ISCTE ◈ Business School
Instituto Universitário de Lisboa

LUXURY CRUISES: DRIVERS TO THE WELL-BEING PERCEPTION OF TOURISTS ABOUT THEIR EXPERIENCE IN-CRUISE

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ABSTRACT

With the notorious growth of the cruise market nowadays and the growing need to create memorable experiences to satisfy the most demanded consumers that look for the luxury market to meet their well-being needs, the primary goal of this dissertation is to perceive which drivers are the most valuable to increase the level of well-being of luxury cruise tourists. Thus, primary data were collected at the Cruise Terminal of Lisbon, prefacing a total of 301 individuals. A model has been tested based on relationships that favourably influenced the well-being construct. The role of past-experience and socioeconomic status was also explored as moderators in the relationship between Pride and Prestige of the cruise brand with well-being.

This study illustrates the positive relationship between all the studied constructs, reflecting, in turn, the well-being of the tourists. Being the construct of corporate reputation and social responsibility the one that had a more significant force than the construct of the credibility of the brand either in the creation of prestige associated with the cruise or in the feeling of pride of the tourists.

In turn, it is the pride that has the stronger impact on the creation of well-being. From the analysis of moderation, only in the relation between the prestige associated with the sense of well-being, the socioeconomic status of the individuals was considered significant to obtain different levels of well-being.

The implications of this study for both cruise management and future research were discussed.

Keywords: Corporate Reputation and Social Responsibility, Credibility, Prestige, Pride, Subjective well-being.

JEL: M310 - Marketing

JEL: M390 - Marketing and Advertising: Other

RESUMO

Com o crescimento notório do mercado de cruzeiros hoje em dia e a crescente necessidade de criar experiências memoráveis para consumidores exigentes que procuram o mercado de luxo para satisfazer as suas necessidades de bem-estar, o objetivo principal da presente dissertação prende-se com a perceção dos fatores que mais influenciam o nível de bem-estar dos turistas de cruzeiros equiparados ao luxo. Para tal, dados primários foram recolhidos no Terminal de Cruzeiros de Lisboa perfazendo uma amostra de 301 indivíduos. Um modelo foi testado com base em relações que favoravelmente influenciam o constructo do bem-estar bem como é explorado o papel da experiência passada e do estatuto socioeconómico como moderadores nas relações entre o orgulho e o prestigio da marca de cruzeiros com o bem-estar.

Este estudo ilustra que há relação entre todos os constructos estudados refletindo-se por sua vez no bem-estar dos turistas. Sendo que o constructo da reputação corporativa e responsabilidade social tem uma maior força que o constructo da credibilidade da marca quer na criação de prestigio associado ao cruzeiro quer no sentimento de orgulho por parte dos turistas. Por sua vez, é o orgulho que mais enfâse tem na criação de bem-estar. Da análise de moderação, apenas na relação entre o prestigio associado à sensação de bem-estar, o estatuto socioeconómico dos indivíduos foi considerado significativo para obtenção de diferentes níveis de bem-estar.

As implicações deste estudo quer para a gestão de cruzeiros quer para futuras pesquisas são discutidos.

Palavras-Chave: Reputação corporativa e Responsabilidade Social, Credibilidade, Prestigio, Orgulho, Bem-estar subjetivo.

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1. INTRODUCTION OF THE TOPIC

1.1 Relevance of the topic

In a world where consumers are overloaded of promotions and discounts that brands did to get their attention, luxury appears as a higher level, a level where not everyone can get because people belong to different social classes and consequently have different purchasing power, which makes it the most desired one. The sense of desire eliminates barriers and the purchase overlapping the effort because the satisfaction is higher.

Having in mind that people who consume luxury goods have different behaviours, motivations and brand perceptions, it is crucial to every brand previously understand of the consumer.

The luxury consumers are also becoming more demanding when consuming services and brands need to meet their needs to be successful. The travelling industry, in particular, is a service that is getting more and more fans, not just because travel is a useful service that transport people from one place to another, but also because people are looking to an overall experience when are planning a trip.

Portugal, is a small country that has much potential regarding tourism, the sun, the weather, the extensive coastline and the beautiful landscapes are some of the factors that attract more and more tourists around the world.

The two realities together, the increasing demand of luxury consumers and the vast potential of the travel industry as well as the tourist attraction of Portugal that continues to rise over long the years and where the sea is one of the highest resources, bring the relevance of the luxury cruise industry.

Luxury cruises are becoming a must do when the purpose is to travel, with a massive supply of experiences onboard facilities designed to appeal to a demanding public. In this line of thought, this thesis will deeply understand what provide well-being in the luxury cruise industry. Thus, we intend to contribute to filling out this gap in the literature and, at the same time, help cruise managers to improve their service.

The first challenge to a brand is to create relationships between consumers and the organization owner of the brand, the second one is to maintain those relations through some key factors such as customer brand relationship, brand experience, corporate reputation, customer pride, brand credibility, brand prestige and well-being that are crucial in this process. In this thesis, the key factors referred above will introduce the literature review which provides an insight into the research done by previous authors to better be understood the importance of managing factors to maintain relations and provide right perceptions around a product/service and is followed by

an overview of last year's Luxury cruises business. Thus, academics and cruise managers are intending to understand what drivers could enhance the well-being perception of passengers in luxury cruise ships.

In this vein, the aims of the study are (i) to analyse the strength of brand credibility and corporate reputation and social responsibility on cruise brand prestige and pride;(ii) to investigate the effect of the cruise brand prestige and pride on well-being perception; (iii) test the moderating effect of past-experience and socio-economic status on the relationship between cruise brand prestige and well-being perception as well as between pride and well-being perception. To achieve our intentions, we ask permission to the Port of Lisbon to allow us to approach cruise passengers and ask them to collaborate in our study.

1.2 Structure of the thesis

This dissertation comprises six distinctive parts that compose the research. A summary of each part is bellowed to understand better the line conducted the study.

The first part is composed by the introduction of the topic presenting a background overview of the topic as well as the aims and the structure of this study. Since the well-being of the passengers of luxury cruises is proposed to be analysed, the second part of this dissertation covers the Literature Review where different concepts are exposed in an organised way so that broader concepts are defined first considering past definitions and explored when applied to the luxury market.

The proposed research model and hypothesis definition are presented in the third part addressing the constructs already theorised in the previous part. The part number four is composed by the methodology devoted to the objectives of the study, the data collection process in order to better collect the consumer's perceptions towards the luxury cruise experience. The variables and analysis procedure are also present in this part since the data analysis need to be measured with relevant multiple-item measurement scales that have been validated by previous authors.

The Results gathered are displayed in the part number five as well as its analysis in order to characterise the covered target population and the strength of the relation between different constructs based on the data collected.

The dissertation ends by proving the significant findings related to the results' conclusions, managerial implications, as well as implications and future research paths on the subject.

A schematic representation of the structural format of the dissertation is presented below in figure 1 with its components and their main sections.

INTRODUCTION OF THE TOPIC

Introduction of the topic	Structure of the thesis

LITERATURE REVIEW

Concepts based on different authors, conceptualization of the different drivers and its exploration connected to the overall well-Being

Customer Brand Relationship

Overall experience and Past-experience

Luxury and Socio-economic status

Corporate Reputation

Customer Pride

Brand Credibility

Brand Prestige

Well-Being

RESEARCH MODEL AND HYPOTHESIS DEVELOPMENT

Introduction of the hypothesis to be analysed	Presentation of the research model featuring the hypothesis

METHODOLOGY

Explanation of the chosen methodology	Summary of the data collection process	Multiple-item measurement scales

RESULTS

Sample profile and descriptive statistics of the constructs	Measurement results and discriminant validity	Moderation analysis on different construct relations

CONCLUSIONS AND IMPLICATIONS

Major conclusions, management implications, limitations of the study and future research

Figure 1: Structure of the thesis

Source: Own elaboration

2. LITERATURE REVIEW

2.1 Customer brand relationship

Brands are changing due to the needs of the consumers since brands are regarded as images in the consumers' mind and other target groups (Esch 2010: 22), which are designed by companies to identify their products (Kotler et al. 2009: 425).

The increasing concern that brands have in provide an added value to their consumers is becoming a determining factor in choosing one brand rather another. Value is something intangible that remains as a background of a relationship. Thus, is necessary to consider according to Grönroos (1997) that Marketing in a relational context needs to be seen as a process that should support the creation of perceived value for customers over time. Moreover, the ability of a company to provide superior value to its customers is regarded as one of the most successful competitive strategies (Grönroos, 1996).

In this line of thought, Kotler et al. (2009: 58) strengthen the importance of preserve existing customers through relationships, "Relational is a focus on building long-term relationships with consumers rather than a focus on new customers as the growth potential".

Understand the meaning of customer brand relationship and how to manage those relationships is a success-factor, Swaminathan et al. (2007: 248) argue that "the consumer-brand relationships can be formed based on individual- or group-level connections". To illustrate the meaning of customer brand relationship Swaminathan et al. (2007) has explain the Mercedes example, arguing that customers' relationship with this brand might be based on the desire to express an individual-level of uniqueness and exclusive identity.

Palmatier (2008) gives another example of the luxury market segment, stating that firms that offer poor interactions with contact employees should recognise some efforts may be wasteful to build customer relationships (expensive advertising, loyalty points and rebate programs) from a relationship viewpoint.

Since consuming is becoming a relationship between the consumer and the brand, the overall brand experience that is referred in the next chapter takes an essential role in the process.

2.2 Overall experience

To understand how to manage the relationships, first, it is necessary to analyse the consumer's profile because they are complex, have different affinities and emotions that drive their behaviour.

Schmitt (1999) gives a vision of the meaning of experiential marketing as the degree to which a company can provide a desirable customer experience and to use information, technology, brands, and integrated communications to do so will largely determine its success in the global marketplace of the new millennium.

An experience is considered by Pine and Gilmore (1998) a memorable event in which a company engage individual customers using tangible goods as props and intangible services as a stage. Moreover, the experience must be constructed above relevant meanings related to the consumer behaviours, thoughts and feelings that occur during the consumption of the service (Padgett & Allen, 1997).

According to Schmitt´s (1999) brand experience can be divided into two categories: the individual experiences category encompassing the factors felt by the individual such as sense, feel and thinking, and the shared experiences category covering the act and relate experiences. Thus, the sense marketing appeals to all the five senses of sight, sound, scent, taste and touch; the feel marketing addresses to the feelings and emotions of consumers; the think marketing demand the consumers' creativity; the act experience on the other hand to the effect the extent of bodily experience, lifestyle, and interactions of consumers; and lastly, relate marketing evokes other people or cultures (Schmitt, 1999; Brakus, Schmitt and Zarantonello, 2009).

The result of the experiences differs from the individual characteristics of each consumer, Pine and Gilmore (1998) consider not possible that two people live the same experience sharing the same feelings, as it differs according to the individual's state of mind and the connection of the individual with the staged event.

In concordance, the concept of Consumer Experience can be viewed as a multidimensional construct, as it can be divided into dimensions, depending on the type of consumer response (Lemon and Verhoef, 2016). In order to deeply understand the responses, four dimensions for brand experience applied to both categories are presented: sensory (related to the inclusion of the stimulated senses), affective (the creation of bonds based on the feelings between the consumer and a brand), intellectual (related to the way a brand is engaged in the consumers mind), and behavioural that includes the interaction with the brand and lifestyle (Brakus, Schmitt, and Zarantonello, 2009).

Furthermore, the response of the consumer to a brand experience can be both subjective internal and behavioural (Brakus, Schmitt, and Zarantonello, 2009). The first related to the individual experiences defined by Schmitt's (1999) and the last is due to the brand-related stimuli and the promotion defined by the marketing mix of a brand such as brand's design and identity, packaging, communications and environments (Brakus, Schmitt, and Zarantonello, 2009).

The reactions during the consumption of one experience give origin to the term consumption experience (Evrard and Aurier, 1996).

Experiences are subjective and hard to rate, but to be better rated, the service must be improved, this is extended to every consuming sector. According to the (Yeoman, 2016) the desire for new and enriching experiences extends into more and more consumption areas but continues to have special energy in the out-of-home leisure, retail and travel sectors.

An experience which has value is: "a product or service that when combined with its surrounding experiences events goes beyond itself to enhance or bring value to a customer's life. This is the ideal – to deliver such overall value that a product transcends the ordinary to become extraordinary or even priceless." (LaSalle and Britton, 2003: 38).

In order to provide memorable experiences that can bring value and be beyond the consumers' expectations, Pine and Gilmore (1998) refer five key design principles of memorable experiences:

1. Theme the experience is the first principle, and it should captivate the customer with a concise and compelling theme that drive all the design elements of the experience towards a unified storyline. In other words, the theme should be consistent in every manifestation of the brand.

2. Harmonize impressions with positive cues is the second principle since impressions fulfil the theme previously defined. Furthermore, to create desired impressions, companies must introduce cues that affirm the nature of the experience to the guest.

3. Eliminate negative cues that are not consistent with the theme to avoid unpleasant experiences since inconsistent cues may leave a customer confused.

4. Mix in memorabilia in the sense that there are goods purchased primarily for the memories that they convey as a physical reminder. Memorable experiences potentiate the consumers' willingness to pay for memorabilia allowing companies to advertise its services and products through it.

5. Engage all five senses is the last principle for the creation of meaningful experiences due to the fact that as more senses an experience engages, the more effective and memorable it can be in the consumers' mind.

Once designed memorable experiences it is important to note that to increase the chances of reviving the experience by the customer it is necessary to provide positive experiences that can influence future choices. In the luxury cruise, the object of study in this thesis, it is essential to

note that the experience is the core of the cruise, so positive impressions such as luxury, sophistication and prestige need to be created to enhance the experience in the passenger's mind. According to Andersson (2017) tourist experience is a moment when tourist consumption and production meet. On the other hand, the perspective of the host and guest defines a tourist experience as emotionally engaging that leads to memorability (Lashley, 2008). Thus, Larsen (2017) explains that tourist experiences are a past personal travel-related event strong enough to have entered long-term memory. As it is memorised by the consumer and may have an influence on future experiences, an overview of the influence of the past-experiences is covered in the next subchapter.

2.2.1 Past-experience

Positive experiences with the brand can result in emotional bonds (Brakus et al., 2009). Thus, consumers' expectations can be created when approaching a new or recurrent purchase based on previous experiences and brand interactions (Lemon and Verhoef, 2016).

According to Arnould et al. (2002) consumption experience is more than a single moment and it is spread over a period of time which can be divided into four major stages:

- The **pre-consumption experience**, which involves collecting information to plan and start day-dreaming about, foreseeing or imagining the experience;
- The **purchase experience** which involves the decision-making process of the packaging, the payment and the encounter with the service and the environment;
- The **core consumption experience** including the sensations, the satiety, the satisfaction/dissatisfaction, the irritation/flow, the transformation;
- The **remembered consumption experience** and the nostalgia experience that is revived between family and friends toward photographs and accounts of stories about the past which moves towards the classification of memories.

