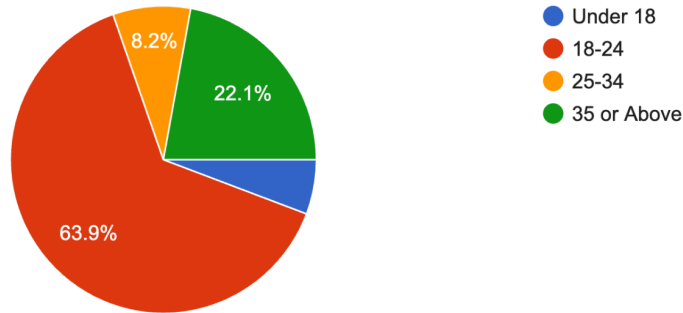


I. DEMOGRAPHICS

The demographic section segments the respondents into different groups based on their data and backgrounds to develop more specific targeted market strategies.

1. What is your age?

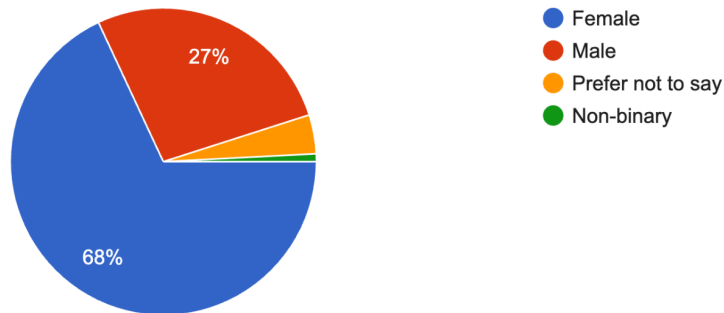
122 responses



Based on the data collected, the majority of the respondents consist of ages 18 to 24 with a percentage of 63.9%. The remaining respondents appear to be classified into ages of 35 and above standing at 22.1%, ages 25 to 34 standing at 8.2% and the rest being ages 18 and under consisting of 5.7%.

2. What is your gender?

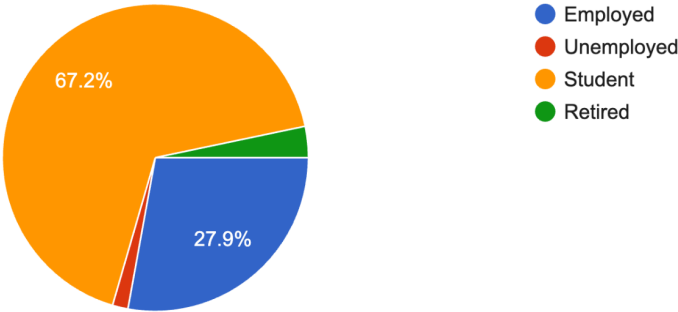
122 responses



Based on the results, the majority of the respondents appear to be females with 68% and males come in second with 27%. The rest of the respondents consisted of other genders.

3. What is your employment status?

122 responses



The majority of the respondents doing those surveys appear to be students (67.2%) and a quarter of them appear to already be employed (27.9%). The remaining small portion of the respondents are retired and unemployed.

4. What is your household income/allowance per month in MYR (RM)?

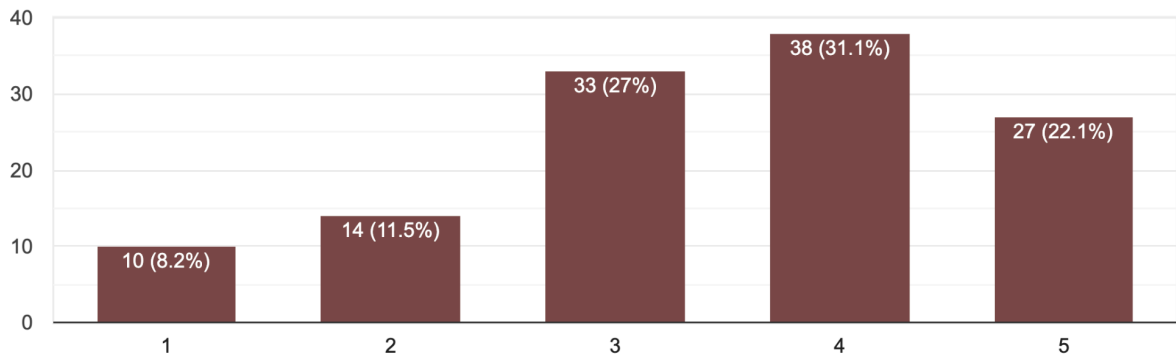
Based on the results, the majority of the respondents' allowance seems to be around the range of 1000 to 3000 ringgit and 300 to 1000 ringgit (45 & 44 responses). 16 of the respondents mentioned having a range of 0-300 ringgit worth of allowance and another 28 respondents respectively reported a monthly allowance of 5000-8000 ringgit and above 10000 ringgit. The remaining respondents reported receiving 3000-5000 ringgit (17 responses) and 8000-10000 ringgit (10 responses). This distribution suggests a concentration in the lower income brackets with fewer of the respondents reporting higher incomes.

