

## Appendix A

### Introduction

Good morning/afternoon, I am a Masters of Business Administration (MBA) student from the University of Malaya. I am currently conducting a study on consumer behavior about the usage and purchasing patterns of hair shampoo in the Klang Valley to fulfill the requirements of the MBA program.

I would like to have your cooperation to participate in this survey and would appreciate it if you would allow me to take a little of your time to answer these questions. All answers given by you are based on your opinion and there are no right or wrong answers. All information will be kept in the strictest confidence. No disaggregated data will be used.

The survey is divided into 6 sections. Please read the directions for each section carefully. Do not leave any question unanswered. I thank you in advance for your cooperation.

### Section 1: Screening Questions

- 1 Do you use hair shampoo? Yes  No
- 2 Do you purchase hair shampoo? Yes  No

### Section 2: Hair Characteristics

Kindly ( / ) the appropriate answer(s).

Can you please describe the characteristics of your hair?

- 3 Length of hair
- Long (below shoulder)
- Medium (shoulder length)
- Short (ear length)
- 4 Hair style
- Straight
- Curly
- Wavy
- 5 Hair condition
- Dry
- Normal
- Oily
- 6 Texture of hair
- Hard
- Medium
- Soft
- 7 Hair permed
- Yes
- No
- 8 Hair coloured
- Yes
- No

Section 3: Usage Patterns

9 When the word hair shampoo is mentioned, what is the **FIRST** brand name that comes to your mind? (Name one brand only)

\_\_\_\_\_

10 What other brands can you think of?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11 Which of these products are you currently using to wash your hair?

Hair shampoo only

2 in 1/All in 1 hair shampoo

Separate hair shampoo and hair conditioner

Separate hair shampoo and hair treatment

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

12 How many times in a week do you wash your hair using shampoo?

Everyday

5 - 6 times a week

3 - 4 times a week

Less than 2 times a week

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

13 Do members of your household share the same brand of hair shampoo as you?

Yes

<input type="checkbox"/>
<input type="checkbox"/>

No

If yes, who are they? \_\_\_\_\_

14 Which brand(s) of hair shampoo are you using now?

\_\_\_\_\_

15 Which brand of hair shampoo do you use most often? (Name one brand only)

\_\_\_\_\_

How long have you been using this brand?

\_\_\_\_\_

Section 4: Product Performance Evaluation

16 Based on the brand that you have stated for question 15, please circle the number that best describes your evaluation of the brand that you use most often.

Poor (1)	Fair (2)	Neither (3)	Good (4)	Excellent (5)
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- a Amount of lather ..... 1...2...3...4...5
- b Easy to rinse ..... 1...2...3...4...5
- c Cleansing ability ..... 1...2...3...4...5
- d Refreshes after shampooing ..... 1...2...3...4...5
- e Leaves hair manageable ..... 1...2...3...4...5
- f Leaves hair soft ..... 1...2...3...4...5
- g Leaves hair smooth ..... 1...2...3...4...5
- h Leaves hair shiny ..... 1...2...3...4...5
- i Pleasant fragrance ..... 1...2...3...4...5
- j Prevents hair damage such as dry hair & split ends .... 1...2...3...4...5
- k Prevents dandruff ..... 1...2...3...4...5
- l Stops itchy scalp ..... 1...2...3...4...5

17 Do you have any problems with your hair that your most often used brand cannot address?

Yes

No

If yes, what is/are the problem(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Section 5: Purchase Patterns

18 Who decides on the brand of hair shampoo to buy?

Self   
 Others

If others, who decides? \_\_\_\_\_

19 Using the 5-point scale, where 5 means 'Very important' and 1 means 'Not important at all', rate the importance of each factor in influencing your choice of brand.

Not important at all (1)	Somewhat not important (2)	Neither (3)	Somewhat important (4)	Very important (5)
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- a Product quality ..... 1...2...3...4...5
- b Attractive packaging/design ..... 1...2...3...4...5
- c Nice fragrance ..... 1...2...3...4...5
- d Natural ingredients ..... 1...2...3...4...5
- e Value for money ..... 1...2...3...4...5
- f Try new product ..... 1...2...3...4...5
- g Trust worthy brand ..... 1...2...3...4...5
- h Advertising ..... 1...2...3...4...5
- i Free sample ..... 1...2...3...4...5
- j Promotion/offer ..... 1...2...3...4...5
- k Recommendation by friends/family members ..... 1...2...3...4...5
- l Recommendation by sales promoters ..... 1...2...3...4...5
- m Reasonable price ..... 1...2...3...4...5
- n Easy access/available ..... 1...2...3...4...5
- o Displays in shops ..... 1...2...3...4...5
- p Corporate image ..... 1...2...3...4...5

20 If your most often used brand was not available at the point of purchase, what would you most probably do?

- Go to another outlet to look for the same brand and same pack size
- Buy the same brand but different pack size
- Buy the same brand but different type
- Buy another brand
- Will look out for the same brand and pack size during next shopping

