## Blockchain Verification in Luxury Markets Survey Design\_New

## **Survey Flow**

**Block: Section 1: Introduction & Consent (1 Question)** 

**EmbeddedData** 

participantIdValue will be set from Panel or URL.

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assignmentIdValue will be set from Panel or URL.

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projectIdValue will be set from Panel or URL.

**BlockRandomizer: 1 - Evenly Present Elements** 

Standard: Section 2A: Main Experimental Manipulation (Traditional) (19 Questions) Standard: Section 2B: Main Experimental Manipulation (BlockChain) (19 Questions)

Page Break

**Start of Block: Section 1: Introduction & Consent** 

Q1 Thank you for participating in this research study on luxury product verification. This survey will take approximately 2-3 minutes to complete. In this study, you will evaluate luxury products with different authentication systems and answer questions about your perceptions of product authenticity, investment potential, and purchase intentions. Your responses will help us understand how blockchain technology affects consumer relationships with luxury goods. All responses will remain anonymous and confidential. The data will be used for academic research. By clicking "Arrow," you consent to participate in this research study. You may withdraw at any time by closing your browser window.

Start of Block: Section 1: Introduction & Consent

Start of Block: Section 2A: Main Experimental Manipulation (Traditional)

Q2A Imagine you are shopping for a luxury watch and come across the following timepiece. Please carefully examine the product description and its verification details before answering the questions that follow. Lumière Prestige Watch - Monarch Collection This exquisite timepiece from the Lumière Prestige Monarch Collection features hand-crafted Swiss movement, diamond hour markers on a black dial, fluted bezel, and premium stainless steel construction. Each watch only comes with traditional authentication including a unique serial number, official brand documentation.

Q3 WTPurchase If I were going to buy a product in this category, I would consider buying this item, because of this verfication.

O Strongly disagree (32)
O Disagree (33)
O Somewhat disagree (34)
O Neither agree nor disagree (35)
O Somewhat agree (36)
O Agree (37)

Strongly agree (38)

Q4 WTPay I would pay more for this product compared to similar luxury products, because of this verfication.
O Strongly disagree (1)
O Disagree (2)
○ Somewhat disagree (3)
O Neither agree nor disagree (4)
○ Somewhat agree (5)
O Agree (6)
O Strongly agree (7)
Q5 WTPay More I am willing to pay% more for this brand over other brands, because of this verfication.
O None (1)
O% - Less than 3% (2)
○ 3% - Less than 5% (3)
○ 5% - Less than 7% (4)
○ 7% - Less than 10% (5)

specific product:	
O I believe luxury products should be evaluated on their long-term value. (For quality control, please select this answer) (1)	
O This luxury product is a good investment. (2)	
O This product will retain its economic value over time. (3)	
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Q7 Resale Intention Please indicate your level of agreement with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
If I were to own this product, I would consider reselling it at some point. (2)	0	0	0	0	0	0	0
At a good market price, I would consider reselling the product. (3)	0	0	0	0		0	0
There is a high probability that I would consider reselling the product. (4)	0	0	0	0		0	0

Q8 Investment Orient Please indicate your level of agreement with the following statements about this specific product:

agree (1)	Disagree (2)	Somewhat disagree (3)	agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
0	0	0	0		0	0
0		0	0		0	0
0	0	0	0	0	0	
	(1) O			(1) (3) disagree	(1) (3) disagree	(1) (3) disagree

Q9 Manipulation Chec Based on the information provided about this product, please indicate your level of agreement with the following statements:

, ,	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I think the product is authentic. (1)	0	0	0	0	0	0	0
I feel I can trust this verification. (2)	0	0	0	0	0	$\circ$	0
The product's authentication information would be easily transferable if I resold it. (3)	0	0	0	0	0	0	0
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Q10 Temporal Ori Please indicate your level of agreement with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Thinking about the future is pleasant to me. (1)	0	0	0	0	0	0	0
Meeting tomorrow's deadlines and doing other necessary work comes before tonight's play. (2)	0	0	0	0		0	
I do things impulsively, making decisions on the spur of the moment. (3)	0	0	0	0	0	0	0
I try to live one day at a time. (4)	0	0	0	0	0	0	0

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Q11 Ease to Resale Please indicate your level of agreement with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
This product would be easy to resell if I wanted to.	0	0	0	0	0	0	0
I could easily transfer ownership of this product to someone else. (2)	0	0	0	0	0	0	0
The verification system would make it easier to sell this product later. (3)	0	0	0	0		0	0
iater. (3)							

Q12 Risk (Fin/Auth) Please indicate your level of agreement with the following statements:

