



CSR & Consumer Behaviour Questionnaire

Name

Location

City

State

Contact No.:

E-mail ID:

Gender

- Male
- Female

Age

- 18-25
- 26-35
- 36-45
- 46-55
- 55

Marital Status

- Single
- Married

Salary Range (Monthly)

- Below 20000
- 20001 – 40000
- 40001- 60000
- 60001 – 80000
- >80000

What is your highest level of education acquired?

- Primary education
- Secondary education
- Diploma
- Bachelor's degree
- Masters degree / PhD degree / Higher education

Occupation

- Agriculture
- Business
- Housewife
- Unemployed



- Student
- Private Sector
- Public Sector
- Others, Please specify

Please indicate how well you understand the meaning of Corporate Social Responsibility?

- Unfamiliar
- Little familiar
- Somewhat familiar
- Familiar
- Very Familiar

Which of the following factors best defines CSR for you?

- Environmental responsibility
- Legal responsibility
- Ethical responsibility
- Economic responsibility
- Philanthropic responsibility
- All of the above

Please rate on scale of ‘1’ to ‘5’ for the statements below.

1=’Strongly Agree’, 2=’Agree’, ‘3’=Neutral’, 5=’Strongly Disagree’.

Statement	1	2	3	4	5
I know of FMCG companies that engage in Corporate Social Responsibility activities					
I know of FMCG companies that are more socially responsible than others in India.					
I know of FMCG companies in India publicize their CSR activities					
I am aware of FMCG companies in India that are socially irresponsible					

To what extent are you familiar with the CSR activities conducted by following FMCG Companies?

Companies	Very Familiar	Familiar	Somewhat familiar	A little familiar	Unfamiliar
i. ITC Ltd					
ii. Hindustan Unilever					
iii. Nestle India					
iv. Dabur India					
v. Godrej Consumer Products					
vi. Proctor and Gamble India					
vii. Colgate-Palmolive					
viii. Glaxosmithkline					
ix. Parle Agro					
x. Britannia Industries Limited					

Please indicate, whether in your opinion the below listed activities form part of CSR

CSR Activities	Yes	No	Can’t Say
i. Economic Responsibilities			
ii. Legal Responsibilities			
iii. Ethical Responsibilities			
iv. Philanthropic Responsibilities			
v. Environmental Responsibilities			



Which is the first company that comes to mind when you think about corporate social responsibility? Kindly rank the companies as per your choice.

Name of Company	Rank Order
i. ITC Ltd	
ii. Hindustan Unilever	
iii. Nestle India	
iv. Dabur India	
v. Godrej Consumer Products	
vi. Proctor and Gamble India	
vii. Colgate-Palmolive	
viii. Glaxosmithkline	
xi. Parle Agro	
xii. Britannia Industries Limited	

Which of the following CSR activities is being conducted the most by FMCG Companies? Kindly rank the following factors as per your best knowledge.

Factors	Rank
i. Economic Responsibilities	
ii. Legal Responsibilities	
iii. Ethical Responsibilities	
iv. Philanthropic Responsibilities	
v. Environmental Responsibilities	

To what extent does the company you listed above fulfill the social responsibilities?

Companies	Completely responsible	Mostly Responsible	Somewhat Responsible	Not At All Responsible	Don't Know
i. ITC Ltd					
ii. Hindustan Unilever					
iii. Nestle India					
iv. Dabur India					
v. Godrej Consumer Products					
vi. Proctor and Gamble India					
vii. Colgate-Palmolive					
viii. Glaxosmithkline					
ix. Parle Agro					
x. Britannia Industries Limited					



Please rate on scale of ‘1’ to ‘5’ for the following statements of expectations from FMCG companies.

1=‘Strongly Agree’, 2=‘Agree’, ‘3’=Neutral, 4=‘Disagree’, 5=‘Strongly Disagree’. (Ordinal)

Statements	1	2	3	4	5
i. The public has a right to expect social responsibility from companies					
ii. Corporate social responsibility should be a priority for companies					
iii. CSR firms will make quality products					
iv. CSR firms will make their products according to consumer’s purchasing power					
v. CSR firms will be responsible for environment					
vi. CSR firms will comply with all local and international laws					
vii. CSR firms will issue only those advertisements and statements, which are true and fair.					
viii. CSR firms will not be indulging into unfair and unethical practices					
ix. CSR firms will fulfill their economic responsibility					
x. CSR firms will conduct philanthropic activities and will work for the welfare of the society					

Do you think FMCG companies should conduct CSR activities and contribute positively in the society within which they operate?

- (i) Not at all (ii) To a minor extent (iii) To some extent (iv) Always

1. Please indicate on the scale of 1 to 5 whether you agree/disagree with following statements.

1=‘Strongly Agree’, 2=‘Agree’, ‘3’=Neutral, 4=‘Disagree’, 5=‘Strongly Disagree’. (Ordinal)

Statement	1	2	3	4	5
1. CSR practices of a company contribute to its profits					
2. A high CSR rating for a corporation will make a positive impression on me					
3. Corporations are not profit making machines and have a duty/responsibility towards society					
4. CSR strategy of a corporation impacts its reputation					
5. CSR is a resource intensive and costly concept					
6. CSR is rather the obligation of large multinational companies than of SMEs					
7. CSR needs to be legislated to ensure a wide uptake					
8. Corporate social responsibility should be completely voluntary – no laws/regulations should govern it					
9. A responsible company is a firm that strictly abides to laws					
10. Responsible businesses go beyond what is required by law to make a positive impact on society and the environment					
11. CSR is an equivalent for philanthropy					
12. CSR encompasses a set of activities companies carry out independently of their daily business operations					
13. CSR is concept which is more important for companies located in developed than in developing countries					
14. CSR gives a company a distinctive position in the market.					
15. CSR is a waste of time and money.					