As was explained before, these experiences can be evaluated in four dimensions: sensory, affective, intellectual and behavioural (Brakus, Schmitt, and Zarantonello, 2009; Zarantonell). The dimensions are related to the intimate characteristics of each individual and lead us to perceive the reason for some consumers are faithful to a premium brand (Broillet et al., 2009; Kepferer and Bastien, 2009). Furthermore, the accumulated positive experiences lead consumers to a stage of loyalty (Loureiro & Araújo, 2014). The stage of loyalty makes brands more flexible and use positive experiences as a way of balancing their premium prices (Ko,

Phau, and Aiello, 2016) since consumers become less sensitive to the prices and pay less attention to competitors' advertising (Dubois and Czellar, 2002). In fact, past-experience can influence consumer behaviour intentions (Loureiro & Araújo, 2014). Thus, the result of the past-experience guides the loyalty toward a brand and the willingness of future purchases since these experiences affect long-term consumer behaviour and the satisfaction is transferred to the memory (Zarantonello and Schmitt, 2010).

In this dissertation, the past-experience is going to be studied as a moderator between cruise brand prestige and well-being as well as pride and well-being in order to perceive how the frequency of past-experiences can influence the overall well-being.

Blackden (2015) states that luxury marketing is enhanced through the principles of belonging, personalisation and reward that a brand can provide during the experience. The customers within the luxury market value the resemblance between brand values and their own values, thus increasing their engagement with the brand. In this millennium, luxurious experiences are taking a higher position in the market, so in the next chapter, the luxury concept will be covered to better understand in what should differ the luxury experiences from the other ones.

2.3 Luxury and socio-economic status

Kapferrer (1999) identify that "Lux" contained in the word luxury means light in Latin. Luxury glitters. Luxury is enlightening as light and defines beauty. There are two things relating to luxury: the financial capacity to pay the price of quality and a propensity to appreciate the object's artistic, creative and sensuous dimensions, something beyond mere practicality.

In this line of thought, there are much more reasons behind the purchase of a product or luxury service since luxury "items provide extra pleasure and flatter all senses at once" (Kapferer 1997: 253).

Reported by Haataja (2011), luxury in economic terms, can be said that are the objects with the highest price/quality relationship on the market. Accordingly, McCarthy & Perreault (1987) prestige pricing is achieved when a high quality or status is suggested by setting a higher price. By contrast, "what accounts, indeed, is not the absolute price, but the price differential between luxury' products and products with comparable functions" (Kapferer 1999: 77). Nevertheless, it is essential to understand the luxury consumers' behaviours and motivations. A luxury good is not determinate of the price. It does not have to be expensive; instead, luxury consumers demand more value along with their luxury, an excellent example of that is when the goods

have sentimental value and become luxurious for the consumer (Wiedmann, Hennigs, & Siebels, 2009).

According to Bain and Co (2015), an international management consulting company that develops an annual report termed Bain Luxury Goods Worldwide Market Study, the luxury market is associated with tangible products that manifest superior quality and designs and are sold at an upscale level within the market. The luxury industry includes the following ten segments: personal luxury goods, cars, luxury hospitality, luxury cruises, designer furniture, food, wines and spirits, yachts, private jets and art. All of these sectors are in charge of commercialising products that ensemble the characteristics mentioned regarding luxury's concept. Within this market, there are some characteristics that brands must reflect in order to represent exclusivity, although, just the most efficient ones can complete these requirements: they must be timeless (solid and desired throughout the time, and not just fashion trends that go out of season easily), modern (innovative and always attractive), fast-growing (remaining traditional and innovative simultaneously, to generate interest, attention and consequently, to charge a premium price), and highly profitable (Wetlaufer, 2001).

Chevalier and Mazzalovo (2008) stated that luxury could be categorised by several different sectors of activities such as: (a) Luxury fashion, (b) champagne and spirits, (c) Luxury automotive, (d) Luxury tourism, (e) Luxury hobbies. In what concerns the luxury tourism in specific, there are many options as the premium airline companies, hotels, cruises and much more. The next chapter will focus the luxury cruises industry that is inserted in the luxury tourism category.

2.3.1 Luxury Cruise

The cruise industry is also a luxury extension. The meaning of luxury cruise is not clear because there are constant changes in the technological area, in the consumer's demands and levels of satisfaction. In this line of thought, this term has evolved throughout the time and has been associated with different perspectives according to the external environment and luxury tourist options.

Despite the previously mentioned, there are some notions strictly associated with luxury cruise like prestige, excellence, desirability and status that should be taken into account.

According to the Clia Press Release, the cruise travel only represents two percent of the total leisure travel market and the growth potential is huge since it has the highest satisfaction rates

among global travellers and is becoming more popular over the years (Clia Press Release, 2016).

Lobo (2008) state that cruise industry used to promoted itself as a pleasant way to attractive destinations and nowadays are aiming to make the boat the selling point. In agreement with it, the perceptions of the industry are matching the consumers' needs. According to a spokesman for Carnival Corporation, a passenger is not looking for the destination in their options; they are looking to experience the ship itself as a floating resort. (Dahl, 1995).

The characteristics of luxury cruises can vary according to different factors as the dimension of the ship, the strategy and the company, Mayntz (2008) summarise features that the cruises have to have in order to define them as a luxury cruise:

This type of ships is typically smaller for a more intimate and personalised service in order to provide a less frenetic experience, providing sophisticated entertainment with a huge variety including cooking, art, history, diplomacy, writing, and so on. As it is a luxury service, most of them include amenities such as gratuities and shore excursions that in the non-luxury cruises cost an extra.

Moreover, the daily schedules are more flexible in order to allow passengers to create their own pursuits, an example of that is the possibility to do cruise destinations out-of-the-way and the fact that the dinner can be served at the time that the customer demand with more extensive and flexible menus both in dining room and room service options, instead of the common snacks offered by the non-luxury ones. Passengers can still enjoy some extras from a huge variety of name-brand such as high-end bath products, designer chocolates on pillows at night, and complimentary music, personalised stationary, or high-quality luggage tags.

The night programs are also differentiated and more formal with stricter dress codes: gala clothes are the norm for those nights and having a dance partner is not a problem because the cruise provides escort services to unaccompanied passengers who wish to spend a great time with a lady or a gentleman. The issues mentioned above offer a more laid-back experience in order to provide a luxurious experience as promised.

In what concerns the cruise industry in Lisbon, the offers are also increasing suiting the interests and needs of the consumers. The sea is one of the largest resources of the country since it has an extensive coastline beside the Atlantic Ocean and also, it has a great potential to attract tourists around the world. The fact that it is a sunny country with history, great landscape options and a pleasant weather, make Lisbon a privileged destination throughout the year. Even though Portugal is a relatively small country regarding size, it has a lot to offer in this area of tourism, and this is why the cruise market has been growing year after year.

There are more and more departures from the Porto of Lisbon and people no longer need to go to another country to enjoy a good cruise vacation.

In fact, according to Porto of Lisbon, the port of Lisbon which has several piers, receive all kind of cruise ships, from the smallest to the world's largest, which bring more than 400,000 passengers annually.

Besides the magnificent location, Lisbon has at its disposal two passenger terminals located in the city centre, equipped with the most modern safety equipment and a wide range of services. Consistent with it, Lisbon is an important port of call for cruises made between the Atlantic Coast and Europe, the Western Mediterranean and Northern Europe, the Atlantic Islands and North Africa as well as transatlantic travel. Offered by several companies that are internationally renowned (Porto of Lisbon, 2016).

This potential was already recognised by the World Travel Award 2016, where Lisbon was the winner of Europe's Leading Cruise Destination and Europe's Leading Cruise Port. The award distinguishes the Portuguese capital as the best European city for cruise destination and best European cruise port for its quality of services and infrastructure available (Esteves, 2016).

In agreement, it is important to understand what are the variables that are influencing the corporate reputation and social responsibility that will be explained in the next section.

2.3.2 Socio-economic Status

Moreover, connected to the concept of luxury, we find socio-economic status an important factor to have into account, it is perceived through the four independent dimensions of luxury value perception from Wiedmann et al. (2009) that may have an influence on the individuals' value perception:

- The financial dimension of luxury value that is related to economic aspects such as price, investment, discounts and the sacrifice to obtain a particular good or service.
- The functional dimension of luxury value where the characteristics of the product are evaluated regarding utility, benefits, quality and uniqueness.
- The individual dimension of luxury value being relevant the self-identity addressed to the purchase and also the hedonism and materialism factors associated.
- The social dimension of luxury value addresses the extent in which the products or services are recognized by the social group(s) of the consumer as something valuable in terms of prestige.

The impression that people make on other individuals from the reference group by using status goods as symbols may communicate meanings about their lifestyles and cross all the hierarchy scale, not only the highest social status (Husic & Cicic, 2009). Thus, the social dimension can be supported by the economic status of each individual, and it has a different impact depending on the environment. The symbolic goods can mark the differences between economic status, and it becomes more visible when the society focuses on these differences (Wuthnow, Hunter, Bergesen, & Kurzweil, 1984).

The luxury cruise travellers are the target studied in this paper and are motivated by the image of an experience prestigious that can reflect a signal of social status, wealth, and/or power (Douglas & Douglas, 1999; Hung & Petrick, 2011).

In this dissertation, the socio-economic status is going to be studied as a moderator between cruise brand prestige and well-being as well as pride and well-being in order to perceive how the characteristics in terms of social and economic status can influence the overall well-being.

2.4 Corporate Reputation and Social Responsibility

In what concerns Corporate reputation, every brand wants to achieve a positive one, according to Tench and Yeomans (2006) since companies are increasingly obtaining public recognition and visibility for their positive actions. In agreement, Markham (1972) posits that favourable reputation encourages shareholders to invest in a company; it attracts good staff, retains customers and correlates with superior overall returns.

In practical terms, corporate reputation can be confused with the image concept. Although, reputation has an accumulated historical meaning. As an example, corporate reputation is seen as evolving as a result of consistent performance, reinforced by effective communication, while the corporate image is fashioned more quickly through well-conceived communication programs (Gray and Balmer 1998). It can lead to the conclusion that is faster to achieve a good image than a good corporate reputation, this fact helps to understand that image differs from reputation, although, both can lead to the increasing of costumer pride.

In order to better perceive the impact that social responsibility can have in the consumer's mind, a definition is presented: "economic, legal, ethical, and discretionary expectations that society has of organisations at a given point in time" (Carroll and Buchholtz 2003: 36). Thus, achieving the expectations of the consumers toward those aspects are important in the moment of creation brand reputation. Accordingly, Social responsibility "is a willingness to see that those (human

and economic) resources are utilised for broad social ends and not simply the narrowly circumscribed interest of private persons and firms" (Frederick, 1960: 60).

Therefore, creating a good reputation makes customers create the perception that a brand has higher levels of competence and quality. Thus, in order to better capture the perceptions of the customers, is necessary to recognize that corporate reputation is "the customer's overall evaluation of a firm based on his or her reactions to the firm's goods, services, communication activities, interactions with the firm and/or its representatives or constituencies (such as employees, management, or other customers) and/or known corporate activities." (Walsh and Beatty (2007: 129). Moreover, their corporate reputation scale captures the perception of the brand customers in five dimensions of reputation, related with customer orientation, employer qualities, financial strength, product and service quality, and social responsibility.

The dimensions of reputation, lead us to perceive that a firm should not be just concerned about their profits but should pay attention to aspects allied with the social needs and environmental aspects. Accordingly, "corporate social responsibility involves the conduct of business so that it is economically profitable, law-abiding, ethical and socially supportive. To be socially responsible then means that profitability and obedience to the law are foremost conditions when discussing the firm's ethics and the extent to which it supports the society in which it exists with contributions of money, time and talent" (Carroll, 1983: 608).

2.5 Customer Pride

Pride is a positive self-conscious emotion that results from personal achievements or the achievements of close others (Huang, Dong, and Mukhopadhyay 2014). Frequently, pride can be shared by the own person that achieved something that considers valuable or by close people. Moreover, since it refers to emotion, it is felt differently from one person to another and can influence them. According to Huang et al. (2014) pride is a complex cognition that can influence a host of subsequent behaviours including product choice.

Lazarus (1991) gives an illustration of a pride situation associated with national anthems and patriotic actions, as when this happens, the feelings of pride appear when one's behaviour is positively valued by others and may spread over in-group social identity.

Pride is considered a construct that can have two facets, Tracy & Robins (2007) distinguished Pride as authentic and hubristic. A study found words associated with the two types of pride: "accomplished" and "confident" belong to authentic pride and lead to the achievement-oriented conceptualisation. The words found for Hubristic pride were related with arrogant and

conceited, leading to self-aggrandizing and egotistical conceptualisation. More recently, hubristic pride has been related to being experienced by some people that have insecurities and shame as a way to suppress those feelings (Tracy, Cheng, Martens, & Robins, 2011).

Since authentic pride, hard work and achievements are related (Tracy & Robins, 2007), people who experience this form of pride may be more confident that they are competent in their talents and achievements. The appraisal of pride can be different regarding aspects as high or low effort involved, an internal or external locus of control and also personal or another agent. Although Salerno, Lara and Janiszewski (2015) explain that the variation of this dimensions, do not have a significant influence on the intensity of pride. Accordingly, Tracy and Robins (2007) exemplify with the moment in which someone obtains a good grade should have the feeling of pride should be associated, regardless the effort.

In what concerns the Tourism industry, pride can be felt not only by the people that travel and achieve the feeling of pride but also for the local residents. Tovar and Lockwood (2008) refer that having tourists makes local residents feel prouder of their town and makes them feel better about themselves and their community. In concordance with that, residents feel proud to live in a place that provides several tourism opportunities (Huh and Vogt 2007).

The feeling of pride can also be increased when a person purchases a good or a service, and the brand is perceived as credible, and credibility is covered in the next chapter.

2.6 Brand Credibility

The Credibility of a brand is defined as the perceived believability of whether a brand has the ability and willingness to continuously deliver what has been promised (Erdem & Swait, 2004). Consistent with it, there are two different views of credibility, the consumers and the companies view. According to Baek, Kim and Yu (2010) consumers perceive that can count with a credible brand since it assures quality, on the other side, companies see credible brands as brands that increase sales in the portion of marketing efforts will be more cost-effective that can be seen through the heightened likelihood of message acceptance.

Accordingly, Rao, Qu, and Ruekert (1999) defend that consumers tend to perceive branded products as higher in quality than unbranded products. This logic led us to make a connection between quality and brand that increases while the perceived credibility also increases.

