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7 | APPENDIXES

Appendix A: Semi-Structured Questionnaire

Men's Fairness Cream Usage & Attitude Study

Dear sir,

I am currently reading for my MBA in Management of Technology at University of Moratuwa. For the partial fulfillment of the programme, I have selected to study about impact of Electronic Word-of-Mouth (EWOM) on purchase intention of Men's fairness cream among Sri Lankan millennials.

This Questionnaire is a part of my research study and would highly appreciate if you could spend a few minutes of your precious time to complete this. (Approximate time to complete the Questionnaire is 15 minutes)

All Information you provided will remain confidential and will be collated with other respondents and solely used for academic purposes. Please note that you need not to be a current user of any fairness cream product.
For any details; warunikajayawardhana@gmail.com

Thank You,
W.S. Jayawardhana
Reading for MBA in MOT 2016
University of Moratuwa

* Required

Respondent Profile

1. **Your Age** *
Mark only one oval.

- ( ) Below 18 years
- ( ) 18 - 25
- ( ) 26 - 30
- ( ) 31 - 35
- ( ) Above 35

2. **Highest Educational Level** *
Mark only one oval.

- ( ) G.C.E. Ordinary Level
- ( ) G.C.E. Advanced Level
- ( ) Diploma / Other Professional Qualification
- ( ) Bachelor's Degree
- ( ) Postgraduate
- ( ) Other: _____

3. **Professional Status** *

Mark only one oval.

- ( ) Unemployed *Stop filling out this form.*
- ( ) Executive or above in Government Sector
- ( ) Executive or above in Private Sector
- ( ) Self Employed
- ( ) Other: _____

4. **Marital Status** *

Mark only one oval.

- ( ) Single
- ( ) Married
- ( ) Divorced / Seperated
- ( ) Widowed
- ( ) Other: _____

5. **Monthly Personal Income** *

Mark only one oval.

- ( ) Less than 30,000 LKR
- ( ) 30,000 - 50,000 LKR
- ( ) 50,001 - 70,000 LKR
- ( ) 70,001 - 90,000 LKR
- ( ) 90,001 - 110,000 LKR
- ( ) 110,001 - 130,000 LKR
- ( ) More than 130,000 LKR
- ( ) Prefer not to say

Grooming Product Usage

6. **Do you use any male grooming items (such as shampoo, conditioner, face wash, facial foams, deodorant, face cream ?** *

Mark only one oval.

- ( ) Yes *Skip to question 7.*
- ( ) No *Skip to question 11.*

7. **Which products are you using?** *
Check all that apply.

- [ ] Specified for Men
- [ ] Specified for Women
- [ ] Unisex
- [ ] Other: _____

8. **Select the products you are currently using.** *
Check all that apply.

- [ ] Shampoo
- [ ] Conditioner
- [ ] Hair Gel / Hair Cream
- [ ] Shaving foam
- [ ] After Shave
- [ ] Fairness Cream / Face Cream
- [ ] Body Lotion
- [ ] Perfumes
- [ ] Deodrants
- [ ] Face wash
- [ ] Face scrub
- [ ] Other: _____

9. **On average how much do you spend per month for your cosmetics?**

_____

10. **Where do you usually buy Cosmetics?**
Check all that apply.

- [ ] Specialized shops for beauty care products
- [ ] Fancy goods stores
- [ ] Supermarkets
- [ ] Pharmacies
- [ ] Retail Outlets
- [ ] Online Shopping sites
- [ ] Other: _____

Online media habits

11. **Do you use any social media networking sites?** *
Mark only one oval.

- ( ) Yes *Skip to question 12.*
- ( ) No *Skip to question 16.*

Social media networking sites

12. **Which social media networking sites you use frequently?** *
Check all that apply.

- [ ] Facebook
- [ ] Twitter
- [ ] YouTube
- [ ] Instagram
- [ ] Printrest
- [ ] Other: _____

13. **How frequently do you visit these social media sites?** *
Mark only one oval per row.

	Several times a day	Once a day	3 - 5 days a week	1 - 2 days a week	Every few weeks	Less Often	NEVER
Facebook	( )	( )	( )	( )	( )	( )	( )
Twitter	( )	( )	( )	( )	( )	( )	( )
YouTube	( )	( )	( )	( )	( )	( )	( )
Instagram	( )	( )	( )	( )	( )	( )	( )
Printrest	( )	( )	( )	( )	( )	( )	( )
Other	( )	( )	( )	( )	( )	( )	( )

Electronic Word of Mouth (EWOM)

14. **How strongly do you agree or disagree with these statements? 1=strongly disagree and 5=strongly agree** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
I often read other consumers' online product reviews to know what products/brands make good impressions on others					
I often read other consumers' online product reviews, to make sure I buy the right product/ brand					
I often consult other consumers' online product reviews to help choose the right product/ brand					
I frequently gather information from online consumers' product reviews before I buy a certain product/brand					
If I don't read consumers' online product reviews when I buy a product/brand, I worry about my decision					

15. **How strongly do you agree or disagree with these statements? 1=strongly disagree and 5=strongly agree** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
When I buy a product/brand, consumers' online product reviews make me confident in purchasing the product/brand					
I actively participate in online discussions, consumer reviews					
I believe online review is a credible information source					
I believe online review is written under responsibility					

