Hamburg, 30.04.2022

Kearney - Skincare survey US TOTAL

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| **Frage** | **Fragebogen** | **Fragetyp** |
| **Info 1** | **Welcome to this survey.**  <p>With this survey, we would like to understand your personal shopping preferences and behavior, when buying makeup and skincare products.</p><p>Before answering the survey, please think of your most memorable experiences when shopping for products for your face (skin, lips, eyes) over the last 12 months.&nbsp;</p> | Infobox |
| **F1** | **What were your most shopped makeup and skincare brands within the last 12 months?**  A: M·A·C  B: CLINIQUE  C: BENEFIT  D: LANCÔME  E: TARTE  F: TOO FACED COSMETICS  G: URBAN DECAY  H: ANASTASIA COSMETICS  I: NARS  J: IT COSMETICS  K: ESTÉE LAUDER  L: CHARLOTTE TILBURY  M: CHRISTIAN DIOR  N: FENTY | Multiple Choice  (Antworten randomisiert)  Max Antworten: 3  Filter: |
| **F2** | **Which of these would you say is your <b>most bought</b> makeup and skincare brand?**  A: M·A·C  B: CLINIQUE  C: BENEFIT  D: LANCÔME  E: TARTE  F: TOO FACED COSMETICS  G: URBAN DECAY  H: ANASTASIA COSMETICS  I: NARS  J: IT COSMETICS  K: ESTÉE LAUDER  L: CHARLOTTE TILBURY  M: CHRISTIAN DIOR  N: FENTY | Single Choice  (Antworten randomisiert)  Filter:  IF F2A  IF F2B  IF F2C  IF F2D  IF F2E  IF F2F  IF F2G  IF F2H  IF F2I  IF F2J  IF F2K  IF F2L  IF F2M  IF F2N |
| **F3** | **What is your monthly available income?**  A: 0 - 1000 USD  B: 1,000 - 2,000 USD  C: 2,000 - 3,000 USD  D: 3,000 - 4,000 USD  E: 4,000 - 5,000 USD  F: 5,000 - 7,500 USD  G: 7,500 - 10,000 USD  H: >10,000 USD | Single Choice |
| **F4** | **How much do you spend on makeup and skincare products per month?**  A: Less than 30 USD  B: Between 31 – 50 USD  C: Between 51 – 100 USD  D: Between 101 – 200 USD  E: Between 201 – 300 USD  F: More than 300 USD | Single Choice |
| **F5** | **Where do you typically <b>discover and get inspired</b> for makeup and skincare products?**  A: Television (e.g., advertisements)  B: Magazines, newspapers (e.g., beauty editorials)  C: Blogs  D: Email newsletter  E: TikTok  F: Instagram  G: YouTube  H: Facebook  I: Podcasts  J: Live shopping platforms  K: Brand online-shop, brand app, or brand homepage  L: Brand retail store  M: Department store (e.g., Macy’s)  N: Airport retail store  O: Beauty and skincare retail store (e.g., Sephora store, Ulta Beauty store)  P: Beauty and skincare retailer online-shop, app, or homepage (e.g., Sephora.com, Ulta.com)  Q: Online marketplace (e.g., Amazon)  R: Friends & Family  S: Reddit  T: Pinterest  U: Drugstore (e.g., CVS)  V: Mass merchandiser (e.g., Target, Walmart) | Multiple Choice  (Antworten randomisiert)  Max Antworten: 5 |
| **F6** | **Which of these do you use most to <b>discover and get inspired</b> for makeup and skincare products?**  A: Television (e.g., advertisements)  B: Magazines, newspapers (e.g., beauty editorials)  C: Blogs  D: Email newsletter  E: TikTok  F: Instagram  G: YouTube  H: Facebook  I: Podcasts  J: Live shopping platforms  K: Brand online-shop, brand app, or brand homepage  L: Brand retail store  M: Department store (e.g., Macy’s)  N: Airport retail store  O: Beauty and skincare retail store (e.g., Sephora store, Ulta Beauty store)  P: Beauty and skincare retailer online-shop, app, or homepage (e.g., Sephora.com, Ulta.com)  Q: Online marketplace (e.g., Amazon)  R: Friends & Family  S: Reddit  T: Pinterest  U: Drugstore (e.g., CVS)  V: Mass merchandiser (e.g., Target, Walmart) | Single Choice  (Antworten randomisiert)  Filter:  IF F6A  IF F6B  IF F6C  IF F6D  IF F6E  IF F6F  IF F6G  IF F6H  IF F6I  IF F6J  IF F6K  IF F6L  IF F6M  IF F6N  IF F6O  IF F6P  IF F6Q  IF F6R  IF F6S  IF F6T  IF F6U  IF F6V |
| **F7** | **Where do you typically go, <b>when looking for more detailed information</b> about a brand, product, or beauty routine?**  A: Television (e.g., advertisements)  B: Magazines, newspapers (e.g., beauty editorials)  C: Blogs  D: Email newsletter  E: TikTok  F: Instagram  G: YouTube  H: Facebook  I: Podcasts  J: Live shopping platforms (e.g., TV or online live shopping)  K: Brand online-shop, brand app, or brand homepage  L: Brand retail store (e.g., talk to beauty advisor at a store)  M: Department store (e.g., talk to beauty advisor at Macy’s)  N: Airport retail store (e.g., talk to beauty advisor)  O: Beauty and skincare retail store (e.g., talk to beauty advisor at Sephora store)  P: Beauty and skincare retailer online-shop, app, or homepage (e.g., Sephora.com, Ulta.com)  Q: Online marketplace (e.g., Amazon)  R: Friends & Family  S: Pinterest  T: Reddit  U: Drugstore (e.g., CVS)  V: Mass merchandiser (e.g., Target, Walmart) | Multiple Choice  (Antworten randomisiert)  Max Antworten: 5 |