·	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Given the financial expenses associated with purchasing this luxury product, there is substantial financial risk. (1)	0	0	0	0	0	0	0
I could lose a significant amount of money if I ended up with buying this luxury product. (2)	0	0	0	0		0	0
I think the product is authentic. (3)	0	$\circ$	0	0	0	0	$\circ$
There's a risk this product might not be original.	0	0	0	0	0	0	0

Q13 Tech Fam Please indicate your level of agreement with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Other people come to you for advice on new technologies (1)	0	0	0	0	0	0	0
In general, you are among the first in your circle of friends to acquire new technology when it appears. (2)	0	0	0	0		0	0
You find you have fewer problems than other people in making technology work for you. (3)	0	0	0	0		0	0

Q14 Verfication If you were to purchase this product, how important would the verification system be in your decision?	
O Not at all important (1)	
Slightly important (2)	
O Moderately important (3)	
O Very important (4)	
O Extremely important (5)	

Q15 Pre Measure Please indicate your level of agreement with the following statements about luxury products in general:

,	Strongly disagree (6)	Disagree (7)	Somewhat disagree (8)	Neither agree nor disagree (9)	Somewhat agree (10)	Agree (11)	Strongly agree (12)
I like a lot of luxury in my life. (1)	0	0	0	0	0	0	0
I like to be seen wearing luxury brands. (2)	0	0	0	0	0	0	0
I enjoy it when people know I am wearing a luxury brand.	0	0	0	0	0	0	0
Luxury brands help me express myself. (4)	0	0	0	0	0	0	0
I focused on each Luxury products potential to make money. (5)	0	0	0	0	0	0	0

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higher than average for their category)?
O Never (1)
Rarely (less than once per year) (2)
Occasionally (1-2 times per year) (3)
Regularly (3-5 times per year) (4)
O Frequently (more than 5 times per year) (5)
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Q16 Pre Measure 1 How often do you purchase luxury products (products priced significantly

Q17 Age What is your age?	
O 18-24 (1)	
O 25-34 (2)	
O 35-44 (3)	
O 45-54 (4)	
O 55-64 (5)	
○ 65 or older (6)	
Q18 Gender What is your gender?	
○ Male (1)	
O Female (2)	
O Non-binary / third gender (3)	
O Prefer not to say (4)	

Q19 Income What is your annual household income before taxes?
O Less than \$25,000 (1)
\$25,000 - \$49,999 (2)
\$50,000 - \$74,999 (3)
\$75,000 - \$99,999 (4)
S100,000 - \$149,999 (5)
S150,000 - \$199,999 (6)
\$200,000 or more (7)
O Prefer not to say (8)
Q20 Edu What is your highest level of education completed?
C Less than high school (1)
O High school diploma or equivalent (2)
○ Some college (3)
O Bachelor's degree (5)
O Professional degree (6)
O Master's degree (9)
O Doctorate (7)
O Prefer not to say (8)
End of Block: Section 2A: Main Experimental Manipulation (Traditional)
Start of Block: Section 2B: Main Experimental Manipulation (BlockChain)
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Q2B Imagine you are shopping for a luxury watch and come across the following timepiece. Please carefully examine the product description and its verification details before answering the questions that follow. Lumière Prestige Watch - Monarch Collection with Blockchain Verification This exquisite timepiece from the Lumière Prestige Monarch Collection features hand-crafted Swiss movement, diamond hour markers on a black dial, fluted bezel, and premium stainless steel construction. Each watch comes with traditional authentication but is also registered on a secure blockchain ledger that creates an unalterable digital record of its authenticity and ownership history. The blockchain verification system: Creates an immutable digital certificate that cannot be counterfeited Tracks complete ownership history from manufacturer to current owner Enables instant verification via smartphone app Facilitates seamless ownership transfer for future resale Please examine this luxury product and its verification details carefully before proceeding to the next question.
Q21 WTPurchase If I were going to buy a product in this category, I would consider buying this item.
O Strongly disagree (1)
O Disagree (2)
○ Somewhat disagree (3)
O Neither agree nor disagree (4)
○ Somewhat agree (5)
O Agree (6)
O Strongly agree (7)

Q22 WTPay I would pay more for this product compared to similar luxury products
○ Strongly disagree (1)
O Disagree (2)
○ Somewhat disagree (3)
O Neither agree nor disagree (4)
○ Somewhat agree (5)
O Agree (6)
○ Strongly agree (7)
Q23 WTPay More I am willing to pay% more for this brand over other brands
O None (1)
0% - Less than 3% (2)
○ 3% - Less than 5% (3)
○ 5% - Less than 7% (4)
○ 7% - Less than 10% (5)
Q24 Control Please indicate your level of agreement with the following statements about this specific product:
O I believe luxury products should be evaluated on their long-term value. (For quality control, please select this answer) (1)
This luxury product is a good investment. (2)
This product will retain its economic value over time. (3)

