ANNEXURE
Following are the set of 40 items generated following standard psychometric processes and experts’ comments, keeping in mind the proposed CC definition. These items served as the starting point for the next levels of analysis and refinement.

Items Related to Economic Capital and Communicating Distinctiveness

1. For me buying means showing my prosperity.
   Strongly Agree 6 ...5 4 ....3 ...2 ...1 Strongly Disagree
2. I consider products can be symbols of success.
   Strongly Agree 6 ...5 ...4 ...3 ...2 ...1 Strongly Disagree
3. I would like to go to the shopping malls which are frequented by the rich and the famous of the town
   Strongly Agree 6 ...5 ...4 ...3 ...2 ...1 Strongly Disagree
4. It says something to people around me when I buy a high priced brand
   Strongly Agree 6 ...5 ...4 ...3 ...2 ...1 Strongly Disagree
5. I won’t buy certain brands only because they are more expensive.
   Strongly Agree 6 ...5 ...4 ...3 ...2 ...1 Strongly Disagree
6. I would always prefer to buy imported items because they are not widely available and are expensive
   Strongly Agree 6 ...5 ...4 ...3 ...2 ...1 Strongly Disagree
7. I buy some products because I want to show that I am as wealthy as some of my friends are.
   Strongly Agree 6 ...5 ...4 ...3 ...2 ...1 Strongly Disagree
8. I would enjoy buying a designer label because now many can afford it
   Strongly Agree 6 ...5 ...4 ...3 ...2 ...1 Strongly Disagree
9. I feel even by using up-market brands I cannot be more popular with other like-minded successful people.
   Strongly Agree 6 ...5 ...4 ...3 ...2 ...1 Strongly Disagree
10. I would prefer to take-up a membership in a businessmen’s club and organise various activities
   Strongly Agree 6 ...5 ...4 ...3 ...2 ...1 Strongly Disagree
11. I always buy top-of-the-line products.
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
12. I don't often buy the most expensive dress items available.
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
13. I feel it is easier to get noticed by others when you use a premium product
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
14. Given a chance, I would hang a Hussain's painting in my drawing room
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
15. When I take my guests to a restaurant I generally order the expensive dishes
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
16. Buying a high priced product I convey to my friends that I am classy.
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
17. Even for relatively inexpensive products, I buy a costly version to impress my friends.
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
18. I think friends would not think that I am cheap, even when I consistently buy low priced products or brands
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
19. If my friends can see me using a brand or a product, I will purchase an expensive version that can make me the centre of attraction
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
20. In general, I feel that by buying premium products I can describe to others who I am and what I am
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree

Items Related to Cultural-Capital and Communicating Distinctiveness
21. I always look for products of uncommon designs which are hard to find.
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
22. I buy products that make me appear less fashionable to others.
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
23. I often try to find a more interesting version of the run-of-the-mill products because I want to show others that I enjoy being original
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
24. I won’t be ashamed to buy a dress that has a very shoddy look
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
25. I won’t stop at arguing with my architect because I feel a house can express my refined taste
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
26. Wherever possible, I try to find new designs in the products I buy.
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
27. I feel proud when others say that I have a fine taste.
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
28. I feel it is not necessary to convey my good taste through the products I buy.
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
29. I always take care that people know that I am sophisticated.
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
30. Given a chance, I would hang a piece of abstract painting in my drawing room.
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
31. In general, I would like to take my guests to ‘theme’ restaurants than any other ordinary restaurants.
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
32. Even when buying day-to-day items, I don’t see to it that they have a fine and appealing design.
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
33. I would prefer to take my guests to see an ‘art’ film, rather than a Bollywood masala film.
   Strongly Agree 6 . .5..4..3. ...2...1Strongly Disagree
34. I know how to select items from a store which are not expensive, yet will attract others' compliment for its fine design.
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree

35. Others wish they could match my eye for beauty and taste.
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree

36. By choosing a product having an exotic look and design I show my friends that I am different
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree

37. I feel by having a piece of a rare antique I can get respect from others
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree

38. I often look for products or brands to create my own style that everybody will admire
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree

39. I feel that by sending one's children to an English medium school he can say to others that he is successful
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree

40. I closely follow the fashion trends and among my friends, I am one of the first to try them
   Strongly Agree 6 5 4 3 2 1 Strongly Disagree
CONSPICUOUS CONSUMPTION SCALE- VERSION II

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by putting a tick [along the scale] on the alternative that you feel describes you the best. The results will be used entirely for academic purpose and will be kept confidential.

