

1 Appendix

Questionnaire

1. How old are you ?
 - Under 18
 - 18-26
 - 27-60
 - 60+
2. What is your gender?
 - Male
 - Female
 - Prefer not to say
3. What is your highest educational level?
 - Highschool degree or lower
 - Bachelor's degree
 - Master's degree
 - Doctorate and higher
4. What region do you live?
 - Urban area
 - Rural area
5. What do you do for a living?
 - Students
 - Part-time jobs
 - Full-time jobs
 - Freelancers
 - Unemployed
 - Retired
6. What is your income interval monthly?
 - Less than 300\$
 - 301-500\$
 - 500\$-1000\$
 - More than 1000\$

7. How often do you consume non-durable and durable goods?
 - Durable goods (2-3 times per month, 4-5 times per month, more than 5 times per month, every day)
 - Non-durable goods (2-3 times per month, 4-5 times per month, more than 5 times per month, every day)
8. When you decide to consume goods, which factors are desirable?
 - Prices of goods (Rate from 1-5)
 - Necessary of demand ((Rate from 1-5)
 - Brand's name (Rate from 1-5)
 - Quality of goods ((Rate from 1-5)
 - Well-known on the market (Rate from 1-5)
9. How do you consume goods?
 - Durable goods (Online, at the store)
 - Non-durable goods (Online, at the store)
10. Do you consume more when your income increases?
 - No, I don't consume more
 - No, I just buy when I need
 - Yes, But not much
 - Yes, I consume more
11. What kind of goods do you often buy more ?
 - Durable goods
 - Non-durable goods
12. What kind of goods do you spend more money on ?
 - Durable goods
 - Non-durable goods
13. How many percent of your income do you spend on consuming goods?
 - Durable goods (Less than 20%, 20-35%, 36-50%, more than 50%)
 - Non-durable goods (Less than 20%, 20-35%, 36-50%, more than 50%)
14. What kind of factors affects your making decision?
 - Feedback from people who bought those goods
 - Introduction from friends
 - Introductions from influencers, KOLs
 - Websites, social media

15. Rate the quality of goods you have purchased (from 1-5)

16. Do you buy again goods that you purchased?

- Yes
- No

17. If you would like to share your experiences of purchasing goods and the trend of customer behavior in the next few years, please let your comments below.