



QUESTIONNAIRE HAIR-SHAMPOO

Ce cas a été préparé uniquement dans le but de fournir des éléments pour la discussion d'un problème de management. Il ne prétend pas illustrer le traitement efficace ou inefficace d'un problème de la vie des affaires. Certains noms et d'autres informations peuvent avoir été modifiés dans le souci de maintenir leur confidentialité.

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Vous trouverez ci-après un questionnaire d'étude de marché, d'origine américaine. Il vous est demandé de partir de cet instrument pour effectuer une étude de marché dans d'autres pays.

- Envisager les problèmes posés par sa traduction; proposer des solutions; en traduire un extrait dans la langue de votre choix¹;
- Envisager les modalités d'administration (du point de vue de l'enquêteur et du répondant);
- Proposer des modifications du questionnaire, ou de la méthode d'enquête, si :

¹ On peut varier les contextes culturels et linguistiques nationaux ad libitum, et ceci évidemment en fonction des participants (nationalité, langues, expériences dans divers pays, etc.), qui seront une des principales ressources de cet exercice en terme d'expertise linguistique culturelle.

- l'information recherchée n'a pas de sens dans le contexte;
- l'information recherchée a du sens; mais la méthode de collecte de l'information est inappropriée.

1/ Vous devez proposer une adaptation pour l'un des pays suivants :

- France,
- Allemagne,
- Brésil (voir note 1)
- Maroc
- Madagascar
- Chine

2/ Vous devez proposer, dans un deuxième temps si possible, une version centrale de l'instrument. C'est-à-dire, dans l'optique de données comparables sur un plan multinational, qui puissent être collectées de façon fiable dans le plus de pays possible.

Questionnaire used in Hair Shampoo Study

Respondent Name: _____ Time Interview started: _____
 Address: _____ Ended: _____
 City: _____ Respondent N°: _____
 State: _____

Telephone N°: _____
 Interviewer Name: _____
 Interview Date: _____

Screening Questions (Part S)

Hello, I'm of the Wharton School, University of Pennsylvania. We're conducting a survey on women's attitudes and opinions about hair care products.

1. On the average, how often do you shampoo your hair at home?

- More than twice a week
- Once or twice a week
- Once or twice every two weeks

Once or twice every three weeks
 Twice a month
 Less than twice a month
 If less than twice a mon, terminate:

2. What is your age?
 (if under 18 or over 30 terminate)

Part A

First, I'm going to show you a set of 16 cards. Each card contains the name of a benefit that a hair shampoo might provide. *(Place set of white cards on table in front of respondent.)* Please take a few moments to look over these benefits. *(Allow time for respondent to study cards.)*

Now, thinking about various brands of hair shampoo that you have tried or heard about, pick out those benefits that you think are most likely to be found in almost any hair shampoo that one could buy today. *(Record card numbers in first column of response form A and turn selected cards face down.)*

Next, select all of those remaining benefits that you think are available in at least some hair shampoo - but not necessarily all in a single brand - that's currently on the market. *(Record card numbers in second column of response form A. Record remaining card numbers in third column, Then return all cards to table.)*

Next, imagine that you could make up an ideal type of shampoo - one that might not be available on today's market. Suppose, however, that you were restricted to only four of the sixteen benefits shown on the cards in front of you. Which of the sixteen benefits would you most like to have? *(Record card numbers in fourth column of response form A.)*

Response Form A

Benefits most likely to be found in almost any hair shampoo-card numbers	Benefits available in some shampoo-card numbers	Remaining benefits-card numbers	Four-benefit ideal set-card numbers

Part B

Now, let's again return to some of the shampoo benefits you have already dealt with. *(Select white card numbers 1 through 10; pull out card 4 and place it in front of respondent.)*

Suppose a shampoo were on the market that primarily stressed this benefit - "Produces Hair that has Body". If you could get a shampoo that made good on this claim, which one of

the remaining nine benefits would you most like to have as well? (*Record number in response form B*) Which next most? (*Record.*) Please continue until all of the 9 benefits have been ranked.

Response Form B

(Enter card numbers 1 through 10 excluding card # 4)

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Most like to have | <input type="checkbox"/> |
| <input type="checkbox"/> Next most | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> Least most |
| <input type="checkbox"/> | |

Part C

Now, I'm going to read to you some short phrases about hair. Listen to each phrase carefully and then tell me what single words first come to your mind when you hear each phrase? (*Record up to the first three "associative-type" words the respondent says after each phrase in response form C.*)

Response Form C

- a) Hair That Has Body
- b) Hair With Fullness
- c) Hair That Holds A Set
- d) Bouncy hair
- e) Hair that's not limp
- f) Manageable hair
- g) Zesty hair
- h) Natural hair

Part D

At this point I would like to ask you a few questions about your hair.

1. Does your hair have enough body?

Yes No

2. Do you have any special problems with your hair?

Yes No

If yes, what types of problems?

How would you describe your hair?

3. My hair type is:

Dry Normal Oily

