Appendix-2

Doctoral Research

Customer Questionnaire

Determinants of Corporate Orientation towards Social Responsibility: A Study of Selected Business Organizations in Haryana

Q1. Please rank the factors you would take into account when making your purchasing decision in order of importance (1-most important, 4-least important)
   a) Price
   b) Quality
   c) Brand Name
   d) Social responsibility, such as observing human rights of workers, protecting workers' health and safety, engaging in fair trade etc.

Q2. Do you agree that the companies have the responsibility to make their internal corporate information (elating to product development, product distribution and management) available to the public?
   a) Agree
   b) Disagree

Q3. Do you agree that the companies have the responsibility to actively participate in activities beneficial to the welfare of the community?
   a) Agree
   b) Disagree.

Q4. What is your understanding of Corporate Social Responsibility? Please mention in detail.

Q5. Do you think Corporate Social Responsibility is a “must” in gaining competitiveness locally and internationally?
   a) Yes
   b) No
Q6. Does there are any complaints from company regarding product price, quality, supply.
   a) Yes
   b) No

If yes, how does company treats the customer complaints
   a) Resolved
   b) Ignored
   c) Legal case

Q7. What are the levels of corporate responsibility towards customers?

Q8. How would customers rate any company in terms of:

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Very Good</th>
<th>Above Average</th>
<th>Average</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>handling customer complaints</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>fairness of advertising and marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>how clearly products/services are explained (eg delivery times, pricing and charges, quality)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>protection of customers’ confidential and personal information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efforts made to get and respond to customer feedback</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>