II. PREFERENCES AND OPINIONS

The following section aims to explore the understanding of the respondents' preferences and opinions to help us develop marketing strategies for the targeted audience.

5. How likely are you to purchase an item primarily because of its color?

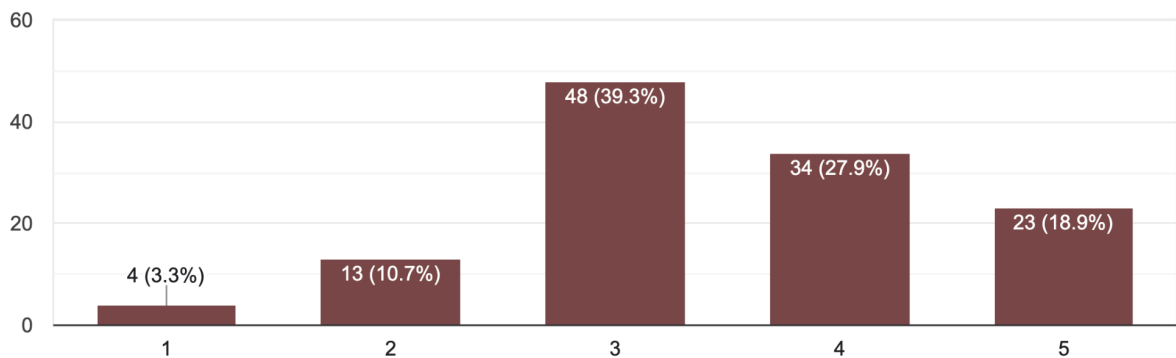
122 responses



Based on the results, majority of the respondents consisting of more than half of the respondents giving a rating higher than neutral (3) on the Likert scale shows how the respondents are more inclined to buy an item due to their color which implies how subjective people can be when buying products due to their personal color preferences.

6. How do you feel about the color pink in products?

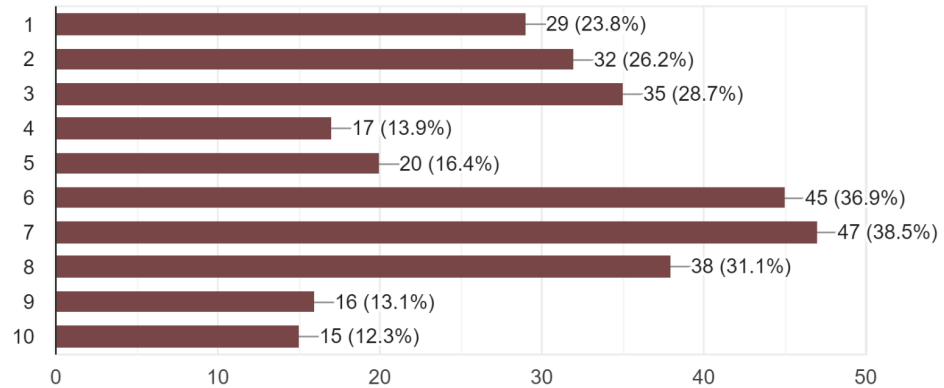
122 responses



The majority of the respondents chose 3 in their Likert scale being neutral but overall, most respondents are inclined to be more fond of the color pink residing in products. The majority of the female respondents feel about the color pink neutrally or positively, with ratings of 3,4,5 which suggests that a significant portion of female respondents either like or have no strong aversion to the color pink in products. This indicates that the fact they lean towards this color suggests a subtle preference that while

respondents don't strongly favor pink, they still have a general inclination towards it over other colors.

7. Which shades of pink from the selection above do you find the most aesthetically pleasing? (Please answer according to the number...asted in each shade. You may choose more than 1)
(122 条回复)



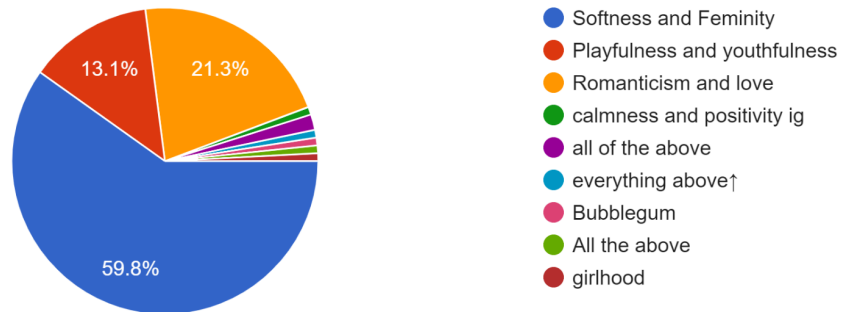
Please examine these shades of pink below

1	2	3	4	5
PANTONE® 11-1408 TCX Rosewater	PANTONE® 12-1212 TPG Veiled Rose	PANTONE® 14-1714 TPG Quartz Pink	PANTONE® 15-1821 TPG Flamingo Pink	PANTONE® 15-1922 TCX Geranium Pink
6	7	8	9	10
PANTONE® 13-3207 TCX Cherry Blossom	PANTONE® 13-1906 TPG Rose Shadow	PANTONE® 14-1911 TCX Candy Pink	PANTONE® 15-1816 TCX Peony	PANTONE® 15-1624 TPG Conch Shell

Respondents provided various combinations of preferred shades of pink from a selection numbered 1 through 10. The most frequently mentioned shades include 6, 7, and 8, with many respondents selecting combinations involving these shades. Additionally, shades 1, 2, 3, and 10 were also frequently mentioned. Overall, respondents showed preferences for a range of pink shades, with more respondents choosing a softer tone of pink.

