**Project Venus**

**Quantitative Questionnaire**

**18th October 2023**

**CONSENT FORM**

***IQVIA – PROJECT PARTICIPATION AND CONSENT FORM***

|  |  |
| --- | --- |
| ***Project Name*** | ***Venus*** |
| ***SFDC code*** | ***3028038*** |
| ***Recruiter/ Interviewer Name*** |  |

Good morning/afternoon, I am calling on behalf of IQVIA, an independent international healthcare market research organization. We are conducting a study **Claim substantiation by understanding the product satisfaction of La Shield moisturizer** and would like to speak to a number of consumers. May I ask you a few preliminary questions?

**IF RESPONDENT IS ELIGIBLE SAY:**

The purpose of our study is **Claim substantiation by understanding the product satisfaction of La Shield moisturizer** The discussion will be conducted via online survey and will last for about **30 mins**. The discussion will be arranged at a time to suit you and we can offer honorarium in appreciation of your time and participation.

Please let me reassure you that this Market Research is sponsored by a company and is conducted in accordance with International Market Research guidelines. The research is not designed to be promotional in any way – we are not trying to sell you anything. You have a right to withdraw from the interview at any time and withhold information as you see fit. All information provided will be treated in the strictest confidence and all data will only reported in a consolidated form – no personal information (including your name, email address and phone number) will be included in any reports provided to the company sponsoring the research, or to their affiliated companies or business partners.

Based on the (above) information, would you be interested in taking part in this market research program?

Yes……………………………………… …1 **→ CONTINUE**

No……………………………………… …2 **→ THANK AND CLOSE**

**Recruiter, please read out -**

As I mentioned earlier, we would be pleased to offer a honorarium in appreciation of your time and participation in the study. This compensation will be provided through PAYTM

1. Do you agree to receive compensation in this method?

Yes………………………………………1 **→ CONTINUE**

No……………………………………….2 **→ THANK AND CLOSE**

**[USE IF APPLICABLE]** I am going to audio record our discussion, because I cannot possibly remember everything that is said or write it down. However, as I mentioned earlier the meeting is completely confidential. The recordings will be listened to by an analyst who will summarize the data for confidential reporting purposes.

1. Do you agree to audio recording of the interview?

Yes………………………………………1 **→ CONTINUE**

No……………………………………….2 **→ THANK AND CLOSE**

It may also be necessary at a future date to re-contact you if we have a query on any of the information you have provided for our analysis.

1. Do you agree to be re-contacted in case of a query?

Yes………………………………………1 **→ CONTINUE**

No……………………………………….2 **→ CONTINUE BUT NOTE ON FILE**

**[USE IF APPLICABLE TO PROJECT]**

**Adverse Events**

We are now being asked to pass on to our client details of adverse events that are mentioned during market research interviews. Although what you say will of course be treated in confidence, should you raise an adverse event during the discussion we will need to report this even if it has already been reported by you directly to the company or regulatory authorities. In such a situation you will be asked whether you are willing to waive the confidentiality given to you using the market research codes of conduct specifically in relation to that adverse event. Everything else you say during the interview will continue to remain confidential, and you will still have the option to remain anonymous if you so wish.

**RECRUITER:** Did the respondent agree to the AE statement?

Yes………………………………………1 **→ CONTINUE**

No……………………………………….2 **→ CONTINUE BUT NOTE ON FILE**

**CONSENT TO PROCESSING OF PERSONAL DATA OF MARKET RESEARCH PARTICIPANT**

This form constitutes a privacy notice explaining how [IQVIA AG] (“IQVIA”/ “we”, “our”, “us”) will process your personal data for purposes of the Study and a consent declaration form for you to give your consent to this use, should you so choose.

For the purposes of this form, “personal data” means any data relating to you as a person and your personal circumstances, including your contact details, information about your specialization and responses provided in the course of participating in the Study.

If you choose to participate in the Study, you will need to read the following information carefully and provide your consent.

**PURPOSE OF PERSONAL DATA PROCESSING:**

IQVIA will serve as the Controller of personal data collected, and processing of such personal data will relate to conducting the Study and any follow-up contact that you have consented to.

Your responses and any personal contact information you provide in participating in the Study (i.e.: name, business address, email address, and phone number) will be processed by the IQVIA group of companies (“IQVIA”) on a strictly need-to-know basis, for purposes of informing IQVIA and its client(s) about **to understand product performance & claims testing for a Bandage/Plaster**

**THIRD PARTY TRANSFERS**

In order for IQVIA to conduct the Study, IQVIA may need to transfer your data to third party companies providing services to IQVIA. IQVIA shall ensure adequate contractual terms are in place with such third parties in order to ensure there are protections for your data.

If such third parties are located outside the EEA which may not benefit from a European Commission adequacy decision, IQVIA shall ensure Standard Contractual Clauses approved by the European Commission are in place with such third parties in order to ensure an adequate level of protection.

