

A Survey of Shopping Satisfaction during Leisure Travel and Leisure Well Being

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.)

1) Yes 2) No

If you have not gone on a leisure travel trip during the last six month, you can skip the survey questions below and go to Section E.

If "yes," please name the destination site (or sites) below:

What type was the travel trip?

1) Packaged (guided) trip 2) Self-guided trip

How many people were traveling with you (part of your own group such as family or friends)? _____

Section A: Shopping Experiences during Your Last Leisure Travel Trip

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

Very Dissatisfied	Dissatisfied	So -So	Satisfied	Very Satisfied	No Opinion
[1]	[2]	[3]	[4]	[5]	[0]

Service, product and environment

1. Payment methods the stores accept: 1 2 3 4 5 0
2. Decoration of stores: 1 2 3 4 5 0
3. Display and windowing of goods: 1 2 3 4 5 0
4. Variety of product categories the stores carry: 1 2 3 4 5 0
5. Reputation of the stores: 1 2 3 4 5 0
6. Variety of brands the stores carry: 1 2 3 4 5 0
7. Accessibility of the stores: 1 2 3 4 5 0
8. Location of the stores: 1 2 3 4 5 0
9. Ambient condition of the stores: 1 2 3 4 5 0

Staff service quality

1. The stores' employee attitude: 1 2 3 4 5 0
2. The stores' employee communication ability: 1 2 3 4 5 0
3. The stores' employee promptness: 1 2 3 4 5 0
4. The stores' employee product knowledge: 1 2 3 4 5 0

Merchandise value

1. Quality of goods the stores carry: 1 2 3 4 5 0
2. Authenticity of goods the stores carry: 1 2 3 4 5 0
3. Price of goods the stores carry: 1 2 3 4 5 0
4. Style of goods the stores carry: 1 2 3 4 5 0

Service differentiation

1. Stores' ability to provide home delivery service: 1 2 3 4 5 0
2. Stores' ability to offer unique or specialized merchandise: 1 2 3 4 5 0
3. Stores' ability to offer special deals: 1 2 3 4 5 0

Please indicate your degree of agreement with the following statements.

Completely Disagree	Rather disagree	So -So	Rather agree	Completely Agree	No Opinion
[1]	[2]	[3]	[4]	[5]	[0]

Overspending on shopping during recent travel

1. I spent more during the trip (than before or after the trip): 1 2 3 4 5 0
2. I was less concerned with the price of products during the trip: 1 2 3 4 5 0
3. I was more impulsive during the trip: 1 2 3 4 5 0

Section B: Activities during Travel, Overall Feelings about the Trip

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

Completely Disagree	Rather disagree	So -So	Rather agree	Completely Agree	No Opinion
[1]	[2]	[3]	[4]	[5]	[0]

Pleasure

1. I had many laughs on this trip: 1 2 3 4 5 0
2. This trip was entertaining: 1 2 3 4 5 0
3. This trip made me happy: 1 2 3 4 5 0

Avoidance (Detachment)

1. This trip helped me forget the problems in the world: 1 2 3 4 5 0
2. This trip helped me get away from all the negativity in the news: 1 2 3 4 5 0
3. This trip allowed me to live like I did not have a care in the world: 1 2 3 4 5 0

Personal meaning

1. This trip helped me think about my true potentials: 1 2 3 4 5 0
2. This trip helped me grow as a person: 1 2 3 4 5 0
3. This trip gave me a sense of purpose in my life: 1 2 3 4 5 0

Self-reflection

1. I experienced times where I could self-reflect: 1 2 3 4 5 0
2. I thought about the meaning of life on this trip: 1 2 3 4 5 0
3. I was able to think deeply about topics I care about: 1 2 3 4 5 0

Overall satisfaction with your trip

1. All in all, I feel that this trip has enriched my life. I'm really glad I went on this trip: 1 2 3 4 5 0
2. On this trip, I accomplished the purpose of the vacation. This experience has enriched me in some ways: 1 2 3 4 5 0
3. This trip was rewarding to me in many ways. I felt much better about things and myself after this trip: 1 2 3 4 5 0

Section C: Satisfaction with leisure life

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?

