«Cool is the new Black»

An investigation of some drivers and outcomes of brand coolness in luxury fashion realm and analysis of the influence of power distance on the perception of coolness across three cultural identities: Anglo-Saxon, Lusophone and Post-Soviet.

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Abstract

Changing circumstances of major political scene players and ongoing effect of covid-19 on global economy has had a negative impact on many industries. However, one of the industries that can be considered as having suffered the most is luxury fashion. Therefore, luxury fashion brands need to provide better value for consumers across the world. One way to do this is to address markets individually. Coolness is a potentially effective marketing tool. Building upon the work of Warren et al. (2019), this research paper aims to investigate the concept of coolness as it applies to luxury fashion marketing in a cross-cultural setting. More specifically, through a series of multiple linear regression analysis, the study explores antecedents (brand personality, luxury value) and consequences (passionate desire) within three cultural identities: Anglo-Saxon, Lusophone and Post-Soviet. Furthermore, addressing Hofstede's (1980) power distance belief and using One - Way ANOVA tests, the study examines whether there is a difference in the perception of brand coolness across cultures. The findings play in favor of suggested cause-effect relationship while also revealing that the strength of the effect of the variables of the hypothesized antecedents and consequences differs across three cultural identities. This confirms the importance of studying coolness in a cross-cultural environment. Contrarily, the influence of power distance on the perception of coolness is either small or completely absent. This provides important theoretical and managerial implications.

Keywords: brand coolness, luxury fashion, power distance, cross-cultural setting

JEL: M310 – Marketing

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Resumo

A mudança das circunstâncias dos principais atores do cenário político e o efeito contínuo do covid-19 na economia global teve um impacto negativo em muitas indústrias. No entanto, uma das indústrias que pode ser considerada mais afetada é a moda de luxo.

Dito isto, as marcas de moda de luxo precisam fornecer um maior valor para os consumidores de todo o mundo. Uma maneira de fazer isso é abordar os mercados individualmente. *Coolness* é uma ferramenta de marketing potencialmente eficaz. Com base em Warren et al. (2019), tem como objetivo investigar o conceito de *coolness*, uma vez que se aplica ao marketing de moda de luxo em ambientes transculturais. Mais especificamente, por meio de uma série de análises de regressão linear múltipla, o estudo explora antecedentes (personalidade da marca, valor de luxo) e consequências (desejo apaixonado) em três identidades culturais: anglo-saxônica, lusófona e pós-soviética. Além disso, abordando *power distance* de Hofstede (1980) e usando os testes One-Way ANOVA, o estudo examina se há uma diferença na percepção de *coolness* entre cultturas. Os resultados são favoráveis à relação de causa-efeito sugerida e revelam que a força do efeito das variáveis dos antecedentes e consequências hipotéticas difere entre as três identidades culturais. Isso confirma a importância de estudar *coolness* em um ambiente transcultural. Contrariamente, a influencia da 'power distance' na percepção de 'coolness' é pequena ou completamente ausente. Isso fornece implicações teóricas e de gestão empresarial importantes.

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1. Introduction

Today, cool is recognized as a fount of competitive advantage. It is a phenomenon important to an extent that there is professional activity aimed at spotting of cool trends (Nancarrow and Nancarrow, 2007). Coolhunting is a process that involves discovering of cool people who can communicate cool things (Van den Bergh and van Behrer, 2016). However, when it comes to practice, the real challenge for brand executives is not to keep track of cool personas but to develop cool product, service or experience (Southgate, 2003). That is why it is important to consider cool from academic perspective.

Historically, cool is rooted in the world of fashion (Nancarrow et al., 2002; Belk et al., 2010). It is visible in the practice of coolhunting that has received its most prominent use in fashion forecasting (Pedroni, 2013). The notion of cool, as it is known until 1960s, was an anti-establishment tool later co-opted by marketing professionals into mainstream society to reinforce hedonistic consumption (Frank, 1997; Van den Bergh and van Behrer, 2016). Throughout 1970s, cool had become a cultural capital for subcultures among which punk played a remarkable role (Van den Bergh and van Behrer, 2016). Fashionista Vivienne Westwood was the first to leverage on punk cool which has made the brand to still be recognized as cool in the second decade of the 21st century (Van den Bergh and van Behrer, 2016; CoolBrands, 2020). Thus, there is a great potential that coolness may play a fruitful role in luxury fashion landscape especially under current economic circumstances.

Yet, coolness has received little attention in luxury fashion marketing academia. In fact, the overall literature scope on coolness is rather narrow. The most recent study on the matter is that of Warren et al. (2019) who develop an integrated framework of brand coolness. Therefore, in the attempt to explore coolness in a specific field, the following research paper extends Warren et al.'s (2019) brand coolness characteristics to luxury fashion realm and seeks to explore its antecedents and consequences cross-culturally. Moreover, it is expected that cross-cultural differences in the degree of the perception of brand coolness may occur. This motivates an application of Hofstede's (1980) power distance index as a token of cultural differentiation. Three cultural identities, Anglo-Saxon, Lusophone and Post-Soviet, are used as proxies for the countries involved.

The following research brings novelty to the study of both brand coolness and luxury fashion. To the author's best knowledge, not only it is the first study that explores brand coolness' antecedents and consequences in luxury fashion domain under cross-cultural setting, but it is also the first research on luxury fashion that addresses Hofstede's (1980) power distance index. The findings suggest that while antecedents and consequences vary across cultures, the extent of perceived coolness varies to an insignificant extent or either not at all. This puts forward important managerial and academic implications.

1.1 Research problematic and relevance

Luxury fashion is one the leading industries in the world. According to Statista (2020a, b), revenue in the luxury fashion sector amounts to US$116,137m in 2020 with market expected annual growth of 2.2%. However, these prospects are likely to change due to a series of unprecedented events in the beginning of a new decade. First, the exit of the UK from the European Union, the fifth largest economy in the world and the second in the EU, and possible re-election of the impeached president Donald Trump, the leader of the country with the highest GDP per capita in the world, may result in serious economic disruptions (Danziger, 2019, December 20). Second, the year of 2020 is overshadowed with pandemic whose consequences may potentially cause the biggest economic depression since World War II (Amed et al., 2020). Luxury fashion, as a product category deemed non-essential, is particularly susceptible (Amed et al., 2020). Average market revenue of apparel, fashion and luxury decreased nearly 40% between the start of 2020 and March 24, 2020 (Amed et al., 2020). This reinforces the possibility that some global fashion companies might go bankrupt (Amed et al., 2020).

The summary of the challenges above is expected to impact individual markets differently depending on their maturity in the luxury sector, but the net result might be a colossal turmoil globally (Danziger, 2019, December 20). This suggests that luxury fashion marketing executives have to consider each market in isolation instead of applying standard communication strategies invented under globalization (JG Girod, 2020, April 19). Furthermore, hedonic experiences are going to be valued with consumers longing for self-indulgence after lockdowns are mitigated (Amed et al., 2020). Lastly, one has to note that competition from less expensive premium brands that have an affordable price tag, yet akin quality has resulted in consumers becoming more discerning (Danziger, 2019,

December 20). With collateral damage coronavirus has brought upon households' financial well-being, consumers are expected to become even more attentive to what they buy (JG Girod, 2020, April 19). This fuels the need to reinforce communication of true luxury values such as authenticity, craftsmanship, heritage and uniqueness (JG Girod, 2020, April 19).

Reflecting upon economic repercussions of changing political landscape and pandemic as well as possible consequential trends, the following study is suggesting a cross-culturally applicable marketing solution in the form of brand coolness. As literature review will have shown, luxury fashion and brand coolness have a lot in common, which makes the two complementary of each other. Nevertheless, there has been no empirical investigation between luxury fashion and coolness in cross-cultural setting. Taking the above into account, it is fair to suggest that brand coolness as it applies to luxury fashion context is worth of scrutiny.

1.2 Research questions and objectives

1.2.1 Research questions

The overview of previous literature suggests that while general theory of coolness has been somewhat examined within marketing discipline (e.g. Nancarrow et al., 2002; Nancarrow and Nancarrow, 2007; Rahman and Cherrier, 2010; Rahman, 2013, Warren and Campbell, 2014), the research on context-specific brand coolness characteristics is rather scarce. However, on the example of Sundar et al.'s (2014) study, it can be inferred that while some characteristics of the concept in question reoccur across models, others are exclusive to a product category. Thus, it is necessary to research brand coolness in a particular context. In case of the following research, the context is luxury fashion. As it happens, historical and literature implications suggest that coolness is inherited in the world of fashion (Nancarrow et al., 2002; Belk et al., 2010). Yet, there has been no empirical investigation involving both concepts. Based on this, it was decided to extend Warren et al.'s (2019) brand coolness framework to luxury fashion domain. Therefore, the first research question is as follows:

RQ1: What is coolness in the realm of luxury fashion brands?

Another observation to highlight upon is the fact that there is a clear gap in marketing research on coolness done in cross-cultural realm. Although it has been pointed out that coolness is culture dependent (Warren and Campbell, 2014), no attempt to carry out a comparative study has been made. This leads to the second research question:

RQ2: What are the differences in the perceptions of brand coolness across cultures?

1.2.2 Research objectives

Analysis of prior research showed that there had been some attempts to examine causal relationship between brand coolness and related concepts. More specifically, researchers have mostly tried to test whether consumer-brand relationships types are the outcomes of brand coolness. Sriramachandramurthy and Hodis (2010), for example, propose that brand coolness elicits brand affect, brand trust and brand loyalty which lead to positive word of mouth and consumer willingness to pay premium price. Similarly, Warren et al. (2019) assert that brand coolness motivates self-brand connections, brand love, brand familiarity, brand attitude, word-of-mouth and willingness to pay. In contrast, there has been no research on antecedents of brands coolness. Thus, following the call of Warren et al. (2019) to further inquire into the relationship between Aaker's (1997) brand personality and brand coolness, this research paper suggests considering the former as an antecedent of the latter. Along with brand personality, luxury value perceptions framework coined by Wiedmann et al. (2007) is addressed as a second precedent of brand coolness is luxury fashion realm. Furthermore, Batra et al.'s (2012) brand love variable "Passionate desire" is hypothesized to be a consequence of brand coolness given its relatedness with fashion and cross-cultural applicability (Loureiro and Costa, 2016). It is also expected that cross-cultural differences will occur. Therefore, the primary objective of the present dissertation is as follows:

RO1: To investigate whether Aaker's (1997) brand personality and Wiedmann et al.'s (2007) luxury values are antecedents and Batra et al.'s (2012) passionate desire is a consequence of brand coolness in luxury fashion realm and whether there are cross-cultural differences.

Literature review suggests that cross-cultural research on luxury has mostly addressed Hofstede's (1980) individualism index as an element for differentiation (e.g. Shukla and Purani, 2012; Godey et al., 2012; Bian and Forsythe, 2012). The independent research, however, indicates that Hofstede's (1980) power distance dimension is particularly

relevant to the study of fashion (De Mooij, 2018). Reflecting on this and simultaneously addressing Warren et al.'s (2019) urge to find out whether high status brands are cooler in countries higher on power distance, the secondary objective of this dissertation is:

RO2: To scrutinize if luxury fashion brands are perceived cooler in cultures higher on power distance (i.e. Lusophone and Post-Soviet) than in cultures lower on power distance (i.e. Anglo-Saxon).

1.3 Structure of the thesis

The following research is divided into five parts: introduction, literature review, hypotheses formulation and conceptual model generation, research methodology, data analysis, discussion of the findings and their implications.

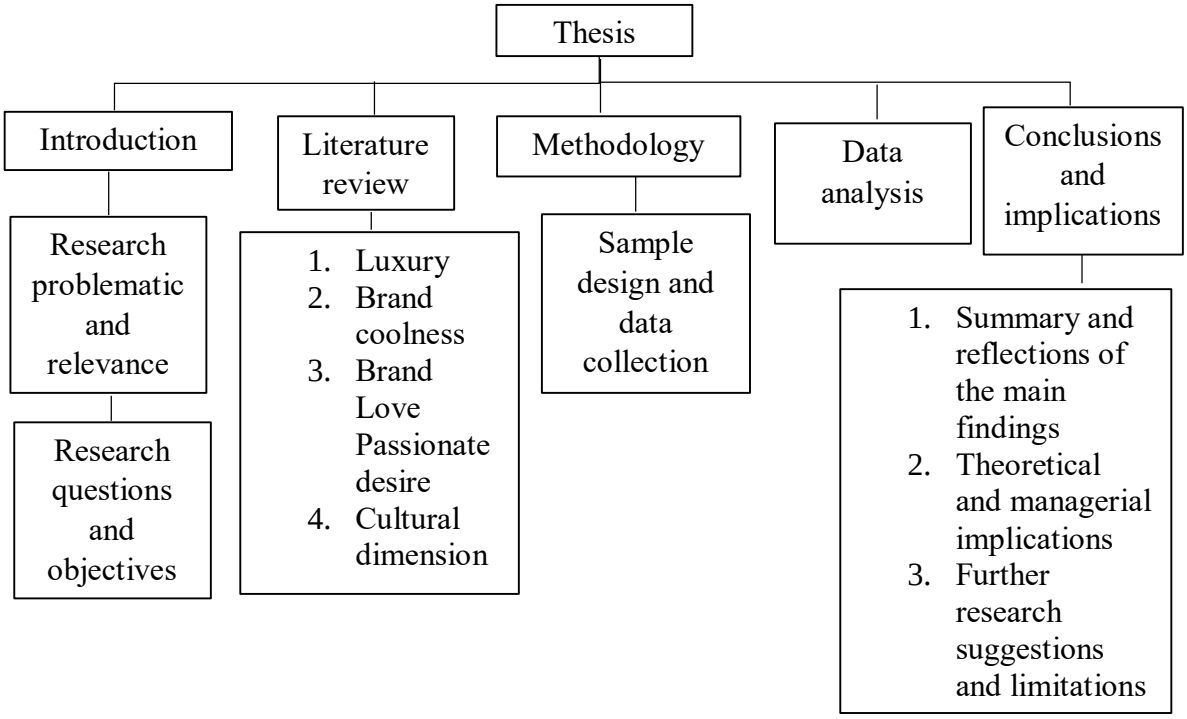

Figure 1. Structure of the thesis.

Source: Author's own elaboration.

2. Literature review

2.1 Conceptualizations of luxury

Consumption of luxury in different shapes and forms has been a prominent feature of societies since the beginning of civilization (Kapferer and Laurent, 2016; Turunen, 2017). There is, however, no clear consensus between luxury brand researchers on the definition of luxury brand because of its ambivalent nature (Becker et al., 2018; Kapferer and Laurent, 2016; Sung et al., 2015; Wiedmann et al., 2009). This is based on that fact that luxury implies different things to different groups of people across time and cultures (Ghosh and Varshney, 2013; Srinivasan et al., 2014; Turunen, 2017; Vigneron and Johnson, 2004; Wiedmann et al., 2009). Nevertheless, researchers agree that luxury brands bear symbolic meanings that are employed by consumers to meet their social goals (Bearden and Etzel, 1982; Han et al., 2010; Sung et al., 2015; Turunen, 2017; Becker et al., 2018). Consequently, an underlying term in generally understanding luxury fashion brand is *conspicuous consumption* invented by Veblen (1899), i.e. utility of certain goods by dint of which the social status is exposed. According to Turunen (2017), since the introduction of the given term, luxury has been approached by a variety of disciplines: economics (e.g. Leibenstein, 1950), sociology (e.g. Simmel, 1904; Bourdie, 1984) and marketing (e.g. Dubois et al., 2001; Vigneron and Johnson, 1999, 2004; Kapferer and Bastien, 2009, 2012; Wiedmann et al., 2007, 2009, 2012).

Within the scope of marketing literature conceptualizations of luxury are commonly deduced from three perspectives: product or brand management perspective, consumption perspective and purchasing motivations/consumer perspective (Fionda and Moore, 2009; Ghosh and Varshney, 2013; Turunen, 2017). From product/brand management perspective, luxury brands are typically defined in terms of premium brand characteristics (Vigneron and Johnson, 1999, 2004; Fionda and Moore, 2009; Ghosh and Varshney, 2013; Turunen, 2017). In this fashion, products addressed as “physical manifestations" of luxury, and unique product attributes are addressed as the root of perceptions of a brands’ luxuriousness (Turunen, 2017: 7). Such characteristics as high price and premium quality are commonly identified within conceptual frameworks of luxury brands (Fionda and Moore, 2009, Turunen, 2017). However, the extant body of literature tells that luxury is not simply a composition of superior product attributes (Sung et al., 2015; Turunen, 2017; Becker et al., 2018). As Turunen (2017: 7) suggests: “Exclusive characteristics may help

to differentiate one brand from another, but the attributes alone do not constitute the experience of luxury (…)". Therefore, it is only through consumption the characteristics inherited in luxury product become meaningful to consumers and thus, reveal their symbolic power (Turunen, 2017). Indeed, Becker et al. (2018) in their research on consumer luxury brand relationships propose that luxury product characteristics can be referred as foundation blocks of the consumer's cognitive attributes as they are concerned with both the product's physical and psychological traits. Thus, at the core level of a consumer luxury brand relationship these product attributes act reciprocally with consumer perceptions which result in the formation of luxury brand judgement (Saricam et al., 2012). This indicates that the afore-mentioned characteristics are rather primitive in the formation of consumers perceptions and thus, interpretations of luxury and leads to the second approach of luxury conceptualization, namely consumption approach (Turunen, 2017).

Symbolic properties are requisite aspects of brands that surpass tangible facets (Turunen, 2017). However, the experience of symbolic side of luxury good cannot be achieved unless it is socially recognized and appreciated (Kastanakis and Balabanis, 2011; Leibenstein, 1950; Wiedmann et al., 2007). At the core of social orientation of luxury consumption is a theory of conspicuous consumption which implies that "expensive possessions are solely for external reasons" (Daswani and Jain, 2011: 133). Conventionally, luxury goods have been positioned according to symbolic aspects with a focus on ostentatious signalling of one's wealth and social strata (Turunen, 2017). However, it has been argued that luxury market has progressed from traditional conspicuous consumption model to an experiential, consumer self-orientation model and thus, become even more complex to pursue especially on an international level (Kapferer and Bastien, 2012; Turunen, 2017; Wiedmann et al., 2007; 2009; 2012). As a result, literature on luxury consumption has recently emphasized not exclusively on social orientation of luxury symbolism but also on personal orientation which is agreed to be equally addressed with the former in the current marketing management of luxury brands (Tsai, 2005). For example, Wiedmann et al. (2007; 2009; 2012) refer social function as "social value" as opposed to "individual value", Daswani and Jain (2011) name it "outer/public self" as opposed to "private/inner self", Kastanakis and Balabanis (2011) call it an "inter-dependent self-concept" as opposed to "independent self-concept", and Turunen (2017) entitles it "symbolic to others" as opposed to "symbolic to self". In fact,

some assume that personal orientation of luxury symbolism is at the very heart of contemporary consumer society (Tsai, 2005; Daswani and Jain, 2011; Turunen, 2017). Wiedmann et al. (2007: 3), however, claims that "in addition to the socially oriented luxury brand consumption and the human desire to impress others, a personally oriented type of consumption should be considered in the marketing management of luxury brands". Therefore, addressing social aspects of luxury is not enough for explanation of consumer perceptions of and drivers for purchasing luxury goods (Tsai, 2005; Wiedmann et al., 2007; 2009; 2012). From this perspective, social orientation and self-orientation of luxury goods brands management should work in tandem in order to achieve desirable results. This leads to the last perspective of luxury brand conceptualization, luxury brands purchasing motivations.

Moving on to purchasing motivations perspective (also called consumer perspective) of luxury brand conceptualization it is important to consider two above-mentioned facts. First, luxury brand has traditionally been communicated in terms of its symbolic meanings where a great deal of attention is devoted to conspicuousness of luxury goods. Second, the expansion of luxury market has resulted in a shift in marketing management of luxury brands from conventional conspicuous consumption model and to a new consumer's self-oriented model, thus changing the way consumers interpret luxury (Wiedmann et al., 2007). Hence, from consumer standpoint, the study of luxury brands is an endeavor to identify the motivations behind their consumption both within and across cultures (Becker et al., 2018; Vigneron and Johnson, 2004). This is on the grounds that the concept of luxury brand is to some extent based upon consumers perceptions that subsequently assist in creating the image of luxury (Vigneron and Johnson, 2004; Becker et al., 2018). The consumer perspective entails the combination of afore-mentioned perspectives, thus offering a holistic picture of luxury consumption and is sought to be explained through perceived luxury value (Wiedmann et al., 2007; 2012; Srinivasan et al., 2014; Alan et al., 2016).

2.2 Brand management perspective

Consumer purchase decision-making is often practiced under varying uncertainty about the product and its characteristics (Cox, 1962). It is said that purchase decisions hinge upon consumers' juxtaposition between their primary expectations of the product and their perceptions of the product attributes (Heine, 2009). This is when brand comes into play: "the brand itself and its perceived characteristics are points of reference for

customers" (Scholz, 2014: 62). Therefore, product differentiation is encapsulated in brand concept, a distinct array of characteristics (tangible and intangible), that compose value proposition of the brand (Kapferer, 2008). Consequently, the product and its attributed characteristics are physical manifestations of a brand (Turunen, 2017).

Table 1 in Appendix A consists of literature on luxury brand characteristics written in the last two decades. The characteristics highlighted in bold italics are those that reoccur the most throughout the years of research, those highlighted in italics are characteristics that reoccur less, and those in standard font are characteristics exclusive to each of the listed studies. The table reveals that the most repetitive luxury brand attributes are high price, premium quality, identity, exclusivity, history and uniqueness. These characteristics are necessary in differentiation of luxury brands as they contribute to the level of product luxuriousness and thus, consumers' initial judgement (Vigneron and Johnson, 2004; Heine and Phan, 2011; Turunen, 2017). However, as Turunen (2017: 52) claims: "They - characteristics - are synonymous with luxury at a knowledge level, but at the experiential and emotional level, they may not be accorded luxury status in consumers' minds". Therefore, the actual product characteristics are not as valuable as consumers' perceptions of those characteristics (Hein and Phan, 2011). Consequently, what really differentiates a luxury product from that of non-luxury is first of all, a combination of characteristics associated with luxury brand, and secondly, symbolic meanings these characteristics evoke through luxury products consumption. Therefore, the next section will provide a profound look into consumption perspective.

2.3 Consumption perspective

As discussed above, consumption perspective of luxury brand conceptualization stems from two orientations - social orientation and self-orientation, where the former is a traditional model of luxury brands management and the latter is a contemporary one. The roots of social and self-orientation can be traced back to the theory of social character coined by Riesman (1950) according to which people can be grouped into three types of social character: the tradition-directed, the inner-directed and the other-directed. The tradition-directed social character assumes that one's personal values are dictated by society's traditions, the inner-directed social character implies value of self-expression whereas the other-directed social character entails people being dependent upon those around them to give guidance in their behaviour (Riesman, 1950). In consumer behaviour of luxury brand, the two latter types are considered. For example, Wooliscroft et al.

(2012) in their study on evolution of conspicuous consumption make a specific reference to other-directed social character and suggest that it rests upon Veblen's (1899) conspicuous consumer since both have similar psychological and cultural traits such as fashion susceptibility, imitative behaviour and vicarious display of wealth. Wiedmann et al. (2012), in turn, point out to the fact that consumption of luxury good implies purchasing of a product that symbolizes value to both individuals and surrounding significant others. Thus, the next two sections will be devoted to symbolic orientations of luxury consumption.

2.4 Social orientation of luxury fashion brands consumption

2.4.1 Fashion as an expression of social standing

For Thorstein Veblen, the founder of conspicuous consumption theory, consumption of expensive fashion goods is "an evidence of pecuniary success and (…) social worth" (Veblen, 2012: 104). The theory postulates that individuals buy luxury goods to "excel in pecuniary standing", an action which defines "pecuniary emulation" (Veblen, 2012: 21). Veblen suggests that there is a sole system of social stratification with the leisure class being at the top (Miller, 2001). People who have superior wealth and power tend to possess more desirable objects and traits than those that are less affluent (Doob, 2015). Therefore, the model of consumption inherit in these emulative acts is established by preferences and tastes of this class as they penetrate down through inferior social strata (Miller, 2001). Conspicuous consumption is a framework that can be applied to the consumption of any category of luxury good. However, the consumption of fashion goods is the most effective in exposing one's social standing: "…admitted expenditure for display is more obviously present, and is, perhaps, more universally practiced in the matter of dress than in any other line of consumption" (Veblen, 2012: 103). Because of its overt nature, dress in Veblen's theory, more than any other form of one's personal expression, can be employed to display conspicuous consumption (Lynch and Strauss, 2007). Subsequently, Veblen's classic theory of conspicuous consumption is an explanatory framework that has predominantly been used in sociological research on consumer behaviour in fashion (Kawamura, 2018). One of the first sociological analyses on fashion that has taken conspicuous consumption as a staple is a theory of fashion by Simmel (1904). Simmel's fashion theory can be considered as a particular case of broad analysis of Veblen's conspicuous consumption (Rittenhouse, 2013; Miller, 2001). For

Simmel, fashion is grounded into two forces: imitation and self-differentiation (Rittenhouse, 2013). Imitation force is a corresponding element of Veblen's pecuniary emulation whereas self-differentiation force is a counter-imitation which assumes that those that are ranked high in the social strata with access to superior goods strive to differentiate themselves from those who yearn for their status from below (Rittenhouse, 2013). The discerning factor of Simmel's theory from that of Veblen is that for Simmel, fashion is not a reservoir of status but rather its mere expression (Miller, 2001). Hence, fashion is a focal point of social and interpersonal human relations (Rittenhouse, 2013).

Unlike classic models of fashion represented by Veblen (1899) and Simmel (1904) that put forward that new fashion patterns begin with ruling classes and incrementally disperse downward the social ladder, Bourdieu's theory of cultural tastes posits that proletarians are not influenced by styles of aristocracy (Rittenhouse, 2013; Svendsen, 2006; Crane, 2012). He claims that consumption of cultural goods by upper and middle classes supposes mindset and knowledge that is not in easy access to members of subordinate class (Crane, 2012). Bourdieu argues that one's income and occupation are determinants of tastes (Rittenhouse, 2013). Therefore, the distinctions in fashion tastes between social classes will remain (Crane, 2012). The apparel of working class will always stay functional, practical and firm rather than elegant and visually appealing (Crane, 2012). Like Veblen and Simmel, however, Bourdieu (1984: 226) sees luxury goods as signifiers of social standing: "(…) none is more obviously predisposed to express social differences than the world of luxury goods (…)". To sum up, above-mentioned theories collectively postulate that luxury is elucidated by its social communication dimensions and thus, derivates from a theory of conspicuous consumption (Chevalier and Mazzalovo, 2012; Rittenhouse, 2013). A theory of conspicuous consumption is often confused with a theory of status consumption, which is also important within luxury consumption consideration, and yet is different from the former. Thus, for the sake of accurate luxury fashion conceptualization, the next section will investigate status consumption theory.

2.4.2 Status consumption

Swencionis and Fiske (2018: 79) define status as "a person's relative position in a social hierarchy". According to Weiss and Fershtmann (1998), social status is frequently reached by association with a certain group, and shared by all individuals of the group, irrespective of their personal characteristics. This collective good facet conveys that the

actions or characteristics of each individual in a status group have an influence on the social status of all individuals (Weiss and Fershtmann, 1998). Academics identify four types of social status: (1) assigned status, also referred as an ascribed status (social position people are endowed with at birth or received unintentionally later in life, e.g. gender); (2) achieved status (social position a person confers by virtue of personal choice, e.g. occupation); (3) master status (social position that is a fundamental quality of an individual which can be either ascribed or achieved); (4) status through consumption (social position a person achieves through possessions of goods, e.g. luxury fashion goods) (Bourdieu, 1984; Hayakawa, 1963; Hughes, 1945; Kendall, 2008; Silver, 2002; Simmel, 1904; Veblen, 1899). The last type of social status is the main focus of the present research.

Social standing or social status is, to some extent, originated from the kind of goods people consume. Conspicuous consumption is a theory that fits well into this statement and so does another theory that is widely used within the literature on goods symbolism, namely status consumption. What is unclear is whether there is a difference between two or whether they can be regarded as the same concept (O'cass and McEwen, 2004: 27). Eastman et al. (1999: 42) define status consumption as "the motivational process by which individuals strive to improve their social standing through the conspicuous consumption of consumer products that confer and symbolize status both for the individual and surrounding significant others". Marcoux et al. (1997) have similar remarks on the subject stating that social status ostentatious expression (which combines of success, wealth and prestige) is a dimension of conspicuous consumption, discussing that social influence and social status demonstration are the two principal variables from the meanings of conspicuous consumption scale. From the above-mentioned it can be concluded that one concept is defined in terms of the other (O'cass and Frost 2002; O'cass and McEwen 2004). In an attempt to avoid this overlapping, O'cass and McEwen (2004) designed a study with an aim to empirically and theoretically separate conspicuous consumption from status consumption. The results of the study suggest that conspicuous consumption is distinct from status consumption. While status consumption is determined by self-monitoring and interpersonal influences, conspicuous consumption is affected solely by interpersonal influences. This is consistent with the commentary of Eastman et al. (1999), who, although lacking empirical and theoretical investigation on the matter, states that conspicuous consumption entails purchasing a costly product to boost one's ego. A desire for status, in contrast, implies buying something that enunciates status to

both the individual and the reference group (Eastman et al., 1999). Taking these observations into consideration, it can be concluded that conspicuous consumption and status consumption are different concepts and therefore, should be regarded accordingly.

2.4.3 Need for uniqueness

The consumers' need for uniqueness construct is grounded in a theory of uniqueness presented by Snyder and Fromkin (1977). According to this theory, high degree of similarity and dissimilarity to others is embraced by individuals as unpleasant, thus negatively influencing their self-esteem (Fromkin and Snyder, 1980). Therefore, individuals seek to recover their self-esteem through self-distinguishing behaviours (Tian et al., 2001). One of the most recognised ways in which people's desire to be unique can be fulfilled is thorough display of possessions (Belk, 1988). It is important to note, however, that it is not any possession that can activate people's sense of uniqueness. Snyder (1992) argues that, scarce products are especially valued by consumers that attempt to be perceived different. Furthermore, manifestations of uniqueness are not exclusively for external audiences but also for internal, meaning that a unique product can be employed to reach desirable evaluations from others and consequently boost one's self (Choi et al., 2014; Snyder, 1992; Tian et al., 2001). Thus, consumer's need for uniqueness is conceptualized as "an individual's pursuit of differentness relative to others that is achieved through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal and social identity" (Tian et al., 2001: 52). Based on this definition, consumer's need for uniqueness can be classified into three behavioural features: (1) creative choice counter-conformity (the products should communicate uniqueness and be endorsed by others; (2) unpopular choice counter-conformity (products deviate from social norms) ; (3) avoidance of similarity (evasion of products that are likely to become mainstream; Tian et al., 2001). In luxury fashion industry high degree of uniqueness is one of the prevalent characteristics (Berthon et al., 2009; Dubois et al., 2001; Ghosh and Varshney, 2013; Okonkwo, 2007). Due to the fact that luxury fashion possesses power of conveying one's social status, it can be referred to avoidance of similarity uniqueness type (Choi et al., 2014). At this point of consumer's need for uniqueness consideration, it is important to indicate that the theory significantly differs from conspicuous consumption and status consumption. The latter consumption practices have one feature in common: status-seeking behaviour (Turunen, 2017). Status-seeking behaviour serves consumers aim to be perceived as relating to and

situated at a particular level in a society, whereas need for uniqueness, as previously mentioned, highlights individuals' personal feelings of being different, despite perceived status within a social milieu (Turunen, 2017). From this perspective, consumers' need for uniqueness can be seen as a part of a broader theory of consumption, namely Belk (1988)'s theory of extended self (Tian et al., 2001).