Attitude towards Applying Fairness Cream

16. **How strongly do you agree or disagree with these statements? 1=strongly disagree and 5=strongly agree** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
Cosmetic products are exclusively for ladies					
I believe that if men use fairness cream products, they loss of masculinity					
Applying fairness cream is a good idea					
I like to apply skin care products					
I am proud of being labeled as me trosexual(puts more emphasis on appearance and fashion)					
I myself find it exciting and enjoying the pleasures of consumption					

Purchase Intention

17. **How strongly do you agree or disagree with these statements? 1=strongly disagree and 5=strongly agree** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
I always buy if I really like it					
I am interested in using fairness/ face cream					
I would buy fairness/ face cream rather than any other cosmetics available					
I intend to purchase fairness/ face cream in the future					
I feel a sense of thrill when I am buying new cosmetic product					
I feel excited when making a purchase					

Personal Attitude 01

It is not required you to be a current user or ever consumed of men's fairness cream products to respond following statements. Please select which suits best with your idea for each statement. Please select the answer from a scale of 1 to 5 points where 1=strongly disagree and 5=strongly agree.

18. **How strongly do you agree or disagree with these statements?** *
Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
Applying skin care products give me confidence					
Grooming products construct an image that makes me more presentable					
I do not feel it is important to keep up with the latest trends in skin care products					
Involvement with cosmetics are a part of my self-image					
Involvement with cosmetics are boring to me.					
Involvement with cosmetics portray an image of me to others					
Involvement with cosmetics are fun to me.					
Involvement with cosmetics are fascinating me.					
Involvement with cosmetic products are important to me.					

Personal Attitude 02

19. **How strongly do you agree or disagree with these statements?** *
Mark only one oval per row.

	Strongly Disgree	2	3	4	Strongly Agree
I consider about maintaining a youthful appearance					
I prefer to stay young					
I frequently check my appearance in the mirror					
I am very concerned about my ap pearance					
I need to improve my look by applying fairness cream					
I would feel embarrassed if I was around people and didn't look my best					
Good appearance will help to get recognized in society					
Good appearance will help to find a partner					
I would not be where I am today, without looking good					
I'm very alert to changes in men's fashion/trends					

Personal Attitude 03

20. **How strongly do you agree or disagree with these statements?** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
I reflect about my health a lot.					
I'm very self-conscious about my health.					
I'm alert to changes in my health					
I'm usually aware of my health					
I notice how I feel physically as I go through the day.					
A radiant and healthy skin is a reflection of good health					
Fairness cream cover up the symptomatic health conditions (pimples, wrinkles)					
Fairness cream gives solutions to poor skin conditions (oily skin, scars on face)					
Health concerns is a stimulus to purchase fairness / face cream					

Product related Details 01

Following statements are that people consider when they purchase men's fairness cream. How strongly do you agree or disagree with these statements, if you are buying fairness products?1= Strongly Disagree and 5= Strongly Agree

21. **Product Quality** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
Safety of Ingredients					
Freshness					
Clour					
Smell					
Easy to use and carry/lightweight					
Nourishment					
Sun Protection					
Oil control					
Blemish reduction					
Opportunity to pre-test					

Product related Details 02

Following statements are that people consider when they purchase men's fairness cream. How strongly do you agree or disagree with these statements, if you are buying fairness products?1= Strongly Disagree and 5= Strongly Agree

22. **Price** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
Price relevant to its performance					
Price meets my expectations on price					
Goods value for money					
Increases of price not hinder me to purchase					
Prefer to buy at discount prices/ product bundles					
Always choose the product with lowest price					

Product related Details 03

Following statements are that people consider when they purchase men's fairness cream. How strongly do you agree or disagree with these statements, if you are buying fairness products?1= Strongly Disagree and 5= Strongly Agree

23. **Promotion** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
Ads of the brand is attractive					
Ads of the brand persuade me to purchase					
Always Attracted to personal selling, sales promotion					
Attractive Packaging - Pumps/Tubes, identifiable graphics					
Package colors required to consist with gray, black, brown and dark blue					
Iam attracted to ingredient branding (Herbal, Ayurvedic, chemical)					
Highlighting reason to buy (product specification; for pimples, anti wrinckle,fairness)					

Product related Details 04

Following statements are that people consider when they purchase men's fairness cream. How strongly do you agree or disagree with these statements, if you are buying fairness products?1= Strongly Disagree and 5= Strongly Agree

24. **Brand** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
Reputable Brand					
Trustworthy Brand					
Brand name & image attract me to purchase					
I will select Brand regardless of price					
Brand reflects my own personality					

Product related Details 05

Following statements are that people consider when they purchase men's fairness cream. How strongly do you agree or disagree with these statements, if you are buying fairness products?1= Strongly Disagree and 5= Strongly Agree

25. **Place of Distribution** *

Mark only one oval per row.

	Strongly Disagree	2	3	4	Strongly Agree
Convenient / reachable store location such as supermarkets, pharmacies					
Availability of parking facility					
Direct Sales/ Online purchasing availability					
In store shelf arrangements for products					
Sales people with good product knowledge					
Friendly and willing to help sales staff					

End of the questionnaire. Thank You!