1. I consider products can be symbols of success.
   Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

2. For me buying means showing my prosperity.
   Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

3. I would like to go to the shopping malls which are frequented by the rich and the famous of the town
   Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

4. It says something to people around me when I buy a high priced brand
   Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

5. I won't buy certain brands only because they are more expensive.
   Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

6. I would always prefer to buy imported items because they are not widely available and are expensive
   Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

7. I buy some products because I want to show that I am as wealthy as some of my friends are.
   Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

8. I would enjoy buying a designer label because now many can afford it
   Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

9. I would prefer to take-up a membership in a businessmen's club and organise various activities
   Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

10. I always buy top-of-the-line products.
    Strongly Agree 6  ...5...4...3...2...1Strongly Disagree

11. I feel it is easier to get noticed by others when you use a premium product.
    Strongly Agree 6  ...5...4...3...2...1Strongly Disagree
12. Given a chance, I would hang a Hussain’s painting in my drawing room.

13. When I take my guests to a restaurant I generally order the expensive dishes.

14. Buying a high priced product I convey to my friends that I am classy.

15. Even for relatively inexpensive products, I buy a costly version to impress my friends.

16. In general, I feel that by buying premium products I can describe to others who I am and what I am.

17. I always look for products of uncommon designs which are hard to find.

18. I often try to find a more interesting version of the run-of-the-mill products because I want to show others that I enjoy being original.

19. Wherever possible, I try to find new designs in the products I buy.

20. I feel proud when others say that I have a fine taste.

21. I always take care that people know that I am sophisticated.

22. Given a chance, I would hang a piece of abstract painting in my drawing room.

23. In general, I would like to take my guests to ‘theme’ restaurants than any other ordinary restaurants.
24. Even when buying day-to-day items, I don’t see to it that they have a fine and appealing design.

Strongly Agree 6 ... and among my friends, I am one of the first to try them

Strongly Agree 6 ...5...4...3...2...1Strongly Disagree

25. I would prefer to take my guests to see an ‘art’ film, rather than a Bollywood masala film.

Strongly Agree 6 ...5...4...3...2...1Strongly Disagree

26. I know how to select items from a store which are not expensive, yet will attract others’ compliment for its fine design.

Strongly Agree 6 ...5...4...3...2...1Strongly Disagree

27. Others wish they could match my eye for beauty and taste.

Strongly Agree 6 ...5...4...3...2...1Strongly Disagree

28. By choosing a product having an exotic look and design I show my friends that I am different.

Strongly Agree 6 ...5...4...3...2...1Strongly Disagree

29. I feel by having a piece of a rare antique I can get respect from others.

Strongly Agree 6 ...5...4...3...2...1Strongly Disagree

30. I often look for products or brands to create my own style that everybody will admire.

Strongly Agree 6 ...5...4...3...2...1Strongly Disagree

31. I feel that by sending one’s children to an English medium school he can say to others that he is successful.

Strongly Agree 6 ...5...4...3...2...1Strongly Disagree

32. I closely follow the fashion trends and among my friends, I am one of the first to try them.

Strongly Agree 6 ...5...4...3...2...1Strongly Disagree

Name:
CONSPICUOUS CONSUMPTION: GENERAL CONSUMER SURVEY

Only Adult Members and Non-students to be included

You are requested to go through each of them very carefully and give your answer by putting a CIRCLE on the alternative that you feel describes you the best.

1. It says something to people around me when I buy a high priced brand
   Strongly Agree 6...5...4...3...2...1Strongly Disagree

2. I buy some products because I want to show that I am as wealthy as some of my friends are.
   Strongly Agree 6...5...4...3...2...1Strongly Disagree

3. I would prefer to take-up a membership in a Corporate club and organize various activities
   Strongly Agree 6...5...4...3...2...1Strongly Disagree

4. If I get a chance, I would decorate my drawing room with an M F Hussain's Masterpiece
   Strongly Agree 6...5...4...3...2...1Strongly Disagree

5. Buying a high priced product I convey to my friends that I am classy.
   Strongly Agree 6...5...4...3...2...1Strongly Disagree

6. Even for relatively inexpensive products, I buy a costly version to impress my friends.
   Strongly Agree 6...5...4...3...2...1Strongly Disagree

7. Given a chance, I would buy an interesting and uncommon version of a product otherwise available with a plain design, to show others that I have an original taste
   Strongly Agree 6...5...4...3...2...1Strongly Disagree

8. Others wish they could match my eye for beauty and taste.
9. By choosing a product having an exotic look and design I show my friends that I am different

10. I often look for products or brands to create my own style that everybody will admire

11. I would like to go to the shopping malls which are frequented by the rich and the famous of the town

Respondent Occupation:

MHI (Rs.): 10,000-15,000 □
15,001-20,000 □
20,001-25,000 □
25,001-30,000 □
30,001-35,000 □
SCALE I: SELF CONCEPT CLARITY SCALE
You are requested to go through each of them very carefully and give your answer by putting a CIRCLE on the alternative that you feel describes you the best. Results will remain confidential.

1. My beliefs about myself often conflict with one another
   Strongly Agree 5...4...3...2...1 Strongly Disagree

2. On one day I might have one opinion of myself and on another day I might have a different opinion. Strongly Agree 5...4...3...2...1 Strongly Disagree

3. I spend a lot of time wondering about what kind of person I really am. Strongly Agree 5...4...3...2...1 Strongly Disagree

4. Sometimes I feel that I am not really the person that I appear to be. Strongly Agree 5...4...3...2...1 Strongly Disagree

5. When I think about the kind of person I have been in the past, I'm not sure what I was really like. Strongly Agree 5...4...3...2...1 Strongly Disagree

6. I seldom experience conflict between the different aspects of my personality. Strongly Agree 5...4...3...2...1 Strongly Disagree

7. Sometimes I think I know other people better than I know myself. Strongly Agree 5...4...3...2...1 Strongly Disagree

8. My beliefs about myself seem to change very frequently.
   Strongly Agree 5...4...3...2...1 Strongly Disagree

9. If I were asked to describe my personality, my description might end up being different from one day to another day. Strongly Agree 5...4...3...2...1 Strongly Disagree

10. Even if I wanted to, I don't think I could tell someone what I'm really like. Strongly Agree 5...4...3...2...1 Strongly Disagree

11. In general, I have a clear sense of who I am and what I am.
    Strongly Agree 5...4...3...2...1 Strongly Disagree

12. It is often hard for me to make up my mind about things because I don't really know what I want. Strongly Agree 5...4...3...2...1 Strongly Disagree

   Name:
SCALE II: SELF-SCHEMA SEPARATENESS SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by putting a tick [along the scale] on the alternative that you feel describes you the best. The results will be used entirely for academic purpose and will be kept confidential.

1. I often find that I can remain cool in spite of people around me being excited. **Describes me very well**  5...4...3...2...1**Does not describe me at all**

2. I enjoy the way I am rather than the way other people would like me to be. **Describes me very well**  5...4...3...2...1**Does not describe me at all**

3. To become an adult means to become myself and to be distinct from others. **Describes me very well**  5...4...3...2...1**Does not describe me at all**

4. I feel more comfortable having someone to rely on rather than dealing with my problems alone. **Describes me very well**  5...4...3...2...1**Does not describe me at all**

5. I will stick to my own opinion if I think I am right, even if I might lose popularity with others. **Describes me very well**  5...4...3...2...1**Does not describe me at all**

Name:
SCALE III: MOSCHIS SOCIAL VISIBILITY SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by putting a tick [along the scale] on the alternative that you feel describes you the best.