Your data will not be disclosed to the Study sponsor except in aggregated or non-identified form, provided however that your identity may be disclosed to the Study sponsor and the applicable national regulatory authority if you give your consent for your personal details to be passed on in the event of adverse event reporting, or if the Study Sponsor is required to do so by applicable law to meet mandatory regulatory reporting requirements.

**HOW WE STORE YOUR INFORMATION AND YOUR RIGHTS**

We retain your data for no longer than is necessary for the purposes for which your personal data is collected. Your responses in the Study and your associated personal data will be maintained for ­­­3 years except to the extent required to comply with a legal obligation.

You may contact us to request access to your personal data or to be provided with information on your personal data stored by us, object to the processing of it and request that we correct or delete it. If you have any queries or wish to know more about the information we hold, you reach out to us - **kasturi.ghatak@iqvia.com** or contact our data protection officer mentioning the name of the Study and one of our team will be happy to assist. You also have the right to complain to a data protection authority in the country where you live, work, or where you believe data protection laws have been breached.

The granting of your consent is voluntary and may be revoked at any time without any detrimental effect to you. You will not suffer any detriment should you choose not to participate in the Study.

**Compliance with Anti-Corruption and Anti Bribery Laws:**

You confirm that you are not a Government Official with the ability to influence IQVIA business and have not taken any action, directly or indirectly, that would constitute a violation of any applicable law including any anti-corruption laws or regulations (such as FCPA or UKBA), or IQVIA’s Policy against Bribery and Corruption.

You further confirm that in carrying out the Interview, you have not directly or indirectly made an, offer, authorized, promised to make, or received any Payment:

* to obtain or retain any contract, business opportunity or other similar benefit; or
* to or for the use or benefit of any Government Official; or
* to any person where such Payment violates any laws, decrees, regulations or policies having the force of law in the country or countries of such person or applicable to such person or the laws of [the United States of America and] England and Wales]; or
* to or from any person, whether or not a Government Official, with the intention to bring about or reward the improper performance of a duty or obligation to which you are subject to; or with the knowledge or belief that the acceptance of the advantage in itself constitutes the improper performance of your duty or obligation.
* By participating in this study/survey, you confirm that you are authorized to participate without violating any other commitments/engagements/contracts including but not limited to your employment contract/charter/rules and service agreements

***Following new regulations, we require you to indicate that you have understood and agree to the information above by signing on the project participation sheet.***

*PLEASE COMPLETE DETAILS ACCURATELY AS THIS INFORMATION WILL BE USED TO PROCESS THE PAYMENT.*

|  |  |  |
| --- | --- | --- |
| **PROJECT NUMBER** | 3028038 | *To be completed by IQVIA* |
| **PROJECT NAME** | Venus |
| **DATE OF INTERVIEW** |  | *To be completed by Participant* |
| **RESPONDENT NAME** |  |
| **COUNTRY** |  |
| **CITY** |  |
| **TELEPHONE** |  |
| **MOBILE** |  |
| **DATE OF BIRTH** |  |
| **E-MAIL ADDRESS** |  |
| **CARD DELIVERY ADDRESS** |  |  |
| **INCENTIVE TYPE** |  |  |
| **INCENTIVE AMOUNT** |  |  |

**PARTICIPANT CONSENT:**

1. **YES**, I want to take part in the Study as outlined above and confirm my consent to the collection, storage and use of my personal data as outlined above.
2. **YES**, I confirm that I may be contacted by IQVIA directly by telephone or e-mail using the contact information I have given above.
3. **YES,** I have complied with anti-corruption and anti-bribery laws.
4. **YES,** I agree to have received the incentive as stated above, in lieu for my interview.

**PARTICIPANT Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:

**CENTERS AND SAMPLE SPREAD**

*Enter relevant code for each city (Scripter to give the codes)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cities** | **Consumer Profile** | | |
| **La Shield Moisturizer users\*/**  **La Shied Sunscreen Users** | | |
| **Normal to Dry Skin** | **Sensitive Skin** | **Oily skin** |
| **Delhi** | **17** | **17** | **17** |
| **Mumbai** | **17** | **17** | **17** |
| **Chennai** | **15** | **17** | **17** |
| **Kolkata** | **17** | **17** | **15** |
| **Total** | **66** | **68** | **66** |
| **Grand Total** | **200** | | |