8. What comes to your mind when you think of the color pink?

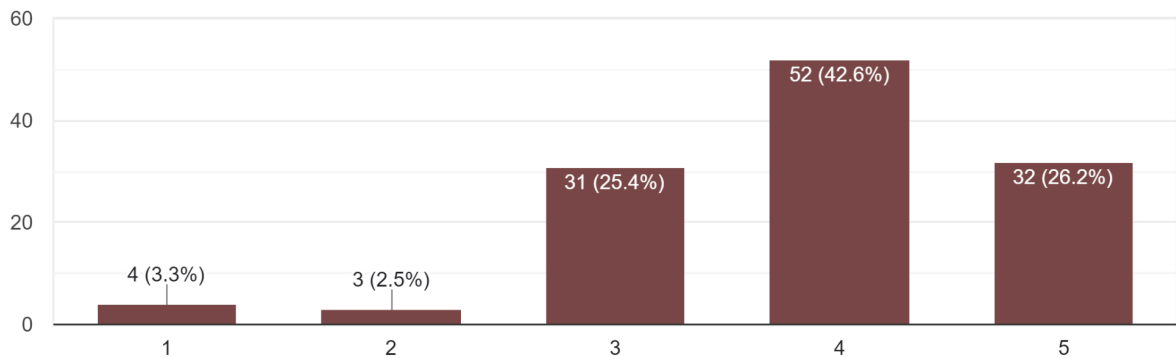
(122 条回复)



The results to this question land on “Softness and Femininity” as the most answered from respondents, followed by “Romanticism and Love” and lastly “Playfulness and Youthfulness”. Although there are a few responses that mention how all three of the available options were said to be what comes to their mind when thinking of the color pink. [difa analysis]

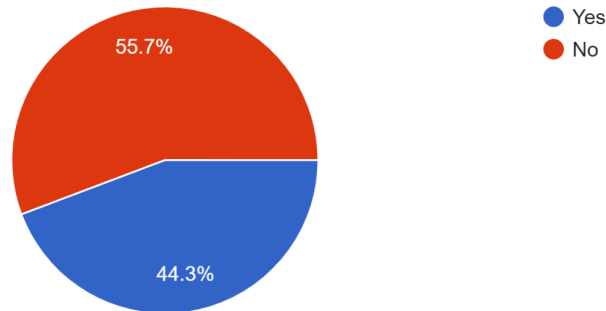
9. When you encounter unique or unusual items, how likely are you to be intrigued by them?

(122 条回复)



Respondents are somewhat likely to be intrigued when encountering unique or unusual items [difa analysis].

10. "A curio is a strange or interesting collectible object. Your vintage vinyl record players or toy figurines, for example, is a group of curios. Somethin...f curios (e.g., antiques, oddities, memorabilia)?
(122 条回复)



More than half of the respondents (68) answered "No" to the question asking if they were collecting any type of curios, while the remaining 54 answered "Yes". [difa analysis]

11. What types of curios do you currently collect? (Write down " - " if you previously answered no)

Based on the results of this question, some respondents who previously answered yes mentioned how they are currently collecting figurines from various media. Others also answered such as collecting coins, merchandise, and vintage antiques. [difa analysis]

12. How did you first become interested in collecting curios? (Write down " - " if you previously answered no)

A majority of the respondents first get into collecting curios out of pure enjoyment and personal interest, in contrast to others who mention how they were influenced by others. Some collect to follow the current trend and aesthetics of cute designs. Some respondents collect because of their interest in owning rare and discontinued items. And there are also some who do it for the sake of their childhood nostalgia. [difa analysis]