2.4.4 Signalling effects

Another theory that plays an exploratory role in a social orientation of luxury fashion consumption is a theory of consumer demand presented by Leibenstein (1950). Elaborating on conspicuous consumption, Leibenstein (1950) distinguishes between two types of consumer demand on luxury products: functional and non-functional. Functional demand is a type consumer demand that appears due to characteristics inherit in a product (Leibenstein, 1950). Non-functional demand is a type of demand which emerges due to factors other than characteristics inherit in the product (Leibenstein, 1950). Non-functional demand assumes that the utility generated from a product is reinforced or reduced either because of "others" buying and consuming it, or because the product holds a higher or lower price tag (Leibenstein, 1950: 189). Thus, non-functional type of demand is differentiated in what Leibenstein (1950) calls "signalling effects": the Veblen effect, the snob effect and the bandwagon effect. The Veblen effect is derived from conspicuous consumption theory and thought to appear when consumer preference for a good increases proportionally to its high price, i.e. very expensive luxuries (Kastanakis and Balabanis, 2011). The snob effect implies increasing preference for consumer good in the wake of its decreasing quantity in the market, i.e. limited-edition luxuries (Kastanakis and Balabanis, 2011). In other words, the snob effect is caused by consumer's motivation to be differentiated from the group. It is noteworthy that snob effect incorporates both interpersonal and personal feelings since it reflects emotional desire when buying luxury goods and, at the same time, is affected by others' consumption preferences (Mason, 1981). Therefore, need for uniqueness can be considered an antecedent of snob effect (Kastanakis and Balabanis, 2011; Turunen, 2017). Snob consumers fuel the change and dictate styles by the virtue of being explorative (Turunen, 2017). However, they lose their enthusiasm once the bandwagon consumers adopt new fashion (Turunen, 2017). The bandwagon effect occurs when consumer preference for a good increases as a result of others' increasing consumption of the product, i.e. mass luxuries (Kastanakis and Balabanis, 2011). The bandwagon effect bears a sense of belonging to a group of high-

end consumers. As a consequence, it is considered a key driver of luxury fashion democratization (Kastanakis and Balabanis, 2011) and argued to be a motive of counterfeit luxury consumption (Han et al., 2010).

As a concluding remark to this section, it should be noted that the current landscape of luxury fashion consumption encapsulates all the foregoing theories, i.e. conspicuousness, status, uniqueness and consumer demand theory (Turunen, 2017). There is, however, a major problem about these theories– they are based on the class concept, which, according to Svendsen (2006), no longer takes place. Social orientation of luxury goods consumption is not enough for a profound explanation of consumer preferences of and purchasing motivations for luxury (Wiedmann et al., 2007; 2009; 2012). Hence, it is important to take into account theories other than the ones that take social orientation as a catalyst in explanation of luxury fashion. Therefore, the next chapter will look into the second type of orientation within consumption perspective - self-orientation perspective.

2.5 Self - orientation of luxury fashion brands consumption

2.5.1 Self-congruity theory

In order to understand self-orientation side of luxury consumption, it is important to have reflections on consumer self-concept since one would not circulate without the other. James (1890) laid foundations for modern conceptualization of consumer self. He put forward an idea that people have a "material self", i.e. "the sum total of all that he CAN call his, not only his body and his psychic powers, but his cloths and his house, his wife and children, his ancestors and friends, his reputation and work, his land and yacht and bank account" (James, 1890: 291). Since the emergence of material self-theory, most researchers defined consumer self-concept either in terms of the actual self-image, thus suggesting that it is a one dimensional construct, or in terms of the actual self-image and the ideal self-image, implying that it consists of two components (Sirgy, 1982; Sirgy, 2015; Sirgy, 2018). Sirgy (1982) went beyond two-dimensional approach suggesting that self-concept is a multi-faceted construct which combines of four self-image dimensions: the actual self (true perception of one-self), the ideal self (desirable perception of oneself), the social self (an actual image significant other construct of an individual), the ideal social self (how an individual would like significant others to see him/her). It is thought that above-mentioned consumer self-concept dimensions are utilized when consumers

evaluate goods and services in the marketplace, therefore functioning as a reference point in assessing relative attractiveness of a brand-user image or brand personality (Sirgy, 2018). Hence, the self-congruity concept is defined as: "a psychological process and outcome in which consumers compare their perception of a brand image (more specifically, brand personality or brand-user image) with their own self-concept (e.g. actual self, ideal self, social self)" (Sirgy, 2018: 198). In other words, self-congruity is a match between consumers' self-image and their image of a certain product or brand (Das, 2015). Research has shown that self-congruity has an impact on pre-purchase consumer behaviour (e.g. Das, 2015; Ericksen, 1997; Sirgy et al., 1991) and post-purchase consumer behaviour (e.g. Ibrahim and Najjar, 2008; Kim et al., 2005; Sirgy et al., 2008). It is essential to outline that self-congruity reflects a parallel between consumer self-concept and personality of the brand that consumers experience in the course of building consumer-brand relationships (Kim et al., 2005). Consumers tend to choose, like and consequently maintain a long-term relationship with a brand which has an image consistent with that of their own (Aaker, 1999; Kim et al., 2005). According to Aaker's (1999: 46) vision on self-congruity, "consumers prefer brands associated with a set of personality traits associated with their own". Moreover, as it has been determined by Sriramachandramurthy and Hodis (2010), self-image congruity and brand personality dimensions "Excitement" are the components of brand coolness. Ultimately, two important constructs in the formation of self-congruity are consumer self-concept, and brand personality. While the former has been investigated throughout the course the present chapter, the latter is yet to be explored. Therefore, the next section will be devoted to a brand personality theory.

2.5.2 Brand personality

Brand personality is conceptualized as "a set of human characteristics associated with a brand" (Aaker, 1997: 347). Arguably, symbolic consumption of brands is feasible because people often infuse human personality traits into brands (Aaker, 1997). Brand personality is an important construct in understanding both brand coolness and luxury brand. In the study of Warren et al. (2019), five brand personality dimensions drawn by Aaker (1997) are identified as significant correlates of brand coolness. Brand coolness happens to be associated the most with three brand personality dimensions: sophisticated, competent, and exciting, which is intuitively plausible provided that three elements of higher-order brand coolness are high status, useful/extraordinary and energetic. Such

outcome is expected given conceptual similarity between each pair of attributes (Warren et al., 2019). Furthermore, brand personality has been extremely popular among luxury brand academics. This is because there is an increasing popularity of a "fellow shoppers" trend, i.e. a trend characterized by shoppers who purchase product because of congruity between their personality and the so-called symbolic (brand) personality of the product (Vigneron and Johnson, 1999; Heine, 2009). As it has been indicated, luxury products not only serve their functional duties but are considered to operate as a means of creating and communicating social and individual brand user characteristics and thus, are said to bear symbolic connotations. For this reason, luxury fashion is an especially relevant product category to the theory of brand personality traits.

The seminal study of Aaker (1997) was the first of its kind to establish a generally applicable framework of brand personality dimensions and to create their measurement scale. Reflecting upon the big-five human personality model, Aaker (1997) examined 114 personality traits that were proposed to describe 37 brands and suggested a brand personality scale with 5 dimensions, namely *ruggedness*, *excitement*, *sophistication*, *competence*, and *sincerity*, and 15 factors that cover 42 personality traits. However, it is important to note that although Aaker's (1997) scale may be suitable for different product categories, it may have limitations when applied to different cultures and/or specific product categories (Aaker, 1997; Austin et al., 2003). Thus, in an attempt to find out whether brand personality framework is systemized similarly or differently across cultures, Aaker et al.'s (2001) comparative research identified a group of brand personality dimensions that signified similar values in both United States and Japan (*sincerity*, *excitement*, *competence* and *sophistication*), and two culture-specific brand personality dimensions: *peacefulness* being particularly relevant to Japan and *ruggedness* being particularly relevant to United States. Luxury brands academics, in turn, have tried to fill in the gap in the research of brand personality of particular product categories in (e.g. Heine, 2009; Sung et al., 2015; Tong et al., 2018). However, studies that concentrate on cross-cultural implications of Aaker's (1997) brand personality are not limited to exploration of common traits, generalizability, and culture-specific characteristics (Wang et al., 2018). This can be exemplified by the research of Wang et al. (2018) who investigate the effect of power distance on brand personality judgements. Therefore, not only brand personality plays an important role in the formation of brand coolness and luxury fashion theories, but it is also positively related to power distance belief. This

makes it especially relevant to the present study. Therefore, one can hypothesize that (see figure 2):

H1: Brand personality dimensions are positively associated with luxury fashion brand coolness across Anglo-Saxon, Lusophone and Post-Soviet cultural identities.

Antecedents and consequences of brand coolness in luxury fashion context

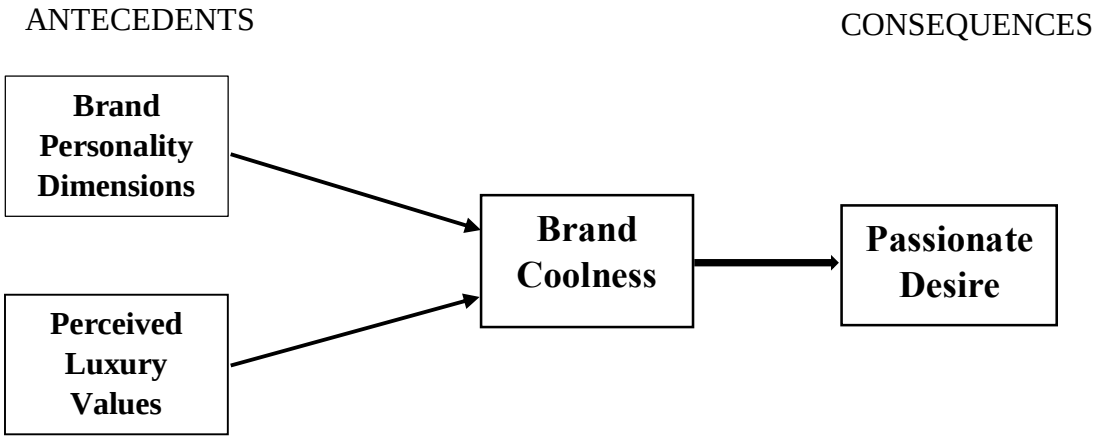

Figure 2. Proposed conceptual model

Source: Author's own elaboration

2.5.3 Hedonism in luxury consumption

The word hedonism originates from Greek word *hedone*, which means, delight, pleasure or enjoyment (O'Shaughnessy and Jackson O'Shaughnessy, 2002). According to hedonism theory, pleasure is a key to one's well-being (O'Shaughnessy and Jackson O'Shaughnessy, 2002). From self-orientation consumption perspective of luxury goods, both acquisition and consumption of luxury have strong connection with hedonism. Considering the acquisition of luxury goods, it is important to highlight that within the context of luxury fashion shopping hedonism bears experiential meanings (Amatulli and Guido, 2012; Arnold and Reynolds, 2003; Turunen, 2017). This is due to the fact that acquisition of luxury is the main aspect of consumer self-indulgence (Goldsmith et al., 2011). Therefore, luxury product retailers are always full of the best consumer experiences (Amatulli and Guido, 2012; Atwal and Williams, 2017). It is important to note that hedonism is a personality trait that is constructive of the notion of coolness (Pountain and Robins, 2000). Furthermore, hedonism is thought to be a value that bridges

coolness over consumption which makes it especially relevant for the present research (Frank, 1997).

There is a consensus within luxury fashion academia that hedonism is embedded in personal orientation of luxury consumption. For example, Kapferer and Bastien (2009: 314) state that "luxury should have a very strong personal and hedonistic component, otherwise it is no longer luxury but simple snobbery". Vigneron and Johnson (2004: 490) refer hedonism along with extended self to personal dimension of luxury fashion index claiming that "luxury-seekers are considered hedonic consumers when they are looking for personal rewards and fulfilment acquired through the purchase and consumption of products evaluated for their subjective emotional benefits and intrinsically pleasing properties, rather than functional benefits". Vigneron and Johnson (2004) suggest that luxury brands consumers who tend to trust their own opinion and are resistant to interpersonal influences should be referred as hedonist consumers. Dubois and Duquesne (1993), in turn, assert that luxury goods are purchased for what they symbolise which is synonymous with self-orientation perceptions – the hedonic consumption and extended self. Both latter studies assume that self-orientation of luxury fashion consumption consists of two components- hedonism and extended self. Consequently, the next and the last section of the luxury goods consumption perspective will be on exploration of the theory of extended self.

2.5.4 Extended self

Keller et al. (1978) in their research of self-concept indicated that one of the dimensions of preschool children self is possessions. Three years later, Csikszentmihalyi and Rochberg-Halton (1981) conducted a study on possessions (ranging from electronic equipment to clothing) and self. The research was based on a view that one's self, to a large degree, is a reflection of objects with which he or she interacts (Csikszentmihalyi and Rochberg-Halton, 1981). Sirgy (1982) looked at self-concept and possessions from marketing point of view, claiming that there is a match between one's self image and brand image naming it self-congruity. Belk (1988) elaborated on previous studies and presented a concept of extended self. Extended self is similar to a theory of self-congruity in a sense that it is based upon James's (1890) notion of self. Belk (1988) draws upon James's (1890: 291) remarks that the concepts of "me" and "mine" are used interchangeably in the way we think of ourselves: "we feel and act about certain things

that are ours very much as we feel and act about ourselves". Belk (1988) highlights the difference between an extended self and prior theories on the link between one's possessions and self on an example of self-congruity claiming that it underestimates the degree to which possessions are incorporated into people's self. He asserts that theories such as self-congruity generally seek to find a correlation between perceived characteristics of one's possessions and perceived characteristics of the self (Belk, 1988). Furthermore, as discussed by Solomon and Assael (1987), it is not a single product or brand that can reflect one's self-concept, but rather a complete set of consumption objects that may be able to reflect the diverse facets of the total self. Thus, Belk (1988:139) regards an extended self as a theory that holds that "we regard our possessions as parts of ourselves. He presents categories of extended self, i.e. things to which one feels attached, that range from body and internal processes to persons, places and things (Belk, 2013). While latter three are considered the most *extended*, the very last category "things", is suggested to most clearly compose the extended self (Belk, 2013). Belk (1988) distinguishes between four levels of extended self: (1) individual level (i.e. you are what you wear- jewellery, bags, clothing); (2) family level (i.e. symbolic body-furnishings and residence); (3) community level (i.e. belonging-neighbourhood); (4) group level (i.e. social groups-subculture). An individual level of extended self is particularly relevant to the present chapter as it is based on the belief that "you are what you wear" which reflects that an individual's things is what an individual is (Solomon, 2006: 214). Hence, the extended self-theory intends to convey, in a literal sense, that possessions can extend one's self-concept.

2.6 Perceived luxury value

As summarized above, luxury goods are conceptualized in terms of product-related characteristics and personal as well as social benefits they give to the consumer (Turunen, 2017). Characteristics alone do not define luxury, but through consumption they may deliver intangible benefits such as status and feeling of uniqueness (Eastman et al., 1999; Simmel, 1904; Turunen, 2017; Veblen, 1899) or hedonic pleasure and psychological sentiments (Aaker, 1997; Belk, 1988 Sirgy, 1982; Turunen, 2017; Vigneron and Johnson, 2004). Nevertheless, as compared to personal aspects, social or interpersonal orientation has been dominant in the research on luxury (Tsai, 2005; Turunen, 2017; Wiedmann et

al., 2007; 2009; 2012). Likewise, luxury-brand marketing managers have systematically confined their luxury goods marketing approach to impression management, i.e. consumer's desire to impress others (Tsai, 2005, Wiedmann et al., 2007, 20019, 2012). However, today's economic and societal changes provoked a shift in luxury branding resulting in concentration of academics and practitioners alike not on social aspects of luxury per se, but also on personal, that are thought to work in parallel with the former. Consequently, the third perspective of luxury conceptualization came into light, the so-called consumer perspective, which aims to find motivations for luxury brand consumption both within and across cultures and is explained through luxury perceived value. The consumer perspective assumes that rather than treating luxury aspects (brand characteristics, self-orientation and social orientation) separately, it is best to compose a framework that includes all and therefore, provides a holistic picture of luxury domain that can be applied both nationally and cross-nationally. This framework may facilitate understanding of the nature of luxury for both academics and brand managers.

There is a wide body of marketing literature on perceived value. Commonly, perceived value has been approached from two stances – unidimensional and multidimensional (Sánchez-Fernández and Iniesta-Bonillo, 2007). Unidimensional approach views perceived value solely through a trade-off between quality and price and is, therefore, considered too simplistic (Aulia et al., 2016; Sánchez-Fernández and Iniesta-Bonillo, 2007). Contrarily, multi-dimensional approach looks at perceived value as a broader concept consisting of product-related value, social-related value and personal related value, and thus, is considered to be the best in explaining different types of consumption utilities (Aulia et al., 2016; Sánchez-Fernández and Iniesta-Bonillo, 2007). Multidimensional approach of perceived value assumes that three types of value should not be treated separately but rather work in conjunction with each other because the customer is expected to be highly gratified if these three types of value are fulfilled (Aulia et al., 2016; Sánchez-Fernández and Iniesta-Bonillo, 2007). Furthermore, it must be highlighted that customer perceives value not during product purchase, but rather during its consumption which interrelates with the nature of luxury products (Aulia et al., 2016; Holbrook, 1994).

From literature review it can be identified that luxury value perception is derived from multidimensional approach of general theory of perceived value (see Appendix A, Table 2). Berthon et al. (2009), for example, provides a model of luxury brands perceived value

which consists of three dimensions: (1) functional (physical manifestations); (2) experiential (individual subjective value); (3) symbolic (social realm). Jung Choo et al. (2012), focusing on Korean market suggest a four-value structure model which consists of utilitarian (excellence and functionality), hedonic (aesthetic, pleasure and experiential values), symbolic (self-expression and social values) and economic values. The authors propose that customers who perceive symbolic, functional and economic values are more likely to evolve favourable relationship with a brand (Jung Choo et al., 2012). Similarly, Smith and Colgate (2007) put forward a four-dimensional model the constituents of which are assumed to be vital for value creation: symbolic/expressive, experiential/hedonic, utilitarian/functional and cost-sacrifice. Reflecting upon generic customer value creation framework of Smith and Colgate (2007), Tynan et al. (2010) apply the framework to the realm of luxury. Tynan et al. (2010) separate symbolic/expressive value into two sub-values: self-directed and other-directed. Shukla and Purani (2012), in turn, test Tynan et al.'s (2010) model in a comparative cross-cultural context between collectivist (Indian market) and individualistic (British market) markets concluding that value perceptions may have a high influence among all cultures and countries. Vigneron and Johnson (2004) present a framework of brand luxury index that consists of two perceptions: personal perception (perceived extended self, perceived hedonism) and non-personal perception (perceived conspicuousness, perceived uniqueness, perceived quality). Wiedmann et al. (2007), elaborate on Vigneron and Johnson's (2004) luxury brand index framework and propose four luxury value dimensions: individual, social, financial and functional. The authors point out that the above dimensions affect the consumer's luxury value perception and consumption on an international level. The authors make a remark coherent with that of Shukla and Purani (2012), claiming that consumers in different parts of the world possess similar values. Next, taking into account lack of empirical evidence on generalizability, Wiedmann et al. (2009), conducted a national survey thereby receiving first empirical data. Wiedmann et al. (2012), in turn, tested the model in a cross-cultural setting of ten countries confirming its global applicability. Therefore, taking into account the fact that luxury value perception model coined by Wiedmann et al. (2007) is the only one that has been tested in a broad cross-cultural context, it is reasonable to include it in a framework of the present research, thus hypnotizing that (see Figure 2):

H2: Luxury value perception dimensions are positively associated with luxury fashion brand coolness across Anglo-Saxon, Lusophone and Post-Soviet cultural identities.

2.7 Conceptualizations of Brand Coolness

Curiously enough, the formation of conceptualization of coolness is somehow similar to the formation of the concept of luxury. Although the origins of cool date back to 1920s, the notion of the term remains unstable to this day (Kerner et al., 2007; Belk et al., 2010; Dar-Nimrod et al., 2012; Sundar et al., 2014; Warren and Campbell, 2014; Warren et al., 2019). Cool has been looked at from different angles across a variety of disciplines. While some researchers approach cool as a term that is closely related to Generation Y (e.g. Ferguson, 2011; Van den Bergh and van Behrer, 2016), as a personal characteristic (e.g. Dar-Nimrod et al., 2012; Horton et al., 2012), and as a design objective for innovation and HCI professionals (Holtzblatt, 2011; Sundar et al., 2014), others see it as a marketing tool for successful interaction with modern consumers (e.g. Rahman and Cherrier, 2010; Rahman, 2013; Kerner et al., 2007; Nancarrow et al., 2002; Nancarrow and Nancarrow, 2007; Warren and Campbell 2014; Warren et al., 2019). Within marketing realm cool has adopted a variety of definitions. Cool has been described as a "currency all brands can profit from" (Southgate, 2003: 453) and "a vehicle to increase market share" (Gurrieri, 2009: 2) that is becoming "most precious natural resource: an invisible, impalpable substance that can make a particular brand of an otherwise interchangeable product - a sneaker, a pair of jeans, an action movie – fantastically valuable" (Grossman, 2003: 48). Nevertheless, research on cool remains rather scarce. This is due to overdependency of cool-focused marketing on cool-hunting- a market research practice that is aimed at early spotting of cool trends (Gurrieri, 2009; Mohiuddin, 2016; Nancarrow and Nancarrow, 2007). However, in recent years the situation has slightly changed with several authors attempting to propose frameworks of coolness.

2.7.1 Coolness and luxury fashion

There is a consensus between researchers that the origins of cool come from African American culture (Belk et al., 2010; Mohiuddin, 2016; Nancarrow et al., 2002; Rahman, 2013). In African American culture, cool has been regarded as a male phenomenon, associated with black clothing and dark sunglasses which consequently attracted white audiences (Nancarrow and Nancarrow, 2002; Rahman, 2013). Belk et al. (2010) asserts that coolness was indirectly investigated in sociology of fashion which highlights the significance of "Emulation" and "trickle down" of fashion from higher to lower classes

(see subsection 2.4.1). Therefore, history of cool suggests that the phenomenon is integral to the world of fashion. In addition to this, such characteristics as exclusivity and scarcity (Berthon et al., 2009; Dubois et al., 2001; Fionda and Moore, 2009; Phau and Prendergast, 2000; Van den Bergh and van Behrer, 2016), high status and authenticity (Ko et al., 2019; Warren et al., 2019), and uniqueness (Berthon et al., 2009; Dubois et al., 2001; Ghosh and Varshney, 2013; Okonkwo, 2007; Sundar et al., 2014; Rahman and Cherrier 2010; Sundar et al., 2014) are descriptive of both coolness and fashion. Similarly, to fashion, coolness bears symbolic meanings that are achieved through selective consumption (Pountain and Robins, 2000). Nancarrow et al. (2002: 315) extending on Bourdieu's (1984) forms of capital suggest that cool is contemporary cultural capital of consumption which "consists of insider knowledge about commodities and consumption practices as yet unavailable to the mainstream". Indeed, Nancarrow et al. (2002: 313) link cool and designer fashion on the basis that: "Cool is now very much involved with commodities and the aesthetics of designer labels and niche brands". While Pountain and Robins (2000) propose that cool (like luxury fashion) has inner layer which is associated with individual's hedonism, narcissism and ironic detachment, Rahman (2013) claims that there is an outer layer which includes fashion, aesthetics and lifestyle. Ferguson (2011) is of the same opinion on the subject claiming that "cool" has "split consciousness" that can be seen in the consumers though inner and outer motivations and thus, can be conveyed from the branded good to the consumer in the eyes of an audience. Gerber and Geiman (2012), in turn, measuring the dependence of coolness of an individual on the evaluation by others, extend Social Relations Model on coolness, therefore considering personal and group factors. It is important to note, however, that the opinions on which layer is prevalent to contemporary notion of coolness are twofold. Some assume that inner layer is central to the modern concept of coolness (e.g. O'Donnell and Wardlow, 2000; Ferguson, 2011; Gerber and Geiman 2012). Several research papers also suggest that rebelliousness is reflective of coolness which makes it antisocial, being true to oneself and non-conformist (e.g. Pountian and Robins, 2000; Frank, 1997). However, the fact that coolness is anti-social does not make it individualistic. Horton et al. (2012) suggest that coolness is twofold in a sense that it emanates from concurrently being social with one group and anti-social with the other. Moore (2004) concludes that approaching cool from a perspective of inner qualities is rather a conventional theory developed from studies with Western audiences. Therefore, a variety of researchers assumes that cool is a social phenomenon proposing that an object or an individual is cool only to the degree that

reference group sees it as cool (Belk et al., 2010; Gurrieri, 2009; Rahman, 2013). This is on the grounds that cool is socially constructed and bestowed upon an object or an individual by others (Belk et al., 2010; Gurrieri, 2009; Warren and Campbell, 2014). Furthermore, as noted by Herbig et al. (1993) and Solomon (2003), each generation is more materialistic than the preceding one and therefore, forms of consumption become very important to each generation to differentiate themselves from the previous one. Consequently, Generation Y is the most materialistic generation yet for which consumption is imperative and construction of their identity and acquisition of cool status (Ferguson, 2011). Indeed, Rahman and Cherrier (2010) posit that along with humour, need for uniqueness and brand consciousness, social aspects such as materialism and status concern are correlates of cool identity. Rahman (2013) concludes that consumers in a global culture tend to use outer layer qualities of coolness to *conspicuously* represent their image employing aspects such as uniqueness and fashionable, amazing, entertaining and eye-catching themes. Gerber and Geiman (2012), looking at the matter from a psychological perspective, also find that we are more likely to agree what is cool with the group rather than what each of us consider cool individually. However, one has to note that the link between fashion and coolness is not summarized in dichotomy between personal and social perspective exclusively. Kerner et al. (2007), for instance, suggest that coolness may arise from being genuine which is potentially based on the product's quality. Levy (2006), focusing on Mercedes, assert, that it is rather unclear if genuineness or sincerity are components of cool or prerequisites for a product to be seen as cool. As discussed previously, high quality is also a characteristic applicable to the domain of luxury fashion brands.

2.7.2 Research on coolness

As it has been indicated previously, research on coolness is rather scarce irrespective of its growing importance in contemporary consumer culture. However, in recent years the situation seems to have changed. In marketing research cool has been approached as a multidimensional phenomenon. For example, Anik et al. (2017) in the pursuit of explanation of what makes things cool, construct a conceptual model that rests on four traits: autonomy, authenticity, attitude and association. Mohiuddin et al. (2016), building upon and integrating existing conceptual models of coolness, develop a framework of cool for social marketing, i.e. marketing aimed at induction of pro-social behaviour, which is composed of seven dimensions: deviating from norm, self-expressive, indicative

of maturity, subversive, pro-social, evasive, and attractive. Rahman (2013) proposes an integrative framework of meaning of coolness in marketing which also consists of seven themes: fashionable, amazing, sophisticated, unique, entertaining, eye-catching and composed with fashionable theme being a dominant one. Sriramachandramurthy and Hodis (2010), take Apple as a point of reference of a cool brand, and put forward that coolness, is a multidimensional construct with five defining properties: uniqueness, excitement, innovation, authenticity, and self-image congruity. Warren and Campbell (2014), in turn, while lacking conceptual model, propose that there are four defining features of coolness identified within literature. First, coolness is a socially constructed term (Belk et al., 2010; Gurrieri, 2009). Although research in psychology concentrates on individual perceptions of coolness (Dar-Nimrod et al., 2012; Horton et al., 2012), general academic discussion on the term, particularly in the field of marketing, advocates that individual perceptions are reflective of culturally designated standards of coolness (Frank, 1997). Perceptions of self and others are not persistent, and thus, as social milieus vary, so do interpretations of coolness (Sundar et al.,2014). Second argument is that cool is considered a positive quality (Gerber and Geiman, 2012). The study by Van den Bergh and van Behrer (2016) on Gen Y constructs the "Magic cool formula" which is aimed to measure coolness score and explains about 80% percent of the perception of cool. The formula consists of positive qualities such as originality, popularity and attractiveness that are usually associated with benefits (Gerber and Geiman , 2012) and postulates that in order for a brand to be perceived as cool by gen Y, it has to be 22% original + 23% popular + 55% appealing. Third, coolness is subjective and dynamic (Ferguson, 2011; Rahman, 2013). The construction of the perception of cool is highly dependent on time and culture (Warren and Campbell, 2014; Warren at al., 2019). It has been argued that cool originally emerged in Africa thousands of years ago and by the virtue of continuous wanderings across the US had undergone several changes in its meanings (Belk et al., 2010). Cool has been associated with blues, basketball, hip hop, jazz and consequently subcultures (Belk et al., 2010). The era of the sixties completely altered cool and made it more commercially open which led to cooptation, the process that describers marketing professionals copying cool (Frank, 1997). Thus, cool shifted from being applicable to a specific, niche audience who perceive it as subcultural, rebellious authentic and original, to a much broader population who perceive it as popular and iconic (Warren et al., 2019). Furthermore, Sundar et al. (2014) makes a remark that cultural dependence of the concept explains why coolness is sometimes referred to trendiness, i.e. the extent to which an

object is cool at a certain time (Oh et al., 2013). Fourth and last defining property of coolness is autonomy which has been recognized as a differentiating factor between cool and desirable (Warren et al., 2019). Autonomy is related to the extent to which the person or brand abides by its own character regardless of socially constructed norms, beliefs and expectations and was determined to be an additional quality of coolness (Warren and Campbell, 2014). Thus, composing the four afore-mentioned factors Warren and Campbell (2014: 544) propose that coolness can be defined as "a *subjective* and *dynamic*, socially constructed *positive* trait attributed to cultural objects inferred to be appropriately *autonomous*". Taking the given definition of coolness as a starting point for their research, the most recent study on brand coolness conducted by Warren et al. (2019) find that brand characteristics such as *extraordinary*, *aesthetically appealing*, *energetic*, *original*, *authentic*, *rebellious*, *high status*, *subcultural*, *iconic*, and *popular* can potentially make it be cooler.

From recently published literature on coolness it can be observed that the phenomenon has been explained via holistic multidimensional frameworks. However, as Van den Bergh and van Behrer, (2016) assert, ingredients of cool are, to a large extent, dependent on product category. There have been some context-specific research papers on coolness. For example, Sundar et al. (2014) conducted a study aimed at identifying cool characteristics for designing technology products and found that digital devices and interfaces are perceived cool when they are attractive, original and subcultural. Furthermore, the same authors outline that trendiness, uniqueness, rebelliousness, genuineness, and utility are general characteristics applied to cool products. However, although coolness is strongly related to fashion, there has been no attempt to define coolness characteristics in fashion context. Up to this day, the only study that linked luxury fashion and coolness is that of Francis et al. (2015), which rather seeks to find out whether cool consumption theory is descriptive of luxury counterfeit consumption by Gen Y, thus not measuring cool as a construct. Therefore, the present research will attempt to investigate what constitutes coolness in the context of luxury fashion in a cross-cultural realm (see Figure 2) extending on the most recent integrative framework on brand coolness, i.e. Warren et al. (2019).

It is important to remember, however, that in order to approach a research cross-culturally, the appropriate criterion is needed. Therefore, the last section of this chapter (see section 2.9) will look into cross-cultural research specifics.