| **F8** | **Which of these do you use most, <b>when looking for more detailed information</b> about a brand, product, or a beauty routine?**  A: Television (e.g., advertisements)  B: Magazines, newspapers (e.g., beauty editorials)  C: Blogs  D: Email newsletter  E: TikTok  F: Instagram  G: YouTube  H: Facebook  I: Podcasts  J: Live shopping platforms (e.g., TV or online live shopping)  K: Brand online-shop, brand app, or brand homepage  L: Brand retail store (e.g., talk to beauty advisor at a store)  M: Department store (e.g., talk to beauty advisor at Macy’s)  N: Airport retail store (e.g., talk to beauty advisor)  O: Beauty and skincare retail store (e.g., talk to beauty advisor at Sephora store)  P: Beauty and skincare retailer online-shop, app, or homepage (e.g., Sephora.com, Ulta.com)  Q: Online marketplace (e.g., Amazon)  R: Friends & Family  S: Pinterest  T: Reddit  U: Drugstore (e.g., CVS)  V: Mass merchandiser (e.g., Target, Walmart) | Single Choice  (Antworten randomisiert)  Filter:  IF F8A  IF F8B  IF F8C  IF F8D  IF F8E  IF F8F  IF F8G  IF F8H  IF F8I  IF F8J  IF F8K  IF F8L  IF F8M  IF F8N  IF F8O  IF F8P  IF F8Q  IF F8R  IF F8S  IF F8T  IF F8U  IF F8V |
| **F9** | **Where do you typically buy makeup and skincare products, if you <b>buy them for the first time</b>?**  A: Social media (e.g., Instagram shopping)  B: Brand online store  C: Brand retail store  D: Department store (e.g., Macy’s)  E: Beauty and skincare retail store (e.g., Sephora)  F: Beauty and skincare online-shop or app (e.g., Sephora.com)  G: Airport retail store  H: Live shopping platforms (e.g., TV or online live shopping)  I: Online marketplace (e.g., Amazon)  J: Price comparison platforms, shopping clubs  K: Drugstore (e.g., CVS)  L: Mass merchandiser (e.g., Target, Walmart) | Multiple Choice  (Antworten randomisiert)  Max Antworten: 5 |
| **F10** | **Which of these do you use most when buying makeup and skincare products, if you <b>buy them for the first time</b>?**  A: Social media (e.g., Instagram shopping)  B: Brand online store  C: Brand retail store  D: Department store (e.g., Macy’s)  E: Beauty and skincare retail store (e.g., Sephora)  F: Beauty and skincare online-shop or app (e.g., Sephora.com)  G: Airport retail store  H: Live shopping platforms (e.g., TV or online live shopping)  I: Online marketplace (e.g., Amazon)  J: Price comparison platforms, shopping clubs  K: Drugstore (e.g., CVS)  L: Mass merchandiser (e.g., Target, Walmart) | Single Choice  (Antworten randomisiert)  Filter:  IF F10A  IF F10B  IF F10C  IF F10D  IF F10E  IF F10F  IF F10G  IF F10H  IF F10I  IF F10J  IF F10K  IF F10L |
| **F11** | **Where do you typically buy makeup and skincare products, if you <b>buy them again</b> (e.g., re-stocking your favorite product)?**  A: Social media (e.g., Instagram shopping)  B: Brand online store  C: Brand physical retail store  D: Physical department store  E: Beauty and skincare retail store (e.g., Sephora)  F: Beauty and skincare online-shop or app (e.g., Sephora.com)  G: Airport retail store  H: Live shopping platforms (e.g., TV or online live shopping)  I: Online marketplace (e.g., Amazon)  J: Price comparison platforms, shopping clubs  K: Drugstore (e.g., CVS)  L: Mass merchandiser (e.g., Target, Walmart) | Multiple Choice  (Antworten randomisiert)  Max Antworten: 5 |
| **F12** | **Which of these do you use most when buying makeup and skincare products, if you <b>buy them again</b> (e.g., re-stocking your favorite product)?**  A: Social media (e.g., Instagram shopping)  B: Brand online store  C: Brand physical retail store  D: Physical department store  E: Beauty and skincare retail store (e.g., Sephora)  F: Beauty and skincare online-shop or app (e.g., Sephora.com)  G: Airport retail store  H: Live shopping platforms (e.g., TV or online live shopping)  I: Online marketplace (e.g., Amazon)  J: Price comparison platforms, shopping clubs  K: Drugstore (e.g., CVS)  L: Mass merchandiser (e.g., Target, Walmart) | Single Choice  (Antworten randomisiert)  Filter:  IF F12A  IF F12B  IF F12C  IF F12D  IF F12E  IF F12F  IF F12G  IF F12H  IF F12I  IF F12J  IF F12K  IF F12L |