In particular, perceived quality refers to "the consumer's judgment about the superiority or excellence" of a product or service (Zeithaml, 1988: 5). In other words, superiority lead to the social status factor that is also influenced by credibility since both brand credibility and brand

prestige may influence consumers' brand purchase intention for the reason that they can enable consumers not only to increase their confidence in the brand selection but also to enhance their social status and self-worth through brand purchase (Baek, Kim and Yu, 2010). Hereupon, since brand prestige relates to the confidence of the consumers, understand the meaning this concept is explained in the next section.

Consumer behaviour leads us to perceive that credibility has an important role in the consumer choice and purchase intention (Erdem et al. 2006; Spry et al. 2011). The tourism context follows the same consumer behaviour characteristics, and in what regard destination, credibility is considered a core element in the decision-making process (Bianchi & Pike, 2011).

Nowadays the information about one specific good or service flows between firms and consumers at different levels. Thus, Kirmani & Rao (2000) studied the credibility using the signalling theory, assuming that this shared information can cause a problem of information asymmetry and confusion about the distinctive qualities of each brand. In order to demystify the confusion created, Erdem & Swait (1998) assume that building signs of credibility or extrinsic cues can increase the perceived quality towards a brand.

Brand credibility depends on trustworthiness and expertise, the first component is the willingness of a firm to deliver what was promised, on the other hand, expertise is related to the capability of a firm accomplish the promised experience (Erdem et al., 2006; Sweeney & Swait, 2008), two components in which brands have the power to modify.

Additionally, managing the credibility is relevant to the extent that may improve the brand image in the consumers' minds (Erdem et al., 2006).

2.7 Brand Prestige

Prestige is a subject that most of the brands want to achieve, the concept is referred as the relatively high status of product positioning associated with a brand (McCarthy & Perreault, 1987; Steenkamp et al., 2003). To achieve the positioning, it is necessary to understand the categories of prestigious brands. Vigneron and Johnson (1999) categorised prestige brands based on brand their prestige level into (1) upmarket brands, (2) premium brands and (3) luxury brands. That is, luxury (which is one sub-dimension of prestige) implies the extreme end of a prestige brand. In the other hand, prestige can symbolise luxury justifying the high price tag inducing the consumers' expectations to an elevated set of performance (Dubois & Czellar, 2002). A prestigious brand image can also induce the psychological experience of a feeling of belonging to the upper classes (Steenkamp et al., 2003).

Alden, Steenkamp, and Batra (1999) argue that consumers tend to relate the consumption of prestigious brands with a signal of social status, wealth, or power since prestigious brands are infrequently purchased and are strongly linked to an individual's self-concept and social image. As it is for luxury, prestigious brands are more likely to be associated with the sense of quality, uniqueness, conspicuous, hedonic assuming the possibility to extended-self (Vigneron & Johnson, 2004). In addition, Choi et al. (2011) argue that consumers are more likely to perceive the higher level of brand prestige based on their positive characteristics and the way prestige is formed in the consumers' mind is the result of the combination between brand personality (the associations with the brand) and brand experience.

Consumers are attracted to the symbolic construal of luxury (Alvandi, Fazli, & Najafi, 2013), and the consumption of luxury goods or services are created by the perceptions of prestige. In this line of thought, positive evaluations toward a brand may influence at the moment of the purchase of one brand rather another one, decreasing the time spent for searching other brands, which leads to decrease information costs (Brakus et al. 2009).

Empirical studies support theoretical background of the relation between brand prestige and well-being as it is the case of Hwang and Hyun (2012) that investigated the role of brand prestige in consumer well-being using a sample collected in a luxury restaurant patron and the results proved that brand prestige is a critical predictor of consumer well-being perception.

The feeling of trust in a prestigious brand is induced by the sense that these brands can fulfil exclusive consumers' needs (Schmitt, 2012). Thus, since fulfilling needs are an important step to achieve the overall satisfaction, it may have a great effect on consumer satisfaction and influence the purchase intention (Steenkamp et al., 2003). In concordance, Baek et al. (2010) consider easier to consumers to trust in a prestigious brand because these brands are perceived as more credible than other brands not associated with prestige.

2.8 Well-being

Subjective well-being is a subjective concept being more important nowadays among researchers and is often associated with the feeling of happiness (Boniwell et al., 2016).

Grzeskowiak and Sirgy (2007: 289) define consumer well-being perception as "consumers' perception of the extent to which a brand positively contributes to a quality of life enhancement". Positive perceptions can lead consumers to achieve well-being, although it depends on the individuals' self-evaluation towards the meaningful life. For instance, Diener et

al. (2009: 11) notes that ''people have well-being only when they believe that their life is going well, regardless of whether that life has pleasure''.

In agreement, it is important to understand that happiness is an important life goal for many people and has several positive consequences (Lyubomirsky et al., 2005). As a result, these consequences can cross the emotional area to the consumption. In the other hand, the luxury consumption in specific might also affect the cognitive aspect of subjective well-being, Linssen et al. (2011) refers that the owners of luxury goods demonstrate that they are better off than their peers, which might result in more positive evaluations of well-being. Diener (2000) differentiates the affective and cognitive components of the subjective well-being stating that are related to moods and emotions felt by the individual and the evaluations or judgments toward the life satisfaction, respectively.

Ryff (1989) relates the concept of well-being with the extent of meaning life when individuals characterise their life's as "living well" or feel that they have a "good life" assuming satisfaction toward their authentic life. Thus, to understand the fields that makes people happy and contented with their life's, the study of subjective well-being is the key (Diener, 1984). The idea that subjective well-being is most experienced by individuals that are satisfied with their lives and the concept is attached with their experiences feeling of many pleasant emotions than unpleasant emotions or pain, as well as participate in interesting activities rather poor experiences (Diener, 2000).

As Andrews argued, "there is near-universal agreement that promotion of individual well-being ...is one of the legitimate goals—perhaps the most important goal—of the modern state" (Andrews, 1974: 279).

The concept is extended to different areas, and also the interest in well-being and wellness is growing among tourists. Tourists can have different well-being perceptions since tourism services delivered are believed to have an impact on tourist well-being, and, by extension, to influence the societal well-being in general (Dagger & Sweeney, 2006). Produce a differentiated tourism experience working on the wellness has become a major trend in the international travel and tourism industry and a fashionable tourist product (Medina-Munoz and Medina-Munoz, 2013).

Wellness tourism is tourism where the main motive for travel is to promote and maintain one's own satisfaction and happiness. It aims to highlight holistic wellness, which includes the equilibrium of the of body, soul and mind (e.g. Muller & Kauffmann, 2001; Smith and Puczko´, 2009, 2014). In this line of thought, the tourism well-being can be enhanced as much as the overall experience provides positive feelings affecting directly the leisure domain and indirectly

other domains such as love life, social life, family life, spiritual and work life: "Thus,... positive effect in major life domain contribute directly to life satisfaction or overall happiness'' (Sirgy, 2010: 248).

The impact of tourism activities on subjective well-being has been studied in order to provide relevant information in order to intervene. The study by Gilbert and Abdullah (2004) measured the construct of social well-being for the group of people that took a holiday (pre-holiday and post-holiday) and the non-participants, measuring three separate components: positive and negative effect, life domains and life satisfaction. The results traduced a higher quantity of subjective well-being for those who took a holiday rather the non-participants.

There are also other factors during a tourism experience lived on holidays that can improve positive emotions: the type of events and circumstances, the duration of the experience and the frequency (Mitas et al., 2016).

Moreover, the tourism market has tremendous opportunities to differentiate from the competitors and find new markets if they assume the well-being needs of their customers in their positioning (Medina-Munoz and Medina-Munoz, 2013).

Well-being appears at the last topic of the literature review since the other concepts above can influence it.

2.9 Proposed model and hypotheses

The general propose of this research is to amplify the knowledge on luxury cruise experiences. Besides this, the study of this field, can provide useful insights that can lead us to perceive the huge potential of this segment to the travel industry as well as for the tourist impact.

In order to analyse the well-being and the influence of the factors that are associated with the Luxury cruises experience, hypotheses are created based on literature review. These hypotheses propose to examine the differential roles of brand credibility, cruise brand prestige, corporate reputation and social responsibility and pride influencing consumers' well-being perception. We also test the moderator effect of past-experience and socio-economic status in the relationship between pride and well-being perception and cruise brand prestige and well-being perception (see Figure 2).
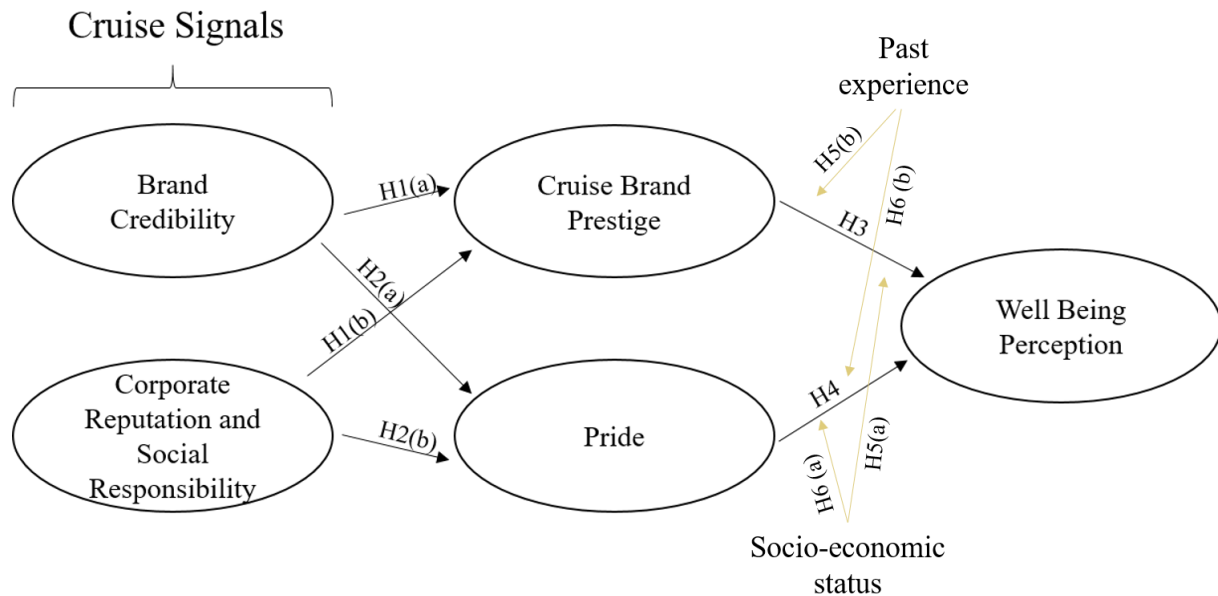
Figure 2: Proposed Conceptual Framework

Source: Own elaboration

The external signals and the tools of marketing communication together with the favourable perception about the owners and organizers of the cruise could positively influence the sensation of pride and prestige of having a luxury experience (Erdem and Swait, 1998, 2004; Erdem, Swait, and Louviere, 2002; Erdem, Swait, and Valenzuela, 2006; Walsh and Beatty, 2007). Therefore, it is expected that credibility and prestige have a positive relation since Baek et al. (2010) consider easier to consumers to trust in a prestigious brand since these brands are perceived as more credible than other brands not associated with prestige. Consequently, the concept of prestige highlights aspects of an organization's reputation that are prone to socially oriented considerations and it might garner social approval (Highhouse, Lievens, & Sinar, 2003). Applied to the luxury cruise market and integrating the theoretical and empirical backgrounds, the following hypothesis can be derived:

H1(a): Brand credibility has a positive influence on cruise brand prestige;

H1(b): Corporate reputation and social responsibility has a positive influence on cruise brand prestige;

H2(a): Brand credibility has a positive influence on Pride;

H2(b): Corporate reputation and social responsibility has a positive influence on Pride.

Experiencing pleasant experiences provides a high level of well-being and are driver factors to a rewarding life (Diener, Lucas, Oishi and Suh 2009; Jalloh et al., 2014). It is also expected that

the sensation of pride and prestige could enhance the subjective well-being perceived by cruise tourists (e.g., Hwang and Han, 2014; Tracy and Robins, 2007). Based on the theoretical backgrounds, the following hypothesis are proposed:

H3: Cruise brand prestige is positively related with well-being perception;

H4: Pride is positively related with well-being perception.

The past-experience lived by cruisers (Loureiro and de Araújo, 2014) and the socio-economic status (Griskevicius et al., 2011) may change the strength of the relationships between pride and well-being and prestige and well-being. Thus, moderators are considered to be tested: past experience and socio-demographic status. Following this logic, it can be theorized that past-experience and socio-economic status of the travels on a luxury cruise ship my also plays an important role in the way a prestigious brand and the feeling of pride can produce well-being. Based on the theoretical backgrounds, the following hypothesis are proposed:

H5(a): Socio-economic status moderates the relationship between cruise brand prestige and well-being perception;

H5(b): Past-experience moderates the relationship between cruise brand prestige and well-being perception;

H6(a): Socio-economic status moderates the relationship between pride and well-being perception;

H6(b): Past-experience moderates the relationship between pride and well-being perception.

The presented model was designed to develop a new study presented in the report, and the hypothesis was conducted to provide new data for the luxury cruise market. The application of the study is presented in the next chapter featuring the methodology.

3. METHODOLOGY

3.1 Objectives of the study

The aims of the current study are (i) to analyse the strength of brand credibility and corporate reputation and social responsibility on cruise brand prestige and pride;(ii) to investigate the effect of cruise brand prestige and pride on well-being perception; (iii) test the moderating effect of past experience and socio-economic status on the relationship between cruise brand prestige and well-being perception and pride and well-being perception.

3.2 Data collection

A researcher uses primary data for a specific purpose of addressing the problem at hand, is the most expensive and time-consuming method. On the other hand, for purposes other than the problem at hand, secondary data can be used, and it has already been collected by another researcher (Malhotra, 2007). The primary data is more useful for this study since it is more specific and more recent than secondary one for the reason that "Surveys are the most flexible means of obtaining data from respondents (…) and are the primary means of obtaining information about consumers' motives, attitudes, and preferences" (Malhotra, 2007: 123).

Therefore, it was analysed primary data, which was provided by questionnaires in a face-to-face context with most questions with fixed-alternative responses to the customers rate their experiences and to analyse better the data collected. The questionnaires were developed during the months of January to April of 2017 in Lisbon (Porto of Lisbon and Belem area). From three hundred and forty distributed, 301 questionnaires were usable (fully fulfilled) for validating the hypotheses. The questionnaire was elaborated in two languages, English and Portuguese. Back translation was used to ensure that both questionnaires communicated the same information. The last part of the questionnaire concerned socio-demographic data: gender, age, nationality and even profession (see the questionnaire Appendix I.).

For data treatment concerning descriptive statistics and structural results, the IBM SPSS Statistics in its version 23 and the Software PLS were used respectively.

3.3 Population and Sampling

In this dissertation, the sample selected addresses one group of people: the luxury cruise travellers that were passing through Lisbon and Belem area.

