Section 1: Social Media Usage & Exposure to Influencer Marketing (4 Questions)

1. How many total hours per week do you spend on social media?
  - Less than 1 hour
  - 1 to 5 hours
  - 6 to 10 hours
  - 11 to 20 hours
  - 21 to 40 hours
  - More than 40 hours

2. Which platforms do you use most for following influencers? (Select all that apply)

  - ○ Instagram

  - ○ YouTube

  - ○ Facebook

  - ○ Short video platforms

  - ○ Twitter

  - ○ Other (please specify)

3. How often do you come across influencer content related to personal care products?

  - ○ Very frequently

  - ○ Frequently

  - ○ Occasionally

  - ○ Rarely

  - ○ Never

4. On a scale from 1 (Not at all) to 5 (Very much), how actively do you follow influencers who promote personal care products?

○ [Likert scale: 1–5]

Section 2: Influence on Purchase Decisions (5 Questions)

Purpose: To assess how influencer endorsements affect purchasing behavior.

1.. How much do you agree with the following statement? (Scale: 1 = Strongly Disagree, 7 = Strongly Agree)
  "I trust recommendations made by influencers over traditional advertisements."

2. What factors increase your trust in an influencer's recommendation? (Select all that apply)**
   - Transparency about sponsorships
   - Authenticity of content (e.g., unscripted reviews)
   - Expertise in personal care products
   - Long-term association with a brand
   - Other (please specify)

3. Prior to making a purchase, do you rely on influencer recommendations for personal care products?

○ Yes

○ No

○ Sometimes

3. If yes or sometimes, how important are influencer recommendations in your decision-making process?

○ Not important

○ Somewhat important

○ Moderately important

○ Very important

○ Extremely important

4. Rate your agreement with the following statement (1 = Strongly Disagree to 5 = Strongly Agree):

○ "I am more likely to purchase a personal care product if it is recommended by an influencer I follow."

○ "I often research products further even after seeing an influencer endorsement."

○ "I have made impulse purchases based on influencer recommendations."

5. **What factors influence your response to an influencer's recommendation?** (Check all that apply)

○ Credibility of the influencer

○ Authenticity of the content (unsponsored vs. sponsored)

○ Product reviews and ratings

○ Personal relevance of the product

○ Peer recommendations

○ Other (please specify)

Section 3: Trust and Brand Perception (3 Questions)

Purpose: To explore the impact of influencer marketing on consumer trust and the perception of brands.

1. **How much do you trust personal care brands that engage with influencers compared to those that do not?**

○ Much less

- ○ Somewhat less

- ○ About the same

- ○ Somewhat more

- ○ Much more

2. **Rate the following statements on a 1 (Strongly Disagree) to 5 (Strongly Agree) scale:**

   - ○ "Influencer endorsements enhance my trust in a brand."

   - ○ "I perceive a brand as more credible if it collaborates with influencers I admire."

   - ○ "I am skeptical of brands that rely heavily on influencer marketing."

3. **In your own words, please describe how influencer marketing has affected your perception of personal care brands.**

   - ○ [Open-ended response]

Section 4: Authenticity & Type of Influencer (5 Questions)

Purpose: To determine how authenticity and influencer type (micro, macro, celebrity) impact engagement and conversion rates.

1. **Which type of influencer do you find most relatable and trustworthy for personal care products?**

   - ○ Micro-influencers (10K–100K followers)

   - ○ Macro-influencers (100K–1M followers)

   - ○ Celebrity influencers (1M+ followers)

   - ○ No preference

2. **How do you perceive sponsored content versus organic (non-sponsored) content?**

- ○ I trust organic content significantly more.

- ○ I trust organic content slightly more.

- ○ I view them equally.

- ○ I trust sponsored content slightly more.

- ○ I trust sponsored content significantly more.

