

## Data Dictionary for the Responses of the Green Retailing Survey

Name	Description	Remarks
CLR#	The identification number of respondent companies.	<b>Data type:</b> Text&Numeric
RD	The date of receiving the response of the green retailing survey.	<b>Data type:</b> Date <b>Data format:</b> Date part (YYYY/MM/DD)
A1~A34, B1~B24, C1~C10, D1~D8, E1~E8, F1~F13, G1~G11	Answers to the questions collected in the green retailing survey.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
II	The average number of answers regarding extent to the questions from A1 to A6. It refers to the performance of the company in internal-improvement based green retailing.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
EC	The average number of answers regarding extent to the questions from A7 to A24. It refers to the performance of the company in external-coordination based green retailing.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
SD	The average number of answers regarding extent to the questions from A25 to A34. It refers to the performance of the company in supportive-development based green retailing.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A1	The extent to which the company performs in using systems or devices to conserve energy in the store.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A2	The extent to which the company performs in using systems or devices to reduce waste in our store.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

A3	The extent to which the company performs in using systems or devices to recycle waste in our store.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A4	The extent to which the company performs in transporting goods with less energy consumption.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A5	The extent to which the company performs in transporting goods with less material consumption.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A6	The extent to which the company performs in transporting goods using trucks with less harmful gas emissions.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A7	The extent to which the company performs in purchasing goods from suppliers supportive of environmental protection.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A8	The extent to which the company performs in purchasing goods with eco-labels (e.g., Energy Star).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A9	The extent to which the company performs in purchasing goods from suppliers certified with environmental certification standards (e.g., ISO14001).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A10	The extent to which the company performs in encourage suppliers to use biodegradable materials (e.g., cups that are made of plant starch but not plastic).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

A11	The extent to which the company performs in encourage suppliers to use recycled materials.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A12	The extent to which the company performs in encouraging suppliers to eliminate materials that cause environmental damages.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A13	The extent to which the company performs in encouraging suppliers to reduce total material usage.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A14	The extent to which the company performs in cooperating with suppliers to reduce packaging waste (e.g., use less paper to wrap products).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A15	The extent to which the company performs in cooperating with suppliers to introduce packaging made of recycled materials (e.g., recycled paper cartons).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A16	The extent to which the company performs in cooperating with suppliers to improve packaging reuse (e.g., reuse plastic trays).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A17	The extent to which the company performs in cooperating with suppliers to use biodegradable materials in packaging.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A18	The extent to which the company performs in cooperating with suppliers to eliminate packaging that causes environmental damages.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

A19	The extent to which the company performs in educating customers on environmental protection.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A20	The extent to which the company performs in motivating customers to participate in recycling.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A21	The extent to which the company performs in motivating customers to participate in waste reduction.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A22	The extent to which the company performs in collecting returned products from customers.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A23	The extent to which the company performs in returning disposed materials to suppliers.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A24	The extent to which the company performs in providing trade-in services for new products.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A25	The extent to which the company performs in developing visions and missions on green commitment.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A26	The extent to which the company performs in communicating company commitment on environmental protection to the public.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

A27	The extent to which the company performs in establishing time schedule in reaching environmental goals.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A28	The extent to which the company performs in establishing department responsible for reducing environmental damages.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A29	The extent to which the company performs in collaborating with other agencies (e.g., universities, environmental groups) on research into reducing environmental damages.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A30	The extent to which the company performs in developing systems to measure and control environmental performance.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A31	The extent to which the company performs in training staff to reduce energy consumption.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A32	The extent to which the company performs in training staff to enhance operations efficiency.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A33	The extent to which the company performs in training staff to reduce waste.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
A34	The extent to which the company performs in providing environmental guidance to direct staff in work (e.g., turn off all the electronic appliances when leaving the store).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

B1	The extent of agreement with the perceived opportunity that government subsidies can be obtained by utilizing environmental protection measures.	
B2	The extent of agreement with the perceived opportunity that tax reduction can be obtained by utilizing environmental protection measures.	
B3	The extent of agreement with the perceived threat that non-compliance with environmental regulations can incur financial loss.	
B4	The extent of agreement with the perceived threat that non-compliance with environmental regulations can damage our reputation.	
B5	The extent of agreement with the perceived threat that stricter environmental regulations are a major reason why our company pays attention to the natural environment.	
B6	The extent of agreement with the perceived opportunity that adopting green practices can attract more customers.	
B7	The extent of agreement with the perceived opportunity that adopting green practices can improve our company's image.	
B8	The extent of agreement with the perceived opportunity that adopting green practices can help retain our customers.	