2.8 Brand Love – Passionate Desire

As it has been explored in sections 2.4 and 2.5, consumers tend to construct and maintain special relationships with the brands thanks to their natural power to provide symbolic benefits that influence one's self. This has fuelled an interest among academics to uncover and explain the types of relationships consumers have with brands (Albert et al., 2008; Rageh Ismail and Spinelli, 2012). The first to put conceptual foundations for consumer-brand relationships theory is a study of Fournier (1998: 233) which considers a brand "not as a passive object of marketing transactions, but as an active, contributing member of the relationship dyad", thus representing it as a fully-fledged "relationship partner". Since the introduction of the afore-mentioned theory, a variety of consumer-brand relationships types have been identified, e.g. brand commitment (Sung and Campbell, 2009), brand attachment and brand attitude (Park et al., 2010), brand trust (Delgado-Ballester et al., 2003), brand loyalty (Chaudhuri and Holbrook, 2001) and consequently, brand love (Batra et al., 2012). Drawing upon "relational paradigm" (Albert et al., 2008: 1), the notion that consumers can extend their self with the help of brands (Belk, 1988), consumers' attraction to brands based on brands' congruity with their own personality (Sirgy, 1982) and consumers' tendency to ascribe human characteristics to brands (e.g. Aaker, 1997), marketing academics started to elaborate on the concept of brand love. It has been pointed out that brand personality (e.g. Rageh Ismail and Spinelli, 2012), extended self (e.g. Ahuvia, 2005a) and self-congruity, in particular, call an attraction to a brand, reflecting the way homophily, i.e. tendency of individuals to identify and interact with those people who are similar to themselves (McPherson et al., 2001), calls an attraction to another person, signalling similarity between interpersonal and consumer-brand relationships (Rauschnabel and Ahuvia, 2014). Thus, Shimp and Madden (1988) introduced conceptualization of love phenomenon within consumption realm with their model of consumer-object love, extending on Sternberg's (1986) interpersonal love theory. Several authors have followed the same path indicating that interpersonal love and brand love are fundamentally similar (e.g. Ahuvia, 2005b; Albert et al., 2009). Based on this, Ahuvia (2005b) suggested that consumers' love for brand implies the following traits: (1) passion for brand; (2) brand attachment; (3) positive evaluation of the brand; (4) positive emotions in response to the brand; (5) declarations of love towards the brand. Therefore, Carroll and Ahuvia (2006: 81) conceptualize brand love as "the degree of passionate emotional attachment that a person has for a particular trade name". Moreover,

Carroll and Ahuvia (2006: 82) assert that brand love intensifies with the extent to which the brand is perceived hedonic and self-expressive, i.e. "consumer's perception of the degree to which the specific brand enhances one's social self and/or reflects one's inner self". This puts forward an idea that the concept of brand love is consistent with personal orientation of luxury fashion brands and thus, has a strong link with fashion. Following this opinion, Rageh Ismail and Spinelli (2012) and Loureiro and Costa (2016) conducted studies on brand love within fashion domain both pointing out to the fact that consumption of fashion is driven by passion. While Rageh Ismail and Spinelli (2012) take into account the whole model of Carroll and Ahuvia's (2006) study on antecedents and consequences of brand love, Loureiro and Costa (2016) focus on a particular characteristic of a Batra et al.'s (2012) brand love higher-order prototype model, namely passionate desire. The choice of Loureiro and Costa (2016) to focus specifically on passionate desire makes perfect sense. First of all, in Sternberg's (1986) interpersonal theory of love, passion is the first and one of the three dimensions of love. Secondly, both Ahuvia (2005b) and Albert et al. (2008) put passion as the first aspect of brand love, and Bauer et al. (2009) identify passion as one of the two factors that reflect the higher order construct of brand love. Thirdly, although the study of Loureiro and Costa (2016) focuses on Portuguese population, it is important to consider the fact that passion is one of the aspects of brand love construct that is shared cross-culturally. For example, the study of Albert et al. (2008) shows that passion and pleasure are two most explicitly shared dimensions of brand love between French and US consumers. One more fact about Loureiro and Costa's (2016) study to point out at is that social orientation of fashion is an antecedent of passionate desire, thus suggesting that brand love is not entirely self-orientation driven. This is also consistent with findings of Loureiro and De Araújo (2014) that social values produce subjective norm and desire to use. However, authors warn that the above-mentioned studies were conducted within collectivist culture where social values are prevailing which, therefore, may have influenced respondents' judgements. Based on this, they collectively urge future studies to investigate the matter further (Loureiro and De Araújo, 2014; Loureiro and Costa, 2016). Meanwhile, brand love is a significant construct in understanding of socially driven concept of brand coolness. For example, Warren et al. (2019) state that since coolness is desirable characteristic (Dar-Nimrod et al., 2012), it can potentially increase positive relationship between brand and consumer among which is brand love. Based on this, same authors find that brand love is a consequence of niche cool brands.

Therefore, focusing on Batra et al.'s (2012) passionate desire variable and preceding literature overview, it can be hypnotized that (see Figure 2):

H3: Luxury fashion brand coolness will have a positive impact on consumers' passionate desire to use luxury fashion brands.

2.9 Cultural dimensions

In the wake of globalization and ever-developing nature of today's world the creation of perceptions about certain goods are culture bound. This is especially relevant for the luxury fashion goods sector thanks to its international expansion and dynamic nature (Deloitte, 2019). Moreover, luxury sector has started to penetrate developing markets that are yet to be explored (Deloitte, 2019). Consequently, for the sake of successful internationalization of luxury brands it is essential to empirically explore what differences and similarities, if any, people have across cultures when it comes to the consumption of luxury fashion goods. The increasing interest in the cross-cultural differences was originally addressed by Hofstede (1980) who established a five-dimensional model. The model suggests that cultural specifications can be differentiated according to the following: power distance, uncertainty avoidance, individualism versus collectivism, masculinity and femininity, and long-term orientation versus short-term orientation (Hofstede, 2001). Although the model was originally directed at the research of organizational culture, it has been proven to be effective in other contexts among which is consumption (e.g. Ng and Lim, 2019). Literature observations show that most of the cross-cultural research on luxury consumption has addressed Hofstede's individualism index (e.g. Shukla and Purani, 2012; Godey et al., 2012; Bian and Forsythe, 2012). Unlike previous research, the present study will take into account the power distance index as a criterion for differentiating luxury fashion brand coolness across cultures.

2.9.1 Conceptualization of power distance

Power distance (PDI) is a cultural dimension that describes to what extent subordinate groups accept and expect imbalanced distribution of power (Hofstede and Bond, 1984; Hofstede, 2001). Cultures ranked high in terms of power distance have a very unequal distribution of power and thus are characterized as having a strong hierarchy (Hofstede, 2001). Cultures with a low level of power distance, on the contrary, have a very low level

of disparity in distribution of power and therefore, are considered to have interdependence between superiors and subordinates (Hofstede, 2001).

2.9.2 Power distance in the research on status consumption

Power distance plays a significant role in the study of status consumption. This can be seen in an array of academic papers on the link between the two in the last couple of decades. Kim and Zhang (2014) and Lalwani et al. (2014), for instance, found that consumers who come from high power distance background tend to favor premium brands over generic brands. In addition to this, Lalwani et al. (2014) pointed out that people of low social class are particularly prone to this behavior. Lalwani and Forcum (2016), while not looking into status consumption per se, suggested that high power distance consumers are likely to establish product quality judgements on based price due to their greater need for structure. The authors concluded that high power distance consumers are apt to discriminate between brands and rate them according to price (Lalwani and Forcum, 2016). Gao et al. (2016) went with a more in-depth research and discovered that there is a moderating effect of others' status on the association between power distance belief and status consumption. The researchers proposed that when others are perceived inferior, high power distance consumers are more open to engagement in status consumption than low power distance consumers (Gao et al., 2016). The above findings seem to correspond to the conclusions of Wong and Ahuvia (1998) study focusing on the differences in luxury consumption implications between Southeast Asian (i.e. high power distance societies) and Western consumers (i.e. low power distance societies). The researchers suggest that in Confucian societies, consumers derive social meanings from their possessions (Wong and Ahuvia, 1998). The Western consumers, however, tend to focus on internal meanings of their possessions (Wong and Ahuvia, 1998). Looking at this from fashion point of view, appearance is very important in countries that score high in power distance index (De Mooij, 2018). People are well-dressed especially when going outside on the streets as the position in power structure is determined by the apparel, shoes, posture, and makeup (De Mooij, 2018). To exemplify this, the study of Nielsen (2007) revealed that 87 per cent of Brazilians (Brazil's PDI= 69 on a scale of 1 to 120) and 79 per cent of the Portuguese (Portugal's PDI=63 on a scale of 1 to 120) always try to look well-groomed, whereas 76 per cent of Norwegians (PDI=31 on a scale of 1 to 120) and 69 per cent of New Zealanders (PDI=22 on a scale of 1 to 120) do not try to look well-groomed at all. The conclusions summarized above

sync with Warren et al.'s (2019) speculation that high status brands are cooler in countries higher on power distance. One must also remember that luxury fashion apparel is the most effective form of consumption in exposing one's social status (Bourdieu, 1984; Veblen, 2012; Lynch and Strauss, 2007). Nevertheless, there has been no study on the link between luxury fashion as such and power distance. Furthermore, it is also notable that prior research on the relationship between power distance and high status has mainly focused on Asian and US consumers (e.g. Kim and Zhang, 2014; Lalwani and Forcum, 2016). Therefore, the following study will attempt to fill in this gap by investigating luxury fashion brand coolness across three cultural identities: Anglo-Saxon, Lusophone, and Post-Soviet. It is documented that countries which fall under Anglo-Saxon identity are low on power distance as opposed to Lusophone and Post-Soviet (Johnson and Turner, 2003). Taking the above into account, it can be hypothesized that (see Figure 2):

H4: Luxury fashion brands are perceived cooler within Post-Soviet and Lusophone cultural identities than Anglo-Saxon.

3. Methodology

Given the primary objective of the present dissertation, i.e. to investigate cause-effect-relationship between four concepts in a cross-cultural context, and thus its explanatory nature (Mooi and Sarstedt, 2011; White, 2002), quantitative research method was adapted. The questionnaire was composed according to deductive approach, meaning that hypotheses were formulated based on existing theories (White, 2002; see table 2). Additionally, from a philosophical standpoint, the author takes a positivist stance towards data, supporting the view that factual evidence is more reliable (Winstanley, 2010). This way, the author's influence is reduced to data collection and interpretation (Winstanley, 2010). Arguably, application of deductive reasoning in combination with positivist epistemology helped to reduce bias, and therefore, improved validity and reliability, which signals that the overall research quality is good (White, 2002).

Measurement scale	Author(s), year
Brand personality dimensions	Aaker (1997)
Passionate desire	Batra et al. (2012)
Brand coolness	Warren et al. (2019)
Perceived luxury value dimensions	Wiedmann et al. (2007)

Table 2. Measurement scales.

Source: Author's own elaboration.

3.1 Sample design and data collection

Questionnaires in the form of online surveys were used as a data collection tool. In the beginning of the questionnaires the participants were asked to think about luxury fashion brand they had recently bought and to choose from a given list of seven most sold luxury fashion brands in 2019 according to Statista (2019) or type in a different brand. After, based on the brand of their choice, they were asked to rate each of the constructs' variables on a seven-point Likert scale, with response anchors ranging from "Strongly disagree" to

"Strongly agree". A total of three surveys targeting English-speaking, Russian-speaking and Portuguese-speaking population were distributed via personal acquaintances, Facebook survey exchange groups and Facebook Advertising (see Appendix B, Figure 1, 2, 3). The last distribution method included composition of campaigns with an objective of lead generation. The participants were asked to fill out an instant form with their personal information such as email address and later to fill out a questionnaire on the basis of the proposed initiative which was a 30EUR gift card for shopping in online fashion store ASOS. The settings of the campaigns were on par with the objectives of the present research. The audience included people from 18 to 65+ years old, any gender and location corresponding the language of the survey. Each of the three ads comprised of a 50EUR budget and were scheduled to run for ten days. Therefore, data gathering took place between 16th of January 2020 and 21st of February 2020. The target of each of the campaigns included people whose interests were various luxury fashion brands, luxury items and luxury way of life with one varying behavioural characteristic for the survey aimed at researching Portuguese-speaking population which was "People in Brazil who prefer high-value goods".

Upon data gathering completion, each sample was refined. Consequently, it was possible to gather a total of 299 eligible responses with both Anglo-Saxon and Lusophone samples having 100 in each and 99 in Post-Soviet.

4. Data Analysis

4.1 Sample profile

Since the present research aims to investigate cultural variations, the relevant analysis units, i.e. cultural groups, should be determined (Douglas and Craig, 1997). It has been recommended that in order to select appropriate units, such nuance as high extent of homogeneity among group members should be mulled over (Douglas and Craig, 1997). According to Naroll (1970), group homogeneity can be measured by two factors: shared language and the degree of interpersonal communications. This is especially relevant for the present research since sharing language and having close communication are oftentimes significant margins for tracking similarities in consumption processes (Douglas and Craig, 1997). Based on this, Douglas and Craig (1997) put forward three-unit classifiers: geographic (country, region, etc.), socio-demographics (age, sex) and concrete socio-cultural background (luxury fashion brands buyers). Therefore, for the sake of each cultural group representativeness, the surveys conducted for the present research paper comprise of the above-mentioned aspects.

4.1.2 Geographical scope

The first unit aspect considered in all three of the surveys was geographical. At the beginning of each of the surveys, participants were asked to write their country of origin priorly receiving instructions in surveys debriefs on what part of the world they should come from in order to be eligible. This was done for the purpose of screening out "pure outside influences and contamination from other cultural entities" (Douglas and Craig, 1997: 385). Three cultural identities, and thus three languages were being taken into consideration when composing surveys: Anglo-Saxon cultural identity and thus, English language; post-Soviet cultural identity and thus, Russian language; and Lusophone cultural identity and thus, Portuguese language.

The answer for the question on the country of respondents' origin gave two options in all three surveys where the first option was either United Kingdom, Russia or Portugal. The choice of the three above-mentioned countries is justified by the fact that they can be referred to dominant cultures among three cultural identities in question. The second option was "Other" which gave respondents a chance to specify countries other than above-mentioned. As it can be observed from Figure 1, Appendix C, it was possible to gather responses from six Anglo-Saxon countries where United Kingdom was a prevalent

one with 84% of respondents identifying as British citizens followed by United States, Canada, New Zealand and Australia, and Ireland.

Touching upon results from survey on Portuguese-speaking population (Figure 2, Appendix C), it was possible to find participants from four Lusophone countries, where Portugal (45%) was the most mentioned country followed by Brazil, Angola and Cabo Verde. Finally, analyzing Figure 3 in Appendix C, which represents percentage of respondents who come from six post-Soviet countries, the dominant country of respondents' origin is Ukraine (36%) followed by Russia, Kazakhstan, Latvia Belarus and Lithuania.

4.1.3 Socio-cultural aspect

The criterion for socio-cultural background, similarly to geographical, played a major role in filtering out those respondents that were not eligible for participation in surveys. The parameter for socio-cultural aspect was luxury fashion brand survey participant recently purchased. In case of participant having purchased none or having indicated brands that were not classified as luxury, their responses were not considered valid. As table 1 shows (see Appendix C), the most bought brands amongst sample respondents are also within the list of the most successful brands (Statista, 2019) with Gucci being the most frequently mentioned one. Amongst the brands that are not in list of the previously referred rankings is Michael Kors with 4.5 average number of mentions (see Table 1, Appendix C).

4.1.4 Socio-demographic aspects

Socio-demographics was measured by parameters such as age, gender, education and income. As Table 2, Appendix C shows, the dominant age range of respondents is between 18 and 24 years old in all three surveys. However, it is noticeable that English-speaking aimed luxury fashion brand consumers survey is the one with the most respondents in the afore-mentioned age range.

Moving on to gender parameter, the majority of all three survey respondents are female with English-speaking population aimed survey having the most male respondents (20%) and Portuguese-speaking population aimed survey having the least male respondents (10%) (see Table 3, Appendix C). Taking education parameter into account (see Table 4, Appendix C), it can be concluded that the majority of English-speaking luxury fashion

brands consumers aimed survey respondents (80%) have Undergraduate degree and the majority of Portuguese-speaking luxury fashion brands consumers (50%) aimed survey respondents have Postgraduate degree. Among Russian - speaking aimed survey respondents, the dominant education group is “High school degree or equivalent” (36%). However, overall, the education level distribution is relatively even with 34% having Undergraduate degree and 30% having Postgraduate degree.

From Table 5, Appendix C it can be drawn that English-speaking luxury fashion brands consumers (53%) earn the least (on average below $10 per annum) among three cultural groups followed by Russian-speaking (40%) who are also in the same income range. The majority of Portuguese speaking consumers are in a higher income range with 51% earning between $50k and $100k.

4.2 Descriptive statistics

Before proceeding to hypotheses testing, it is important to ensure the data efficiency. This can be done by performing descriptive statistics. The following section represents a summary of the series of univariate descriptive statistics analysis of all the variables included in the survey (see Appendix D). The analysis measures are as follows: mean, median, standard deviation, skewness and kurtosis.

Analyzing means and medians of the answers of survey participants across three samples it is possible to conclude that there are both differences and similarities in the extent of agreement with each of the items. These are early signs of cross-cultural knowledge base on coolness in luxury fashion realm. Given the above verdict, and therefore, evident similarity of mean and median in all answers for the items examined, it is fair to suggest that the values are distributed equally. This can be confirmed by looking at standard deviation of the items. Berry and Linoff (2004) suggest that normal distribution occurs with standard deviation ≥ 1. Provided that the scores of the measure in question across all three cultural identities and all items are indeed ≥ 1, it can be deduced that the variable values are scattered. Moving on to the remaining measures, according to George and Mallery (2016), the values of skewness and kurtosis placed between ± 2 is a general rule of thumb. As for the present analysis, all the values of skewness seem to fall under acceptable range. The values of kurtosis, however, do fall out meaning that the curves are more peaked than normal distribution (George and Mallery, 2016). It could have been an

issue in a scenario different from the one applied to the present research. As central limit theorem states, sampling distribution of the mean is normally distributed if the sample size is large enough ($n \geq 30$), regardless of distribution of values in the sample (Urdan, 2016). The sizes of a total sample and individual samples are much larger than 30 signaling that there is normal distribution.

4.3 Antecedents and consequences of brand coolness in the context of luxury fashion

The purpose of the following section is to explore the antecedents and consequences of luxury fashion brand coolness. To do so, a series of multiple linear regression analysis was performed. The analysis is organized as follows: 1) the total sample is included in each of the presented regression models in order to see the full picture; 2) regression analysis is done per market for the sake of a cross-cultural insight. It is important to highlight that regression analysis was done with priorly created computed variables of each concept which encapsulate all corresponding items and are accompanied with the word "Total". It is expected that regression models presented in the first part of this section will help in understanding how assumed antecedents of luxury fashion brand coolness (independent variables; see Figure 2) affect each dimension of brand coolness (dependent variables):

H1: Brand personality dimensions are positively associated with luxury fashion brand coolness.

H2: Luxury value perceptions are positively associated with luxury fashion brand coolness.

The models introduced in the second part of the present section are anticipated to assist in finding out how brand coolness (independent variables; See figure 1) affects passionate desire to buy (dependent variable; see Figure 2):

H3: Luxury fashion brand coolness will have a positive impact on consumers' passionate desire to use luxury fashion brands.

Validation of assumptions.

Before proceeding to the discussion of regression models, it is important to make sure that multiple linear regression assumptions are met. Therefore, two following assumption are being considered:

1) **There is no autocorrelation among the residual terms**

According to Mooi and Sarstedt (2011), the assumption of autocorrelation holds when the value of Durbin-Watson test is close to 2. Provided that the values of Durbin-Watson of all presented multiple regression, models are approximated to 2, there is no autocorrelation detected (see Appendix E).

2) **There is no correlation among the explanatory variables**

Mooi and Sarstedt (2011) suggest that the above assumption is met when the value of Variable Inflactor Factor is below 10 (VIF < 10) and the value of Tolerance above 0.1 (TOL > 0.1). Since the values of VIF are lower than 10 and the values of Tolerance are greater than 0.1 across all Coefficients Tables (see Appendix E), it can be concluded that independent variables are not correlated among themselves and that the assumption is met.

Parametric tests.

Overall model fit:

1) F-test in ANOVA tables aims to test null hypothesis that all regression coefficients together amount to 0 (Mooi and Sarstedt, 2011):

$$H_0: = \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = \beta_7 = \beta_8 = \beta_9 = 0$$

$H_1 = \beta_k \neq 0$, where k is a number of independent variables.

Effects of individual variables:

1) T-test assumes that a particular independent variable has an influence on dependent variable under condition that it's p-value is less than 0.05 (Mooi and Sarstedt, 2011):

$$H_0: \beta_k = 0$$

$$H_1: \beta_k \neq 0$$

4.3.1 Antecedents

Model 1: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "UsefulTotal" by application of total sample.

Overall model fit.

Appendix E, Table 2 represents fit determinants of the model in question and shows that R^2 = 0.309 meaning that independent variables explain 30.9% of variability of the dependent variable "UsefulTotal". Next, it is important to check adjusted R^2, which, according to Mooi and Sarstedt (2011) is always lower than R^2. However, if the difference is substantial, it means that too many predictor parameters are included in the model and that some of them could potentially be removed. Adjusted R^2 of Model 1 amounts to 0.287 which is not substantially different from the value of R^2. Yet, analysing just R^2 and adjusted R^2 is not enough for assurance of model quality. Therefore, to assess the model fit further, it is essential to have a look at F-test. Appendix E Table 3 displays that value of test statistics (F) = 14, 361 and sig = 0.000, i.e. sig is below 0,05 which results in rejection of H_0 and thus, tells that the model is significant. This points out the fact that at least some of the independent variables are important in explaining the dependent variable (Mooi and Sarstedt, 2011).

Examining the impact of individual variables

Now that it has been settled that the overall model is significant, it is time to consider each predictor variable individually. First, one must address a T-test. As established by Mooi and Sarstedt (2011), for a coefficient to be significant the p-value (sig) should be below 0.05. Table 4 in Appendix E reveals three variables that have a p-value below 0.05: "FunctionalValueTotal" (0.039), "SincerityTotal" (0.07) and "CompetenceTotal" (0.016) indicating that H_0 is rejected and that these three independent variables are helpful in explaining "UsefulTotal". As for the rest, the p-value > 0.05 signalling that the H_0 is accepted and therefore, insignificance of the variables.

The presence of three significant coefficients marks the need to examine their standardized β coefficient (Mooi and Sarstedt, 2011). In case of the model under analysis, the variable "CompetenceTotal" has the largest standardized β coefficient (= 0.209) and

is, therefore, the most important one in explaining UsefulTotal. The next in the magnitude of importance is the variable "SincerityTotal" followed by "FunctionalValueTotal".

Models 1.1, 1.2 and 1.3: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "UsefulTotal" by application of English, Portuguese and Russian samples individually.

Overall models fit.

While Table 7 (a) in Appendix E showcases that R^2 in Model 1.1 is 0.413, Table 7 (b) and (c) illustrate that R^2 in Model 1.2 is 0.530, and 0.196 in model 1.3. The values imply that 41.3% of variability of dependent variable "UsefulTotal" is explained by nine predictor variables in model 1.1, 53% in model 1.2 and 16.6 % in model 1.3. The values of adjusted R^2 in English-speaking market (= 0.354), Portuguese-speaking market (= 0.483) and Russian-speaking market (= 11.4) do not show considerable difference from values of R^2 analysed above. Tables 8 (a), (b) and (c) show that value of test statistics (F) in Model 1.1 is 7.037 and in 1.2 and 1.3 is 11. 271 and 2. 404. P-values are below 0.05 for all three models which means rejection of H_0 and thus, models' significance. From this, it can be concluded that at least some predictor variables are effective to explain dependent variable "UsefulTotal across all three models".

Examining the impact of individual variables.

From Table 9 (a), Appendix E, it can be derived that "SincerityTotal" (sig = 0.001) is one and only variable that has a p-value less than 0.05 in Model 1.1. Table 9 (b) represents that there are two variables that have a p-value below 0.05 in Model 1.2: "CompetenceTotal" (sig = 0.001; $\beta = 0.526$) and "IndividualValueTotal" (sig = 0.007; $\beta = 0.327$). Lastly, Table 9 (c) reveals that there is, once again, only one variable that has a satisfactory p-value: "FunctionalValueTotal" (sig = 0.007) in Model 1.3.

Model 2: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "EnergeticTotal" by application of total sample.

Overall model fit

Appendix E, Table 12 demonstrates that the value of R^2 equals 0.279 suggesting that predictor variables explain only 27.9% of variation in the dependent variable "EnergeticTotal". As for adjusted R^2, its value is 0.256 (25.6%) which is just two points lower than R^2. Moving on to F-test, it is possible to obtain further outlook regarding

model's validity. From Appendix E, Table 13 one can derive that the value of test statistics (F) = 12.379 and sig < 0.05 which signals rejection of H_0 and makes model in question significant. Under this condition it can be concluded that at least one or more independent variables are useful in interpreting dependent variable.

Examining the impact of individual variables

Table 14 in Appendix E reveals one and only variable that has a p-value < 0.05 which is "ExcitementTotal" (= 0.021) thereby confirming there is only one independent variable that can be characterized as significant in explanation of dependent variable.

Models 2.1, 2.2 and 2.3: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "EnergeticTotal" by application of English, Portuguese and Russian samples individually.

Overall models fit

Appendix E, Table 16 (a) displays that R^2 in Model 2.1 equals 0.276. Tables 16 (a) and (b), in turn, show that R^2 in Model 2.2 amounts to 0.438 and to 0.227 on Model 2.3. It, therefore, can be concluded that independent variables explain 27.6% of variance in dependent variable "EnergeticTotal in model 2.1, 43.8% in model 2.2. and only 22.7% in model 2.3. The same table shows values of adjusted R^2 where the value of Model 2.1 is 0.203, of Model 2.2 is 0.381 and of Model 2.3 is 0.141, which do not appear to be substantially lower the values of R^2 discussed above. However, for fully comprehensive overview, test F to the validity should be applied. From Appendix E, Table 18 (a), (b) and (c) it can be observed that value of the test statistic (F) = 3.805 in regression model considering sample which includes English-speaking population, (F) = 7.779 in regression model considering sample which includes Portuguese-speaking population, and (F) = 2.903 in regression model considering sample which includes Russian-speaking population. The p-values across all three models are ≤ 0.05 which means that at least some independent variables in each model are significant in explaining dependent variable "Energetic.

Examining the impact of individual variables

Table 19 (a), (b) and (c) illustrate that there is only one significant independent variable in explaining "EnergeticTotal" per each model. In the model considering English-speaking population (Model 2.1), it is the variable "CompetenceTotal", Portuguese-

speaking (Model 2.2) – "ExcitementTotal" which, notably, is in sync with regression model 2 that applies total sample, and Russian-speaking (Model 2.3) – "FinancialValueTotal".

Model 3: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AestheticallyAppealingTotal" by application of total sample.

Overall model fit

Referring to Appendix E, Table 22 one can see that R^2 of model under consideration is 0.331 which tells that independent variables explain 33.1% of variability of dependent variable. The value of adjusted R^2 is 0.31 which is not substantially lower the value of R^2. To see a bigger picture of the model's validity, it is useful to address an F-test. Table 23 in Appendix E shows that value of the test statistic (F) = 15.870 and p- value (sig = 0.000) is below 0.05 which signifies rejection of null hypothesis and indicates that at least some of the variables in Model3 are significant in explaining dependent variable "Aesthetically AppealingTotal".

Examining the impact of individual variables

Appendix E, Table 24 reveals three variables whose significance level is acceptable (sig < 0.05): "FinancialValueTotal" (sig = 0.000, $\beta = 0.211$), "ExcitementTotal" (sig = 0.028; $\beta = 0.171$) and "FunctionalValueTotal" (sig = 0.022; $\beta = 0.138$).

Models 3.1, 3.2 and 3.3: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AestheticallyAppealingTotal" by application of English, Portuguese and Russian samples individually.

Overall models fit

Appendix E, Tables 27 (a) demonstrates that R^2 of regression model addressing English-speaking sample amounts to 0.194. Table 27 (b) shows that R^2 of the model addressing Portuguese-speaking sample is 0.595 and of the model addressing Russian-speaking population is 0.346 (c). From this it can be inferred that predictor variables explain 19.4% of dependent variable "AestheticallyAppealingTotal" in model 3.1, 59.5% in the model 3.2 and 34.6 in the model 3.3. The value of adjusted R^2 of the model 3.1. is 0.113, of the

model 3.2 is 0.554 and of the model 3.3 is 0.280 which do not seem to substantially differentiate from the values of R^2 examined above. To ensure the quality of the models further, test F to the validity should be studied. Tables 28 (a), (b) and (c) display that test statistics (F) = 2.407 in model 3.1, 14.666 in model 3.2 and 5.227 in model 3.3. The p-values in all three models are < 0.05 which points out the fact that at least one or more predictor parameters are valuable is explaining dependent parameter "AestheticallyAppealingTotal".

Examining the impact of individual variables

Sometimes it is important to take into account that significance of the overall model does not automatically imply that all or even one regression coefficients are significant (Mooi and Sarstedt, 2011). Such trend can be discovered in Appendix E, Table 29 (a) where p-value across "Sig" column are above 0.05. Analyzing model 3.2 represented in Table 29 (b) one can draw out two significant variables: "ExcitementTotal" (sig = 0.000; β = 0.578) and "RuggednessTotal" (= 0.044; β = - 0.176). Table 29 (c), in turn, shows that there is only one significant variable which is "FinancialValueTotal" (sig= 0.01). It is noteworthy that β coefficient of the variable "RuggednessTotal" is negative. This implies that a 1-unit increase in the variable "RuggednessTotal" results in decrease in attitudes towards dependent variable "AestheticallyAppealingTotal" (Mooi and Sarstedt, 2011).

Model 3.1.1 The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AestheticallyAppealingTotal" by application of English sample (Model 3.1 revisited).

Regression analysis of Model 3.1 showed that while the overall model was significant, the independent variables rendered no significant impact. According to Chatterjee and Hadi (2015), this heralds that although none of the independent variables have significant explanatory effect, the entire selection of variables explains significant part of the variance of dependent variable. This problem usually emerges amid multicollinearity, i.e. high correlation of independent variables (Chatterjee and Hadi, 2015). Therefore, in order to run another regression analysis with the same dependent parameter, one has to remove independent variable with the highest p-values in Model 3.1 (Chatterjee and Hadi, 2015). Table 29 (a) in Appendix E shows that there are six independent variable that have high level of significance: "FinancialValueTotal" (sig = 0.729), "IndividualValueTotal" (sig =

0.730), “SocialValueTotal” (sig = 0.933), “SincerityTotal” (sig = 0.641), “ExcitementTotal” (sig = 0.488) and “SophisticationTotal” (sig = 0.514).

Overall Model fit

Table 27 (a1) in Appendix E reveals that R^2 for model 3.1.1 is 0.167 meaning that only 16.7% of the variance of dependent variable is explained by independent variables. The value of adjusted R^2 is 0.141 which is not substantially different from the R^2. Table 28 (a1) shows that F test to the validity equals 6.396 and p-value is 0.01 which indicates the overall model significance and that at least one independent variable is significant.

Examining the impact of individual variables

Table 29 (a1) in Appendix E shows that” CompetenceTotal” is significant and positively related to dependent variable “AestheticallyAppealingTotal”.

Model 4. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness “OriginalTotal” by application of total sample.

Overall model fit

Appendix E, Table 32 reveals that R^2 for Model 4 equals 0.458 which signals that independent variables explain 45.8% of the dependent variable “OriginalTotal”. Furthermore, looking at the same table it can be detected that the value of adjusted R^2 is 0.441 which is not considerable different from R^2. To check the quality of the model under analysis further, F-test to the validity should be investigated. Table 33 in Appendix E shows that value of the test statistics (F) = 27.102 and p-value (sig = 0.000) below 0.05 therefore rejecting H_0 and concluding that the overall model is significant and that at least some of the independent variables are important in explaining dependent variable.

Examining the impact of individual variables

Table 34 in Appendix E displays that there are five independent variables with satistisfactory p-values: “SincerityTotal” ($\beta = 0.279$), followed by “ExcitementTotal” ($\beta = 0.219$), “SophisticationTotal” ($\beta = 0.170$), “FinancialValueTotal” ($\beta = 0.127$) and “FunctionalValueTotal” ($\beta = 0.112$).

Models 4.1, 4.2 and 4.3: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "OriginalTotal" by application of English, Portuguese and Russian samples individually.

Overall models fit.

Table 37 (a) in Appendix E represents summary for regression model 4.1 where R^2 equals 0.327. Tables 37 (b) and (c), in turn, show the values of R^2 amounting to 0.709 and 0.374. This means that independent variables in models 4.1 and 4.3 explain 32.7% and 37.4% of dependent variable "OriginalTotal". Contrarily, in model 4.3 nine predictor parameters explain 68% of the dependent parameter meaning that only 32% is left unexplained hence, showing strong effect. As for adjusted R^2, the value in model 4.1 is 0.260, in model 4.2 is 0.680 and in model 4.3 is 0.311 which is acceptable considering that the determinant in question is always lower than its predecessor. To test models' quality further, F-test should be addressed. Tables 38 (a), (b) and (c) represent that value of the test statistic in model 4.1 (F) = 4.859, in model 4.2 (F) = 24.384, and in model 4.3 (F) = 5.908. The p-value across all three tables is below 0.05 (sig = 0.000) which tells that all models in question are significant and that at least some of the independent variables are important in explaining dependent variable "OriginalTotal".

