



Questionnaire Template (For Head & Shoulders Market Research)

Project Title: Head & Shoulders Consumer Insights Research

Client/Sponsor: _____

Research Objective: _____

Study Type: ☐ Quantitative ☐ Qualitative ☐ Mixed

Methodology: ☐ Face-to-Face ☐ Telephonic ☐ Online ☐ In-depth Interview ☐ FGD

Geography: _____

Target Respondent: _____

Interviewer Name: _____ **Interviewer Date:** _____

Language: _____ **Duration (mins):** _____

SECTION 1: Scalp & Hair Condition

Q1. How would you describe your dandruff condition?

None	1
Mild	2
Moderate	3
Severe	4

Q2. Do you experience frequent hair fall?

Yes	1
No	2

Q3. Do you experience scalp itchiness?

Yes	1
No	2

Q4. Do you have an oily scalp?

Yes	1
No	2

Q5. How long does your hair stay fresh before becoming oily again?

Returns in a few hours	1
Returns in 1 day	2
Returns in 2 days	3
More than 2 days	4

Q6. Do you face any hair fall issues currently?

Yes	1
No	2

Q7. What is the frequency of your hair fall?

Low	1
Moderate	2
High	3

Q8. When do you usually notice your hair fall?

When Touched	1
Spontaneously	2
During combing/washing	3

Q9. Is your scalp sensitive?

Yes	1
No	2

Q10. Is your scalp dry?

Yes	1
No	2

SECTION 2: General Purchase Behavior

Q11. How often do you buy shampoo?

Weekly	1
Bi-Weekly	2
Monthly	3
Every 2 - 3 Month	4

Q12. How often do you buy detergent?

Weekly	1
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Bi-Weekly	2
Monthly	3
Every 2 - 3 Month	4

Q13. How often do you buy toothpaste?

Weekly	1
Bi-Weekly	2
Monthly	3
Every 2 - 3 Month	4

Q14. Which week of the month do you usually buy shampoo?

Week 1	1
Week 2	2
Week 3	3
Week 4	4

Q15. How often do you use detergent?

Daily	1
Weekly	2
Occasionally	3

Q16. How often do you use shampoo?

Daily	1
Weekly	2
Occasionally	3

Q17. How strongly do discounts or promotions influence your shampoo purchase?

Not at all	1
Slightly	2
Moderate	3
Strong	4
Very strong	5

Q18. What type of packaging grabs your attention the most while shopping?

Bright colors	1
Minimalist/clean look	2
Unique bottle shape	3
Informative labels	4
Celebrity branding	5

SECTION 3: Brand & Ingredient Choices

Q19. Why did you choose your current shampoo brand? (*Open-ended*)

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Q20. Why did you choose shampoos with these ingredients? (*Open-ended*)

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Q21. What thought or feeling did you have after selecting your current shampoo?
(Open-ended)

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Q22. Which shampoo are you currently using? (Brand + Variant)

Q23. Which of the following ingredient claims influence your shampoo choice the most?

Anti Dandruff	1
Hair fall control	2
Natural Herbal	3
Sulfate free	4
Keratin/Protein	5
Fragrance	6

SECTION 4: Packaging Preferences

Q24. How would you rate the quality of the packaging?

Not liked at all	1
Disliked a little	2
Neither Liked nor disliked	3
Liked a little	4
Liked a lot	5

Q25. Why do you prefer this type of packaging? *(Open-ended)*

Q26. How can this packaging be improved? *(Open-ended)*

Q27. What emotions does the packaging of your current shampoo evoke?

Trust	1
Excitement	2
Indifference	3
Curiosity	4
Confusion	5

SECTION 5: Product Evaluation

Q28. What are the top features you associate with this shampoo? *(Open-ended)*

Q29. What do you remember most about this shampoo? *(Open-ended)*

30. How would you rate this brand overall on a scale of 1 to 10?

Scale: 1 (Very Poor) to 10 (Excellent) → ____

Q31. If this shampoo changed only its packaging, how likely are you to try it again?

Very likely	1
Likely	2
Neutral	3
Very unlikely	4
Very unlikely	5

SECTION 6: Product Test Comparison

Q32. Which product do you prefer: Test or Control?

Test	Control
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Q33. Why do you prefer this one? (Open-ended)

Q34. How premium did the preferred product look?

