

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Bachelor's Thesis**

**Consumption of Luxury Goods in India**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

## 1. Appendix

Name \* Your answer

Gender \*

- Male
- Female

Age \*

- Below 11
- 11-20
- 21-30
- 31-40
- 41-50
- 51 and above

Email-ID \* Your answer

Qualification \*

- SSC
- HSC
- Undergraduate
- Postgraduate
- PHD
- Other:

Occupation \*

- Student
- Business
- Service
- Professional
- Housewife
- Other:

Income \*

- Less than 1,00,000
- 1,00,001 to 5,00,000
- 5,00,001 to 10,00,000
- 10,00,001 to 15,00,000
- More than 15,00,000

What is luxury product in your opinion? \*

- Great comfort and extravagant items
- Expensive but unnecessary items
- Best quality items
- Very selective and exclusive items
- None
- Other:

What type of luxury product do you prefer to buy? \*

- Clothes
- Jewelry
- Watches
- Accessories (like handbags, belts etc.)
- Perfumes
- Cosmetics
- None
- Other:

How often do you buy luxury products? \*

- Weekly
- Monthly
- Every 6 months
- Once a year
- Other:

In average, how much money do you spend each time on purchasing a luxury product? \*

- Less than 10,000
- 10,000 - 30,000
- 30,000 - 1,00,000
- More than 1,00,000

Who influence you to buy luxury products? \*

- Family
- Friends
- Self
- Celebrities
- Other:

Which social media site is used by you for checking luxury product related information? \*

- Facebook
- Instagram
- Twitter
- Snapchat
- YouTube
- None
- Other:

How important are the following characteristics when you buy luxury goods? \*

	Not important	Slightly important	Moderately important	Important	Very important
Rarity (not everyone has it)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetics (looks, material etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heritage behind brand (history)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Which factor influence you more while making purchase decision? \*

- Price
- Quality
- Brand
- Style
- Advertisement
- Word of mouth
- Other:

Given below are some statements regarding luxury products, you are requested to state your degree of agreement/ disagreement on each of the statements as mentioned below on a 5-point scale? \*

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I prefer to buy product that has a positive testimony	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily remember the symbol of brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to buy a brand that has nice packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to buy a brand that is advertised by my favourite celebrity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to spend more to buy luxury products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to buy a brand that has quick customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Will you intend to purchase the same brand that you have previously purchased? \*

- Yes
- No