1 = Hardly ever

2 = Several times a month

3 = Several times a week

4 = Once a day or more

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

Very Dissatisfied	Dissatisfied	So -So	Satisfied	Very Satisfied	No Opinion
[1]	[2]	[3]	[4]	[5]	[0]

Satisfaction with leisure experience

1. How satisfied were you, all in all, with your past leisure experiences? 1 2 3 4 5 0

Satisfaction with leisure life

1. How satisfied are you, all in all, with your leisure life? 1 2 3 4 5 0

Section D: Satisfaction with life overall

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

Completely Disagree	Rather disagree	So -So	Rather agree	Completely Agree	No Opinion
[1]	[2]	[3]	[4]	[5]	[0]

Before the trip

1. The conditions of my life are excellent: 1 2 3 4 5 0
2. I am satisfied with my life: 1 2 3 4 5 0
3. So far I have gotten the important things I want in life: 1 2 3 4 5 0
4. In most ways my life is close to my ideal: 1 2 3 4 5 0
5. If I could live my life over, I would change almost nothing: 1 2 3 4 5 0

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

After the trip

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1. The conditions of my life are excellent: 1 2 3 4 5 0
 2. I am satisfied with my life: 1 2 3 4 5 0
 3. So far I have gotten the important things I want in life: 1 2 3 4 5 0
 4. In most ways my life is close to my ideal: 1 2 3 4 5 0
 5. If I could live my life over, I would change almost nothing: 1 2 3 4 5 0

Please indicate degree of agreement with the following statement.

Completely Disagree	Rather disagree	So -So	Rather agree	Completely Agree	No Opinion
[1]	[2]	[3]	[4]	[5]	[0]

Other life domains

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1. I am generally happy with my family situation: 1 2 3 4 5 0
 2. I am generally happy with my job: 1 2 3 4 5 0
 3. I am generally happy with my health: 1 2 3 4 5 0
 4. I am generally happy with the relationships I have with people such as relatives and friends: 1 2 3 4 5 0

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

Does not Describe me at all	Does not describe me that much	So -So	Describes me a bit	Describes me completely	No Opinion
[1]	[2]	[3]	[4]	[5]	[0]

Current Money Management Stress

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1. Because of my money situation, I feel I will never have the things I want in life: 1 2 3 4 5 0
 2. I am behind with my finances: 1 2 3 4 5 0
 3. My finances control my life: 1 2 3 4 5 0
 4. Whenever I feel in control of my finances, something happens that sets me back: 1 2 3 4 5 0
 5. I am unable to enjoy life because I obsess too much about money: 1 2 3 4 5 0

Expected future financial security

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1. I am becoming financially secure: 1 2 3 4 5 0
 2. I am securing my financial future: 1 2 3 4 5 0

3. I will achieve the financial goals that I have set for myself: 1 2 3 4 5 0
4. I have saved (or will be able to save) enough money to last me to the end of my life: 1 2
3 4 5 0
5. I will be financially secure until the end of my life: 1 2 3 4 5 0

Section E: Demographics

1. What is your gender?

- 1) Female 2) Male

2. What is your year of birth? _____ (please specify)

3. Please describe your occupation

- 1) Chronically unemployed, "day" labors, unskilled; on welfare
- 2) Steadily employed but in marginal, semiskilled jobs
- 3) Assembly-line workers, bus/truck drivers, police/fighters, carpenters
- 4) Skilled craftsmen, small contractors, factory foremen, office workers
- 5) Owners of very small firms, technicians, salespeople, civil servants
- 6) Middle managers, teachers, social workers, lesser professionals
- 7) Top corporate executives, "leaders" in the professional world, "rich" business owners
- 8) Other

THANK YOU FOR YOUR SUPPORT IN COMPLETING THIS SURVEY.