Cosmetics Questionnaire

Have you ever used face foundation? ( Y/N )

If so, how often?

|  |  |  |
| --- | --- | --- |
| * Daily | * 2-3 times a week | * Once a week |
| * 2-3 times a month | * Once a month | * 2-3 times a year |

What foundation brand are you using? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you alternate the foundation brands that you are using? If so, explain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How often do you buy cosmetic products?

|  |  |
| --- | --- |
| * Never | * Rarely |
| * Frequently | * Very Frequently |

Which factor influences you the most while choosing your cosmetic brand?

|  |  |  |
| --- | --- | --- |
| * Peer Group | * Workplace | * Family |
| * Advertisement | * Other | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

What cosmetic image calls to you the most?

|  |  |  |
| --- | --- | --- |
| * Stylish | * Confident | * Groomed |
| * Trendy | * Not Sure | * Professional |

Do you collect information before purchasing cosmetic products?

|  |  |
| --- | --- |
| * Always | * Sometimes |
| * Rarely | * Not at all |

Since how long have you been using cosmetic products?

|  |  |
| --- | --- |
| * Less than 1 year | * 1-3 years |
| * Above 3 years | * Not sure |

What is your purpose for using cosmetic products?

|  |  |  |  |
| --- | --- | --- | --- |
| * Facial Care | * Work Requirement | * Look Young | * Self Image |
| * Medical Purpose | * Being Fashionable | * Lifestyle | * Other |

Are you willing to pay more for cosmetic products if it consists completely of natural ingredients?

|  |  |  |
| --- | --- | --- |
| * Yes | * No | * Maybe |

Do you believe that more expensive products guarantee better results?

|  |  |  |
| --- | --- | --- |
| * Yes | * No | * Maybe |

How much do you believe in the promised effects of beauty products?

|  |  |  |
| --- | --- | --- |
| * Very much | * Fairly much | * To some extent |
| * Fairly little | * Very little |  |

Do you recommend cosmetic brand based on your past experience?

|  |  |  |
| --- | --- | --- |
| * Yes | * No | * Maybe |