3. **On a scale from 1 (Not authentic) to 5 (Very authentic), how would you rate the authenticity of the following when promoting personal care products?**

   - ○ Influencer's personal usage and honest reviews

   - ○ Clearly disclosed sponsored posts

   - ○ Highly produced advertisements endorsed by influencers

4. **Have you ever felt misled by an influencer's recommendation on personal care products?**

   - ○ Yes

   - ○ No

   - ○ If yes, please briefly explain your experience.

     - ■ [Open-ended response]

Section 5: Brand Loyalty and Repeat Purchase Behavior (3 Questions)

Purpose: To assess if and how influencer marketing contributes to repeat purchasing and brand loyalty.

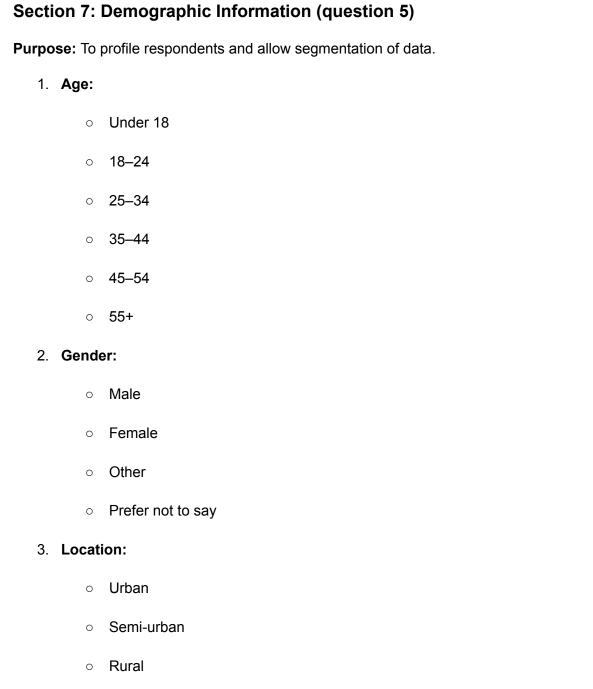1. **After a positive influencer endorsement, how likely are you to repurchase the same personal care product?**

   - ○ Very unlikely

   - ○ Unlikely

- ○ Neutral

- ○ Likely

- ○ Very likely

2. **To what extent do you believe influencer marketing builds a long-term relationship between you and a brand?**

   - ○ Not at all

   - ○ Slightly

   - ○ Moderately

   - ○ Significantly

   - ○ Extremely

3. **What additional factors, aside from influencer marketing, contribute to your loyalty towards a personal care brand?** (Check all that apply)

   - ○ Product quality

   - ○ Price

   - ○ Peer recommendations

   - ○ Brand reputation

   - ○ Customer service

   - ○ Other (please specify)

Section 6: Final Thoughts (question 2)

1. **What improvements would you suggest for brands to enhance their influencer marketing strategies in the personal care segment?**

   - ○ [Open-ended response]

2. **Do you have any additional comments on the role of influencer marketing in shaping your buying decisions for personal care products?**

   ○ [Open-ended response]

Section 7: Demographic Information (question 5)

Purpose: To profile respondents and allow segmentation of data.

1. **Age:**

   ○ Under 18

   ○ 18–24

   ○ 25–34

   ○ 35–44

   ○ 45–54

   ○ 55+

2. **Gender:**

   ○ Male

   ○ Female

   ○ Other

   ○ Prefer not to say

3. **Location:**

   ○ Urban

   ○ Semi-urban

   ○ Rural

- ○ (Optional: City/State for further segmentation)

4. **Income Level:**

   - ○ Less than ₹25,000/month

   - ○ ₹25,000–₹50,000/month

   - ○ ₹50,000–₹1,00,000/month

   - ○ Above ₹1,00,000/month

   - ○ Prefer not to say

5. **Occupation:**

   - ○ Student

   - ○ Employed (Private)

   - ○ Employed (Government)

   - ○ Self-employed/Entrepreneur

   - ○ Other (please specify)