  
  
  
  


21 Where do you usually buy hair shampoo? (Choose one only)

- Supermarket
- Hypermarket
- Modern pharmacy/drugstore
- Chinese medical hall
- Convenience store
- Provision/sundry shop
- Direct selling

  
  
  
  
  
  


Section 6: Respondent Profile

22 Ethnic group

- Malay
- Chinese
- Indian

  
  


23 Marital status

- Single
- Married
- Divorced
- Widowed

  
  
  


24 Age

- Below 15 years
- 15 - 19 years
- 20 - 24 years
- 25 - 29 years
- 30 - 34 years
- 35 - 39 years
- Above 39 years

  
  
  
  
  
  


25 Highest education level

- Primary to Lower Secondary
- SPM/MCE/SPVM
- STPM/HSC/Certificate/Diploma
- Degree/Professional
- Master/Ph.D.

  
  
  
  


26 Occupation

- Student
- Housewife
- Clerical
- Supervisor
- Executive
- Managerial
- Professional
- Self-employed

  
  
  
  
  
  
  


27 Your income per month

- Below RM1,000
- RM1,000 - RM1,999
- RM2,000 - RM2,999
- RM3,000 - RM3,999
- RM4,000 - RM4,999
- More than RM4,999
- Not working

  
  
  
  
  
  


Thank you

## Pengenalan

Selamat pagi/petang, saya ialah pelajar MBA dari Universiti Malaya. Saya sedang menjalani satu kajian gelagat pengguna berkenaan dengan cara penggunaan dan pembelian syampu rambut di Lembah Kelang untuk memenuhi syarat projek MBA.

Saya berharap kerjasama anda untuk menyertai soal selidik ini dan mengucapkan terima kasih kerana meluangkan masa bagi menjawab soalan-soalan berkenaan. Semua jawapan anda adalah berdasarkan pendapat anda dan tidak akan dinilai sebagai jawapan betul atau salah. Semua informasi akan dianggap sebagai sulit. Keseluruhan data akan digunakan.

Soal selidik ini dibahagikan kepada 6 bahagian. Sila baca arahan setiap bahagian dengan teliti. Jangan kosongkan sebarang soalan tanpa jawapan. Saya mengucapkan terima kasih terlebih dahulu di atas kerjasama anda.

### Bahagian 1: Soalan-soalan Penapisan

- 1 Adakah anda mengguna syampu rambut ? Ya  Tidak
- 2 Adakah anda membeli syampu rambut ? Ya  Tidak

### Bahagian 2: Sifat-sifat Rambut

Sila ( / ) jawapan atau jawapan-jawapan yang sesuai.

Sila terangkan sifat-sifat rambut anda?

- 3 Kepanjangan rambut
- Panjang (bawah bahu)
- Sederhana panjang (sehingga bahu)
- Pendek (sehingga telinga)
- 4 Bentuk rambut
- Lurus
- Kerinting
- Berombak
- 5 Keadaan rambut
- Kering
- Biasa
- Berminyak
- 6 Kekerasan rambut
- Keras
- Sederhana keras
- Lembut
- 7 Kerinting rambut
- Ya
- Tidak
- 8 Rambut berwarna
- Ya
- Tidak

Bahagian 3: Cara-cara Penggunaan

9 Apabila perkataan syampu rambut dinyatakan, apakah jenama **PERTAMA** yang boleh anda fikirkan? (Nyatakan satu jenama sahaja)

\_\_\_\_\_

10 Apakah jenama-jenama lain yang boleh anda fikirkan?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11 Produk mana satukah yang anda gunakan sekarang untuk mencuci rambut anda?

Syampu rambut sahaja

Syampu 2 dalam 1/Kesemua dalam 1

Syampu rambut dan conditioner rambut berasingan

Syampu rambut dan rawatan rambut berasingan

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

12 Dalam seminggu, berapa kalikah anda mencuci rambut dengan syampu?

Setiap hari

5 - 6 kali seminggu

3 - 4 kali seminggu

Kurang dari 2 kali seminggu

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

13 Adakah ahli keluarga anda berkongsi jenama syampu rambut yang sama seperti anda?

Ya

Tidak

<input type="checkbox"/>
<input type="checkbox"/>

Kalau ya, siapakah mereka? \_\_\_\_\_

14 Apakah jenama/jenama-jenama syampu rambut yang anda gunakan sekarang?

\_\_\_\_\_

15 Apakah jenama syampu rambut yang anda guna paling kerap? (Nyatakan satu jenama sahaja)

\_\_\_\_\_

Sudah berapa lamakah telah anda guna jenama ini?

\_\_\_\_\_

**Bahagian 4: Penilaian Prestasi Produk**

16 Berdasarkan jenama yang anda catat di soalan 15, sila bulatkan nombor yang paling sesuai menerangkan nilai anda tentang jenama yang paling kerap anda gunakan.