| **F13** | **Are you engaging with your <b>favorite brand</b> in any of the following ways?**  A: I created a personal profile on the online-shop  B: I downloaded and logged into one of the brands’ apps on my smartphone  C: I subscribed to the email newsletter  D: I use the brand loyalty program  E: I have a subscription program (e.g., regular replenishment of products)  F: I regularly write online product reviews  G: I regularly participate in surveys (e.g., feedback, satisfaction)  H: I regularly participate in games or competitions (e.g., giveaways)  I: I follow the brand on Instagram  J: I follow the brand on Tiktok  K: I follow the brand on Facebook  L: I follow the brand on Snapchat  M: I follow the brand on Youtube  N: I regularly visit the brand store  O: I regularly visit the brand online-shop  P: I regularly visit a department store that offers this brand  Q: I regularly visit a Beauty and skincare retail store that offers this brand (e.g., Sephora)  R: I regularly visit a Beauty and skincare online-shop that offers this brand (e.g., Sephora.com)  S: I regularly use services in the brand store (e.g., 15 min makeup session)  T: I regularly use services on the brand online-shop or app (e.g., virtual consultation, virtual try-on)  U: I regularly visit events in the brand store (e.g., product launch day, beauty class)  V: I regularly watch online events on the brand online-shop, social media, or app (e.g., live-stream shopping)  W: I follow the brand on Twitter  X: I follow the brand on Pinterest  Y: I engage in Reddit forums on the brand  Z: None of the above (nicht randomisiert) | Multiple Choice  (Antworten randomisiert) |
| **F14** | **How often do you engage with your <b>favorite brand</b> in any of the ways you indicated before?**  A: Several times per day  B: Once per day  C: Several times per week  D: Once per week  E: Several times per month  F: Once per month  G: Less than once per month | Single Choice |
| **F15** | **Please indicate your most likely reaction on this situation: “If I don’t find my desired product in my preferred store or online-shop, I will …”**  A: ...look for this specific product at another place (e.g., at another store, at another online-shop)  B: ...stay at this place and buy a different product from the same brand  C: ...stay at this place and buy a comparable product from another brand  D: ...not continue my purchase and leave | Single Choice |
| **Info 2** | **Now, think of your makeup and skincare purchases in the last 12 months. The following questions focus on services that you may have experienced, or services that you would have liked to experience.** | Infobox |
| **F16** | **How important are the following services for your experience when <b>informing about a product or brand, or receiving inspiration</b>?**  Antworten:  A: Not at all important  B: Not important  C: Rather not important  D: Rather important  E: Important  F: Very important  Items:  A: When I discover an interesting product or topic on online, I can seamlessly transfer to related webpages or shops  B: When I am online, I can use personal devices (e.g., smart phone) to analyze my skin and learn more about it  C: Wherever I am, I can have a personal interaction with a beauty advisor or expert (e.g., live chat, live video)  D: Wherever I am, I can use mobile applications or digital devices to get answers to questions on products or beauty routines  E: When I am in a store or retailer, I can easily access information or inspiration, using personal devices (e.g., scan QR) | Matrix  (Items randomisiert) |
| **F17** | **How would you rate your experience with your <b>favorite brand</b> in these services?**  Antworten:  A: Very bad experience  B: Bad experience  C: Quite bad experience  D: Service not offered by brand  E: Quite good experience  F: Good experience  G: Very good experience  Items:  A: When I discover an interesting product or topic on online, I can seamlessly transfer to related webpages or shops  B: When I am online, I can use personal devices (e.g., smart phone) to analyze my skin and learn more about it  C: Wherever I am, I can have a personal interaction with a beauty advisor or expert (e.g., live chat, live video)  D: Wherever I am, I can use mobile applications or digital devices to get answers to questions on products or beauty routines  E: When I am in a store or retailer, I can easily access information or inspiration, using personal devices (e.g., scan QR) | Matrix  (Items randomisiert)  Filter: |
