

### Appendix D: Beauty Salons Questionnaire



Academic Research:

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

#### Questionnaire

**Objective:** To analyze the interaction of hairdressers in the structure of market for hair treatment products.

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

Date: Day   Month   Year

#### Section I General Information

1. What products are currently being used in this salon to rehabilitate hair?

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

2. Why do you use the aforementioned brands? Select below the criteria for the choice of those brands.

- Quality
- Reasonable prices
- Good results in the application to customers
- You can only buy those brands
- Good return policies for products
- Payment facilities
- Discounts

3. Do you use in the salon any hair treatment to straighten hair?

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

d) Name   
Brand

4. Do you use in the salon any hair treatment to curl hair?

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

5. If you answered question 3 or 4, are you completely satisfied with the product that you use?

- Yes
- No

Why?

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6. 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?



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Yes  No

Why? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

7. How much money would you be willing to invest for the product?

- a)  €50-100
- b)  €101-150
- c)  €151-200
- d) Other (max): € \_\_\_\_\_

8. Have you ever received training for the application of hair treatment products?

Yes  No

9. Would you be willing to take a training course for the application of hair treatment products?

Yes  No

Why? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Section II Market Questions**

10. Do you have a person or organization that pays or contributes to the costs involved in the beauty salon in exchange for advertising?

Yes  No

11. If the answer is yes for question 10. Could you please tell me the name of the person or organization that pays or

contributes to the costs involved in the beauty salon in exchange for advertising?

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

12. Do you have a contract with a person or organization that pays or contributes to the

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costs involved in the beauty salon in exchange for advertising?

- Yes  No

13. Are you free to buy and sell certified hair products, regardless of the brand?

- Yes  No

14. Are you free to promote certified hair products, regardless of the brand?

- Yes  No

15. How do you acquire the hair treatment products that you use?

- a)  Go directly to the provider/distributor
- b)  Delivered by the provider/distributor
- c)  Direct purchase in a supermarket or drugstore
- d)  Internet

16. If you select **a)** from question 15 please answer: What is the way to place the order?

- a)  Telephone
- b)  Throughout a website
- c)  Through email
- d)  Physical format left by the supplier

17. What type of payment do you have with your supplier?

- a)  Cash payment
- b)  Payment by installment. Please indicate months of payment by installment:



- c)  Credit

18. If you select the credit option. Please select the credit policy that you handle with your suppliers

- a)  30 day payment policy
- b)  60 day payment policy
- c)  90 day payment policy
- d)  Other, which one?

19. Do you handle any of the following discount policies with your suppliers?

- a)  Discount for prompt payment
- b)  Discount by volume of purchases.

Under the modality of volume of purchases please select the volume ranges (the number of products) in which you start to have a discount.

- 0-10
- 11-20
- 21-50
- 51-100
- More than 100

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20. Please indicate which of the following return policies the product manages with its suppliers

- a)  You are able to return the product when the product is defective
- b)  When making a return of the product there is a refund of the money
- c)  When making a return of the product there is a change of the product
- d)  The term that has to return the product is of:  30 days,  60 days,  90 days, other  Which one:


21. Do you belong to any association of hairdressers?

- Yes  No

If your answer is yes, please answer what is the name of the association?


22. How much money do you charge for the rehabilitation hair treatment?

- a)  €50-100
- b)  €100-200

- c)  €201-300
- d)  €301-400
- e) Other (max): €

23. Are you free to choose the prices of the products offered by your beauty salon?

- Yes  No

24. If the answer is **No**, How do you define the prices?


25. How do you promote the products offered by your beauty salon? Please select all the forms of promotion that you manage:

- a)  Facebook
- b)  Instagram
- c)  Twitter
- d)  Webpage
- e)  Catalog
- f)  Spread of mouth
- g)  Advertisements
- h)  In store placement:
- i)  Magazine
- j)  Posters
- k)  Free samples,
- l)  other, Which one:


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