According to your opinion, which CSR activities an organisation should be involved in? Kindly rate the following CSR activities on scale of ‘1’ to ‘5’ as per their importance towards society. 1=’ Does not matter’, 2=’ Not very important ’, ‘3’= ‘Important’, 4=’ Very important’, 5=’Extremely important’

CSR Activities	1	2	3	4	5
i. Economic Responsibilities					
ii. Legal Responsibilities					
iii. Ethical Responsibilities					
iv. Philanthropic Responsibilities					
v. Environmental Responsibilities					

According to your opinion, what impact does CSR have on the following issues?

Issues	Huge Positive Impact	Medium Positive Impact	Huge Negative Impact	Medium Negative Impact	No Impact	Not Sure
Operational costs						
Productivity						
Sales						
Profit						
Customer satisfaction/ customer loyalty						
Quality						
Exports						
Pricing						
New Market Entry						
Market share						
Competitive Advantage						
Risk management						
Reputation of the firm						
Branding						
Government relations						
Investor relations						

In the recent past, have you noticed companies marketing their products in the name of CSR?

- Yes, several times
- Yes, occasionally
- No, didn't notice till you mentioned it
- No, I wouldn't call it the marketing of CSR



Please indicate the extent to which you agree or disagree with the following Statements (Totally Agree='1' Agree='2' Disagree='3' Totally Disagree='4' Don't have an opinion='5'):

Statements	1	2	3	4	5
Many companies promote corporate social responsibility but are not truly committed to it					
Many companies do a great deal more for their communities than is talked about or known					
Corporate social responsibility makes a tangible contribution to companies' bottom lines (net profit)					
I don't expect CSR efforts to pay back					
In general, I tend to trust CSR information provided by companies.					
I tend to be skeptical towards information that I receive about companies' good deeds despite where I get that information.					
Claims of following FMCG companies about its ethical, social, and environmental initiatives are truthful and believable					
I am convinced that FMCG companies keep their promises about its ethical, social, and environmental initiatives					
Companies conduct CSR activities because of pressure from NGO, consumer association and media.					

What do you think could be the main benefit/motive of the adoption of measures for social responsibility to the company? Please rate on scale of '1' to '5' for the statements below. 1='Does not matter', 2='Not very important', '3'= 'Important', 4='Very important', 5='Extremely important'

Benefits	1	2	3	4	5
i. Benefit in relationship with institution finance, community, regulators and lawmakers					
ii. decreasing production cost per unit					
iii. Providing value to customers					
iv. Increase customer loyalty					
v. provides a better brand and reputation					
vi. promoting innovation					
vii. Helps in market entry					
viii. CSR makes decisions that are better for business in the long term					
ix. To gain competitive advantage					
x. Public opinion pressure					
xi. Sense of duty as a citizen					
xii. Pressures from consumers who prefer to buy products from companies that engage in socially responsible activities					
xiii. Pressure from stakeholders					
xiv. To increase sales					
xv. To increase profit					
xvi. Helps in New Market Entry					
xvii. To increase Market share					
xviii. Helps in managing crisis/risk					



Is FMCG companies’ socially responsible behaviour important for you?

- Does not matter
- Not very important
- Important
- Very important
- Extremely important

Does corporate responsibility affect your purchase decisions?

- Yes, significantly
- Yes, to some extent
- No

Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions?

- Always think
- sometimes think
- No, I rather not think
- I do not think at all

Have you ever purchased a FMCG product, simply because a company’s CSR practices or a particular CSR campaign that was being carried out at the time?

- Yes
- No
- Unsure

Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Based on your viewpoint, rate them from 1-5.

(1='Very unimportant', 2='Unimportant', 3='Neutral', 4='Important', 5='Very important').

Sl. No	Factors of Purchase	1	2	3	4	5
1	No chemicals or unhealthy substances, or a minimal use of them					
2	Fair communication of product information					
3	Quality and features of the products/services offered					
4	Reputation of the company					
5	Company’s involvement in the CSR activities					
6	Availability of products in stores where you usually shop					
7	Sales promotion of the products					
8	Price of the products					
9	Point of Purchase Advertising					
10	Attractive Packaging					
11	Brand name					



Please indicate the extent to which you agree or disagree with the following Statements (Totally Agree='1' Agree='2' Disagree='3' totally Disagree='4' do not have an opinion='5'):

Sl. No.	Statements	1	2	3	4	5
1	I would pay more to buy product/service from a socially responsible company than for a cheaper product/service from not so responsible company					
2	I consider the ethical reputation of businesses when I shop					
3	I avoid buying products from companies that have engaged in immoral actions					
4	I intend to become a future customer of company which is socially responsible					
5	I would recommend to relatives and friends to buy from a company which is socially responsible					
6	I am very committed to company which is socially responsible					

Thank you for your valuable time