13. Do you focus on specific categories or themes when collecting curios (e.g., historical, cultural, aesthetic)?

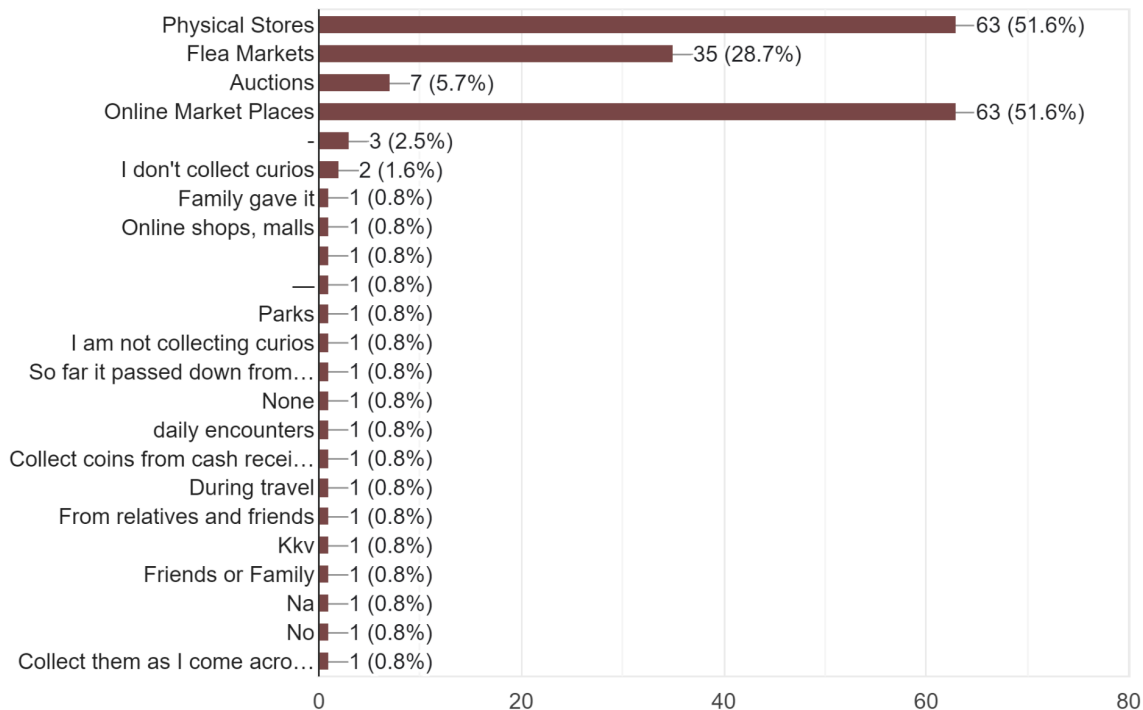
57.3% of the respondents answered "No" to have a specific theme when collecting curios, while the remaining 42.7% chose "Yes" [difa analysis]

14. If you answered 'Yes' to the previous question, what specific categories or themes do you focus on? Please skip this question if you answered 'No' previously.

The previous 42.7% who answered “Yes” gave answers that varied by aesthetics, historical and cultural value, personal interest, and any form of personal value the curio has to the respondent. [difa analysis]

15. Where do you typically find curios for your collection?

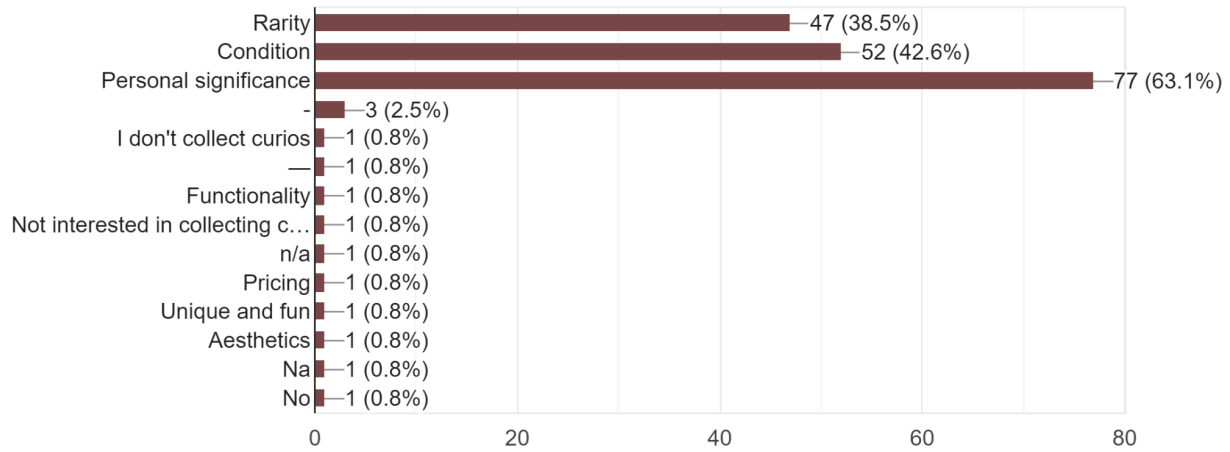
(122 条回复)



The respondents typically find their curios in physical stores and online marketplaces. Flea markets are popular for unique and affordable items, while auctions are used for rare finds. Some respondents may have found their curiosity through everyday encounters. [difa analysis]

16. What criteria do you consider when selecting new curios to be added to your collection?

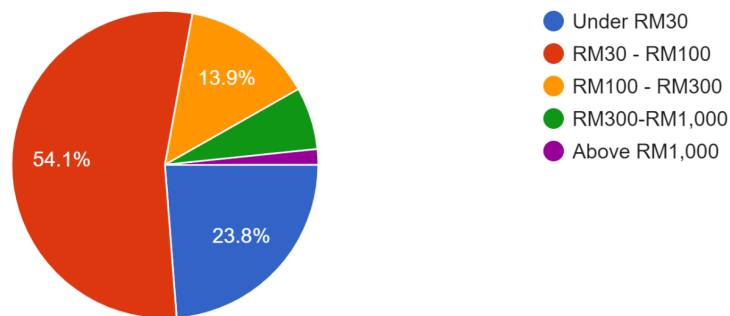
(122 条回复)



The top 3 criteria that respondents consider the most when selecting new curios are personal significance (63.1%), followed by condition (42.6%), and rarity (38.5%). Other than these answers, there are also respondents who considered the functionality, aesthetic, uniqueness and fun, and pricing of the curios.