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Q25 Resale Intention Please indicate your level of agreement with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
If I were to own this product, I would consider reselling it at some point. (2)	0	0	0	0	0	0	0
At a good market price, I would consider reselling the product. (3)	0	0	0	0	0	0	0
There is a high probability that I would consider reselling the product. (4)	0	0	0	0		0	0

Q26 Investment Orien Please indicate your level of agreement with the following statements about this specific product:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
When considering this luxury product, I focus on its potential to gain value over time (3)	0	0	0	0	0	0	0
I am interested in maximizing potential gains in value with this product. (4)	0	0	0	0		0	0
This luxury product would help me achieve growth in my investment.	0	0	0	0		0	0

Q27 Manipulation Che Based on the information provided about this product, please indicate your level of agreement with the following statements:

, ,	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I think the product is authentic. (1)	0	0	0	0	0	0	0
I feel I can trust this verification. (2)	0	0	0	0	0	$\circ$	0
The product's authentication information would be easily transferable if I resold it. (3)	0	0	0	0	0	0	0
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Q28 Temporal Ori Please indicate your level of agreement with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Thinking about the future is pleasant to me. (1)	0	0	0	0	0	0	0
Meeting tomorrow's deadlines and doing other necessary work comes before tonight's play. (2)	0	0				0	
I do things impulsively, making decisions on the spur of the moment. (3)	0	0	0	0	0	0	0
I try to live one day at a time. (4)	0	0	0	0	0	0	0

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Q29 Ease to Resale Please indicate your level of agreement with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
This product would be easy to resell if I wanted to.	0	0	0	0	0	0	0
I could easily transfer ownership of this product to someone else. (2)	0	0	0	0	0	0	0
The verification system would make it easier to sell this product later. (3)	0	0	0	0		0	0

Q30 Risk(Fin/Auth) Please indicate your level of agreement with the following statements:

·	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Given the financial expenses associated with purchasing this luxury product, there is substantial financial risk. (1)	0	0	0	0		0	0
I could lose a significant amount of money if I ended up with buying this luxury product. (2)	0	0	0	0		0	0
I think the product is authentic. (3)	0	0	0	0	0	0	0
There's a risk this product might not be original.	0	0	0	0	0	0	0
be original.							

Q31 Tech Fam Please indicate your level of agreement with the following statements:

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Other people come to you for advice on new technologies (1)	0	0	0	0	0	0	0
In general, you are among the first in your circle of friends to acquire new technology when it appears. (2)	0	0	0	0		0	0
You find you have fewer problems than other people in making technology work for you. (3)	0	0	0	0		0	0

Q32 Verfication If you were to purchase this product, how important would the verification system be in your decision?	
O Not at all important (1)	
○ Slightly important (2)	
O Moderately important (3)	
O Very important (4)	
C Extremely important (5)	

Q33 Pre Measure Please indicate your level of agreement with the following statements about luxury products in general:

,	Strongly disagree (6)	Disagree (7)	Somewhat disagree (8)	Neither agree nor disagree (9)	Somewhat agree (10)	Agree (11)	Strongly agree (12)
I like a lot of luxury in my life. (1)	0	0	0	0	0	0	0
I like to be seen wearing luxury brands. (2)	0	0	0	0	0	0	0
I enjoy it when people know I am wearing a luxury brand.	0	0	0	0	0	0	0
Luxury brands help me express myself. (4)	0	0	0	0	0	0	0
I focused on each Luxury products potential to make money. (5)	0	0	0	0	0	0	0

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Q34 Pre measure 1 How often do you purchase luxury products (products priced significantly higher than average for their category)?
O Never (1)
Rarely (less than once per year) (2)
Occasionally (1-2 times per year) (3)
Regularly (3-5 times per year) (4)
Frequently (more than 5 times per year) (5)
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Q35 Age What is your age?	
O 18-24 (1)	
O 25-34 (2)	
O 35-44 (3)	
O 45-54 (4)	
O 55-64 (5)	
○ 65 or older (6)	
Q36 Gender What is your gender?	
○ Male (1)	
○ Female (2)	
O Non-binary / third gender (3)	
O Prefer not to say (4)	

Q37 Income What is your annual household income before taxes?
O Less than \$25,000 (1)
O \$25,000 - \$49,999 (2)
○ \$50,000 - \$74,999 (3)
○ \$75,000 - \$99,999 (4)
\$100,000 - \$149,999 (5)
O \$150,000 - \$199,999 (6)
○ \$200,000 or more (7)
O Prefer not to say (8)
Q38 Edu What is your highest level of education completed?
C Less than high school (1)
O High school diploma or equivalent (2)
○ Some college (11)
O Bachelor's degree (5)
O Professional degree (6)
O Master's degree (9)
O Doctorate degree (7)
O Prefer not to say (8)
End of Block: Section 2B: Main Experimental Manipulation (BlockChain)

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