

Appendix

Questionnaire English Version:

1. What is your gender?

- A. Male
- B. Female
- C. Other

2. How old are you?

Please leave your answer: _____

3. Have you ever consumed and purchased luxury goods?

- A. Yes
- B. No

(If No, survey end.) Thank you for your participation.

4. (If Yes) How much money did you spend on luxury goods within last 12 months?

- A. 0-5,000 Yuan
- B. 5,001-9,999 Yuan
- C. 10,000-25,000 Yuan
- D. 25,001-39,999 Yuan
- E. 40,000-60,000 Yuan
- F. 60,001-79,999 Yuan
- G. 80,000-100,000 Yuan
- H. 100,001-149,999 Yuan
- I. 150,000-300,000 Yuan
- J. 300,001-1,000,000 Yuan

5. How often do you purchase luxury goods? (1-10 represent Very rare to Very often)

- A. 1
- B. 2
- C. 3
- D. 4

- E. 5
- F. 6
- G. 7
- H. 8
- I. 9
- J. 10

6. What is your net annual income level (if you are a full-time student, please include family support)?

- A. 0-50,000 Yuan
- B. 50,001-79,999 Yuan
- C. 80,000-100,000 Yuan
- D. 100,001-149,999 Yuan
- E. 150,000-200,000 Yuan
- F. 200,001-299,999 Yuan
- G. 300,000-450,000 Yuan
- H. 450,001-699,999 Yuan
- I. 700,000-1,000,000 Yuan
- J. 1,000,000-5,000,000 Yuan

7. How many people are in your family (by household)?

- A. 1
- B. 2
- C. 3
- D. 4
- E. 5
- F. 6-10

8. What is your marital status?

- A. Single (include divorced, long-term separated, widowed)
- B. Married

9. Do you have your own apartment? (The one you bought.)

- A. Yes

B. No

10. What is the size of your current apartment (by m²)?

Please Answer: _____

11. Do you and/or your family own a business?

A. Yes

B. No

12. Do you have bachelor's or higher degree (Graduate and above)?

A. Yes

B. No

13. Do you live in Beijing/Shanghai/Guangzhou/Shenzhen?

A. Yes

B. No

14. Do you care if other people can recognize you are wearing or using luxury products? For example, do you intend to buy the luxury products with conspicuous and easily recognizable brand logo? (1-10 represent Strongly disagree to Strongly agree)

A. 1

B. 2

C. 3

D. 4

E. 5

F. 6

G. 7

H. 8

I. 9

J. 10

15. Will you increase your purchase intent of the luxury products if they are with celebrity endorsement, idols copycatting, or same items of famous influencers? (1-10 represent Strongly disagree to Strongly agree)

- A. 1
- B. 2
- C. 3
- D. 4
- E. 5
- F. 6
- G. 7
- H. 8
- I. 9
- J. 10

16. Have you ever purchased luxury products for gift-giving? Include both business purpose and personal purpose. (1-10 represent Strongly disagree to Strongly agree)

- A. 1
- B. 2
- C. 3
- D. 4
- E. 5
- F. 6
- G. 7
- H. 8
- I. 9
- J. 10

17. Do you think buying and using luxury products is beneficial to showing your social status or social class? Include both work and social occasions. (1-10 represent Strongly disagree to Strongly agree)

- A. 1
- B. 2
- C. 3
- D. 4
- E. 5
- F. 6
- G. 7

- H. 8
- I. 9
- J. 10

18. Do you care about the luxury product itself (quality, design, creativity, technique, and service) more than its brand? (1-10 represent Strongly disagree to Strongly agree)

- A. 1
- B. 2
- C. 3
- D. 4
- E. 5
- F. 6
- G. 7
- H. 8
- I. 9
- J. 10

19. Would you refuse to buy products from the luxury brand if it was accused "insulting China", "Chinese-racism", or "politically incorrect"? (1-10 represent Strongly disagree to Strongly agree)

- A. 1
- B. 2
- C. 3
- D. 4
- E. 5
- F. 6
- G. 7
- H. 8
- I. 9
- J. 10

20. Have you ever made an impulsive purchase of luxury products? (1-10 represent Strongly disagree to Strongly agree)

- A. 1

- B. 2
- C. 3
- D. 4
- E. 5
- F. 6
- G. 7
- H. 8
- I. 9
- J. 10

21. Do you care about the luxury products' preserving value and resale value? (1-10 represent Strongly disagree to Strongly agree)

- A. 1
- B. 2
- C. 3
- D. 4
- E. 5
- F. 6
- G. 7
- H. 8
- I. 9
- J. 10

22. Which channel do you use most of purchasing luxury products? (Multiple choices with more than one answer)

- A. Offline official brand store
- B. Online official brand store
- C. Offline Multiply brands store or luxury Outlets
- D. Online luxury e-commercial website and application
- E. Purchase from oversea buyer
- F. Purchase from Duty Free Stores
- G. Other, please specify: _____

23. What purpose do you often purchase luxury goods? (Multiple choices with more than one answer)

- A. Use by yourself
- B. Business or social gift
- C. Shop for lover, friends, and family members
- D. Collection
- E. Resale and investment

24. What is your attitude towards second-hand luxury products?

- A. Never bought, resolutely resist
- B. Never bought, but willing to try
- C. Purchased before, but will not continue
- D. Purchased, will continue to buy
- E. I am not sure

Questionnaire original Chinese version:

1. 请问您的性别是?

