Appendix. Mean and standard deviation (SD) of the company’s health-friendly activities that have a significant impact on consumers’ health (0 = not at all helpful, 10 = very helpful)

| Item                                                                 | Total   |       |       |       |       |       |
|---------------------------------------------------------------------|---------|-------|-------|-------|-------|-------|
|                                                                    | Mean    | SD    | Mean  | SD    | Mean  | SD    |
| Company’s health-friendly activities that have an important impact on consumers’ physical health (Cronbach’s α = 0.94)* |         |       |       |       |       |       |
| Reflecting physical health status during product/service development/improvement | 5.88    | 2.63  | 6.07  | 2.46  | 5.47  | 2.82  |
| Reflecting the enhancement of physical health activities when developing/improving products/services | 5.59    | 2.72  | 5.72  | 2.62  | 6.02  | 2.78  |
| Quality control for raw materials                                   | 6.08    | 2.58  | 6.13  | 2.37  | 6.09  | 2.82  |
| Minimization of harmful elements of the production/service process  | 6.20    | 2.59  | 6.30  | 2.34  | 6.06  | 2.86  |
| Active compensation for health-related accidents                    | 6.10    | 2.67  | 6.15  | 2.46  | 5.47  | 2.82  |
| Company’s health-friendly activities that have an important impact on consumers’ mental health (Cronbach’s α = 0.95)* |         |       |       |       |       |       |
| Reflecting mental health status during product/service development/improvement | 5.77    | 2.68  | 5.87  | 2.50  | 5.68  | 2.84  |
| Reflecting the promotion of mental health activities when developing/improving products/services | 5.69    | 2.69  | 5.65  | 2.52  | 5.74  | 2.87  |
| Customer friendly service                                           | 6.23    | 2.58  | 6.25  | 2.38  | 6.21  | 2.78  |
| Actively coping with customer complaints                             | 6.35    | 2.58  | 6.38  | 2.33  | 6.32  | 2.82  |
| Building confidence in corporation made products/services            | 6.32    | 2.51  | 6.17  | 2.32  | 6.47  | 2.68  |
| Company’s health-friendly activities that have an important impact on consumers’ social health (Cronbach’s α = 0.95)* |         |       |       |       |       |       |
| Reflecting social health status during product/service development/improvement | 5.73    | 2.53  | 5.75  | 2.39  | 5.72  | 2.67  |
| Reflecting on the promotion of social health activities when developing/improving products/services | 5.80    | 2.55  | 5.76  | 2.43  | 5.83  | 2.67  |
| Building a constant relationship with customers                      | 6.29    | 2.34  | 6.27  | 2.25  | 6.31  | 2.44  |
| Respecting customers without                                        | 6.22    | 2.44  | 6.18  | 2.25  | 6.26  | 2.62  |
### Company’s health-friendly activities that have an important impact on consumers’ spiritual health (Cronbach’s α = 0.97)*

| Contribution | Mean   | SD    | Mean   | SD    | Mean   | SD    |
|--------------|--------|-------|--------|-------|--------|-------|
| Contribution to the improvement of family/relationship with others | 5.84   | 2.54  | 5.80   | 2.36  | 5.87   | 2.71  |
| Reflecting spiritual health status during product/service development/improvement | 5.52   | 2.68  | 5.49   | 2.54  | 5.55   | 2.81  |
| Reflecting on the promotion of spiritual health activities when developing/improving products/services | 5.52   | 2.66  | 5.47   | 2.55  | 5.57   | 2.77  |
| Whether products/services respect the person as a human being | 5.72   | 2.57  | 5.74   | 2.44  | 5.69   | 2.70  |
| Whether products/services make the person feel worthy and valuable | 5.85   | 2.50  | 5.86   | 2.36  | 5.83   | 2.65  |
| Whether products/services help improve life satisfaction | 5.83   | 2.52  | 5.85   | 2.36  | 5.81   | 2.68  |

**Abbreviation:** SD, Standard Deviation

*Cronbach’s α is for total participates including employer and employee.*