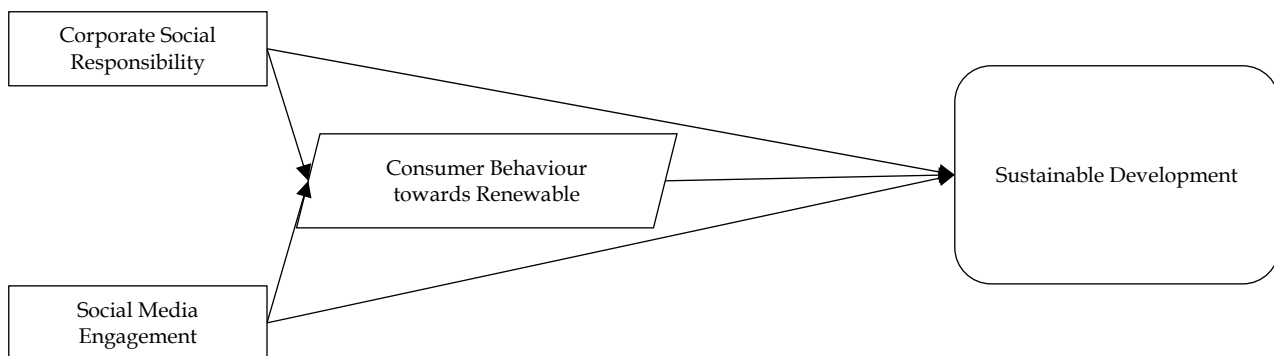


Figure 1: Research Framework.

Furthermore, the study highlights that Corporate Social Responsibility to employees and the community significantly influences sustainable development, emphasizing the importance of environmentally sustainable development in explaining these relationships (Li, et al., 2022). Thus, the following hypothesis is proposed.

H1: Corporate social responsibility has a significant impact over sustainable development in UAE.

Social media engagement plays a significant role for achieving the sustainable development. Several earlier researchers have found a positive relationship between social media engagement and sustainable development, particularly in developing economies (Amoah, et al., 2023). Social media engagement positively affects sustainable development because of developing a wave among the society. It allows the communities to effectively interact with stakeholders and compete both domestically and internationally

in order to achieve sustainable development (Amoah et al., 2023; Waheed & Zhang, 2022). Social media engagement strategies contribute to better achieving the sustainable development (Bruce, et al., 2023). Hence, the following hypothesis has been proposed:

H2: Social media engagement has a significant impact over sustainable development in UAE.

Businesses that engage in corporate social responsibility activities focused on the community and employees tend to achieve more sustainable development (Thanh, et al., 2021). Corporate social responsibility includes economic, legal, and ethical responsibilities that Businesses have towards stakeholders like customers, employees, and society (Thanh, et al., 2021). Likewise, previous researchers demonstrated that Businesses could gain competitive advantages and drive sustainable growth by implementing corporate social responsibility (Berniak-Woźny, et al., 2023; Torkkeli & Torkkeli,

2022). Factors like collaborative industry-level approaches and government policy interventions positively influence sustainable development (Das, 2024). Therefore, customer behaviour significantly mediates the relationship between corporate social responsibility efforts and the sustainable development (Thanh, et al., 2021). Hence the following hypothesis has been proposed:

H3: Customer behaviour significantly mediates the relationship between corporate social responsibility and sustainable development in UAE.

Social media engagement can improve sustainable development with customer behaviour towards RE acting as a mediating factor (Amoah, et al., 2023; Kikawa, et al., 2022). Specifically, social media usage positively influences sustainable development (Borah, et al., 2022). The relationship between social media engagement and sustainable development strengthened when mediated by society behaviour towards RE (Bruce, et al., 2023). Effective use of communication tools like email and social media platforms helps communicate with customers, which is crucial for their long-term success (Kikawa, et al., 2022). Therefore, customer behaviour significantly mediates the relationship between social media engagement and sustainable development.

H4: Customer behaviour significantly mediates the relationship between social media engagement and sustainable Business Performance in UAE.

3. RESEARCH METHODOLOGY

To quantify the relationships among the variable; sustainable development, social media engagement, corporate social responsibility, and consumer behaviour towards renewable energy, the present study suggest a cross-sectional design using a quantitative method. This approach involves collecting data from owners and managers of the SMEs through a questionnaire because SMEs are contributing almost 60% to the GDP of the country and are at the top in consuming fossil fuel and creating pollution. The use of a cross-sectional design allows for the collection of data at a single point in time, making it practical and cost-effective for the study's scope.

For empirical research, the unit of analysis is crucial in determining the level of aggregation and who or what is responsible for providing the data (Quinlan et al., 2018). The focus of this study is on the sustainable development from the perspectives of SMEs operating in UAE. The rationale for selecting SMEs i.e., organization in that this study finds the role of corporate social responsibility and social media engagement along with the mediating role of

consumer behaviour of the consumers of SMEs products and services towards renewable energy, therefore, from the organization's perspective the findings will be made. Therefore, the managers and owners of SMEs will be the respondents providing responses to the questions that will be asked.

