

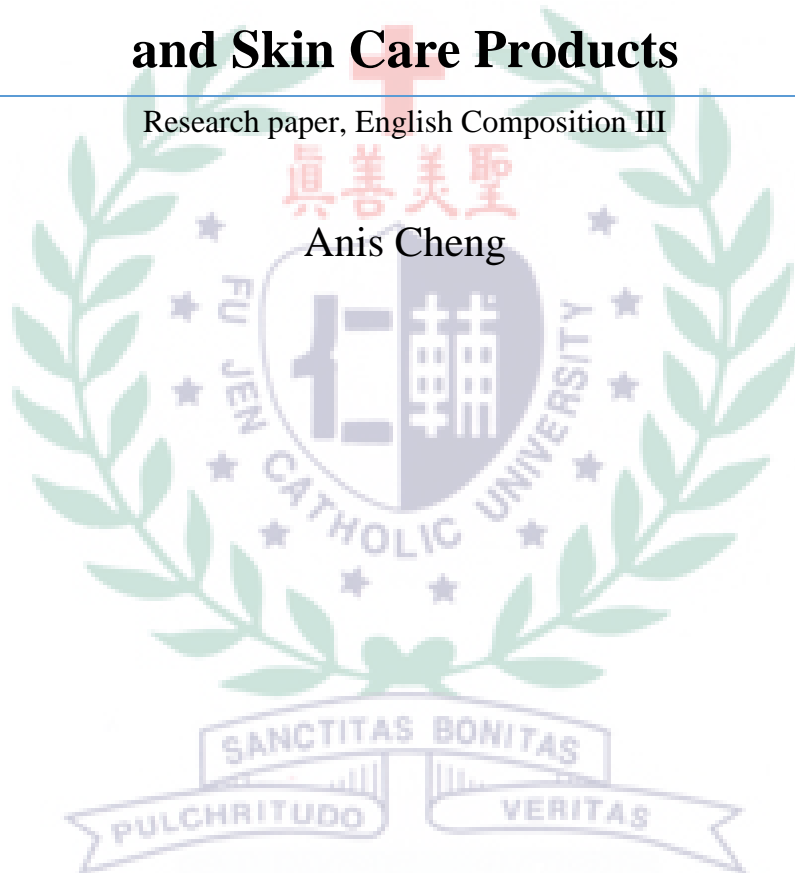
ENGLISH DEPARTMENT, FU JEN CATHOLIC UNIVERSITY

GRADUATION PROJECT 2016

College students' Brand Loyalty on Cosmetics and Skin Care Products

Research paper, English Composition III

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RP Outline

College students' Brand Loyalty on Cosmetics and Skin Care Products

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College students' Brand Loyalty on Cosmetics and Skin Care Products

I. Introduction

Due to the global economic development and the transformation of industrial types in Taiwan, the development of cosmetics industry was diversified. The amount of cosmetics users is increasing, and people also care more about their skin condition. At the same time, the age of people who wear cosmetics also becomes younger. The growing of sale amount in these years shows that cosmetics and skin care products are not luxury goods anymore, but are daily necessities now in Taiwan. In recent years, more and more Japanese and Korean cosmetics brands come to Taiwan. Whether consumers will continue buying the same brand is a serious concern for all the cosmetics companies. According from POPSUGAR Insights Q2 2014 beauty study, 76% of women in America say that brand is the number one most influential factor they consider when shopping for beauty products (McLoughlin). Whether brand name is also the most influential factor when it comes to buying cosmetics and skin care products in Taiwan could be further investigated to find out the elements of brand loyalty.

The purpose of this research is to know how brand loyalty is built among college students, and to come up suggestions that a cosmetics company can adopt in order to maintain their constant customers. With the collection of 113 answers to the questionnaire, this paper will show the degree of young people being loyal to a certain brand, and in what condition they would like to change or try another brand. To provide a conceptual framework of this research, I will first define brand, brand image, brand loyalty and cosmetics and skin care products. I will then explain the method undertaken to examine the relationship among brand, college students and their buying habits. And the next section will provide the empirical results of this study, followed by the conclusion and implications.

