

## Appendix : Questionnaire

Age :  
Single/Married :  
Occupation :  
Nationality :  
Educational Background :  
Length of Living in Indonesia :

Circle what you think is the best interpretation of the question! (You may choose more than one answer and you **may** add your own interpretation based on the advertisements for item 'h').

**'What if you could capture radiance in a bottle?'**

- A . Someone tries to say, 'Look, our product is fantastic!'
- B . Telling someone about the advantage of Aveeno's daily moisturizer that could capture radiance in a bottle in order to use it.
- C . Opening a communication with someone.
- D . Showing the beauty of the product by using poetic language.
- E . Informing about the product that can capture radiance in a bottle.
- F . Making sure if someone understands the meaning of radiance in a bottle.
- G . It's a way to get someone's attention to Aveeno's product that has radiance in a bottle.
- H . .....

**'Wouldn't it be nice if we all got better with age, just like our favorite khakis?'**

- A . Someone tries to say, 'Wow! It is nice that these khakis get better with age.'
- B . Directing to use khakis.

- C. Opening a conversation with someone.
- D. Showing the beauty of khakis by using a poetic language.
- E. Informing about khakis.
- F. Making sure that the meaning of khakis is understood.
- G. It is an advice about pants named khakis, which match age.
- H. ....

**How can nature help protect your color-treated hair?'**

- A. Someone tries to say, 'You need to know this. I know how nature help protect your color-treated hair'.
- B. Telling someone about the advantage of Aveda's product, which is like the nature that can help the color-treated hair in order to use it.
- C. Opening a conversation with someone.
- D. Showing the beauty of the product by using a poetic language.
- E. Informing about the product, Aveda, which is symbolized by the nature.
- F. Making sure if the meaning of the nature that can protect the color-treated hair is understood.
- G. It's a way to get someone's attention to the nature that can help protect color-treated hair.
- H. ....

**'Did you know...As the Inventor in Sun Care, Clarins features the exclusive Phyto-Sunactyl complex to ensure a safe, long-lasting tan'. (Olive, Birch and Vanilla extracts)**

- A. Showing someone's pride on Clarins's Sun Care.
- B. Directing someone about the advantage of Clarins's Sun Care in order to use it.
- C. Opening a communication with someone.

- D. Showing the beauty of Clarins's Sun Care by using a poetic language.
- E. Informing about Clarins's Sun care , which has exclusive Phyto-Sunactyl complex that ensure a safe, long-lasting tan.
- F. Making sure if someone understands the meaning of the exclusive Phyto-Sunactyl complex which ensures a safe, long-lasting tan.
- G. It is a way to get someone's attention to Clarins's Sun Care.
- H. ....

**'Want to Practise Smart Sun?'**

- A. Challenging to practise Smart Sun.
- B. Instructing to practise Smart Sun.
- C. Checking whether or not the introduction on Clarins's Sun Care is working to raise someone's interest on Smart Sun.
- D. Showing the beauty of Smart Sun by using a poetic language.
- E. Informing about Smart Sun.
- F. Making sure that the meaning of Smart Sun is understood.
- G. It is an offer to practise Smart Sun.
- H. ....