APPENDIX D: PRINCIPAL COMPONENT ANALYSIS

Appendix D.1: High Disclosure Company

PrmGrid HDP (High Disclosure Company)
"Why disclose social responsibility information?"

Corporate governance
Reduce problems between stakeholders
Show that the company is well run
Does not indicate response to disaster
Does not show support for the education sector
Not helpful in determining the correct profit figure
Does not influence disclosure
* Customer
  * No support for government effort
  * Does not indicate concern for the poor in the society

Product
Does not enhance company positive image
Show concern for the customer

Energy
Show company adopts new technology

Environmental
Show concern for the environment
Show concern for climatic change

Does not show adoption of new technology
Education
Does not aid customers in decision making
Show support for the education sector
Does not show concern for the customer
Health
Hunger relief
- Influence disclosure
Indicate concern for the poor in the society
Supports government effort
Indicate response to disaster
Helps in determining the correct profit figure
Does not show that the company is well run
Does not reduce problems between stakeholders
Enhances company positive image

Percentage variance in each component:
1: 42.9% 2: 29.0% 3: 14.1% 4: 5.2% 5: 3.7% 6: 2.3% 7: 1.7%
Appendix D.2: Low Disclosure Company

PnP Grid LDP (Low Disclosure Company)

- Why disclose social responsibility information
  - Can be used as a marketing tool
  - Other social information
  - Does not make decision-making easier
  - Show concern for climatic change
  - Cannot be used to motivate employees
  - Environmental
  - Product
  - Customer
  - Does not help in negotiating with labour unions
  - Energy
  - Difficult to measure
  - Disclosure does not have direct financial benefits
  - Does not influence disclosure
  - Corporate governance
  - Does not show support for government effort
  - Does not help settle disputes among stakeholders
  - Discloses does not show involvement in hunger relief

- Show involvement in hunger relief
- Helps to settle disputes among stakeholders
- Hunger relief
- Show support for government effort
- Company gets good image
- Influence disclosure
- Health
- Easy to measure
- Makes decision-making easier
- Does not show concern for climatic change
- Disclosure has direct financial benefits
- Cannot be used as a marketing tool
- Can be used to motivate employees
- Employee
- Helps negotiate with labour unions

Percentage variance in each component
1: 43.3% 2: 31.3% 3: 12.4% 4: 6.5% 5: 3.9% 6: 1.6%