



SHOPPING IN PRICELINE

March 20, 2017

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QUESTION PLAN

#	Type	Question	Options
1	Idea	To you, what is Priceline mostly known for? What do you shop for at Priceline? What products do you mostly purchase in the store? What stands out to you most when in store at Priceline?	N/A



SERIES RESULTS

Question #1: To you, what is Priceline mostly known for? What do you shop for at Priceline? What products do you mostly purchase in the store? What stands out to you most when in store at Priceline?

Type: Idea

Responses: 36

Response	Gender	Age	State
I shop at Priceline for personal care items, perfumes, haircare products an vitamins.	Female	61	QLD
To me Priceline is mostly known for good quality cosmetics amongst other things as well. What I mostly shop for at Priceline is the makeup. Priceline have such well known brands, so much to choose from it can be a little overwhelming sometimes. There prices are quite reasonable. What stands out most when I am in Priceline is the store lay out - you can find exactly what you need. I have also found that the staff are always very helpful and go out of there way making your shopping experience so much more enjoyable.	Female	54	NSW
Mainly known for big range of cosmetic items for hair, skin, make-up, accessories and a few tools like hair dryers. I mainly shop because of the big range, the sales, and rewards program. I mainly buy hair products (ones not available in supermarket). What stands out to me - the huge no. of items, the sales/low prices, and how popular the stores usually are.	Female	37	VIC
I purchase my skin care, cosmetics and medicines in Priceline. Most of the time it is for skin care that I shop for and their sales help convince me to buy more when I am instore.	Female	29	NSW
Priceline known mostly for cosmetics, perfume and hair stuff. But they do also have some stores that are a chemist and do prescriptions and sell some baby stuff nappies etc too. I have got a prescription filled their and also some baby supplies but I prefer DJ's for my cosmetics. What stood out last time I was there was chocolates I think for Christmas as that was at the front of the store.	Female	34	NSW
To me it is mostly known for personal grooming and related products (beauty) although I know you can also fill prescriptions there. I buy mostly hair products there. Nothing really stands out but the customer service is usually pretty good.	Female	62	VIC
Priceline is mostly known for selling beauty products and as a pharmacy. I purchase beauty products from Priceline and occasionally I will get a script made up there. The thing that stands out most to me is the value for money in good, quality products.	Female	31	NSW
To me, Priceline is mostly known for cosmetics, hair products, perfume etc. I generally shop for products in priceline if I am running short of something and need a short term interim product until I purchase the brand I usually use online. I may purchase hair products, such as styling products and hairspray. I also may purchase some cosmetics - i.e. face powder.	Female	44	WA
To me, it's an upscale pharmacy where I can get my medicines and all the healthcare and beauty products. I normally buy haircare products and the occasional skincare item.	Female	38	WA

