**APPENDIX - Constructs and Indicators**

**Initial Sentences**

STABLE COMPANY: Considering a company known as financially stable in the market, supplying products and services of your interest, evaluate the following statements: (in terms of it being a “stable company”).

COMPANY IN CORPORATE BANKRUPTCY REORGANIZATION: Considering a company in corporate bankruptcy reorganization, that is, with serious financial problems, supplying products and services of your interest, evaluate the following statements: (in terms of it being a “corporate bankruptcy reorganization”)

**Indicators and Factor Loadings**

**Trust (TR)**

TR1 - A stable company undergoing CBR tends to be a type of supplier that meets my expectations (Loadings – Stable: 0.78; CBR: 0.83).

TR2 - I feel confident when a company is stable/undergoing CBR. (Loadings – Stable: 0.80; CBR: 0.84)

TR3 - A company that is stable/undergoing CBR is a type of supplier that tends to never disappoint me. (Loadings – Stable: 0.80; CBR: 0.75)

TR4 - A company that is stable/undergoing CBR is a type of supplier that can guarantee my satisfaction. (Loadings – Stable: 0.81; CBR: 0.80)

**Purchase Intention (PI)**

PI1 - The likelihood that I will buy products or services from a company that is stable/undergoing CBR is... (Loadings – Stable: 0.78; CBR: 0.90)

PI2 - If I were to buy products or services from a company that is stable/undergoing CBR, I would be willing to pay for the price proposed by this company. (Loadings – Stable: DROPPED; CBR: 0.75)

PI3 - I would not consider the price factor so much if the products or services are of a company that is stable/undergoing CBR. (Loadings – Stable: DROPPED; CBR: DROPPED)

PI4 - The chances that I would consider buying products or services from a company that is stable/undergoing CBR are… (Loadings – Stable: 0.85; CBR: 0.91)

PI5 - My willingness to buy products or services from a company that is stable/undergoing CBR is... (Loadings – Stable: 0.82; CBR: 0.93)

**Perceived Quality (PQ)**

PQ1 - The products or services of a company that is stable/undergoing CBR has consistent quality. (Loadings – Stable: 0.89; CBR: 0.90)

PQ2 - The products or services of a company that is stable/undergoing CBR are well made. (Loadings – Stable: 0.89; CBR: 0.92)

PQ3 - The products or services of a company that is stable/undergoing CBR have a high standard of quality. (Loadings – Stable: 0.88; CBR: 0.90)

PQ4 - The products or services of a company that is stable/undergoing CBR are never poorly manufactured or of bad quality. (Loadings – Stable: 0.72; CBR: 0.56)

**Reputation (RE)**

RE1 - A company that is stable/undergoing CBR has a reputation for being honest. (Loadings – Stable: 0.85; CBR: 0.84)

RE2 - A company that is stable/undergoing CBR is known for being concerned about its customers. (Loadings – Stable: 0.88; CBR: 0.89)

RE3 - A company that is stable/undergoing CBR has never had a bad reputation in the market. (Loadings – Stable: 0.72; CBR: 0.75)

**Perceived Risk (PR)**

PR1 - There is a good chance I will make a mistake if I buy products or services from a company that is stable/undergoing CBR. (Loadings – Stable: 0.78; CBR: 0.83)

PR2 - I have the feeling that if I buy products or services from a company that is stable/undergoing CBR, then I will have several problems. (Loadings – Stable: 0.78; CBR: 0.91)

PR3 - I will be running some risk if I buy products or services from a company that is stable/undergoing CBR in the near future. (Loadings – Stable: 0.69; CBR: 0.90)

PR4 - Buying products or services from a company that is stable/undergoing CBR is a very risky attitude. (Loadings – Stable: 0.67; CBR: 0.93)