"Before purchasing a product or brand, it would be important for you to know"

------

1. What others think of different brand or the product
   Strongly Agree 5...4...3...2...1 Strongly Disagree

2. What kinds of people buy this brand or the product.
   Strongly Agree 5...4...3...2...1 Strongly Disagree

3. What others think of people who use this brand or product.
   Strongly Agree 5...4...3...2...1 Strongly Disagree

4. What brands or products to buy to make good impression on others
   Strongly Agree 5...4...3...2...1 Strongly Disagree

Name:
SCALE IV: VOLUNTARY SIMPLICITY SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by putting a tick [along the scale] on the alternative that you feel describes you the best. The results will be used entirely for academic purpose and will be kept confidential.

1. I like to make clothing or furniture for myself and my family.  
   Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree

2. I often buy clothing at second hand stores. Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree

3. I often make gifts instead of buying them. Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree

4. When building something, it is better to use things already around the house than to buy materials. Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree

5. I often buy items such as furniture at garage sales. Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree

Name:
SCALE V: DESIRE FOR UNIQUE CONSUMER PRODUCTS SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by putting a tick [along the scale] on the alternative that you feel describes you the best. The results will be used entirely for academic purpose and will be kept confidential.

1. I am very attracted to rare objects. Strongly Agree
   5...4...3...2...1 Strongly Disagree

2. I tend to be a fashion leader rather than a fashion follower.
   Strongly Agree 5...4...3...2...1 Strongly Disagree

3. I am more likely to buy a product if it is scarce. Strongly Agree
   5...4...3...2...1 Strongly Disagree

4. I would prefer to have things custom-made than to have them ready-made. Strongly Agree 5...4...3...2...1 Strongly Disagree

5. I enjoy having things that others do not. Strongly Agree
   5...4...3...2...1 Strongly Disagree

6. I rarely pass up the opportunity to order custom features on the products I buy. Strongly Agree 5...4...3...2...1 Strongly Disagree

7. I like to try new products and services before others do. Strongly Agree 5...4...3...2...1 Strongly Disagree

8. I enjoy shopping at stores that carry merchandise which is different and unusual. Strongly Agree 5...4...3...2...1 Strongly Disagree

Name:
SCALE VI: MATERIALISM SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by putting a tick [along the scale] on the alternative that you feel describes you the best. The results will be used entirely for academic purpose and will be kept confidential.

1. It is important to me to have really nice things
   **Strongly Agree 6...5...4...3...2...1 Strongly Disagree**

2. I would like to be rich enough to buy anything I want
   **Strongly Agree 6...5...4...3...2...1 Strongly Disagree**

3. I’d be happier if I could afford to buy more things
   **Strongly Agree 6...5...4...3...2...1 Strongly Disagree**

4. It sometimes bothers me quite a bit that I can’t afford to buy all things I want
   **Strongly Agree 6...5...4...3...2...1 Strongly Disagree**

5. People don’t place too much emphasis on material things
   **Strongly Agree 6...5...4...3...2...1 Strongly Disagree**

6. It’s really true that money can buy happiness
   **Strongly Agree 6...5...4...3...2...1 Strongly Disagree**

Name:
SCALE VII: MIKIMIN’S SELF, OTHER SCALE

Instruction

The purpose of this questionnaire is to find out how you feel about yourself as you at the moment [real self], how you would like to be [ideal self]. This is done by asking you to rate yourself on 15 pairs of adjectives which represent two extremes.

Here is how to use the scales:

If you feel that your real self, ideal self, is very closely related to one end of the scale, you should place check mark ( X as follows:

Fair :X___ :____ :____ :____ :____ :____ :____ :____ :____ :____ :____ :____ :____ :____ :____ :____ :Unfair

Important

Before you start the questionnaire:

