

## 8. Appendices

[https://docs.google.com/forms/d/e/1FAIpQLSeNtBh3uXhgk6ORnWC26WhPp-apu7WYScX1P3LaeQVMPCGsPQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSeNtBh3uXhgk6ORnWC26WhPp-apu7WYScX1P3LaeQVMPCGsPQ/viewform?usp=sf_link)

### **SURVEY QUESTIONNAIRE:**

#### **1. AGE:**

- Less than 18 years
- 19 – 25 years
- 26 – 35 years
- 36 – 40 years
- Above 40 years

#### **2. GENDER:**

Male

Female

#### **3. MARITAL STATUS**

Single

Married

#### **4. WORK STATUS**

Student

Self-employed

Employee

Retired

Unemployed

#### **5. MONTHLY HOUSEHOLD INCOME**

Below 25,000

25,000 – 45,000

45,001 – 65,000

65,001 – 85,000

Above 85,000

**6. How often do you buy L'Oréal products?**

Once every month

Twice every month

Others (specify): .....

**7. Which of the following product categories are you interested in?**

Haircare

Skincare

Make-up

Fragrances

**8. Which of the following influence(s) your buying decision towards L'Oréal products?**

Self

Family

Friends

Advertisements

Celebrity lifestyle

**9. I usually care a lot about getting products from the particular brand I wish to buy**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**10. I am willing to make extra effort to L'Oréal products**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**11. I am fine with using a substitute brand to L'Oréal**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**12. I derive a lot of interest in L'Oréal products and will readily share product information with others**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**13. People see me as a good source of information on cosmetic products**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**14. I am always eager to recommend L'Oréal products to others**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**15. The colour and design of the packaging of L'Oréal products motivate me to buy**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**16. I like the packaging innovation of L'Oréal**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**17. I believe L'Oréal products are moderately priced**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**18. I look for sales promotion to buy L'Oréal products at relatively lower prices**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**19. I consider my economic/financial situation when buying cosmetic products**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**20. I am satisfied with the quality of L'Oréal products**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**21. I find L'Oréal's products very safe to use**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

**22. I am to pay any price for the quality reflected on L'Oréal products**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree