**REMARKS ON THE DATA FILES**

* In the questionnaire, each question is marked with the correponding column in the dataset(V1 to V97). The columns are numbered counting the ID as the first column, take care of that when importing the dataset in R, don’t put the ID as a rownames option.
* The excel file can be useful if you want to have a general vision of the variables.
* You are kindly suggested to import the data matrix from the text file. In this way some variables could be identified as numeric even if they are categorical variables. Pay attention to the fact that they are NOT all numeric variables, only the variables measured on scales can be considered as such (or age, for instance). Therefore, before imputing categorical variables into regressions, apply the factor function as we will do in classes, unless they are already identified as categorical (all variables with text strings are automatically categorical).
* **Data Coding:** 
  + All “yes” have been coded as 1 in the dataset, all “no” as 0.
  + Answers to question 2.1 have been recoded in 1 to 3 (1: once, etc)
  + Answers to question 9 have been recoded from 1 to 5 (1: a maximum of 15 euros, etc)
  + Answers to question 11 have been recoded from 1 to 4 (1: less than one hour, etc…)

**Questionnaire**

**“Natural cosmetics”**

1. (V2) What do you mean by natural cosmetics?

* herbal or vegetal based preparations
* ecological/non polluting
* made with natural ingredients, no chemical additives
* with organic ingredients
* not tested on animals
* made with healthy ingredients

1. (V3) Have you bought at least one product for personal care during the last three months?:

* yes
* no
  1. (V4 )how many times?
* once
* 2 or 3 times
* more than 3 times
  1. Please indicate if the products you have bought belong to the following categories
* V5 Body care yes no
* V6 personal hygiene yes no
* V7 face care yes no
* V8 hair care yes no
* V9 make-up yes no
* V10 fragrances yes no
  1. How do you find out about the characteristics of the natural products you are interested in?
* V11 Company website yes no
* V12 Word-of-mouth yes no
* V13 Blogger/Forum/Social Network yes no
* V14 Advertising yes no
* V15 Advices from salespeople in shops yes no
* V16 Self-provided information yes no
* V17 pharmacist/dermatologist yes no

1. Based on your experience, you think that natural products are, with respect to traditional products

*Please indicate you level of agreement with the following descriptions, where 0 indicates completely disagree and 10 indicates completely agree*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| V18 Healthy |  |  |  |  |  |  |  |  |  |  |
| V19 hiigher quality |  |  |  |  |  |  |  |  |  |  |
| V20 Trendy |  |  |  |  |  |  |  |  |  |  |
| V21 Effective |  |  |  |  |  |  |  |  |  |  |
| V22 good price performance |  |  |  |  |  |  |  |  |  |  |
| V23Expensive |  |  |  |  |  |  |  |  |  |  |
| V24 Green |  |  |  |  |  |  |  |  |  |  |
| V25 Safe |  |  |  |  |  |  |  |  |  |  |
| V26 just a marketing trick |  |  |  |  |  |  |  |  |  |  |

**“face care products”**

1. V27 Have you bought at least one face care product in the last three months?

* yes
* no

1. V28 If so, was at least one of the products natural?

* yes
* no

1. Where do you usually buy/have bought your face care products?*(Express your purchase habits for each category, knowing that 1=never, 10=always)*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| V29 Supermarkets |  |  |  |  |  |  |  |  |  |  |
| V30 Perfumery |  |  |  |  |  |  |  |  |  |  |
| V31 beauty shop |  |  |  |  |  |  |  |  |  |  |
| V32 Pharmacy |  |  |  |  |  |  |  |  |  |  |
| V33 spice shop |  |  |  |  |  |  |  |  |  |  |
| V34 flagship store |  |  |  |  |  |  |  |  |  |  |
| V35 multi-brand store |  |  |  |  |  |  |  |  |  |  |
| V36 online shop |  |  |  |  |  |  |  |  |  |  |
| V37 door to door |  |  |  |  |  |  |  |  |  |  |
| V38 organic product shops |  |  |  |  |  |  |  |  |  |  |