B9	The extent of agreement with the perceived opportunity that the number of environmentally conscious customers is growing.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B10	The extent of agreement with the perceived opportunity that the demand for environmentally friendly products and services is increasing.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B11	The extent of agreement with the perceived threat that our customers will boycott our products/services that are not environmentally friendly.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B12	The extent of agreement with the perceived threat that our customers will switch to competitors who adopt green practices.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B13	The extent of agreement with the perceived threat that suppliers prefer to trade with companies who adopt green practices.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B14	The extent of agreement with the perceived threat that our relationships with suppliers will be affected if we do not meet their environmental requirements.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B15	The extent of agreement with the perceived opportunity that reducing waste can reduce our materials costs.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B16	The extent of agreement with the perceived opportunity that adopting green practices can reduce the costs of regulatory compliance.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

B17	The extent of agreement with the perceived opportunity that adopting green practices can improve our product/service quality.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B18	The extent of agreement with the perceived threat that the cost of disposal is increasing.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B19	The extent of agreement with the perceived threat that the cost of input materials is increasing.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B20	The extent of agreement with the perceived threat that the process/production cost is increasing.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B21	The extent of agreement with the perceived threat that the energy cost (e.g., electricity/fuel) is increasing.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B22	The extent of agreement with the perceived threat that our company is likely to lose, not gain, by taking actions to preserve the environment.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B23	The extent of agreement with the perceived threat that any actions that our company may take for environmental preservation are constrained because resources are limited for resolving the issue.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
B24	The extent of agreement with the perceived threat that our company lacks the technical knowledge to reduce the environmental impact of our operations.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)



C1	The extent of agreement that the main competitors of our company that have adopted green practices have benefited from green practice adoption greatly.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
C2	The extent of agreement that the main competitors of our company that have adopted green practices are perceived favourably by others in the same industry.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
C3	The extent of agreement that the main competitors of our company that have adopted green practices are perceived favourably by their trading partners (e.g., suppliers/customers).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
C4	The extent of agreement that with regard to our suppliers that have adopted green practices, our company's well-being depends on their supplies.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
C5	The extent of agreement that with regard to our suppliers that have adopted green practices, our company cannot easily switch away from them.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
C6	The extent of agreement that with regard to our suppliers that have adopted green practices, our company must maintain good relationships with them.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
C7	The extent of agreement that with regard to our suppliers that have adopted green practices, they are the core suppliers in our industry.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
C8	The extent of agreement that with regard to our customers that are environmentally conscious, our company's well-being depends on their purchases.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

C9	The extent of agreement that with regard to our customers that are environmentally conscious, our company must maintain good relationships with them.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
C10	The extent of agreement that with regard to our customers that are environmentally conscious, they are the core customers in our industry.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
D1	The extent of agreement that relative to our major competitors, our company has a greater market share.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
D2	The extent of agreement that relative to our major competitors, our company has a larger customer base.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
D3	The extent of agreement that relative to our major competitors, our company has a larger supplier base.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
D4	The extent of agreement that relative to our major competitors, our company has more technological and financial resources.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
D5	The extent of agreement that relative to our major competitors, our company has more efficient distribution channels.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
D6	The extent of agreement that relative to our major competitors, our company has more infrastructure to reduce our environmental impact (e.g., recycling equipment, energy-saving lighting systems).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

D7	The extent of agreement that relative to our major competitors, our company has more resources for environmental decisions.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
D8	The extent of agreement that relative to our major competitors, our company has more resources to modify practices for reducing environmental impact.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E1	The extent of agreement that our company provides an environmentally friendly physical retail environment for customers to shop.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E2	The extent of agreement that our company transfers goods from manufacturers to consumers in an environmentally friendly way.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E3	The extent of agreement that our company disseminates the environmental-related comments of customers and provide feedback to suppliers.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E4	The extent of agreement that our company acts as a channel to facilitate recycling between customers and suppliers.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E5	The extent of agreement that our company plays an important role in motivating suppliers and customers to adopt green practices.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E5	The extent of agreement that our company plays an important role in motivating suppliers and customers to adopt green practices.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