17. What is your preferred price range for decorative items?

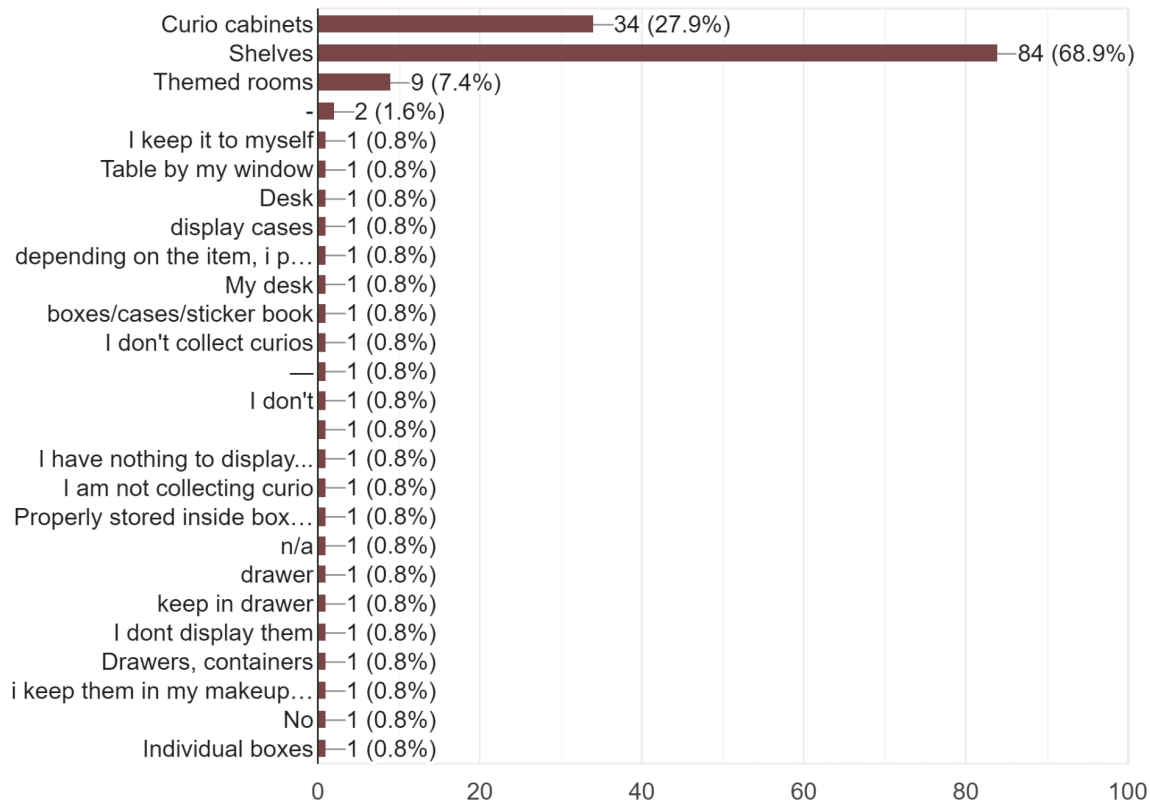
(122 条回复)



The most preferred price range that respondents answered was RM30-RM100 with a percentage of 54.1%, followed by under RM30 with 23.8% and 13.9% chose the range of RM100-RM300. The minority of the respondents chose the range of RM300-RM1000 and above RM1000.

18. How do you display or showcase your curio collection?

(122 条回复)



From the responses collected, 68.9% of respondents display or showcase their curio collection on their shelves. 27.9% of respondents display it on their curio cabinets and 7.4% of them have themed rooms for their curio collection. There are also some of the respondents that don't display their curios or put them on their table, drawer, or on boxes or cases.

19. Are there any particular curios you are actively searching for or hoping to add to your collection?

Most of the respondents were not interested or not actively searching for particular curios, while there were some responses (30 out of 122) that were actively searching or interested in collecting curios. The most particularly curios items respondents are

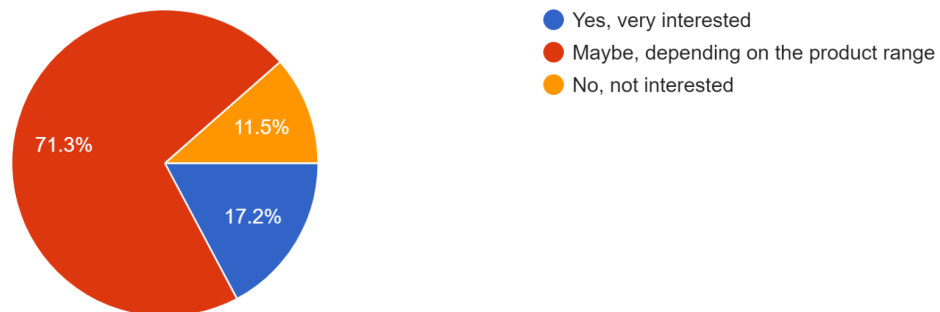
searching to collect are from the "Collectibles and Miscellaneous" category for example: foreign money, Books, digital cameras, digital albums, gacha items, etc. Followed by figurines, rare items, jewelry, specific merchandise, and furniture. This categorization reflects the diverse interests of the respondents in various types of collectibles.

