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**ANNEXURE A**

**SMALL B BUSINESS SOCIAL RESPONSIBILITY**

**QUESTIONNAIRE**

Interviewer instructions

Phone the number on the list provided and ask to speak to the owner/manager and say the following to him/her

Good day, Sir/Madam. My name is ... (state your name). I represent Mr Dennis Dzansi who is a Doctorate student at the University of Pretoria and is currently collecting data for his thesis. May I please make an appointment for an interview with you?

Date of interview: \_\_\_\_\_

Time of interview: \_\_\_\_\_

Physical address: \_\_\_\_\_

**INTRODUCTION AT THE START OF THE INTERVIEW**

Good day, Sir/Madam. My name is ... (state your name). I represent Mr Dennis Yao Dzansi who is a Doctorate student at the University of Pretoria and is currently collecting data for his thesis. The topic for his thesis is: **Small business social responsibility in rural communities**

May I please use a few minutes of your time to ask you some questions? The interview should take about **30 minutes**. I wish to assure you that information from this interview will be treated with the outmost confidentiality and will be used for research purpose only.

|                                      |  |
|--------------------------------------|--|
| Company name                         |  |
| Responsible person (Respondent name) |  |
| Designation                          |  |
| Telephone number                     |  |
| Physical location                    |  |

University of Pretoria etd – Dzansi, D Y

| RESPONDENT NUMBER   |                   |          |         |       |                |
|---|-------------------|----------|---------|-------|----------------|
| Indicate the degree to which you agree or disagree with the following statements about your company/organisation  |                   |          |         |       |                |
|   | Strongly disagree | Disagree | Neither | Agree | Strongly agree |
| 1. The company tolerates all religions, races and orientations of its employees   | 1                 | 2        | 3       | 4     | 5              |
| 2. The company provides its workers with regular training   | 1                 | 2        | 3       | 4     | 5              |
| 3. The company provides paid maternity leave  | 1                 | 2        | 3       | 4     | 5              |
| 4. The company provides paid family sickness and bereavement leave to its employees   | 1                 | 2        | 3       | 4     | 5              |
| 5. Employees are free to decide how much overtime they want to do   | 1                 | 2        | 3       | 4     | 5              |
| 6. My company prohibits child labour  | 1                 | 2        | 3       | 4     | 5              |
| 7. My company views customer complaints as an opportunity to improve service rather than as a problem that is taking valuable time  | 1                 | 2        | 3       | 4     | 5              |
| 8. When my company does not have the product/service it is not my problem to suggest alternatives or options to the customer  | 1                 | 2        | 3       | 4     | 5              |
| 9. I sometimes lose my patience with customers whose complaints I consider wrong.   | 1                 | 2        | 3       | 4     | 5              |
| 10. Customer satisfaction is more important than finance and human resource issues.   | 1                 | 2        | 3       | 4     | 5              |
| 11. The company is committed to fair trading practices  | 1                 | 2        | 3       | 4     | 5              |
| 12. The company cannot be concerned with vulnerable groups such as children because it is not a priority customer   | 1                 | 2        | 3       | 4     | 5              |
| 13. The company always and clearly explains to the customer the way the product works   | 1                 | 2        | 3       | 4     | 5              |
| 14. The company sells only products that are clearly labelled   | 1                 | 2        | 3       | 4     | 5              |
| 15. Community issues like (bursaries, Sports & youth organisations, disaster relief etc) are very important to my company   | 1                 | 2        | 3       | 4     | 5              |
| 16. My company gives first preference to local employment   | 1                 | 2        | 3       | 4     | 5              |
| 17. Workers are allowed to use company time for community issues  | 1                 | 2        | 3       | 4     | 5              |
| 18. The company responds promptly to customer complaints  | 1                 | 2        | 3       | 4     | 5              |
| 19. (The concept of business social responsibility) - that is the idea that businesses need to look beyond profit motive and also contribute towards community causes such as disaster relief, sponsorships, etc. as well as taking extra care of its employees and customers is well known to me | 1                 | 2        | 3       | 4     | 5              |
| 20. Businesses irrespective of size indeed have a responsibility to contribute to the above named social causes in 19.  | 1                 | 2        | 3       | 4     | 5              |
| 21. Business irrespective of size stands to benefit from contributing towards the above social causes mentioned in 19   | 1                 | 2        | 3       | 4     | 5              |
| Indicate the degree to which you agree or disagree with the statement that a company that engages in socially responsible activities mentioned in question 19 above are more likely to derive the following benefits  |                   |          |         |       |                |