- A、 男士
- B、 女性
- C、 其他

2. 您的年龄是?

请留下你的答案:_____

3. 您是否消费和购买过奢侈品?

- A、 是
- B、 否 (如选择否, 调查结束。感谢您的参与。)

4. 在过去 12 个月内, 您在奢侈品上花了多少钱?

- A. 0-5,000 元
- B. 5,001-9,999 元

- C. 10,000-25,000 元
- D. 25,001-39,999 元
- E. 40,000-60,000 元
- F. 60,001-79,999 元
- G. 80,000-100,000 元
- H. 100,001-149,999 元
- I. 150,000-300,000 元
- J. 300,001-1,000,000 元

5. 您多久消费一次奢侈品? (1-10代表“非常稀少”到“非常频繁”)

- A、 1
- B、 2
- C、 3
- D、 4
- E、 5
- F、 6
- G、 7
- H、 8
- I、 9
- J、 10

6. 您的年净收入水平是多少（如果您是全日制学生，请包括家庭资助）？

- A. 0-50,000 元
- B. 50,001-79,999 元
- C. 80,000-100,000 元
- D. 100,001-149,999 元
- E. 150,000-200,000 元
- F. 200,001-299,999 元
- G. 300,000-450,000 元
- H. 450,001-699,999 元

I. 700,000-1,000,000 元

J. 1,000,000-5,000,000 元

7. 您家有几口人（按户计算）？

A、 1

B、 2

C、 3

D、 4

E、 5

F、 6-10

8. 您的婚姻状况如何？

A、 单身（包括未婚、离婚、长期分居、丧偶）

B、 已婚

9. 您是否拥有自己的公寓（已购房）？

A、 是

B、 否

10. 您现在居住的公寓的面积是多少平方米？

请留下你的答案:_____

11. 您或您的家人是否自主经商或拥有家族企业或生意？

A、 是

B、 否

12. 您是否具有大专及以上学历？

A、 是

B、 否

13. 您是否居住在北京/上海/广州/深圳 这四座城市？

A、是

B、否

14. 您是否在乎别人能认出你穿着或使用奢侈品?例如, 您是否倾向于购买带有明显品牌标志logo的奢侈品? (1-10 代表“非常不同意”到“非常同意”)

A、 1

B、 2

C、 3

D、 4

E、 5

F、 6

G、 7

H、 8

I、 9

J、 10

15. 您会因为某奢侈品是明星名人代言, 明星或偶像同款, 网红同款, 而增加购买意愿吗? (1-10 代表“非常不同意”到“非常同意”)

A、 1

B、 2

C、 3

D、 4

E、 5

F、 6

G、 7

H、 8

I、 9

J、 10

16. 您曾经以赠礼为目的购买过奢侈品吗? 包括商业赠礼和个人赠礼。(1-10 代表“非常不同意”到“非常同意”)

A、 1

B、 2

C、 3

D、 4

E、 5

F、 6

G、 7

H、 8

I、 9

J、 10

17. 您是否认为购买和使用奢侈品有利于展示您的社会地位? 包括工作场合和社交场合。(1-10 代表“非常不同意”到“非常同意”)

A、 1

B、 2

C、 3

D、 4

E、 5

F、 6

G、 7

H、 8

I、 9

J、 10

18. 您是否更关心奢侈品产品本身多过其品牌(产品的质量、设计、创意、技术和服务等)? (1-10 代表“非常不同意”到“非常同意”)

A、 1

B、 2

- C、 3
- D、 4
- E、 5
- F、 6
- G、 7
- H、 8
- I、 9
- J、 10

19. 如果某奢侈品（产品及品牌）被指控“辱华”或“政治不正确”，您会拒绝（抵制）购买该奢侈品吗？（1-10 代表“非常不同意”到“非常同意”）

- A、 1
- B、 2
- C、 3
- D、 4
- E、 5
- F、 6
- G、 7
- H、 8
- I、 9
- J、 10

20. 您是否有过冲动购买奢侈品的行为？（1-10 代表“非常不同意”到“非常同意”）

- A、 1
- B、 2
- C、 3
- D、 4
- E、 5
- F、 6
- G、 7

H、 8

I、 9

J、 10

21. 您购买奢侈品时会在意它的保值性（包括转售价值）吗？（1-10 代表“非常不同意”到“非常同意”）

A、 1

B、 2

C、 3

D、 4

E、 5

F、 6

G、 7

H、 8

I、 9

J、 10

22. 您最常使用哪几个渠道购买奢侈品？（多选）

A、 品牌官方线下实体店

B、 品牌官网或官方旗舰店（天猫，京东等）

C、 线下买手店或奢侈品奥莱店

D、 奢侈品电商网站及其手机app（如得物， 司库， Farfetch等）

E、 找人代购或找专职代购购买

F、 从免税店购买（DFS）

G、 其他，请注明：_____

23. 您最常购买奢侈品的目的是什么？（多选）

A、 自己使用

B、 商务赠礼或社交赠礼

C、 为爱人，家人，亲朋好友购买

D、收藏与收集

E、转售或投资

24. 您对二手奢侈品的态度是什么?

A、从未买过，坚决抵制

B、从未买过，但愿意尝试

C、购买过，但不会继续

D、购买过，将继续购买

E、我不确定