| **F18** | **How important are the following <b>personalization services</b> for your experience when <b>informing about a product or brand, or receiving inspiration</b>?**  Antworten:  A: Not at all important  B: Not important  C: Rather not important  D: Rather important  E: Important  F: Very important  Items:  A: Wherever I interact with a brand, I see information or inspiration, relating to me, my interests and shopping preferences.  B: Wherever I interact with a brand, I am shown information that considers my actual context (e.g., location, state of mind)  C: When I receive messages from a brand, I am shown information or inspiration that relates to my actual shopping behavior  D: Wherever I interact with a brand, I have effortless access to information about my shopping behavior and preferences.  E: Wherever I shop, past purchases and preferences are considered for services (e.g., tailored advice)  F: When I shop online or offline, services (e.g., recommendations) consider my social media activity (e.g., likes, comments) | Matrix  (Items randomisiert) |
| **F19** | **How would you rate your experience with your <b>favorite brand</b> in these services?**  Antworten:  A: Very bad experience  B: Bad experience  C: Quite bad experience  D: Service not offered by brand  E: Quite good experience  F: Good experience  G: Very good experience  Items:  A: Wherever I interact with a brand, I see information or inspiration, relating to me, my interests and shopping preferences.  B: Wherever I interact with a brand, I am shown information that considers my actual context (e.g., location, state of mind)  C: When I receive messages from a brand, I am shown information or inspiration that relates to my actual shopping behavior  D: Wherever I interact with a brand, I have effortless access to information about my shopping behavior and preferences.  E: Wherever I shop, past purchases and preferences are considered for services (e.g., tailored advice)  F: When I shop online or offline, services (e.g., recommendations) consider my social media activity (e.g., likes, comments) | Matrix  (Items randomisiert)  Filter: |
| **F20** | **How important are the following services for your <b>convenience when buying the product</b>?**  Antworten:  A: Not at all important  B: Not important  C: Rather not important  D: Rather important  E: Important  F: Very important  Items:  A: Wherever I shop, I can log into a personal profile that recognizes my preferences and latest activities  B: If I am in a store and a product is not in stock, I can order it from there for delivery to my home or elsewhere  C: If I am online and a product is not in stock, I can order it from another retailer  D: If I am online, I can see which beauty products are in stock at shops or retailers  E: I can reserve or buy a beauty product online and can pick it up in store or on the curbside effortlessly  F: I can reserve or buy a beauty product online and pick up or return it 24/7, also outside of opening hours  G: Regardless of where I bought a product, I can effortlessly return it wherever I want  H: I can order products online and have them arrive at my home on the next day | Matrix  (Items randomisiert) |
| **F21** | **How would you rate your experience with your <b>favorite brand</b> in these services?**  Antworten:  A: Very bad experience  B: Bad experience  C: Quite bad experience  D: Service not offered by brand  E: Quite good experience  F: Good experience  G: Very good experience  Items:  A: Wherever I shop, I can log into a personal profile that recognizes my preferences and latest activities  B: If I am in a store and a product is not in stock, I can order it from there for delivery to my home or elsewhere  C: If I am online and a product is not in stock, I can order it from another retailer  D: If I am online, I can see which beauty products are in stock at shops or retailers  E: I can reserve or buy a beauty product online and can pick it up in store or on the curbside effortlessly  F: I can reserve or buy a beauty product online and pick up or return it 24/7, also outside of opening hours  G: Regardless of where I bought a product, I can effortlessly return it wherever I want  H: I can order products online and have them arrive at my home on the next day | Matrix  (Items randomisiert)  Filter: |