In other words, this paper would find out whether college students in Taiwan also see brand as the most influential factor while shopping for cosmetics and skin care products, and why is that. Is it because of the brand image? Or, are there other factors that attract young people to buy one particular brand? Hypothesis one in this research paper is that brand image does influence its brand loyalty. And another one is that the more a customer know about different brands, the less a customer would be loyal to one particular brand. The methodologies used in this paper include questionnaire and interview to investigate the hypotheses. This paper argues that college students do have brand loyalty toward cosmetics and skin care products, and brand image is the most influential factor for them.

II. Conceptual framework

The word “brand” is derived from the Old Norse word “brandr,” which means “to burn,” as brands were and still are the means by which owners of livestock mark their animals to identify them (Interbrand Group). The purpose for a brand is to provide recognition. With a name or a mark, people can tell the difference between the same products from different providers easily. According to the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” Technically speaking, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.

A brand is like a bridge between the buyers and the sellers. A brand name can not only help an organization differentiate itself from its competitors, but also provide quality assurance, and convey its attribute, benefit, value, culture, and personality. In today's competitive world, it is important to have branding since customers often build up a relationship with a brand that they trust and will repeatedly purchase

products from that brand. Some people will only purchase a specific brand, even if there are acceptable alternatives on the market (“Brand Strategy”). For example, Apple Inc has a loyal customer base with people who only buy iPhone, iMac and other Apple’s products instead of other 3C brands’ products.

To own a loyal customer base is no easy task in today’s competitive market; one needs to not only create a brand logo and personality based on its product qualities, but also design strategies to develop and express to target consumers its functions and meanings, all of which go into a brand image. Brand image influences how costumers feel about a certain brand. According to the American Marketing Association (AMA), brand image is the perception of a brand in the minds of persons; **the brand image is a mirror reflection (though perhaps inaccurate) of the brand personality or product being. It is what people believe about a brand-their thoughts, feelings, expectations.** Brand image is an important part in marketing. Keller suggest that: “A positive brand image is created by marketing programs **that** link strong, favorable, and unique association to the brand in memory” (70). If the products quality is not good, it will influence its brand image; on the other hand, if the brand image is not good, it will influence the sale of the product.

To own a loyal customer base, that is to say, to own a group of customers who have brand loyalty. “Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service, or other positive behaviors such as word of mouth advocacy.” (Dick and Basu, 101). There are actually two kinds of brand loyalty: “spurious loyalty” and “true brand loyalty.” Customers may repurchase a brand due to situational limitations, such as a lack of viable alternatives, or out of convenience. Such loyalty is referred to as “spurious loyalty.” “True brand loyalty exists when customers have a high relative attitude toward the brand which is

then exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm” (Dick and Basu, 101).

How, then, do we measure brand loyalty? Marketing theorists, researchers, and practitioners have over time persistently explored ways to structure and define brand loyalty in non-intuitive ways, thereby engendering several theoretical frameworks for measuring brand loyalty, especially in the consumer goods categories (Akabogu 33). “As the [buying] process is dynamic, some consistency is needed during a certain time span. This suggests that one should not only consider the number of times a specific brand is purchased during that period, but also the purchase pattern over successive purchase occasions. As such, one can distinguish partially loyal behavior from completely (non)loyal behavior” (Mellens, et al, 406). One of such theoretical frameworks for measuring brand loyalty to consumer goods is the “brand-choice sequences” theory postulated by Brown (1952). This study will take Brown’s theory as the measurement of brand loyalty in the questionnaire. The “brand-choice sequences” theory measures how brands are purchased in sequences, and turn these possible sequences into four patterns. For instance, A, B, C, D, E, F are different brands, then the consumer is classified as exhibiting one of the following loyalty types, which represent different degree of brand loyalty:

“AAAAAA Undivided Loyalty

ABABAB Divided Loyalty

AAABBB Unstable Loyalty

ABCDEF No Loyalty” (Brown 1952, 54).

These simple examples show that the purchase pattern over a given time span contains valuable information about brand loyalty (Mellens, et al, 406).

In addition to the concepts of brand, the concepts of cosmetics and skin care

products are also important to this research paper. In the definition from The Cosmetic, Toiletry & Perfumery Association (CTPA), “cosmetics” mean any substance or mixture which aim to exclusively or mainly cleaning, beautifying, perfuming and protecting the various external parts of the human body (skin, hair system, nails, lips and external genital organ) or the teeth. In this case, skin care products can fall under the general category of cosmetics. However, in order to get the specific answers from the respondents, this paper would narrow down the definition of cosmetics into facial cosmetics, as eye shadow or lipstick; other products which clean and keep the skin in good condition go into the category of skin care products. Skin care products include cleansers, facial masks, tanning oils and lotions.