**NOTE TO RECRUITER ON QUOTA -**

1. **GENDER –** 
   1. 100% Female
2. **FOR MARRIED**
3. Mix of Married with kids and without kids – 60%
4. **FOR UNMARRIED** 
   1. Unmarried - 40%
5. **AGE**
   1. 21- 25 (20%)
   2. 26-35 (40%)
   3. 36-45 (40%)
6. **SKIN TYPE**
   1. Mix of people who have normal to dry skin, sensitive skin, oily skin
7. **USERSHIP (*FW with TG1 will precede TG2.*)**
   1. **TG1- Users of La shield Moisturizers.** 
      1. Sample Size No – 50
      2. For this TG only survey to be taken. They will speak from memory. No product placement required.
   2. **TG 2 – Users of La shield Sunscreen but uses some other brand of moisturizer.** 
      1. Sample Size No – 150
      2. For this TG product placement will be done. They will speak basis usage.
8. **SEC**
9. 100% SEC A1

**QUESTIONNAIRE – PART 1**

|  |
| --- |
| **SECTION I: UNDERSTANDING ATTITUDE TOWARDS SKINCARE (5 MINS)** |

***Interviewer Script:*** *From this point onwards, we will discuss about skin type and skin care.*

What according to you are the top **Six** traits that defines healthy skin? Please look at the below options and select **six** (**SHOW SCREEN)- MULTIPLE CODE ONLY – NEED RANKING FOR EACH ATTRIBUTE- HAVE TO RANK SIX (Both Min. & Max)**

|  |  |
| --- | --- |
| **ASSOCIATION WITH SKIN HEALTH** | **CODE** |
| Even Skin Tone |  |
| Brightness |  |
| Not fair skin, but Healthy skin |  |
| No need of make-up |  |
| No blemishes/spots/pimples |  |
| Smooth & Soft feel with no roughness |  |
| Hydrated skin |  |
| Wrinkle-free skin |  |
| Skin does not get tanned by sun |  |
| Tight/Non-sagging skin |  |
| No dust/grime sticking to face |  |
| No oil on T-zone |  |
| Any others (\_\_\_\_\_\_\_\_\_\_\_) |  |
| Any others (\_\_\_\_\_\_\_\_\_\_\_) |  |

**HANDOVER SHOWCARD 3**

1. You already mentioned that you use\_\_\_\_\_\_\_\_(**FROM QUESTION NO. S10.C0** ) **moisturizer** for your skin. (Mention Name of Moisturizer)

Can you please tell me what this moisturiser provides which others cannot?

**MULTIPLE CODING POSSIBLE**

|  |  |
| --- | --- |
| **REASONS FOR USING SKIN CARE PRODUCTS** | **CODE** |
| Provides Soft, Supple Skin | 01 |
| Feeling of Premiumness | 02 |
| Healthy feeling on skin | 03 |
| Suits my skin | 04 |
| Composed of high-quality ingredients | 05 |
| Better results | 06 |
| Dermatologist recommended | 07 |
| Salon Experts recommended | 08 |
| Does not Irritate the Skin | 09 |
| Does not Clog Pores | 10 |
| I like the texture | 11 |
| Non-Sticky, Lightweight feel | 12 |
| Does not cause break-outs | 13 |
| Any Others (Please Specify) \_\_\_\_\_\_ | 98 |
| Any Others (Please Specify) \_\_\_\_\_\_ | 99 |

**HANDOVER SHOWCARD 3**

1. How important is each of the following product attributes on a scale of 1-5, where 1 means extremely unimportant and 5 means extremely important for the moisturizer that you use. **PLEASE CODE YOUR RESPONSE AS PER THE BELOW SCALE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ATTRIBUTES RATING** | | | | |
| **Extremely Unimportant** | **Unimportant** | **Neither Important nor unimportant** | **Important** | **Extremely important** |
| 1 | 2 | 3 | 4 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **EVALUATING PARAMETERS** |  | | | | |
|  | **Extremely Unimportant** | **Unimportant** | **Neither Important nor unimportant** | **Important** | **Extremely important** |
|  | **1** | **2** | **3** | **4** | **5** |
| **FUNCTIONAL ATTRIBUTES** |  |  |  |  |  |
| Gives immediate relief to dry skin |  |  |  |  |  |
| Provides soothing effect on skin |  |  |  |  |  |
| Improves my skin texture |  |  |  |  |  |
| It provides long lasting hydration |  |  |  |  |  |
| Moisturizes my skin for atleast 10-12 hours |  |  |  |  |  |
| **SENSORIAL** |  |  |  |  |  |
| I like the product consistency |  |  |  |  |  |
| I like the color of the product |  |  |  |  |  |
| It is easily absorbed in my skin |  |  |  |  |  |
| I like the feel on my skin |  |  |  |  |  |
| Does not irritate the skin |  |  |  |  |  |
| Does not cause Flare ups |  |  |  |  |  |
| It is non-greasy |  |  |  |  |  |
| The texture of the product is smooth/creamy |  |  |  |  |  |
| Makes Skin Soft & Supple |  |  |  |  |  |
| **OTHER ATTRIBUTES** |  |  |  |  |  |
| It is easily available |  |  |  |  |  |
| Convenient to purchase from online platforms |  |  |  |  |  |
| I like the ingredients used in the product |  |  |  |  |  |
| It is Chemical free |  |  |  |  |  |
| Spreadibility is high |  |  |  |  |  |
| It is convenient to use and carry |  |  |  |  |  |
| Pack size lasts longer |  |  |  |  |  |
| Trusted Brand |  |  |  |  |  |
| It is a value for money brand |  |  |  |  |  |
| **PACKAGING ATTRIBUTES** |  |  |  |  |  |
| Attractive packaging |  |  |  |  |  |
| Clear product description |  |  |  |  |  |
| Easy to read and understand directions of use |  |  |  |  |  |
| Key benefits are mentioned clearly |  |  |  |  |  |
| Environment-friendly packaging |  |  |  |  |  |
| Easy to open and close |  |  |  |  |  |
| Travel-friendly |  |  |  |  |  |
| Easy to stock/store |  |  |  |  |  |
| Dispenses right amount of product on every use |  |  |  |  |  |
| Available in right pack size |  |  |  |  |  |
| It fits my budget |  |  |  |  |  |
| The price is just right |  |  |  |  |  |
| It is value for money |  |  |  |  |  |