20. Can you share any memorable stories or experiences related to your curio collection or journey?

Out of 122 responses that we have collected, 84 of them have no memorable experiences to share. Among those who shared memorable stories, emotional and sentimental value, unboxing and acquiring specific items, and travel and gifting were common themes. The data reflects a wide range of experiences, from nostalgic childhood memories to enjoyable times spent with loved ones.

21. Would you be interested in a brand that specializes in offering unique and quirky pink-colored items?

(122 条回复)

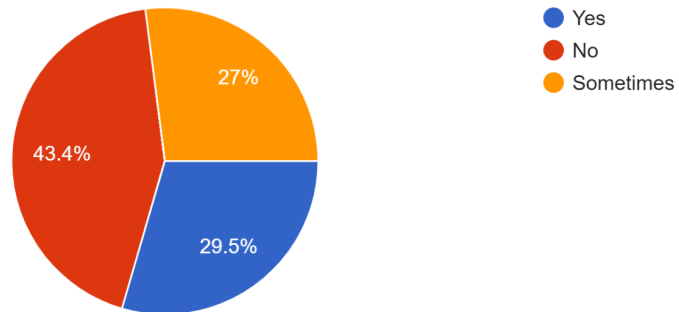


When asked if the respondents would be interested in a brand that specializes in offering unique and quirky pink-colored items, the majority of the respondents answered maybe, depending on the product range with 71.3% followed by 17.2% of them answered Yes, very interested and 11.5% of them answered that they are not interested.

III. PREFERENCES ON COSMETICS

22. Do you wear makeup?

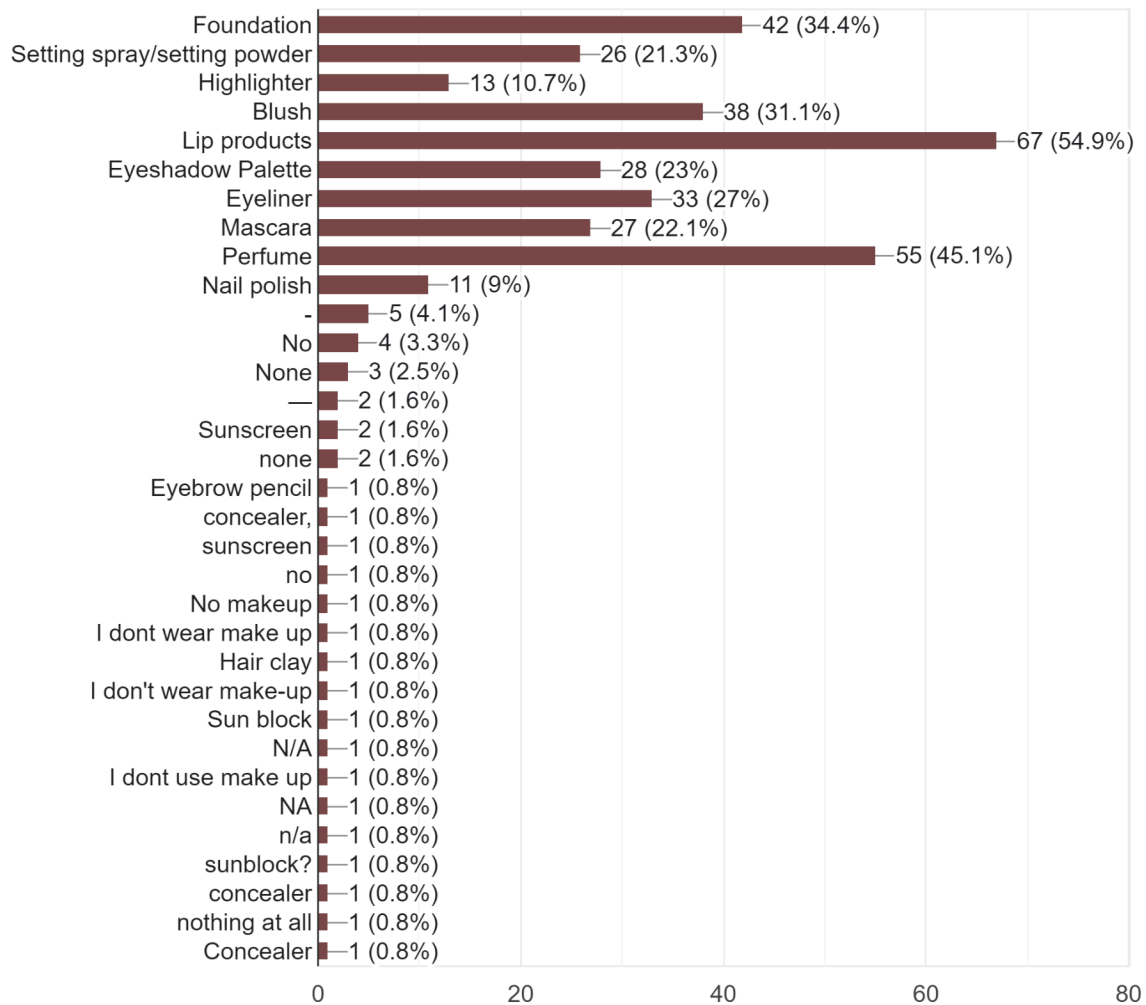
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From the responses above, 43.4% don't wear makeup while 29.5% wear makeup, and 27% only wear makeup sometimes.

