

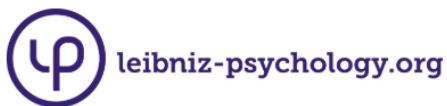


Dear Survey Participant

The purpose of this survey is to understand how you felt about your shopping experience during your most recent leisure travel trip and the extent to which the shopping experience played a role on your personal happiness. We would appreciate it very much if you would take a few minutes to complete this brief survey.

Be assured that all your responses will be used only for scientific purposes; that is, confidentiality and anonymity are assured.

Thank you for participating in this important survey!



Have you taken a leisure travel trip during the last six months?

(It could be a business trip in which you took time out for leisure too.)

☐ Yes

☐ No

What is your gender?

☐ Female

☐ Male

What is your year of birth?

Please select



Please describe your occupation.

☐ Chronically unemployed, "day" labors, unskilled; on welfare

☐ Steadily employed but in marginal, semiskilled jobs

☐ Assembly-line workers, bus/truck drivers, police/fighters, carpenters

☐ Skilled craftsmen, small contractors, factory foremen, office workers

☐ Owners of very small firms, technicians, salespeople, civil servants

☐ Middle managers, teachers, social workers, lesser professionals

☐ Top corporate executives, leaders in the professional world, owners of big firms

☐ Other

If you had leisure travel trips more than once in the past few months, please refer to your most recent trip when answering the questions.

Which country did you visit on your last leisure travel trip?

Please select



Please name the destination (city/region) below.

When did you have your most recent leisure travel trip?

☐ Less than a month ago

☐ One to two months ago

☐ Two to three months ago

☐ Three to four months ago

☐ Four to five months ago

☐ Five to six months ago

What type was the travel trip?

☐ Packaged (guided) trip

☐ Self-guided trip

How many people were traveling with you?

(part of your own group such as family or friends)

leibniz-psychology.org

Please think about shopping experiences during your recent leisure travel trip and indicate your satisfaction level with following aspects.

Service, product and environment

	Very dissatisfied	Dissatisfied	So-so	Satisfied	Very satisfied	No opinion
Payment methods the stores accept	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decoration of stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display and windowing of goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of product categories the stores carry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation of the stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of brands the stores carry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility of the stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location of the stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambient condition of the stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Staff service quality

[illegible]

leibniz-psychology.org

Please think about shopping experiences during your recent leisure travel trip and indicate your satisfaction level with following aspects.

Merchandise value

	Very dissatisfied	Dissatisfied	So-so	Satisfied	Very satisfied	No opinion
Quality of goods the stores carry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authenticity of goods the stores carry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of goods the stores carry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Style of goods the stores carry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Service differentiation

[illegible]

The following survey items concern your feelings about actual activities you participated during your most recent trip. Please respond by expressing the extent to which you agree with the following statements.

Self-reflection

[illegible]

Overall satisfaction with your trip

[illegible]



leibniz-psychology.org

The following survey items concern your everyday leisure experiences (e.g., doing yoga, learning painting, etc.). Please tell us about your leisure experiences.

How many leisure activities are you currently engaged in?

(Specify number of activities)

How often do you participate in leisure activities?

- ☐ Hardly ever
- ☐ Several times a month
- ☐ Several times a week
- ☐ Once a day or more

Satisfaction with leisure experiences: Please respond by expressing the extent to which you feel satisfied using the scale below.

[illegible]

leibniz-psychology.org

Please try to recall how you felt about your life BEFORE you took the trip by responding to the following items.

	Completely disagree	Disagree	so-so	Rather agree	Completely agree	No opinion
The conditions of my life are excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
So far I have gotten the important things I want in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In most ways my life is close to my ideal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I could live my life over, I would change almost nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please try to recall how you felt about your life AFTER you took the trip by responding to the following items.

[illegible]



leibniz-psychology.org

Please indicate degree of agreement with the following statement.

[illegible]

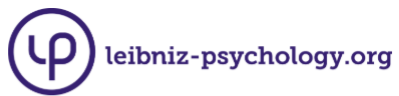
Please think about your feelings about managing money by responding to the following items.

Current Money Management Stress

[illegible]

Expected future financial security

[illegible]



THANK YOU FOR YOUR SUPPORT IN COMPLETING THIS SURVEY.