III. Methodology

The methodologies used in this paper include questionnaire and interview. The questionnaire was designed as the survey instrument to investigate the hypotheses, and it consists of five parts. Besides the basic information part (Part I) and open response (Part V), the questionnaire tries to find out respondents’ purchasing habit (Part II), the qualities they seek when purchasing (Part III), how they link products with their brands (Part IV). The interview was carried out after getting the result of the questionnaire in order to get more detailed opinions from college students.

The survey was carried out in Taiwan using online self-ministered questionnaire in March, 2015. With internet as medium, a total 113 responses were obtained from college students in Taiwan. A majority of the college students were studying in Taipei (91%), were juniors and above (77%) and have more than 3000 NT dollars to spare per month (73%), which means that this can be a potential target consumer group of cosmetics company. As for the interview, I got four interviewees who are represented as different types of consumer: the one who has highly brand loyalty, the ones who change their use of brand frequently, and the one who doesn’t have loyalty to certain

brand on cosmetics and skin care products.

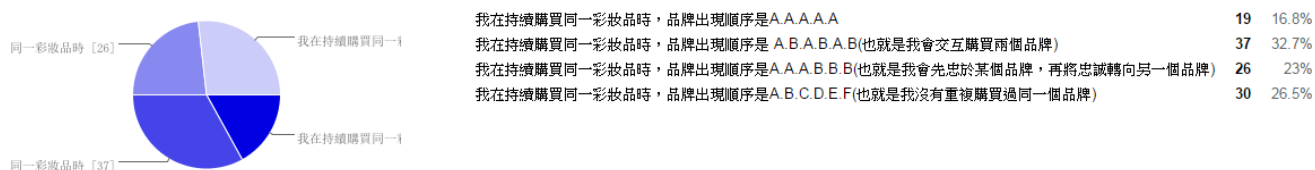
The data was analyzed from both written part and statistical results. The questionnaire asked the respondents to write down the brands they purchased in the past 6 months, and the written results show several brand purchased frequently by the college students. For cosmetics products, the most popular brands are: KATE (18), Mabelline (13), 1028 (13), Etude House (10), Media (10), SHISEIDO (7), ZA (7), and 3CE (7). For the skin care products, the most popular brands are: Senka 專科(20), SHISEIDO (9), ROHTO 肌研(5), Neutrogena(5), ORBIS(4), and Nature Republic (4). The written part and the statistical results match each other since that most people answered that they usually shop at cosmeceutical shops for open-shelf type brands, and they written down brand names such as KATE, Mabelline, Senka, ROHTO and so on.

IV. Empirical results

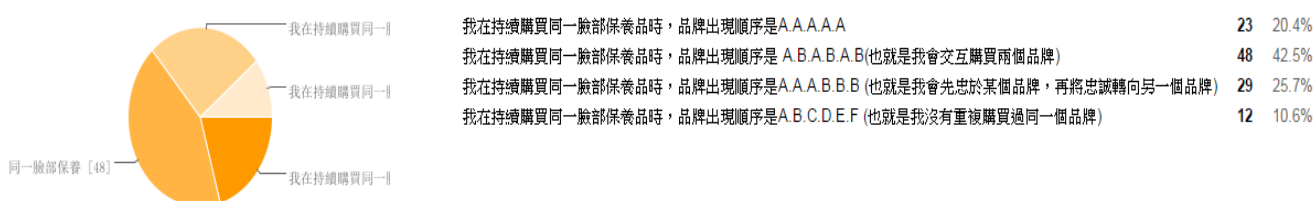
The survey results show that most college students have Divided Loyalty and Unstable Loyalty to cosmetics and skin care products. In this part, I exam the responders' degree of brand loyalty by using Brown's "brand-choice sequences" theory, which shows that if a person have continued buying the same product from the same brand means he or she have a higher degree of brand loyalty. The results show that there is no significant group of people in the case of brand-choice sequences of cosmetics. That is to say, the amount of people who have Undivided Loyalty, Divided Loyalty, Unstable Loyalty, and No Loyalty are very close. However, from the results of brand-choice sequences of skin care products, there are more people having Undivided Loyalty and Divided Loyalty. According to Chart 1 and 2, 20.4% of college students have Undivided Loyalty on skin care products, which is higher than the percentage of Undivided Loyalty on cosmetics. [As for why there are more expressions of loyalty, all the](#) interviewees answered that since skin care products

have more **direct impact on** their skin, once they found a suitable brand for them, they would stay with using the same brand. However, when it comes to cosmetics, the interviewees said “I would like to try different brands since there are so many different products”, and “when I see a nice new product launched, I would like to try it.” In other words, college students would like to take a chance on different cosmetics brands since they are attracted by newer products, and also, they are still finding the suitable brands for them.