Examining the impact of individual variables

Looking at p-values values in Appendix E, Table 39 (a) one may not that all of them are above 0.05 telling that none of the variables are significant albeit the fact that overall Model (Model 4.1) is. Table 39 (b) reveals that significant variables of regression model 4.2 are as follows: ExcitementTotal" (β = 0.458), "SincerityTotal" (β = 0.439), "SophisticationTotal" (β = 0.238), "FunctionalValueTotal" (= 0.149), and "RuggednessTotal" (= - 0.155). Moving on to Model 4.3 (see Table 39 (c), the most significant variable is "SophisticationTotal" (β = 0.285) followed by "SocialValueTotal" (β = 0.237).

Model 4.1.1. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "OriginalTotal" by application of English sample (Model 4.1 revisited).

Analogously to the regression model 3.1, Model 4.1 did not produce any significant individual variables while also being significant in outline. Therefore, following advice

of Chatterjee and Hadi (2015), another regression model with dependent variable "OriginalTotal" was carried out. Before running a new regression analysis, variables with highest p-value seen in Table 39 (a), Appendix E were removed, "FunctionalValueTotal" (sig = 0.929), "IndividualValueTotal" (sig = 0.761), "SocialValueTotal" (sig = 0.437), "CompetenceTotal" (sig = 0.680) and "SophisticationTotal" (sig = 0.416).

Overall model fit

Table 37 (a1) in Appendix E shows that R^2 for Model 4.1.1 equals 0.308 which signifies that 30.8% of variability of dependent variable "OriginalTotal" is explained by independent parameters. The value of adjusted R^2 is 0.279 which is not substantially different from the value of R^2. Next, Table 38 (a1) reveals that F value is 10. 597 and neighbouring p-value is below 0.05 which tells that at least one independent variables in important in explaining dependent variable "OriginalTotal".

Examining the impact of individual variables.

Table 39 (a1) in Appendix E showcases that "ExcitementTotal" (β = 0. 324) and "SincerityTotal" (β = 0.243) are two significant variables.

Model 5. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AuthenticTotal" by application of total sample.

Table 42 in Appendix E shows that R^2 value of Model 5 is 0.457 meaning that independent variables explain 45.7% of the variance of dependent variable "Authentic Total". The value of adjusted R^2 is 0.440 which is not substantially different from R^2. Appendix E, Table 43 exhibits that value of the test statistic (F) = 26.993 and p-value (sig) is 0.000 which results in rejection of H_0 and points out the fact that at least some of the nine predictor variables are significant in explaining dependent variable "AuthenticTotal".

Examining the impact of individual variables

Since regression model 5 has been recognized significant in explaining dependent variable "AuthenticTotal", it is reasonable to consider independent variables usability through T-test. Table 44 in Appendix E presents three independent variables that can be characterized as significant provided that their p-values (sig) are below 0.05.

Standardized β coefficients column, in turn, shows that the most important variable in explaining "AuthenticTotal" is "FinancialValueTotal" (β = 0.264), followed by "FunctionalValueTotal" (β = 0.199) and "SincerityTotal" (β = 0.168).

Overall models fit

Appendix E, Tables 47 (a), (b) and (c) showcase that the R^2 values of the models 5.1, 5.2 and 5.3 are 0.408, 0.693 and 0.365, which connotes that predictor variables explain 40.8% of variance of the dependent variable "AuthenticTotal" in model 5.1, 69.3% in model 5.2 and 35.5% in model 5.3. The values of adjusted R^2 that can be found in the same table do not show substantial difference from the values of R^2 across all three markets. To further validate the model, F-test should be taken into account. Table 48 (a) in Appendix E displays that value of test statistic (F) = 6.884 and p-value (sig) = 0.000 in model 5.1. Tables 48 (b) and (c), in turn, illustrate that (F) = 22.542 in model 5.2 and 5.680 in model 5.3 with both p-values lower than 0.05 (sig = 0.000). Such statistics indicates to rejection of H_0 and assumes that at least some independent variables are important in explaining dependent variable "AuthenticTotal" across all three models.

Examining the impact of individual variables

From Table 49 (a) in Appendix E it can be detected that there are two significant variables in model 5.1: "SincerityTotal" (β = 0.275) and "FinancialValueTotal (β = 0.196). As for model 5.2, Table 49 (b) shows significance of the variable "ExcitementTotal" (β = 0.286), followed by "SincerityTotal" (β = 0.261) and "FunctionalValueTotal" (β = 0.168). Lastly, Table 49 (c) reveals that Model 5.3 has three significant variables: "FinancialValueTotal" (β = 0.368), "FunctionalValueTotal" (β = 0.258).

Model 6. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "RebelliousTotal" by application of total sample.

Overall model fit

From Appendix E, Table 52 one can derive that R^2 of regression model 6 is 0. 319 suggesting that 31.9% of the variance of dependent variable "RebelliousTotal" is explained by independent variables. The value of adjusted R^2 equals 0.298 which is not considerably lower than the value of R^2. To test the validity of the model in question further, F-test should be addressed. Table 53 in Appendix E shows that value of the test

statistics (F) = 15.028 and p-value is below 0.05 (sig = 0.000) implying rejection of H_0 and thereby confirming that at least some independent variables in the model in question are useful in explaining dependent variable "RebelliousTotal".

Examining the impact of individual variables

Table 54 in Appendix E represents 4 significant independent variables (sig < 0.05): "ExcitementTotal" (β = 0.550), "SincerityTotal" (β = 0.168), "CompetenceTotal" (β= (-0.276) and "IndividualValueTotal" (β= (-0.157).

Models 6.1, 6.2 and 6.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AestheticallyAppealingTotal" by application of individual samples.

Overall models fit

Table 57 (a) in Appendix E reveals that R^2 of the regression model 6.1 equals 0.330. Tables 57 (b) and (c), in turn, show that R^2 of regression model 6.2 is 42.7 and of regression model 6.3 is 36.7. In addition, the values of adjusted R^2 across all three models are not substantially different from the values of R^2. However, to gain a more in-depth models' quality analysis, F-test should be considered. Tables 59 (a), (b) and (c) in Appendix E demonstrate that value to test statistic (F) = 4.929 in Model 6.1, 7.452 in model 6.2 and 5.744 in model 6.3. The p-values across all three models are below 0.05 which confirms the rejection of null hypothesis and assumes that at least some independent variables are important in explaining dependent variable "RebelliousTotal".

Examining the impact of individual variables

From Tables 59 (a), (b) and (c) in Appendix E it can be detected that there are two independent variable that can be referred as significant in Model 6.1:"ExcitementTotal" (β = 0.618) followed by "CompetenceTotal" (β = (-0.274)., one ("ExcitementTotal") in Model 6.2 and four in Model 6.3: "SocialValueTotal" (β = 0.470), followed by "ExcitementTotal" (β = 0.321), "FinancialValueTotal" (β = 0.244) and "CompetenceTotal" (β = (-0.455).

Model 7. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "HighStatusTotal" by application of total sample.

Overall model fit

Table 62 in Appendix E discloses that R^2 of Model 7 amounts to 0.526 which suggests that 52.6% of dependent variable's variability is explained by independent variables. The adjusted R^2 value equals 0.511 which does not represent a big difference from the value of R^2 and thus, does not potentiate removal of independent variables. To test model's quality further, F-test to the validity should be analysed. From table 63 in Appendix E once can deduct that value of test statistics (F) = 35.591 and adjacent p-value is below 0.05 which (sig = 0.000) which means rejection of H_0 and therefore, leads to a conclusion that at least one or more regression coefficients are significant in explaining dependent variable "HighStatusTotal".

Examining the impact of individual variables

The validity of the overall model presumes examination of the effect of each independent variable which requires addressing a T-test. Table 64 in Appendix E shows four significant variables (sig < 0.05) in Model 7. As standardized β coefficients column tells, the most important independent variable "HighStatus" is "SophisticationTotal" (β = 0.484), followed by "FunctionalValueTotal" (β = 0.157), "SincerityTotal" (β = 0.129) and "FinancialValueTotal" (β = 0.126).

Models 7.1, 7.2 and 7.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AestheticallyAppealingTotal" by application of individual samples.

Overall models fit

Appendix E, tables 67 (a), (b) and 9c) reveal that R^2 values for models 7.1, 7.2 and 7.3 are 0.512, 0.641 and 0.511. The figures tell independent variables explain 51.2% of dependent variable "HighStatusTotal" in Model 7.1, 64.1% in Model 7.2, and 51.1% in Model 7.3. As for adjusted R^2, the values do not seem to be substantially lower that those of R^2. To analyse model's quality further, F-test should be addressed. Tables 68 (a), (b) and (c) in Appendix E show that value of the test statistic in Model 7.1 (F) = 10.486, in Model 7.2 (F) = 17.864 and in Model 7.3 (F) = 10.343. P-values across all three tables are below 0.05 (sig = 0.000) which results in rejection of H_0 and confirms that at least one or some independent variables in each of the models are significant.

Examining the impact of individual variables

Table 69 (a) in Appendix E shows that there is one independent variable, namely "SophisticationTotal", that can be identified as significant. Tables 69 (b) and (c) demonstrate two significant variables in regression model 7.2: "SophisticationTotal" (β = 0.432) and "ExcitementTotal" (β = 0.299), and one significant variable in model 7.3 ("SophisticationTotal").

Model 8: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "PopularTotal" by application of total sample.

Overall model fit

From table 72 in Appendix E one can observe that the value of R^2 for regression model 7 equals 0.412 which means that independent variables explain 41.2% of dependent variable "PopularTotal". Furthermore, adjusted R^2 value amounts to 0.394 which tells that there is no substantial difference between measure in question and R^2 discussed above. To check model's quality even further, F-test to the validity must be employed. Table 73 in Appendix E shows value of the test statistic (F) = 22.529 and neighboring p-value below 0.05 (sig = 0.000) which means rejection of H_0 and indicates that at least of or some independent variables are important in explaining dependent variable "PopularTotal".

Examining the impact of individual variables

Table 74 in Appendix E shows two significant independent variables (sig < 0.05): "SophisticationTotal" (β = 0.266) and "ExcitementTotal" (β = 0.143).

Models 8.1, 8.2 and 8.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "PopularTotal" by application of individual samples.

Overall models fit

Tables 76 (a), (b) and (c) in Appendix E show that R^2 values for models 8.1, 8.2 and 8.3 are 0.413, 0.583 and 0.503 pointing out that independent variables in Model 8.1. explain

41.3% of the variability of the dependent variable "PopularTotal", 58.3% in Model 8.2 and 50.3% in Model 8.3. As for adjusted R^2, values across all three tables do not show any substantial difference from the values of R^2 and thus, do not necessitate removal of independent variables. However, to check the validity of the model further, F-test should be reviewed. Tables 79 (a), (b) and (c) show that value of test statistic (F) in Model 8.1 is 7.041, in Model 8.2 is 13.979 and in model 8.3 is 10.027. The p-values across all three tables are below 0.05 (sig = 0.000) which implies rejection of H_0 and confirms that at least one or some predictor variables are significant in explaining dependent variable "PopularTotal".

Examining the impact of individual variables

Tables 79 (a) and (b) in Appendix E show that there are two significant variables in each Model 8.1: "CompetenceTotal" (β = 0.405) and "FinancialValueTotal" (β = 0.190), and Model 8.2: "SophisticationTotal" (β = 0.550) and "ExcitementTotal" (β = 0.270). Table 97 (c) displays three significant variables: "SophisticationTotal" (β = 0.328), followed by "SincerityTotal" (β = 0.306) and "FinancialValueTotal" (β = 0.245).

Model 9: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "SubculturalTotal" by application of total sample

Overall model fit

From Table 82 in Appendix E it can be deducted that R^2 of the model in question equals 0.435 which tells that independent variables explain 43.5% of variability of dependent variable "SubculturalTotal". The value of adjusted R^2 (= 0.418) is not substantially lower the value of R^2 discussed above. Table 83 in Appendix E shows that the value of the test statistic (F) = 24.762 and p-value below 0.05 (sig = 0.000) which signifies rejection of H_0 meaning that at least one or some predictor variables are important in explaining dependent variable "SubculturalTotal".

Examining the impact of individual variables

From Table 84 in Appendix E it can be observed that there are four significant variables in regression model 9: "SincerityTotal" (β = 0.334, followed by "SocialValueTotal" (β = 0.195), "FinancialValueTotal" (β = 0.163) and consequently "FunctionalValueTotal" (β = 0.114).

Models 9.1, 9.2 and 9.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "PopularTotal" by application of individual samples.

Overall models fit

From Tables 91 (a), (b) and (c) it is possible to deduce that R^2 values for regression models 9.1, 9.2 and 9.3 equal 0.395, 0.615 and 0.393. This assumes that independent dimensions explain 39.5% of dependent variable "SubculturalTotal" in Model 9.1, 61.5% in Model 9.2 and 39.3% in Model 9.3. The values of adjusted R^2 of Model 9.1 (R^2 = 0.334) and Model 9.3 (R^2 = 0.334) are substantially lower than the above-mentioned values of R^2 which signals that too many variables were included in the models and that some of them could be eliminated. Contrarily, the value of adjusted R^2 in model 9.3 amounts to 0.576 which is close to the value of R^2, hence, not requiring variables potential withdrawal. Tables 92 (a), (b) and (c) in Appendix E show that value to test statistics (F) = 6.522 in Model 9.1, 15. 969 in Model 9.2. and 6. 391 in Model 9.3 whereas p-values across three tables are below 0.05 (sig = 0.000). This leads to rejection of H_0 and concludes that at least one or some independent parameters are important in explaining dependent variable "SubculturalTotal".

Examining the impact of individual variables

From Tables 93 (a) and (c) in Appendix E one can observe that Models 9.1 and 9.2 each have two significant independent variables. Table 93 (b) displays that there are three significant variables in regression model 9.2. Measuring the importance of the variables in question, it can be inferred that "SincerityTotal" is the variables with the highest β coefficient across all three tables. Besides, "SocialValueTotal" is the second important variable in Model 2.1 and 2.2. Lastly, the third important variable in Model 2.2 is "FunctionalValueTotal" and the second important variable in Model 2.3 is "FinancialValueTotal".

Model 10: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "PopularTotal" by application of total sample.

Overall model fit

Table 96 in Appendix E displays that R^2 Model 10 amounts to 0.319 suggesting that 31.9% of the variance of dependent variable "IconicTotal" is explained by independent variables. Adjusted R^2 (0.298) does not seem to be very different from R^2. From Table 97 in Appendix E it can be seen that the value of the test statistic (F) = 15.065 and the neighboring p-value is below 0.05 (sig = 0.000) which confirms rejection of H_0 and gives a ground to affirm that at least one or some independent variables are significant.

Examining the impact of individual variables

As seen in Table 98 in Appendix E there is one and only significant variable in model 10: "SophisticationTotal" which leads to no further analysis given its singularity.

Models 10.1, 10.2 and 10.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "PopularTotal" by application of individual samples.

Overall models fit

Tables 101 (a), (b) and (c) show that R^2 equals 0.317 in Model 10.1, 0.455 in Model 10.2 and 0.386 in Model 10.3. This means that independent variables explain 31.7% in Model 10.1, 45.5% in Model 10.2 and 38.6% in Model 10.3. As for the value of adjusted R^2, once can tell that they are substantially across all three models which indicates that too many independent variables were included that that some of the could be removed. Tables 102 (a), (b) and (c) in Appendix E show that value to test statistic (F) = 4.638 in Model 10.1, 8.365 in Model 10.2 and 6.228 in Model 10.3. The p-value are below 0.05 (sig = 0.000) which assumes rejection of H_0 and therefore, implies that at least one or some independent variables are important in explain dependent variable "IconicTotal" across three models under analysis.

Examining the impact of individual variables

Tables 103 (a) and (c) in Appendix E display that there is one significant independent variable in Model 10.1 ("SincerityTotal") and four significant variables in Model 10.3: "SophisticationTotal" ($\beta = 0.396$), "FinancialValueTotal" ($\beta = 0.270$) "ExcitementTotal"

(β = (-0.270) and "SocialValueTotal" (β = (-0.225). As for Model 10.2, as it has been noted earlier, the significance of the overall model does not always lead to all or even one of the independent variables being significant (Mooi and Sarstedt, 2011). This can be exemplified by column "Sig" in Table 103 (b) in Appendix E where no p-value is above 0.05 indicating that all the variables included in the model are insignificant.

Model 10.2.1. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "IconicTotal" by application of Portuguese sample (Model 10.2 revisited).

Regression analysis above showed that Model 10.2 while being significant on the overall level, had no significant individual variables. This fortified the need to eliminate independent variables with the highest p-value. Table 103 (b) in Appendix E shows that independent variables with the highest p-value are "FinancialValueTotal" (sig = 0.540), "FunctionalValueTotal" (sig = 0.668), "SocialValueTotal" (sig = 0.396), "CompetenceTotal" (sig = 0.594), "RuggednessTotal" (0.509).

Overall model fit

Table 101 (b1) in Appendix E shows that the value of R^2 is 0.386 which tells that 38.6% of variability of dependent variable "IconicTotal" is explained by independent variables. The values of adjusted R^2 is 0.324 is relatively lower that the value of R^2 therefore heralding that too many variables were included in the model and some of them could possibly be left out. To verify the above conclusion, F test to the validity should be addressed. Tables 102 (b1) in Appendix E reveals that F value equals 19.125 and p-value is below 0.05 (sig = 0.000) which signals rejection of H_0 and that at least one or some independent variables are significant in explaining dependent variable "IconicTotal".

Examining the impact of individual variables

Table 103 (b1) in Appendix E displays that "IndividualValueTotal" is one and only significant variable in explaining dependent variable "IconicTotal", sig = 0.028, β = 0.217.

4.3.2 Consequences

Model 11. The effect of brand coolness dimensions on "PassionateDesireTotal" by application of total sample.

Overall model fit.

Table 2 in Appendix F yields value of R^2 equalling 0.316 meaning that 31.6% of variable of the dependent variable "PassionateDesireTotal" is explained by independent variables. The adjusted R^2 value is 0.292 which is not substantially different from the R^2 value. To get further evidence of the model's validity, F-test should be addressed. From Appendix F Table 3 it can be observed that the value of the test statistic (F) = 13. 305 and the p-value (sig = 0.000) is below 0.05 which results in ejection of H^0 and leads to conclusion that al least one of some predictor dimensions are important in explaining dependent variable "PassionateDesireTotal".

Examining the impact of individual variables

From Table 4 in Appendix F it can be deducted that there are three independent variable that can be referred as significant (sig <0.05): "SubculturalTotal" ($\beta = 0.257$), followed by "OriginalTotal" ($\beta = 0.188$) and "PopularTotal" ($\beta = 0.181$).

Models 11.1, 11.2 and 11.3.

The effect of brand coolness dimensions on "PassionateDesireTotal" by application of individual samples.

Overall models fit

Tables 6 (a), (b) and (c) in Appendix F show that R^2 values for regression models 11.1, 11.2 and 11.3 are 0.388, 0.443 and 0.307. This signals that independent variables explain 38.8% of variance of dependent variable in Model 11.1, 44.3% in Model 11.2 and 30.7% in Model 11.3. Looking at adjusted R^2s, the value of regression model 11.1 is 0.319, 11.2 is 0.381 and 11.3 is 0.228 which do not necessitate variables removal. Tables 7 (a), (b) and (c) in Appendix F show that value to test statistic (F) = 5.642 in Model 11.1, 7.081 in Model 11.2 and 3.896 in Model 11.3. The p-values across all three tables are below 0.05 (sig = 0.000) which implies rejection of H_0 and assumes that al least one or some independent variables are important in explaining dependent variable "PassionateDesireTotal".

Examining the impact of individual variables

Significance of each model in question solidifies T-test analysis importance. Table 8 (a) in Appendix F reveals that there are 3 significant independent variables in Model 11.1 where "PopularTotal" is the most significant one (β = 0.289), followed by "UsefulTotal" (β = 0.233) and "OriginalTotal" (β = 0.211). In model 11.2 one can detect only one significant variable, namely "SubculturalTotal" (see Table 8(b) in Appendix F). Lastly, as Table 8 (c) in Appendix F shows, there are two significant independent parameters in Model 11.3 with "OriginalTotal" (β = 0.358) being the most important followed by "SubculturalTotal" (β = 0.238).

4.4 Coolness of luxury fashion brands according to cultural identity

The next section is devoted to the last hypothesis of the present research:

H4: Luxury fashion brands are cooler in Portuguese-speaking and Russian-speaking cultures than in English-speaking cultures.

In order to see the extent of agreement/disagreement towards coolness' individual variables across three cultural groups, on has to address a One -Way ANOVA test. Considering the number of groups, the hypotheses are as follows:

$$H_0: \mu_1 = \mu_2 = \mu_3$$

$$H_1: \text{At least two of } \mu_1, \mu_2 \text{ and } \mu_3 \text{ are different}$$

The null hypothesis coveys that population means are the same across all three cultural identities (Mooi and Sarstedt, 2011). The alternative hypothesis, in turn, assumes that at least two population means are statistically significantly different (Mooi and Sarstedt, 2011). It is important to stress that dependent variable in each of the ANOVA tests is variable of brand coolness (each to its own test) and factor (dependent variable) is a computed variable "Survey" used in regression analysis to see cross-cultural differences.

Assumptions:

1. **Normality**

Following central limit theorem, sample size applied to the following One - Way ANOVA tests is large enough ($n \geq 30$), thus implying normal distribution (Urdan, 2016). Moreover, the samples are nearly equally-sized with number of English and Portuguese speaking respondents amounting to 100 in each sample, and 99 respondents in Russian speaking sample (Mooi and Sarstedt, 2011).

2. **Sample independence**

Each of the three population sub-samples constituting the total sample used in the present research has been produced independently from one another (Mooi and Sarstedt, 2011).

3. **Variance equality**

The population variance in each of the three groups is similar.

4. **Dependent variable measured on a scale**

Dependent variables, i.e. variables of coolness are measure of a Likert-type scale.

Hypotheses of Test of Homogeneity of Variance:

$H_0 = \sigma^2_1 = \sigma^2_2 = \sigma^2_3$

$H_1 = \sigma^2_i \neq \sigma^2_j$, for some pair (i, j), with $i \neq j$

Effect size formula:

$$\eta 2 = \frac{SSb}{SSt},$$

where SS_b is between-group variation and SS_t is total variation.

Analysis of the variable "Useful"

Looking at Table 1 in Appendix G, it can be observed that the independent variable "Survey" includes three groups: English (M = 4.1925; SD = 1.16116; n = 100), Portuguese (M = 4.8425; SD = 1.53192; n =100) and Russian (M = 4.2449; SD = 1.45991; n = 99). Table 2 displays that the number sig is above $\alpha = 0.05$ which assumes acceptance of H_0 and thus, points out to the fact that the assumption of homogeneity of

variances is met. The ANOVA is tested to be significant, (F) = 6.707, sig = 0.01. This gives a ground to conclude that there is significant evidence to reject H_0 and that there is a statistically significant difference somewhere among dependent variable "UsefulTotal" in three addressed groups.

Since the overall ANOVA was tenable, the next step is evaluation of statistical significance of the difference between each pair of groups. This can be done by looking at Table 6 in Appendix G which tells that there are significant pairwise differences between English-speaking and Portuguese-speaking population, and Russian-speaking and Portuguese speaking. To interpret these differences further, one must address column "Mean Differences" in Table 4. In the first row it can be seen that the difference in means between English and Portuguese group is -0.6500 units and that p-value seen across the row equals 0.003 which indicates to statistically significant difference. Comparing English and Russian groups, it can be observed that the difference between the two (-.05.245) is insignificant given the p-value (sig = 0.962) is greater than 0.05. Addressing Portuguese and Russian respondents, it can be detected the difference is also significant with p-value amounting to 0.08.

Now that it has been determined that there is significant difference among the addressed groups, the next step is to assess the mean scores between the groups. Observing Figure 1 in Appendix G, it can be detected that English-speaking respondents are the most uncertain about variable "UsefulTotal", followed by Russian-speaking. Contrarily, Portuguese-speaking participants, seem to have the lowest level of uncertainty with the variable discussed. However, it is important to highlight that sometimes mean plots can be rather misleading dramatizing the mean difference (Mooi and Sarstedt, 2011). Therefore, it is useful to, once again, address actual mean values in descriptive statistics and to compute the effect size (η^2), i.e. the magnitude of the effect the independent variable "Sample" has on dependent (Factor) variable "UsefulTotal" (Mooi and Sarstedt, 2011). Looking at mean values in Table 1, it can be seen that indeed, Portuguese sample has the highest value whereas Russian and English are close to each other. To calculate the effect size, the ANOVA Table 3 must be looked at, namely the column marked as "Sum of Squares":

$$\eta 2 = \frac{26.044}{600.730} = 0.043 \qquad (1)$$

The outcome reveals a rather small difference in the mean scores between groups.

Overall result

To summarize the results, Portuguese-speaking appear to differ significantly from English-speaking and Russian-speaking in attitudes towards variable "UsefulTotal" when thinking about luxury fashion brands they have indicated. However, mean scores suggest that variable "UsefulTotal" as a whole is little influenced by cultural groups.

Analysis of the variable "Energetic"

Table 7 in Appendix G shows descriptive statistics for independent variable "Survey" in a second One-Way ANOVA test which includes three groups English (M = 4.3675; SD = 1.16961 ; n = 100), Portuguese (M = 4.7900; SD = ; n =) and Russian (M = 4; SD = 1.59534; n = 99). Next, given the p-value in Table 8 is below $\alpha = 0.05$, the H_0 is rejected meaning that ANOVA test should not be considered. However, it has to be noted that under conditions that total sample is above 30 (n = 299) and equal sub-samples sizes (100, 100 and 99), ANOVA is robust to violation of homogeneity of variance (Mooi and Sarstedt, 2011). Table 9 shows that F = 2.191 with p-value of 0.114 which is above 0.05 and which signals acceptance of H_0 that there is no difference in the mean extent of agreement/disagreement with variable "EnergeticTotal" across three cultural groups.

Analysis of the variable "Aesthetically Appealing"

Table 12 in Appendix G represents that the independent variable "Survey" consists of three groups: English (M = 6.2275; SD = .84095; n =100), Portuguese (M = 5.7300; SD = 1.50993; n = 100) and Russian (M = ; SD = ; n = 99). From Table 13, it can be deduced that p-value is less than $\alpha = 0.05$ which means that assumption of equality of variance is not fulfilled. However, similarly to the previous variable discussion, ANOVA is robust to the violation if total sample size exceeds 30 and that sub-samples are nearly equal (Mooi and Sarstedt, 2011). Taking ANOVA into account, one can see that F = 4.870 and p-value = 0.008 which presumes rejection of H_0 and signifies that at least two mean groups differ significantly (see Table 14, Appendix G).

From Table 17 in Appendix G it is observable that subsets of means that do not vary significantly at p-value ≤ 0.05 are Russian and Portuguese, and subsets that do are Russian and English and Portuguese and English. Next, first row of the column in Table 15,

Appendix G displays that mean difference between English and Portuguese groups is 0.49750 at p-value equalling 0.23 which renders significance. The difference between English and Russian (0.45043) is also significant given the p-value is 0.17. The difference between Portuguese and Russian, however, (0.02293), shows insignificance with p-value (sig = 0.992). Examining the plot in Figure 3, Appendix G, it can be seen that the group which agrees to a largest extent with the assumption that luxury fashion brands of their choice are aesthetically appealing is English one. Portuguese and Russian groups are the ones that agree with the above to a slightest extent. The actual descriptive statistics values confirm that (see table 12, Appendix G). Lastly, the strength of the effect shows a rather small difference in the mean scores between three groups:

$$\eta 2 = \frac{17.263}{541.865} = 0.0302 \quad (2)$$

Overall result

All in all, English group seems to agree the most with a statement that luxury fashion brands they have assumed are aesthetically appealing. Portuguese and Russian groups agree to a moderate extent. The mean scores, however, reveal that the dependent variable "AestheticallyAppealingTotal" is affected by cultural identity to a small extent.

Analysis of the variable "Original"

Table 18 in Appendix G displays three cultural groups comprising the independent variable 'Survey": English (M = 5.1033; SD = 5.5100; n = 100), Portuguese (M = 5.5100; SD = 4.7374; n = 100) and Russian (M = 4.7374; SD = 1.46096; n = 99). Assumption of equality of variance is fulfilled since p-value is above $\alpha = 0.05$ (see Table 19, Appendix G). ANOVA can be referred as significant with F = 7.299 and p-value below 0.05 (sig = 0.001).

Pairwise, there is a significant difference between Russian and Portuguese groups (see Table 23, Appendix G). Indeed, looking at the first row of Table 21 in Appendix G one can see that the mean difference between English and Portuguese groups (-.040667) is insignificant (sig = 0.104). The same applies to English versus Russian group with mean difference equalling 0.36596 units and p-value seen across the row being greater than

0.05 (sig = 0.161). As for Portuguese and Russian, the second row in the same table shows that the difference (= 0.77263**)** is significant (sig = 0.000).

Observing Figure 4 in Appendix G it is possible to draw that Portuguese speaking agree to a moderate extent with the claim that luxury fashion brands they have indicated are original, followed by English-speaking. Russian speaking, however, are rather undecided. Descriptive statistics from Table 18, Appendix G show that, indeed, Portuguese-speaking take the highest position with English-speaking being after, and Russian-speaking having the smallest mean score. Lastly, the effect size is as follows:

$$\eta 2 = \frac{29.731}{616.491} = 0.048 \quad (3)$$

Overall result

The analysis showed that Portuguese-speaking have the highest mean score, followed by English. Russian – speaking, have the lowest mean score. Taken jointly, the results assume that the dependent variable "OriginalTotal" is influenced by cultural groups to a small degree.

Analysis of the variable "Authentic"

From Table 24 in Appendix G one can derive descriptive statistics for independent variable 'Survey" composed of three groups: English (M = 5.2875; SD = 1.00024; n = 100), Portuguese (M = 5.4825; SD = 1.47849; n = 100) and Russian (M = 5.1389; SD = 1.56623; n = 99). Provided that p-value in Table 25 is below $\alpha = 0.05$, the H_0 is rejected implying that ANOVA is not to be analyzed. Taking into account the fact that total sample is greater than 30 and sub – samples are nearly equally-sized, ANOVA is still relevant regardless of violation of the assumption above (Mooi and Sarstedt, 2011). Table 26 in Appendix G displays that F = 1.574 and p-value is above 0.05 (sig = 0.209) which signifies acceptance of H_0 meaning that there is no difference in the mean extent of agreement/disagreement with variable "AuthenticTotal" across three cultures.

Analysis of the variable "Rebellious"

Table 30 in Appendix G reveals descriptive statistics for an independent variable "Survey" which includes three groups: English (M = 3.7675; SD = 1.33251; n = 100),

Portuguese (M = 4.7300; SD = 1.60282; n = 100) and Russian (M = 3.9141; SD = 1.53869; n = 100). Looking at Table 31 one can observe that p-value is above $\alpha = 0.05$ meaning that variances are equal. Table 32, Appendix G exhibits that F = 12.011 and neighboring p-value below 0.05 (sig = 0.000) denoting that H_0 can be rejected and that there is significant difference in the extent of agreement on the variable "RebelliousTotal" based on cultural group belonging.

Whether three groups are mutually different or just two, one has to address Table 35 in Appendix G which shows that there are two significantly different groups: English and Portuguese and Russian and Portuguese. To confirm the above conclusions, Table 33 shows that mean difference between English and Portuguese groups (-0.9625) is significantly different (sig = 0.000). Contrarily, the difference between English and Russian groups (-0.14664) is insignificant (sig = 0.769). Finally, the row below displays that the difference between Portuguese and Russian (0.81586) is also significant (sig = 0.000).