|  |
| --- |
| **SECTION II: SURVEY QUESTIONS FOR TG1 – La Shield Moisturizer Users (10 min)** |

***NOTE FOR INTERVIEWER:***

1. *This section will be asked only to TG1 (La Shield Moisturizer user).*
2. *No product placement is required for the group.*

**HANDOVER SHOWCARD 4**

1. What was the first source of information about La Shied? **(SINGLE CODING POSSIBLE)**

|  |  |
| --- | --- |
| **SOURCE OF AWARENESS** | **CODE** |
| Influencers on social media (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_mention name & platform) | 01 |
| Online search (Internet/blogs) | 02 |
| Chemists Recommendation | 03 |
| Dermat recommendation | 04 |
| Salon recommendation | 05 |
| Print- newspaper/magazine | 06 |
| TV | 07 |
| YouTube | 08 |
| Facebook | 09 |
| Instagram | 10 |
| Amazon | 11 |
| Flipkart | 12 |
| Friend/family Recommendation | 13 |
| Radio | 14 |
| Tira | 15 |
| Myntra | 16 |
| Others, please specify \_\_\_\_\_\_\_\_\_\_\_ | 98 |

1. Typically, from where do buy La Shield Moisturizer most frequently? **SINGLE CODE ONLY**

|  |  |
| --- | --- |
| **PURCHASE CHANNEL** | **CODE** |
| Grocery stores | 01 |
| Local Chemist shop | 02 |
| Chain Pharmacy [Apollo Pharmacy, Nobel Plus etc.] | 03 |
| Online Pharmacy [NetMeds, PharmEasy etc.] | 04 |
| Online platform [Amazon, Flipkart etc.] | 05 |
| Modern Trade- E.g. Reliance, D-Mart etc. | 06 |
| Others, please specify \_\_\_\_\_\_\_\_\_\_\_ | 98 |

1. When do you apply this product? **(MULTIPLE CODING POSSIBLE**)

|  |  |
| --- | --- |
| **PLACE OF APPLICATION** | **CODE** |
| Only morning time | 01 |
| Morning and evening time both | 02 |
| Only evening time | 03 |
| At night | 04 |
| Whenever I go out | 05 |
| Any other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Please specify) | 06 |

1. Where have you applied La Shield moisturizer on your body? **MULTIPLE CODE POSSIBLE.**

|  |  |
| --- | --- |
| **RESPONSE** | **CODE** |
| Abdomen | 1 |
| Back | 2 |
| Elbows | 3 |
| Face | 4 |
| Foot | 5 |
| Hands | 6 |
| Knees | 7 |
| Legs | 8 |

1. How long does one Tube/Jar of the moisturizer last? **(SINGLE CODING)**

|  |  |
| --- | --- |
| **HOW LONG DOES MOISTURIZER LAST** | **CODE** |
| Less than 1 month | 01 |
| Between 1-2 months | 02 |
| More than 2 months | 03 |

1. Since you are using La Shield moisturizer for **more than 2 months now** how would you rate your overall product experience? Rate it on a scale of 1 to 5, in which 1 means “**Extremely dissatisfied**” and 5 means “**Extremely Satisfied**”?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OVERALL EXPERIENCE** | | | | |
| **Extremely Dissatisfied** | **Dissatisfied** | **Neither satisfied nor dissatisfied** | **Satisfied** | **Extremely Satisfied** |
| 1 | 2 | 3 | 4 | 5 |

1. How would you rate the product on the following parameters. Rate it on a scale of 1 to 5, in which 1 means “**Extremely Dissatisfied”** and 5 means Extremely Satisfied