| **F22** | **How important are the following services for your <b>convenience when buying the product</b>?**  Antworten:  A: Not at all important  B: Not important  C: Rather not important  D: Rather important  E: Important  F: Very important  Items:  A: I can order products online and have them arrive at my home on the same day  B: I can order products online and have them arrive at my home in the next few hours  C: I can re-route online orders to fit my needs (e.g., from home to store, from home to pickup, from store to home)  D: At wherever retailer I shop, I am rewarded for brand loyalty (e.g., collect loyalty points and get personal discounts)  E: I receive promotional offers that are relevant to me, my shopping behavior and preferences (e.g., personalized coupons)  F: Wherever I buy a product, I can test it before in store, or via a sample sent to my home, or via a virtual feature in app  G: My smartphone app assists me in navigating effortlessly to and within all stores and retailers  H: I can use my personal device for making payments when shopping in store (e.g., via the brand mobile app)  I: I can simply grab products and leave a store, because payment is done automatically with the help of smart technology  J: Wherever I bought a product, a personal assistant takes care of my experience and satisfaction (e.g., calls a week later)  K: Wherever I bought a product, I can express my satisfaction and address needs via mobile applications or digital devices | Matrix  (Items randomisiert) |
| **F23** | **How would you rate your experience with your <b>favorite brand</b> in these services?**  Antworten:  A: Very bad experience  B: Bad experience  C: Quite bad experience  D: Service not offered by brand  E: Quite good experience  F: Good experience  G: Very good experience  Items:  A: I can order products online and have them arrive at my home on the same day  B: I can order products online and have them arrive at my home in the next few hours  C: I can re-route online orders to fit my needs (e.g., from home to store, from home to pickup, from store to home)  D: At wherever retailer I shop, I am rewarded for brand loyalty (e.g., collect loyalty points and get personal discounts)  E: I receive promotional offers that are relevant to me, my shopping behavior and preferences (e.g., personalized coupons)  F: Wherever I buy a product, I can test it before in store, or via a sample sent to my home, or via a virtual feature in app  G: My smartphone app assists me in navigating effortlessly to and within all stores and retailers  H: I can use my personal device for making payments when shopping in store (e.g., via the brand mobile app)  I: I can simply grab products and leave a store, because payment is done automatically with the help of smart technology  J: Wherever I bought a product, a personal assistant takes care of my experience and satisfaction (e.g., call a week later)  K: Wherever I bought a product, I can express my satisfaction and address needs via mobile applications or digital devices | Matrix  (Items randomisiert)  Filter: |
| **F24** | **How important are the following services for <b>interacting in a brand-related community</b> before and after purchases?**  Antworten:  A: Not at all important  B: Not important  C: Rather not important  D: Rather important  E: Important  F: Very important  Items:  A: I can engage with my favorite brand in a 3D-virtual-world (e.g., virtual store) with direct links to the physical world  B: I can receive a unique virtual asset that has benefits in the physical world (e.g., NFT ownership over digital artwork)  C: I can directly interact with my friends in the online-shop to share wish list, share styles, have live chat etc.  D: I can engage in an online beauty community to share styles, see what’s trending, engage in comments and discussions etc.  E: I can engage in an online beauty community and receive loyalty points for my engagements (e.g., product reviews) | Matrix  (Items randomisiert) |
| **F25** | **How would you rate your experience with your <b>favorite brand</b> in these services?**  Antworten:  A: Very bad experience  B: Bad experience  C: Quite bad experience  D: Service not offered by brand  E: Quite good experience  F: Good experience  G: Very good experience  Items:  A: I can engage with my favorite brand in a 3D-virtual-world (e.g., virtual store) with direct links to the physical world  B: I can receive a unique virtual asset that has benefits in the physical world (e.g., NFT ownership over digital artwork)  C: I can directly interact with my friends in the online-shop to share wish list, share styles, have live chat etc.  D: I can engage in an online beauty community to share styles, see what’s trending, engage in comments and discussions etc.  E: I can engage in an online beauty community and receive loyalty points for my engagements (e.g., product reviews) | Matrix  (Items randomisiert)  Filter: |
| **F26** | **Further, is there any other experience or service that would help you a lot when buying beauty and personal care products (e.g., inspiration, convenience, wow-effect)?** | Offene Frage |