Conclusion Alignment of AI and Human Answers

Legend:
- **General shopping and brand behaviour** (green)
- **General product feature preferences** (yellow)
- **Personal, detailed product preferences** (orange)

Question	Average Conclusion Alignment (0-1)
where do you typically purchase your perso...	0.77
How likely are you to repurchase your pref...	0.73
How do you discover new personal care prod...	0.67
which personal care brands do you buy most...	0.67
what is the ideal size and packaging for a...	0.57
Which out of the following type of body lo...	0.50
if you would create the perfect body wash ...	0.47
how long have you been using your current ...	0.20
if you could choose one celebrity to repre...	0.10
which personal care products, if any, do y...	0.00