

APPENDIX A

Questionnaire in English

“Perceptions of Thai Youth on whitening cream: A study of youth at Siam Square”

Objective This study is partial fulfillment of an Independent Study of an MA student in English for Careers, Language Institute at Thammasat University. All of the collected information is for academic purpose only and will be strictly treated with confidentiality. Please kindly respond the fact to all items in this questionnaire. Thank you for your cooperation.

This questionnaire is divided into four parts:

Part 1: Demographic Information

Part 2: Perception Information

Part 3: Usage Information

Part 4: Suggestion

Please read the question carefully and fill in the gap or mark ✓ in () which is your favorite answer.

Part 1: General Information

1. Sex _____

2. Age _____ years

3. Level of Education _____

4. Profession

() Student

() Student in the university

() Others (Please specify) _____

5. Average income per month

() Less than 2,500 Baht

() 2,501-5,000 Baht

() 5,001- 7,500 Baht

() 7,501-10,000 Baht

() 10,001-12,500 Baht

() More than 12,500 Baht

Part 2: Perception Information (whitening cream)

1. Which media did the respondents know whitening cream from?

(Can answer more than one)

- Television Radio
 Newspaper Beauty Magazine
 Brochure Friend
 Salesperson Others (Please specify) _____

2. Which benefits of whitening cream do you perceive it could be?

(Can answer more than one)

- Whiten face Nourish Face
 Protect UV Reduce spot
 Others (Please specify) _____

3. Which prohibited ingredients in whitening cream do you perceive it could be?

(Can answer more than one)

- Hydroquinone Retinoic Acid
 Mercury Not know
 Others (Please specify) _____

4. Which danger of whitening cream do you perceive it could be?

(Can answer more than one)

- Irritate skin Cause spot on skin
 Cause blemish on skin No danger
 Not know Others (Please specify) _____

5. Which brand of whitening cream do you know the most? (**only one answer**)

- Pond's Olay
 Nivea Biore
 Garnier Loreal
 Smooth E Others (Please specify) _____

6. What is the relationship between price and quality of whitening cream?

(Can answer more than one)

- Higher price, higher quality
 Higher price, but quality might not match with
 Lower price, good quality

No relationship between price and quality

Others (Please specify) _____

7. Which organization's logo do you trust the most when buying whitening cream?

(only one answer)

Food and Drug Local research institutes

Foreign research institutes Others (Please specify) _____

8. Did your perception on whitening cream affect your usage?

(only one answer)

Affect, decide to use which now I've already use

Affect, decide not to use because _____

No effect, I've already used

No effect, I do not use it

Others (Please specify) _____

9. Would you recommend whitening cream to others to use it? **(only one answer)**

Yes, because _____

No, because _____

If you have not use whitening cream, please go to part 4.

Part 3: Usage Information

1. How long have you used whitening cream? **(only one answer)**

Less than 1 year 1-2 year 3-4 years

More than 4 years Others (Please specify) _____

2. How often do you use whitening cream per week? **(only one answer)**

1-2 times per week 3-4 times per week

5-6 times per week 7-8 times per week

9-10 times per week More than 10 times per week

3. When do you use whitening cream during a day? (Can answer more than one)

In the morning In the afternoon In the evening

Before going to bed Others (Please specify) _____

4. What is your reason of using whitening cream? (Can answer more than one)

Whiten skin Increase confidence Nurture skin

Reduce spots Protect UV Friends recommend

Family recommend Someone give Advertisement

Have special budget Want to try new one

Others (Please specify) _____

5. Which brand of whitening cream do you use? (**only one answer**)

One brand which is _____

Several brands which are _____

Others (Please specify) _____

6. How much do you pay for whitening cream per month? (**only one answer**)

Less than 500 Baht 501-1,000 Baht 1,001-1,500 Baht

1,501-2,000 Baht 2,001-2,500 Baht

Others (Please specify) _____

7. Who bought the whitening cream? (**only one answer**)

Self Parents Brother, Sister

Other relative Friend Others (Please specify) _____

8. Where do you buy the whitening cream? (**only one answer**)

Cosmetic Counter at Department Store Supermarket

Convenient Store Direct Sales

Drug Store Others (Please specify) _____

Part 4: Suggestion

Thank you for your kind cooperation

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