The sample selected will be representative of the population, meaning that the characteristics of the sample closely match those of the population and this sampling selection strategy can be allied with convenience sampling whereby the researcher makes a subjective judgment about the individuals who will be included in the sample (Mooi and Sarstedt, 2011).

Concerning the demographics of the sample, I selected people aged over 18, with no limit of age and from anywhere in the world since they meet the main requirements intended: travelled on a luxury cruise and pass by Porto of Lisbon.

3.4 Variables and Analysis Procedure

To empirically test the constructs in the proposed model of this dissertation, a questionnaire was developed and adapted based on relevant multiple-item measurement scales that have been validated by previous authors for all the constructs: Brand Credibility, Corporate Reputation and Social Responsibility, Cruise Brand prestige, Pride, Socio-economic Status, Past-experience and Well-being. Each table represents one construct as follows below:

Table 1: Proposed Construct: Brand Credibility

Construct	Original	Modified	Author
Brand Credibility	This brand delivers (or would deliver) what it promises. Product claims from this brand are believable. Over time, my experiences with this brand led me to expect it to keep its promises.	The cruise trip delivers what it promises. Service claims from this cruise are believable. Over time, my experiences within this cruise trip led me to expect it to keep its promises.	**Erdem & Swait, 1998, 2004; Erdem, Swait, & Louviere, 2002; Erdem, Swait, & Valenzuela, 2006**
	This brand is committed to delivering on its claims. This brand has a name you can trust. This brand has the ability to deliver what it promises.	The cruise trip is committed to delivering on its claims. The cruise trip has a name I can trust. The cruise trip has the ability to deliver what it promises.	

Source: Own elaboration

Table 2: Proposed Construct: Corporate Reputation and Social Responsibility

Construct	Original	Modified	Author
Corporate Reputation and Social Responsibility	**1. Customer orientation** Has employees who treat customers courteously Is really concerned about its customers Treats its customers fairly **2. Good employer** Treats its people well Has management who pays much attention to the needs of its employees Maintains high standards in the way that it treats people **3. Reliable and financially strong company** Clearly outperforms competitors Recognizes and takes advantage of market opportunities Has strong prospects for future growth **4. Product and service quality** Offers high quality products and services Stands behind the services that it offers Develops innovative services **5. Social and environmental responsibility** Would reduce its profits to ensure a clean environment Is environmentally responsible Is a company that supports good causes	**1. Customer orientation** The cruise trip has a crew who treat customers courteously The cruse trip Is really concerned about its customers (travelers) The cruse trip treats its customers (travelers) fairly **2. Good employer** I believe that the cruse trip (company) treats its crew (all staff) well. I believe that the cruse trip has leaders who pays much attention to the needs of its crew I believe that the cruise trip leaders maintain high standards in the way that it treats crew (all staff) **3. Reliable and financially strong company** The cruse trip clearly outperforms competitors (other cruse companies) I believe that the cruse trip recognizes and takes advantage of market opportunities I believe that the cruse trip has strong prospects for future growth **2. Product and service quality** The cruse trip offers high quality of products and services inside the cruise The cruse trip stands behind the services that it offers during the trip The cruse trip develops innovative services **5. Social and environmental responsibility** **I believe that the cruse trip** would reduce its profits to ensure a clean environment I believe that the cruise trip is environmentally responsible I believe that it is a company that supports good causes	Corporate Reputation and Social Responsibility was measured with five items developed by **Walsh and Beatty (2007)** and adapted to this study.

Source: Own elaboration

Table 3: Proposed Construct: Cruise Brand Prestige

Construct	Original	Modified	Author
Cruise Brand prestige	The cruise trip is very prestigious The cruise trip has high status The cruise trip is very upscale	---------- ---------- ----------	Cruise brand prestige was measured with three items developed by **Baek, Kim, and Yu (2010)** and modified by **Hwang & Han (2014)**

Source: Own elaboration

Table 4: Proposed Construct: Pride

Construct	Original	Modified	Author
Pride	1. Accomplished	I feel accomplished for having traveled in the luxury cruise	Pride was measured with the 7-item Authentic Pride Scale.
	2. Like I am achieving	I feel like I am achieving for having traveled in the luxury cruise	**Tracy & Robins, (2007)**
	3. Confident	I feel confident for having traveled in the luxury cruise	
	4. Fulfilled	I feel fulfilled for having traveled in the luxury cruise	
	5. Productive	I am proud for having traveled in the luxury cruise	
	6. Like I have self-worth	I feel like I have self-worth for having traveled in the cruise	
	7. Successful	I feel successful for having traveled in the luxury cruise	

Source: Own elaboration

Table 5: Proposed Construct: Socio-economic Status

Construct	Original	Modified	Author
Socio-economic Status	I have enough money to buy things I want	----------	**Griskevicius, Tybur, Robertson, and Delton (2011)**
	I don't need to worry too much about paying my bills	----------	
	I don't think I'll have to worry about money too much in the future	----------	

Source: Own elaboration

Table 6: Proposed Construct: Past-experience

Construct	Original	Modified	Author
Past-experience	Is this your first cruise? Yes. no In average, how many times did you cruise in the last 10 years? (open question)	---------- ----------	Based on **Loureiro & de Araújo (2014)**

Source: Own elaboration

Table 7: Proposed Construct: Well-Being

Construct	Original	Modified	Author
Well-being	This luxury cruise met my overall well-being needs	----------	Well-being perception was measured with four items developed by **Grzeskowiak & Sirgy (2007)** and modified **by Hwang & Han (2014)**
	This luxury cruise played a very important role in my social well-being	----------	
	This luxury cruise played an important role in my travel wellbeing	----------	
	This luxury cruise played an important role in enhancing my quality of life	----------	

Source: Own elaboration

Using the above measurement items, a questionnaire (annex 1) was prepared using a five-point Likert type scale (1= strongly disagree; 5= strongly agree).

4. RESULTS

4.1 Target Population and Sampling

The target population of this study includes all male and female individuals, aged from 18 and with no limit of age. In order to achieve the target population, a survey was made in the cruise terminal of Porto of Lisbon in order to collect primary data among the cruise travellers. Thereby, we gathered a convenience sample of 301 respondents (n=301).

Table 8: Sample Profile

Variable	Percentage
Gender	
Female	59.1
Male	40.9
Age	
<20 years	0.3
20-24	2.3
25-29	3.7
30-34	3.0
35-39	5.0
40-44	10.0
45-49	6.3
50-54	12.3
55-59	12.6
60-64	10.6
65-69	12.6
70-74	6.6
75-79	8.3
>79	6.3
Education	
Basic Level	6.3
High education	25.6
Professional Education/Professional Schools	15.6
Bachelor/Under Graduation	40.9
Master/PhD/DBA	11.6

Source: Own elaboration

The most of the sample is composed of females that account for 59.1% of the total sample, and 40.9% of the sample is composed of males. Most of them belong to two range of ages: 55-59 and 65-69 years old. This can be explained due to the fact that these two age groups may have more time available to travel.

In terms of educational background of the sample, there is predominance of under graduated people/ with a bachelor (40.9%) and there are several different professions/occupations such as Retired (37.6%), Professor (6.6%), Director of own company (6.3%) and Entrepreneur (4.0%). Concerning country of origin, the major part of the sample comes from Portugal (33.2%), followed by England (20.6%) and Brazil (21.3%). Further frequencies and cumulative percentages are presented in the annex (appendix II).

4.2 Descriptive Statistic

In order to determine the average, medium and standard deviation for each item from the sample (n= 301), the SPSS software was used. The descriptive statistics are presented in one table per construct and further analysed:

Table 9: Descriptive Statistics: Brand Credibility

Construct	Modified	Code	Mean	Medium	Standard deviation
Brand Credibility	The cruise trip delivers what it promises.	BC1	4.6	5	0.566
	Service claims from this cruise are believable.	BC2	4.4	5	0.846
	Over time, my experiences within this cruise trip led me to expect it to keep its promises.	BC3	4.4	5	0.802
	The cruise trip is committed to delivering on its claims.	BC4	4.4	5	0.786
	The cruise trip has a name I can trust.	BC5	4.6	5	0.648
	The cruise trip has the ability to deliver what it promises.	BC6	4.5	5	0.705

Source: Own elaboration

Table 10: Descriptive Statistics: Corporate Reputation and Social Responsibility

Construct	Modified	Code	Mean	Medium	Standard deviation
Corporate Reputation and Social Responsibility	**2. Customer orientation** The cruise trip has a crew who treat customers courteously	CR1	4.6	5	0.650
	The cruse trip Is really concerned about its customers (travelers)	CR2	4.4	4	0.983
	The cruse trip treats its customers (travelers) fairly	CR3	4.5	5	0.713
	2. Good employer I believe that the cruse trip (company) treats its crew (all staff) well.	CR4	4.1	4	0.959
	I believe that the cruise trip has leaders who pays much attention to the needs of its crew	CR5	4.1	4	0.942
	I believe that the cruise trip leaders maintain high standards in the way that it treats crew (all staff)	CR6	4.1	4	0.944
	5 Reliable and financially strong company The cruse trip clearly outperforms competitors (other cruse companies)	CR7	3.9	4	1.015
	I believe that the cruse trip recognizes and takes advantage of market opportunities	CR8	4.1	4	0.818
	I believe that the cruse trip has strong prospects for future growth	CR9	4.4	5	0.914
	2. Product and service quality The cruse trip offers high quality of products and services inside the cruise	CR10	4.4	5	0.780
	The cruse trip stands behind the services that it offers during the trip	CR11	4.5	5	0.747
	The cruse trip develops innovative services	CR12	4.0	4	0.960
	5. Social and environmental responsibility I believe that the cruse trip would reduce its profits to ensure a clean environment	CR13	3.2	3	1.097
	I believe that the cruse trip is environmentally responsible	CR14	4.1	4	0.928
	I believe that it is a company that supports good causes	CR15	3.8	4	1.074

Table 11: Descriptive Statistics: Cruise Brand Prestige

Construct	Modified	Code	Mean	Medium	Standard deviation
Cruise Brand prestige	The cruise trip is very prestigious	BP1	4.1	4	0.941
	The cruise trip has high status	BP2	4.2	4	0.849
	The cruise trip is very upscale	BP3	4.1	4	0.874

Source: Own elaboration

Table 12: Descriptive Statistics: Pride

Construct	Modified	Code	Mean	Medium	Standard deviation
Pride	I feel accomplished for having traveled in the luxury cruise	P1	4.1	4	0.986
	I feel like I am achieving for having traveled in the luxury cruise	P2	4.2	4	0.923
	I feel confident for having traveled in the luxury cruise	P3	4.2	4	0.976
	I feel fulfilled for having traveled in the luxury cruise	P4	4.6	5	0.693
	I am proud for having traveled in the luxury cruise	P5	4.3	4	0.877
	I feel like I have self-worth for having traveled in the cruise	P6	4.1	4	0.983
	I feel successful for having traveled in the luxury cruise	P7	4.2	4	0.950

Source: Own elaboration

Table 13: Descriptive Statistics: Socio-economic Status

Construct	Modified	Code	Mean	Medium	Standard deviation
Socio-economic Status	I have enough money to buy things I want	SE1	3.9	4	1.100
	I don't need to worry too much about paying my bills	SE2	3.7	4	1.193
	I don't think I'll have to worry about money too much in the future	SE3	3.6	4	1.302

Source: Own elaboration

Table 14: Descriptive Statistics: Past-experience

Construct	Modified	Code	Mean	Medium	Standard deviation
Past-experience	Is this your first cruise?	PE1	1.9	2	0.317
	In average, how many times did you cruise in the last 10 years?	PE2	7.0	6	5.536

Source: Own elaboration

Table 15: Descriptive Statistics: Well-Being

Construct	Modified	Code	Mean	Medium	Standard deviation
Well-being	This luxury cruise met my overall well-being needs	WB1	4.4	5	0.851
	This luxury cruise played a very important role in my social well-being	WB2	4.2	5	1.005
	This luxury cruise played an important role in my travel wellbeing	WB3	4.4	5	0.819
	This luxury cruise played an important role in enhancing my quality of life	WB4	4.0	4	1.021

Source: Own elaboration

Descriptive Statistics allow the comparison between the mean, medium and Standard deviation of each item contained by the construct. The items with generally highest mean (4.6) were from the Brand credibility construct BC1: the cruise trip delivers what it promises and BC5: The cruise trip has a name I can trust; Corporate Reputation and Social Responsibility CR1: The cruise trip has a crew who treat customers courteously and the construct Pride with one item P4: I feel fulfilled for having travelled in the luxury cruise. This items also shows the lowest standard deviations, BC1: 0.566, bc5: 0.648, CR1: 0.650 and P4: 0.693, which means there is a more homogeneity of the responses and that for the sample in question, the promise, the name, the crew and the feeling of fulfilled are aspects very important.

In the other hand, the items with lowest mean with values below 4 were from the construct Corporate Reputation and Social Responsibility CR7: I believe that the cruise trip has strong prospects for future growth (3.9); CR13: I believe that the cruise trip would reduce its profits to ensure a clean environment (3.2); CR15: I believe that it is a company that supports good causes (3.8) and all the items from the construct socio-economic status SE1: I have enough money to buy things I want (3.9); SE2: I don't need to worry too much about paying my bills

(3.7) and SE3: I don't think I'll have to worry about money too much in the future (3.6). These items also show the higher variability of responses, with standard deviations of CR7: 1.015, CR13: 1.097, CR15: 1.074, SE1: 1.100, SE2: 1.193 and SE3:1.302, which possibly means that it can depend on the experience in different cruise ships and also different socio-economic status.

It is notably possible to find both, highest and lowest mean in the construct '' Corporate Reputation and Social Responsibility'', so it can be concluded that this construct it is very important to the sample in question and must be take into account.

The highest mean come from CR1 that is an item of the customer orientation dimension, however, the lowest mean belongs to the dimension social and environmental responsibility: CR13 and CR15, this can be due to the fact that during the cruise, the customers have constant contact with the employees and can perceive their joy and effort that they put in their job. In the meanwhile, it is possible that there is a lack of information between the Social and environmental responsibility politics of the cruise companies and their customers.

Concerning Past-experience construct, it is composed of two items PE1: "Is this your first cruise?" where the answer could be yes =1 or no= 2 and PE2: "In average, how many times did you cruise that they have took in the last 10 years?" and the answer to this question is described with the number of cruises that each one did. The first item of past-experience had a mean of 1.9, meaning that there are more people that already travelled more than once in the sample. PE2 had a mean of 7.0 meaning that on average the sample travelled seven times in the last ten years.

4.3 Measurement results and discriminant validity

The tables 4 and 5 present the measurement results and the discriminant validity respectively. The PLS Software (Partial Least Squares) was chosen as an effective analytical tool to test interactions by reducing type II error in this model enabling to avoid biased and inconsistent parameter estimates (Chin, Marcolin, & Newsted, 2003).

