8 Appendix

8.1 Questionnaire

1. Select your gender
   - Male
   - Female
   - Prefer not to say

2. Select the age group from the below categories
   - 18-24 years
   - 25-29 years
   - 30-34 years
   - More than 35 years

3. Are you aware of the CSR initiatives taken by Zara to build brand trust among loyal customers?
   - Yes
   - No
   - Not sure

4. To what extent you have knowledge of CSR activities of Zara towards society and the environment?
   - A safe working environment for employees
   - Use of environment-friendly fabrics
   - Reducing the pollution
   - Recycling of products

5. Do you find the activities of Zara is able to influence your brand trust?
   - Strongly agree
   - Agree
   - No idea
   - Disagree
   - Strongly disagree

6. What is the main component of CSR that must be present while building brand trust and loyalty among customers?
   - Transparency
   - Openness

- Accountability
- Competitiveness
- All the above

7. How Zara can get an advantage in terms of building brand trust by practicing different CSR activities?
   - Long-term customer engagement
   - Brand differentiation
   - Cutting cost
   - Bringing innovation

8. How CSR activities contribute to achieving the goal of building brand trust among the customers of Zara?
   - By improving public image
   - By increasing profit margin
   - By improving organization's dynamics
   - By increasing the attractiveness of customers

9. How does Zara can build successful CSR campaigns for its brand to ensure that it will be customer-centric and highly connected to consumers?
   - Building for sustainability
   - Supporting community education
   - Creating awareness on personal causes
   - Promoting social causes through social media platforms

10. What would you like to recommend to Zara on including or modifying current CSR activities to achieve the objective of improving brand trust?
    - Collaborating with non-profit organizations to promote brand
    - Changing to complete ethical manufacturing
    - Encourage to donate old clothes
    - Encouraging credit card donations