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **EVALUATING PARAMETERS** |  | | | | |
|  | **Extremely dissatisfied** | **Dissatisfied** | **Neither satisfied nor dissatisfied** | **Satisfied** | **Extremely satisfied** |
|  | **1** | **2** | **3** | **4** | **5** |
| **FUNCTIONAL ATTRIBUTES** |  |  |  |  |  |
| Gives immediate relief to dry skin |  |  |  |  |  |
| Provides soothing effect on skin |  |  |  |  |  |
| Improves my skin texture |  |  |  |  |  |
| It provides long lasting hydration |  |  |  |  |  |
| Moisturizes my skin for atleast 10-12 hours |  |  |  |  |  |
| **SENSORIAL** |  |  |  |  |  |
| I like the product consistency |  |  |  |  |  |
| I like the color of the product |  |  |  |  |  |
| It is easily absorbed in my skin |  |  |  |  |  |
| I like the feel on my skin |  |  |  |  |  |
| Does not irritate the skin |  |  |  |  |  |
| Does not cause Flare ups |  |  |  |  |  |
| It is non-greasy |  |  |  |  |  |
| The texture of the product is smooth/creamy |  |  |  |  |  |
| Makes Skin Soft & Supple |  |  |  |  |  |
| **OTHER ATTRIBUTES** |  |  |  |  |  |
| It is easily available |  |  |  |  |  |
| Convenient to purchase from online platforms |  |  |  |  |  |
| I like the ingredients used in the product |  |  |  |  |  |
| It is Chemical free |  |  |  |  |  |
| Spreadibility is high |  |  |  |  |  |
| It is convenient to use and carry |  |  |  |  |  |
| Pack size lasts longer |  |  |  |  |  |
| Trusted Brand |  |  |  |  |  |
| It is a value for money brand |  |  |  |  |  |
| **PACKAGING ATTRIBUTES** |  |  |  |  |  |
| Attractive packaging |  |  |  |  |  |
| Clear product description |  |  |  |  |  |
| Easy to read and understand directions of use |  |  |  |  |  |
| Key benefits are mentioned clearly |  |  |  |  |  |
| Environment-friendly packaging |  |  |  |  |  |
| Easy to open and close |  |  |  |  |  |
| Travel-friendly |  |  |  |  |  |
| Easy to stock/store |  |  |  |  |  |
| Dispenses right amount of product on every use |  |  |  |  |  |
| Available in right pack size |  |  |  |  |  |
| It fits my budget |  |  |  |  |  |
| The price is just right |  |  |  |  |  |
| It is value for money |  |  |  |  |  |

1. Can you please tell me how much did you love this product? Rate it on a scale of 1 to 5, in which 1 means “**Extremely Unloved**” and 5 means “**Extremely lovable**”?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **LIKABILITY** | | | | |
| **Extremely Unloved** | **Unloved** | **Neither loved nor unloved** | **Loveable** | **Extremely lovable** |
| 1 | 2 | 3 | 4 | 5 |

1. **You scored \_\_\_\_\_\_\_\_ on Love for the product…can you please let me know what do you love & not love about the product? (Open ended -Please note down)**

**ASK ONLY TO PEOPLE WHO SCORED 3, 4 & 5**

* 1. **Love (Like) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**ASK ONLY TO PEOPLE WHO SCORED 1,2 & 3**

* 1. **Not Love (Dislike) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. How would you rate the UNIQUNESS of this product. Rate it on a scale of 1 to 5, in which 1 means “**Extremely common**” and 5 means “**Extremely unique**”?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **UNIQUENESS** | | | | |
| **Extremely common** | **Common** | **Neither unique nor very common** | **Unique** | **Extremely unique** |
| 1 | 2 | 3 | 4 | 5 |

1. How relevant would this product be for your skin care range? Rate on a scale of 1 to 5 in which 1 means “Not at all relevant” and 5 means “Extremely relevant”. **PLEASE RECORD RESPONSE AS PER THE SCALE IN THE TABLE PROVIDED FOR THE PRODUCT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OVERALL RELEVANCE** | | | | |
| **Extremely irrelevant** | **Irrelevant** | **Neither relevant not irrelevant** | **Very relevant** | **Extremely relevant** |
| 1 | 2 | 3 | 4 | 5 |

1. What is the LIKELIHOOD that you will CONTINUE to use this product. Rate it on a scale of 1 to 5, in which 1 means “**NOT AT ALL LIKELY**” and 5 means “**EXTREMELY LIKELY**”?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **LIKELYHOOD TO CONTINUE THE PRODUCT** | | | | |
| **Definitely not continue** | **Not continue** | **May or may not continue** | **Continue** | **Definitely continue** |
| 1 | 2 | 3 | 4 | 5 |

