

[*Appendix*]

Dear Sir/Madam,

I am a postgraduate student from University of Malaya and presently involved in a research project as part of the fulfillment for my Master In Business Administration. The topic of the research is **Perception On Luxury Consumption: A Study Of Car Owner In Kuala Lumpur and Selangor.**

I would highly appreciate, if you could spare me a few minutes of your valuable time to complete this questionnaire. Let me assure you that all information given will be kept confidential and it will be used only for academic purposes.

Thanking you in anticipation.

Yours faithfully

KUEK YOKE KIN

Section A: Personal Data [Please tick (X) in the appropriate box]

1. Sex

Male Female

2. Age

Below 25 years old 25 years – 35 years 36 years – 45 years 46 years – 55 years Above 55 years old

3. Marital Status

Single Married

4. Occupation

Executive Manager Senior Manager Director Entrepreneur

(Include Direct Selling/Insurance)

*Pls tick the relevant boxes if you have more than 1 job

- 5. Gross Income
 - Below \$36,000 P/A
 - \$36,001 – 60,000 P/A
 - \$60,001 – \$120,000 P/A
 - \$120,001 – \$180,000 P/A
 - \$180,001 – \$240,000 P/A
 - Above \$240,000 P/A

- 6. Ethnic
 - Malay
 - Chinese
 - Indian
 - Others

Section B: Please tick (X) the appropriate box

1. Do you own a luxury car? Yes No

[Please proceed with question number 3 if your answer is No]

2. If yes, what type of car/cars you owned.

- Audi
 - BMW
 - Mercedes
 - Volvo
 - Others
- Please specify :

(Please tick the appropriate box if you owned more than 1)

3. Reason for purchasing a luxury car compare to a normal category of car.

- Vanity
- Self-indulgence
- Prestige
- Status
- Social goal

4. What type of car would you like to own?

- Audi
- BMW
- Mercedes
- Volvo

5. Why do you choose the specific brand?

- Self-enhancement
 - Role-position
 - Group membership
 - Ego-identification
 - Others
- Please specify:

Section C: Car Attributes

In this question, we are interested to know your views on the importance of the following attributes of luxury automobile to you when purchasing your car. For each characteristic, rate each on the following scale:

- 1 --- Not important
- 2 --- Least important
- 3 --- Neither important nor not important
- 4 --- Important
- 5 --- Very important

	Not Important				Very Important
	1	2	3	4	5
1) Personal Pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) Aesthetic Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) Brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) Technical Superiority	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6) Country of Origin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7) Expensiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8) Prestigious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9) Status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10) Social Class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11) Distinctiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12) Limited Edition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13) Exclusivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14) Uniqueness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>