23. What kind of cosmetics do you normally apply on a daily basis?

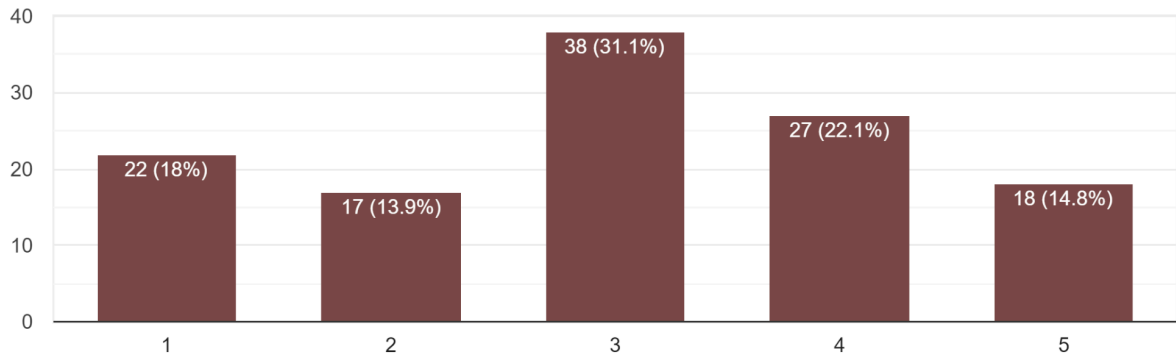
(122 条回复)



As can be seen from the chart, the people who use Lip products most every day, are 54.9%. It was followed by Foundation, Perfume, and Blush at 34.4%, 45.1%, and 31.1%, respectively. Using Setting spray/setting powder, Highlighter, Eyeshadow Palette, Eyeliner, and Mascara are basically similar. The use of Sunscreen, Eyebrow pencil, and Concealer is relatively small, and some people do not wear makeup.

24. How likely would you buy cosmetics for its design or packaging?

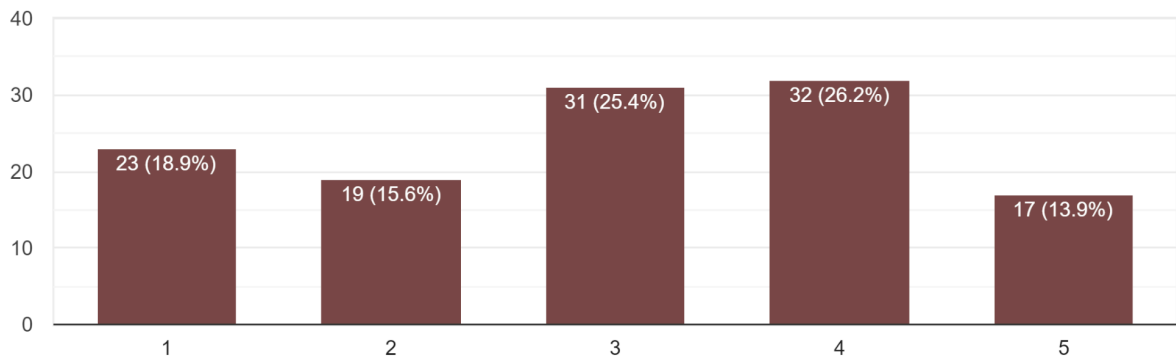
(122 条回复)



Among the respondents, the most neutral rating was 31.1%. Those who scored 4 (22.1%) and 5 (14.8%) were slightly higher than those who scored 1 (18%) and 2 (13.9%). Overall, there is little difference between those who buy products because of packaging and those who do not care about packaging.

25. How likely would you buy a cosmetic/makeup with these kinds of product design or packaging?

(122 条回复)

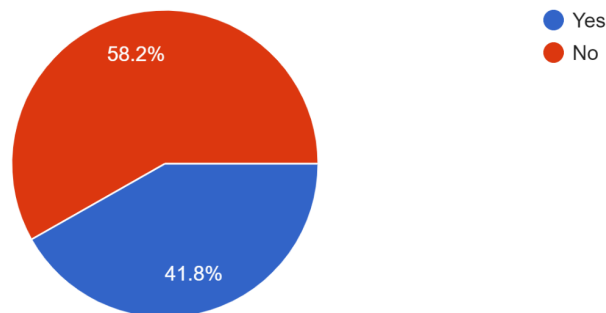




According to the basic chart, the percentage of people who scored more than 3 points was 3 points (25.4%), 4 points (26.2%), and 5 points (13.9%). Relatively few people scored 1 (18.9%) and 2 (15.6%), indicating that most people like these products.