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|   |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
|---|---------------------|------------------------------------|-----------------------------|------------------------|------------------------|------------------------|--|---------|----------|-----------|----------------|
|   | Strongly disagree   | Disagree                           | Neither                     | Agree                  | Strongly agree         |                        |  |         |          |           |                |
| 22. Enhanced company image  | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| 23. Increased sales   | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| 24. Greater worker productivity   | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| 25. Keeps operating costs down due to lower (legal costs and penalties)   | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| 26. Increased level of customer loyalty   | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| 27. Increased level of customer loyalty   | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| Indicate the degree to which you agree or disagree with regard to your company's general performance over the last three years  |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
|   | Strongly disagree   | Disagree                           | Neither                     | Agree                  | Strongly agree         |                        |  |         |          |           |                |
| 28. Employee attendance has improved  | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| 29. Sales has been growing  | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| 30. Overall financial performance has been improving  | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| 31. Increasing number of loyal customers  | 1                   | 2                                  | 3                           | 4                      | 5                      |                        |  |         |          |           |                |
| 32. What type of business are you engaged in?   |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
| Commercial farming<br>1   | Health/Medical<br>2 | Hospitality-restaurant hotels<br>3 | Mining<br>4                 | Retail<br>5            | Transport<br>6         | Education<br>7         | Other (specify)<br>.....<br>.....<br>8 |         |          |           |                |
| 33. Please indicate your gender   |                     |                                    | Male (1)                    |                        | Female (2)             |                        |  |         |          |           |                |
| 34. Please indicate your age in years   |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
| 35. Please state your highest educational level   |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
| No formal education<br>1  | Primary<br>2        | Secondary (grade 7 - 9)<br>3       | Matric (grade 10 - 12)<br>4 | Post matric<br>5       | Post graduate<br>6     |                        |  |         |          |           |                |
| 36. Indicate the number of years your business has been in operation  |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
| 37. Indicate your First/home language   |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
| Afrikaner<br>1  | English<br>2        | Black RSA<br>3                     | Indian<br>4                 | Chinese<br>5           | Portuguese<br>6        | Other African<br>7     | Other Asian<br>8                       |         |          |           |                |
| 38. Please think about your company's sales over the past three to five years and indicate the <b>average</b> per year sales growth over the last three to five years.              |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
| Decreasing (1-20%)<br>1   | No change 0%<br>2   | Increasing 1-10%<br>3              | Increasing 11-20%<br>4      | Increasing 21-30%<br>5 | Increasing 31-40%<br>6 | Increasing 41-50%<br>7 | Increasing Over 50%<br>8               |         |          |           |                |
| 39. Please think about your company's gross profit level over the past three to five years and indicate the <b>average</b> per year profit level over the last three to five years. |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
| Decreasing (1-20%)<br>1   | No change 0%<br>2   | Increasing 1-10%<br>3              | Increasing 11-20%<br>4      | Increasing 21-30%<br>5 | Increasing 31-40%<br>6 | Increasing 41-50%<br>7 | Increasing Over 50%<br>8               |         |          |           |                |
| 40. Besides the owner/manager how many people does your company employ on full-time basis?  |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
| 41. Finally could you please use the table below to estimate in monetary terms the percentage of pre-tax profit that your company spends annually on social causes?                 |                     |                                    |                             |                        |                        |                        |  |         |          |           |                |
| Less than 1%<br>1   | 1%<br>2             | 2%<br>3                            | 3%<br>4                     | 4%<br>5                | 5%<br>6                | 6%<br>7                | 7%<br>8                                | 8%<br>9 | 9%<br>10 | 10%<br>11 | Over 10%<br>12 |

**THANK YOU!**