Table 16: Measurement results

	LV mean	Item loading	AVE	Composite Reliability
Brand credibility	4.41		0.662	0.907
The cruise trip delivers what it promises		a		
Service claims from this cruise are believable		0.811		
Over time, my experiences within this cruise trip led me to expect it to keep its promises		0.810		
The cruise trip is committed to delivering on its claims		0.851		
The cruise trip has a name I can trust		0.765		
The cruise trip has the ability to deliver what it promises		0.828		
Customer orientation	4.50		0.719	0.885
The cruise trip has a crew who treat customers courteously		0.828		
The cruise trip is really concerned about its customers (travelers)		0.858		
The cruise trip treats its customers (travelers) fairly		0.858		
Good employer	4.04		0.836	0.939
I believe that the cruise trip (company) treats its crew (all staff) well		0.924		
I believe that the cruise trip has leaders who pays much attention to the needs of its crew		0.900		
I believe that the cruise trip leaders maintain high standards in the way that it treats crew (all staff)		0.919		
Reliable and financially strong company	3.92		0.609	0.750
The cruise trip clearly outperforms competitors (other cruise companies)		0.915		
I believe that the cruise trip recognizes and takes advantage of market opportunities		0.717		
I believe that the cruise trip has strong prospects for future growth		a		
Product and service quality	4.27		0.582	0.806
The cruse trip offers high quality of products and services inside the cruise		0.708		
The cruise trip stands behind the services that it offers during the trip		0.857		
The cruise trip develops innovative services		0.714		
Social and environmental responsibility	3.49		0.681	0.808
I believe that the cruise trip would reduce its profits to ensure a clean environment		0.714		
I believe that the cruise trip is environmentally responsible		a		
I believe that it is a company that supports good causes		0.924		
Brand prestige	4.05		0.659	0.853
The cruise trip is very prestigious		0.765		
The cruise trip has high status		0.835		
The cruise trip is very upscale		0.834		
Pride	4.12		0.689	0.917
I feel accomplished for having traveled in the luxury cruise		a		

Table 17: Measurement results (Continuation)

	LV mean	Item loading	AVE	Composite Reliability
I feel like I am achieving for having traveled in the luxury cruise		0.824		
I feel confident for having traveled in the luxury cruise		0.851		
I feel fulfilled for having traveled in the luxury cruise		a		
I am proud for having traveled in the luxury cruise		0.820		
I feel like I have self-worth for having traveled in the cruise		0.823		
I feel successful for having traveled in the luxury cruise		0.831		
Well-being perception	4.20		0.686	0.897
This luxury cruise met my overall well-being needs		0.833		
This luxury cruise played a very important role in my social well-being		0.817		
This luxury cruise played an important role in my travel wellbeing		0.790		
This luxury cruise played an important role in enhancing my quality of life		0.872		
Socioeconomic status	3.59		0.796	0.921
I have enough money to buy things I want		0.864		
I don't need to worry too much about paying my bills		0.924		
I don't think I'll have to worry about money too much in the future		0.887		

Second order formative construct	First order constructs		VIF
Corporate reputation and social responsibility	Customer orientation	0.301***	2.774
	Good employer	0.316***	2.380
	Reliable and financially strong company	0.154***	1.815
	Product and service quality	0.272***	2.440
	Social and environmental responsibility	0.160***	1.468

Note: ***$p < 0.001$

Source: PLS outputs

Consistency and convergent validity of the measurement items were checked using item loadings, composite reliability values, and average variances extracted (Hair et al., 2010). Only items with item loading equal or above 0.707 were considered. Composite reliability measures the internal consistency of the construct indicators, depicting the degree to which they indicate the common latent construct. All values of composite reliability are above 0.75, indicating that

the construct in the model is reliable. Average variance extracted reflects the overall amount of variance in the indicators accounted for by the latent construct. Recommended criterion value for variance extracted is above 0.50.

Table 18: Discriminant validity

	1	2	3	4	5	6	7	8	9	10
AVE$^{1/2}$	0.813	0.848	0.914	0.781	0.763	0.825	0.812	0.830	0.828	0.892
1.B. credibility	1.000									
2.Customer orientation	0.680	1.000								
3.Good employer	0.694	0.738	1.000							
4.Reliable and financially strong company	0.632	0.520	0.528	1.000						
5.Product and service quality	0.849	0.621	0.650	0.638	1.000					
6.Social and environmental responsibility	0.465	0.485	0.484	0.555	0.466	1.000				
7.Brand prestige	0.575	0.510	0.425	0.603	0.682	0.512	1.000			
8.Pride	0.550	0.502	0.406	0.416	0.592	0.402	0.588	1.000		
9.Well-being Perception	0.561	0.495	0.394	0.401	0.610	0.398	0.558	0.648	1.000	
10.Socioeconomic status	0.444	0.406	0.478	0.238	0.417	0.275	0.153	0.227	0.343	1.000

	Correlation between first- and second-order constructs				
	Customer orientation	Good employer	Reliable and financially strong company	Product and service quality	Social and environmental responsibility
Corporate reputation and social responsibility	0.738	0.873	0.740	0.867	0.771

Source: PLS outputs

Discriminant validity was assessed by comparing squared correlations among the constructs and variances extracted by their respective factors (Hair et al., 2010). Table 2 shows that all correlations values were less than the square root of the average variances extracted. This demonstrates that all indicators are better explained by their respective constructs than other constructs explaining indicators in different construct and thus the constructs have discriminant validity. The last part of Table 2 reveals that the correlations between each first-order construct and the second-order construct is > 0.71 revealing that they have more than half of their variance in common, as expected.

4.4 Structural Results

A PLS model should be analysed and interpreted in two stages. First, the measurement model or the adequacy of the measures is assessed by evaluating the reliability of the individual measures, the convergent validity and the discriminant validity of the constructs. Then, the structural model is evaluated. The results were schematized to a more enlightening analysis. For all the constructs, the values of Q^2 are positive meaning the relations in the model have predictive relevance. The model also demonstrated a good level of predictive power (R^2).
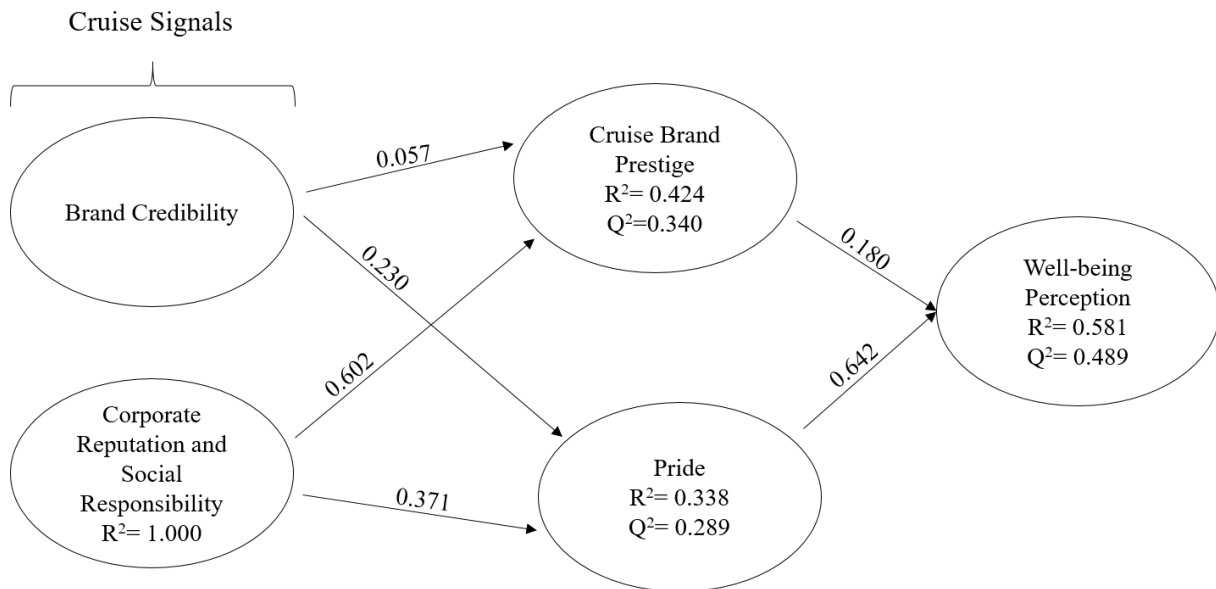
Figure 3: Conceptual Framework

Source: Own elaboration

The strength of the Relationship: Brand Credibility ⟶ Pride (0.230) is higher than the relationship: Brand Credibility ⟶ Cruise Brand Prestige (0.057).

The credibility construct only contributes significantly to pride, the corporate reputation and social responsibility construct contributes significantly to both the cruise brand prestige (0.602) and pride (0.230) although, it is stronger in the relation: corporate reputation and social responsibility ⟶ cruise brand prestige.

The model thus shows us that the two constructs: brand credibility and corporate reputation and social responsibility do not function at the same level, so there must be a greater focus of action on the pride felt by the consumers to build a superior brand credibility among them. As for the prestige, it is necessary to further develop the construct of corporate reputation and social responsibility so that there is an increase in cruise brand prestige and consequently in overall well-being.

Consistent with it, in order to increase the well-being perception to one's experience, it is important to face the two constructs cruise brand prestige and Pride as key potentials, meanwhile it is important to work the pride construct the most once it has a more relevant implication in the relation: Pride ⟶ Well-being (0.642) than on the relation: cruise brand prestige ⟶ well-being (0.180). To give an illustration, for the ones that are more difficult to achieve the luxury nature travel and does not have the service as so guaranteed, fell that get something more exclusive, so possibly will have a superior achievement that can be measured on pride.

This means that when a person trivialises a service and does not have worked hard to achieve it, means that it works only as an add-on not so much valued.

For a complete intensification of the well-being of the passengers, it is also necessary to consider the maintenance of the cruise brand prestige construct which, although having less influence, to encourage its increase more efficiently.

Regarding total effects (see table 4), all relationships are significant at p<0.05. Thus, considering the direct paths and the total paths all hypothesis are supported at the 0.001, 0.01 or 0.05 levels. Overall, the values of structural statistics reveal that the model has a good fit to the data collected.

4.5 Moderators Results

In this section is studied the effect of the two moderators' Past-experience and Socio-economic values on the relations of different constructs previously theorised. The moderator effect is nothing more than an interaction whereby the effect of one variable depends on the level of another (Frazier, Tix & Barron, 2004).

A figure was designed to be better understood the moderation effect on this study and how the moderators can produce alterations in the relations presented in the Conceptual framework of the model.

Accordingly, to understand if the moderators alter the strength of the causal relationship, a regression analysis is presented that includes the addition of a variable representing the interaction between a predictor and the possible moderator. The statistical analysis of the moderator effects was conducted with the IBM SPSS Statistics 23.
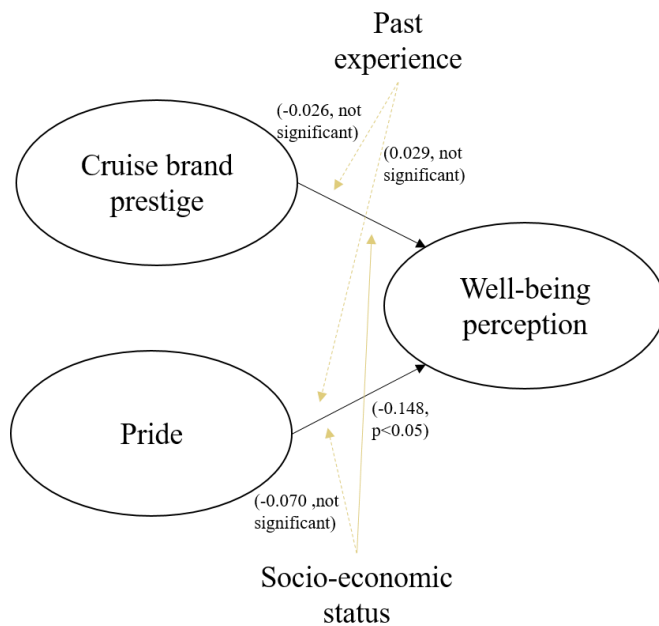
Figure 4: Moderators in the Conceptual Framework

Source: Own elaboration

4.5.1 Past-experience as moderator of the relationship between Pride and Well-being

A hierarchical multiple regression was conducted to understand if the relation between the constructs Pride and Well-being is moderated by Past-experience. The results are concluded through the Model Summary table (Appendix III.) having in consideration that if the change in R^2 is not statistically significant (i.e., $p > .05$), there is no moderator effect (Laerd Statistics, s. d.). Although was considered Past-experience a possible moderator to test, and we are waiting for statistical evidence to prove it, it was verified that, in this relation, Past-experience did not moderate the effect of Pride on Well-being, since Past-experience, as evidenced by an increase in total variation explained (R^2) of 0.1% and a value 0.419 of the Sig. F Change column whose is larger than 0.05 which does not satisfy sig<0.05, pointing that the result is not statistically significant. That is, the relationship between Pride and Well-being does not depend on the experiences from the past of the tourist.

It is notably in the coefficients table that Past-experience and Pride are both significant (sig<0.05) and it can also be seen that Pride has a higher impact on Well-being than Past-experience by comparing the standardised coefficients (Beta = 0.785 versus Beta = 0.102).

Regarding other aspects that we can analyse throughout this analysis, the Durbin-Watson value is 1.846, standing inside the two critical values of 1.5 < d < 2.5 and therefore we can assume

the non-existence of first order linear auto-correlation in the current linear regression data (Appendix III.).

The information in the Coefficients table also allows us to check for multicollinearity in our linear regression model where the lower tolerance value presented is 0.993, and the higher VIF value is 1.007. Tolerance should be > 0.1 (or VIF < 10) for all variables, which they are.

Lastly, we can check for normality of residuals with a normal P-P plot and a histogram. The plot shows that the points generally follow the normal (diagonal) line with no strong deviations and the histogram shows a normal distribution as well. This indicates that the residuals are normally distributed.