1. How do you get the informations you need before buying a face care product? (*Express the intensity of your habits considering that 1= never; 10=always)*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| V39 I take advice from the salespeople |  |  |  |  |  |  |  |  |  |  |
| V40 I take advice from the pharmacist/dermatologist |  |  |  |  |  |  |  |  |  |  |
| V41 I ask my friends |  |  |  |  |  |  |  |  |  |  |
| V42 I take a look to Blogs and Social Networks |  |  |  |  |  |  |  |  |  |  |
| V43 I look at the producer website |  |  |  |  |  |  |  |  |  |  |
| V44 I compare several products/brands |  |  |  |  |  |  |  |  |  |  |
| V45 I read and evaluate the list of ingredients |  |  |  |  |  |  |  |  |  |  |
| V46 I read the front label |  |  |  |  |  |  |  |  |  |  |

1. When you buy a face care product, which characteristics are relevant for your choice? (*Indicate the relevance of each characteristic on the following scale, knowing that 1=very unimportant 10= very important)*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| V47 presence of biodegradable ingredients |  |  |  |  |  |  |  |  |  |  |
| V48 absence of chemical ingredients |  |  |  |  |  |  |  |  |  |  |
| V49 presence of natural/organic ingredients |  |  |  |  |  |  |  |  |  |  |
| V50 presence of ecological certifications |  |  |  |  |  |  |  |  |  |  |
| V51 presence of dermatological tests |  |  |  |  |  |  |  |  |  |  |
| V52 Brand |  |  |  |  |  |  |  |  |  |  |
| V53 low price/promotions |  |  |  |  |  |  |  |  |  |  |
| V54 Packaging |  |  |  |  |  |  |  |  |  |  |
| V55 Price-quality ratio |  |  |  |  |  |  |  |  |  |  |
| V56 user friendliness |  |  |  |  |  |  |  |  |  |  |
| V57 details on the label |  |  |  |  |  |  |  |  |  |  |

1. V58 How much would you spend in a face care product?

* A maximum of 15 pounds
* A maximum of 25 pounds
* A maximum of 35 pounds
* A maximum of 50 pounds

**“face care practice”**

1. V59 Which of the following types of face care products you buy more often?

* hydrating
* Anti-age
* Sensitive skin
* Purifying
* Pre and post shaving
* Normal skin
* clarifying
* Other

1. V60 How much time do you devote, on average, to your face care?

* Less than one hour
* from 1 to 2 hours
* from 2 to 3 hours
* more than 3 hours

1. Please express your degree of agreement with the following statements, knowing that 1=completely disagree, 10=completely agree

* V61 I am keen to try new/innovative products for face care
* V62 Talking about face care products, I am loyal to my favourite brand
* V63 I am more keen to buy products advertised in TV, magazines, social media…
* V64 I am more keen to buy face care products if I have tried them with free samples
* V65 I am always on the edge of beauty and make up trends
* V66 I follow several beauty bloggers
* V67 Using cosmetics enhance my self-esteem
* V68 My face care routine is made by do-it-yourself cosmetics, because they are composed only by natural ingredients
* V69 I try everything to keep a healthy face skin

**“lifestyle”**

1. Please assign a score for your degree of agreement with the following statements, knowing that 1=strongly disagree, 10= strongly agree

* V70 I take care a lot of my image
* V71 I think that taking care of one’s look is fundamental for her wellbeing
* V72 I take care of myself through natural methods
* V73 I regularly exercise
* V74 To me, it is important to always have a very good appearance
* V75 I am involved in reducing my impact on the environment, following an environmentally friendly lifestyle
* V76 I make use of organic food products
* V77 I make use of natural supplements
* V78 Using natural products makes me feel a better person
* V79 I always read the labels on the products I buy, whatever the product
* V80 I know the difference between natural and organic products
* V81 I make use of refined/industrial food products
* V82 A high price and a well-known brand are synonims for quality
* V83 I prefer to wear designer clothes and buy well known brand products
* V84 I follow the latest trends in fashion and lifestyle as reported in the social media
* V85 Fashion and beauty help me to enhance my personality and stand out

1. Please assign a score to each of the following elements, expressing your preference in spending your money (1=I don’t spend a lot, 10= I spend a lot)

* V86 Fashion and accessories
* V87 Personal care products/make-up
* V88 Beautician/hairdresser
* V89 Books/music
* V90 Movies/theatre
* V91 concerts
* V92 Hi-Tech products
* V93 traveling

**“A little more patience …”**

Please, indicate

1. V94 your gender

* M
* F

1. V95 Your education level

* Primary school
* Secondary school
* Bachelor degree
* Master degree

1. V96 Your occupation status

* Student
* Unemployed/Inactive
* Employed

1. V97 Your birthday