

## Appendix C: Final Consumer Questionnaire



Academic Research:

The impact of market structure on market entry modes for hair treatment products

### Questionnaire

**Objective:** Analyze the preferences of the German female population (between 18 and 49 years) on hair care

**Instructions:** It is requested in the closed questions to mark with an "x" the answer of your choice and in the open questions to use the blue fields to indicate your answer.

Date: Day   Month   Year

#### Section I General Information

1. Select your age range.

- a) ☐ 18 -25  
b) ☐ 26-33  
c) ☐ 34-41  
d) ☐ 42-49

2. What is your hair like?

- a) ☐ Straight hair  
b) ☐ Curly hair  
c) ☐ Wavy hair

3. Are you interested in:

- a) ☐ Hair straightening  
b) ☐ Curl the hair

#### Section II Market Questions

4. For damaged hair maintenance, how often are you willing to go into a salon for a service in hair treatments?

- a) ☐ Once a week for a month  
b) ☐ Twice a month  
c) ☐ Once every two months  
d) ☐ Once every three months  
e) ☐ Once every four months  
f) ☐ Once every four or five months

5. Do you use hair treatment products?

- a) ☐ Yes b) ☐ No

6. If you answered yes to question 5. Please give the name and brand of the hair products that you use:

- a) Name  Brand   
b) Name  Brand   
c) Name  Brand   
d) Name  Brand

7. If there is a Colombian natural based hair treatment product to smooth, shine, control your hair and at the same time repair the hair damage such as: Hairpin, rough texture, susceptible to breakage, frizz and dullness. Would you be willing to buy it?

- a) ☐ Yes b) ☐ No

8. How much are you willing to spend for a Colombian natural based hair treatment performed in the beauty salon?

- a) ☐ €50-100 b) ☐ €100-200  
c) ☐ €201-300 d) ☐ €301-400  
e) Other (max): €

9. Would you like your hair looks as healthy as the one in the photos?

- a) ☐ Yes  
b) ☐ No



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*Note: The information provided in this questionnaire is for academic use.*