1. What is the LIKELIHOOD that you will RECOMMEND others to use this product. Rate it on a scale of 1 to 5, in which 1 means “**NOT AT ALL RECOMMEND**” and 5 means “**HIGHLY RECOMMEND**”?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **LIKELYHOOD TO RECOMMEND** | | | | |
| **Not At all recommended** | **Not recommended** | **Neutral** | **Recommended** | **Highly recommended** |
| 1 | 2 | 3 | 4 | 5 |

1. What improvements would you like to see in your product to enhance the overall user experience?

**OPEN ENDED QUESTION. RECORD VERBATIM**

|  |  |
| --- | --- |
| **Areas of Improvement** |  |

|  |
| --- |
| **SECTION III: PRODUCT TEST (TO BE CONTINUED FOR 4 DAYS)**  **ONLY FOR TG2- The La Shield Sunscreen user (15 Min)** |

***NOTE FOR INTERVIEWER:***

1. *Please place the product at the consumer’s place*

***Methodology to be briefed to consumers:***

1. ***First visit - ON DAY 1 –*** *The product to be placed at the respondent’s resident post recruitment criteria.*
2. *After that, respondents will get the branded product and will use it for 3 days. They will use only that product for the next 3 days to avoid any sensorial mix up with other cosmetic products.*
3. ***Second visit - On Day 4,*** *interviewer will visit the respondent to conduct a post-usage F2F CAPI interview on product perception and compare with their current moisturizer and collect the remaining product.*

**CAPTURE THE RESPONSE ON THE CAPI SURVEY FOR Q18**

1. How would you rate the product on the following parameters. Rate it on a scale of 1 to 5, in which 1 means Extremely Dissatisfied and 5 means “Extremely Satisfied

­­­­

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **EVALUATING PARAMETERS** |  | | | | |
|  | **Extremely dissatisfied** | **Dissatisfied** | **Neither satisfied nor dissatisfied** | **Satisfied** | **Extremely satisfied** |
|  | **1** | **2** | **3** | **4** | **5** |
| **FUNCTIONAL ATTRIBUTES** |  |  |  |  |  |
| Gives immediate relief to dry skin |  |  |  |  |  |
| Provides soothing effect on skin |  |  |  |  |  |
| Improves my skin texture |  |  |  |  |  |
| It provides long lasting hydration |  |  |  |  |  |
| Moisturizes my skin for atleast 10-12 hours |  |  |  |  |  |
| **SENSORIAL** |  |  |  |  |  |
| I like the product consistency |  |  |  |  |  |
| I like the color of the product |  |  |  |  |  |
| It is easily absorbed in my skin |  |  |  |  |  |
| I like the feel on my skin |  |  |  |  |  |
| Does not irritate the skin |  |  |  |  |  |
| Does not cause Flare ups |  |  |  |  |  |
| It is non-greasy |  |  |  |  |  |
| The texture of the product is smooth/creamy |  |  |  |  |  |
| Makes Skin Soft & Supple |  |  |  |  |  |
| **OTHER ATTRIBUTES** |  |  |  |  |  |
| It is easily available |  |  |  |  |  |
| Convenient to purchase from online platforms |  |  |  |  |  |
| I like the ingredients used in the product |  |  |  |  |  |
| It is Chemical free |  |  |  |  |  |
| Spreadibility is high |  |  |  |  |  |
| It is convenient to use and carry |  |  |  |  |  |
| Pack size lasts longer |  |  |  |  |  |
| Trusted Brand |  |  |  |  |  |
| It is a value for money brand |  |  |  |  |  |
| **PACKAGING ATTRIBUTES** |  |  |  |  |  |
| Attractive packaging |  |  |  |  |  |
| Clear product description |  |  |  |  |  |
| Easy to read and understand directions of use |  |  |  |  |  |
| Key benefits are mentioned clearly |  |  |  |  |  |
| Environment-friendly packaging |  |  |  |  |  |
| Easy to open and close |  |  |  |  |  |
| Travel-friendly |  |  |  |  |  |
| Easy to stock/store |  |  |  |  |  |
| Dispenses right amount of product on every use |  |  |  |  |  |
| Available in right pack size |  |  |  |  |  |
| It fits my budget |  |  |  |  |  |
| The price is just right |  |  |  |  |  |
| It is value for money |  |  |  |  |  |

1. **HANDOVER SHOWCARD 19**

Will you buy this product as soon as it is available? Rate it on a scale of 1 to 5, in which 1 means “Will not at all Purchase” and 5 means “Will definitely Purchase”? **PLEASE RECORD RESPONSE AS PER THE SCALE IN THE TABLE PROVIDED FOR THE PRODUCT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **INTENTION TO PURCHASE** | | | | |
| **Definitely not purchase** | **Will Not purchase** | **May or may not purchase** | **Will Purchase** | **Definitely Purchase** |
| 1 | 2 | 3 | 4 | 5 |

