****1. Purpose of the Survey****

**This survey aims to collect quantitative data from users to support the design of a simple and effective cosmetic e-commerce website. It focuses on user demographics, shopping habits, and feature preferences.**

****2. Target Audience****

**Age: 18–35 years old.**

**Users who have purchased cosmetics online at least once.**

**Both frequent and occasional buyers.**

****3. Data Collection Method****

**Platform: Google Forms**

**Duration: ~3 minutes to complete.**

**Distribution: shared via email, social media, or beauty community groups.**

**Minimum responses: 50 for statistical validity.**

**Analysis tool: Google Sheets (percentage and average scores).**

1. **Survey Questions (12 Questions)**
2. **What age group are you in? (Required — select 1)**

* Under 18
* 18–24
* 25–34
* 35–44
* 45 and above

1. **Do you often buy cosmetics online? (Required — select 1)**

* Frequently (once a week or more)
* Occasionally (1–3 times a month)
* Rarely (a few times a year)
* Never

1. **Which platform do you buy cosmetics on most often? (Required — select 1)**

* Brand website / official store
* E-commerce platform (Shopee, Lazada, Tiki...)
* Social network (Facebook/Instagram)
* In-store

1. **What is the most important factor when you decide to buy? (Required — select 1)**

* Price / Promotion
* Reliability / Brand
* User Reviews
* Product Information (ingredients, instructions)
* Easy Shipping & Returns

1. **What information do you want to see when viewing a product page? (Checkbox – allow multiple answers — up to 3)**

* Real photos with multiple angles
* Detailed ingredients & uses
* Instructions for use / precautions (skin, allergies)
* Customer Reviews & Comments
* Video/Before–After

1. **How do you usually pay when shopping online? (Choose 1)**

* COD (cash on delivery)
* ATM card/Bank transfer
* Credit card
* E-wallet (Momo, ZaloPay...)
* Other

1. **How important are the following features on the website (1 = not important — 5 = very important): (Likert, 5 levels)**

* Quick product search/filter
* Authenticated customer reviews/reviews
* Product recommendations by skin type
* Online chat support (chatbot or staff)
* 1-2 step payment process (simple)

1. **Are you willing to create an account on the website to enjoy discounts? (Choose 1)**

* Yes, if there are discounts/point accumulation
* Yes, but just need to log in quickly (social login)
* No, prefer to buy without an account

1. **How long is the average delivery time you accept? (Choose 1)**

* Within the day
* 1–2 days
* 3–5 days
* 6–10 days

1. **How confident would you be in a website’s ability to secure your payment and personal information? (Choose 1)**

* A clear return policy is enough for you to make a purchase
* SSL certification and a reputable payment method are needed
* Many customer reviews and brand reputation are needed

1. **What frustrates you the most during your shopping experience? (Choose 1)**

* Missing/unclear product information
* Too many payment steps/long forms
* Slow delivery/high shipping costs
* Unreliable reviews/review fraud

1. **Other suggestions/needs (if any) — What additional features would you like to see on a cosmetics website? (Open-ended question — optional)**