26. Would you keep the cosmetic product or the packaging after being used?

(122 条回复)



According to the survey, 41.8% of people will throw away packaging, and 58.2% of people will not throw away packaging.

27. If you answered 'Yes' to the previous question, why do you choose to keep cosmetic products or the packaging after use? Please skip this question if you answered 'No' previously.

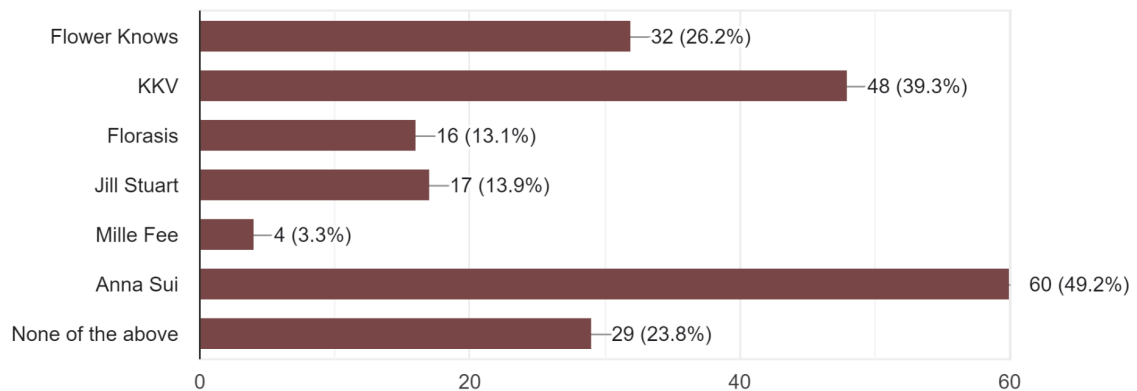
According to the response data, 57 people responded to this question, indicating that these people have retained the product. In most of the responses, it was concluded that the packaging was retained because of its beautiful appearance and exquisite design. A small number of people want to collect them because the packaging has some sentimental value to it. Some people think that these packages have a practical purpose, such as storage boxes or reusing and keeping them.

28. Would you prioritize cosmetics based on aesthetics rather than their functionality? Please elaborate on your preference.

According to the reply data, there are 122 replies, of which the most replies are about the consideration of functionality first, about 84 replies, while the consideration of beauty first is relatively small, with only 7 replies, which indicates that consumers pay attention to functionality rather than aesthetics. There is also a minority of people who choose a balance between the two, with 17 replies, which should be both beautiful and functional.

29. Have you heard of these brands before? Please select all that applies.

(122 条回复)



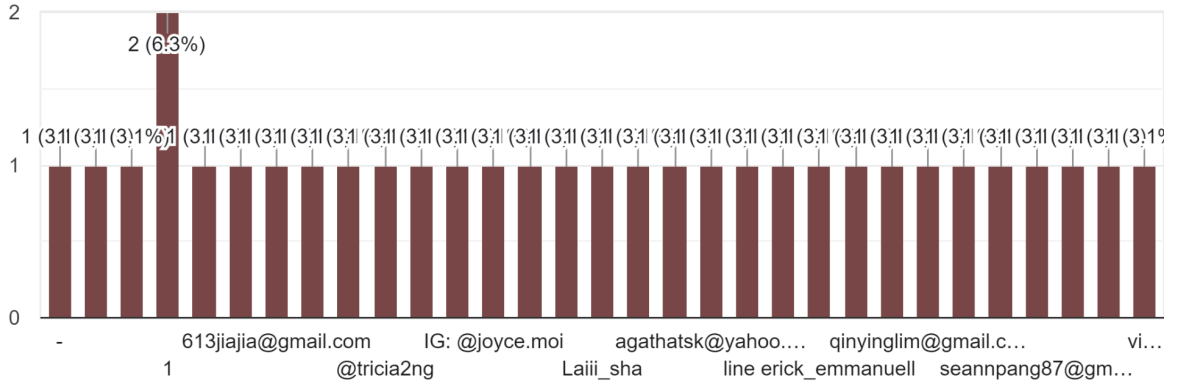
According to the replies of brands that sold aesthetic makeup, 60 people recognize Anna Sui (49.2%) as the first choice, 48 people know KKV (39.3%) as the second choice, and finally, 32 people recognize Flower Knows (26.2%) as the third choice. 29 people know none of the brands above (23.8%).

30. Is there any additional feedback or thoughts you'd like to share?

[analysis]

31. Please provide your contact details (e.g., @IG username, contact number, or email) so we can reach out to you for a follow-up interview if needed.

(32 条回复)



[analysis]