The total population under observation forms all the SMEs operating in UAE, which is estimated to be over 557,000 (Government of Dubai, 2019). Because of having the direct interaction these people will be investigated as they also have a significant information as compared to other community members. The respondents are suggested to be selected randomly. A list of demographic fundamentals is the sampling frame. It alludes to the small and medium enterprise database that the UAE government has released (Government of Dubai, 2019). To decide the proper sample size, the well-known formula provided by Mendenhall, et. al., (1993) has been applied. The formula is outlined below.

$$n = \frac{NZ^2_{\alpha/2} pq}{(N - 1)e^2 + Z^2_{\alpha/2} pq}$$

The calculated value is 384. This size of sample is quite proper, as this study will use PLS for the purpose of analysis. For PLS even a sample size between 250 and 500 is considered appropriate (Lei & Lomax, 2005).

Questionnaires are adopted for this research based on some significant constructs from prior literature, and four latent variables were found, with each variable corresponding to important references. Sustainable development has been adopted from (Qammar, et al., 2023). The scale for social media engagement has been adopted from prior study (Qalati et al., 2022), items for measuring Corporate Social Responsibility Corporate Social Responsibility have been adopted from (Asad et al., 2018) whereas items for measuring consumer behaviour towards renewable energy were adapted from (Bruhn, et al., 2023) because specific instrument was not available therefore the instrument was changed according to the variable.

A 5-scale is more reliable as emphasized that using 5-point scales in studies is justifiable because majority of the researchers in the similar studies followed the same, as the reliability increases with the increase in the number of categories (Asif et al., 2021; Asad et al., 2023; Asif & Bakar, 2025; Awain et al., 2025). After collecting the data for pilot study, the results are mentioned with confidence that the instrument developed can be used by the future researchers to evaluate the proposed model.

Table 3.1: Reliability and Validity.

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Sustainable Development	0.873	0.754	0.563
Social media engagement	0.902	0.736	0.573
Corporate social responsibility	0.859	0.759	0.579
Consumer Behaviour Towards Renewable Energy	0.887	0.737	0.617

4. CONCLUSIONS

Based on the reviewed literature and the issue that UAE is currently facing, this study proposed the mediating role of consumers towards renewable energy is proposed for achieving sustainable development. The focus of the study is

over SMEs because of their significant contribution, and the target of the government to achieve sustainability and progressing SMEs sector. The finalized model has been proposed and the instrument developed has been evaluated after pilot study, confirming the evaluation of the same model in the future studies.

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Appendices

1. Questionnaire

A. Sustainable Development

Please (√) in the appropriate option: Strongly Disagree =1, Disagree =2, Neutral=3, Agree =4, and Strongly Agree =5.

No.	Items	1	2	3	4	5
1	It is important for our firm to contribute to the welfare of the workforce.					
2	It is important for our firm to be actively involved in the community development.					
3	It is important for our firm to build long-term cooperative relationships with partners in our market(s).					
4	Our products and/or services yield economic benefits to the larger community.					
5	It is important for our firm to operate within business networks for achieving tenable economic goals.					
6	In terms of yearly turnover, our business may be described as profitable.					
7	In terms of customer attraction and retention, our business may be described as effective.					
8	In terms of market share (considering direct competition), our business may be described as competitive.					
9	Our products and/or services are meant to be harmless in terms of environmental issues.					
10	It is important for our firm to adopt responsible policies in terms of material and energy resources usage.					
11	In the current activities, we try to rely on green technologies as much as possible.					

B. Social Media Engagement

Please (√) in the appropriate option: Strongly Disagree =1, Disagree =2, Neutral=3, Agree =4, and Strongly Agree =5.

No.	Items	1	2	3	4	5
1	Our advertisements on social media offered something new about our firm					
2	Our advertisements on social media give useful information about our firm					
3	Our advertisements on social media give credible information about our firm					
4	Our advertisements on social media are creative					
5	Our advertisements on social media are original					
6	Our advertisements on social media are different from other competing car brands					
7	Our advertisements on social media helped me in forming an opinion about our firm					

C. Corporate Social Responsibility

Please (√) in the appropriate option: Strongly Disagree =1, Disagree =2, Neutral=3, Agree =4, and Strongly Agree =5.

No.	Items	1	2	3	4	5
1	Goods proposed by our firm either response the desire of function of targeted customers or specify an existing problem of the society.					
2	Finished products brought by our firm use eco-friendly material sources or renewable sources.					
3	Our firm provides a safe working environment for its employees.					
4	Our firm operates towards sustainable value creations continuously to its stakeholders and no harm to the environment.					
5	Our firm does not use child labour.					
6	Our firm treats its employees fairly and ensures no discrimination.					
7	Our firm helps to solve social problems.					
8	Our firm is interested in ameliorating the general well-being of society.					

D. Consumer behaviour towards renewable energy

Please (√) in the appropriate option: Strongly Disagree =1, Disagree =2, Neutral=3, Agree =4, and Strongly Agree =5.

No.	Items	1	2	3	4	5
1	Our consumers can afford to pay extra money for RE					
2	Energy-saving behaviour motivate our consumers to pay for RE					
3	Environmental friendliness nature of RE motivate our consumers to pay for RE					
4	Reliability of RPTs motivate our consumers to pay for RE					