

A Survey on:
Purchasing Luxury Brand

Participant's Consent Page

Dear valued participant,

Thank you for participating in my survey. This should not take more than 10 minutes to complete.

I am currently a final year MBA student of University of Malaya and for the purpose of my final dissertation; I'm conducting a research to understand the Malaysian consumer purchasing intention of luxury brands. In the sections to follow:

- 1- You will be shown a couple of pictures and will be asked to pick out the most expensive items*
- 2- Selecting pictures of luxury items to demonstrate your preference*
- 3- A series of questions about your purchasing behavior as a consumer*
- 4- And your characteristics*

This research is carried out purely on academic purpose and your identity and personal data will remain confidential. Please take note that the participation to this research is of voluntarily basis. You have absolute right to refuse or withdraw from participating in this research at any point of time.

As an incentive, there will be a lucky draw of **\$50 USD cash** which will be drawn on the viva session on 18th/19th January 2012. If you are interested to participate, please leave your email at the end of the survey.

Should you have any questions at any point of time about the study or the procedures, you may get in touch with me. I can be reached at Block C, City Campus, University of Malaya, Jalan Tun Ismail, Kuala Lumpur, Malaysia Graduate School of Business (603) 2617 3008 / 2617 3051.

Thank you once again for participating in this survey.

Sincerely yours,
Mohammad Bagheri
MBA Student
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Supervised by:

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Price Recognition (Female Section)

1 Please rank these women handbags according to their prices; **1 least expensive to 6 most expensive!**



A



B



C



D



E



F

Price Recognition (Female Section)

2 Please rank these women handbags according to their prices; **1 least expensive to 6 most expensive!**



A

Louis Vuitton



B



C

Gucci



D



E

Coach



F

Instruction: Please mark (X) for the answer.

Brand Selection (Female Section)

1 Considering having enough money, which one of these Louis Vuitton women's handbags do you buy?

A



B



Instruction: Please mark (X) for the answer.

Brand Selection (Female Section)

2 Considering having enough money, which ones of these Prada women's sunglasses do you buy?

A



B



Instruction: Please mark (X) for the answer.

Brand Selection (Female Section)

3 Considering having enough money, which ones of these Chanel women's sunglasses do you buy?

A



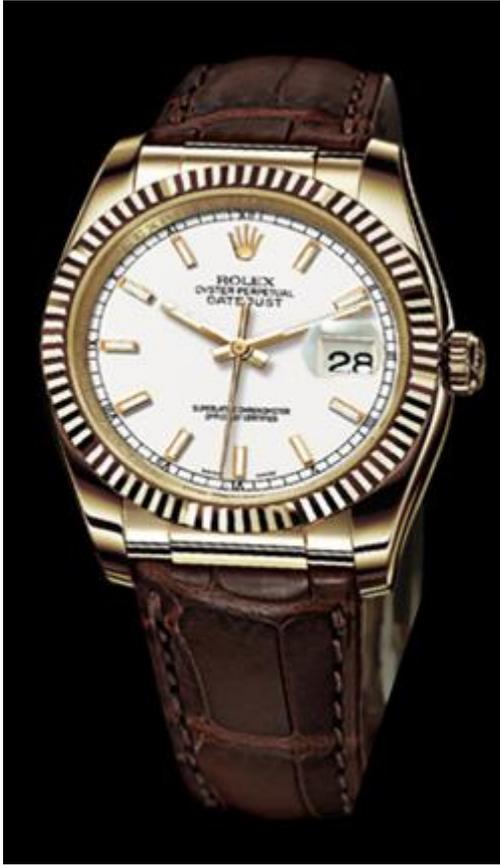
B



Instruction: Please mark (X) for the answer.

Price Recognition (Male Section)

1 Which one of the below watches is more expensive?



Rolex

Patek Philippe



Instruction: Please mark (X) for the answer.

Brand Selection (Male Section)

1 Considering having enough money, which one of these Louis Vuitton men's travel bags do you buy?

A



B



Instruction: Please mark (X) for the answer.

Brand Selection (Male Section)	
2	Considering having enough money, which ones of these Prada men's shoes do you buy?
A <input type="checkbox"/>	
B <input type="checkbox"/>	

Instruction: Please mark (X) for the answer.

Brand Selection (Male Section)

3 Considering having enough money, which one of these Ralph Lauren men's T-shirts do you buy?

A



B



Part B: Luxury Purchase (Common Section)

Instruction: Please mark (X) for the answer.

B01: What is (are) your favorite luxury brand(s) among the below brands? More than one answer is possible! (**Note: The scope of this research is limited to the following brands only.**)

- Louis Vuitton
- Ralph Lauren
- Prada
- Chanel
- Gucci
- Coach
- Rolex
- Patek Philippe

B02: How often do you visit luxury stores?

- Weekly
- Monthly
- Twice a year
- Once a year
- Once in a while
- Not at all
- Other

B03: How often do you purchase luxury brand products?

- Weekly
- Monthly
- Twice a year
- Once a year
- Once in a while
- Not at all
- Other

B05: What makes you to go to a store to buy a luxury product? (More than one answer is possible!)

