

BESPOKE SURVEYS

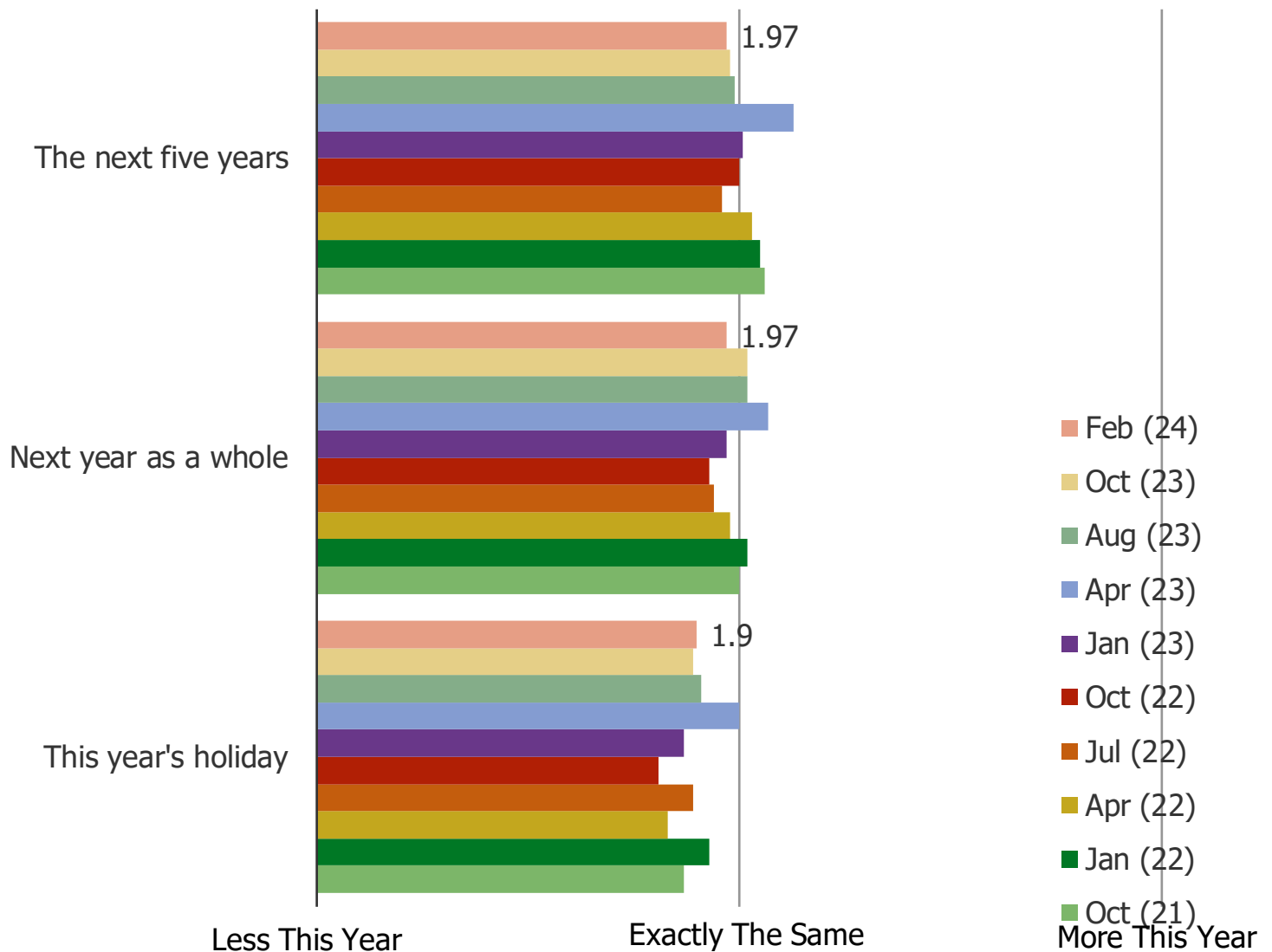
China Luxury Goods, Vol 10

1,000+ Consumers Per Wave (Skews Urban / Tier 1 & 2)