1. Work from top to bottom of each page.

2. Place your check marks in the middle of the spaces and not at the boundaries.

3. Be sure to check mark every scale for every concept, do not omit any.

4. Never put more than one check mark on a single scale.

5. Always look at both sides of each scale before you place your mark.
### Myself as I am

<table>
<thead>
<tr>
<th>Trait</th>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intelligent</td>
<td>:</td>
<td>Ignorant</td>
</tr>
<tr>
<td>Not creative and original</td>
<td>:</td>
<td>creative and original</td>
</tr>
<tr>
<td>Physically unattractive</td>
<td>:</td>
<td>Physically attractive</td>
</tr>
<tr>
<td>Unsuccessful in life</td>
<td>:</td>
<td>Successful in life</td>
</tr>
<tr>
<td>Not fit for any job</td>
<td>:</td>
<td>Competent for many jobs</td>
</tr>
<tr>
<td>Unfriendly and cold</td>
<td>:</td>
<td>Friendly and warm</td>
</tr>
<tr>
<td>Prefer being alone</td>
<td>:</td>
<td>Prefer being with people</td>
</tr>
<tr>
<td>Poor relation with opposite sex</td>
<td>:</td>
<td>Good relations with opposite sex</td>
</tr>
<tr>
<td>Socially skillful</td>
<td>:</td>
<td>Socially awkward</td>
</tr>
<tr>
<td>Concern for others</td>
<td>Physically attractive</td>
<td>Physically unattractive</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------------------</td>
<td>------------------------</td>
</tr>
</tbody>
</table>

Myself as I would like to be


Myself as I would like to be


Myself as I would like to be
<table>
<thead>
<tr>
<th>Lack of self confidence</th>
<th>Socially skillful</th>
</tr>
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<td>Lack of self confidence</td>
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<tr>
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<td>Not creative and original</td>
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<tr>
<td>Unsuccessful in life</td>
<td>Dull and listless</td>
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<tr>
<td>Friendly and warm</td>
<td>Unsuccessful in life</td>
</tr>
<tr>
<td>Not concerned for others</td>
<td>Friendly and warm</td>
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<td>Socially awkward</td>
<td>Ignorant</td>
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<td>High self confidence</td>
<td>Poor relations with opposite sex</td>
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<td>Creative and original</td>
<td>Not fit for any job</td>
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<td>Successful in life</td>
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<td>Unfriendly and cold</td>
<td>Prefer being alone</td>
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<td>Intelligent</td>
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<td>Competent for many jobs</td>
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<tr>
<td>Prefer being alone</td>
<td></td>
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<td>Concern for others</td>
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</tbody>
</table>
SCALE VIII: MANIFEST NEED QUESTIONNAIRE (A. NEED FOR ACHIEVEMENT B. NEED FOR AFFILIATION C. NEED FOR DOMINANCE)

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by giving your choice using the scale- Strongly Agree 7-6-5-4-3-2-1Strongly Disagree. That you feel describes you the best, alongside the question. The results will be used entirely for academic purpose and will be kept confidential.

A.
1. I do my best work when my job assignments are fairly difficult
2. I try very hard to improve on my past performance at work
3. I take moderate risks and stick my neck out to get ahead at work
4. I try not to avoid any added responsibilities on my job
5. I try to perform better than my co-workers.

B.
1. I seek an active role in the leadership of a group
2. I don’t avoid trying to influence those around me to see things my way
3. I find myself organising and directing the activities of others
4. I strive to gain more control over the events around me at work
5. I strive to be “in command” when I am working in a group.

C.
1. When I have choice, I try to work in a group
2. I pay a good deal of attention to the feeling of others at work
3. I don’t prefer to do my work on my own
4. I never express my disagreements openly with others
5. I find myself talking to others around me on non-business related matters.

Name:
SCALE IX NEED FOR UNIQUENESS SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by giving your choice using the scale- Strongly Agree 5.~4.~3.~2.~1Strongly Disagree] that you feel describes you the best, alongside the question. The results will be used entirely for academic purpose and will be kept confidential

1 When I am in a group of strangers, I am not reluctant to express my opinion publicly
2 I find that criticism does not affect myself self- esteem
3 I don’t hesitate to use my own ideas for fear they might be impractical.
4 I think society should let reason lead it to new customs and throw aside old habits or mere traditions.
5 People frequently are not successful in changing my mind.
6 I find it sometimes amusing to upset the dignity of teachers, judges and cultured people.
7 I don’t like wearing a uniform because it doesn’t make me proud to be a member of the organization it represents.
8 People have some times called me "Stuckup"
9 Others’ disagreements do not make me uncomfortable
10 I do not always need to live by the rules and standards of society
11 I am able to express my feelings even if they result in undesirable consequences.
Being a success in one's career means making a contribution that no one else has made.