2.請勾選下列符合您的購買彩妝品狀況 (英文字母ABCDE為彩妝品品牌)



3.請勾選下列符合您的購買臉部保養品狀況 (英文字母ABCDE為臉部保養品品牌)



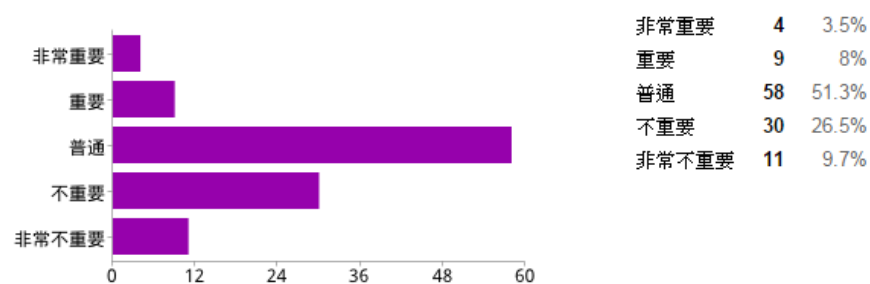
(Chart 1 and 2).

Furthermore, to check the first hypothesis in this research paper is correct or not, I designed some questions that relate to the elements and factors that might influence the **customer** in purchasing cosmetics and skin care products. The questions are designed to know that the degree of importance of different kind of elements including product endorser, brand awareness, brand image and market share. In the following charts 3 to picture 6, the questionnaire results show that the respondents think that product endorser and market share are not as important as brand awareness and brand image. The result proved that brand image does influence its brand loyalty. However, sometimes celebrities become part of the brand image and influence customers’ feeling toward the brand. In the future research, the relationship between

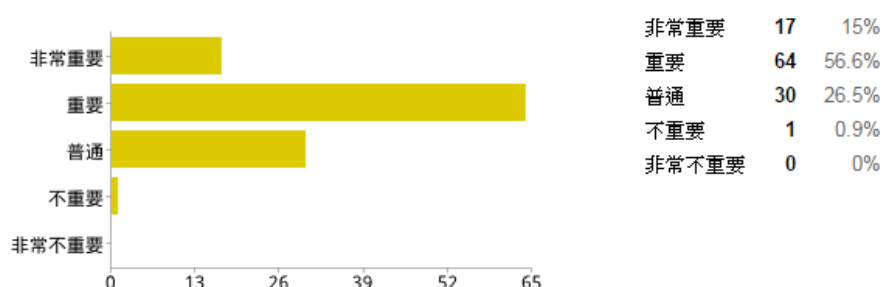
brand image and product endorser could be investigated deeper in order to find the way to build strong brand image.

In this part of the questionnaire, I also put some elements that are related to product itself, such as the price, the fragrance, the quality, the packaging, the function of the product, suitability, and discount. According to the result of the questionnaire, college students care more about the practical factors; for example, the factors that 90% of the respondents considering important are the price, the function, the quality of the product, whether the product is suitable for the respondent, and whether the product is on sale. The interviewees' responds also second that since most of the college students do not have that much money, they would take the price as the main concern, and often choose the product with high quality which is on sale. This also corresponds to the buying habit that they usually shop at cosmeceutical shops for open-shelf type brands. Some classical products from counter brands may have high quality; however, due to the expensive price, they wouldn't attract college students.

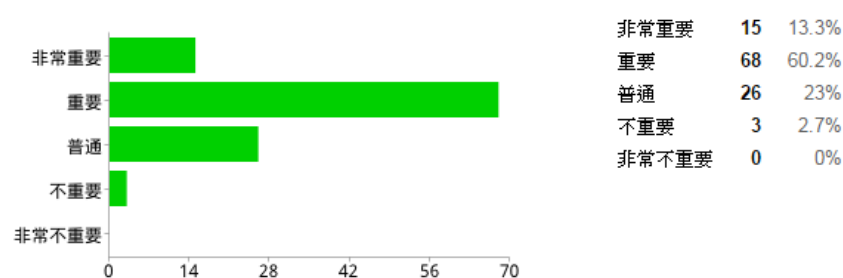
產品代言人 [請問您在購買特定彩妝品以及臉部保養品時，對於下列個別考量因素其重要程度為何?]