CHINA LUXURY

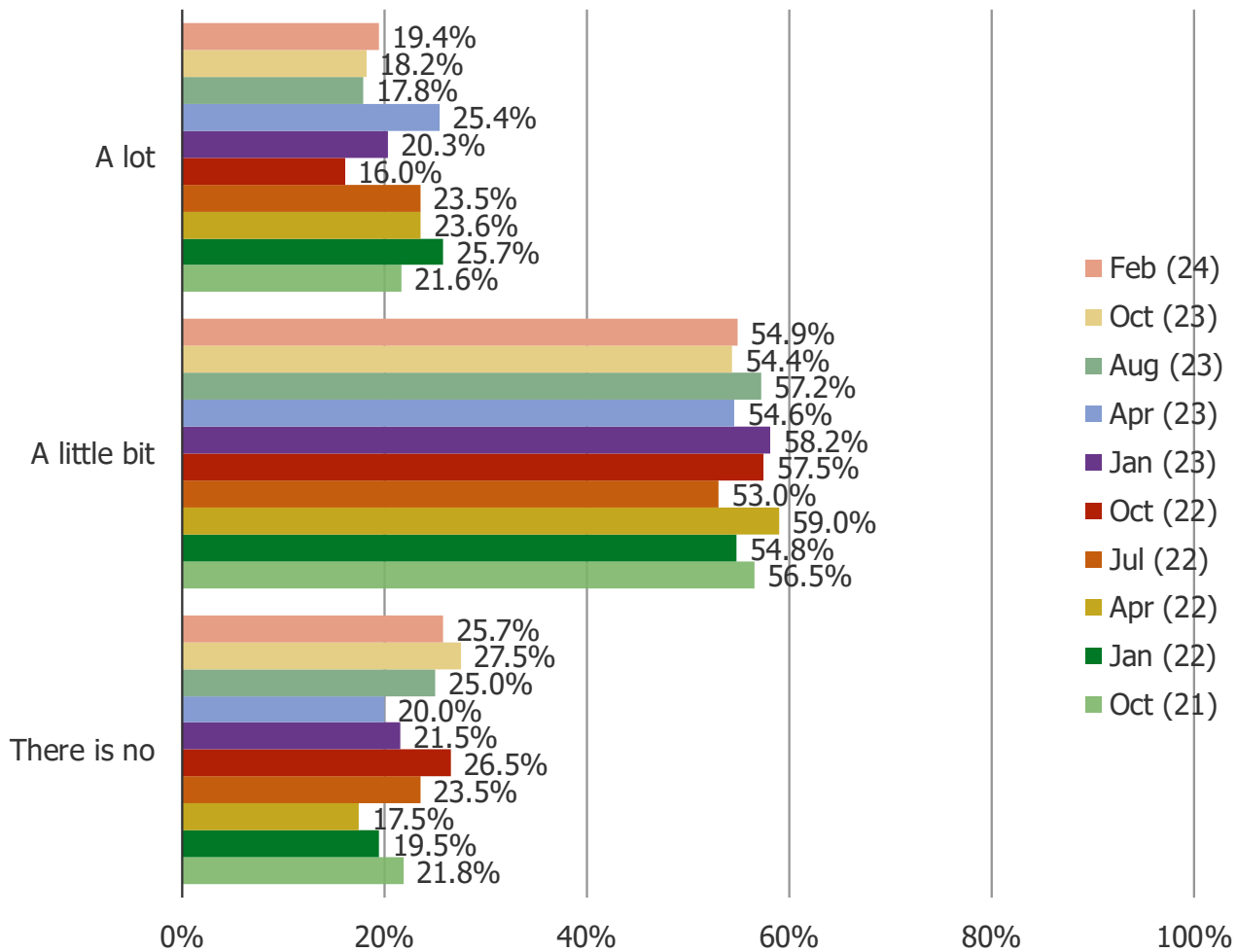
COMPARED WITH THE AMOUNT YOU USUALLY SPEND ON LUXURY GOODS DURING THE FOLLOWING PERIODS, DO YOU WANT TO SPEND MORE, LESS, OR THE SAME?

Posed to all respondents.



