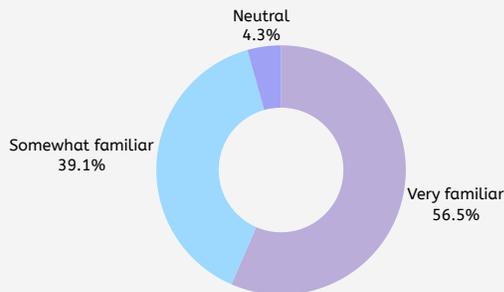
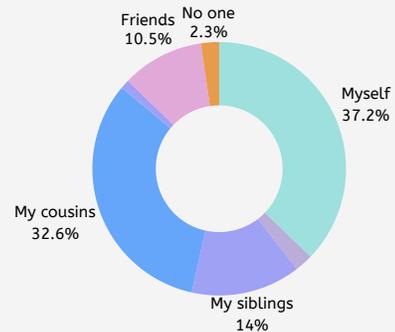


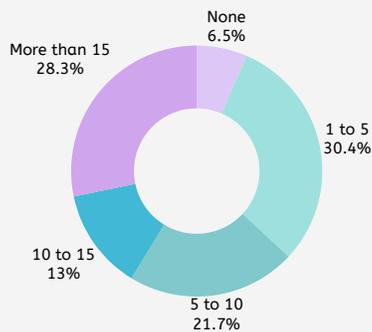
1. How familiar are you with the Barbie brand and its products?



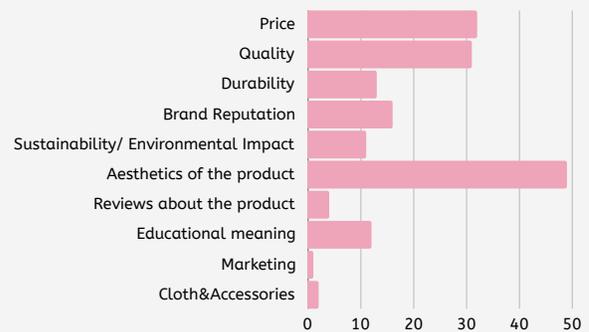
2. Which of the following individuals in your contacts are currently using Barbie? (Please select all that apply)"



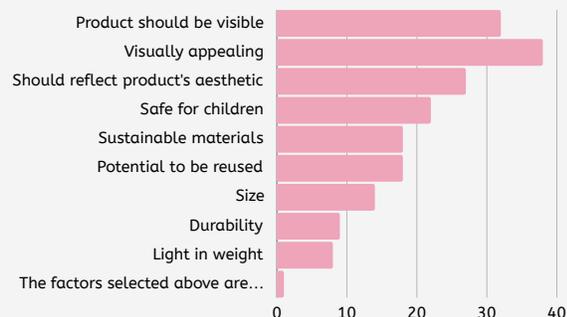
3. How many Barbie dolls do you or your child/relatives has?



4. When purchasing barbies, what factors are most important to you? (Select all that apply)



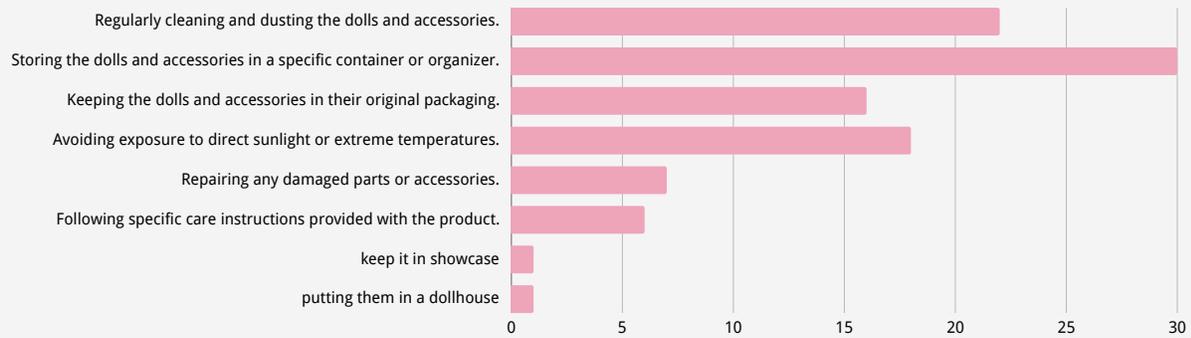
5. What factors influence your packaging preference for Barbie products (Select all that apply)



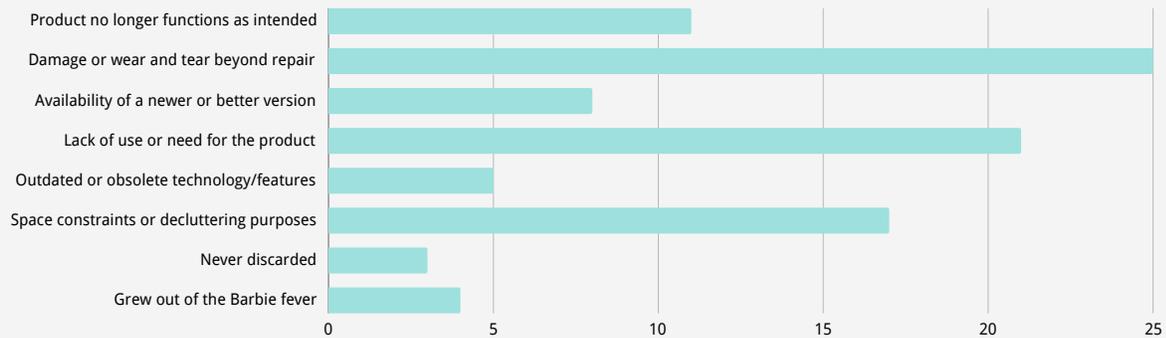
6. How are you or your relatives using/ have used the product ?



