

Marketing Research Questionnaire

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Organization: Neutrogena

Marketing Research Problems which are addressed through Survey Questionnaire

The marketing research problems which we initially set for Neutrogena to assess the potential and credibility of featuring the new design of sheet masks with ear hooks are stated below. We have classified the survey questionnaire under these marketing research problems which would provide valuable business insights. Additionally, the primary data derived through this survey questionnaire would help in proposal of viable strategies for the management to take action once we are able to determine the customer preferences and market needs.

*(*Note- Some survey questions could be utilized in answering multiple marketing research problems)*

1. Are people aware of the presence of facial sheet masks with ear hooks?

Survey Questions:

- *Are you aware of the ear-hook feature of sheet masks?*

2. Is there a current need in the market for such a product?

Survey Questions:

- *What do you generally do while wearing masks? (Choose all that apply)*
- *Would you be willing to use sheet masks with ear-hooks?*

3. How different are these masks from existing sheet masks?

Survey Questions:

- *Have you used sheet masks before?*
- *Have you used sheet masks with ear-hooks before?*

4. Would the customers be interested in trying it out?

Survey Questions:

- *Would you be willing to use sheet masks with ear-hooks?*

5. If they want it-

a. How much are they willing to pay for it?

Survey Questions:

- *Extra price you would like be willing to pay for ear-hook innovation (assuming it is a good quality mask)?*
- *How much do you pay per sheet mask, on an average?*

b. Do they see it being more convenient to apply?

Survey Questions:

- *Would you be willing to use sheet masks with ear-hooks? Could you please elaborate on your choice?*
- *Have you used sheet masks with ear-hooks before? Why did you like it? (Choose the most important feature)/ Why did you dislike it? (Choose the most important feature)*

c. Would it make them more productive in terms of multitasking?

Survey Questions:

- *What do you generally do while wearing masks?*

d. Why do they want it?

Survey Questions:

- *Have you used sheet masks with ear-hooks before? Why did you like it? (Choose the most important feature)/ Why did you dislike it? (Choose the most important feature)*
- *Please rate the importance of the features below for purchasing sheet masks.*

e. Opinion of current and potential consumers on this innovation for sheet masks.

Survey Questions:

- *Have you used sheet masks with ear-hooks before? Why did you like it? (Choose the most important feature)/ Why did you dislike it? (Choose the most important feature)*
- *Would you be willing to use sheet masks with ear-hooks? Could you please elaborate on your choice?*

f. Intention to purchase these masks.

Survey Questions:

- *Would you be willing to use sheet masks with ear-hooks? Could you please elaborate on your choice?*