

## Chapter 4

# Measuring Deliberative Attitude and Attributes in Political Corporate Social Responsibility: Instrument Development and Validation

**Ammar Redza Ahmad Rizal**

*Universiti Malaysia Sarawak, Malaysia*

**Shahrina Md Nordin**

*University Teknologi PETRONAS, Malaysia*

**Siti Haslina Hussin**

*Universiti Malaysia Sarawak, Malaysia*

### **ABSTRACT**

*There are numerous calls for more empirical research in the study of political corporate social responsibility (PCSR). One of the important avenues in the process of deliberation in PCSR. Hence, this study aims to conceptualize, develop, and validate a scale that will be able to measure a person's deliberative attitude. The overall study has been divided into three studies. The first study aims to develop and assess the content validity of the measurement. The second study aims to purify the instrument through exploratory factor analysis (EFA). It is in this study that 14 indicators measuring three different constructs were identified. Besides the deliberative attitude, the indicators for measuring motivation and support on deliberation were also identified. The three constructs were then put through a construct and predictive validity assessment in study three. Findings from this study allowed researchers to explore a more complex model related to a person's or corporation's decision to participate in a deliberation.*