Response	Gender	Age	State
<p>I usually shop in Priceline for cosmetics and skincare - particularly for the face. I usually purchase the Sukin brand, or Australis. I like the french brands, but they are expensive so I wait until sales for those.</p> <p>I guess the cosmetics stand out the most as I'm browsing the store, as they take up a whole wall and are most eye catching.</p>	Female	31	WA
<p>It's known for cosmetics.</p> <p>I shop for and purchase make up and skin care products.</p> <p>it's well set out ,that's what stands out to me.</p>	Female	47	QLD
<p>I would shop at Priceline for hair products? I haven't actually shopped there for some time as there are no stores near me but I have previously purchased my GHD straightener there (best price) and other more specific hair products that I was unable to get from the supermarket.</p> <p>They do seem to have great deals on items that are definitely more expensive elsewhere.</p>	Female	41	QLD
<p>Usually purchase personal hygiene items together with makeup and accessories. Wide range of face and body creams, moisturisers, etc.</p>	Female	59	QLD
<p>Beauty products store</p> <p>My make up and skin care needed</p> <p>Also perfumes</p> <p>Make up</p>	Female	36	VIC
<p>Priceline is mostly known for it's beauty products. I know you can get your scripts and medications there, but I see it more as a pharmacy focused around beauty.</p> <p>I usually buy make up and fake tan from Priceline.</p> <p>I think the make up stands out to me the most.</p>	Female	24	VIC
<p>Things I run out of while interstate. Tooth paste, toothbrush, dental floss</p>	Female	67	NSW
<p>Pharmacy and cosmetics</p> <p>Prescriptions and hair and beauty products, shampoo etc</p>	Female	58	VIC
<p>i shop at priceline for cheap make up and hair care products.</p> <p>the displays always stand out at priceline. normally marketing whatever is the product on sale at the time.</p>	Female	29	WA
<p>I shop for cosmetics and facial cleansing, anti-aging products. In addition I shop for general beauty products, such as cosmetic or toilet bag, headache tablets, tissues, shower caps etc. Priceline has a great range of cosmetic brands. They have all the regular brands and some hard to find brands.</p> <p>The range of products from hair, makeup and general stand out. My regular Priceline store is quite large and has many shelves of products which make browsing interesting.</p>	Female	67	ACT
<p>Priceline to me is mostly known for beauty products and bathroom and personal care products as well as pharmaceuticals at some stores.</p> <p>I usually go to Priceline for facial cleanser. They usually have it on special so it's where I head to when I need to restock. Sometimes I go there to buy make up as it is often cheaper than many other stores. I also like to go to Priceline because the perfume is so much cheaper, sometimes it can be less than half the price myer would be selling the exact sole product for.</p> <p>The easy store lay out and the friendly, knowledgable, kind staff are what really stick out to me when I'm visiting Priceline stores.</p>	Female	24	VIC
<p>Cosmetics, Health Food and Pharmacist. I seldom shop at Priceline. Nothing stands out to me in Priceline.</p>	Female	49	NSW

Response	Gender	Age	State
To me Priceline is mostly known for cosmetics and beauty products/toiletries. I normally shop for hair products, nail polish, hair removal products, make up and make up remover products and also sunscreen. When I shop in Priceline my attention is normally drawn to the nail polishes.	Female	30	VIC
Priceline is most known for the beauty special products. Normally I buy my hair care products and also by beauty care products as they have a big selection to choose from and have always specials. Mostly what stands out are the specials around the store makes me to look more to see if I can buy a bargain.	Female	42	SA
Makeup and health things. The sheer number of items on display always stands out.	Female	22	QLD
Priceline sells discount hair, beauty and perfume products as far as I am aware. I mainly shop for perfumes and hair products. In store I have found the displays a little busy and somewhat chaotic. I find it difficult to locate what I'm looking for at times.	Female	44	VIC
I shop in Priceline for makeup ,deodorant ,special soaps and sometimes medications. What stands out is the shop is well organised and friendly.	Female	76	NSW
To me mostly Priceline sells mostly beauty products. I shop for mostly beauty products and medications at Priceline. Priceline always have excellent promotions and wonderful customer service.	Female	36	NSW
Cosmetics and skincare - that's pretty much what I know them for and shop with them for Wide range of cosmetic brands and nail care - and great offers There is also a good range of hair care	Female	30	VIC
All my nivea brands and mkeup	Female	23	NSW
Good prices!!! I buy my son's lip gloss and also a lovely moisturiser for myself - cant remember the brand at the moment but it comes from London	Female	68	TAS
Most of the time I buy cosmetics and general personal care products. I also buy perfumes for presents because they tend to be reasonably priced.	Female	55	NSW
Priceline is similar to a chemist I purchase Beauty products and medicines The large range of products stands out	Female	36	VIC
I don't shop at Priceline as I feel that their market is much younger than me. I am happy buying basic essentials and don't want to spend extra for big name cosmetics.	Female	44	VIC
Priceline is a chemist and makeup discount store. I shop there for makeup, perfume and toiletries. When I visit Priceline, the colour pink stands out the most. It's a very feminine store.	Female	50	VIC
I shop for ladies stuff I shop for laundry detergents on sale Medication is great to get there Priceline to me means cosmetics make ups perfumes Everything from perfumes hair accessories stand out for me.	Female	35	NSW

Response	Gender	Age	State
To me it is make-up, i have always purchased my make-up at Priceline, they are my first thought when i need a new item, I also recently started purchasing medication, but do not always think of it	Female	40	ACT



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