

BARUCH COLLEGE - CUNY

SURVEY OF CONSUMER COMPLAINT BEHAVIOR

Section A

For each of the following statements please indicate whether you agree or disagree by circling the number from 1 (strongly disagree) to 7 (strongly agree). There is no right or wrong answer for each question. Your honest opinion is most appreciated.

When I am dissatisfied with a purchase:

	Strongly Disagree							Strongly Agree		
1. I do nothing because it is not worth doing anything.	1	2	3	4	5	6	7			
2. I switch to another product.	1	2	3	4	5	6	7			
3. I return the defective product.	1	2	3	4	5	6	7			
4. I blame the retailer for the defective product.	1	2	3	4	5	6	7			
5. I do nothing because I do not know what to do.	1	2	3	4	5	6	7			
6. I complain to the store manager, salesperson, or company.	1	2	3	4	5	6	7			
7. I write a letter to the retailer.	1	2	3	4	5	6	7			
8. I complain verbally to the retailer.	1	2	3	4	5	6	7			
9. I blame the manufacturer for the defective product.	1	2	3	4	5	6	7			
10. I switch to another retailer.	1	2	3	4	5	6	7			
11. I exchange the defective product.	1	2	3	4	5	6	7			
12. I complain to friends, family or relatives.	1	2	3	4	5	6	7			
13. I decide not to purchase the product or service again.	1	2	3	4	5	6	7			
14. I call or go to the nearest Consumer Protection Agency.	1	2	3	4	5	6	7			
15. I blame the government for the defective product.	1	2	3	4	5	6	7			
16. I stop shopping at the store.	1	2	3	4	5	6	7			
17. I contact the Better Business Bureau right away.	1	2	3	4	5	6	7			

6. How satisfied were you with the outcomes of your complaints?

N/A	Unsatisfied			Moderate			Satisfied		
0	1	2	3	4	5	6	7	8	9

7. Do you ask for the opinions of others before filing a complaint?

N/A	Never			Sometimes			Always		
0	1	2	3	4	5	6	7	8	9

Section C

For each of the following statements, please indicate whether you agree or disagree by circling the number from 1 (strongly disagree) to 7 (strongly agree). There is no right or wrong answer for each question. Your honest opinion is most appreciated.

	Strongly Disagree							Strongly Agree
1. Most stores are willing to resolve reasonable complaints.	1	2	3	4	5	6	7	
2. I often find it embarrassing to return or exchange a defective product.	1	2	3	4	5	6	7	
3. Many stores talk about customer satisfaction but they do not stand behind their words.	1	2	3	4	5	6	7	
4. When a consumer returns an unsatisfactory product or service, he/she usually has to go through a lot of annoying paperwork.	1	2	3	4	5	6	7	
5. Making a complaint about a defective product or service usually takes a lot of time.	1	2	3	4	5	6	7	
6. People have a responsibility to society to report unsatisfactory products or services.	1	2	3	4	5	6	7	
7. It bothers me if I do not complain when I am dissatisfied with a product or service.	1	2	3	4	5	6	7	
8. Store employees are often quite unpleasant to consumers when they return or complain about an unsatisfactory product or service.	1	2	3	4	5	6	7	

N/A
9

Section D

1a) Which ethnic group would you most closely identify yourself with?

- | | |
|---|--|
| <input type="checkbox"/> Irish | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> Italian | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Greek | <input type="checkbox"/> Japanese |
| <input type="checkbox"/> Hispanic | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Turkish | <input type="checkbox"/> Black |
| <input type="checkbox"/> German | <input type="checkbox"/> Indian |
| <input type="checkbox"/> Jewish | <input type="checkbox"/> Russian |
| <input type="checkbox"/> None | |
| <input type="checkbox"/> Other (please specify) _____ | |

b) How strong is your identification with this ethnic group?

Not At All	Very Weak			Moderate			Very Strong
0	1	2	3	4	5	6	7

c) How often do you interact with people of your own ethnic background?

Not At All	Very Infrequently			Moderately			Very Frequently
0	1	2	3	4	5	6	7

2. Which of the following categories do you belong to?

- 1st Generation (first immigrant in your family)
- 1.5 Generation (immigrated with parents)
- 2nd Generation (born here under immigrant parents)
- All others (non-immigrant)
- Foreign Student

3a) Which of the following religions are you affiliated to?

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> Protestant | <input type="checkbox"/> Catholic |
| <input type="checkbox"/> Muslim | <input type="checkbox"/> Jewish |
| <input type="checkbox"/> Hindu | <input type="checkbox"/> Buddhist |
| <input type="checkbox"/> Other (please specify) _____ | |

b) How strong is your attachment to this religious affiliation?

Not At All	Very Weak			Moderate			Very Strong
0	1	2	3	4	5	6	7

4a) Other t

- I
- I

Language

* S

is

b) Do you

Never

1

c) If availa

Not
Availabl

0

d) If availa

Not
Availabl

0

e) If availa

Not
Availabl

0

f) If availa

language

Not
Availabl

0

4a) Other than English, what other languages are you fluent in?

- If none, skip to Question 5.
- If yes, specify in the blanks below:

Language	As a mother-tongue.	As a foreign language.
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>

* Sections 4.b) to 4.f) should only be answered by those respondents whose mother-tongue language is not English. Otherwise, skip to question 5.

b) Do you speak mainly in your own language when you are with your family?

Never	Sometimes			Always		
1	2	3	4	5	6	7

c) If available in your area, do you watch the T.V. stations that are in your own language?

Not Available	Very Infrequently		Sometimes			Very Frequently	
0	1	2	3	4	5	6	7

d) If available in your area, do you listen to the radio stations in your own language?

Not Available	Very Infrequently		Sometimes			Very Frequently	
0	1	2	3	4	5	6	7

e) If available in your area, do you read newspapers/magazines that are in your own language?

Not Available	Very Infrequently		Sometimes			Very Frequently	
0	1	2	3	4	5	6	7

f) If available in your area, do you shop where the salesperson communicates with you in your own language?

Not Available	Very Infrequently		Sometimes			Very Frequently	
0	1	2	3	4	5	6	7

5. Please indicate how many hours you spend each week on average carrying out the following activities:

Hours/week

Watching T.V. _____

Listening to the radio _____

Reading the newspaper _____

Reading the magazine _____

6. How many of your friends are of the same ethnic background as you?

None	Very Few		Several			Most	
0	1	2	3	4	5	6	7

SECTION E

The information collected in this last section will be used solely to help classify you along with the other people responding to this study. You will not be individually identified in any way.

1. Are you: Male Female

2. What is your age? _____ years old.

3. How many years of education have you completed? _____ years

4. What is your marital status?

Single Married
 Separated/Divorced Widowed

5. What is your household income? \$ _____

6. Which occupational group would you be classified in?

Unemployed Executive
 Blue collar Professional
 White collar clerical Student
 Managerial Other

7. How many people presently live in your household? _____

Thank you very much for your cooperation.