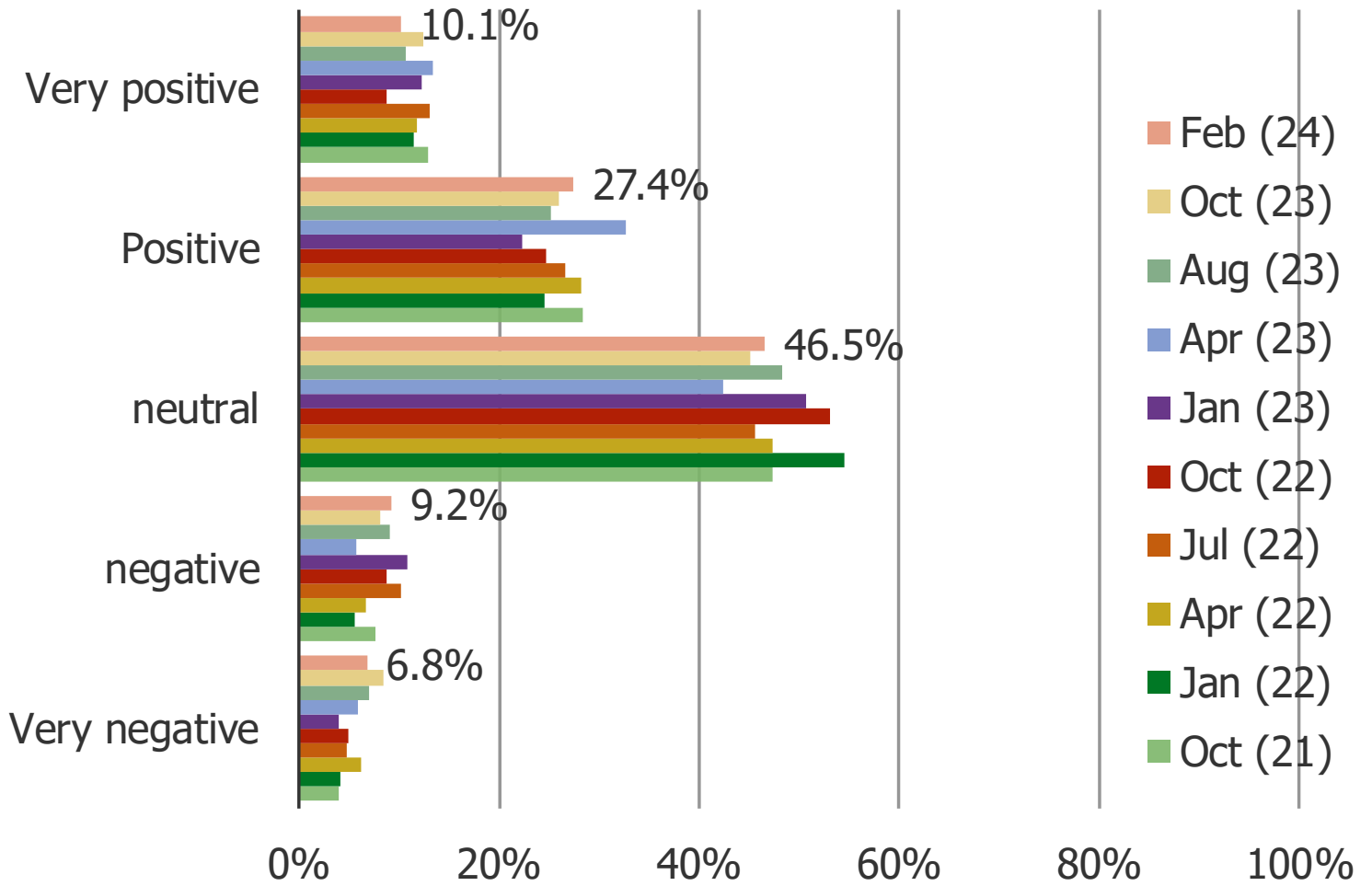
DO YOU OWN LUXURY GOODS?

Posed to all respondents.



