

Appendix

Survey

General questions

1. Gender (choose only one answer)
 - 1.1. Male
 - 1.2. Female
2. Age (choose only one answer)
 - 2.1. 18-25
 - 2.2. 26-35
 - 2.3. 36-45
 - 2.4. 46-55
 - 2.5. 56-65
 - 2.6. 66-75
 - 2.7. 76+
3. How much are you willing to pay for the perfume (choose only one answer)?
 - 3.1. Less than 10 USD
 - 3.2. 10-50 USD
 - 3.3. 50-100 USD
 - 3.4. 100-200 USD
 - 3.5. 200-300 USD
 - 3.6. More than 300 USD

Questions about perfume purchase

4. Who will use perfume that you normally buy (could be more than one answer)?
 - 4.1. Me
 - 4.2. Partner/wife/husband
 - 4.3. Colleagues
 - 4.4. My parents
 - 4.5. Children
 - 4.6. Others
5. Who make the decision to buy a perfume (could be more than one answer)?
 - 5.1. Me
 - 5.2. Partner/wife/husband
 - 5.3. Colleagues
 - 5.4. My parents
 - 5.5. Children
 - 5.6. Others
6. Which perfume brand do you prefer (could be more than one answer)?
 - 6.1. Armani
 - 6.2. Beyoncé
 - 6.3. Bvlgari
 - 6.4. Calvin Klein
 - 6.5. Candlelight
 - 6.6. Cartier

- 6.7. CHANEL
 - 6.8. Chloé
 - 6.9. Davidoff
 - 6.10. DIOR
 - 6.11. Dolce&Gabbana
 - 6.12. Ferrari
 - 6.13. Givenchy
 - 6.14. Grès
 - 6.15. Gucci
 - 6.16. HERMÈS
 - 6.17. HUGO BOSS
 - 6.18. KENZO
 - 6.19. Lacoste
 - 6.20. Lamborghini
 - 6.21. Lancôme
 - 6.22. L'Occitane
 - 6.23. L'Oréal Paris
 - 6.24. Nina Ricci
 - 6.25. Old Spice
 - 6.26. Paco Rabanne
 - 6.27. Ralph Lauren
 - 6.28. Rimmel
 - 6.29. Tommy Hilfiger
 - 6.30. Valentino
 - 6.31. Versace
 - 6.32. Yves Saint Laurent
7. Arrange the list from the most frequent to the less frequent reason of using perfumes (1-most important, 8 – least important)?
- 7.1. Every day
 - 7.2. When I go to a date
 - 7.3. Just for pleasure
 - 7.4. When I go to work/school/university
 - 7.5. Festivities
 - 7.6. When I go outside
 - 7.7. When I am in the mood
 - 7.8. Other – please indicate
8. Are you loyal to your perfume brand (choose only one answer)?
- 8.1. Yes, strongly
 - 8.2. Yes, but weakly
 - 8.3. A little bit
 - 8.4. Not at all
9. How strongly are you influenced by a famous person/ celebrity promoting a perfume (choose only one answer)?
- 9.1. Very strongly
 - 9.2. Weakly
 - 9.3. Not at all

Purchasing perfume online

10. Have your shopping habits changed (in general) after the COVID outbreak (choose only one answer)?
 - 10.1. Yes, strongly
 - 10.2. Yes, but weakly
 - 10.3. A little bit
 - 10.4. Not at all
11. Have your shopping habits, relating to perfume, been affected, after the COVID outbreak (choose only one answer)?
 - 11.1. Yes, strongly
 - 11.2. Yes, but weakly
 - 11.3. A little bit
 - 11.4. Not at all
12. Did you start buying perfume products after the COVID outbreak (choose only one answer)?
 - 12.1. Yes
 - 12.2. No
 - 12.3. I am not sure
13. Do you generally buy perfumes online (choose only one answer)?
 - 13.1. Yes
 - 13.2. No
14. What will influence you to buy a perfume on internet (could be more than one answer)?
 - 14.1. Well-known person
 - 14.2. Suggestion from my partner/wife/husband
 - 14.3. Suggestion from my friend/colleague
 - 14.4. COVID-19
 - 14.5. When buying a perfume used before/a known fragrance
 - 14.6. Cheap price
 - 14.7. Nothing, I will not buy products online
 - 14.8. Other
15. On the contrary, what may discourage you from buying perfume online (could be more than one answer)?
 - 15.1. Missing experience buying perfume online
 - 15.2. Need to test physically the fragrance
 - 15.3. Low quality of photos
 - 15.4. Need to have a contact with a sales person
 - 15.5. Missing references on this e-shop
 - 15.6. Other
16. Which type of internet advertising could affect you, in terms of purchasing perfume online (could be more than one answer)?
 - 16.1. PPC in social networks
 - 16.2. PPC in search engine (Google, Seznam...)
 - 16.3. Email
 - 16.4. Banner
 - 16.5. Blogger suggestion
 - 16.6. Video

- 16.7. Other
17. Do you think that perfumes can be sold only online (choose only one answer)?
- 17.1. Yes
- 17.2. No
- 17.3. I am not sure