

## **APPENDIX I**

### **Questionnaire**

1. Please state your city of residence:
2. Please select your gender: Male/Female
3. Please state your caste:
4. Please select your age:
  - ☐ 18-24
  - ☐ 25-34
  - ☐ 35-44
  - ☐ 45-54
  - ☐ >54
5. Please select your educational qualification:
  - ☐ High School
  - ☐ Graduate
  - ☐ Post-Graduate
  - ☐ Ph. D/Doctor/Any professional degree
6. Please select your occupation:
  - ☐ Homemaker
  - ☐ Student
  - ☐ Retired
  - ☐ Salaried
  - ☐ Self-Employed
7. Please select your Annual Household Income:
  - ☐ Rs.1,50,000-Rs.5,50,000
  - ☐ Rs.5,50,000-Rs.11,00,000
  - ☐ Rs.11,00,000-Rs.22,00,000
  - ☐ >Rs.22,00,000
8. Please select your father, mother and spouse's educational qualification:

Education	Father	Mother	Spouse
High School			
Graduate			
Post-Graduate			
Ph.D/Doctor/Any			
Professional Degree			

9. Please select your spouse's occupation:

- ☐ Homemaker
- ☐ Student
- ☐ Retired
- ☐ Salaried
- ☐ Self-Employed

10. Do you hold any position in social or professional groups? Yes/No

11. Would you say you are in a higher social class today compared to 10 years ago? Yes/No

12. If YES, did you move: (a) Higher (b) Lower

13. The number of people employed in my home are (e.g., driver, nanny, maid, gardener):

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ >5

14. I spend my leisure time

- ☐ Reading
- ☐ Watching TV/Movies
- ☐ Socializing
- ☐ Outdoor activities
- ☐ Charitable activities

15. How many times in a year do you travel for leisure?

- ☐ 0

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ >4

16. My travel destinations are usually:

- ☐ Domestic
- ☐ International
- ☐ Both

17. My annual travel expense is Rs. (incl. boarding, tickets and meals):

- ☐ <Rs.50,000
- ☐ Rs.50,000 - Rs.1,00,000
- ☐ Rs.1,00,000 - Rs.3,00,000
- ☐ Rs.3,00,000 - Rs.5,00,000
- ☐ >Rs.5,00,000

18. The luxury products I purchase are (multiple choices):

- ☐ Gadgets
- ☐ Clothing
- ☐ Jewellery
- ☐ Antiques/art
- ☐ Wine/spirits
- ☐ Shoes
- ☐ Handbags
- ☐ Perfumes
- ☐ Watches
- ☐ Household Appliances

19. The annual amount I spend on luxury is (such as those in the above question):

- ☐ <Rs.15,000
- ☐ Rs.15,000 - Rs.40,000
- ☐ Rs.40,000 -Rs.65,000
- ☐ Rs.65,000 - Rs.90,000
- ☐ >Rs.90,000

20. Please answer the following questions:

Please select the most suitable option:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Luxury products are inevitably expensive					
Few people own a true luxury product					
Luxury products cannot be mass produced					
Superior product quality is my major reason for buying a luxury brand					
I place emphasis on quality assurance over prestige when considering the purchase of a luxury brand.					
I derive self-satisfaction from buying luxury products					
Using luxury products gives me a lot of pleasure					
As a whole, I may regard luxury brands as gifts that I buy to treat myself					
I like to know what luxury brands and products make good impressions on others					
To me, my friends' perceptions of different luxury brands or products are important					
I pay attention to what types of people buy certain luxury brands or products					
I am interested to determine what luxury brands and products I should buy to make good impressions on others.					
My luxury purchases are collective decision between me and my family/ spouse					
Luxury purchases are waste of money					
Some luxury purchases can be a good investment for the future.					
I see more value in a generic/local product which is cheaper rather than a luxury brand					
I often share pictures of my travel or luxury accessories on social media					
When I buy a luxury product the brand is clear by its logo, design or name					
My luxury purchases convey my social status clearly					
The ambience of a store and the service of the staff impacts my luxury brand choice					
I need to touch, feel and see the luxury product before I can come to a decision.					

21. Owning a luxury product makes me feel:

- ☐ Accepted
- ☐ Guilty
- ☐ Respected
- ☐ Unique
- ☐ Worthy

22. Please choose the brands that you own in the category: CLOTHING\*

23. Please choose the brands that you own in the category: HANDBAGS\*

24. Please choose the brands that you own in the category: WATCHES\*

25. Please choose the brands that you own in the category: ACCESSORIES\*

26. Please choose your most important value in daily life:

- ☐ Being Well-respected (social recognition)
- ☐ Excitement (stimulating, active life)
- ☐ Fun and enjoyment of life (an enjoyable, leisurely life)
- ☐ Security (taking care of loved ones)
- ☐ Self-Fulfillment (inner harmony)
- ☐ A sense of accomplishment (a lasting contribution)

- Self-respect (self-esteem)
- Sense of belonging
- Warm relationship with others

\*As per brand segmentation list provided in Table 3.2.

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