

## Marketing Research Project: Voux

Dear research participant,  
by taking our survey you contribute to a research project, initiated by Maastricht University, that aims at giving companies from the region Limburg a better insight into how they can develop and improve their business practices!  
Furthermore, you do us students a huge favor by contributing to our project.

**In order to participate, please read the product description and watch the embedded video, BEFORE taking the survey!!!**

### **Product description:**

Voux is a hair substitute product that aims at making thinning hair appear thicker. The product is essentially a hair powder that is directly applied to the scalp and can be modeled into the desired structure with a brush and hairspray. Voux is available in a variety of colours and is made out of 100% Cotton and therefore does not contain any artificial additives or allergens. This has been tested by the TÜV Rheinland.

**Now please watch the video!**

<https://youtu.be/zQglpNVy5aQ>

### **Voux Package Design:**



**After having read the the product description and watched the video, please answer our survey. It will take you at most 3 minutes of your time!**

**The survey is completely anonymous and your answers are treated 100% confidential!!!  
SO PEASE BE HONEST IN YOUR ANSWERS! It is the best way to help us.**

**The Survey:**

[https://maastrichtuniversity.eu.qualtrics.com/jfe/form/SV\\_3C5sFbOncIT865D](https://maastrichtuniversity.eu.qualtrics.com/jfe/form/SV_3C5sFbOncIT865D)

**Thank you very much for your honesty and your time!**