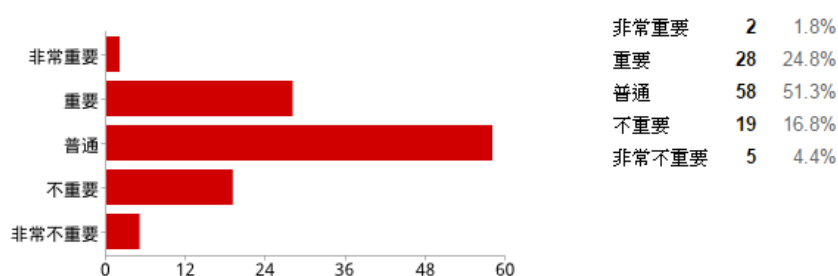
品牌知名度 [請問您在購買特定彩妝品以及臉部保養品時，對於下列個別考量因素其重要程度為何?]



對該品牌的印象 [請問您在購買特定彩妝品以及臉部保養品時，對於下列個別考量因素其重要程度為何?]



該品牌的市佔率 [請問您在購買特定彩妝品以及臉部保養品時，對於下列個別考量因素其重要程度為何?]



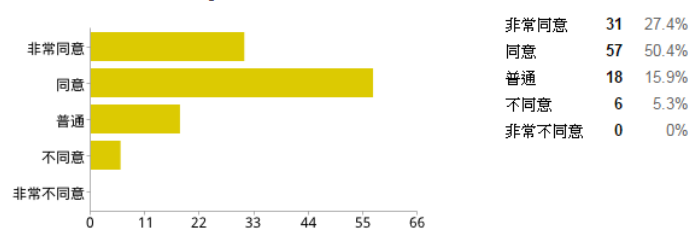
(Chart 3, 4, 5 and 6).

Hypothesis two is that the more a customer knows about different brands, the less a customer would be loyal to one particular brand. To examine this hypothesis, I designed some questions about customers' habit of staying with one brand and their knowledge of multiple brands. From the result of this part of questionnaire, college students' knowledge of brands seems quite enough. More than 70% of the respondents can name five and above different brand names, and about 60% of the respondents like to take in new information about different brands of cosmetics and skin care products. However, from the results of "brand-choice sequences" mentioned earlier in this paper, most of the respondents have a certain degree of brand loyalty. In this part, it seems the hypothesis two does not hold. The more a customer knows about different brands does not mean the less a customer would be loyal to one particular brand. The interviewees who have a high loyalty on cosmetics and skin care products said that although she follows the latest news about these products and might want to try them, she still stays loyal to certain brands because of the love of the brands she was using. The other interviewees said even though they know some brands, they

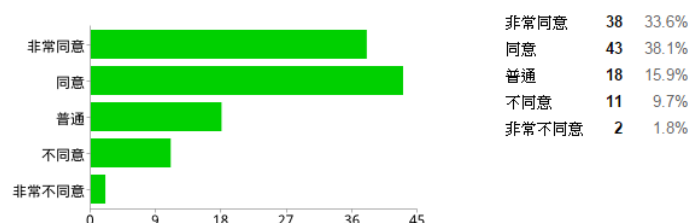
would not take action to buy and try all of them due to the money concern.

In fact, the reason why college students want to try or buy different brands lies on the brand image which gets mostly formed through promotion via word of mouth, including internet ads and bloggers' articles. According to Chart 10, the evaluation (internet ads and bloggers recommendation) (40%) and the recommendation from friends and families (36%) are the main reason for changing their use of brand. Some interviewees state that they would ask their friends for opinions while buying cosmetics because they do think the using experiences are important. All of them also said that they would recommend the products they are satisfied with. That is to say if the using experience was good, most of the students would try to use that product. In this case, I asked them whether they will buy the products after they try the samples provided from the brand. The one of the interviewees said "I would definitely attracted by the free samples. And after using them, I would consider to buy the product." Others said that, "if the sample fits my expectation, and the price of the product is fair, I will buy that product."

