SURVEY OF SHOPPING NEEDS FOR RECOVERED HANDBAGS AND OLD CLOTHING CUSTOM SERVICES

Introduce

📣 Hello, we are **RECO**!

🌿 **RECO** is a sustainable fashion platform where old clothes are not thrown away but repurposed into unique handbags. We believe that every item can be "revived" in a creative and meaningful way.

🛍️ **RECO** Not only is it a place to shop, but it also helps you turn old items into new designs, suitable for your own style.

📌 **This survey helps RECO listen to your opinions to improve products and services.** Just **3-5 minutes** to complete, and all information you provide will be absolutely confidential.

💚 Thank you for accompanying us! 🌍♻️

PART 1: PERSONAL INFORMATION

All information you provide will be absolutely confidential and will only be used for internal research purposes.

1. Your gender?
- Male
- Female
- Other

2. What age group are you?
- Under 18 years old
- 18 - 24 years old
- 25 - 34 years old
- 35 - 44 years old
- 45 - 54 years old
- Over 55 years old

3. Your personal income?
- Under 3 million VND
- 3 - 5 million VND
- 5 - 10 million VND

- 10 - 20 million VND
- Over 20 million VND
- No income

4. Which area do you live in?
- Hanoi
- City. Ho Chi Minh
- Da Nang
- Hai Phong
- Can Tho
- Other: ____

5. Do you often shop online?
- Very often
- Sometimes
- Seldom
- Never

PART 2: SHOPPING HABITS & NEEDS

6. Have you ever bought recycled fashion products?
- Yes, often
- Yes, but not often
- Not yet, but want to try
- Not interested

7. What factors do you care about when buying recycled products? (Select all that apply)
- Environmental protection
- Unique, unmatched design
- Reasonable price
- Product quality
- Likes creativity/crafts
- Other: _____

8. For what purpose do you usually use recycled handbags/accessories? (Select all that apply)
- Go to work
- Go to school
- Go out, walk around
- Tourism

- Other: _____

9. How much money are you willing to spend on a recycled product?
- Under 200,000 VND
- 200,000 - 500,000 VND
- 500,000 - 1,000,000 VND
- Over 1,000,000 VND

PART 3: OLD CLOTHES CUSTOM SERVICE

10. Are you interested in the service of customizing old clothes into new products? (Scale 1 - 5)
- 1 - Completely disagree
- 2
- 3
- 4
- 5 - Completely agree

11. What products do you want your old clothes to be remade into? (Select all that apply)
- Hand bag
- New pants
- New shirt
- Accessories (hats, scarves, bracelets, etc.)
- Decorative items (pillows, blankets, curtains, etc.)
- Other: _____

12. Why do you want to customize old clothes into new products? (Select all that apply)
- Environmental protection
- Turn old items into exclusive designs
- Reduce waste, save money
- Reuse souvenirs/favorite brands
- Other: _____

13. In what way do you want to customize your clothes?
- Send your old clothes to be remade into new products
- Choose from available renewable materials to make new products
- Combine both

PART 4: BUYING BEHAVIOR & DISTRIBUTION CHANNEL

14. Which channel do you usually buy fashion products through? (Select all that apply)

- Facebook
- Instagram
- Shopee/Lazada/Tiki
- Brand's own website
- Offline store
- Other: _____

15. Are you interested in using a specialized platform for recycled products & clothing customization?

- Yes, if it's easy to use and reasonably priced
- Yes, but many reference designs are needed
- No, I prefer to buy ready-made items
- Other: _____

16. What features do you hope this platform has? (Select all that apply)

- AI advises on mixing & matching items
- Order according to individual requirements
- Flexible return policy
- Reviews from other customers
- Commitment to sustainable materials
- Other: _____

PART 5: EVALUATION & COMMENTS

17. Are you willing to recommend this product/service to friends/relatives? (Scale 1 - 5)

- 1 - Completely disagree
- 2
- 3
- 4
- 5 - Completely agree

18. Do you have any comments or wishes about this platform and service?

✉ Thank you for participating in the survey!