E5	The extent of agreement that our company plays an important role in motivating suppliers and customers to adopt green practices.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E5	The extent of agreement that our company plays an important role in motivating suppliers and customers to adopt green practices.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E6	The extent of agreement that by offering green products, our company can direct customers to be environmentally friendly.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E7	The extent of agreement that our company educates suppliers to be environmentally friendly.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
E8	The extent of agreement that our company can facilitate environmental protection by requesting our suppliers to meet environmental standards.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F1	The extent of agreement that compare with our major competitors, our input materials costs is lower.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F2	The extent of agreement that compare with our major competitors, our process/production cost is lower.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F3	The extent of agreement that compare with our major competitors, our process/production efficiency is higher.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

F4	The extent of agreement that compare with our major competitors, our inventory cost is lower.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F5	The extent of agreement that compare with our major competitors, our energy consumption cost is lower.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F6	The extent of agreement that compare with our major competitors, our company has better earnings growth.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F7	The extent of agreement that compare with our major competitors, our company has better sales growth.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F8	The extent of agreement that compare with our major competitors, our utilization of corporate resources (e.g., inventory) is better.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F9	The extent of agreement that compare with our major competitors, our company receives fewer complaints from trading partners (e.g., suppliers/customers).	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F10	The extent of agreement that compare with our major competitors, our trading partners are more satisfied with our products/services.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F11	The extent of agreement that compare with our major competitors, our company generates less harmful gas emissions.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)

F12	The extent of agreement that compare with our major competitors, our company produces less waste water.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
F13	The extent of agreement that compare with our major competitors, our company produces less solid waste.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
G1	The extent of the knowledge I have about managerial decisions on green practices in our company.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
G2	The extent of the knowledge I have about implementation of green practices in our company.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
G3	The extent of my involvement in the green retailing initiatives/practices of our company.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
G3	The extent of my involvement in the green retailing initiatives/practices of our company.	<b>Data type:</b> Numeric <b>Acceptable values:</b> 1 to 5, NA (not applicable), NR (not reported)
G4	The option regarding the number of employees in our company chosen by the company in the questionnaire.	<b>Data type:</b> Text <b>Acceptable values:</b> A (1-10), B (11-50), C (51-100), D (101-500), E (>500), NR (not reported)

G5	The option regarding the number of outlets in our company chosen by the company in the questionnaire.	<b>Data type:</b> Text <b>Acceptable values:</b> A (1), B (2-4), C (5 or above), NR (not reported)
G6	The option regarding the average number of opening hours per day in our company chosen by the company in the questionnaire.	<b>Data type:</b> Text <b>Acceptable values:</b> A ( $\leq 4$ ), B (5-9), C (10-14), D (15-19), E (20-24), NR (not reported)
G7	The option regarding the type of ownership of our company chosen by the company in the questionnaire.	<b>Data type:</b> Text <b>Acceptable values:</b> A (Privately-owned), B (Foreign joint venture), C (Listed), D (Multinational corporation), E (Others, please specify), NR (not reported)
G8	The option regarding our company's primary type of stores chosen by the company in the questionnaire.	<b>Data type:</b> Text <b>Acceptable values:</b> A (Supermarkets), B (Convenience stores),

		C (Bread and pastry), D (Confectioneries and biscuits), E (Others, please specify), NR (not reported)
G9	The option regarding number of years our company has adopted green practices chosen by the company in the questionnaire.	<b>Data type:</b> Text <b>Acceptable values:</b> A (<5), B (5-10), C (>10), NR (not reported)
G10	The option regarding total annual sales (HK\$) of our company are approximately chosen by the company in the questionnaire.	<b>Data type:</b> Text <b>Acceptable values:</b> A (< \$10M), B (\$10M - \$20M), C (> \$20M - \$50M), D (> \$50M - \$100M), E (> \$100M), F (N/A: not applicable), NR (not reported)
G11	The option regarding our company has environmental certification (e.g., ISO14001) chosen by the company in the questionnaire.	<b>Data type:</b> Text <b>Acceptable values:</b> A (Yes, please specify), B (No), NR (not reported)