**Dear participant,**

**This questionnaire explores perceptions of luxury services. Please note that there are no correct or incorrect answers. The data gathered will solely support a doctoral dissertation at Ben-Gurion University of the Negev and will only be used for this academic purpose. The questionnaire maintains anonymity for all participants.**

**We appreciate your willingness to dedicate a few moments to complete this survey. You have the freedom to discontinue your participation at any time. The questionnaire employs the masculine grammatical form for convenience and is intended for participants of all genders. Should you have any inquiries, feel free to reach out to the researcher, Ms. Liora Daum-Avital, at lioradaum@gmail.com.**

**Thank you for your valuable cooperation.**

**ראש הטופס**

**Scenario:**

**Meet Rachel and David, a couple in their late thirties who chose to treat themselves to a stay at a hotel in Tel Aviv.**

**Instead of staying in a standard 3-star hotel that would cost them around 600 shekels a night, Rachel and David opted for a more luxurious stay and chose a 5-star (such as the Waldorf hotel in Jerusalem) hotel with the nightly rate of 1800 shekels.**

**Now, as you embark on this survey, consider the allure of choosing a luxurious 5-star hotel over a more moderately priced option and reflect on the factors that guided their decision.**

**Motivation**

*The statements below address the reasons behind booking luxury services, like luxurious 5-star hotels , in comparison to opting for more affordable alternatives. Please assess each statement and rate how much you agree or disagree, based on your perception of the motivations of individuals who stay at luxurious 5-star hotels.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Somewhat disagree | Neutral | Somewhat agree | Agree | Strongly agree |
| **People like to talk about their luxury 5- star hotel stay to relive the experience** |  |  |  |  |  |  |  |
| **People enjoy discussing their luxury 5-star hotel stay** |  |  |  |  |  |  |  |
| **People book rooms in luxury 5-star hotels because they seek luxury and superior quality** |  |  |  |  |  |  |  |
| **It is important for individuals to book a room in a luxury 5- star hotel that is fashionable**  |  |  |  |  |  |  |  |
| **People stay in luxury 5-star hotels to enjoy new and exciting services** |  |  |  |  |  |  |  |
| **Staying in a luxury 5-star hotel is a way for individuals to indulge in the pleasure of being pampered** |  |  |  |  |  |  |  |
| **People stay in luxury 5-star hotels to enrich their lives** |  |  |  |  |  |  |  |
| **People opt for a luxury 5-star hotel stay because they offer unique services** |  |  |  |  |  |  |  |
| **Staying at a luxury 5-star hotel is often about keeping up with the lifestyle of peers** |  |  |  |  |  |  |  |
| **People stay in luxury 5-star hotels in a bid to gain the respect of others** |  |  |  |  |  |  |  |
| **People stay in luxury 5-star hotels to raise their self-esteem** |  |  |  |  |  |  |  |
| **People turn to luxury 5-star hotels as an escape from their daily routine** |  |  |  |  |  |  |  |
| **The allure of experiencing something different motivates individuals to book a stay in luxury 5-star hotel**  |  |  |  |  |  |  |  |
| **The extraordinary quality is a key reason people invest luxury 5-star hotels** |  |  |  |  |  |  |  |
| **Indulging in a bit of luxury is a significant motive behind staying in luxury 5-star hotels** |  |  |  |  |  |  |  |
| **People stay in luxury 5-star hotels to get away from doing too much thinking** |  |  |  |  |  |  |  |
| **People stay in luxury 5-star hotels to be looked at by others** |  |  |  |  |  |  |  |
| **Staying in luxury 5-star hotels serves as a remedy for boredom**  |  |  |  |  |  |  |  |
| **Luxury 5-star hotel is a medium for people to express their identity**  |  |  |  |  |  |  |  |

1. **Emotional benefits and impact of luxury services**

*If you were to stay at a luxury 5-star hotel (such as Waldorf Astoria, King David, or Ritz-Carlton) how do you anticipate feeling compared to staying in a 3-star hotel? Please mark with an 'x' (you may select up to 5 answers).*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Warm |  | Irritated |  | Entertained  |
|  | Respected |  | Skeptical |  | Important  |
|  | Comfortable |  | Disappointed |  | Powerful |
|  | Happy |  | Grateful |  | Hip  |
|  | Relaxed |  | Surprised |  | Romantic |
|  | Contented |  | Excited |  | Successful |
|  | Frustrated |  | Passionate |  | Observed  |
|  | Secure  |  | Curious  |  | Sentimental  |
|  | Accomplished  |  | Loving |  | Admired  |