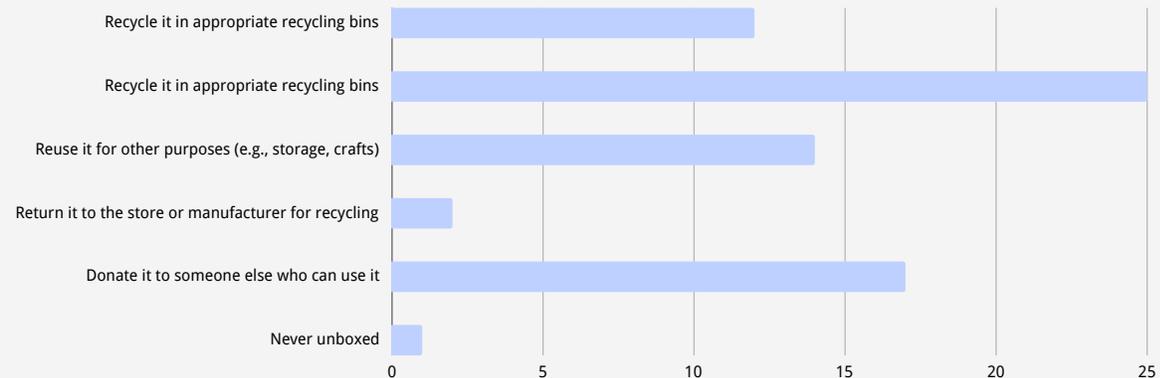
7. How do you take care of your Barbie products?



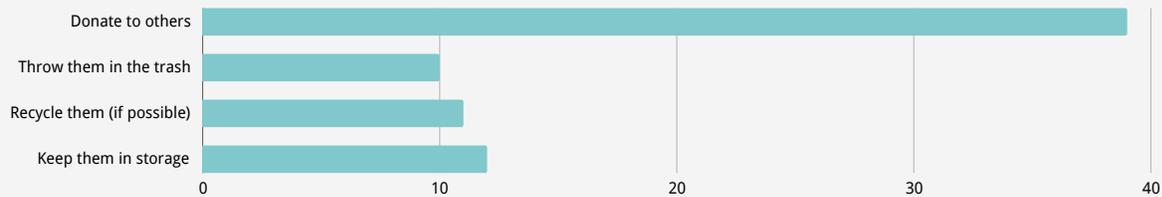
8. What factors or considerations contribute to your decision to discard a product? Please select all that apply."



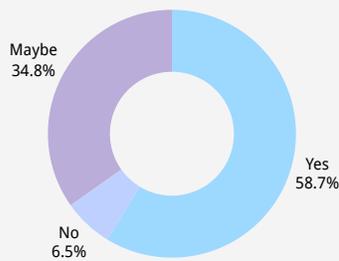
9. How do you discard the packaging of the product?



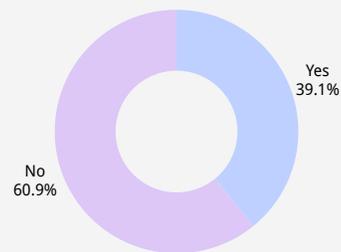
10. How do you currently dispose of your Barbie products once you no longer use them? (Select all that apply)



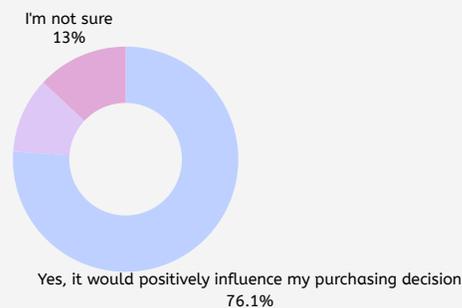
11. Would you be interested in participating in recycling & upcycling programs for Barbie products?



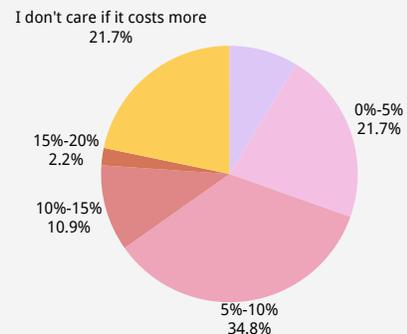
12. Are you aware of the environmental impact associated with the disposal of Barbie products?



13. Would you be more likely to purchase Barbie dolls if they had a verified eco-friendly label or certification?



14. If Barbie uses more environmentally friendly materials, but you have to pay more for them, how much of a price increase is acceptable to you?



User Behavior Aspects

- Barbie users are more aesthetically oriented.
- Most adults users have a preference for hoarding Barbie.
- Users generally cherish their Barbies.
- Most users throw packages in the regular trash
- Users prefer donate unwanted Barbie

Environmental Aspects

- Users have recycling and upcycling intention but shows less awareness of environmental impact.
- Users prefer eco-friendly products and are willing to pay more for it
- Irreparable damage and lack of need are the top reasons for discarding Barbie products.