Table 19: Coefficients of the relation between pride and Well-being having Past-experience as moderator

		Coefficientsª						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-5,998E-16	,035		,000	1,000		
	Zscore(PRIDE)	,784	,035	,784	22,211	,000	1,000	1,000
	Zscore(PAST_EXPERIENCE)	,104	,035	,104	2,953	,003	1,000	1,000
2	(Constant)	-,001	,035		-,016	,987		
	Zscore(PRIDE)	,785	,035	,785	22,212	,000	,998	1,002
	Zscore(PAST_EXPERIENCE)	,102	,035	,102	2,885	,004	,995	1,006
	Moderator_pridexpe	,033	,041	,029	,809	,419	,993	1,007

a. Dependent Variable: Zscore(WELL_BEING)

Source: SPSS output

Table 20: Residuals of the relation between Pride and well-being having Past-experience as moderator

Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-2,9674463	1,1954868	,0000000	,79335957	301
Residual	-2,44193578	2,25520897	,00000000	,60875332	301
Std. Predicted Value	-3,740	1,507	,000	1,000	301
Std. Residual	-3,991	3,686	,000	,995	301

a. Dependent Variable: Zscore(WELL_BEING)
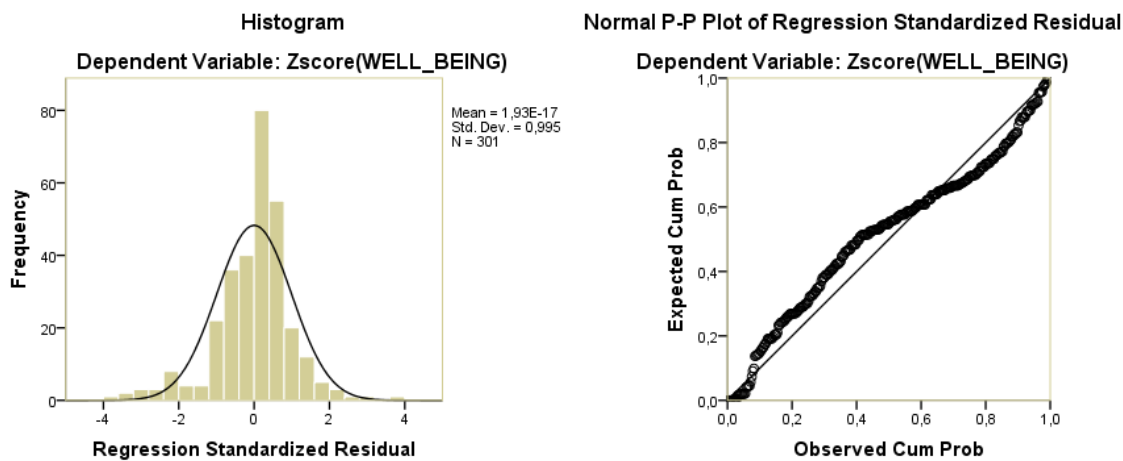
Source: SPSS output

Figure 5: Normality of the residuals of the relation between Pride and Well-being having Past-experience as moderator

Source: SPSS output

4.5.2 Past-experience as moderator of the relationship between Cruise Brand Prestige and Well-being

A hierarchical multiple regression was conducted to understand if the relation between the constructs Cruise Brand Prestige and Well-being is moderated by Past-experience. The results are concluded through the Model Summary table (Appendix IV.) having in consideration that if the change in R^2 is not statistically significant (i.e., $p > .05$), there is no moderator effect (Laerd Statistics, s. d.). Although was considered Past-experience a possible moderator to test, and we are waiting for statistical evidence to prove it, it was verified that, in this relation, Past-experience did not moderate the effect of Cruise brand prestige on Well-being, since Past-experience as evidenced by an increase in total variation explained (R^2) of 0.1% and a value

0.594 of the Sig. F Change column whose is larger than 0.05 which does not satisfy sig<0.05, pointing that the result is not statistically significant. That is, the relationship between Cruise Brand Prestige and Well-being does not depend on the experiences from the past of the tourist. It is notably in the coefficients table that Past-experience and Cruise Brand Prestige are both significant (sig<0.05) and it can also be seen that Cruise Brand Prestige has a higher impact on Well-being than Past-experience by comparing the standardised coefficients (Beta = 0.0.591 versus Beta = 0.109).

Regarding other aspects that we can analyse throughout this analysis, the Durbin-Watson value is 1.846, standing inside the two critical values of $1.5 < d < 2.5$ and therefore we can assume the non-existence of first-order linear auto-correlation in the current linear regression data (Appendix IV.).

The information in the Coefficients table also allows us to check for multicollinearity in our linear regression model where the lower tolerance value presented is 0.922 and the higher VIF value is 1.084. Tolerance should be > 0.1 (or VIF < 10) for all variables, which they are.

Lastly, we can check for normality of residuals with a normal P-P plot and a histogram. The plot shows that the points generally follow the normal (diagonal) line with no strong deviations and the histogram shows a normal distribution as well. This indicates that the residuals are normally distributed.

Table 21: Coefficients of the relation between Cruise Brand Prestige and Well-being having Past-experience as moderator

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	9,389E-16	,046		,000	1,000		
Zscore(PRESTIGE)	,585	,046	,585	12,578	,000	1,000	1,000
Zscore(PAST_EXPERIENCE)	,114	,046	,114	2,443	,015	1,000	1,000
2 (Constant)	,000	,046		,003	,998		
Zscore(PRESTIGE)	,591	,048	,591	12,346	,000	,946	1,057
Zscore(PAST_EXPERIENCE)	,109	,047	,109	2,318	,021	,973	1,028
Moderator_prestigexpe	-,021	,039	-,026	-,534	,594	,922	1,084

a. Dependent Variable: Zscore(WELL_BEING)

Source: SPSS output

Table 22: Residuals of the relation between Cruise Brand Prestige and Well-being having Past-experience as moderator

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-1,7439096	1,0379509	,0000000	,59701296	301
Residual	-4,29758596	1,92347169	,00000000	,80223159	301
Std. Predicted Value	-2,921	1,739	,000	1,000	301
Std. Residual	-5,330	2,386	,000	,995	301

a. Dependent Variable: Zscore(WELL_BEING)
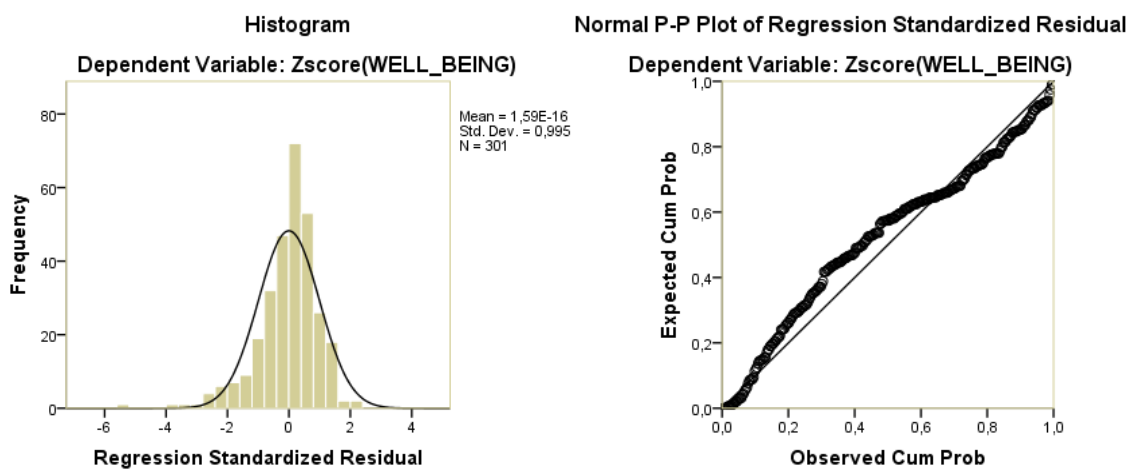
Source: SPSS output

Figure 6: Normality of the residuals of the relation between Cruise Brand Prestige and Well-being having Past-experience as moderator

Source: SPSS output

The table 10, highlight the effect of the moderator Past-experience in the two relations of the model, in order to be easier to conclude the moderation.

Table 23: Moderator effect Past-experience

	Construct Relationship	
Moderator	Pride ⟶ Well-being	C.B.Prestige ⟶ Well-being
Past experience	No moderator effect	No moderator effect
Product	B= 0.029 sig.= 0.419	B= -0.026 sig. = 0.594

Source: Own elaboration

4.5.3 Socio-economic Status as moderator of the relationship between Pride and Well-being

A hierarchical multiple regression was conducted to understand if the relation between the constructs Pride and Well-being is moderated by Socio-economic Status. The results are concluded through the Model Summary table (Appendix V.) having in consideration that if the change in R^2 is not statistically significant (i.e., p > .05), there is no moderator effect (Laerd Statistics, s. d.). Although was considered Socio-economic status a possible moderator to test, and we are waiting for statistical evidence to prove it, it was verified that, in this relation, Socio-economic status did not moderate the effect of pride on Well-being, since Socio-economic status as evidenced by an increase in total variation explained (R^2) of 0.4% and a value 0.057 of the Sig. F Change column whose is higher than 0.05 which does not satisfy sig<0.05, pointing that the result is not statistically significant. That is, the relationship between Pride and Well-being does not depend on the Socio-economic status of the tourist. It is notably in the coefficients table that Socio-economic status and Pride are both significant (sig<0.05) and it can also be seen that Pride has a higher impact on Well-being than Socio-economic status by comparing the standardised coefficients (Beta = 0.725 versus Beta = 0.156).

Regarding other aspects that we can analyse throughout this analysis, the Durbin-Watson value is 1.897, standing inside the two critical values of 1.5 < d < 2.5 and therefore we can assume the non-existence of first-order linear auto-correlation in the current linear regression data (Appendix V.).

The information in the Coefficients table also allows us to check for multicollinearity in our linear regression model where the lower tolerance value presented is 0.869, and the higher VIF value is 1.151. Tolerance should be > 0.1 (or VIF < 10) for all variables, which they are.

Lastly, we can check for normality of residuals with a normal P-P plot and a histogram. The plot shows that the points generally follow the normal (diagonal) line with no strong deviations and the histogram shows a normal distribution as well. This indicates that the residuals are normally distributed.

Table 24: Coefficients of the relation between Pride and Well-being having Socio-economic status as moderator

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-3,471E-16	,035		,000	1,000		
	Zscore(PRIDE)	,743	,036	,743	20,723	,000	,932	1,073
	Zscore(SOCIO_ECONOMIC)	,165	,036	,165	4,588	,000	,932	1,073
2	(Constant)	,015	,035		,433	,666		
	Zscore(PRIDE)	,725	,037	,725	19,601	,000	,869	1,151
	Zscore(SOCIO_ECONOMIC)	,156	,036	,156	4,322	,000	,916	1,091
	Moderator_pridexse	-,059	,031	-,070	-1,910	,057	,896	1,116

a. Dependent Variable: Zscore(WELL_BEING)

Source: SPSS output

Table 25: Residuals of the relation between Pride and Well-being having Socio-economic status as moderator

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-3,3555279	,8787485	,0000000	,80454276	301
Residual	-2,35056615	2,09941339	,00000000	,59389472	301
Std. Predicted Value	-4,171	1,092	,000	1,000	301
Std. Residual	-3,938	3,517	,000	,995	301

a. Dependent Variable: Zscore(WELL_BEING)
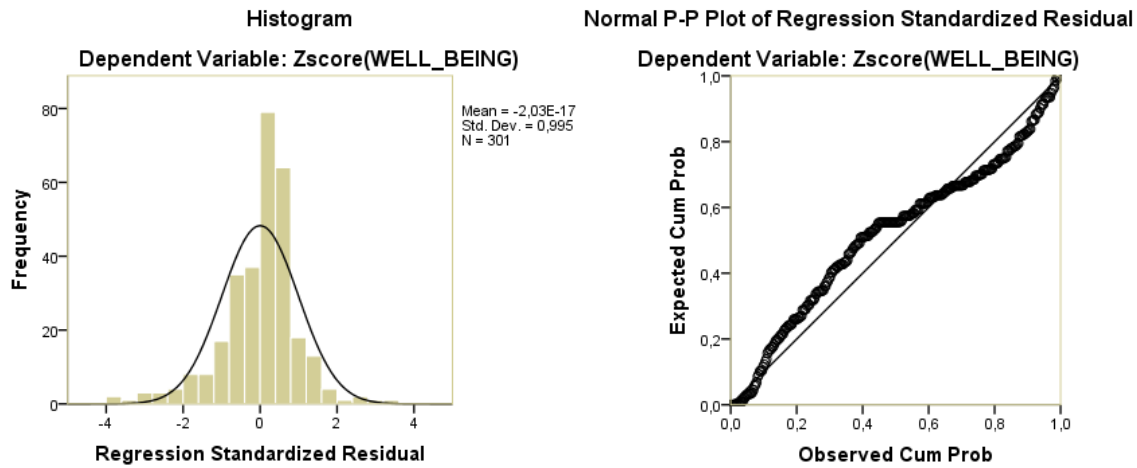
Source: SPSS output

Figure 7: Normality of the residuals of the relation between Pride and Well-being having Socio-economic status as moderator

Source: SPSS output

4.5.4 Socio-economic Status as moderator of the relationship between Cruise Brand Prestige and Well-being

A hierarchical multiple regression was conducted to understand if the relation between the constructs Cruise Brand Prestige and Well-being is moderated by Socio-economic Status. The results are concluded through the Model Summary table (Appendix VI.) having in consideration that the column "R Square Change" shows the increase in variation explained by the addition of the interaction term and, if the change in R^2 is statistically significant (i.e., p <.05), there is a moderator effect (Laerd Statistics, s. d.).

In this relation, there are a statistical evidence to prove the moderation of Socio-economic status since it is observed the value of R^2 change 0.022 meaning that the linear regression explains about 2.2% of the variance in the data and the value 0.01 of the Sig F change column which satisfy sig.<0.05 pointing that the result is statistically significant. That is, the relationship between Cruise Brand Prestige and Well-being is moderated by the Socio-economic status of the tourist. On the other hand, the moderator displays a negative value of Beta (-0.148), meaning that positive change of one unit in standard deviation in these dimensions is expected to lead to a negative Beta coefficient change in Well-being. It is notably in the coefficients table that Socio-economic status and Cruise Brand Prestige are both significant (sig<0.05) and it can also be seen that Prestige has a larger impact on Well-being than Socio-economic status by comparing the standardised coefficients (Beta = 0.518 versus Beta = 0.223).

Regarding other aspects that we can analyse throughout this analysis, the Durbin-Watson value is 1.852, standing inside the two critical values of $1.5 < d < 2.5$ and therefore we can assume the non-existence of first-order linear auto-correlation in the current linear regression data (Appendix VI.)

The information in the Coefficients table also allows us to check for multicollinearity in our linear regression model where the lower tolerance value presented is 0.937, and the higher VIF value is 1.013. Considering that tolerance should be > 0.1 (or VIF < 10) for all variables, there was no evidence of multicollinearity.

Lastly, we can check for normality of residuals with a normal P-P plot and a histogram. The plot shows that the points generally follow the normal (diagonal) line with no strong deviations and the histogram shows a normal distribution as well. This indicates that the residuals are normally distributed.