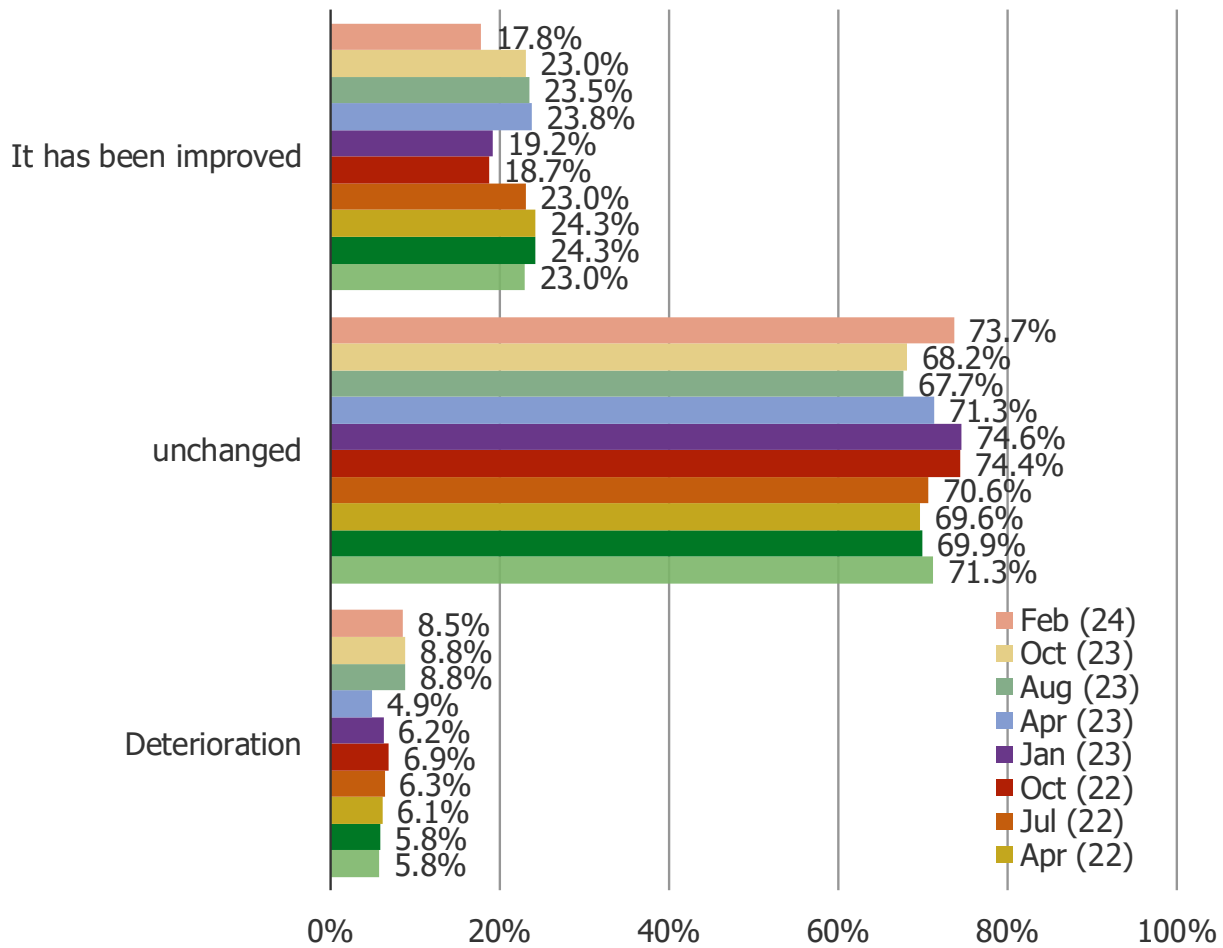
WHAT IS YOUR OPINION ON LUXURY GOODS?

Posed to all respondents.



HAS YOUR OPINION ON LUXURY GOODS CHANGED RECENTLY?

Posed to all respondents.



WHY HAS YOUR VIEW OF LUXURY GOODS **DETERIORATED**

Posed to all respondents whose views of luxury goods has worsened.

The economy is getting worse

Impractical and expensive

Impractical, and at the same time many things are of no value

Ugly and expensive

Conservative consumption, if you can save, you can save

The global economic crisis is not a good time to buy luxury goods

Because my income has become less

Because the economy has not been very good recently, luxury goods have also been affected

Because there is no money

Rubbish

It costs too much money

Too expensive

Too expensive, not worth it

Too expensive and flashy

Deterioration

Not necessary

useless

No money

It's a waste for the general population to buy

It's a waste of money, there is no need

No need

WHY HAS YOUR VIEW OF LUXURY GOODS IMPROVED

Posed to all respondents whose views of luxury goods has improved.

Because it's worth it

Because the brand pays more attention to quality

Because the quality of luxury goods is getting better and better

Because of the current downturn in consumption

Because there are many of them of good quality

Because it's more valuable now

Because the quality of luxury goods now is very good

Because it's precious

Because the economy is good

Because as people's demand gets higher and higher, so that it can be improved more, there will be customers buying from

Can be sold when it is difficult

Greatly improved sustainability

Many luxury goods are also sustainable

Luxury goods represent the standard of human living standards

Luxury goods represent a symbol of human identity

Luxury goods become better

Luxury goods are better

The brand promotion of luxury goods is now getting stronger and stronger, and the second-hand market for luxury goods is also very hot and the quality is very good.

Better quality of luxury goods

Luxury jewelry can be used for collection and is very valuable

Luxury jewelry can be used for collection, and there is room for appreciation

More fashionable

More useful

More environmentally friendly

More attractive

More people are beginning to accept luxury goods

More use of sustainable products

Creative

Collectible value

Good quality

WHICH OF THE FOLLOWING BEST DESCRIBES THE CITY YOU LIVE IN?

Posed to all respondents.

