Research Questionnaire

Improving Customer Satisfaction in the age of Digital Transformation: A Nigerian Retail Clothing Industry's perspective of Customer Feedback and CRM

Dear Participant

I invite you to take part in a survey being conducted in partial fulfilment of the requirements of a Master's degree in Digital Marketing and seek your views on how retail clothing companies can use customer feedback and Customer Relations Management (CRM) strategies to enhance customer satisfaction in the age of digital transformation in Nigeria.

While you will not experience any direct benefits from participation, this study holds significant implications for retail clothing businesses, policymakers, industry stakeholders, and academia. The findings and recommendations derived from this study are expected to inform strategic decision-making, guide policy formulation, and drive practical interventions aimed at improving customer satisfaction, fostering customer loyalty, and ensuring sustainable business growth in the digital era.

Participation in this survey is highly valued but voluntary. You are free to withdraw consent at any time. We will protect your anonymity and the confidentiality of your response to the fullest possible extent within the limits of the law.

Please note that your response is private and confidential. Individual respondents will not be identified in any data or reports and survey responses will not be linked with enrolment records. The survey should take about 10 minutes to complete.

By completing and submitting this survey, you are indicating your consent to participate in the study. Your participation is appreciated.

If you have any questions about this survey or would like further information, please contact me for further information

Thank you for considering your involvement in this survey.

Yours sincerely
Anita Ukpabi
Munich University
Department of Marketing
Email: anita@gmail.com

SECTION ONE: DEMOGRAPHIC PROFILE

Kindly complete this section by indicating one choice in each of the provided boxes.

1. Gender	
☐ Male	☐ Female
2. Age group	
☐ 18-22 years	☐ 23-27 years
☐ 28-32 years	☐ 33-37 years
☐ 38 years and above	
3. Marital status	
☐ Single	☐ Married
☐ Divorced	☐ Rural
4. Academic level	
☐ Below 1 year	☐ Diploma
☐ Bachelor's	☐ Masters
☐ PhD	☐ Other
5. Please indicate the customer feedback channel you sign on to lodge complaints:	
☐ Complain and suggestion box	☐ Direct customer service
☐ Mobile apps and website	☐ Calls and texts
☐ Other	
6. How long have you been shopping with your retail clothing shop?	
☐ Below 1 year	☐ 1–3years
☐ 4–5 years	☐ Over 5 years
7. How many suggestions or complaints you have made so far to a supermarket?	
☐ None	☐ 1–10
☐ 11–20	☐ 11–20
☐ Over 20	
8. Family income	
☐ Less than $500/month	☐ $500-$1000/month

☐ $1000-$1999/month	☐ $2000-$2999/month
☐ $3000-$4999/month	☐ More than $5000/month
9. Occupational Status (write below)	

SECTION TWO: CUSTOMER FEEDBACK

This questionnaire is designed to collect data on digital leadership, AI integration, social cyberloafing, and sustainable innovation in SMEs. All items are measured on a 5-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree).

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

	Digital Leadership	1	2	3	4	5
10	My supervisor encourages the use of digital tools to improve work processes.					
11	My supervisor demonstrates competence in digital technologies.					
12	My supervisor promotes the ethical use of technology.					
13	My supervisor motivates employees to embrace digital transformation.					
14	My supervisor supports continuous learning in digital skills.					
15	My supervisor provides resources for adopting new digital tools.					
16	My supervisor communicates a clear vision for digital adoption.					
17	My supervisor empowers employees to experiment with digital solutions.					
18	My supervisor ensures that digital tools align with organizational goals.					
19	My supervisor provides feedback on digital tool usage.					
20	My supervisor addresses employee concerns about digitalization.					
21	My supervisor integrates sustainability considerations in digital initiatives.					

SECTION THREE: CUSTOMER RELATIONS MANAGEMENT EXPERIENCE

This section contains statements that examine 21 Customer Relations Management aspects or activities of the retail shop measured on a scale of 1(Strongly disagree) to 5(Strongly agree). Please kindly indicate your responses by ticking one box for each question.

	Customer Feedback	1	2	3	4	5
10	Our organization uses AI systems to automate routine tasks. 14. AI2: 15. AI3: 16. AI4: 17. AI5: 18. AI6: 19. AI7: 20. AI8: 21. AI9: AI applications are embedded in workflow management. 22. AI10: AI is used for sustainability-related initiatives (e.g., reducing waste). 23. AI11: AI tools improve collaboration across departments. 24. AI12: Our organization continuously invests in AI systems.					
11	We use AI-based analytics to support decision-making.					
12	AI is integrated into our customer engagement processes.					
13	AI supports operational efficiency improvements.					
14	AI helps reduce errors in routine business operations.					
15	Our organization uses AI tools for demand forecasting.					
16	AI enables customization of products or services.					
17						
18						
19						
20						
21						

	Customer Relations Management	Yes	No
21	Social Cyberloafing (9 items; Andreassen et al., 2014; Wu et al., 2020)		

	25. SC1: I occasionally browse social media during work hours to stay connected with friends or family. 26. SC2: I chat with colleagues online during breaks. 27. SC3: I watch short videos online to relax during work hours. 28. SC4: I check personal emails during office hours. 29. SC5: I use instant messaging apps for personal conversations while at work. 30. SC6: I occasionally read online news for personal interest during work hours. 31. SC7: I spend a short time on entertainment websites during work hours. 32. SC8: I take micro-breaks online to manage stress at work. 33. SC9: I use the internet to maintain personal relationships during work hours.		
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SECTION FOUR: EXPERIENCED CUSTOMER SATISFACTION

This questionnaire is designed to collect data on digital leadership, AI integration, social cyberloafing, and sustainable innovation in SMEs. All items are measured on a 5-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree).

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

	SERVQUAL measure of Customer Satisfaction	1	2	3	4	5
	Process					
42	34. SI1: Our company improves operational efficiency while reducing environmental impact. () 35. SI2: Our company redesigns processes to conserve resources. (Process) 36. SI3: Our company adopts cleaner production methods. (Process)					

43						
44						
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	Product/Service					
46	37. SI4: We develop offerings that address social or environmental needs. () 38. SI5: Our company designs products with reduced environmental impact. (Product/Service) 39. SI6: Our services integrate sustainability principles. (Product/Service) 40. SI7: Our company invests in environmentally friendly product innovations. (Product/Service) 41. SI8: We introduce services that promote social inclusion. (Product/Service)					
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	Responsiveness					
51	They shouldn't be expected to tell customers exactly when services should be performed.					
52	It is not realistic for customers to expect prompt service from employees of these firms.					
53	Their employees don't always have to be willing to help customers.					
54	It is okay if they are too busy to respond to customer requests promptly.					
	Assurance					
55	Our company develops long-term sustainability-oriented strategies. (Strategic) 43. SI10: Our long-term business model integrates sustainability principles. (Strategic) 44. SI11: Sustainability is part of our innovation strategy. (Strategic) 45. SI12: We allocate resources for sustainability-driven innovations. () 46. SI13: Our company pursues radical innovations with sustainability impact. (Strategic) 47. SI14: Sustainability goals are embedded in our corporate mission. (Strategic) 48. SI15: Our company monitors the environmental and social impact of innovations. (Strategic)					
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Thank you for your participation