Table 26: Coefficients of the relation between Cruise Brand Prestige and Well-being having Socio-economic status as moderator

Coefficients^a

Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
		Unstandardized Coefficients		Standardized Coefficients			95,0% Confidence Interval for B		Collinearity Statistics	
1	(Constant)	1,159E-15	,045		,000	1,000	-,089	,089		
	Zscore(PRESTIGE)	,530	,046	,530	11,415	,000	,439	,622	,943	1,060
	Zscore(SOCIO_ECONOMIC)	,232	,046	,232	4,990	,000	,140	,323	,943	1,060
2	(Constant)	,035	,046		,771	,441	-,054	,125		
	Zscore(PRESTIGE)	,518	,046	,518	11,307	,000	,428	,608	,937	1,067
	Zscore(SOCIO_ECONOMIC)	,223	,046	,223	4,870	,000	,133	,313	,940	1,064
	iModerator_prestxse	-,148	,044	-,148	-3,320	,001	-,235	-,060	,987	1,013

a. Dependent Variable: Zscore(WELL_BEING)

Source: SPSS output

Table 27: Residuals of the relation between Cruise Brand Prestige and Well-being having Socio-economic status as moderator

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-2,9145868	,6987492	,0000000	,64441612	301
Residual	-3,97848129	1,75558341	,00000000	,76467501	301
Std. Predicted Value	-4,523	1,084	,000	1,000	301
Std. Residual	-5,177	2,284	,000	,995	301

a. Dependent Variable: Zscore(WELL_BEING)
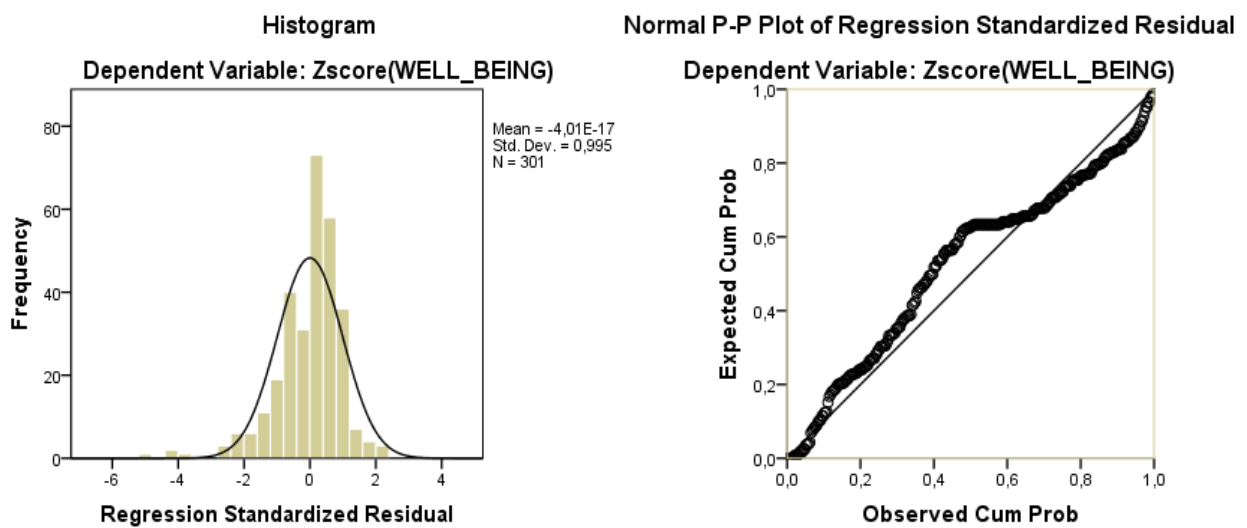
Source: SPSS output

Figure 8: Normality of the residuals of the relation between Cruise Brand Prestige and Well-being having Socio-economic status as moderator

Source: SPSS output

The table 27, highlight the effect of the moderator Socio-economic status in the two relations of the model, in order to be easier to conclude the moderation.

Table 28: Moderator effect Socio-economic status

Moderator	Construct Relationship	
	Pride ⟶ Well-being	C.B.Prestige ⟶ Well-being
Socio-economic status	No moderator effect	Moderator effect
Product	B= -0.070	B= -0.148
	sig.= 0.057	sig. = 0.001

Source: Own elaboration

5. CONCLUSIONS AND IMPLICATIONS

This study has been conducted in order to understand the overall well-being of the cruise passengers, using primary data collected through surveys in Lisbon and Belem area. The major objectives were three: identify the profile of luxury cruise tourists and their motivations; understand the potential value of luxury cruises through the analyse of the luxury experience in-cruise of tourists who arrive in Lisbon and find out which factors influence the most the well-being consumers' perception toward this market segment.

This thesis met all the objectives proposed once a database was created with the support and authorisation of the Porto of Lisbon to collect directly data from the passengers in the terminal for three months. To elaborate the questionnaires, seven constructs were chosen according to different authors, brand credibility was based on Erdem & Swait (1998, 2004), Erdem, Swait, & Louviere (2002), Erdem, Swait, & Valenzuela (2006) and modified to be adapted to this study as well as Corporate Reputation and Social Responsibility that was measured with five dimensions divided into fifteen items in the total developed by Walsh and Beatty (2007).

Cruise brand prestige was measured with three items developed by Baek, Kim, and Yu (2010) and modified by Hwang & Han (2014) that was not modified for this study. The construct Pride was measured with seven items that were adapted and transformed to this research in order to better collect answers for the Authentic Pride Scale based on Tracy & Robins (2007), Griskevicius, Tybur, Robertson, and Delton (2011). The Well-being perception of the consumers was measured with four items developed by Grzeskowiak & Sirgy (2007) and modified by Hwang & Han (2014). As the constructs are divided into items in order to measure the strength of the relations between them, it is important to notice that to increase these relations, the items contained by the constructs need to be increased as well as the opposite.

From the research and data collection, it was possible to analyse the answers a total of 301 individuals and test the hypothesis proposed.

This study has a theoretical background of Baek et al. (2010) that consider easier to consumers to trust in a prestigious brand because these brands are perceived as more credible than other brands not associated with prestige. Subsequently, it was verified through the data analysis that Brand Credibility is connected to Cruise Brand Prestige in a positive manner, as it can be proved by the significant value of Beta, 0.057 (p<0.001), of the relation between Brand Credibility and Cruise Brand Prestige in the structural model (figure 3). Thus, Hypothesis 1(a): "Brand credibility has a positive influence on cruise brand prestige" was supported and it is possible to

argue that cruise brand credibility leads to the perception of the cruise as prestigious in its market.

In the other hand, the cause-effect relationship between Corporate reputation and social responsibility and cruise brand prestige was also proven to exist as the relation between these constructs showed a significant Beta value of 0.602 (p<0.001), supporting Hypothesis 1 (b): "Corporate reputation and social responsibility has a positive influence on cruise brand prestige" and it was tested for the first time applied to the cruise market, showing that Corporate reputation and social responsibility has a stronger effect on Cruise Brand prestige than Brand credibility has, meaning that a prestigious brand does not depend exclusively on the credibility associated but other factors have a major influence on it as is the case of corporate reputation and social responsibility since nowadays consumers are more aware of the values that must be shared within an organization to meet their values and this is valued at the moment of classifying a brand as prestigious. Concerning this aspect, Corporate reputation and social responsibility has a great effect on Cruise Brand prestige, thus it is important to perceive the relevance of the five dimensions of this construct: Customer orientation, Good employer, Reliable and financially strong company, Product and service quality and Social and environmental responsibility. Table 4 highlights the measurement results obtained for the different dimensions, being possible to perceive that although all the dimensions significantly produce an effect on the construct (p <0.001), there are two dimensions with a stronger effect, Customer orientation (0.301) and Good employer (0.316), both related to the importance of the treatment of the staff as well as the importance of met the crew' needs. Furthermore, Good employer has the higher value being the most important dimension for tourists to explain the construct of Corporate reputation and social responsibility and it is the dimension that the most increment it and in turn may have an influence on brand prestige. On the other hand, companies may not be aware of the other dimensions that are less relevant for the incrementation of the construct: Reliable and financially strong company, Product and service quality and Social and environmental responsibility.

In this line of thought, companies may not be working so well in this regard, and it is vital to work on it to increase prestige but also eventually increase the strength of the relationship for pride.

Concerning Pride, it is possible to observe through the structural model (figure 3), that both constructs: Brand credibility and Corporate reputation and Social responsibility, significantly explain the concept. These two variables have a role in explaining Pride in this specific sample, as can be seen by the significant Beta values of their relations in the model (figure 3), 0.230 for

Brand credibility and a higher value for Corporate reputation and social responsibility with 0.371. This finding leads to Hypothesis 2(a): "Brand credibility has a positive influence on Pride" and Hypothesis 2(b): "Corporate reputation and social responsibility has a positive influence on Pride" being supported. The fact that Corporate reputation and Social responsibility has a greater effect on Pride than Brand credibility lead us to perceive, in concordance with Markham (1972) that a favourable reputation correlates with superior overall returns. Thus, it has a bigger benefit on achieving both Cruise brand prestige and Pride than managing just the credibility of the brand.

Brand prestige features the Literature as one of the major predictors of well-being perception, as stated by Hwang and Hyun (2012), for instance. In concordance, the analysis of this specific sample showed a positive relation between Cruise brand prestige and well-being, as can be seen by its significant value equal to 0.180 ($p < 0.001$) in the structural model (figure 3), leading us to conclude that the Hypothesis 3: "Cruise brand prestige is positively related with well-being perception" is supported.

In what concerns the relation between Pride and Well-being is possible to observe through the structural model (figure 3) as positive with a significant Beta value of 0.642 ($p < 0.001$), supporting Hypothesis 4: "Pride is positively related with well-being perception" as it was proved in another study where Pride prospectively promoted well-being as individuals capitalize on prior successes by pursuing further achievement (Carver et al. 2010; Higgins et al., 2001; Weiner, 1985). This fact suggests that is more relevant to the tourists' well-being the pride that they have in a luxury cruise experience rather the fact of the cruise being prestigious. The role of Socio-economic Status was also analysed with the purpose of understanding if it moderates both the relations between Cruise brand prestige $\longrightarrow$ Well-being and between the constructs Pride $\longrightarrow$ Well-being. The statistical evidence can be seen through the values of Beta (table 15), for the first relation with a statistical significance value of 0.148 (sig. 0.001), although it is negative, support Hypothesis 5(a): "Socio-economic status moderates the relationship between cruise brand prestige and well-being perception" as it was previously stated by the social and financial dimension of luxury value from Wiedmann et al. (2009). These dimensions state that economic aspects can have influence on consumers value perception as well as the social dimension can influence the individual value perception when products or services are valuable concerning prestige. In this analysis, it is possible to perceive that Cruise brand prestige exerts influence on well-being assuming different values with the moderation of the construct socio-economic status.

Still, the strength of the relationship is smaller as the socio-economic status of individuals increases. The evidence may be translated on the way tourists with greater social-economic status can be more familiarized with prestigious cruises and thus, their well-being will not increase because it is no longer such a great achievement since there is no novelty component, as well as the opposite, when a person has not a greater socio-economic status and with effort achieve the goal to travel in a prestigious cruise, it will produce a greater well-being.

Furthermore, the construct of Socio-economic Status does not moderate the relationship between Pride and Well-Being as it can be seen through the table 15 that highlights the statistical insignificance of this construct. The statistical evidence leads us to reject the Hypothesis 6(a): "Socio-economic status moderates the relationship between pride and well-being perception". In this particular study, Socio-economic status does not have an impact on both pride and cruise brand prestige as a way to influence positive well-being perception, only the moderation effect between cruise brand prestige and well-being.

The role of Past Experience was also analysed with the purpose of understanding if it had any influence depending on the frequency of cruises done by the tourists. In this line of thought, the construct was studied as a moderator between two relationships between constructs: Cruise brand prestige ⟶ Well-being and pride ⟶ Well-being. Both moderations were examined and are presented in figure 4. It was possible to realise that this construct does not moderate any relationship since every value was statistically insignificant. Thus, there was a rejection of Hypothesis 5(b): "Past-experience moderates the relationship between cruise brand prestige and well-being perception" and Hypothesis 6(b): "Past-experience moderates the relationship between pride and well-being perception", against the research conducted by Lemon and Verhoef (2016) stating that a significant consumer' experience was influenced by previous interactions.

These findings lead us to the opposite since the frequency of previous cruise experiences lived by the tourists analysed in this study did not influence how a prestigious brand can induce well-being as well as for the pride as a driver of well-being. Therefore, the tourists can achieve well-being perception without being influenced by the previous amount of experiences.

5.1 Managerial implications

Nowadays, the cruise market is increasing, and the consumer's well-being is one of the most important factors to study to meet the consumer needs as well as surprise them. Luxury cruises costumers are even more demanded and the managers should focus on the target that the most

consume its services and create differentiating and personalized experiences in order to make them successful and meaningful because, although in this study the past-experience not moderate any relationship of the drivers with well-being, this can lead to storage in the memory of the consumers or even communicated by word-of-mouth to potential/future costumers. The experience of the cruise can be improved if managers create innovative services as well as increase the quality of those services and products since these dimensions received a low score by the consumer's classification.

Another managerial implication is due to the fact that in the sample is possible to see that the same person travelled on a cruise more than once during the period of 10 years (some of them twice a year) and the possibility to retain and achieve the loyalty of those customers is interesting in the managerial point of view because when people feel proud of their choice and achieve the desired well-being state, they can become more satisfied and not switch to another brand. In this line of thought, personalized tools of relationship marketing can stimulate the bonds between the luxury brand and the consumer.

Furthermore, the driver that the most influenced well-being in this study was the pride felt by the tourist and the driver that the most influenced pride was corporate reputation and social responsibility. In order to increase well-being, these drivers should be improved, and the luxury cruise brand should be more transparent to let consumers know about their environmental politics as well as their positioning besides their competitors as these dimensions belong to the lowest scores of the driver. Those sustainable environmental politics may also be shared with the customers in order to involve them so they can perceive that the cruise really marks the difference and meets their values as well as stands out from the competitors in the way corporate reputation and social responsibility assume the highest classification. Thus, these factors may lead to an increase in pride and in turn increase the well-being. Additionally, the socio-economic factors of the consumers have to be taken into account since in this study it can moderate the perception of the prestige of the cruise in the consumers' mind in a way that the higher this status, the greater the need for cruise brand managers have to differentiate themselves by the prestige.

5.2 Limitations of the study and future research

All studies show some limitations, and this one is no exception, there are some constraints that need to be mentioned:

- The primary data was done to the segment of people who travelled on a cruise and pass through the Port of Lisbon over three months, but could have been carried out throughout all the year to collect more data.

- Further research on this topic should include at first a bigger sample, maybe with the help of statistics companies.

- The surveys should also be done in other terminals from other countries since Portugal is a small country with a small impact in the cruise industry in order to compare the different experiences based on different terminals, other cruises of the luxury segment or even compare other categories.

- Other constructs may be considered, such as the facilities inside the cruise, the price, taking in consideration different cruise routes or compare the perceptions of different age groups and analyse the effect of other socio-demographic variables as moderators.

- It would also be of interest to further study the impact of the specific marketing aspects on intentions like special offers or personalized services inside the cruise, this because, with the growth of this market and the intensification of the competition, forces these premium cruises to fight for their positioning and differentiation, increasing the importance of marketing strategies.