Sangat tidak bagus (1)	Tidak bagus (2)	Tiada satu pun (3)	Bagus (4)	Sangat bagus (5)
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- a Kandungan buih ..... 1...2...3...4...5
- b Mudah dibilas ..... 1...2...3...4...5
- c Keupayaan membersihkan ..... 1...2...3...4...5
- d Kesegaran selepas mensyampu ..... 1...2...3...4...5
- e Menjadikan rambut mudah diurus ..... 1...2...3...4...5
- f Menjadikan rambut lembut ..... 1...2...3...4...5
- g Menjadikan rambut licin ..... 1...2...3...4...5
- h Menjadikan rambut berseri ..... 1...2...3...4...5
- i Bau yang harum ..... 1...2...3...4...5
- j Mencegah kerosakan rambut seperti kekeringan  
rambut & rambut bercabang ..... 1...2...3...4...5
- k Mencegah kelemumur ..... 1...2...3...4...5
- l Menghentikan kegatalan kulit kepala ..... 1...2...3...4...5

17 Adakah anda mempunyai sebarang masalah rambut yang tidak dapat diatasi dengan jenama yang paling kerap anda gunakan?

Ya

Tidak

Kalau ya, apakah jenis masalah/masalah-masalah \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Bahagian 5: Cara-cara Pembelian**

18 Siapakah yang menentukan jenama syampu rambut yang hendak dibeli?

Sendiri

Lain-lain orang

Kalau lain-lain orang, siapakah yang menentukan? \_\_\_\_\_

19 Dengan menggunakan skil 5 markah, di mana markah 5 bermakna 'Sangat penting' dan markah 1 pula bermakna 'Sangat tidak penting', nilaikan kepentingan setiap faktor yang mempengaruhi pemilihan jenama.

Sangat tidak penting (1)	Tidak penting (2)	Tiada satu pun (3)	Penting (4)	Sangat penting (5)
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- a Mutu/kualiti produk ..... 1...2...3...4...5
- b Bungkusan/bentuk yang menarik ..... 1...2...3...4...5
- c Bau yang harum ..... 1...2...3...4...5
- d Ingredien semulajadi ..... 1...2...3...4...5
- e Nilai produk berpatutan dengan wang ..... 1...2...3...4...5
- f Suka cuba product baru ..... 1...2...3...4...5
- g Jenama yang patut dipercayai ..... 1...2...3...4...5
- h Pengiklanan ..... 1...2...3...4...5
- i Sampel percuma ..... 1...2...3...4...5
- j Promosi/tawaran ..... 1...2...3...4...5
- k Pemilihannya disyorkan oleh kawan-kawan/ ahli-ahli keluarga ..... 1...2...3...4...5
- l Pemilihannya disyorkan oleh jurujual-jurujual ..... 1...2...3...4...5
- m Harga yang berpatutan ..... 1...2...3...4...5
- n Senang memperolehi/didapati ..... 1...2...3...4...5
- o Dipamerkan di dalam kedai ..... 1...2...3...4...5
- p Imej korporat ..... 1...2...3...4...5

20 Sekiranya jenama yang paling kerap anda gunakan tiada semasa anda berada di tempat pembelian, apakah yang paling mungkin anda lakukan?

- Pergi ke tempat lain untuk mencari jenama dan saiz pek yang sama
- Membeli jenama yang sama tetapi saiz pek yang berbeza
- Membeli jenama yang sama tetapi jenis yang berbeza
- Membeli jenama lain
- Mencari jenama dan saiz pek yang sama di masa akan datang

  
  
  
  


21 Anda biasanya membeli syampu rambut dari mana? (Pilih satu sahaja)

- Pasaraya
- Gedungraya
- Farmasi moden
- Kedai ubat cina
- Kedai kemudahan
- Kedai runcit
- Jualan langsung

  
  
  
  
  
  


Bahagian 6: Profil Responden

22 Bangsa

- Melayu
- Cina
- India

  
  


23 Taraf perkahwinan

- Bujang
- Berkahwin
- Bercerai
- Janda

  
  
  


24 Umur

- Kurang 15 tahun
- 15 - 19 tahun
- 20 - 24 tahun
- 25 - 29 tahun
- 30 - 34 tahun
- 35 - 39 tahun
- Lebih 39 tahun

  
  
  
  
  
  


25 Taraf pendidikan tertinggi

- Sek.Rendah sehingga Men. Rendah
- SPM/MCE/SPVM
- STPM/HSC/Sijil/Diploma
- Ijazah/Profesional
- Ijazah Sarjana/Ph.D.

  
  
  
  


26 Pekerjaan

- Pelajar
- Suri rumahtangga
- Kerani
- Penyelia
- Eksekutif
- Pengurus
- Profesional
- Bekerja sendiri

  
  
  
  
  
  
  


27 Pendapatan bulanan anda

- Kurang RM1,000
- RM1,000 - RM1,999
- RM2,000 - RM2,999
- RM3,000 - RM3,999
- RM4,000 - RM4,999
- Lebih RM4,999
- Tidak bekerja

  
  
  
  
  
  


Terima kasih