1. In your opinion, what would be improvement in the product for you to purchase this product**?**

|  |  |
| --- | --- |
|  |  |
| Areas of Improvement |  |

**HANDOVER SHOWCARD 21**

1. How unique do you think is this product from the one’s that you are using? Rate it on a scale of 1 to 5, in which 1 means “Extremely common” and 5 means “Extremely unique”? **PLEASE RECORD RESPONSE AS PER THE SCALE IN THE TABLE PROVIDED FOR THE PRODUCT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **UNIQUENESS** | | | | |
| **Extremely common** | **Common** | **Neither unique nor very common** | **Unique** | **Extremely unique** |
| 1 | 2 | 3 | 4 | 5 |

**HANDOVER SHOWCARD 22**

1. How relevant would this product be for your skin care range? Rate on a scale of 1 to 5 in which 1 means “Not at all relevant” and 5 means “Extremely relevant”. **PLEASE RECORD RESPONSE AS PER THE SCALE IN THE TABLE PROVIDED FOR THE PRODUCT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OVERALL RELEVANCE** | | | | |
| **Extremely irrelevant** | **Irrelevant** | **Neither relevant not irrelevant** | **Very relevant** | **Extremely relevant** |
| 1 | 2 | 3 | 4 | 5 |

**HANDOVER SHOWCARD 23**

1. Can you please tell me how much did you love this product? Rate on scale 1 to 5 where 1 means “Extremely unloved” and 5 means “Extremely lovable”? **PLEASE RECORD RESPONSE AS PER THE SCALE IN THE TABLE PROVIDED FOR THE PRODUCT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **LOVEABLE** | | | | |
| **Extremely Unloved** | **Unloved** | **Neither loved nor unloved** | **Loveable** | **Extremely lovable** |
| 1 | 2 | 3 | 4 | 5 |

1. **You scored \_\_\_\_\_\_\_\_ on Love for the product…can you please let me know what do you love & not love about the product? (Open ended -Please note down)**

**ASK ONLY TO PEOPLE WHO SCORED 3, 4 & 5**

* 1. **Love (Like) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**ASK ONLY TO PEOPLE WHO SCORED 1,2 & 3**

* 1. **Not Love (Dislike) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**HANDOVER SHOWCARD 25**

1. Please tell us about your opinion on how satisfied are you with the product **OVERALL PRODUCT EXPERIENCE**? **SINGLE CODE ONLY**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OVERALL EXPERIENCE** | | | | |
| **Extremely Dissatisfied** | **Dissatisfied** | **Neither satisfied nor dissatisfied** | **Satisfied** | **Extremely Satisfied** |
| 1 | 2 | 3 | 4 | 5 |

**HANDOVER SHOWCARD 26**

1. What is the LIKELIHOOD that you will RECOMMEND others to use this product. Rate it on a scale of 1 to 5, in which 1 means “**NOT AT ALL RECOMMEND**” and 5 means “**HIGHLY RECOMMEND**”?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **LIKELIHOOD TO RECOMMEND** | | | | |
| **Not At all recommended** | **Not recommended** | **Neutral** | **Recommended** | **Highly recommended** |
| 1 | 2 | 3 | 4 | 5 |

1. **How does this perform as compared to your current moisturizer? (THEY ARE ALL LA SHIELD SUNSCREEN USER AND ISE OTHER MOISTUIRISERS)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PARITY WITH CURRENT MOISTURISER** | | | | |
| **Way below the standard of my current moisturizer** | **Slightly Worse than my current moisturizer** | **At par with my current moisturizer** | **Slightly better than my current moisturizer** | **Way better than my current moisturizer** |
| 1 | 2 | 3 | 4 | 5 |

1. **How does your current moisturizer (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Please name from RQ S10C) perform against each attribute?** Rate it on a scale of 1 – 5, where 1 = Extremely dissatisfied and 5 = Extremely satisfied PLEASE **CODE YOUR RESPONSE AS PER THE BELOW SCALE**