Low	1
Moderate	2
High	3

Q35. Was it value for money?

Yes	1
No	2

Q36. How likely are you to purchase the preferred shampoo?

Very likely	1
Likely	2
Neutral	3
Very unlikely	4
Very unlikely	5

Q37. Why didn't you prefer the other brand? (Open-ended)

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Q38. How similar were the test and control products?

Very similar	1
Somewhat similar	2
Not similar at all	3

SECTION 7: Packaging Format Preferences

Q39. How do you usually purchase your shampoo?

Bottle	Sachet	Both
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Q40. If you use bottles, why and when do you buy sachets? (*Open-ended*)

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Q41. If you use both, what are the reasons for using sachets? (*Open-ended*)

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Logical Flow, Routing, and Termination Strategy

✓ SECTION 1: Scalp & Hair Condition

This section is for **screening and profiling**.

Routing/Logic:

- All respondents answer Q1 to Q10. However, **internal logic checks** should be applied to **eliminate inconsistent or poor-quality responses**.
- *Example:*
 - If Q2 (Hair fall) = No → Then Q6 (Current hair fall issues), Q7 (Frequency), and Q8 (When noticed) can either be **skipped** or **auto-coded as 'Not applicable'**.
 - If Q3 (Scalp itchiness) = No and Q4 (Oily scalp) = No and Q10 (Scalp dry) = No → Consider a **check for scalp condition clarity**. This could indicate **non-problematic users**, which may affect segmentation in analysis.

Termination Criteria (if any):

- You may **terminate participants with “None” in Q1 (Dandruff) + “No” in Q2 (Hair fall) + “No” in Q3 (Scalp itchiness)** if the study focuses on problem-solution behavior (i.e., users experiencing scalp/hair issues).
- If this is **not a user-specific segmentation**, then allow all to proceed.

✓ SECTION 2: General Purchase Behavior

Routing:

- Everyone proceeds to this section.
- *Optional logic:*
 - If Q11, Q12, Q13 (buying frequency of shampoo, detergent, toothpaste) = “Every 2–3 months” or more → tag them as **“Low-Engagement Consumers.”**

Note for advanced routing:

- These behavioral inputs can be used to **weight responses** or **stratify consumer personas** in post-survey analysis.
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✓ SECTION 3: Brand & Ingredient Choices

Routing:

- Q22 (Current brand + variant) is important for **product benchmarking**.
 - If Q22 = “Don’t know” or “Unbranded,” then **Q19–21 should still be asked** but analyze them under “Generic users”.
 - **Q23 (Ingredient influence)** can route respondents to different stimuli (if you have stimuli with varied ingredients in the next phases).
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✓ SECTION 4: Packaging Preferences

Routing:

- All respondents should see this section **only if they use branded shampoos**.
 - If Q22 = “Unbranded” or “Local brands with generic packaging,” consider **routing them out from Q24–27**, or **show a default reference packaging** for them to rate.
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✓ SECTION 5: Product Evaluation

Routing:

- Should be shown **only to those who have a clear current brand** (from Q22).
 - If Q22 = “Don’t remember,” skip to Section 6 or 7.
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✓ SECTION 6: Product Test Comparison

Routing:

- Shown **only to those participating in a product test (monadic/sequential comparison)**.
- Use a **flag or tag during recruitment** to show Q32–Q38 only to the “Test Product Group.”
- If no product testing was conducted, **auto-skip this section entirely**.

✓ SECTION 7: Packaging Format Preferences

Routing:

- If Q39 = “Bottle” only → Ask Q40
 - If Q39 = “Both” → Ask Q41
 - If Q39 = “Sachet” only → **Skip Q40 and Q41**
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🛑 Participant Termination Logic (Early Quotas or Irrelevance)

You can terminate based on the following criteria if needed:

Condition	Termination Reason
Q1 = None AND Q2 = No AND Q3 = No	No scalp/hair concern; not relevant for problem-based study
Q22 = “Don’t Know” AND Q19–21 not well-articulated	Not suitable for brand evaluation
Q39 = None selected (skipped)	Not a shampoo user
Q11 (Buy shampoo) = Never	Disqualify: Not a relevant respondent
Q23 = None selected	Lacks engagement or awareness on ingredients (optional term logic)