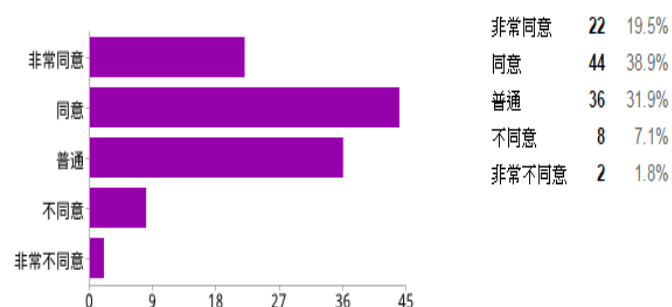
我有習慣性購買的品牌 [1.下列對於購買彩妝品以及臉部保養品和品牌之間的關連 請您勾選最符合您的狀況的答案]



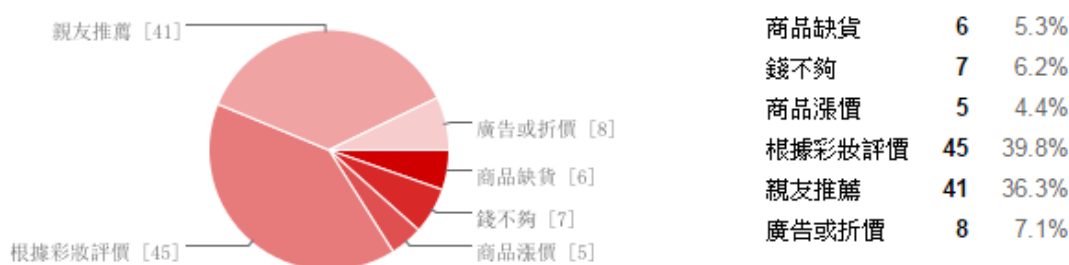
我可以列出5家以上的彩妝品以及臉部保養品品牌 [1.下列對於購買彩妝品以及臉部保養品和品牌之間的關連 請您勾選最符合您的狀況的答案]



我喜歡去認識不同品牌 (例如 藉由看網路文章和雜誌等) [1.下列對於購買彩妝品以及臉部保養品和品牌之間的關連 請您勾選最符合您的狀況的答案]



4.請問您在什麼情況下會考慮換彩妝品/臉部保養品品牌?



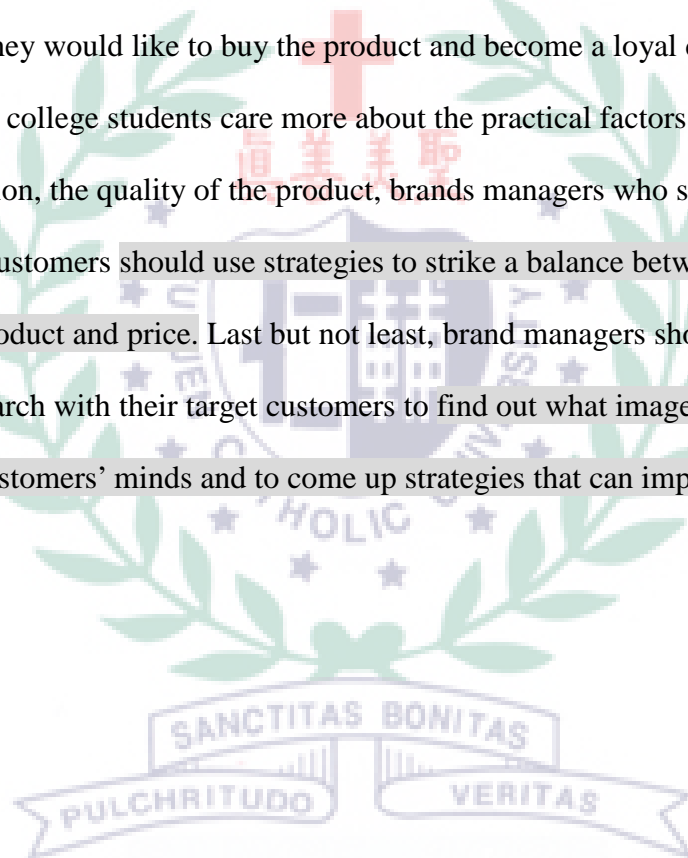
(Chart 7, 8, 9 and 10).