These limitations may help and remain open for future cases and more temporary data, such as add-on.

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7. APPENDIX
Appendix I. Questionnaire

ISCTE ⬡ IUL

This survey is being conducted as part of a Master's thesis in Marketing at the ISCTE-IUL. Thank you for agreeing to take part in this important study measuring the experience and well-being of cruises customers.

This survey should only take a few minutes to complete. Be confident that all answers you provide will be kept in the strictest confidentiality. By answering this survey, you are making a very important contribution to this master project. Please answer spontaneously and with sincerity to all questions.

	YES	NO
Is this your first cruise?		

In average, how many times did you cruise in the last 10 years? _____
When did you take your last cruise? Month: _____ Year: _____
Cruise line (ship name): _____
Cabin Grade: Interior cabin ☐ Exterior cabin ☐ Superior cabin ☐ Suite ☐ Other: _____

Please think about the **last cruise trip you did** and fulfill the following sentences by selecting the number that better describes your cruise experience (using an X).

1 = strongly disagree; 5 = strongly agree

	1	2	3	4	5
The cruise trip delivers what it promises					
The cruise trip offers high quality of products and services inside the cruise					
The cruise trip is very prestigious					
I feel fulfilled for having traveled in the cruise					
I believe that the cruise trip is environmentally responsible (concern about saving water, energy, recycling)					
This cruise played a very important role in my social well-being					
The cruise trip has a crew who treat customers courteously					
The cruise trip has a name I can trust					
I feel successful for having traveled in the cruise					
The cruise trip treats its customers (travelers) fairly					
I believe that the cruise trip has strong prospects for future growth					
I have enough money to buy things I want					
I am proud for having traveled in the cruise					
I believe that the cruise trip has leaders who pays much attention to the needs of its crew					
The cruise trip is very upscale					
The cruise trip clearly outperforms competitors (other cruse companies)					
I feel like I am achieving for having traveled in the cruise					
I believe that the cruise trip (company) treats its crew (all staff) well					
Service claims from this cruise are believable					
This cruise played an important role in enhancing my quality of life					
The cruise trip develops innovative services					
I don't need to worry too much about paying my bills					
I believe that it is a company that supports good causes					
I feel like I have self-worth for having traveled in the cruise					
The cruise trip is really concerned about its customers (travelers)					
Over time, my experiences within this cruise trip led me to expect it to keep its promises					
This luxury cruise played an important role in my travel well-being					

Please turn the page ➡

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Appendix I. Questionnaire (Continuation)

1 = strongly disagree; 5 = strongly agree

	1	2	3	4	5
The cruise trip has high status					
I believe that the cruise trip recognizes and takes advantage of market opportunities					
I feel confident for having traveled in the cruise					
The cruise trip is committed to delivering on its claims					
I believe that the cruise trip leaders maintain high standards in the way that it treats crew (all staff)					
I believe that the cruise trip would reduce its profits to ensure a clean environment					
I don't think I'll have to worry about money too much in the future					
This cruise met my overall well-being needs					
The cruise trip has the ability to deliver what it promises					
The cruise (company) stands behind the services that it offers during the trip (company takes the responsibility for the service)					
I feel accomplished for having traveled in the cruise					

Age: < 20 years ☐ 20-24 ☐ 25-29 ☐ 30-34 ☐ 35-39 ☐ 40-44 ☐ 45-49 ☐ 50-54 ☐ 55-59 ☐
60-64 ☐ 65-69 ☐ 70-74 ☐ 75-79 ☐ >79 ☐

Gender: Female ☐ Male ☐

Education: Basic level (less or equal to 9 years) ☐ High education (less or equal to 12 years) ☐

Professional education/professional schools (less or equal to 12 years) ☐ Bachelor/under graduation ☐

Master/PhD/DBA ☐

Profession: _____

Country of origin: _____

Thank you!
Inês Gonçalves

Appendix II. Respondent profile

		Frequency	Percent	Valid Percent	Cumulative Percent
GENDER					
Valid	Female	178	59.1	59.1	59.1
	Male	123	40.9	40.9	100.0
	Total	301	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
AGE					
Valid	<20 years	1	0.3	0.3	0.3
	20-24	7	2.3	2.3	2.7
	25-29	11	3.7	3.7	6.3
	30-34	9	3.0	3.0	9.3
	35-39	15	5.0	5.0	14.3
	40-44	30	10.0	10.0	24.3
	45-49	19	6.3	6.3	30.6
	50-54	37	12.3	12.3	42.9
	55-59	38	12.6	12.6	55.5
	60-64	32	10.6	10.6	66.1
	65-69	38	12.6	12.6	78.7
	70-74	20	6.6	6.6	85.4
	75-79	25	8.3	8.3	93.7
	>79	19	6.3	6.3	100.0
	Total	301	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
EDUCATION					
Valid	Basic Level	19	6.3	6.3	6.3
	High education Professional	77	25.6	25.6	31.9
	Education/Professional Schools	47	15.6	15.6	47.5
	Bachelor/Under Graduation	123	40.9	40.9	88.4
	Master/PhD/DBA	35	11.6	11.6	100.0
	Total	301	100.0	100.0	

Country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Austria	1	.3	.3	.3
	Belgium	2	.7	.7	1.0
	Brazil	64	21.3	21.3	22.3
	California	1	.3	.3	22.6
	Canada	4	1.3	1.3	23.9
	England	62	20.6	20.6	44.5
	Florida	4	1.3	1.3	45.8
	Germany	31	10.3	10.3	56.1
	Mexico	2	.7	.7	56.8
	Norway	1	.3	.3	57.1
	Portugal	100	33.2	33.2	90.4
	Scotland	7	2.3	2.3	92.7
	Sweden	2	.7	.7	93.4
	Switzerland	2	.7	.7	94.0
	Uk	2	.7	.7	94.7
	USA	16	5.3	5.3	100.0
	Total	301	100.0	100.0	

PROFESSION

		Frequency	Percent	Valid Percent	Cumulative Percent
	Administrative	2	.7	.7	.7
	Entrepreneur	2	.7	.7	1.3
	Speech and language Therapist	1	.3	.3	1.7
	Account manager	3	1.0	1.0	2.7
	Accountant	5	1.7	1.7	4.3
	Agronomist	1	.3	.3	4.7
	Analyst	2	.7	.7	5.3
	Architect	4	1.3	1.3	6.6
Valid	Artistic Director	1	.3	.3	7.0
	Auditor	1	.3	.3	7.3
	Banker	3	1.0	1.0	8.3
	Biomedical	1	.3	.3	8.6
	Books Publisher	1	.3	.3	9.0
	Brand Manager	1	.3	.3	9.3
	Broadcaster	1	.3	.3	9.6
	Broker	1	.3	.3	10.0
	Carpenter	1	.3	.3	10.3

PROFESSION (CONTINUATION)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Cashier	1	.3	.3	10.6
Civil Engineer	1	.3	.3	11.0
Civil Servant	7	2.3	2.3	13.3
Comercial	3	1.0	1.0	14.3
Comercial managment	1	.3	.3	14.6
Company director	2	.7	.7	15.3
Computer Technician	2	.7	.7	15.9
Coordinator	1	.3	.3	16.3
Dentist	2	.7	.7	16.9
Dentist Assistant	1	.3	.3	17.3
Director of own Company	19	6.3	6.3	23.6
Doctor	1	.3	.3	23.9
Educator	1	.3	.3	24.3
Electrician	1	.3	.3	24.6
Electronic Technician	2	.7	.7	25.2
Engineer	1	.3	.3	25.6
Entrepreneur	12	4.0	4.0	29.6
Estate Agent	1	.3	.3	29.9
Freelancer	1	.3	.3	30.2
Grocery clerk	1	.3	.3	30.6
Home seller	1	.3	.3	30.9
Homemaker	1	.3	.3	31.2
Hotel manager	1	.3	.3	31.6
Housewife	4	1.3	1.3	32.9
Insurance agent	1	.3	.3	33.2
IT Manager	1	.3	.3	33.6
Jeweler	2	.7	.7	34.2
Journalist	1	.3	.3	34.6
Lawyer	1	.3	.3	34.9
Librarian	1	.3	.3	35.2
Manager	7	2.3	2.3	37.5
Marketeer	2	.7	.7	38.2
Military	2	.7	.7	38.9
Notary	1	.3	.3	39.2
Nurse	8	2.7	2.7	41.9
Painter and writer	1	.3	.3	42.2
Pharmaceutical	2	.7	.7	42.9
Photographer	1	.3	.3	43.2
Physiotherapist	3	1.0	1.0	44.2
Pilot	1	.3	.3	44.5

PROFESSION (CONTINUATION)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Politician	1	.3	.3	44.9
Preschool Education teacher	1	.3	.3	45.2
Professor	20	6.6	6.6	51.8
Properties Administration	1	.3	.3	52.2
Psychologist	2	.7	.7	52.8
Receptionist	1	.3	.3	53.2
Retired	113	37.5	37.5	90.7
Sales Director	3	1.0	1.0	91.7
Secretary	4	1.3	1.3	93.0
Self Employed	1	.3	.3	93.4
Social Assistant	1	.3	.3	93.7
Social Worker	2	.7	.7	94.4
Soundman	1	.3	.3	94.7
Student	3	1.0	1.0	95.7
Systems Analyst	2	.7	.7	96.3
Technical assistant	2	.7	.7	97.0
Theater Manager	1	.3	.3	97.3
Tourismologist	1	.3	.3	97.7
Translator	1	.3	.3	98.0
Travel Agent	1	.3	.3	98.3
Unemployed	3	1.0	1.0	99.3
Warehouse worker	1	.3	.3	99.7
Wedding Planner	1	.3	.3	100.0
Total	301	100.0	100.0	

Appendix III - Past-experience as moderator of the relationship between Pride and Well-being

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	Zscore(PAST_EXPERIENCE), Zscore(PRIDE)[b]	.	Enter
2	Moderator_pridexpe[b]	.	Enter

a. Dependent Variable: Zscore(WELL_BEING)

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.793[a]	.629	.626	.61146559	.629	252.187	2	298	.000	
2	.793[b]	.629	.626	.61182010	.001	.655	1	297	.419	1.930

a. Predictors: (Constant), Zscore(PAST_EXPERIENCE), Zscore(PRIDE)

b. Predictors: (Constant), Zscore(PAST_EXPERIENCE), Zscore(PRIDE), Moderator_pridexpe

c. Dependent Variable: Zscore(WELL_BEING)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.581	2	94.290	252.187	.000[b]
	Residual	111.419	298	.374		
	Total	300.000	300			
2	Regression	188.826	3	62.942	168.148	.000[c]
	Residual	111.174	297	.374		
	Total	300.000	300			

a. Dependent Variable: Zscore(WELL_BEING)

b. Predictors: (Constant), Zscore(PAST_EXPERIENCE), Zscore(PRIDE)

c. Predictors: (Constant), Zscore(PAST_EXPERIENCE), Zscore(PRIDE), Moderator_pridexpe

Appendix IV - Past experience as moderator of the relationship between Prestige and Well-being

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Zscore(PAST_EXPERIENCE), Zscore(PRESTIGE)[b]	.	Enter
2	Moderator_prestigexpe[b]	.	Enter

a. Dependent Variable: Zscore(WELL_BEING)

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.596[a]	.356	.351	.80530556	.356	82.297	2	298	.000	
2	.597[b]	.356	.350	.80627309	.001	.285	1	297	.594	1.846

a. Predictors: (Constant), Zscore(PAST_EXPERIENCE), Zscore(PRESTIGE)

b. Predictors: (Constant), Zscore(PAST_EXPERIENCE), Zscore(PRESTIGE), Moderator_prestigexpe

c. Dependent Variable: Zscore(WELL_BEING)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.742	2	53.371	82.297	.000[b]
	Residual	193.258	298	.649		
	Total	300.000	300			
2	Regression	106.927	3	35.642	54.828	.000[c]
	Residual	193.073	297	.650		
	Total	300.000	300			

a. Dependent Variable: Zscore(WELL_BEING)

b. Predictors: (Constant), Zscore(PAST_EXPERIENCE), Zscore(PRESTIGE)

c. Predictors: (Constant), Zscore(PAST_EXPERIENCE), Zscore(PRESTIGE),

Moderator_prestigexpe

Appendix V - Socio-economic Status as moderator of the relationship between Pride and Well-being

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Zscore(SOCIO_ ECONOMIC), Zscore(PRIDE)[b]	.	Enter
2	Moderator_pride xse[b]	.	Enter

a. Dependent Variable: Zscore(WELL_BEING)

b. All requested variables entered.

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.802^a	.643	.641	.59953277	.643	268.316	2	298	.000	
2	.805^b	.647	.644	.59688665	.004	3.648	1	297	.057	1.897

a. Predictors: (Constant), Zscore(SOCIO_ECONOMIC), Zscore(PRIDE)

b. Predictors: (Constant), Zscore(SOCIO_ECONOMIC), Zscore(PRIDE), Moderator_pridexse

c. Dependent Variable: Zscore(WELL_BEING)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192.887	2	96.444	268.316	.000^b
	Residual	107.113	298	.359		
	Total	300.000	300			
2	Regression	194.187	3	64.729	181.683	.000^c
	Residual	105.813	297	.356		
	Total	300.000	300			

a. Dependent Variable: Zscore(WELL_BEING)

b. Predictors: (Constant), Zscore(SOCIO_ECONOMIC), Zscore(PRIDE)

c. Predictors: (Constant), Zscore(SOCIO_ECONOMIC), Zscore(PRIDE), Moderator_pridexse

Appendix VI - Socio-economic Status as moderator of the relationship between Prestige and Well-being

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Zscore(SOCIO_ECONOMIC), Zscore(PRESTIGE)^b	.	Enter
2	iModerator_prestxse^b	.	Enter

a. Dependent Variable: Zscore(WELL_BEING)

b. All requested variables entered.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.627[a]	.394	.390	.78134148	.394	96.702	2	298	.000	
2	.644[b]	.415	.409	.76852730	.022	11.020	1	297	.001	1.852

a. Predictors: (Constant), Zscore(SOCIO_ECONOMIC), Zscore(PRESTIGE)

b. Predictors: (Constant), Zscore(SOCIO_ECONOMIC), Zscore(PRESTIGE), iModerator_prestxse

c. Dependent Variable: Zscore(WELL_BEING)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.073	2	59.036	96.702	.000[b]
	Residual	181.927	298	.610		
	Total	300.000	300			
2	Regression	124.582	3	41.527	70.310	.000[c]
	Residual	175.418	297	.591		
	Total	300.000	300			

a. Dependent Variable: Zscore(WELL_BEING)

b. Predictors: (Constant), Zscore(SOCIO_ECONOMIC), Zscore(PRESTIGE)

c. Predictors: (Constant), Zscore(SOCIO_ECONOMIC), Zscore(PRESTIGE), iModerator_prestxse