Analyzing means, Figure 6 in Appendix G illustrates that Portuguese-speaking are rather uncertain whether luxury fashion brands of their choice can be characterized as rebellious. English group seems to disagree to a moderate extent followed by Russian. Table 30 in Appendix G showcases that indeed the highest mean score in descriptive statistics belongs to Portuguese group, followed by Russian and English. Finally, the strength of the effect is rather weak:

$$\eta 2 = \frac{53.735}{715.872} = 0.075 \quad (4)$$

Overall result

Through the above analysis it was possible to discover that Portuguese-speaking with higher mean score are rather uncertain about whether luxury fashion brands they have indicated are rebellious. English-speaking with lowest mean score rather disagree followed by Russian-speaking. Overall, the results point out to the fact that the dependent variable "RebelliousTotal" is little influenced by cultural group belonging of the respondents.

Analysis of the variable "High Status"

Table 36 in Appendix G reveals descriptive statistics for independent variable "Survey" which consists of three groups: English (M = 5.5850, SD = 1.25892, n= 100), Portuguese (M = 5.7125, SD = 1.66302; n = 100) and Russian (M = 5.2652; SD = 1.55093; n = 99). Form Table 37 it can be derived that p-value is above 0.05 which suggests that population variances are equal. Table 38 shows that F = 3.345 and p-value is above 0.05 (sig = 0.098) signifying acceptance of H_0 and thus, confirming that there is no difference in the mean extent of agreement with the variable "HighStatusTotal" across three groups.

Analysis of the variable "Popular"

Table 42 in Appendix G showcases descriptive statistics for independent variable "Survey" which encapsulates three cultural groups: English (M = 5.9000; SD = 1.01628; n = 100); Portuguese (M = 5.1875; SD = 1.72122; n = 100) and Russian (M = 5.4268; SD = 1.40573; n = 99). Assumption of homogeneity of variance is not met, sig = 0.000 (see Table 42, Appendix G). It has to be noted that since the total sample size is larger than 30 and sub-samples are almost equally sized, ANOVA has an immunity against above-mentioned assumption violation. As for ANOVA, F = 6.603 and p-value equals 0.02 which connotes rejection of H_0 and that the extent of agreement between three groups in question on the variable "PopularTotal" is different (see Table 43, Appendix G).

Addressing pairwise differences, Table 47 in Appendix G shows that there is significant difference between Portuguese and English, and Russian and English. Table 45 displays that the difference between the means of Portuguese and English groups is 0.71250 unites, and Russian and English is 0.47323 with both p-values below 0.05 (sig = 0.01; 0.49). One row down it can be seen that difference between Portuguese and Russian (-0.23927) is insignificant (sig = 0.456).

As for mean scores, Figure 8 in Appendix G shows that English group has the highest, followed by Russian and Portuguese. Descriptive statistics in Table 42 confirms that. Touching upon the effect size, the outcome of the below calculation shows that the strength of the effect is weak:

$$\eta 2 = \frac{26.289}{615.492} = 0.043 \qquad (5)$$

Overall result

The above analysis displayed that English group has the highest mean score, followed by Russian and Portuguese. However, overall, the results presume that the dependent variable "PopularTotal" is influenced by cultural group to a small extent.

Analysis of the variable "Subcultural"

Table 48 in Appendix G shows descriptive statistics for independent variable "Survey" which consists of three groups: English (M = 4.0450; SD = 1.50226; n = 100); Portuguese (M = 4.8125; SD = 1.79131; n = 100) and Russian (M = 4.0581; SD = 1.63032; n = 99). Table 49 reveals that p-value is above 0.05 which signals that population variances are equal. From Table 50 in Appendix G, one can observe that F = 7.118 and p-value equals 0.01 therefore suggesting that at least two group means are statistically different.

As one can see from Table 53, Appendix G, there are two groups that differ significantly: English and Portuguese, and Russian and Portuguese. Same can be detected in Table 51 where the difference between the means of English and Portuguese groups is -0.76750 units with p-value amounting 0.003 which implies statistical significance. As for Portuguese and Russian, the means difference is 0.75442 with p-value equaling 0.004. Lastly, the comparison of English and Portuguese group shows insignificance.

Mean plot in Figure 9, Appendix G illustrates that Portuguese group is at the highest point and English and Russian groups are placed at nearly the same level. The descriptive statistics in Table 48 displays analogous results. Considering strength of the effect, the outcome of the below calculation suggests that it is rather weak:

$$\eta 2 = \frac{38.551}{840.124} = 0.046 \qquad (6)$$

Overall result

To sum up the above, the analysis renders that Portuguese group has the highest mean score and English and Russian are close to each other. However, on the overall, it can be concluded that dependent variable "SubculturalTotal" is little influenced by cultural group.

Analysis of the variable "Iconic"

Table 54 in Appendix G reveals descriptive statistics for independent variable "Survey" which incorporates three groups: English (M = 5.0400; SD = 1.5368; n = 100), Portuguese (M = 4.7050; SD = 1.81338; n = 100) and Russian (M = 4.3535; SD = 1.73537; n = 99). From Table 55 one can detect that the population variances are equal (sig > 0.05). ANOVA is fulfilled, F = 4. 061, sig = 0.018, meaning that at least two group means differ significantly (see Table 56, Appendix G).

The statistical significance of the difference between each pair of groups is provided in Table 59, Appendix G where one can clearly see that Russian group is significantly different from Portuguese. Indeed, Table 57 shows that the mean difference between these two groups is 0.68646 units and p-value is 0.13 which signals statistical significance. Comparing English and Portuguese and Russian and Portuguese it is possible to see that mean difference amounts to 0.33500 in the former groups and 0.35146 in the latter with p-values way above 0.05 rendering statistical insignificance.

From mean plot displayed in Figure 10, Appendix G it can be observed that English group is at the peak of the curve and Russian is in the bottom. Descriptive statistics in Table 54 solidifies that. However, calculation below yields that the strength of the effect is rather weak.

$$\eta 2 = \frac{23.446}{877.960} = 0.027 \quad (7)$$

Overall result

The above observations showed that English and Russian groups differ significantly. The effect size of the variable "Survey", however, is rather small, which means that it has a little influence on the dependent variable "IconicTotal".

5. Conclusions and implications

5.1 Findings and discussion

Cool is an omni-present concept routinely used in many professional areas with fashion marketing having a leading position. Coming from African American culture, coolness penetrated the world of global fashion becoming critical success indicator (Belk et al., 2010; Mohiuddin, 2016; Nancarrow et al., 2002; Rahman, 2013). Despite its wide usability and evident functionality, the body of research on coolness can be characterized as rather scarce. This is due to overreliance of marketing practitioners on coolhunting, i.e. a marketing practice directed at spotting of cool trends (Gurrieri, 2009; Mohiuddin, 2016; Nancarrow and Nancarrow, 2007). However, from observations of an extant body of literature it is possible to see that the situation has slightly improved in the last two decades. One of the recent research papers on cool within marketing academia is that of Warren et al. (2019) which produced ten characteristics a brand should possess in order to be perceived cool. However, the afore-mentioned research has not explored possible cross-cultural differences in antecedents and consequences of brand coolness (Warren et al., 2019). What is more, there is a potential that the degree of coolness is different across cultures based on their power distance index particularly within brands that are categorized as having high status (Warren et al., 2019). Therefore, taking the preceding into account, it was decided to extend Warren et al.'s (2019) brand coolness characteristics to the realm of luxury fashion with specific focus on three cultural identities: Anglo-Saxon, Lusophone and Post-Soviet.

It is also important to highlight that amid changing political landscape in the leading economies of the world and Covid-19 outbreak coming with the beginning of a new decade, luxury industry has faced serious financial challenges. Therefore, this study seeks to explore possible marketing solution, i.e. brand coolness, to help the industry to recover.

With thorough analysis of findings provided by prior literature, it was possible to generate two main objectives and, consequently four research hypotheses. The primary goal of the foregoing research was to investigate whether the constructs incorporated in a proposed conceptual model are antecedents and consequences of luxury fashion brand coolness and whether their significance differs cross-culturally (see Figure 2). The secondary goal was to find out whether high status brands are cooler in countries ranked higher on power distance. In order to test the first, a series of multiple regression analysis was carried out

with an application of both total sample and each sub-sample in isolation for the good of cross-cultural comprehension. To obtain the insights for the second, a One-Way Analysis of Variance was adopted.

The following chapter will provide supportive and contradictory evidence to academic works written before the present study which are discussed in Chapter 2 (Subsections 5.1.1, 5.1.2 and 5.1.3), theoretical and managerial implications (Section 5.2) and reflections on limitations of present research and propositions for future research (Section 5.3).

5.1.1 Antecedents of brand coolness in the realm of luxury fashion

As stated previously, the first hypothesis was construed following Warren et al.'s (2019) study call to explore the relatedness between brand personality and brand coolness as well as possible cross-cultural variations in brand coolness antecedents. This suggestion was made after the same scholars identified that the culture-dependent dimensions of brand personality are significant correlates of brand coolness. In addition to this, according to Aaker (1997), brand personality is a construct reflective of symbolic use of brands, which intersects with consumption of luxury fashion brands (Turunen, 2017). The second hypothesis was proposed on the grounds that luxury value encompasses all the theories (including brand personality) that explain luxury as a concept in one instead of treating them separately (Wiedmann et al., 2007). This fortifies its relevance in a conceptual model. Furthermore, the dimensions of both, brand personality and perceived luxury value are cross-culturally applicable. Lastly, it is important to have in mind that some elements of brand personality and luxury value are conceptually interrelated with elements of brand coolness.

Given the fact that all regression models were recognized significant, both, first and second hypotheses are supported. However, the strength of the effect of nine independent variables differs across dependent variables.

Model 1.

Significance of the variable "Competence" is in parallel with findings of Warren et al. (2019) where "Competence" is one amongst three most correlated variables of brand personality with brand coolness. Furthermore, the positive effect of perceived luxury value variable "Functional Value" on brand coolness variable "Useful/Extraordinary" is

well expected. While Wiedmann et al. (2007), refer "Usability Value" as one of the antecedents of functional value variable, Warren et al. (2019) explain coolness variable "Useful/Extraordinary" as positive quality that differentiates the brand from its competitors, or offers higher functional value (see Appendix A, Figure 1, 2). This converges with Kapferer's (2008) assertions that product differentiation is placed within brand concept, i.e. a set of tangible and intangible attributes that constitute brand value proposition. Furthermore, the significance of the variable "Sincerity" is in line with Kerner et al.'s (2007) suggestions that coolness may occur from the product being perceived as sincere based on quality.

Model 2.

Positive influence of the variable "Excitement" on the dependent variable "Energetic" is in sync with Warren et al.'s (2019) conclusions that the former is one of the most correlated variables with brand coolness. This is also concurrent with Sriramachandramurthy and Hodis (2010) who propose that excitement is one of the defining properties of brand coolness.

Model 3.

The significance of the "Functional Value" dimension in explaining variable "Aesthetically Appealing" is anticipated. As Appendix A, Figure 1 shows, "Functional Value" encapsulates basic characteristics of luxury. Although Wiedmann et al. (2007) do not refer aesthetical appearance or other related luxury features to antecedents of "Functional Value" in their model, other scholars suggest that there are characteristics besides usability that are descriptive of luxury, e.g. beauty (Berthon et al., 2009), aesthetics (Dubois et al., 2001). Furthermore, as it was discussed earlier, not only luxury fashion goods are directly proportional to high price, but they are also determinants of taste. Those who have financial means to consume luxury goods are the swankiest looking people and their tastes are being passed on to lower social classes gradually with time (Simmel, 1904; Veblen, 1899). Therefore, it makes perfect sense that "Financial Value" dimension is related to Aesthetically Appealing characteristic of brand coolness.

Model 4.

One can conclude that positive impact of brand personality variable "Excitement" is reasonable given the fact that its items "Daring" and "Imaginative" are conceptually

similar to items “Innovative” and “Original” that belong to variable “Original” (see Appendix B). Another positive relationship of dependent variable “Original” one may envisage is with independent variable “Functional Value”. Similarly, to the previous one, one of the antecedents of independent variable in question is “Uniqueness” which can also be considered conceptually analogous to “Original” variable.

Model 5.

Positive effect of brand personality variable “Sincerity” on brand coolness variable “Authentic” is well expected if one considers their items, which appear to be similar (see Appendix B).

Model 6.

The positive relationship between brand personality variable “Excitement” and brand coolness variable “Rebellious” is self-explanatory given that the two seem to conceptually complement each other. Positive impact of brand personality variable “Sincerity” coincides with Frank (1997) and Pountain and Robins (2000) judgements that being rebellious is being true to oneself. The negative influence of the variable “Competence” is also seen on the conceptual level since it includes items such as “Reliability”, “Intelligence” and “Success” (see Appendix B) which are contradictory to the variable “Rebellious” given its nonconformist nature (Pountain and Robins, 2000; Warren et al., 2019). Lastly, negative influence of an “Individual Value” was anticipated. As stated in subsection 5.7.1, the fact that rebelliousness is anti-social does not automatically imply that it is individualistic. This supports assertions of Horton et al. (2012) that rebelliousness can be social and is congruent with claims of Belk et al., (2010), Gurrieri, (2009); Rahman, (2013), Warren and Campbell (2014) and Warren et al. (2019) that coolness is a socially-constructed term.

Model 7.

The positive influence of brand personality variable “Sophistication” is in agreement with Warren et al. (2019) who not only state that two variables in question are conceptually similar, but also prove that “Sophistication” is one of the most correlated brand personality variables with brand coolness. Positive effect of the variable “Financial Value” is well anticipated given that high status is directly proportional to high price at

least within luxury fashion domain (Berthon et al., 2009; Duboois et al., 2001; Fionda and Moore, 2009; Ko et al., 2019).

Model 8.

Positive correlation between brand personality variable "Excitement" and brand coolness variable "Popular" may be regarded as logical given that one of the items for the former is "Up-to-date" which overlaps with the latter variable. Positive link between brand personality variables "Sophistication" that can be considered as very much reflective of luxury fashion brand and brand coolness variable "Popular" is rather contradicting. As discussed in subsection 2.7.1, both luxury products and cool products are distinctive with their scarcity, exclusivity, and uniqueness. However, cool tends to move from "niche cool" to "mass cool" by the virtue of becoming known to a wider population (Warren et al., 2019). Luxury products, however, can only be regarded as popular when they enter mass market which heralds bandwagon effect (Kastanakis and Balabanis, 2011). Nevertheless, it is hard to make a judgment of whether luxury fashion brand can be referred niche cool or mass cool given that brand personality variable "Sophistication" is also an antecedent of brand coolness variable "Original" which is regarded as a characteristics consumers bestow brand upon when it is at the "niche point" (Warren et al., 2019). Moreover, one has to take into account much more than a brand personality variable descriptive of luxury fashion in order to be able to draw such conclusion.

Model 9.

Positive association between brand coolness variable "Subcultural" and luxury value dimensions "Social Value" and "Functional Value" is tenable given that all three incorporate "Uniqueness" in one way or another (see Appendix A, Figure 1). Furthermore, the fact that "Social Value" is a predictor of the variable "Subcultural" is also consistent with Choi et al. (2014), Snyder (1992) and Tian et al. (2001) who claim that manifestations of uniqueness, despite being important for inner self, are also important for external audiences. The association of "Functional Value" with 'Subcultural", in turn, is also plausible given that luxury products and cool products are recognized as unique (Berthon et al., 2009; Dubois et al., 2001; Ghosh and Varshney, 2013; Okonkwo, 2007; Rahman and Cherrier 2010; Sundar et al., 2014).

Model 10.

"Sophistication" is one and only significant and positively correlated independent variable with dependent variable "IconicTotal". As discussed by Warren et al. (2019), cool brands become iconic at the point of being adopted by masses. Variable of brand personality "Sophistication" is reflective of the nature of luxury fashion brands. However, as indicated above, it is not enough to make judgements of whether luxury fashion brands are "niche cool" or "mass cool".

The above conclusions showed that perceived luxury value dimensions such as "FinancialValueTotal" and "FunctionalValueTotal" are the most appearing independent variables across ten dependent variables of brand coolness in linear regressions. The importance of "Functional Value" is corresponding to Sundar et al. (2014) claim that cool is something that is high quality which is descriptive of the variable in question. Among brand personality variables, the most frequently associated one is "Sincerity Total". This satisfies Levy's (2006) uncertainty on whether sincerity is a component or predeterminant of coolness with the latter being an answer. However, one must take into account that the significance of explanatory variables in each dependent variable differs across the markets. Table 1 and Table 2 in Appendix H represent significant variables for regression models that addressed each three markets individually. It is clear that the majority of the predictive components of brand coolness variables differs from culture to culture. These complements assertions of Belk et al. (2010), Gurrieri (2009), Frank, 1997, Sundar et al. (2014) and Warren and Campbell (2014) that coolness a culturally dependent concept.

5.1.2 Consequences of brand coolness in the realm of luxury fashion

Third hypothesis of the present study was composed with an aim to investigate if passionate desire, a variable that belongs to Batra et al.'s (2012) concept of brand love, is a consequence of brand coolness within a luxury fashion domain. Brand love has been identified as a related concept of brand coolness and a consequence of niche cool brands (Warren et al., 2019) which motivated its application to the conceptual model (see Figure 2). The decision to use just one variable of brand love, i.e. passionate desire, was stimulated by the fact that consumption of fashion is driven by passion (Loureiro and Costa, 2016: Rageh Ismail and Spinelli, 2012). Moreover, passion is among two variables of brand love that are shared cross-culturally (Albert et al., 2008). It is also important to note that by inquiring into consequences of brand coolness in cross-cultural settings, the

present study answers Warren et al.'s (2019) urge to investigate whether consequences of brand coolness vary across cultures.

Model 11 which addressed total sample was proven to be significant on the general level, which therefore, supported hypothesis that passionate desire is a consequence of brand coolness in luxury fashion sphere. This is in line with Loureiro and Costa (2016) and Rageh Ismail and Spinelli (2012) observations that fashion has a positive association with passionate desire. There is also an evident alignment with Loureiro and De Araújo (2014), and Loureiro and Costa (2016) conclusions that social values is an antecedent of passionate desire given that brand coolness is a socially constructed concept (e.g. Warren and Campbell, 2014). However, direct relationship is needed to be scrutinized for further conclusions. One needs to highlight that the strength of independent variables on dependent variable "Passionate desire" varies across cultures (see Table 3, Appendix H).

5.1.3 Cross-cultural differences in the perception of coolness in the realm of luxury fashion

The fourth hypothesis was based on Warren et al.'s (1980) speculation that high status brands may be perceived cooler in countries higher on power distance. The ANOVA analysis in section 4.4 shows that seven brand coolness variables were little influenced by cultural identity luxury fashion consumers belong to. The analysis of the variable Energetic, Authentic and High Status showed that there is no difference whatsoever in the mean extent of agreement/disagreement across three all cultural groups. Therefore, fourth hypothesis is not supported. Although this finding is not directly related to research on the relationship between status consumption and power distance, it is certainly counterintuitive to the conclusions of Kim and Zhang (2014) and Lalwani et al. (2014) who claim that low power distance consumer tend to be more susceptible to status consumption.

5.2 Theoretical and managerial implications

Cool has been an ultimate reference point of product differentiation for decades (Kerner et al., 2007). Fashion is one of the industries where cool has received a prominent use. Yet, there has been no empirical attempt as for what makes fashion items cool, let alone luxury fashion items.

To the author's best knowledge, the above study was the first extension of Warren et al.'s (2019) brand coolness characteristics to specific brand context, namely luxury brands. It was also the first of its kind to explore antecedents and consequences of brand coolness in luxury fashion realm. Furthermore, as it has been discussed in section 2.9 cross-cultural research on luxury fashion has predominantly used Hofstede's (1980) individualism index as a criterion for differentiation (e.g. Shukla and Purani, 2012; Godey et al., 2012; Bian and Forsythe, 2012). Thus, the study presented above is a pioneer in application of power distance as a staple of cultural differentiation within luxury fashion academia.

The findings of this research paper provide valuable insights into how coolness can be managed within luxury fashion industry across three cultural identities. From now on, global luxury fashion companies who are in the quest of cool have a methodical framework they can rely upon when expanding their presence internationally. To be more precise, discovered culture specific cause-effect relationship between addressed concepts will enable to segment consumers more accurately. The other side of the coin suggests that no particular strategy is needed when addressing the degree of coolness across investigated countries. Furthermore, emerging markets such as Brazil, Russia and Ukraine may now appear more transparent given their coverage in the study. This can potentially reduce costs and improve brands localization. It is also important to highlight that Covid-19 outbreak along with political disruptions in the leading economies of the world have exacerbated/ will exacerbate the state of luxury fashion sales internationally (Amed et al., 2020; Danziger, 2019, December 20). One of the solutions to the arising problems is localized marketing strategies. Thus, cross-cultural findings of the above research are of potential benefit to luxury fashion brands experts in the time of struggle amid economic repercussions of above-mentioned events. Next, there is a great chance that hedonic impulse fueled by self-indulging moods after months of lockdown will drive luxury fashion enthusiasts to buy (Vigneron and Johnson, 2004; Amed et al., 2020). Coolness, as a phenomenon that conveys hedonic implications, may have a positive effect, especially in points of acquisition, whether they operate online or in physical stores. This is due to the fact that process of purchasing is the principal aspect of consumer hedonic experience (Goldsmith et al., 2011). Furthermore, with consumers becoming more discerning as consequence of affordable luxury and above-stated events, communication of true luxury values such as authenticity and uniqueness is prerogative

(Danziger 2019, December 20; JG Girod, 2020, April 19). Evidently, brand coolness reflects both.

All in all, considering current economic circumstances, luxury industry needs innovative solutions more than ever which makes the findings of the present dissertation particularly valuable.

5.3 Limitations and further research

Despite this study's potential usefulness for marketing executives, it certainly has its limitations. The analysis of the limitations will provide suggestions for future academic works on the matter.

Given the novelty of brand coolness as a research topic within luxury fashion academia, there is a variety of questions to explore in future. First and foremost, the above study is the result of the pre-existing brand coolness model extension to the luxury fashion domain. There is an unpopular opinion that elements of coolness depend on product category (Van den Bergh and van Behrer, 2016). Indeed, literature review showed, that while some characteristics are shared across conceptual frameworks of coolness others are exclusive to the product type (e.g. Sundar et al., 2014). Based on this, it can be suggested that a qualitative analysis on luxury fashion brand coolness is needed. Current dissertation also opens a new venue for research on coolness within luxury realm. Given social implications of coolness, it will be interesting to carry out a direct investigation on whether there is a causal relationship between social values of luxury and brand coolness. Furthermore, the relationship between power distance should be elaborated on further. In the above study cultural identities played a role of proxies for countries sharing cultural elements. While it certainly narrows down marketing strategies options, it is imperative that luxury fashion businesses address local markets individually. Special attention must be given to Russia and Brazil as emerging markets with high potential and high power distance. Furthermore, a more diverse sample in terms of age will be needed in the case of Anglo-Saxon respondents. The description analysis showed that the sample lacked respondents aged 45 +. Lastly descriptive statistics of the countries included in the samples showed that the percentage of respondents was very high for some countries and extremely low for the others. In future research one must balance between all for the sake of accurate generalizability. Perhaps, with budget and other relevant resources, it will be feasible.

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7. Appendix

Appendix A.

Table 1. Luxury Fashion Brand Characteristics

Luxury brand characteristics	Author(s), year
Quality, beauty, sensuality, ***exclusivity***, ***history***, ***high price*** and ***uniqueness***.	Berthon et al. (2009)
Excellent ***quality***, ***high price***, scarcity and ***uniqueness***, *aesthetics*, ***history*** and *heritage*, superfluousness.	Dubois et al. (2001)
Clear brand ***identity***, luxury communication strategy, product integrity, *design* signature, ***premium price***, exclusivity, ***heritage***, luxury *distribution* and *service*, organizational luxury culture.	Fionda and Moore (2009)
Perceived ***premium quality***, *aesthetics*, expensiveness, ***history***, perceived utility and perceived ***uniqueness***.	Ghosh and Varshney (2013)
High quality, authentic value, artisanship, craftsmanship or *service* quality, ***premium price***, deep connection or resonance with the consumer.	Ko et al. (2019)
Distinct brand ***identity***, global reputation, emotional appeal, innovativeness, creativeness, ***uniqueness***, ***premium quality***, ***high price***, controlled *distribution*.	Okonkwo (2007)
Identity, ***quality***, ***exclusivity*** and customer awareness.	Phau and Prendergast (2000)
Quality and *design*.	Prendergast and Wong (2003)

Table 2. Perceived Luxury Value Dimensions

Perceived luxury value dimensions	Author(s), year
(1) functional; (2) experiential; (3) symbolic.	Berthon et al. (2009)
(1) utilitarian; (2) symbolic; (3) hedonic; (4) economic.	Jung Choo et al. (2012)
(1) symbolic/expressive (self-directed and other-directed); (2) experiential/hedonic; (3) utilitarian/functional; (4) cost-sacrifice.	Tynan et al. (2010)
(1) personal perception (perceived extended self, perceived hedonism). (2) non-personal perception (perceived conspicuousness, perceived uniqueness, perceived quality).	Vigneron and Johnson (2004)
(1) individual; (2) social; (3) financial; (4) functional.	Wiedmann et al. (2007)

Figure 1. Perceived Luxury Value Dimensions Framework coined by Wiedmann et al. (2007)

Source: Wiedmann, K. P., Hennigs, N., and Siebels, A. 2007. Measuring consumers' luxury value perception: a cross-cultural framework. Academy of Marketing Science Review, 7: 1-21.

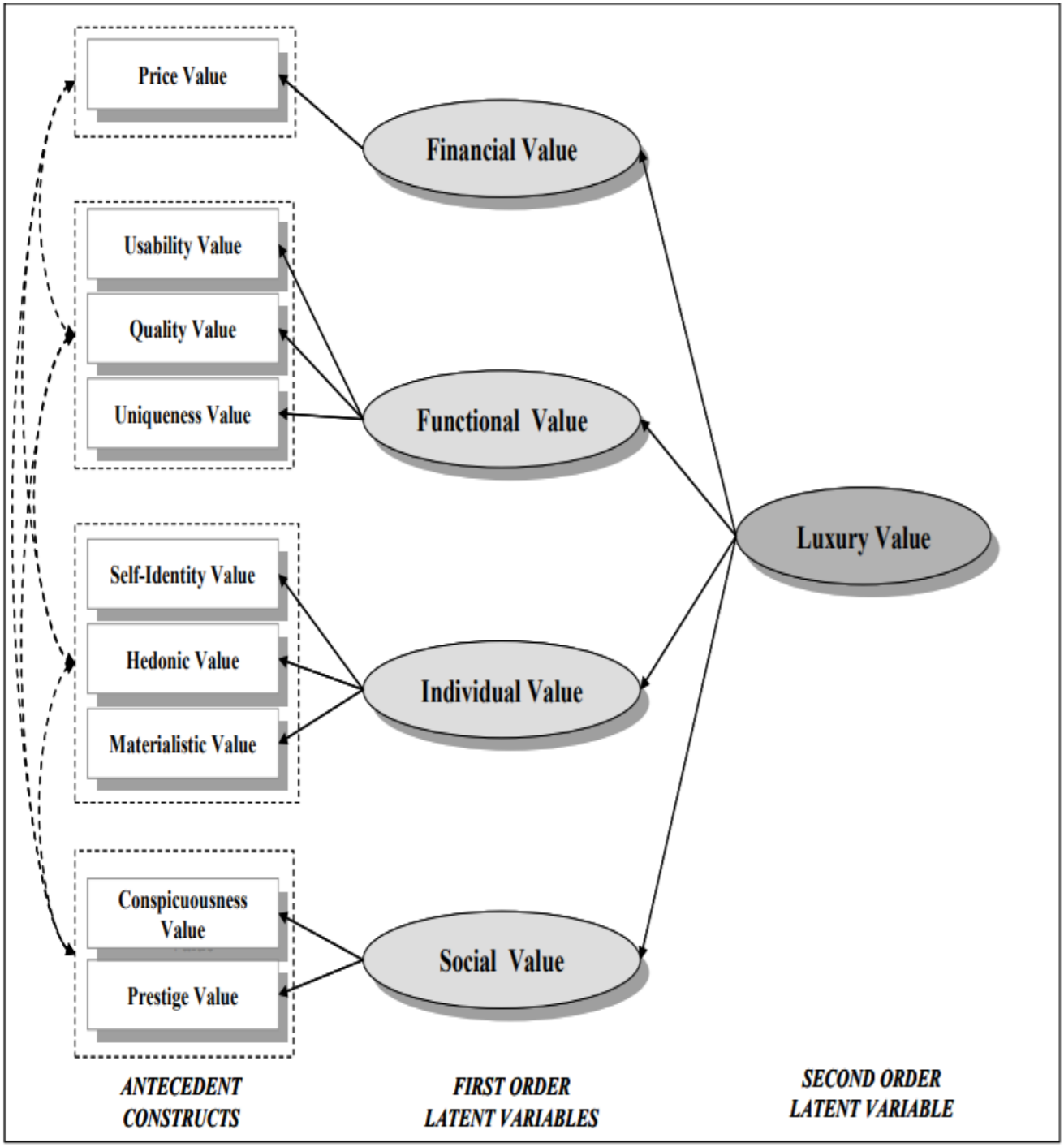


Figure 2. Interpretations of Warren *et al.'s* (2019) brand coolness characteristics.

Source: Warren, C., Batra, R., Loureiro, S. M. C., and Bagozzi, R. P. 2019. Brand coolness. ***Journal of Marketing***, 83(5): 36-56.

Characteristic	Definition
Extraordinary/ useful	A positive quality that sets a brand apart from its competitors/offering superior functional value
High status	Associated with social class, prestige, sophistication, and esteem
Aesthetically appealing	Having an attractive and visually pleasing appearance
Rebellious	A tendency to oppose, fight, subvert, or combat conventions and social norms
Original	A tendency to be different, creative, and to do things that have not been done before
Authentic	Behaving in a way that is consistent with or true to its perceived essence or roots
Subcultural	Associated with an autonomous group of people who are perceived to operate independent from and outside of mainstream society
Popular	Fashionable, trendy, and liked by most people
Iconic	Widely recognized as a cultural symbol
Energetic	Possessing strong enthusiasm, energy, and vigor

Appendix B. Surveys

Survey debrief targeting English-speaking consumers:

Dear participant,

I am a student of Master program in Marketing in ISCTE Business School. I am currently undertaking a dissertation as part of my second year of studies. The aim of this dissertation is to explore the concept of coolness in the context of luxury fashion brands.

If you're from United Kingdom or other English-speaking country and have had a luxury fashion consumption experience, I would like to invite you to participate in my survey.

It is expected that the questionnaire will take about 15 minutes to complete. If you consent to

participate, your responses will be kept confidential. The information provided will be used

solely for academic purposes. Your participation is voluntary, and you are free to withdraw

consent at any time.

Thank you for your participation!

Survey debrief targeting Portuguese-speaking consumers:

Caro participante,

Sou uma estudante do programa de Mestrado em Marketing do ISCTE Business School. Estou de momento no processo da tese como parte do meu segundo ano do programa. O objetivo desta tese é para explorar o conceito de 'coolness' no contexto de marcas de moda de luxo.

É expectável que o questionário leve cerca de 15 minutos a completar. Se concordar em participar, as suas respostas serão confidenciais. A informação dada será utilizada para propósitos académicos apenas.

A sua participação é voluntária e é livre de retirar o seu consentimento a qualquer momento.

Obrigada pela sua participação!

Survey debrief targeting Russian-speaking consumers:

Уважаемый участник,

Я студентка магистратуры в ISCTE Business School в Португалии. В настоящее время я пишу диссертацию. Целью данной диссертации является изучение концепции крутости в контексте брендов люксовой моды.

Ожидается, что заполнение анкеты займет 12-15 минут. Предоставленная информация будет использована исключительно для академических целей. Более того, все ответы анонимны. Ваше участие является добровольным, и Вы можете отказаться в любое время.

Прошу заметить, что вопросы переведены с английского на русский язык, и значение может теряться.

Пожалуйста заполняйте опрос ЧЕСТНО, читая внимательно вопросы.

Благодарю Вас за участие!

Table 1. Questions addressing geographical and socio-cultural aspects in the survey targeting English-speaking consumers.

