# Questionnaire

was originally prepared for the U.S. market where the sample of respondents were the women from 18 to 30.

Your tasks:

- 1. Formulate possible problems when translating this questionnaire to your own language
- 2. Are there any possible differences when collecting the data in your country?
- 3. Are there some information/data in the questionnaire which have no or different meaning or no importance in your country?

Hello, I'm.....of The Wharton School, University of Pennsylvania. We' re conducting a survey on women's attitudes and opinions about hair care products.

1. On the average, how often do you shampoo your hair at home? More than twice a week

WIDIC	unan	twice	awe	JK
Once	or tw	vice a	week	

Once of twice a week	
Once or twice every two weeks	
Once or twice every three weeks	
Less than twice a month	

IF LESS THAN TWICE A MONTH, TERMINATE

2. What is your age? (IUNDER 18 OR OVER 30 TERMINATE)

Part A

First I'm going to show you a set of 16 cards. Each card contains the name of a benefit that a hair shampoo might prove. (PLACE A SET OF WHITE CARDS ON THE TABLE IN FRONT OF RESPONDENT). Please take a few moments to look over these benefits. (ALLOW TIME FOR RESPONDENT TO STUDY THE CARDS.)

Now, thinking about various brands of hair shampoo that you have tried or heard about, pick out those benefits that you think are most likely to be found in almost any hair shampoo that one could buy today. (RECORD CARD

NUMBERS IN FIRST COLUMN OF RESPONSE FORM A AND TURN SELLECTED CARDS FACE DOWN.) Next, select all of those remaining benefits that you think are available in at least some hair shampoo – but not necessarily all in a single brand – that's currently on the market. (RECORD CARD NUMBERS IN SECOND COLUMN ON RESPONSE FORMA A. RECORD REMAINING CARD NUMBERS IN THIRD COLUMN. THEN RETURN ALL CARDS TO TABLE.)

Next, imagine that you could make up an ideal type of shampoo – one that might not be available on today's market. Suppose, however, that you were restricted to only four of sixteen benefits shown on the cards in front of you. Which four of the sixteen benefits would you most like to have? (RECORD CARD NUMBERS IN FOURTH COLUMN OF RESPONSE FORM A.)

RESPONSE FORM A			
1	2	3	4
Benefits Most Likely to be	Benefits Available in Some	Remaining Benefits - Card	Four- Benefit Ideal Set -
Found in Almost Any Hair	Shampoo – Card Numbers	Numbers	Card Numbers
Shampoo – Card Numbers	*		

Part B

Now, let's again return to some of the shampoo benefits you have already dealt with. (SELECT WHITE CARD NUMBERS 1 THROUGH 10; PULL OUT CARD 4 AND PLACE IT IN THE FRONT OF RESPONDENT.)

Suppose a shampoo were on the market that primarily stressed this benefit – "Produces Hair that has Body." If you could get a shampoo that made good on this claim, which one of the remaining nine benefits would you most like to have as well? (RECORD NUMBER IN RESPONSE FORM B.) Which next most? (RECORD.) Please continue until all of the 9 benefits have been ranked.

RESPONSE FORM B

(Enter Card Numbers 1 Through 10 Excluding card – 4)			
() Most Like to Have	()	( )	( )
( ) Next Most	( )	( )	( )
( )	( ) Least Most		

#### Part C

Now, I am going to read to you some short phrases about hair. Listen to each phrase carefully and then tell me what single words come to mind when you hear each phrase?

(RECORD UP TO THE FIRST THREE "ASSOCIATIVE-TYPE" WORDS THE RESPONDENT SAYS AFTER EACH PHRASE IN RESPONSE FORM C.)

### **RESPONSE FROM C**

a)	Hair that has body	 	
b)	Hair with fullness		
c)	Hair that holds a set		
d)	Bouncy hair		
e)	Hair that's not limp		
f)	Manageable hair	 	
g)	Zesty hair		
h)	Natural hair		

### Part D

At this point I would like to ask you a few questions about your hair. 1. Does your hair have enough body?

- Yes \_\_\_\_\_ No \_
- 2. Do you have any special problems with your hair? Yes No If yes, what types of problems?

3. How would you describe your hair?			
	My hair type is:		
	Dry	Normal	Oily
4.	The texture of my h	air is:	
	Fine	Normal	Coarse
4.	The texture of my h	air is:	,

- Short (to ear lobes) \_\_\_\_\_ Medium (ear lobes to shoulder) \_\_\_\_\_ Long (below shoulder) \_\_\_\_\_ 7. How would you describe the thickness of your hair?
- Thick \_\_\_\_\_ Medium \_\_\_\_\_ Thin \_\_\_\_\_

## Part E

- Now I would ask you a few background questions.
- 1. Are you working (at least twenty hours per week, for compensation)?
- Yes
   No

   2.
   Are you married?
- Yes <u>No</u> 3. What is your level of education? Some high school <u>Completed high school</u> Completed college <u>No</u>

4. (HAND RESPONDENT INCOME CARD.) Which letter on this card comes closest to describing your total annual family income taxes? (CIRCLE APPROPRIATE LETTER.)

A. UNDER 9 000B. 9001 - 15000E. 30000 - 45 000F. 45001 - 60000

000 C. 15001 - 20000 000 G. Over 60000 D.20001 - 30000