

Appendix 1. Survey used in quantitative research

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1. Your sex: <ol style="list-style-type: none"> 1. Male 2. Female 	2. Your age: <ol style="list-style-type: none"> 1. 18–24 years of age 2. 25–29 years of age 3. 30–34 years of age
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3. Your monthly income: <ol style="list-style-type: none"> 1. <HRK 3,000.00 2. HRK 3,001.00–HRK 5,000.00 3. HRK 5,001.00–HRK 7,000.00 4. HRK 7,001.00–HRK 9,000.00 5. HRK 9,001.00–HRK 11,000.00 6. HRK 11,001.00–HRK 13,000.00 7. HRK 13,001.00–HRK 15,000.00 8. >HRK 15,001.00 	4. Highest completed level of education: <ol style="list-style-type: none"> 1. Elementary and middle school 2. High school 3. Undergraduate studies 4. Graduate studies 5. Academic title
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5. Specify the area of your work/studies: <ol style="list-style-type: none"> 1. Social sciences 2. Natural sciences 3. Humanities 4. Arts 5. Other 	6. Your work status: <ol style="list-style-type: none"> 1. employed 2. unemployed 3. student
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Changes pertaining to:	7. <i>Beauty are:</i>	8. <i>Body care are:</i>
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Disagree (1)	Neither agree nor disagree (2)	Agree (3)	Disagree (1)	Neither agree nor disagree (2)	Agree (3)
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1. Standardized		
2. Frequent		
3. Fickle		
4. Functional		
5. Imposed		
6. Applicable		
7. Specific with regard to gender		

10. How attracted are you to the body changes listed below?	Not attracted at all (1)	Neither attracted nor unattracted (2)	Very attracted (3)
1. Dieting			
2. Permanent makeup			
3. Tattoos			
4. Non-surgical cosmetic procedures			
5. Sports			
6. Cosmetic procedures			

11. How would you rate your physical appearance?	12. How satisfied are you with your appearance?
1. Below average	1. Dissatisfied
2. Average	2. I can't estimate
3. Above average	3. Satisfied
13. Are you successfully balancing your <i>beauty care</i> needs with your other daily activities?	14. Are you successfully balancing your <i>body care</i> needs with your other daily activities?
1. Yes, no problem	1. Yes, no problem
2. Yes, but it depends on good time management	2. Yes, but it depends on good time management
3. No, I don't have enough time	3. No, I don't have enough time
4. No, I don't have such needs	4. No, I don't have such needs
5. I can't estimate	5. I can't estimate

How much time a day do you spend on your needs regarding:	14. <i>Beauty</i>	15. <i>Body care</i>
1. Less than an hour		
2. 1 to 2 hours		
3. 2 to 3 hours		
4. More than 3 hours		

16. Specify the frequency for the following:	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
1. I am preoccupied with my physical appearance					
2. I actively follow all changes pertaining to beauty					
3. I actively follow all changes pertaining to body care					
4. I diet					
5. I do sports					
6. I undergo non-surgical cosmetic procedures					
7. I use makeup					

17. In your opinion, how often do fashion trends affect the following:	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
1. Desirable physical appearance					
2. Standardized fashion style					
3. Limited possibility of developing a personal style					
4. Growing dissatisfaction with one's physical appearance					
5. Standardized physical appearance of a man					
6. Standardized physical appearance of a woman					

18. When choosing what to wear, you place importance on:	No (1)	Yes (2)
1. fashion trends		
2. own dressing style		
3. minimalism		
4. statement pieces		
5. eye-catching cuts		
6. quality of garments		
19. Do you consider <i>clothing</i> to be a reflection of:	No (1)	Yes (2)
1. functionality/practicality		
2. aesthetic needs		
3. wish to change one's appearance		
4. wish to stand out		
5. belonging to a certain social group		
6. masculinity		
7. femininity		
20. Do you consider <i>body modifications</i> to be a reflection of:	No (1)	Yes (2)
1. functionality/practicality		
2. aesthetic needs		
3. wish to change one's appearance		
4. wish to stand out		
5. belonging to a certain social group		
6. masculinity		
7. femininity		
21. Do you feel limited by society when it comes to your clothing style?		
1. Yes, because I cannot express my creativity		
2. No, because I do not care what others think		
3. I can't estimate		
22. Do you believe that individuals express their social status through their clothing style*?		
	1. Yes, definitely	
	2. Yes, although this is more common for people of higher social status	
	3. No, not at all	
	4. I can't estimate	