It doesn't bother me if people think I am too unconventional.

I always don't try to follow rules.

If I disagree with a superior on his/her views, I usually do not keep it to myself.

I speak up in meetings in order to oppose those who I feel are wrong.

Feeling 'different' in a crowd of people doesn't make me uncomfortable.

If I must die, let it be an unusual death.

I wouldn't rather be just like everyone else than be called a freak.

I must admit I find it hard to work under strict rules.

I would rather be known for always trying new ideas than employing well trusted methods.

It is not always better to agree with the opinions of others.

I like to say unusual things to people.

I tend to express my feelings publicly, regardless of what others say.

As a rule, I strongly defend my own opinions.

I like to go my own way.

When I am with a group of people, I disagree with their ideals so that there could be arguments.
28 I don't tend to keep quiet in the presence of persons of higher rank, experience, etc.
29 I have been quite independent and free from family rule
30 Whenever I take part in group activities, I am somewhat a non-conformist
31 In most things in life, I don't believe in playing it safe.
32 It is better to break the rules than to always conform with an impersonal society
SCALE X: CONSUMER NEED FOR UNIQUENESS: UNPOPULAR CHOICE COUNTER-CONFORMITY

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by putting a tick [along the scale] on the alternative that you feel describes you the best. The results will be used entirely for academic purpose and will be kept confidential.

1. When dressing, I have sometimes dared to be different in ways that others are likely to disapprove.
   **Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree**

2. As far as I am concerned, when it comes to the product I buy the situations in which I buy and the situations in which I use them, customs and rules are made to be broken.
   **Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree**

3. I often dress unconventionally even when it's likely to offend others.
   **Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree**

4. I rarely act in agreement with what others think are the right things to buy.
   **Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree**

5. Concern for being out-of-place doesn't prevent me from wearing what I want to wear.
   **Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree**

6. When it comes to the product I buy and the situations in which I use them, I have often broken customs and rules.
   **Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree**

7. I have often violated the customs and rules of my social group regarding what to buy or own.
   **Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree**

8. I have often gone against the understood rules of my social group regarding when and how certain products are properly used.
   **Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree**

9. I enjoy challenging the prevailing taste of people I know by buying something that they wouldn't seem to accept.
Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree
10. If someone hinted that I had been dressing inappropriately for a social situation, I would continue dressing in the same manner
Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree
11. When I dress differently, I’m often aware that others think I’m peculiar, but I don’t care
Strongly Agree 7...6... 5...4...3...2...1 Strongly Disagree

Name:
SCALE XI: CONSUMER INNOVATIVENESS

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by giving your choice using the scale- "How well it fits your own views"—Extremely Well 5.4.3.2.1 Not Well At All— that you feel describes you the best, alongside the question. The results will be used entirely for academic purpose and will be kept confidential.

1. I like to experiment
2. I like to try new products to see what they are like
3. The changing styles especially in clothes are not a waste of money
4. I like a great deal of variety
5. I like to take chances
6. Original and different people don’t make me uneasy
7. Even if there is no good reason for changing, I think we shouldn’t continue doing the things the way they are being done now.
8. I start up conversation with strangers
9. I don’t feel that much tired and do things best at work and in life.
10. I like to spent money on unusual gifts
11. New products are not gimmicks
12. I generally like to try new ideas at work and in my life.
13. I don’t like to see what my friends and neighbours think of a product before I try it.
14. I like new styles in cloths, especially those that are really different
15. I don’t dread of having to start a new project
16. I take chances more than others do
17. I can enjoy being with people whose values are
very different from mine.

18 People who are fine are usually trying to impress others.

19 In hunting for the best way of doing something, it is usually a good idea to look at the situation from a completely different angle.

20 I would like a job that requires me to keep learning new trusts.

21 I like to look at strange pictures.

22 When I see a new brand on shelf I don't usually pass right by.

23 I would even risk my position at work by putting into effect some new idea that might work.

24 I am the kind of person who is always looking for an exciting, stimulating, active life.
SCALE XII: AESTHETIC RESPONSE SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by putting a tick [along the scale] on the alternative that you feel describes you the best. The results will be used entirely for academic purpose and will be kept confidential.

