**Dear participant,**

**This questionnaire explores perceptions of luxury products. 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 Shani and Yuval, they decided to purchase new suitcase for their upcoming travel.**

**Initially, they explored a variety of suitcases in the range of 1200 shekels. However, at the end Shani and Yuval decided to invest in a luxury designer suitcase from the designer LOUIS VUITTON for the price of 6,000 shekels.**

**Now, as you participate in this survey, envision yourself stepping into the world of Shani and Yuval. Consider the allure of choosing a high-end designer suitcase over a more moderately priced option and reflect on the factors that guided their decision.**

1. **Motivation**

*The statements below address the reasons behind purchasing luxury products, like* *LOUIS VITTON suitcase, 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 buy LOUIS VITTON designer suitcase.*

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

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

*If you were to purchase a new Louis Vuitton suitcase, how do you anticipate feeling compared to buying a more affordable suitcase , like a Travelpro suitcase? 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 travel products like LOUIS VITTON suitcases.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Somewhat disagree | Neutral | Somewhat agree | Agree | Strongly agree |
| **Luxury suitcase serves as a conspicuous symbol of wealth**  |  |  |  |  |  |  |  |
| **Luxury suitcase conveys wealth and status**  |  |  |  |  |  |  |  |
| **Owning a luxury suitcase creates a distinct feeling** |  |  |  |  |  |  |  |
| **Luxury suitcase makes you feel successful** |  |  |  |  |  |  |  |
| **Owning a luxury suitcase increases self-confidence**  |  |  |  |  |  |  |  |
| **Luxury suitcase offers the best quality** |  |  |  |  |  |  |  |
| **Luxury suitcase is sophisticated** |  |  |  |  |  |  |  |
| **Luxury suitcase represents 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 purchase a product because it stands out from others** |  |  |  |  |  |  |  |
| **In my buying decisions, I consider if the product offers unique features** |  |  |  |  |  |  |  |
| **I am inclined to buy products that are custom-made for me** |  |  |  |  |  |  |  |
| **I willingly purchase high-priced products** |  |  |  |  |  |  |  |
| **I do not care about finding the best deal/price** |  |  |  |  |  |  |  |
| **I tend not to opt for low-priced products**  |  |  |  |  |  |  |  |
| **I favor an expensive product er a cheaper one** |  |  |  |  |  |  |  |
| **The symbolism of a product matters to me more than its practical features** |  |  |  |  |  |  |  |
| **I would acquire a product if it conveys a sense of luxury to those around me** |  |  |  |  |  |  |  |
| **When purchasing, I consider the impression the product will have on others** |  |  |  |  |  |  |  |
| **I shop based on my desires, regardless of necessity** |  |  |  |  |  |  |  |
| **I do not question the need for a product when making a purchase** |  |  |  |  |  |  |  |
| **I often buy products driven more by emotional than physical needs** |  |  |  |  |  |  |  |
| **I dislike buying products that are accessible to all**  |  |  |  |  |  |  |  |
| **It bothers me when a product I own is commonly held by others around me** |  |  |  |  |  |  |  |
| **Through my purchases, I aspire to be part of an exclusive minority** |  |  |  |  |  |  |  |

**How often do you typically purchase luxury products in a year?**

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

**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**