Question	Options
Where are you from? (If you select the option "Other", e.g. English-speaking country other than United Kingdom, please specify the name of the country).	Option 1: United Kingdom Option 2: Other_____
Which of the following luxury fashion brands have you recently bought? (If you select the option "Other", e.g. none of the brands below, please specify the name of the brand).	Option 1: Gucci Option 2: Louis Vuitton Option 3: Chanel Option4: Dior Option5: Burberry Option6: Prada Option7: Hermes Option 8: Other

Table 2. Questions addressing geographical and socio-cultural aspects in the survey targeting Portuguese-speaking consumers.

Question	Options
Qual a sua nacionalidade? (Caso selecione a opção 'Outro', por favor indique o nome do país de origem).	Option 1: Portugal Option 2: Outro_____
Qual das seguintes marcas de luxo (luxury FASHION brands) adquiriu mais recentemente? (Se seleccoinou a opção 'Outro', e.g nenhuma das marcas abaixo, por favor indique o nome da marca).	Option 1: Gucci Option 2: Louis Vuitton Option 3: Chanel Option4: Dior Option5: Burberry Option6: Prada Option7: Hermes Option 8: Outro

Table 3. Questions addressing geographical and socio-cultural aspects in the survey targeting Russian-speaking consumers.

Question	Options
Укажите страну происхождения (Если Вашим ответом является "Другая", т.е. не Россия, пожалуйста укажите название страны).	Option 1: Россия Option 2: Другая_____
Какой из нижеперечисленных люксовых брендов был последним в числе Ваших покупок? (Если Вы выбрали опцию «Другой», т.е. ни один из ниже перечисленных брендов, пожалуйста укажите название бренда).	Option 1: Gucci Option 2: Louis Vuitton Option 3: Chanel Option4: Dior Option5: Burberry Option6: Prada Option7: Hermes Option 8: Другой

Table 4. Questions addressing Warren et al.'s (2019) brand coolness in the survey targeting English-speaking respondents.

Brand coolness		
Description: This section will look at how strongly you agree or disagree with the following brand coolness characteristics in the context of luxury fashion brand of your choice.		
Options: **Option 1:** Strongly disagree **Option 2:** Disagree **Option 3:** Somewhat disagree **Option 4:** Neither agree nor disagree **Option 5:** Somewhat agree **Option 6:** Agree **Option 7:** Strongly agree		
Dimension	**Items**	**Items recoded in SPSS**
Useful	This luxury fashion brand is useful.	Useful 1
	This luxury fashion brand helps people.	Useful 2
	This luxury fashion brand is valuable.	Useful 3
	This luxury fashion brand is extraordinary.	Useful 3
Energetic	**This luxury fashion brand is energetic.**	**Energetic 1**
	This luxury fashion brand is outgoing.	Energetic 2
	This luxury fashion brand is lively.	Energetic 3
	This luxury fashion brand is vigorous.	Energetic 4
Aesthetically Appealing	**This luxury fashion brand looks good.**	**AestheticallyAppealing1**
	This luxury fashion brand is aesthetically appealing.	AestheticallyAppealing2
	This luxury fashion brand is attractive.	AestheticallyAppealing3
	This luxury fashion brand has a really nice appearance.	AestheticallyAppealing4
Original	**This luxury fashion brand is innovative.**	**Original1**
	This luxury fashion brand is original.	Original2
	This luxury fashion brand does its own thing.	Original3
Authentic	**This luxury fashion brand is authentic.**	**Authentic1**
	This luxury fashion brand is true to its roots.	Authentic2
	This luxury fashion brand doesn't seem artificial.	Authentic3
	This luxury fashion brand doesn't try to be something it's not.	Authentic4
Rebellious	**This luxury fashion brand is rebellious.**	**Rebellious1**
	This luxury fashion brand is defiant.	Rebellious2
	This luxury fashion brand is not afraid to break rules.	Rebellious3
	This luxury fashion brand is not afraid to break rules.	Rebellious4
High Status	**This luxury fashion brand is chic.**	**HighStatus1**
	This luxury fashion brand is glamorous.	HighStatus2
	This luxury fashion brand is sophisticated.	HighStatus3
	This luxury fashion brand is ritzy.	HighStatus4

Popular	**This luxury fashion brand is liked by most people.**	**Popular1**
	This luxury fashion brand is in style.	Popular2
	This luxury fashion brand is popular.	Popular3
	This luxury fashion brand is widely accepted.	Popular4
Subcultural	**This luxury fashion brand makes people who use it different from other people.**	**Subcultural1**
	If I were to use this luxury fashion brand, it would make me stand apart from others.	Subcultural2
	This luxury fashion brand helps people who use it stand apart from the crowd.	Subcultural3
	People who use this luxury fashion brand are unique.	Subcultural4
Iconic	**This luxury fashion brand is a cultural symbol.**	**Iconic1**
	This luxury fashion brand is iconic.	Iconic2

Table 5. Questions addressing Wiedmann et al.'s (2007) perceptions of luxury value in the survey targeting English-speaking respondents.

Perceptions of luxury value		
Description: This section will look at how strongly you agree or disagree with the following luxury value perceptions in the context of luxury fashion brand of your choice.		
Options: **Option 1:** Strongly disagree **Option 2:** Disagree **Option 3:** Somewhat disagree **Option 4:** Neither agree nor disagree **Option 5:** Somewhat agree **Option 6:** Agree **Option 7:** Strongly agree		
Dimension	**Items**	**Items recoded in SPSS**
Financial Value	**Luxury fashion products are inevitably very expensive.**	**FinancialValue1**
	Few people own a true luxury fashion product.	FinancialValue2
	Truly luxury fashion products cannot be mass-produced.	FinancialValue3
	A luxury fashion product cannot be sold in supermarkets.	FinancialValue4
Functional Value	**The superior product quality is my major reason for buying this luxury fashion brand.**	**FunctionalValue1**
	I place emphasis on quality assurance over prestige when considering the purchase of this luxury fashion brand.	FunctionalValue2
	I am inclined to evaluate the substantive attributes and performance of this luxury fashion brand rather than listening to the opinions of others.	FunctionalValue3

	A luxury fashion brand that is preferred by many people but that does not meet my quality standards will never enter into my purchase consideration.	FunctionalValue4
Individual Value	**I derive self-satisfaction from buying this luxury fashion brand.**	**IndividualValue1**
	Purchasing luxury clothing makes me feel good.	IndividualValue2
	Wearing luxury clothing gives me a lot of pleasure.	IndividualValue3
	When I am in a bad mood, I may buy this luxury fashion brand's product as gift for myself to alleviate my emotional burden.	IndividualValue4
	I view purchases of this luxury fashion brand as gifts for myself to celebrate something that I do and feel excited about.	IndividualValue5
	I view purchases of this luxury brand as gifts for myself to celebrate an occasion that I believe is significant to me.	IndividualValue6
	As a whole, I may regard luxury fashion brands as gifts that I buy to treat myself.	IndividualValue7
Social Value	**I like to know what luxury fashion brands make good impressions on others.**	**SocialValue1**
	To me, my friends' perceptions of different luxury fashion brands are important.	SocialValue2
	I pay attention to what types of people buy certain luxury fashion brands.	SocialVAlue3
	It is important to know what others think of people who use certain luxury fashion brands.	SocialValue4
	I am interested in determining what luxury fashion brands I should buy to make good impressions on others.	SocialValue5
	It is important that others have a high opinion of how I dress and look.	SocialValue6
	If I were to buy something expensive, I would worry about what others would think of me.	SocialValue7

Table 6. Questions addressing Aaker's (1997) brand personality dimensions in the survey targeting English-speaking respondents.

Brand personality		
Description: Brand personality is a set of human characteristics associated with a brand. This section will look at how strongly you agree or disagree with the following brand personality characteristics in the context of luxury fashion brand of your choice. If a brand of your choice were a person, how would you characterize it?		
Options: **Option 1:** Strongly disagree **Option 2:** Disagree **Option 3:** Somewhat disagree **Option 4:** Neither agree nor disagree **Option 5:** Somewhat agree **Option 6:** Agree **Option 7:** Strongly agree		
Dimension	**Items**	**Items recoded in SPSS**
Sincerity	**This luxury fashion brand is down-to-earth.**	**Sincerity1**
	This luxury fashion brand is family oriented.	Sincerity2
	This luxury fashion brand is small town.	Sincerity3
	This luxury fashion brand is honest.	Sincerity4
	This luxury fashion brand is sincere.	Sincerity5
	This luxury fashion brand is real.	Sincerity6
	This luxury fashion brand is wholesome.	Sincerity7
	This luxury fashion brand is original.	Sincerity8
	This luxury fashion brand is cheerful.	Sincerity9
	This luxury fashion brand is sentimental.	Sincerity10
	This luxury fashion brand is friendly.	Sincerity11
Excitement	**This luxury fashion brand is daring.**	**Excitement1**
	This luxury fashion brand is trendy.	Excitement2
	This luxury fashion brand is exciting.	Excitement3
	This luxury fashion brand is spirited.	Excitement4
	This luxury fashion brand is cool.	Excitement5
	This luxury fashion brand is young.	Excitement6
	This luxury fashion brand is imaginative.	Excitement7
	This luxury fashion brand is unique.	Excitement8
	This luxury fashion brand is up to date.	Excitement9
	This luxury fashion brand is independent.	Excitement10
	This luxury fashion brand is contemporary.	Excitement11
Competence	**This luxury fashion brand is reliable.**	**Competence1**
	This luxury fashion brand is hard-working.	Competence2
	This luxury fashion brand is secure.	Competence3
	This luxury fashion brand is intelligent.	Competence4
	This luxury fashion brand is technical.	Competence5
	This luxury fashion brand is corporate.	Competence6
	This luxury fashion brand is successful.	Competnece7
	This luxury fashion brand is a leader.	Competence8
	This luxury fashion brand is confident.	Competence9
Sophistication	**This luxury fashion brand is upper class.**	**Sophistication1**
	This luxury fashion brand is glamourous.	Sophistication2
	This luxury fashion brand is good-looking.	Sophistication3
	This luxury fashion brand is charming.	Sophistication4

	This luxury fashion brand is feminine.	Sophistication5
Ruggedness	**This luxury fashion brand is outdoorsy.**	**Ruggedness1**
	This luxury fashion brand is masculine.	Rugedness2
	This luxury fashion brand is Western.	Ruggedness3
	This luxury fashion brand is tough.	Ruggedness4
	This luxury fashion brand is rugged.	Ruggedness5

Table 7. Questions addressing Warren et al.'s (2019) brand coolness in the survey targeting Portuguese-speaking respondents.

Brand coolness		
Description: Nesta secção indique o quanto concorda ou discorda com as seguintes caraterísticas de 'brand coolness' no contexto da marca de luxo da sua escolha.		
Options: **Option 1:** Discordo totalmente **Option 2:** Discordo **Option 3:** Discordo parcialmente **Option 4:** Indiferente **Option 5:** Concordo parcialmente **Option 6:** Concordo **Option 7:** Concordo totalmente		
Dimension	**Items**	**Items recoded in SPSS**
Útil	Esta marca de luxo é útil.	Useful 1
	Esta marca de luxo ajuda as pessoas (helps people).	Useful 2
	Esta marca de luxo é valiosa.	Useful 3
	Esta marca de luxo é extraordinária.	Useful 3
Energética	**Esta marca de luxo é energética.**	**Energetic 1**
	Esta marca de luxo é 'outgoing'.	Energetic 2
	Esta marca de luxo é animada (lively).	Energetic 3
	Esta marca de luxo é vigorosa.	Energetic 4
Esteticamente atrativa	**Esta marca de luxo é bem-parecida.**	**AestheticallyAppealing1**
	Esta marca de luxo é esteticamente atractiva.	AestheticallyAppealing2
	Esta marca de luxo é atractiva.	AestheticallyAppealing3
	Esta marca de luxo tem uma aparência muito boa.	AestheticallyAppealing4
Original	**Esta marca de luxo é inovadora.**	**Original1**
	Esta marca de luxo é original.	Original2
	Esta marca de luxo faz a sua própria coisa (é única).	Original3
Autêntica	**Esta marca de luxo é autêntica.**	**Authentic1**
	Esta marca de luxo é verdadeira com as suas próprias raízes.	Authentic2
	Esta marca de luxo não parece artificial.	Authentic3
	Esta marca de luxo não tenta ser algo que não é.	Authentic4
Rebelde	**Esta marca de luxo é rebelde.**	**Rebellious1**
	Esta marca de luxo é desafiadora.	Rebellious2
	Esta marca de luxo não tem medo de quebrar as regras.	Rebellious3
	Esta marca de luxo não é conformista.	Rebellious4
Alto Status	**Esta marca de luxo é chique.**	**HighStatus1**

	Esta marca de luxo é glamorosa.	HighStatus2
	Esta marca de luxo é sofisticada.	HighStatus3
	Esta marca de luxo é caramente estilosa.	HighStatus4
Popular	**Esta marca de luxo é apreciada por muita gente.**	**Popular1**
	Esta marca de luxo tem um estilo recente.	Popular2
	Esta marca de luxo é popular.	Popular3
	Esta marca de luxo é geralmente aceite.	Popular4
Subcultural	**Esta marca de luxo faz com que as pessoas que a utilizam se sintam diferentes das restantes.**	**Subcultural1**
	Se eu usasse esta marca de luxo, iria destacar-me do resto das pessoas	Subcultural2
	Esta marca de luxo faz com que as pessoas se destaquem das restantes.	Subcultural3
	Pessoas que usam esta marca de luxo são únicas.	Subcultural4
Icónica	Esta marca é um símbolo cultural.	Iconic1
	Esta marca é icónica.	Iconic2

Table 8. Questions addressing Wiedmann et al.'s (2007) perceptions of luxury value in the survey targeting Portuguese-speaking respondents.

Percepções de valor do luxo		
Description: Esta secção irá olhar para o quanto concorda ou discorda com as seguintes percepções de luxo no contecto da marca de luxo da sua escolha.		
Options: **Option 1:** Discordo totalmente **Option 2:** Discordo **Option 3:** Discordo parcialmente **Option 4:** Indiferente **Option 5:** Concordo parcialmente **Option 6:** Concordo **Option 7:** Concordo totalmente		
Dimension	**Items**	**Items recoded in SPSS**
Valor financeiro	**Artigos de moda de luxo são inevitavelmente muito caros.**	**FinancialValue1**
	Poucas pessoas possuem um verdadeiro artigo de moda de luxo.	FinancialValue2
	Artigos de moda verdadeiramente luxuosos não podem ser produzidos em massa.	FinancialValue3
	Um artigo de moda de luxo não pode ser vendido a retalho.	FinancialValue4
Valor funcional	**A qualidade superior é o que me faz comprar esta marca de luxo.**	**FunctionalValue1**
	Coloco qualidade acima de prestigio aquando da compra de artigo de luxo.	FunctionalValue2
	Estou inclinado(a) a avaliar os atributos desta marca de luxo em vez de ouvir a opinião de terceiros.	FunctionalValue3
	Não considero a compra de um artigo de uma marca de luxo que é pretendida por muitas pessoas mas que não corresponda	FunctionalValue4

	aos meus índices de qualidade (necessários para que considere sua compra).	
Valor individual	**Obtenho satisfação pessoal ao consumir esta marca de luxo.**	**IndividualValue1**
	Consumir artigos de luxo faz-me sentir bem.	IndividualValue2
	Vestir roupas de luxo é algo que me dá muito prazer.	IndividualValue3
	Quando estou de mau humor sou capaz de comprar um artigo desta marca de luxo como presente para mim mesmo(a) para aliviar um fardo emocional.	IndividualValue4
	Vejo-me a adquirir produtos desta marca de luxo como recompensa para mim mesmo(a) para celebrar algum feito que tenha conseguido.	IndividualValue5
	Vejo-me a adquirir produtos desta marca de luxo como recompensa para mim mesmo(a) para celebrar uma ocasião especial.	IndividualValue6
	No geral considero o consumo de artigos de luxo como uma forma (para) de me fazer sentir bem.	IndividualValue7
Valor Social	**Gosto de saber que marcas de luxo causam boa impressão nos outros.**	**SocialValue1**
	Para mim, a percepção dos meus amigos de diferentes marcas de luxo é importante.	SocialValue2
	Presto atenção ao tipo de pessoas que compram certas marcas de luxo.	SocialVAlue3
	É importante saber o que os outros pensam acerca de pessoas que usam certas marcas de luxo.	SocialValue4
	Estou interessado(a) em determinar que marca de luxo devo adquirir para causar uma boa impressão nos outros.	SocialValue5
	É importante que os outros tenham uma boa opinião de como me visto e me pareço.	SocialValue6
	Se eu comprasse algo caro, preocupar-me-ia o que os outros iriam pensar sobre mim.	SocialValue7

Table 9. Questions addressing Aaker's (1997) brand personality dimensions in the survey targeting English-speaking respondents.

Personalidade da marca
Description: Personalidade da marca é um conjunto de caraterísticas humanas associadas à marca. Nesta secção indique o quanto concorda ou discorda com as seguintes carateristicas de personalidade da marca da sua escolha. Se uma marca da sua escolha fosse uma pessoa, como a caraterizaria?
Options: **Option 1:** Discordo totalmente **Option 2:** Discordo **Option 3:** Discordo parcialmente **Option 4:** Indiferente **Option 5:** Concordo parcialmente **Option 6:** Concordo **Option 7:** Concordo totalmente

Dimension	Items	Items recoded in SPSS
Sinceridade	**Esta marca de luxo é humilde.**	**Sincerity1**
	Esta marca de luxo é vocacionada para a família	Sincerity2
	Esta marca de luxo é típica de uma pequena cidade.	Sincerity3
	Esta marca de luxo é honesta.	Sincerity4
	Esta marca de luxo é sincera.	Sincerity5
	Esta marca de luxo é real.	Sincerity6
	Esta marca de luxo é completa.	Sincerity7
	Esta marca de luxo é original.	Sincerity8
	Esta marca de luxo é animadora.	Sincerity9
	Esta marca de luxo é sentimental	Sincerity10
	Esta marca de luxo é amigável.	Sincerity11
Entusiasmo	**Esta marca de luxo é ousada (daring).**	**Excitement1**
	Esta marca de luxo está na moda.	Excitement2
	Esta marca de luxo entusiasma.	Excitement3
	Esta marca de luxo é viva (spirited).	Excitement4
	Esta marca de luxo é fixe (cool).	Excitement5
	Esta marca de luxo é jovem.	Excitement6
	Esta marca de luxo é imaginativa.	Excitement7
	Esta marca de luxo é única.	Excitement8
	Esta marca de luxo é mais avançada (up-to-date).	Excitement9
	Esta marca de luxo é independente.	Excitement10
	Esta marca de luxo é contemporânea.	Excitement11
Competência	**Esta marca de luxo é de confiança (reliable).**	**Competence1**
	Esta marca de luxo é trabalhadora (hardworking.	Competence2
	Esta marca de luxo é segura.	Competence3
	Esta marca de luxo é inteligente.	Competence4
	Esta marca de luxo é técnica.	Competence5
	Esta marca de luxo é empresarial (corporate).	Competence6
	Esta marca de luxo é bem-sucedida.	Competnece7
	Esta marca de luxo é líder.	Competence8
	Esta marca de luxo é confiante.	Competence9
Sofisticação	**Esta marca de luxo é classe alta.**	**Sophistication1**
	Esta marca de luxo é glamor.	Sophistication2
	Esta marca de luxo é bem-parecida.	Sophistication3
	Esta marca de luxo é encantadora.	Sophistication4
	Esta marca de luxo é feminina.	Sophistication5
Masculinidade (Ruggedness)	**Esta marca de luxo é para actividades ao ar-livre (outdoorsy).**	**Ruggedness1**
	Esta marca de luxo é masculina.	Rugedness2
	Esta marca de luxo é 'western'.	Ruggedness3
	Esta marca de luxo é dura (tough).	Ruggedness4
	Esta marca de luxo é áspera (rugged).	Ruggedness5

Table 10. Questions addressing Warren et al.'s (2019) brand coolness in the survey targeting Russian-speaking respondents.

Крутость бренда		
Description: Данный раздел рассматривает насколько Вы согласны или не согласны с ниже перечисленными характеристиками крутости бренда в контексте люксового бренда Вашего выбора (вопрос под номером 2).		
Options: **Option 1:** Категорически несогласен (сна) **Option 2:** Несогласен (сна) **Option 3:** Частично не согласен (сна) **Option 4:** Затруднюсь ответить **Option 5:** Частично согласен (сна) **Option 6:** Согласен (сна) **Option 7:** Категорически согласен (сна)		
Dimension	**Items**	**Items recoded in SPSS**
Полезный (Useful)	**Этот модный бренд класса "люкс" полезен.**	**Useful 1**
	Этот модный бренд класса "люкс" помогает людям.	Useful 2
	Этот модный бренд класса "люкс» является ценным.	Useful 3
	Этот модный бренд класса "люкс" экстраординарен.	Useful 3
Энергичный (Energetic)	**Этот модный бренд класса "люкс" энергичен.**	**Energetic 1**
	Этот модный бренд класса "люкс" дружелюбен.	Energetic 2
	Этот модный бренд класса "люкс" полон жизни и энергии (energetic).	Energetic 3
	Этот модный бренд класса "люкс» является бодрым (vigorous).	Energetic 4
Эстетически привлекательный (Aesthetically appealing)	**Этот модный бренд класса "люкс" хорошо выглядит.**	**AestheticallyAppealing1**
	Этот модный бренд класса "люкс" эстетически привлекателен.	AestheticallyAppealing2
	Этот модный бренд класса "люкс" является притягательным (attractive).	AestheticallyAppealing3
	Этот модный бренд класса "люкс" имеет очень хороший внешний вид.	AestheticallyAppealing4
Оригинальный (Original)	**Этот модный бренд класса "люкс" является инновационным.**	**Original1**
	Этот модный бренд класса "люкс" оригинален.	Original2
	Этот модный бренд класса "люкс" делает своё дело.	Original3
Подлинный (Authentic)	**Этот модный бренд класса "люкс" является подлинным (authentic).**	**Authentic1**
	Этот модный бренд класса "люкс" верен своим корням.	Authentic2
	Этот модный бренд класса "люкс" не кажется фальшивым (artificial).	Authentic3
	Этот модный бренд класса "люкс" не пытается быть тем, чем он не является.	Authentic4
Бунтарский (Rebellious)	**Этот модный бренд класса "люкс" - бунтарский (rebellious).**	**Rebellious1**

	Этот модный бренд класса "люкс" - дерзкий.	Rebellious2
	Этот модный бренд класса "люкс" не боится нарушать правила.	Rebellious3
	Этот модный бренд класса "люкс" чужден социальным условностям/инакомыслящий (nonconformist).	Rebellious4
Высокостатусный (high status)	**Этот модный бренд класса "люкс" шикарен (chic).**	**HighStatus1**
	Этот модный бренд класса "люкс" гламурен.	HighStatus2
	Этот модный бренд класса "люкс"- утончённый.	HighStatus3
	Этот модный бренд класса "люкс"- изысканный.	HighStatus4
Популярный (Popular)	**Этот модный бренд класса "люкс" нравится большинству людей.**	**Popular1**
	Этот модный бренд класса "люкс" стильный (in stye).	Popular2
	Этот модный бренд класса "люкс" популярен.	Popular3
	Этот модный бренд класса "люкс" широко принятый (widely accepted).	Popular4
Субкультурный (Subcultural)	Этот модный бренд класса "люкс" отличает людей, которые его используют, от других людей.	**Subcultural1**
	Если бы я использовал этот модный бренд класса "люкс", он бы выделил меня среди других.	Subcultural2
	Этот модный бренд класса "люкс" помогает людям, использующим его, выделиться из толпы.	Subcultural3
	Люди, которые используют этот модный бренд класса "люкс", уникальны.	Subcultural4
Знаковый/ культовый (Iconic)	Этот модный бренд класса "люкс" является культурным символом.	Iconic1
	Этот модный бренд класса "люкс" является культовым.	Iconic2

Table 11. Questions addressing Wiedmann et al.'s (2007) perceptions of luxury value in the survey targeting Portuguese-speaking respondents.

Восприятия роскоши (Perceptions of Luxury value)
Description: Данный раздел рассматривает насколько Вы согласны или не согласны с ниже перечисленными видами восприятия роскоши в контексте люксового бренда Вашего выбора (вопрос под номером 2).
Options: **Option 1:** Категорически несогласен (сна) **Option 2:** Несогласен (сна) **Option 3:** Частично не согласен (сна) **Option 4:** Затруднюсь ответить **Option 5:** Частично согласен (сна) **Option 6:** Согласен (сна)

Option 7: Категорически согласен (сна)		
Dimension	**Items**	**Items recoded in SPSS**
Финансовое восприятие (Financial value)	**Модные товары класса "люкс" неизбежно очень дороги.**	**FinancialValue1**
	Мало кто владеет настоящей модной продукцией класса "люкс".	FinancialValue2
	Продукт класса "люкс" не может продаваться в супермаркетах.	FinancialValue3
	Истинные товары класса "люксы" не могут производиться массово.	FinancialValue4
Функциональное восприятие (Functional value)	**Высшее качество продукции - моя главная причина для покупки этого модного бренда класса "люкс".**	**FunctionalValue1**
	Я делаю упор на обеспечение качества, а не на престиж при рассмотрении вопроса о покупке этого модного бренда класса “люкс”.	FunctionalValue2
	Я склонен (нна) оценивать существенные атрибуты и характеристики этого модного бренда класса "люкс" , а не прислушиваться к мнению других.	FunctionalValue3
	Модный бренд класса "люкс", который предпочитают многие, но который не соответствует моим стандартам качества, не будет рассматриваться мною в качестве потенциальной покупки.	FunctionalValue4
Личное восприятие (Individual value)	**Я получаю самоудовлетворение от покупки этого модного бренда класса "люкс".**	**IndividualValue1**
	Покупка модной одежды класса "люкс" заставляет меня чувствовать себя хорошо.	IndividualValue2
	Ношение модной одежды класса "люкс" доставляет мне огромное удовольствие.	IndividualValue3
	Когда у меня плохое настроение, я могу купить продукт этого модного бренда класса "люкс" в качестве подарка для себя, чтобы облегчить свое эмоциональное бремя.	IndividualValue4
	Я рассматриваю покупки этого модного бренда класса "люкс" как подарки для себя, чтобы отпраздновать то, что я делаю и то, о чём я чувствую себя взволнованно.	IndividualValue5
	Я рассматриваю покупки этого модного бренда класса "люкс" как подарки для себя, чтобы отпраздновать событие, которое я считаю значимым для меня.	IndividualValue6
	В целом, я могу рассматривать модные бренды класса "люкс" как подарки, которые я покупаю для себя.	IndividualValue7
Общественное восприятие (Social value)	Мне нравится знать, какие модные бренды класса "люкс" производят хорошее впечатление на других.	**SocialValue1**

	Для меня очень важно восприятие моих друзей касательно различных модных брендов класса "люкс".	SocialValue2
	Я обращаю внимание на то, какие люди покупают определенные модные бренды класса "люкс".	SocialVAlue3
	Важно знать, что окружающие думают о людях, которые пользуются определенными модными брендами класса "люкс".	SocialValue4
	Я заинтересован в определении того, какие модные бренды класса "люкс" я должен купить, чтобы произвести хорошее впечатление на других.	SocialValue5
	Важно, чтобы у других было высокое мнение о том, как я одеваюсь и выгляжу.	SocialValue6
	Если бы я купил что-то дорогое, я бы беспокоился о том, что обо мне подумают другие.	SocialValue7

Table 12. Questions addressing Aaker's (1997) brand personality dimensions in the survey targeting Russian-speaking respondents.

Личность бренда (Brand personality)		
Description: Личность бренда- это совокупность человеческих характеристик, связанных с брендом. Данный раздел рассматривает насколько Вы согласны или не согласны с нижеперечисленными характеристиками личности бренда в контексте люксового бренда Вашего выбора (вопрос под номером 2). Если бы бренд, указанный Вами в вопросе под номером два, был человеком, как бы Вы его охарактеризовали?		
Options: **Option 1:** Категорически несогласен (сна) **Option 2:** Несогласен (сна) **Option 3:** Частично не согласен (сна) **Option 4:** Затрудюсь ответить **Option 5:** Частично согласен (сна) **Option 6:** Согласен (сна) **Option 7:** Категорически согласен (сна)		
Dimension	**Items**	**Items recoded in SPSS**
Искренность (Sincerity)	**Этот модный бренд класса "люкс" приземлённый (down-to-earth).**	**Sincerity1**
	Этот модный бренд класса "люкс" направлен на семейные ценности (family-oriented).	Sincerity2
	Этот модный бренд класса "люкс" провинциален (small town).	Sincerity3
	Этот модный бренд класса "люкс"- честный.	Sincerity4
	Этот модный бренд класса "люкс" - искренний.	Sincerity5
	Этот модный бренд класса "люкс" - настоящий.	Sincerity6

	Этот модный бренд класса "люкс" благотворен (wholesome).	Sincerity7
	Этот модный бренд класса "люкс" - подлинный (original).	Sincerity8
	Этот модный бренд класса "люкс" - весёлый (cheerful).	Sincerity9
	Этот модный бренд класса "люкс" сентиментален.	Sincerity10
	Этот модный бренд класса "люкс" дружелюбен.	Sincerity11
Волнение (Excitement)	**Этот модный бренд класса "люкс" - дерзкий.**	**Excitement1**
	Этот модный бренд класса "люкс" - модный.	Excitement2
	Этот модный бренд класса "люкс" волнующий.	Excitement3
	Этот модный бренд класса "люкс" - оживлённый.	Excitement4
	Этот модный бренд класса "люкс" классный.	Excitement5
	Этот модный бренд класса "люкс" молод (душой).	Excitement6
	Этот модный бренд класса "люкс" имеет богатое воображение (imaginative).	Excitement7
	Этот модный бренд класса "люкс" уникален.	Excitement8
	Этот модный бренд класса "люкс" в тренде (up-to-date).	Excitement9
	Этот модный бренд класса "люкс" независимый.	Excitement10
	Этот модный бренд класса "люкс" современный.	Excitement11
Компетентность (Competence)	**Этот модный бренд класса "люкс" надёжный.**	**Competence1**
	Этот модный бренд класса "люкс" трудолюбивый.	Competence2
	Этот модный бренд класса "люкс" безопасный.	Competence3
	Этот модный бренд класса "люкс" умный.	Competence4
	Этот модный бренд класса "люкс" техничный.	Competence5
	Этот модный бренд класса "люкс" корпоративный.	Competence6
	Этот модный бренд класса "люкс" успешный.	Competnece7
	Этот модный бренд класса "люкс" - лидер.	Competence8
	Этот модный бренд класса "люкс" уверенный в себе.	Competence9
Утончённость (Sophistication)	**Этот модный бренд класса "люкс" аристократичен (upper class).**	**Sophistication1**
	Этот модный бренд класса "люкс" гламурен.	Sophistication2
	Этот модный бренд класса "люкс" хорошо выглядещий.	Sophistication3
	Этот модный бренд класса "люкс" обаятелен.	Sophistication4

	Этот модный бренд класса "люкс" обаятелен.	Sophistication5
Прочность (Ruggedness)	**Этот модный бренд класса "люкс" любит находиться на открытом воздухе (англ.: This luxury fashion brand is outdoorsy)**	**Ruggedness1**
	Этот модный бренд класса "люкс"- мужественный.	Rugedness2
	Этот модный бренд класса "люкс" - Западный.	Ruggedness3
	Этот модный бренд класса "люкс" жёсткий.	Ruggedness4
	Этот модный бренд класса "люкс" прочен.	Ruggedness5

Table 13. Questions addressing Batra et al.'s (2012) passionate desire dimensions in the survey targeting English-speaking respondents.

Brand Love		
Description: This section will look at how strongly you agree or disagree with the following statements that constitute passionate desire to buy a luxury fashion brand of your choice.		
Options: **Option 1:** Strongly disagree **Option 2:** Disagree **Option 3:** Somewhat disagree **Option 4:** Neither agree nor disagree **Option 5:** Somewhat agree **Option 6:** Agree **Option 7:** Strongly agree		
Dimension	**Items**	**Items recoded in SPSS**
Passionate desire	**I feel myself desiring this luxury fashion brand.**	PassionateDesire1
	I feel a sense of longing to use this luxury fashion brand.	PassionateDesire2
	I have a feeling of wanting toward this luxury fashion brand.	Passionatedesire3

Table 14. Questions addressing Batra et al.'s (2012) passionate desire dimensions in the survey targeting Portuguese-speaking respondents.