**NOTE TO SCRIPTER – RANDOMIZE THE ATTRIBUTES**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **EVALUATING PARAMETERS** |  | | | | |
|  | **Extremely dissatisfied** | **Dissatisfied** | **Neither satisfied nor dissatisfied** | **Satisfied** | **Extremely satisfied** |
|  | **1** | **2** | **3** | **4** | **5** |
| **FUNCTIONAL ATTRIBUTES** |  |  |  |  |  |
| Gives immediate relief to dry skin |  |  |  |  |  |
| Provides soothing effect on skin |  |  |  |  |  |
| Improves my skin texture |  |  |  |  |  |
| It provides long lasting hydration |  |  |  |  |  |
| Moisturizes my skin for atleast 10-12 hours |  |  |  |  |  |
| **SENSORIAL** |  |  |  |  |  |
| I like the product consistency |  |  |  |  |  |
| I like the color of the product |  |  |  |  |  |
| It is easily absorbed in my skin |  |  |  |  |  |
| I like the feel on my skin |  |  |  |  |  |
| Does not irritate the skin |  |  |  |  |  |
| Does not cause Flare ups |  |  |  |  |  |
| It is non-greasy |  |  |  |  |  |
| The texture of the product is smooth/creamy |  |  |  |  |  |
| Makes Skin Soft & Supple |  |  |  |  |  |
| **OTHER ATTRIBUTES** |  |  |  |  |  |
| It is easily available |  |  |  |  |  |
| Convenient to purchase from online platforms |  |  |  |  |  |
| I like the ingredients used in the product |  |  |  |  |  |
| It is Chemical free |  |  |  |  |  |
| Spreadibility is high |  |  |  |  |  |
| It is convenient to use and carry |  |  |  |  |  |
| Pack size lasts longer |  |  |  |  |  |
| Trusted Brand |  |  |  |  |  |
| It is a value for money brand |  |  |  |  |  |
| **PACKAGING ATTRIBUTES** |  |  |  |  |  |
| Attractive packaging |  |  |  |  |  |
| Clear product description |  |  |  |  |  |
| Easy to read and understand directions of use |  |  |  |  |  |
| Key benefits are mentioned clearly |  |  |  |  |  |
| Environment-friendly packaging |  |  |  |  |  |
| Easy to open and close |  |  |  |  |  |
| Travel-friendly |  |  |  |  |  |
| Easy to stock/store |  |  |  |  |  |
| Dispenses right amount of product on every use |  |  |  |  |  |
| Available in right pack size |  |  |  |  |  |
| It fits my budget |  |  |  |  |  |
| The price is just right |  |  |  |  |  |
| It is value for money |  |  |  |  |  |

**NOTE TO SCRIPTER – RANDOMIZE THE ATTRIBUTES**

|  |
| --- |
| **SECTION IV: CLAIMS TESTING (10 MIN)** |

**HANDOVER SHOWCARD 28**

28. Can you tell me to what extent do you agree with the below claims on a scale of 1 to 5 where 1 is completely disagree to 5 completely agree. **PLEASE RECORD RESPONSE AS PER THE SCALE IN THE TABLE PROVIDED FOR EACH PRODUCT. ENSURE RATING IN THE RIGHT PRODUCT SEQUENCE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CLAIMS RATING** | | | | |
| **Completely Disagree** | **Disagree** | **Neither agree nor disagree** | **Agree** | **Completely Agree** |
| 1 | 2 | 3 | 4 | 5 |

|  |  |
| --- | --- |
| **CLAIM SET** | **Rating** |
| **Normal-Dry Skin- Administer for people with Normal- Dry skin only (REFER TO S6 & 7 for Skin Type)** |  |
| La Shield Is lightweight and absorbs quickly in the skin |  |
| After using La Shield moisturizer my skin stayed hydrated throughout the day |  |
| I noticed glowing and radiant skin after using La Shield Moisturizer |  |
| I feel that skin became supple after using La Shield Moisturizer |  |
| I felt that the Skin remained soft for 24hrs after using La Shield Moisturizer |  |
| I feel that the Skin became instantly soft and smooth after La Shield Moisturizer |  |
| I feel that skin flakiness disappeared immediately after application of La Shield Moisturizer |  |
| I feel Skin became plump and tight instantly after using La Shield Moisturizer |  |
| I felt that La Shield Moisturizer stayed on my skin all day |  |
| **Oily Skin- Administer for people with Oily Skin only(REFER TO S6 & 7 for Skin Type)** |  |
| La Shield moisturizer is non sticky and suits my oily skin |  |
| La Shield moisturizer provides long lasting hydration without greasy feel |  |
| La Shield moisturizer does not clog pores and cause breakouts |  |
| La Shield moisturizer does not make my T-zone oily |  |
| La Shield moisturizer feels lightweight and smooth on my skin |  |
| **Sensitive Skin- Administer for people with Sensitive skin only (REFER TO S6 & 7 for Skin Type)** | **(REFER TO S6 & 7 for Skin Type)** |
| La Shield moisturizer Is non-irritating and suited my sensitive skin |  |
| La Shield moisturizer is very soothing on the skin |  |
| La Shield moisturizer did not cause break outs post application |  |
| Skin inflammation and redness reduced post application of La Shield moisturizer. |  |
| **For All…** |  |
| I love La Shield moisturizer |  |
| I felt a real difference in my skin after La Shield moisturizer |  |
| I will definitely purchase La Shield Moisturizer again |  |
| I will definitely recommend La Shield Moisturizer to others |  |
| La Shield is my favorite moisturizer of all time |  |
| La Shield is the best moisturizer I have ever used |  |
| I love how La Shield moisturizer feels on my skin |  |
| I love the fragrance of La Shield moisturizer |  |
| I trust La Shield moisturizer |  |

**THANK AND CLOSE THE INTERVIEW**