1. **Dimensions of luxury value**

*Please indicate the extent to which you agree or disagree with the following statements regarding consumers of luxury 5-star hotels such as Setai, King David,or Ritz-Carlton.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Somewhat disagree | Neutral | Somewhat agree | Agree | Strongly agree |
| **Luxury 5-star hotels serve as a conspicuous symbol of wealth**  |  |  |  |  |  |  |  |
| **Luxury 5-star hotels convey wealth and status**  |  |  |  |  |  |  |  |
| **Staying in a luxury 5-star hotel create a distinct feeling** |  |  |  |  |  |  |  |
| **Staying in a luxury 5-star hotel makes you feel successful** |  |  |  |  |  |  |  |
| **Staying in a luxury 5-star hotel increases self-confidence**  |  |  |  |  |  |  |  |
| **Luxury 5-star hotels offer the best quality** |  |  |  |  |  |  |  |
| **Luxury 5-star hotels are sophisticated** |  |  |  |  |  |  |  |
| **Luxury 5-star hotels represent superiority**  |  |  |  |  |  |  |  |

1. **Luxury consumption tendency**

*Please rate the extent of your agreement or disagreement with the following statements:*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Somewhat disagree | Neutral | Somewhat agree | Agree | Strongly agree |
| **I book a service because it stands out from others** |  |  |  |  |  |  |  |
| **In my buying decisions, I consider if the service offers unique features** |  |  |  |  |  |  |  |
| **I am inclined to book services that are custom-made for me** |  |  |  |  |  |  |  |
| **I willingly book high-priced services** |  |  |  |  |  |  |  |
| **I do not care about finding the best deal/price** |  |  |  |  |  |  |  |
| **I tend not to opt for low-priced services** |  |  |  |  |  |  |  |
| **I favor an expensive service over a cheaper one** |  |  |  |  |  |  |  |
| **The symbolism of a service matters to me more than its practical features** |  |  |  |  |  |  |  |
| **I would book a service if it conveys a sense of luxury to those around me** |  |  |  |  |  |  |  |
| **When booking, I consider the impression the service will have on others** |  |  |  |  |  |  |  |
| **I shop based on my desires, regardless of necessity** |  |  |  |  |  |  |  |
| **I do not question the need for a service when making a purchase** |  |  |  |  |  |  |  |
| **I often book services driven more by emotional than physical needs** |  |  |  |  |  |  |  |
| **I dislike booking services that are accessible to all**  |  |  |  |  |  |  |  |
| **It bothers me when a service I book is commonly booked by others around me** |  |  |  |  |  |  |  |
| **Through my purchases, I aspire to be part of an exclusive minority** |  |  |  |  |  |  |  |

**Yearly, how often did you normally stay at luxury 5-star hotels?**

1. 0 times a year
2. 1 time a year
3. 2 times a year
4. 3 times a year
5. 4 times a year
6. 5 times a year or more

**Where would you usually prefer to stay on these different vacation/ holiday contexts?**

**Please mark a x in the relevant column for each type of vacation**

|  |  |  |
| --- | --- | --- |
|  | 2/3/4-star hotel | 5-star hotel |
| **On vacation with children** |  |  |
| **On a romantic getaway** |  |  |
| **On vacation with friends** |  |  |
| **On a city break** |  |  |
| **On a beach vacation** |  |  |

**Demographics**

**Gender**

Male\_\_\_

Female\_\_\_

Other\_\_\_\_\_

**Marital status**

Single\_\_\_

In a relationship (not married) \_\_\_

Married \_\_\_

Other (explain) \_\_\_

**What is your age group?**

18 to 24\_\_

25 to 34\_\_

35 to 44\_\_

45 to 54\_\_

55 to 64\_\_

65 or over\_\_

**Highest level of education completed**

High school degree\_\_\_

Bachelor's degree (BA)\_\_\_

Master's degree (MA)\_\_\_\_

Doctorate (Ph.D.)\_\_\_\_

Other (please explain):\_\_\_\_

**Occupation**

Student\_\_\_

Part-time employee\_\_\_

Full-time employee\_\_\_

Self-employed\_\_\_

Unemployed but seeking employment\_\_

Stay-at-home parent / not working and not seeking employment\_\_\_

Other (please explain): \_\_

**Please estimate the total monthly NET income of your household in Israeli shekels, taking into account all sources of income for every member living in your household**

|  |  |
| --- | --- |
| **Less than ₪10,000** |  |
| **₪10,000 to ₪15,000** |  |
| **₪15,000 to ₪20,000** |  |
| **₪20,000 to ₪25,000** |  |
| **₪25,000 to ₪30,000** |  |
| **₪30,000 to ₪35,000** |  |
| **₪35,000 to ₪40,000** |  |
| **₪40,000 to ₪60,000** |  |
| **₪60,000 to ₪80,000** |  |
| **More than ₪80,000** |  |

**Thank you for dedicating your time to complete this survey. For additional details about the survey and the utilization of its results, please feel free to reach out to Liora Daum-Avital at** **lioradaum@gmail.com**