Brand love		
Description: Nesta secção indique o quanto concorda ou discorda com as seguintes frases que contituem a desejo de consumir a marca de luxo da sua escolha.		
Options: **Option 1:** Discordo totalmente **Option 2:** Discordo **Option 3:** Discordo parcialmente **Option 4:** Indiferente **Option 5:** Concordo parcialmente **Option 6:** Concordo **Option 7:** Concordo totalmente		
Dimension	**Items**	**Items recoded in SPSS**
Desejo apaixonado	**Sinto-me a desejar esta marca de luxo.**	PassionateDesire1
	Tenho um sentido de desejo em relação a esta marca de luxo.	PassionateDesire2
	Tenho um sentimento de atração em relação a esta marca de luxo.	Passionatedesire3

Table 15. Questions addressing Batra et al.'s (2012) passionate desire dimensions in the survey targeting Russian-speaking respondents.

Любовь к бренду		
Description: Данный раздел рассматривает насколько сильно Вы согласны или не согласны с ниже перечисленными утверждениями, которые представляют собой страстное желание купить модный бренд класса "люкс" выбранный Вами в вопросе под номером 2.		
Options: **Option 1:** Категорически несогласен (сна) **Option 2:** Несогласен (сна) **Option 3:** Частично не согласен (сна) **Option 4:** Затруднюсь ответить **Option 5:** Частично согласен (сна) **Option 6:** Согласен (сна) **Option 7:** Категорически согласен (сна)		
Dimension	**Items**	**Items recoded in SPSS**
Страстное желание	**У меня есть желание обладать этим модным брендом класса "люкс".**	**PassionateDesire1**
	Я испытываю чувство желания использовать этот модный бренд класса "люкс".	**PassionateDesire2**
	У меня есть чувство желания к этому модному бренду класса "люкс".	**Passionatedesire3**

Table 16. Social demographics questions in survey targeting English-speaking respondents.

Category	Options				
	1	**2**	**3**	**4**	**5**
Age	18-24	25-34	35-44	45-54	Over 55
Gender	Male	Female	Other		
Education	High school degree or equivalent	Undergraduate degree (e.g. Bachelor's)	Postgraduate degree (Graduate diploma, Master, PhD)		
Average annual income	Below $10	$10-$50k	$50k-100k	Over 100k	

Table 17. Social demographics questions in survey targeting Portuguese-speaking respondents.

Category	Options				
	1	**2**	**3**	**4**	**5**
Idade	18-24	25-34	35-44	45-54	Over 55
Sexo	Masculino	Feminino	**Outro**		
Formação	Ensino secundário ou equivalente	Licenciatura	Mestrado ou PhD		
Rendimento bruto anual	Menos de $10	$10-$50k	$50k-100k	Mais de 100k	

Table 18. Social demographics questions in survey targeting Russian-speaking respondents.

Category	Options				
	1	**2**	**3**	**4**	**5**
Возраст	18-24	25-34	35-44	45-54	Over 55
Пол	Мужской	Женский	Другой		
Образование	Среднеспециальное	Бакалавриат	Высшая квалификация (например: магистратура, докторантура)		
Средний годовой доход	Менее $10	$10-$50k	$50k-100k	Более 100k	

Figure 1. Facebook ad targeting English-speaking consumers.

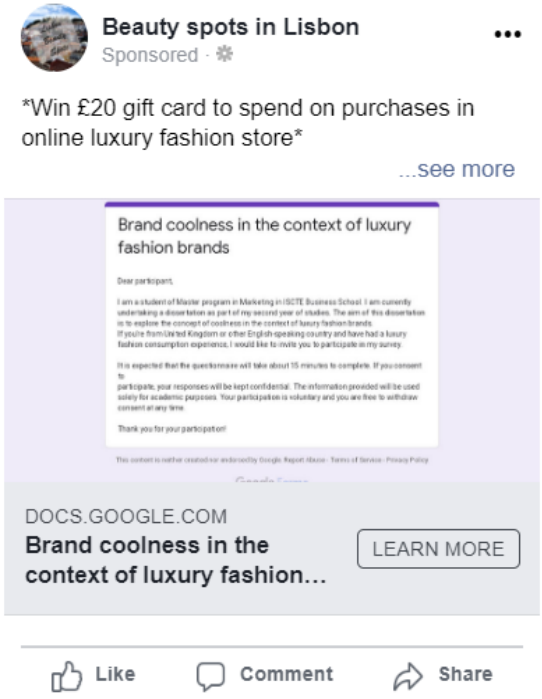
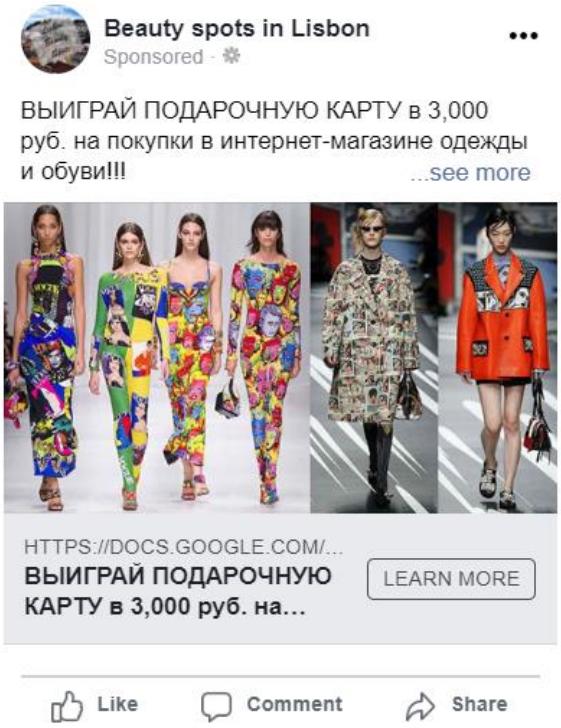


Figure 2. Facebook ad targeting Portuguese-speaking consumers.

Figure 3. Facebook ad targeting Russian-speaking consumers.



Appendix C. Sample profile.

Table 1: Luxury fashion brands indicated by respondents and their average number of mentions.

Brand	Frequency according to the market			Mean
	English	Portuguese	Russian	
Burberry	5	9	5	**6.3**
Chanel	14	9	15	**12.6**
Dior	11	11	19	**13.6**
Gucci	18	23	25	**22**
Hermes	3	5	10	**6**
Louis Vuitton	13	18	9	**13.3**
Prada	5	12	3	**6.6**
Armani	3	N/A	2	2.5
Bottega Veneta	N/A	1	N/A	1
Carolina Herrera	1	3	N/A	2
Christian Louboutin	1	N/A	N/A	1
Chloé	2	N/A	N/A	2
Diesel	N/A	N/A	1	1
Fendi	1	N/A	N/A	1
Givenchy	N/A	1	1	1
Dolce & Gabbana	2	N/A	N/A	2
Kate Spade	1	N/A	N/A	1
Marc Jacobs	2	N/A	N/A	2
MaxMara	1	N/A	1	1
Michael Kors	**8**	**2**	**1**	**3.6**
Moschino	2	2	1	1.6
Paul & Shark	N/A	N/A	1	1
Ralph Lauren	N/A	1	3	2
Pinko	N/A	N/A	1	1
Ted Baker	2	N/A	N/A	2
Tom Ford	1	N/A	N/A	1
Valentino	N/A	N/A	1	1
Versace	2	2	N/A	2
Vivienne Westwood	1	N/A	N/A	1
YSL	1	1	N/A	2

Table 2. Age of English-speaking, Portuguese-speaking and Russian-speaking luxury fashion brands consumers in percentage.

Age	Percentage English	Percentage Portuguese	Percentage Russian
18-24	**88.0**	**35.0**	**33.0**
25-34	10.0	13.0	25.0
35-44	2.0	13.0	15.0
45-54	0.0	14.0	14.0
Over 55	0.0	13.0	13.0
Total	100.0	100.0	100.0

Table 3. Gender of English-speaking, Portuguese-speaking and Russian-speaking luxury fashion brands consumers in percentage.

Gender	Percentage English	Percentage Portuguese	Percentage Russian
Female	**80.0**	**90.0**	**88.0**
Male	20.0	10.0	12.0
Total	100.0	100.0	100.0

Table 4. Educational background of English-speaking, Portuguese-speaking and Russian-speaking luxury fashion brands consumers in percentage.

Education	Percentage English	Percentage Portuguese	Percentage Russian
High school degree or equivalent	11.0	37.0	**36.0**
Undergraduate degree (e.g. Bachelor's degree)	**80.0**	13.0	34.0
Postgraduate degree (Graduate diploma, Master, PhD)	9.0	**50.0**	30.0
Total	100.0	100.0	100.0

Table 5. Average annual income of English-speaking, Portuguese-speaking and Russian-speaking luxury fashion brands consumers in percentage.

Income	Percentage English	Percentage Russian	Percentage Portuguese
Below $10k	**53.0**	**40.0**	31.0
$10k-$50k	37.0	35.0	**51.0**
$50k-$100K	5.0	17.0	11.0
Over $100k	5.0	8.0	7.0
Total	100.0	100.0	100.0

Figure 1. Bar chart showing the percentage of respondents from Anglo-Saxon countries of origin.

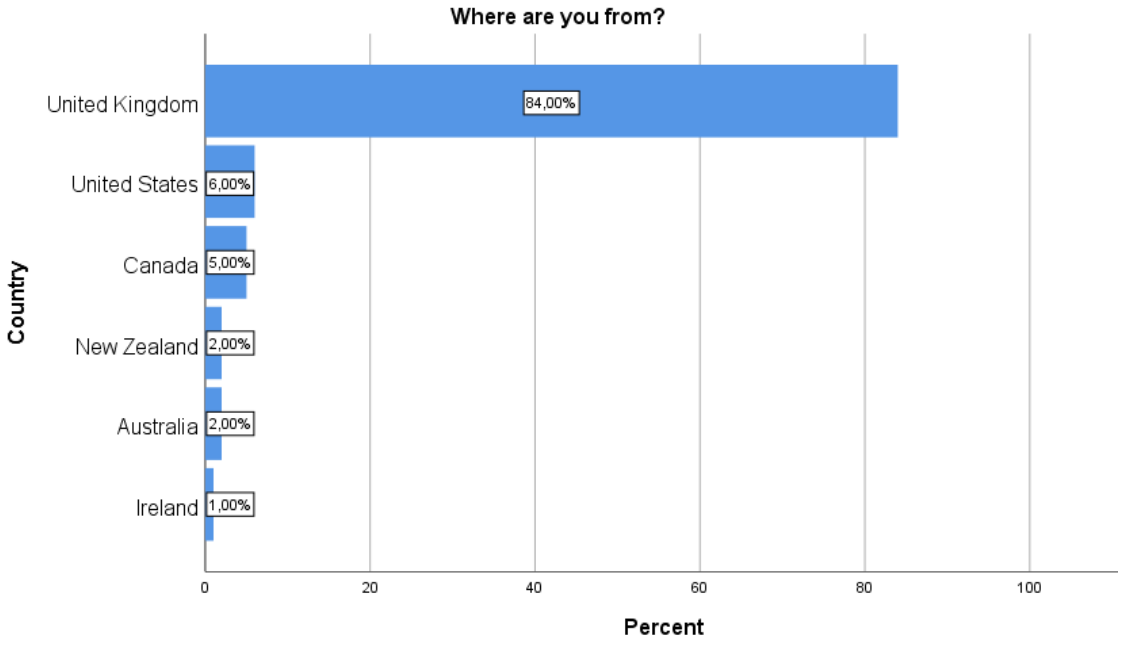


Figure 2. Bar chart showing the percentage of respondents from Lusophone countries of origin.

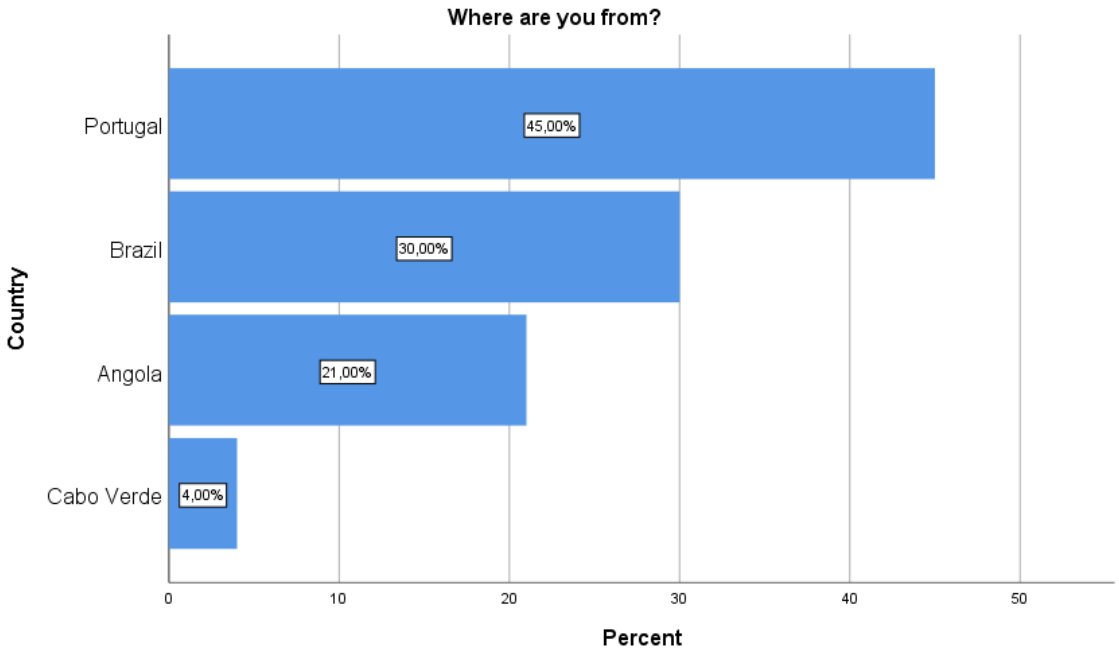
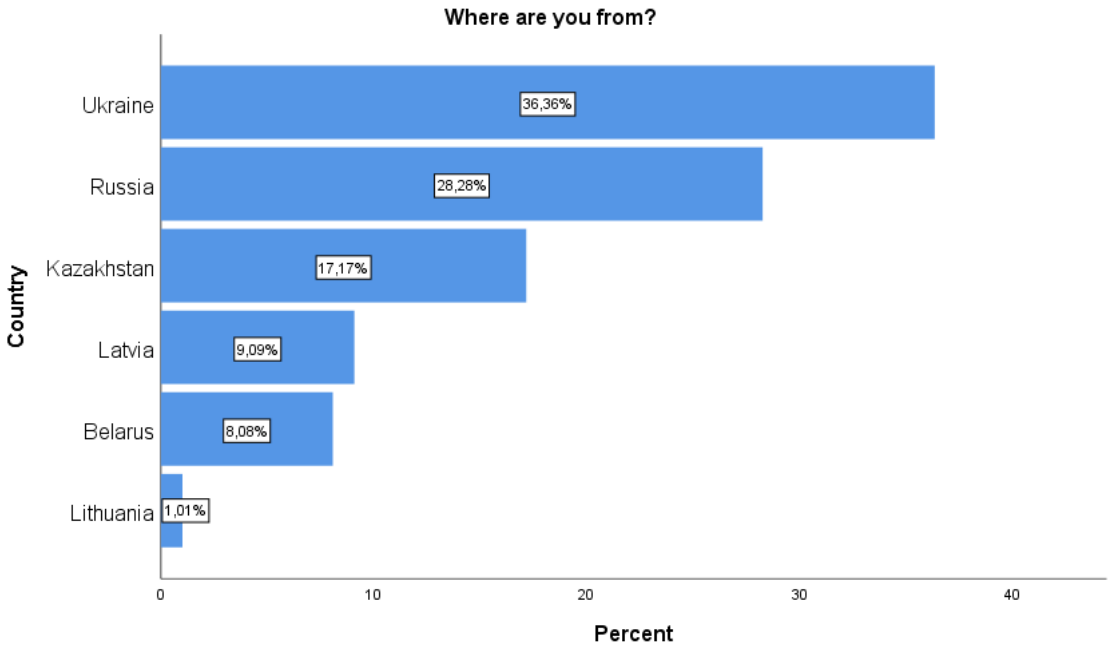


Figure 3. Bar chart showing the percentage of respondents from post-Soviet countries of origin.



Appendix D. Descriptive Statistics.

Table 1. Descriptive statistics of brand coolness dimensions across three samples.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
English	Useful	1	4.1600	4.0000	1.60630	-.400	-.814
		2	3.1100	3.0000	1.35509	.393	-.547
		3	5.0300	6.0000	1.62962	-1.078	.309
		4	4.4700	5.0000	1.61092	-.492	-.555
Portuguese	Useful	1	4.8100	5.0000	1.94206	-.604	-.835
		2	4.1200	4.0000	1.65926	-.195	-.879
		3	5.1900	6.0000	1.82958	-.974	-.098
		4	5.2500	6.0000	1.81673	-1.062	.063
Russian	Useful	1	4.2600	5.0000	1.69145	-.496	-.659
		2	3.8400	4.0000	1.58732	-.304	-.527
		3	4.5500	5.0000	1.73715	-.658	-.451
		4	4.3500	5.0000	1.79435	-.542	-.790
English	Energetic	1	3.9600	4.0000	1.53689	.034	-.658
		2	4.5800	5.0000	1.39393	-.579	.078
		3	4.5900	5.0000	1.40054	-.537	-.166
		4	4.3400	4.0000	1.33500	-.415	.281
Portuguese	Energetic	1	4.2900	4.0000	1.93477	-.182	-1.252
		2	4.7100	5.0000	1.82737	-.522	-.905
		3	5.0900	6.0000	1.70024	-.898	.045
		4	5.0700	6.0000	1.74804	-.908	-.079
Russian	Energetic	1	4.3700	5.0000	1.59959	-.703	-.375
		2	4.6100	5.0000	1.54328	-.817	.039
		3	4.7400	5.0000	1.64912	-.911	.050
		4	4.6600	5.0000	1.62816	-.994	.157
English	Aesthetically Appealing	1	6.2100	6.0000	.91337	-1.650	4.485
		2	6.2700	6.0000	.89730	-1.677	4.432
		3	6.1900	6.0000	.90671	-1.716	4.807
		4	6.2400	6.0000	.90028	-1.598	4.137
Portuguese	Aesthetically Appealing	1	5.3900	6.0000	1.91166	-1.125	.039
		2	5.8100	6.0000	1.56150	-1.513	1.622
		3	5.7800	6.0000	1.59912	-1.567	1.826
		4	5.9400	6.0000	1.47587	-1.857	3.097

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
Russian	Aesthetically Appealing	1	5.6800	6.0000	1.63225	-1.715	2.315
		2	5.6700	6.0000	1.63951	-1.670	2.147
		3	5.6900	6.0000	1.58079	-1.680	2.515
		4	5.8100	6.0000	1.46815	-1.930	3.523
English	Original	1	4.9300	5.0000	1.43727	-.479	-.426
		2	5.1700	5.0000	1.38575	-.428	-.698
		3	5.2100	5.0000	1.38750	-.826	.382
Portuguese	Original	1	5.3900	6.0000	1.49676	-1.083	.846
		2	5.5900	6.0000	1.63975	-1.362	1.064
		3	5.5500	6.0000	1.69595	-1.203	.547
Russian	Original	1	4.2100	4.0000	1.87107	-.265	-1.030
		2	5.0100	5.0000	1.58589	-.916	.285
		3	5.0500	5.0000	1.60413	-1.177	.870
English	Authentic	1	5.4400	6.0000	1.30516	-1.007	.718
		2	5.3500	5.0000	1.10440	-.138	-.438
		3	5.0900	5.0000	1.18998	-.140	-.854
		4	5.2700	6.0000	1.28594	-.667	-.097
Portuguese	Authentic	1	5.6700	6.0000	1.64566	-1.327	1.058
		2	5.6100	6.0000	1.63234	-1.323	1.104
		3	5.4700	6.0000	1.63581	-1.019	.074
		4	5.1800	6.0000	2.00696	-.864	-.666
Russian	Authentic	1	5.2200	6.0000	1.81230	-1.052	.025
		2	5.0900	6.0000	1.68831	-1.044	.411
		3	5.2300	6.0000	1.88484	-1.153	.069
		4	5.0100	6.0000	1.88827	-.924	-.455
English	Rebellious	1	3.5100	3.0000	1.52749	.232	-.700
		2	3.6700	4.0000	1.47062	.106	-.792
		3	4.0200	4.0000	1.65132	-.184	-1.050
		4	3.8700	4.0000	1.58053	-.064	-.790
Portuguese	Rebellious	1	4.0100	4.0000	1.96687	.018	-1.356
		2	5.0000	6.0000	1.82574	-.823	-.421
		3	5.0200	5.0000	1.79213	-.793	-.416
		4	4.8900	5.0000	1.78034	-.587	-.740

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
Russian	Rebellious	1	3.7000	4.0000	1.74368	-.086	-1.006
		2	3.9800	4.0000	1.70549	-.355	-.843
		3	4.1400	4.0000	1.71164	-.395	-.836
		4	3.9100	4.0000	1.65813	-.166	-.973
English	High Status	1	5.6100	6.0000	1.31729	-1.191	1.440
		2	5.7100	6.0000	1.26567	-1.325	2.026
		3	5.7300	6.0000	1.46925	-1.566	2.330
		4	5.2900	5.0000	1.47911	-.802	.322
Portuguese	High Status	1	5.6600	6.0000	1.68307	-1.548	1.703
		2	5.7200	6.0000	1.72375	-1.523	1.370
		3	6.0000	6.0000	1.77877	-1.553	1.391
		4	5.7300	6.0000	1.68688	-1.574	1.675
Russian	High Status	1	5.3100	6.0000	1.70380	-1.036	.044
		2	5.1200	6.0000	1.65316	-.811	-.266
		3	5.3000	6.0000	1.61746	-1.086	.392
		4	5.3200	6.0000	1.63225	-1.129	.464
English	Popular	1	5.7500	6.0000	1.17529	-1.098	1.713
		2	5.8900	6.0000	1.10000	-1.125	1.220
		3	5.9700	6.0000	1.18454	-1.429	2.481
		4	5.9900	6.0000	1.16771	-1.534	2.895
Portuguese	Popular	1	5.3100	6.0000	1.86241	-.943	-.332
		2	4.9800	5.0000	1.88551	-.727	-.646
		3	5.0300	6.0000	2.15770	-.747	-.975
		4	5.4300	6.0000	1.77670	-.985	-.234
Russian	Popular	1	5.1000	5.0000	1.56024	-.886	.337
		2	5.5800	6.0000	1.45769	-1.649	2.892
		3	5.5800	6.0000	1.49193	-1.480	1.985
		4	5.4700	6.0000	1.49379	-1.240	1.440
English	Subcultural	1	3.9300	4.0000	1.68328	.047	-.940
		2	4.2800	5.0000	1.69420	-.248	-.966
		3	4.2900	4.0000	1.63482	-.141	-.978
		4	3.6800	3.0000	1.77457	.322	-.893

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
Portuguese	Subcultural	1	4.8500	5.0000	1.86610	-.453	-1.014
		2	4.9000	6.0000	1.96690	-.638	-.921
		3	4.9200	5.5000	1.86775	-.641	-.840
		4	4.5800	5.0000	2.09463	-.360	-1.333
Russian	Subcultural	1	4.0300	4.0000	1.81717	-.252	-1.149
		2	4.1600	5.0000	1.79629	-.458	-1.009
		3	4.3100	5.0000	1.80736	-.612	-.832
		4	3.7600	4.0000	1.79854	-.152	-1.197
English	Iconic	1	4.6400	5.0000	1.78953	-.325	-1.061
		2	5.4400	6.0000	1.55907	-.995	.510
Portuguese	Iconic	1	4.5200	4.0000	1.79494	-.178	-.880
		2	4.8900	5.0000	1.99947	-.557	-.943
Russian	Iconic	1	4.2800	4.0000	1.86450	-.256	-1.091
		2	4.4200	4.0000	1.77627	-.296	-.904

Table 2. Descriptive statistics of Financial and Functional luxury value dimensions across three samples.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
English	Financial Value	1	6.1100	6.0000	.91998	-1.652	4.305
		2	4.9400	5.0000	1.56231	-.531	-.698
		3	4.8000	5.0000	1.78659	-.527	-.743
		4	5.9000	6.0000	1.32954	-1.234	.716
Portuguese	Financial Value	1	5.4900	6.0000	1.67871	-1.165	.339
		2	5.2700	6.0000	1.69285	-1.009	.162
		3	5.1600	6.0000	1.78501	-.735	-.694
		4	4.6000	5.0000	2.01509	-.372	-1.179
Russian	Financial Value	1	4.8600	6.0000	2.00514	-.816	-.658
		2	4.8800	5.0000	1.72492	-.931	-.024
		3	5.0909	6.0000	1.85214	-1.050	-.117
		4	4.9697	6.0000	1.79827	-1.018	-.087
English	Functional Value	1	4.6500	5.0000	1.64148	-.593	-.449
		2	5.0200	5.0000	1.59532	-.673	-.415
		3	5.0900	5.0000	1.41489	-.730	.178
		4	5.2400	6.0000	1.46419	-.684	-.356
Portuguese	Functional Value	1	5.0900	6.0000	1.78713	-.712	-.644
		2	5.2400	6.0000	1.78161	-1.016	-.036
		3	5.4600	6.0000	1.69026	-1.204	.670
		4	5.4400	6.0000	1.83303	-1.137	.221
Russian	Functional Value	1	4.9100	5.0000	1.68831	-1.064	.165
		2	4.9400	5.0000	1.54932	-.946	.295
		3	5.4200	6.0000	1.49193	-1.481	1.792
		4	5.2900	6.0000	1.89787	-1.305	.461

Table 3. Descriptive statistics individual luxury value dimension across three samples.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
English	Individual Value	1	4.8700	5.0000	1.74457	-.915	-.114
		2	5.2200	6.0000	1.59279	-1.226	.959
		3	5.0900	5.5000	1.62117	-0.874	-0.081
		4	3.7400	4.0000	2.00313	.089	-1.267
		5	4.7000	5.0000	1.82851	-.727	-.521
		6	4.9800	5.0000	1.70549	-.828	-.197
		7	5.1200	5.0000	1.55881	-.857	.245
Portuguese	Individual value	1	4.9900	6.0000	1.86675	-.717	-.758
		2	4.7700	5.0000	1.87947	-.544	-.797
		3	4.8700	5.0000	1.83488	-.545	-.901
		4	4.0100	4.0000	2.28077	-.070	-1.550
		5	4.7300	5.5000	2.1782	-.591	-1.106
		6	5.0400	6.0000	2.1078	-.846	-.701
		7	4.7100	5.0000	2.20328	-.484	-1.252
Russian	Individual Value	1	5.3500	6.0000	1.47282	-1.035	.905
		2	5.4500	6.0000	1.56589	-1.267	1.186
		3	5.3900	6.0000	1.53014	-1.255	1.288
		4	4.700	5.0000	1.80627	-.536	-.705
		5	4.8100	5.0000	1.70380	-.597	-.420
		6	4.8300	5.0000	1.78691	-.541	-.629
		7	5.1800	5.0000	1.68403	-1.054	.516

Table 4. Descriptive statistics social luxury value dimension across three samples.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
English	Social Value	1	4.6700	5.0000	1.63951	-.589	-0.495
		2	4.2700	5.0000	1.72829	-.237	-1.056
		3	4.7600	5.0000	1.78161	-.504	-0.697
		4	4.2300	4.0000	1.763	-.088	-1.020
		5	4.0000	4.0000	1.74657	.070	-1.139
		6	4.2200	4.0000	1.76715	-.107	-1.061
		7	3.7600	4.0000	1.71223	.210	-0.958
Portuguese	Social Value	1	4.2000	4.0000	2.05971	-.020	-1.39
		2	3.7600	4.0000	2.07009	.217	-1.238
		3	4.0700	4.0000	2.16144	-.019	-1.371
		4	3.6600	4.0000	2.0900	.234	-1.221
		5	3.4400	4.0000	1.98133	.274	-1.173
		6	3.6600	4.0000	2.00111	.096	-1.251
		7	3.4100	3.5000	2.0797	.322	-1.238
Russian	Social Value	1	4.3737	5.0000	1.87674	-.446	-1.133
		2	3.8900	4.0000	1.86891	-.131	-1.269
		3	4.1700	5.0000	1.93352	-.211	-1.267
		4	3.5400	3.5000	1.92496	.116	-1.288
		5	3.4700	3.0000	1.92514	.146	-1.343
		6	3.5700	3.0000	1.97077	.112	-1.414
		7	3.3200	3.0000	2.01449	.337	-1.363

Table 5. Descriptive statistics of brand personality dimension "Sincerity' in English and Portuguese samples.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
English	Sincerity	1	3.6900	4.0000	1.48864	.344	-.659
		2	3.1500	3.0000	1.47282	.297	-.683
		3	2.5800	2.0000	1.37936	.938	.881
		4	4.0800	4.0000	1.33847	-.252	.030
		5	4.0900	4.0000	1.3416	-.398	-.231
		6	4.5700	5.0000	1.28908	-.533	.352
		7	3.9700	4.0000	1.45959	-.027	-.726
		8	4.7200	5.0000	1.40763	-.617	-.184
		9	4.4200	5.0000	1.37201	-.607	-.127
		10	4.2100	4.0000	1.63482	-.176	-.753
		11	4.3100	4.0000	1.44036	-.438	-.128
Portuguese	Sincerity	1	3.8700	4.0000	1.79029	-.092	-1.079
		2	3.9100	4.0000	1.74712	.013	-1.003
		3	3.2000	3.0000	1.78093	.403	-.885
		4	4.8800	5.0000	1.61608	-.593	-.221
		5	5.0300	5.0000	1.55346	-.727	-.009
		6	5.3500	6.0000	1.5267	-.047	.585
		7	5.3500	6.0000	1.5	-.152	1.151
		8	5.4900	6.0000	1.49406	-.241	1.456
		9	5.3500	6.0000	1.5333	-.937	.478
		10	5.1400	5.5000	1.57005	-.876	.117
		11	5.2500	6.0000	1.58513	-.841	.039

Table 6. Descriptive statistics of brand personality dimension "Sincerity' in Russian sample and "Excitement" in English sample.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
Russian	Sincerity	1	3.4700	4.0000	1.76071	.181	-1.028
		2	3.4400	3.0000	1.60378	.238	-.876
		3	2.7900	2.0000	1.66542	.89	-.045
		4	4.5400	4.0000	1.47313	-.399	.122
		5	4.5800	4.5000	1.4646	-.397	-.008
		6	4.9400	5.0000	1.49626	-.948	.682
		7	4.5900	5.0000	1.52484	-.497	-.100
		8	5.1700	6.0000	1.62714	-1.314	1.232
		9	4.7400	5.0000	1.67344	-.647	-.338
		10	4.3500	5.0000	1.59149	-.610	-.097
		11	4.8300	5.0000	1.60211	-.844	.067
English	Excitement	1	4.4100	5.0000	1.62739	-.517	-.586
		2	5.4800	6.0000	1.21006	-1.069	1.728
		3	5.1900	5.0000	1.36844	-.931	.838
		4	4.7900	5.0000	1.35807	-.523	.377
		5	5.4500	6.0000	1.16667	-.792	.747
		6	4.5100	5.0000	1.56021	-.296	-.749
		7	4.9500	5.0000	1.39534	-.228	-.958
		8	4.8400	5.0000	1.39059	-.512	-.352
		9	5.3100	5.5.000	1.26886	-.546	-.334
		10	4.9500	5.0000	1.34371	-.315	-.586
		11	5.0800	5.0000	1.28456	-.327	-.684