"While choosing a PRODUCT, I would typically consider if it is"

1. Attractive  
   Totally Agree 7...6...5...4...3...2...1 Totally Disagree

2. Desirable  
   Totally Agree 7...6...5...4...3...2...1 Totally Disagree

3. Arousing  
   Totally Agree 7...6...5...4...3...2...1 Totally Disagree

4. Beautiful  
   Totally Agree 7...6...5...4...3...2...1 Totally Disagree

Name:
SCALE XIII: SELF-ESTEEM SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by WRITING [along the scale- $SA=3$, $A=2$, $D=1$, $SD=0$] the alternative that you feel describes you the best. The results will be used entirely for academic purpose and will be kept confidential.

1. On the whole, I am satisfied with myself.
2. At times, I think I am no good at all.
3. I feel that I have a number of good qualities.
4. I am able to do things as well as most other people.
5. I feel I do not have much to be proud of.
6. I certainly feel useless at times.
7. I feel that I'm a person of worth, at least on an equal plane with others.
8. I wish I could have more respect for myself.
9. All in all, I am inclined to feel that I am a failure.
10. I take a positive attitude toward myself.

Name: 
SCALE XIV: SOCIALLY DESIRABLE RESPONSE SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer only by mentioning True or False. The results will be used entirely for academic purpose and will be kept confidential.

1. I never hesitate to go out of my way to help someone in trouble
2. I have never intensely disliked anyone
3. There have been times when I was quite jealous of the good fortune of others
4. I would never think of letting someone else be punished for my wrong doings
5. I sometimes feel resentful when I don’t get my way.
6. There have been times when I felt like rebelling against people in authority even though I knew they were right
7. I am always courteous, even to people who are disagreeable
8. When I don’t know something I don’t mind admitting it
9. I can remember “playing sick” to get out of something
10. I am sometimes irritated by people who ask favours of me

Name:
SCALE XV: MARCOUX ET AL. MEANINGS OF CONSPICUOUS CONSUMPTION SCALE

Following are the set of questions. You are requested to go through each of them very carefully and give your answer by giving your choice using the scale— Strongly Agree 7..6.. 5..4..3..2..1Strongly Disagree that you feel describes you the best, alongside the question. The results will be used entirely for academic purpose and will be kept confidential

1. People buy Some products to enhance their image.
2. People buy Some products for uniqueness, to have products others do not own.
3. People buy Some products to be fashionable.
4. By using Some products people intend to please others.
5. People using Some products feel more important.
6. People want to have Some products owned by their friends and colleagues.
7. People want to have Some products owned by their neighbors.
8. People want Some products owned by everybody.
9. People buy Some products to show off, to be noted.
10. Some products are social status symbols.
11. Some products are a symbol of success and prestige.
12. Some products mean wealth.
13. People using Some products increase their own value from the point of view of others.
14. People using Some products are more attractive than others.
15. Use of Some products allows popularity among friends and colleagues.
16. Using Some products induces respect from others.
17. If people could afford it, only Some products would be bought.
18. People buy Some products only because they are more expensive than Indian products.

Name:
EXHIBIT
WHAT ARE YOU MADE OF?

SHAH RUKH KHAN AND HIS AQUARACER AUTOMATIC

TAG HEUER BOUTIQUES

CHANDIGARH: TAJ, SHOP NO. 5, 6543145; CHENNAI: ITC PARK SHERATON & TOWERS, 42110113; MUMBAI: GRAND HYATT PLAZA, 30602001; LINKING ROAD, BANDRA, 3269747; MEGA MALL, OSHIWARA, 2630114; VALENCIA, JUHU TARA ROAD, 26604359; NEW DELHI: L-21, CONNAUGHT PLACE, 9871988885; N-4, CONNAUGHT PLACE, 41523254; M-54, GK-I, 46528520; 16 A, KHAN MARKET, 6463868; G-5, SOUTH EX.-I, 65179290
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