- Brand reputation
- Quality of products
- Unique design
- Brand heritage
- Service in store
- Advertisement
- Friend's referral
- Celebrity endorsement

Part C: Purchase Behavior (Common Section)

Instruction: Please indicate the degree of your agreement or disagreement with each statement by marking (X) in the provided space, according to the following scale:

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree

“Note: Please choose only one option for each question.”

Section A:		S.D						S.A
1	To make sure I buy the right product or brand, I often observe what others are buying and using.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
2	If I have little experience with a product, I often ask my friends about the product.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
3	I often consult other people to help choose the best alternative available from a product class.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
4	I frequently gather information from friends or family about a product before I buy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Section B:		S.D						S.A
1	It is important that others like the products and brands I buy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
2	If other people can see me using a product, I often purchase the brand they expect me to buy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
3	I like to know what brands and products make good impressions on others.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
4	If I want to be like someone, I often try to buy the same brands that they buy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
5	I rarely purchase the latest fashion styles until I am sure my friends approve of them.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
6	When buying products, I generally purchase those brands that I think others will approve of.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
7	I achieve a sense of belonging by purchasing the same products and brands that other purchase.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
8	I often identify with other people by purchasing the same products and brands they purchase.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Section C:		S.D						S.A
1	A comfortable life is important to me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
2	An exciting life is important to me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
3	A sense of accomplishment is important to me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
4	I value pleasure.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
5	I value social recognition.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Instruction: Please indicate the degree of your agreement or disagreement with each statement by marking (X) in the provided space, according to the following scale:

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree

Section D:		S.D						S.A
1	I would buy a product just because it has status.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
2	I am interested in new products with status.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
3	I would pay more for a product if it had status.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
4	The status of a product is irrelevant to me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
5	A product is more valuable to me if it has more snob appeal.(high status appeal)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Section E:		S.D						S.A
1	I am always one of the firsts to try new products.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
2	I am excited to purchase some interesting products.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
3	I own a lot of popular products.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
4	I keep up with fashion.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Section F :		S.D						S.A
1	I pay attention to the brand names of the clothes I buy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
2	Brand names tell me something about the quality of the clothing.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
3	Brand names tell me something about how 'cool' an item of clothing is.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
4	Sometimes I am willing to pay more money for clothing because of its brand name.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
5	Brand name clothes that cost a lot of money are good quality.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
6	I pay attention to the brand names of most of the products I buy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Instruction: Please indicate the degree of your agreement or disagreement with each statement by marking (X) in the provided space, according to the following scale:

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree

Section G:		S.D						S.A
1	I sacrifice self-interest for my group.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
2	I act as fellow group members would prefer.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
3	I maintain harmony in my group.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
4	I respect the majority's wishes.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
5	I stick with my group even through difficulties.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
6	I support my group whether they are right or wrong.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
7	I respect decisions made by my group.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
8	I remain in my group if they need me, even if I am dissatisfied with them.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
9	I avoid arguments with my group, even when I strongly disagree with my group members.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
10	I make an effort to avoid disagreement with my group members.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Section H:		S.D						S.A
1	I say positive things about my favorite luxury brand to other people. (Your favorite brand is the same one you mentioned at the beginning of this study.)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
2	I recommend my favorite luxury brand to someone who seeks my advice.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
3	I encourage friends and relatives to buy my favorite luxury brand.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
4	I consider my favorite luxury brand my first choice to buy luxury products.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
5	I will buy my favorite luxury brand in the next few years.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
6	I continue to buy my favorite luxury brand if its prices increase somewhat.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
7	I pay a higher price that competitors charge for the benefits I currently receive from my favorite luxury brand.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
8	I would never buy my favorite luxury brand.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
9	I would seriously consider purchasing my favorite luxury brand.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Part D: Characteristics (Common Section)

Instruction: Please mark (X) for the answer and fill in the blanks when necessary.

RP01. **Gender:** Male Female

RP02. **Age:**
 Under 18 years 18 - 22 years 23 - 30 years
 31 - 40 years 41 - 50 years 51 - 60 years
 Above 60 years

RP03. **Marital Status:**
 Single Married Single Parent

RP04. **Citizenship:**
 Malaysia International

RP05. **Country of Residence:**
 Malaysia International

RP06. **Ethnicity:**
 Malay Chinese Indian
 Others

RP07. **Highest level of education**
 Professional Post Graduate Bachelor Degree
 Diploma Secondary School (SPM) Primary School
 Other

RP08. **Occupation:**
 Managerial (CEO, CFO...) Executive Level Supervisory
 Technical Self-employed Government Sector
 Clerical Sales Production
 Student Housewife Retired
 Others

RP09. **Gross monthly income level:**
 Less than RM 2,000 RM 2,000- RM 4,000 RM 4001- RM 6,000
 RM 6,001- RM 8,000 RM 8,001- RM 10,000 10,001 and above

RP10. If you are interested in my study, you may leave your email here and I would be happy to share the results with you

RP11. If you are interested in participating in the **LUCKY DRAW**, please leave your email here:
.....

.....**☺.Thank you once again for your participation.☺**.....

“Hope you be the lucky winner of the \$50 USD.”