V. Discussion and conclusions

This paper argues that although cosmetic consumers tend to have more divided loyalty than skin care products, both types of customers tend to have unstable loyalty. However, prices apart, brand image is still the most important factor for college students in their purchase of cosmetics and skin care products, while the brand image get mostly formed through [word of mouth, including the recommendation from friends and family, internet ads and bloggers' articles](#). The questionnaire results show that the willing of recommending the brand is based on personal using experience. And the questionnaire results also show that the respondents think that product endorser is not as important as brand image. However, sometimes celebrities become part of the brand image and influence customers' feeling toward the brand. In the future research, the relationship between brand image and product endorser could be investigated deeper in order to find the way to build strong brand image.

To develop totally undivided loyalty on a certain cosmetics and skin care brand

may be impossible; however, [this research](#) results have a number of implications for brand managers. Firstly, the companies can most effectively build their images with word-of-mouth promotion on the internet as well as use of free samples. For example, the companies can design some sales that fit their target customers' needs, and promotes the activity through Facebook and other internet pages which are popular among their target customers. Moreover, most people value the using experiences very much. The companies may spread out some free samples so that after people try their product, they would like to buy the product and become a loyal customer. Secondly, since college students care more about the practical factors, such as the price, the function, the quality of the product, brands managers who sees young adults as their target customers should use strategies to strike a balance between strategic definition of product and price. Last but not least, brand managers should carry out up-to-date research with their target customers to find out what images their brands have in their customers' minds and to come up strategies that can improve their image.



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VIII. Appendix: questionnaire

RP Questionnaire

台灣女大生對於彩妝以及臉部保養品品牌忠誠度

您好，我是輔仁大學英國語文學系三年級的學生，現在正在製作畢業論文
這是一份研究彩妝品品牌忠誠度之學術問卷，此問卷共分四部分
希望能耽誤您幾分鐘的時間，請教您一些問題
您的回答僅供學術研究之用，問卷結果將以匿名方式進行，請放心作答

輔仁大學英國語文學系
指導老師: 劉紀雯 教授
學生: 鄭雅蓮

一. 基本資料

1. 請問您就讀的大學與科系?
2. 請問您就讀大幾?
 - a. 大一 b.大二 c.大三 d.大四
3. 請問您個人每個月除了生活費之外可以支配的金錢有多少?
 - a.1.5 萬以上 b.1.5 萬 c.1 萬 d.5000 元 e.3000 元 f.1000 元 g.不夠活所需

二. 購買習慣

1. 請問您平均花在單筆購買彩妝品、保養品的金額是多少元?
 - a. 500 元內 b. 501-1000 元 c. 1001-1500 d. 1501 以上
2. 請問您多久購買一次彩妝品?
 - a. 一個月購買一次以上
 - b. 一個月購買一次
 - c. 三個月購買一次
 - d. 半年購買一次
 - e. 一年(以及一年以上)購買一次
3. 請問您多久購買一次臉部保養品?
 - a. 一個月購買一次以上
 - b. 一個月購買一次
 - c. 三個月購買一次
 - d. 半年購買一次

- e. 一年(以及一年以上)購買一次
4. 請問您最常購買的彩妝品種類為何?(複選至多 3 樣)
- a. 粉底 (粉底液、粉霜、蜜粉、粉餅、遮瑕膏.....)
 - b. 腮紅 (粉狀、膏狀、液狀.....)
 - c. 眼部彩妝 (眉筆、眼影、眼線筆、睫毛膏.....)
 - d. 唇部彩妝 (口紅、唇蜜.....)
 - e. 指甲油
5. 請問您最常購買的臉部保養品種類為何?(複選至多 3 樣)
- a. 化妝水、收斂水
 - b. 乳液
 - c. 防曬
 - d. 面膜 (片狀、膏狀、眼膜、唇膜.....)
 - e. 精油、精華液
 - f. 去角質霜
 - g. 卸妝乳、卸妝油
 - h. 其他(請註明)
6. 您在過去半年內曾經買過的彩妝品品牌為何?
7. 您在過去半年內曾經購買過的臉部保養品品牌為何?
8. 在購買彩妝品、臉部保養品前，最優先考慮的意見來源是什麼?
- a. 電視廣告
 - b. 報章雜誌介紹
 - c. 網際網路廣告 (包含部落客文章)
 - d. 親友推薦
 - e. 專櫃小姐推薦
 - f. 宣傳單、型錄
 - g. 過去購買該品牌之經驗
 - h. 其他 (請註明)
9. 請問您最經常在哪裡購買彩妝品、臉部保養品?(複選至多 2)
- a. 一般美妝雜貨店 (例如 康是美、屈臣氏、SASA...)
 - b. 網路購物平台的實體店面 (例如 86 小舖、小三美日...)
 - c. 網路購物平台 (例如 86 小舖、屈臣氏網路平台...)

