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
 |