

## Appendix A Questionnaire

Dear Madam, dear Sir,

This questionnaire is created for the purposes of processing the diploma thesis at the Czech University of Life Sciences Prague. It is intended only for women permanently living in Prague. If you do not belong to this group, please do not fill in the questionnaire.

The theme of my diploma thesis is Behavioral economics. I want to access the view of women on the beauty services and explore their behavior on this market. I believe that a good knowledge of customer behavior and needs will help companies improve their services.

I am happy to get feedback – your recommendation in relation to the questionnaire and its structure. You can find a place to express your opinions at the end of this form. Thank you in advance for your time and I wish you much success.

Regards,

Bc. Dauriya Shapikhanova

### 1. Which beauty services do you use? How often? (mark with a cross):

	<i>Never</i>	<i>Unsystematically</i>	<i>Systematically</i>
Manicure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedicure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hairdresser's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facial skincare treatments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eyelash treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eyebrow shaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Massages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Prices of the beauty services

2. What amount do you usually spend for one treatment within the provision of these services (in CZK). If you do not use the service, leave the box blank.

	<i>Average price for 1 treatment, CZK</i>
Manicure	..... CZK
Pedicure	..... CZK
Hairdresser's	..... CZK
Facial skincare treatments	..... CZK
EYELASH TREATMENT	..... CZK
EYEBROW SHAPING	..... CZK
MASSAGES	..... CZK

3. Please indicate how much you are willing to spend for 1 given service (maximum) if you are convinced of the very high quality and professionalism of the service provider (manicurists / hairdressers / beauticians...):

	<i>Maximum price for 1 treatment, CZK</i>
Manicure	max..... CZK
Pedicure	max..... CZK
Hairdresser's	max..... CZK
Facial skincare treatments	max..... CZK
Eyelash treatment	max..... CZK
Eyebrow shaping	max..... CZK
Massages	max..... CZK

4. Please indicate how much you are willing to spend for 1 given service (maximum) if the services are highly recommended by a friend

	<i>Maximum price for 1 treatment, CZK</i>
Manicure	max..... CZK
Pedicure	max..... CZK
Hairdresser's	max..... CZK
Facial skincare treatments	max..... CZK
Eyelash treatment	max..... CZK
Eyebrow shaping	max..... CZK
Massages	max..... CZK

5. Please indicate how much you are willing to spend for 1 given service (**maximum**) if the services are **highly recommended by a famous person** (eg a positive mention of an actress you like on a social network)

	<i>Maximum price for 1 treatment, CZK</i>
Manicure	max..... CZK
Pedicure	max..... CZK
Hairdresser's	max..... CZK
Facial skincare treatments	max..... CZK
Eyelash treatment	max..... CZK
Eyebrow shaping	max..... CZK
Massages	max..... CZK

6. Please indicate how much you are willing to spend for 1 given service (**maximum**) if the services are provided in a **new salon**, which does not yet have many reviews and ratings, but the **salon looks very nice** and is **close to your home**

	<i>Maximum price for 1 treatment, CZK</i>
Manicure	max..... CZK
Pedicure	max..... CZK
Hairdresser's	max..... CZK
Facial skincare treatments	max..... CZK
Eyelash treatment	max..... CZK
Eyebrow shaping	max..... CZK
Massages	max..... CZK

7. Please indicate how much you are willing to spend for 1 given service (**maximum**) if the services have a **limited time discount of 15%**

	<i>Maximum price for 1 treatment, CZK</i>
Manicure	max..... CZK
Pedicure	max..... CZK
Hairdresser's	max..... CZK
Facial skincare treatments	max..... CZK
Eyelash treatment	max..... CZK
Eyebrow shaping	max..... CZK
Massages	max..... CZK

**8. Please indicate how much you are willing to spend for 1 given service (maximum) if the services have a limited time discount of 30%**

	<i>Maximum price for 1 treatment, CZK</i>
Manicure	max..... CZK
Pedicure	max..... CZK
Hairdresser's	max..... CZK
Facial skincare treatments	max..... CZK
Eyelash treatment	max..... CZK
Eyebrow shaping	max..... CZK
Massages	max..... CZK

**Opinions on discounts and special offers of beauty services**

*1. You have a choice of three types of services, which variant would you probably choose?*

- a) Manicure with nail polish OPI + nourishing care
- b) Manicure with nail polish LUXIO + nourishing care
- c) Manicure with nail polish LUXIO

*1. Please rate how attractive the following offer is for you:*

"Manicure + pedicure services for only 1199 CZK"

*Scale from 1 to 10: not entirely attractive --- very attractive*

*2. Please rate how attractive the following offer is for you:*

"Manicure + pedicure services for 1199 CZK. Free wine / cocktail! "

*Scale from 1 to 10: not entirely attractive --- very attractive*

*3. Please rate how attractive the following offer is for you:*

"Manicure services for 700 CZK + pedicure for only 499 CZK!"

*Scale from 1 to 10: not entirely attractive --- very attractive*

**4. Imagine that you spend 1000 CZK for one visit to the salon. Evaluate how attractive the following offer of this salon is for you?**

a) Discount card for 5 salon visits: 5% discount on each subsequent visit

*Scale from 1 to 10: not entirely attractive --- very attractive*

b) You have a 50% discount for every 5th visit

*Scale from 1 to 10: not entirely attractive --- very attractive*

c) You have a discount of CZK 500 for every 5th visit

*Scale from 1 to 10: not entirely attractive --- very attractive*

### **Opinions on the impacts of COVID**

Have you reduced your consumption of beauty services due to the COVID epidemic this year?

I consume services to the same extent as before the epidemic

*---- Scale from 1 to 10 ----*

I significantly reduced consumption

The reduction in the consumption of beauty services due to the COVID epidemic was in your case caused by:

voluntary reduction of consumption ("stay home")

*---- Scale from 1 to 10 ----*

forced reduction of consumption (due to the closure of beauty salons)

The reduction in the consumption of beauty services due to the COVID epidemic was in your case caused by:

forced reduction of consumption (due to the closure of beauty salons)

---- *Scale from 1 to 10* ----

the need to save money, falling incomes

### **Identification questions**

Your age:

- a) Less than 18 years
- b) 19-25 years
- c) 26-35 years
- d) 36-45 years
- e) 46-55 years
- f) More than 55 years

You are:

- a) Student
- b) Employer
- c) Businessman
- d) Unemployed person
- e) On maternity leave
- f) Pensioner

Your average monthly income:

- a) Less than 18,000 CZK
- b) 18,000-25,000 CZK

- c) 25.000-35.000 CZK
- d) 35.000-45.000 CZK
- e) 45.000-55.000 CZK
- f) More then 55.000 CZK

A place to express your feedback and make recommendations:

Source: Author, 2020