- d. 生活百貨店 (例如 寶雅、美華泰...)
- e. 品牌專賣店
(例如 ORBIS、Too Cool For School、The Body Shop...)
- f. 直銷公司 (例如 玫琳凱 MaryKay、NU SKIN 如新...)
- g. 百貨公司專櫃
(例如 MAC、JILL STUART、KRYOLAN 歌劇魅影、shu uemura 植村秀...)
- h. 其他 (請註明)

三. 產品特性

請問您在購買特定彩妝品以及臉部保養品時，對於下列個別考量因素其重要程度為何？

		非常重要	重要	普通	不重要	非常不重要
1.	品牌知名度					
2.	產品價格					
3.	產品功能					
4.	產品品質					
5.	適合自己膚質					
6.	產品包裝					
7.	香味					
8.	對該品牌的印象					
9.	產品代言人					
10.	購買管道便利					
11.	是否有活動促銷					
12.	該品牌的市占率					

四. 品牌認知

下列對於購買彩妝品以及臉部保養品和品牌之間的關連

請您勾選最符合您的狀況的答案

	非常同意	同意	普通	不同意	非常不同意
我有習慣性購買的品牌					
我可以列出 5 家以上的彩妝品以及臉部保養品					

品牌					
我喜歡去認識不同品牌 (例如 藉由看網路文章 和雜誌等)					
請勾選下列符合您的購買彩妝品狀況 (英文字母 ABCDE 為彩妝品品牌)					
我在持續購買同一彩妝品時, 品牌出現順序是 A.A.A.A.A					
我在持續購買同一彩妝品時, 品牌出現順序是 A.B.A.B.A.B (也就是我會交互購買兩個品牌)					
我在持續購買同一彩妝品時, 品牌出現順序是 A.A.A.B.B.B (也就是我會先忠於某個品牌, 再將忠誠轉向另一個品牌)					
我在持續購買同一彩妝品時, 品牌出現順序是 A.B.C.D.E.F (也就是我沒有重複購買過同一個品牌)					
請勾選下列符合您的購買臉部保養品狀況 (英文字母 ABCDE 為脸部保養品品牌)					
我在持續購買同一脸部保養品時, 品牌出現順序是 A.A.A.A.A					
我在持續購買同一脸部保養品時, 品牌出現順序是 A.B.A.B.A.B(也就是我會交互購買兩個品牌)					
我在持續購買同一脸部保養品時, 品牌出現順序是 A.A.A.B.B.B (也就是我會先忠於某個品牌, 再將忠誠轉向另一 一個品牌)					
我在持續購買同一脸部保養品時, 品牌出現順序是 A.B.C.D.E.F (也就是我沒有重複購買過同一個品牌)					

1. 請問您在什麼情況下會考慮換彩妝品/脸部保養品品牌?
 - a. 商品缺貨
 - b. 錢不夠
 - c. 商品漲價
 - d. 根據彩妝評價
 - e. 親友推薦
 - f. 廣告或折價
2. 當您欲購買之品牌商品缺貨時, 您會有什麼反應?
 - a. 考慮其他品牌
 - b. 到別家店買

- c. 下次再購買
 - d. 向工作人員訂購
3. 當您購買您經常使用之彩妝／臉部保養品時，友人告知不同品牌更好使用的同質商品，是否會改用其他廠牌?
- a. 會 b. 不會
4. 您是否會因為看了彩妝評鑑，而改用其他廠牌?
- a. 會 b. 不會
5. 現在所使用的彩妝／臉部保養品品牌若再提高價錢您仍會考慮繼續購買嗎?
- a. 會 b. 不會
6. 您是否會將您滿意的彩妝／臉部保養品品牌向他人或親友作正面的宣傳或訴說?
- a. 會 b. 不會

五. 其他

問卷到這裡結束，謝謝您的協助！

有什麼話想要說的嗎？例如任何建議和推薦什麼品牌的彩妝品、保養品都分常歡迎您留言！