Table 7. Descriptive statistics of brand personality dimension "Excitement" in Portuguese and Russian samples.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
Portuguese	Excitement	1	5.3600	6.0000	1.72047	-0.978	0.043
		2	5.7200	6.0000	1.53136	-1.409	1.428
		3	5.7100	6.0000	1.41632	-1.32	1.473
		4	5.6400	6.0000	1.44614	-1.185	1.178
		5	5.6500	6.0000	1.47282	-1.152	0.847
		6	5.3000	6.0000	1.6606	-0.991	0.331
		7	5.3900	6.0000	1.65691	-1.067	0.483
		8	5.5500	6.0000	1.61041	-1.217	0.942
		9	5.3600	6.0000	1.56683	-0.909	0.158
		10	5.6200	6.0000	1.5685	-1.332	1.344
		11	5.4600	6.0000	1.63559	-1.058	0.332
Russian	Excitement	1	4.3800	5.0000	1.68643	-.427	-.923
		2	5.4600	6.0000	1.30593	-1.605	2.918
		3	5.1400	5.0000	1.34104	-.774	.240
		4	5.0600	5.0000	1.30128	-1.011	.860
		5	5.5400	6.0000	1.19274	-1.627	3.534
		6	5.0800	5.0000	1.51544	-.938	.660
		7	5.2100	6.0000	1.45848	-.952	.673
		8	5.0600	6.0000	1.62568	-1.135	.647
		9	5.4400	6.0000	1.45866	-1.443	1.976
		10	5.1500	6.0000	1.46594	-1.05	.966
		11	5.3700	6.0000	1.39736	-1.483	2.355

Table 8. Descriptive statistics of brand personality dimension "Competence" in English, Portuguese and Russian samples.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
English	Competence	1	5.3100	6.0000	1.19507	-.661	.192
		2	5.1100	5.0000	1.16250	-.297	-.688
		3	5.2300	5.0000	1.16216	-.226	-.646
		4	5.1300	5.0000	1.30000	-.331	-.626
		5	4.7500	5.0000	1.32859	.130	-.735
		6	5.1000	5.0000	1.28315	-.015	-.958
		7	5.9900	6.0000	0.98980	-.745	-.162
		8	5.3800	6.0000	1.32406	-.574	-.690
		9	5.8500	6.0000	1.03840	-.576	-.574
Portuguese	Competence	1	5.7300	6.0000	1.50323	-1.329	1.362
		2	5.6000	6.0000	1.54397	-1.301	1.145
		3	5.7300	6.0000	1.46925	-1.391	1.662
		4	5.7100	6.0000	1.45154	-1.419	1.797
		5	5.6100	6.0000	1.33254	-1.156	1.435
		6	5.6200	6.0000	1.52938	-1.148	.865
		7	5.9600	6.0000	1.40648	-1.661	2.6400
		8	5.3400	6.0000	1.64052	-.900	.238
		9	5.7800	6.0000	1.53465	-1.537	1.983
Russian	Competence	1	4.9800	5.0000	1.49058	-.787	.314
		2	4.8200	5.0000	1.45907	-.516	.006
		3	4.9100	5.0000	1.43615	-.737	.507
		4	4.7900	5.0000	1.44456	-.711	.322
		5	4.7300	5.0000	1.39881	-.452	.164
		6	4.7100	5.0000	1.35061	-.533	.266
		7	5.4300	6.0000	1.39447	-.312	1.845
		8	5.0800	5.0000	1.46115	-.736	.267
		9	5.3200	6.0000	1.53004	-.145	.823

Table 9. Descriptive statistics of brand personality dimensions "Sophistication and Ruggedness" in English, Portuguese and Russian samples.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
English	Sophistication	1	5.7100	6.0000	1.33557	-1.215	1.472
		2	5.7200	6.0000	1.23975	-1.071	.987
		3	5.9700	6.0000	1.02942	-1.186	1.890
		4	5.5800	6.0000	1.27271	-1.203	1.754
		5	5.3200	5.0000	1.49666	-0.898	0.476
Portuguese	Sophistication	1	5.4100	6.0000	1.82073	-1.082	0.065
		2	5.7900	6.0000	1.47227	-1.740	3.013
		3	5.6200	6.0000	1.51611	-1.458	1.76
		4	5.8300	6.0000	1.48429	-1.782	3.042
		5	5.4900	6.0000	1.70261	-1.355	1.151
Russian	Sophistication	1	5.0100	5.0000	1.68472	-0.921	0.117
		2	4.9200	5.0000	1.50205	-0.883	0.404
		3	5.5800	6.0000	1.3347	-1.684	3.643
		4	5.3900	6.0000	1.38458	-1.223	1.407
		5	5.2700	6.0000	1.67486	-1.32	1.011
English	Ruggedness	1	2.5400	2.0000	1.45935	.944	.295
		2	3.1400	3.0000	1.5636	.264	-.801
		3	4.2200	5.0000	1.78422	-.361	-.861
		4	3.0800	3.0000	1.53531	.085	-1.124
		5	2.7700	3.0000	1.56899	.375	-.967
Portuguese	Ruggedness	1	3.7700	4.0000	1.93247	.119	-1.146
		2	3.5500	3.0000	1.79997	.256	-.966
		3	3.3700	3.0000	2.02337	.406	-1.151
		4	3.4500	3.0000	2.00693	.331	-1.138
		5	3.0200	3.0000	1.80336	.613	-.640
Russian	Ruggedness	1	4.4300	5.0000	1.71302	-.635	-.551
		2	4.0500	4.0000	1.69595	-.206	-.804
		3	4.7400	5.0000	1.58669	-.815	.331
		4	3.7800	4.0000	1.74414	-.226	-1.108
		5	4.7400	5.0000	1.66132	-.87	.128

Table 10. Descriptive statistics of dimension of brand love "Passionate desire" in English, Portuguese and Russian samples.

Market	Variable	Item	Mean	Median	Std. Deviation	Skewness	Kurtosis
English	Passionate Desire	1	4.9000	5.0000	1.446	-.702	-.076
		2	4.4300	5.0000	1.62216	-.263	-.852
		3	4.7600	5.0000	1.57711	-.524	-.576
Portuguese	Passionate Desire	1	5.2700	6.0000	1.72829	-1.051	.311
		2	5.2800	6.0000	1.74124	-1.051	.299
		3	5.3800	6.0000	1.7043	-1.115	.540
Russian	Passionate Desire	1	5.2600	6.0000	1.64912	-1.268	.924
		2	5.2200	6.0000	1.63658	-1.35	1.147
		3	5.1200	6.0000	1.71317	-1.15	.445

Appendix E. Regression Analysis: Antecedents of luxury fashion brand coolness.

Model 1. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "UsefulTotal" by application of total sample.

UsefulTotal = $\beta_0 + \beta_1$ * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 1. Variables Entered/ Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: UsefulTotal			
b. All requested variables entered.			

Table 2. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.556[a]	**.309**	**.287**	1.19846	**1.884**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal					
b. Dependent Variable: UsefulTotal					

Table 3. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	185.636	9	20.626	**14.361**	**.000[b]**
	Residual	415.094	289	1.436		
	Total	600.730	298			
a. Dependent Variable: UsefulTotal						
b. Predictors: (Constant). RuggednessTotal. FinancialValueTotal. IndividualValueTotal. FunctionalValueTotal. SincerityTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. CompetenceTotal						

Table 4. Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.487	.395		1.235	.218		
	FinancialValueTotal	.018	.058	.017	.309	.758	**.763**	**1.310**
	FunctionalValueTotal	.128	.061	**.126**	2.076	**.039**	**.646**	**1.548**
	IndividualValueTotal	.093	.062	.099	1.492	.137	**.539**	**1.856**
	SocialvalueTotal	.026	.052	.030	.499	.618	**.642**	**1.557**
	SincerityTotal	.234	.086	**.195**	2.725	**.007**	**.469**	**2.134**
	ExcitementTotal	-.012	.092	-.010	-.133	.894	**.389**	**2.570**
	CompetenceTotal	.234	.097	**.203**	2.417	**.016**	**.339**	**2.952**
	SophisticationTotal	.067	.080	.059	.840	.402	**.478**	**2.090**
	RuggednessTotal	.018	.051	.019	.350	.727	**.837**	**1.195**

a. Dependent Variable: UsefulTotal

Table 5. Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8.700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8.921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12.852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14.555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16.052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18.876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19.704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22.998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27.846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00

a. Dependent Variable: UsefulTotal

Models 1.1, 1.2 and 1.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "UsefulTotal" by application of individual samples.

Model 1.1 – Regression Analysis for English-Speaking market.

Model 1.2 – Regression Analysis for Portuguese-speaking market.

Model 1.3 – Regression analysis for Russian-speaking market.

UsefulTotalEnglish = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

UsefulTotalPortuguese = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

UsefulTotalRussian = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

Table 6 (a). Model 1.1: Variables Entered/Removed.

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: UsefulTotal			
b. All requested variables entered.			

Table 6 (b). Model 1.2: Variables Entered/Removed.

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: UsefulTotal			
b. All requested variables entered.			

Table 6 (c). Model 1.3: Variables Entered/Removed.

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: UsefulTotal			
b. All requested variables entered.			

Table 7 (a). Model 1.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.643[a]	**.413**	**.354**	.93302	**2.049**
a. Predictors: (Constant). RuggednessTotal. CompetenceTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SincerityTotal. IndividualValueTotal. SophisticationTotal. ExcitementTotal					
b. Dependent Variable: UsefulTotal					

Table 7 (b). Model 1.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.728[a]	**.530**	**.483**	1.10164	**2.275**
a. Predictors: (Constant). RuggednessTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. IndividualValueTotal. SincerityTotal. CompetenceTotal					
b. Dependent Variable: UsefulTotal					

Table 7 (c). Model 1.3: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.442[a]	**.196**	**.114**	1.37404	**1.600**
a. Predictors: (Constant). RuggednessTotal. FinancialValueTotal. IndividualValueTotal. ExcitementTotal. SocialvalueTotal. FunctionalValueTotal. SincerityTotal. SophisticationTotal. CompetenceTotal					
b. Dependent Variable: UsefulTotal					

Table 8 (a). Model 1.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	55.135	9	6.126	**7.037**	**.000[b]**
	Residual	78.347	90	.871		
	Total	133.482	99			
a. Dependent Variable: UsefulTotal						
b. Predictors: (Constant). RuggednessTotal. CompetenceTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SincerityTotal. IndividualValueTotal. SophisticationTotal. ExcitementTotal						

Table 8 (b). Model 1.2: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	123.106	9	13.678	**11.271**	**.000[b]**
	Residual	109.226	90	1.214		
	Total	232.332	99			
a. Dependent Variable: UsefulTotal						
b. Predictors: (Constant). RuggednessTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. IndividualValueTotal. SincerityTotal. CompetenceTotal						

Table 8 (c). Model 1.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	40.842	9	4.538	**2.404**	**.017[b]**
	Residual	168.031	89	1.888		
	Total	208.872	98			
a. Dependent Variable: UsefulTotal						
b. Predictors: (Constant). RuggednessTotal. FinancialValueTotal. IndividualValueTotal. ExcitementTotal. SocialvalueTotal. FunctionalValueTotal. SincerityTotal. SophisticationTotal. CompetenceTotal						

Table 9 (a). Model 1.1: Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	-1.137	.811		-1.402	.164		
	FinancialValueTotal	.126	.111	.100	1.131	.261	**.828**	**1.208**
	FunctionalValueTotal	-.044	.085	-.046	-.514	.609	**.813**	**1.230**
	IndividualValueTotal	.083	.093	.096	.888	.377	**.558**	**1.792**
	SocialvalueTotal	.073	.081	.091	.899	.371	**.638**	**1.567**
	SincerityTotal	.407	.116	**.349**	3.507	**.001**	**.659**	**1.517**
	ExcitementTotal	-.084	.133	-.076	-.632	.529	**.453**	**2.208**
	CompetenceTotal	.204	.151	.159	1.355	.179	**.471**	**2.122**
	SophisticationTotal	.235	.133	.204	1.765	.081	**.489**	**2.046**
	RuggednessTotal	.171	.087	.174	1.970	.052	**.832**	**1.202**
a. Dependent Variable: UsefulTotal								

Table 9 (b). Model 1.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.290	.580		.501	.618		
	FinancialValueTotal	.030	.090	.029	.338	.736	**.696**	**1.437**
	FunctionalValueTotal	.058	.101	.060	.575	.566	**.487**	**2.054**
	IndividualValueTotal	.283	.102	**.327**	2.766	**.007**	**.375**	**2.668**
	SocialvalueTotal	-.075	.084	-.087	-.887	.377	**.540**	**1.854**
	SincerityTotal	-.047	.161	-.039	-.291	.771	**.298**	**3.353**
	ExcitementTotal	-.083	.154	-.074	-.536	.593	**.276**	**3.625**
	CompetenceTotal	.588	.170	**.526**	3.470	**.001**	**.227**	**4.397**
	SophisticationTotal	.034	.115	.031	.297	.767	**.486**	**2.056**
	RuggednessTotal	.053	.085	.057	.620	.537	**.612**	**1.634**
a. Dependent Variable: UsefulTotal								

Table 9 (c). Model 1.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	2.066	.760		2.717	.008		
	FinancialValueTotal	-.037	.106	-.040	-.352	.726	**.693**	**1.442**
	FunctionalValueTotal	.371	.135	**.358**	2.743	**.007**	**.530**	**1.887**
	IndividualValueTotal	-.098	.129	-.094	-.759	.450	**.589**	**1.699**
	SocialvalueTotal	.189	.110	.218	1.712	.090	**.557**	**1.797**
	SincerityTotal	-.018	.176	-.014	-.103	.918	**.478**	**2.094**
	ExcitementTotal	-.124	.185	-.095	-.668	.506	**.446**	**2.244**
	CompetenceTotal	-.087	.201	-.075	-.432	.667	**.295**	**3.386**
	SophisticationTotal	.172	.179	.154	.961	.339	**.352**	**2.837**
	RuggednessTotal	.114	.147	.103	.777	.439	**.515**	**1.943**
a. Dependent Variable: UsefulTotal								

Table 10 (a). Model 1.1: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financia lValueTotal	Functional ValueTotal	Individua lValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.601	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8.155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11.248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14.274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14.984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17.026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20.832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26.425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30.065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31.874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06

a. Dependent Variable: UsefulTotal

Table 10 (b). Model 1.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financia lValue	FunctionalValue Total	IndividualValue Total	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	Sophistication Total	RuggednessTotal
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03

a. Dependent Variable: UsefulTotal

Table 10 (c). Model 1.3: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	CompetenceTotal	SophisticationTotal	RuggednessTotal
	1	9.580	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8.293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11.017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14.055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16.267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16.744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17.191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20.234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25.083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
1	10	.012	27.904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13
a. Dependent Variable: UsefulTotal													

Model 2. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "EnergeticTotal" by application of total sample:

EnergeticTotal = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 11. Variable Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: EnergeticTotal			
b. All requested variables entered.			

Table 12. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.528[a]	**.279**	**.256**	1.23583	**1.971**
a. Predictors: (Constant). RuggednessTotal. FinancialValueTotal. IndividualValueTotal. FunctionalValueTotal. SincerityTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. CompetenceTotal					
b. Dependent Variable: EnergeticTotal					

Table 13. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	170.398	9	18.933	**12.397**	**.000[b]**
	Residual	441.380	289	1.527		
	Total	611.778	298			
a. Dependent Variable: EnergeticTotal						
b. Predictors: (Constant). RuggednessTotal. FinancialValueTotal. IndividualValueTotal. FunctionalValueTotal. SincerityTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. CompetenceTotal						

Table 14. Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.741	.407		1.821	.070		
	FinancialValueTotal	.053	.060	.050	.880	.380	**.763**	**1.310**
	FunctionalValueTotal	.110	.063	.108	1.743	.082	**.646**	**1.548**
	IndividualValueTotal	.033	.064	.035	.518	.605	**.539**	**1.856**
	SocialvalueTotal	.031	.054	.036	.585	.559	**.642**	**1.557**
	SincerityTotal	.142	.088	.117	1.601	.110	**.469**	**2.134**
	ExcitementTotal	.222	.095	**.186**	2.323	**.021**	**.389**	**2.570**
	CompetenceTotal	.182	.100	.156	1.816	.070	**.339**	**2.952**
	SophisticationTotal	-.058	.082	-.051	-.706	.481	**.478**	**2.090**
	RuggednessTotal	.080	.053	.083	1.517	.130	**.837**	**1.195**
a. Dependent Variable: EnergeticTotal								

Table 15. Collinearity Diagnostic

Collinearity Diagnostics[a]													
				Variance Proportions									
Model	Dimension	Eigenvalue	Condition Index	(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	SophisticationTotal	RuggednessTotal
1	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8.700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8.921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12.852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14.555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16.052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18.876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19.704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22.998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27.846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00
a. Dependent Variable: EnergeticTotal													

Model 2.1, 2.2 and 2.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "EnergeticTotal" by application of individual samples.

Model 2.1 – Regression Analysis for English-Speaking market.

Model 2.2 – Regression Analysis for Portuguese-speaking market.

Model 2.3 – Regression analysis for Russian-speaking market.

EnergeticTotalEnglish = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

EnergeticTotalPortuguese = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

EnergeticTotalRussian = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

Table 16 (a). Model 2.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: EnergeticTotal			
b. All requested variables entered.			

Table 16 (b). Model 2.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: EnergeticTotal			
b. All requested variables entered.			

Table 16 (c). Model 2.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: EnergeticTotal			
b. All requested variables entered.			

Table 17 (a). Model 2.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.525[a]	**.276**	**.203**	1.04405	**1.724**
a. Predictors: (Constant). RuggednessTotal. CompetenceTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SincerityTotal. IndividualValueTotal. SophisticationTotal. ExcitementTotal					
b. Dependent Variable: EnergeticTotal					

Table 17 (b). Model 2.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.661[a]	**.438**	**.381**	1.25487	**2.072**
a. Predictors: (Constant). RuggednessTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. IndividualValueTotal. SincerityTotal. CompetenceTotal					
b. Dependent Variable: EnergeticTotal					

Table 17 (c). Model 2.3: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.476[a]	**.227**	**.149**	1.36804	**2.06**3
a. Predictors: (Constant). RuggednessTotal. FinancialValueTotal. IndividualValueTotal. ExcitementTotal. SocialvalueTotal. FunctionalValueTotal. SincerityTotal. SophisticationTotal. CompetenceTotal					
b. Dependent Variable: EnergeticTotal					

Table 18 (a). Model 2.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	37.328	9	4.148	**3.805**	**.000[b]**
	Residual	98.104	90	1.090		
	Total	135.432	99			
a. Dependent Variable: EnergeticTotal						
b. Predictors: (Constant). RuggednessTotal. CompetenceTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SincerityTotal. IndividualValueTotal. SophisticationTotal. ExcitementTotal						

Table 18 (a). Model 2.2: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	110.242	9	12.249	**7.779**	**.000[b]**
	Residual	141.723	90	1.575		
	Total	251.965	99			
a. Dependent Variable: EnergeticTotal						
b. Predictors: (Constant). RuggednessTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. IndividualValueTotal. SincerityTotal. CompetenceTotal						

Table 18 (a). Model 2.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	48.890	9	5.432	**2.903**	**.005**[b]
	Residual	166.566	89	1.872		
	Total	215.456	98			
a. Dependent Variable: EnergeticTotal						
b. Predictors: (Constant). RuggednessTotal. FinancialValueTotal. IndividualValueTotal. ExcitementTotal. SocialvalueTotal. FunctionalValueTotal. SincerityTotal. SophisticationTotal. CompetenceTotal						

Table 19 (a). Model 2.1: Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	.327	.908		.360	.720		
	FinancialValueTotal	.159	.125	.126	1.275	.206	**.828**	**1.208**
	FunctionalValueTotal	.155	.095	.162	1.628	.107	**.813**	**1.230**
	IndividualValueTotal	-.062	.104	-.072	-.599	.550	**.558**	**1.792**
	SocialvalueTotal	-.043	.091	-.053	-.473	.638	**.638**	**1.567**
	SincerityTotal	.066	.130	.056	.505	.615	**.659**	**1.517**
	ExcitementTotal	.213	.149	.191	1.432	.156	**.453**	**2.208**
	CompetenceTotal	.509	.168	**.395**	3.021	**.003**	**.471**	**2.122**
	SophisticationTotal	-.227	.149	-.196	-1.524	.131	**.489**	**2.046**
	RuggednessTotal	.044	.097	.045	.455	.650	**.832**	**1.202**
a. Dependent Variable: EnergeticTotal								

Table 19 (b). Model 2.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.698	.660		1.057	.293		
	FinancialValueTotal	-.155	.102	-.144	-1.516	.133	.696	1.437
	FunctionalValueTotal	.111	.115	.109	.964	.338	.487	2.054
	IndividualValueTotal	.086	.116	.095	.740	.462	.375	2.668
	SocialvalueTotal	.027	.096	.030	.276	.783	.540	1.854
	SincerityTotal	.040	.184	.032	.219	.827	.298	3.353
	ExcitementTotal	.422	.176	.361	2.400	.018	.276	3.625
	CompetenceTotal	.204	.193	.175	1.057	.293	.227	4.397
	SophisticationTotal	-.026	.130	-.022	-.197	.845	.486	2.056
	RuggednessTotal	.073	.097	.076	.752	.454	.612	1.634
a. Dependent Variable: EnergeticTotal								

Table 19 (c). Model 2.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	1.478	.757		1.953	.054		
	FinancialValueTotal	.212	.105	.225	2.014	**.047**	**.693**	**1.442**
	FunctionalValueTotal	.033	.135	.032	.246	.806	**.530**	**1.887**
	IndividualValueTotal	-.088	.128	-.084	-.689	.493	**.589**	**1.699**
	SocialvalueTotal	.176	.110	.201	1.609	.111	**.557**	**1.797**
	SincerityTotal	.151	.175	.117	.865	.390	**.478**	**2.094**
	ExcitementTotal	.021	.184	.016	.112	.911	**.446**	**2.244**
	CompetenceTotal	-.096	.200	-.082	-.479	.633	**.295**	**3.386**
	SophisticationTotal	.193	.178	.170	1.084	.281	**.352**	**2.837**
	RuggednessTotal	.086	.146	.077	.591	.556	**.515**	**1.943**
a. Dependent Variable: EnergeticTotal								

Table 20 (a). Model 2.1: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	Socialvalue Total	SincerityTotal	ExcitementTotal	CompetenceTotal	SophisticationTotal	RuggednessTotal
1	1	9.601	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8.155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11.248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14.274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14.984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17.026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20.832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26.425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30.065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31.874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06

a. Dependent Variable: EnergeticTotal

Table 20 (b). Model 2.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValue Total	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	SincerityTotal	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03

a. Dependent Variable: EnergeticTotal

Table 20 (c). Model 2.3: Collinearity Diagnostic

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	FunctionalValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.580	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8.293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11.017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14.055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16.267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16.744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17.191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20.234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25.083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
	10	.012	27.904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13

a. Dependent Variable: EnergeticTotal

Model 3: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AestheticallyAppealingTotal" by application of total sample.

AestheticallyAppealingTotal = $\beta_0 + \beta_1$ * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 21. Variable Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: AestheticallyappealingTotal			
b. All requested variables entered.			

Table 22. Model Summary

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.575[a]	**.331**	**.310**	1.12018	**1.713**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal					
b. Dependent Variable: AestheticallyappealingTotal					

Table 23. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	179.227	9	19.914	**15.870**	**.000[b]**
	Residual	362.638	289	1.255		
	Total	541.865	298			
a. Dependent Variable: AestheticallyappealingTotal						
b. Predictors: (Constant). RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal						

Table 24. Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	1.843	.369		4.995	.000		
	FinancialValueTotal	.209	.054	**.211**	3.839	**.000**	**.763**	**1.310**
	FunctionalValueTotal	.132	.057	**.138**	2.299	**.022**	**.646**	**1.548**
	IndividualValueTotal	.034	.058	.038	.579	.563	**.539**	**1.856**
	SocialvalueTotal	.016	.049	.020	.332	.740	**.642**	**1.557**
	SincerityTotal	.013	.080	.012	.168	.867	**.469**	**2.134**
	ExcitementTotal	.191	.086	**.171**	2.214	**.028**	**.389**	**2.570**
	CompetenceTotal	.111	.091	.101	1.223	.222	**.339**	**2.952**
	SophisticationTotal	.124	.075	.115	1.656	.099	**.478**	**2.090**
	RuggednessTotal	-.074	.048	-.082	-1.561	.120	**.837**	**1.195**
a. Dependent Variable: AestheticallyappealingTotal								

Table 25. Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial Value	FunctionalValue Total	Individual Value	Socialvalue Total	Sincerity Total	ExcitementTotal	CompetenceTotal	Sophistication Total	RuggednessTotal
1	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8.700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8.921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12.852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14.555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16.052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18.876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19.704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22.998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27.846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00

a. Dependent Variable: AestheticallyappealingTotal

Model 3.1, 3.2 and 3.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AestheticallyAppealingTotal" by application of individual samples.

Model 3.1 – Regression Analysis for English-peaking market.

Model 3.1.1 – Regression Analysis for English- speaking market. (Model 3.1 revisited).

Model 3.2 – Regression Analysis for Portuguese-speaking market.

Model 3.3 – Regression analysis for Russian-speaking market.

AestheticallyAppealingTotalEnglish = $\beta_0 + \beta_1 *$ SincerityTotal + $\beta_2 *$ ExcitementTotal + $\beta_3 *$ CompetenceTotal + $\beta_4 *$ SophisticationTotal + $\beta_5 *$ RuggednessTotal + $\beta_6 *$ FinancialValueTotal + $\beta_7 *$ FunctcionalValueTotal + $\beta_8 *$ IndividualValueTotal + $\beta_9 *$ SocialValueTotal + ε

AestheticallyAppealingTotalEnglish (Revisited) = $\beta_0 + \beta_1 *$ FunctionalValueTotal + $\beta_2 *$ CompetenceTotal + $\beta_3 *$ RuggednessTotal + ε

AestheticallyAppealingTotalPortuguese = $\beta_0 + \beta_1 *$ SincerityTotal + $\beta_2 *$ ExcitementTotal + $\beta_3 *$ CompetenceTotal + $\beta_4 *$ SophisticationTotal + $\beta_5 *$ RuggednessTotal + $\beta_6 *$ FinancialValueTotal + $\beta_7 *$ FunctcionalValueTotal + $\beta_8 *$ IndividualValueTotal + $\beta_9 *$ SocialValueTotal + ε

AestheticallyAppealingTotalRussian = $\beta_0 + \beta_1 *$ SincerityTotal + $\beta_2 *$ ExcitementTotal + $\beta_3 *$ CompetenceTotal + $\beta_4 *$ SophisticationTotal + $\beta_5 *$ RuggednessTotal + $\beta_6 *$ FinancialValueTotal + $\beta_7 *$ FunctcionalValueTotal + $\beta_8 *$ IndividualValueTotal + $\beta_9 *$ SocialValueTotal + ε

Table 26 (a). Model 3.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: AestheticallyappealingTotal			
b. All requested variables entered.			

Table 26 (a1). Model 3.1.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal[b]	FinancialValueTotal, IndividualValueTotal, SocialValueTotal, SincerityTotal ExcitementTotal SophisticationTotal	Enter
a. Dependent Variable: AestheticallyappealingTotal			
b. All requested variables entered.			

Table 26 (b). Model 3.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: AestheticallyappealingTotal			
b. All requested variables entered.			

Table 26 (c). Model 3.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: AestheticallyappealingTotal			
b. All requested variables entered.			

Table 27 (a). Model 3.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.440[a]	**.194**	**.113**	.79182	**1.916**
a. Predictors: (Constant). RuggednessTotal. CompetenceTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SincerityTotal. IndividualValueTotal. SophisticationTotal. ExcitementTota					
b. Dependent Variable: AestheticallyappealingTotal					

Table 27 (a1). Model 3.1.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.408[a]	**.167**	**.141**	.77962	**1.973**
a. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal					
b. Dependent Variable: AestheticallyappealingTotal					

Table 27 (b). Model 3.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.771[a]	**.595**	**.554**	1.00834	**1.773**
a. Predictors: (Constant). RuggednessTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. IndividualValueTotal. SincerityTotal. CompetenceTotal					
b. Dependent Variable: AestheticallyappealingTotal					

Table 27 (c). Model 3.3: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.588[a]	**.346**	**.280**	1.29707	**1.821**
a. Predictors: (Constant). RuggednessTotal. FinancialValueTotal. IndividualValueTotal. ExcitementTotal. SocialvalueTotal. FunctionalValueTotal. SincerityTotal. SophisticationTotal. CompetenceTotal					
b. Dependent Variable: AestheticallyappealingTotal					

Table 28 (a). Model 3.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	13.583	9	1.509	**2.407**	**.017[b]**
	Residual	56.429	90	.627		
	Total	70.012	99			
a. Dependent Variable: AestheticallyappealingTotal						
b. Predictors: (Constant). RuggednessTotal. CompetenceTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SincerityTotal. IndividualValueTotal. SophisticationTotal. ExcitementTotal						

Table 28 (a1). Model 3.1.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	11.662	3	3.887	**6.396**	**.001[b]**
	Residual	58.350	96	.608		
	Total	70.012	99			
a. Dependent Variable: AestheticallyappealingTotal						
b. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal						

Table 28 (b). Model 3.2: ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.203	9	14.911	**14.666**	**.000[b]**
	Residual	91.507	90	1.017		
	Total	225.710	99			
a. Dependent Variable: AestheticallyappealingTotal						
b. Predictors: (Constant). RuggednessTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. IndividualValueTotal. SincerityTotal. CompetenceTotal						

Table 28 (c). Model 3.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	79.148	9	8.794	**5.227**	**.000[b]**
	Residual	149.732	89	1.682		
	Total	228.880	98			
a. Dependent Variable: AestheticallyappealingTotal						
b. Predictors: (Constant). RuggednessTotal. FinancialValueTotal. IndividualValueTotal. ExcitementTotal. SocialvalueTotal. FunctionalValueTotal. SincerityTotal. SophisticationTotal. CompetenceTotal						

Table 29 (a). Model 3.1: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	4.161	.688		6.045	.000		
	FinancialValueTotal	.033	.094	.036	.348	.729	**.828**	**1.208**
	FunctionalValueTotal	.087	.072	.126	1.201	.233	**.813**	**1.230**
	IndividualValueTotal	.027	.079	.044	.347	.730	**.558**	**1.792**
	SocialvalueTotal	.006	.069	.010	.084	.933	**.638**	**1.567**
	SincerityTotal	.063	.098	.075	.641	.523	**.659**	**1.517**
	ExcitementTotal	.079	.113	.098	.696	.488	**.453**	**2.208**
	CompetenceTotal	.113	.128	.122	.884	.379	**.471**	**2.122**
	SophisticationTotal	.074	.113	.089	.655	.514	**.489**	**2.046**
	RuggednessTotal	-.116	.074	-.164	-1.577	.118	**.832**	**1.202**
a. Dependent Variable: AestheticallyappealingTotal								

Table 29 (a1). Model 3.1.1: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	4.533	.556		8.155	.000		
	FunctionalValueTotal	.126	.066	.183	1.900	.060	**.939**	**1.065**
	CompetenceTotal	.268	.089	**.289**	3.009	**.003**	**.942**	**1.061**
	RuggednessTotal	-.113	.066	-.160	-1.708	.091	**.992**	**1.008**
a. Dependent Variable: AestheticallyappealingTotal								

Table 29 (b). Model 3.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.876	.530		1.652	.102		
	FinancialValueTotal	.025	.082	.024	.300	.765	**.696**	**1.437**
	FunctionalValueTotal	-.025	.093	-.026	-.272	.786	**.487**	**2.054**
	IndividualValueTotal	.033	.094	.039	.357	.722	**.375**	**2.668**
	SocialvalueTotal	-.022	.077	-.026	-.290	.773	**.540**	**1.854**
	SincerityTotal	.131	.147	.109	.890	.376	**.298**	**3.353**
	ExcitementTotal	.639	.141	**.578**	4.520	**.000**	**.276**	**3.625**
	CompetenceTotal	.144	.155	.130	.926	.357	**.227**	**4.397**
	SophisticationTotal	.064	.105	.059	.612	.542	**.486**	**2.056**
	RuggednessTotal	-.160	.078	**-.176**	-2.047	**.044**	**.612**	**1.634**

a. Dependent Variable: AestheticallyappealingTotal

Table 29 (c). Model 3.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	2.097	.718		2.922	.004		
	FinancialValueTotal	.345	.100	**.356**	3.460	**.001**	**.693**	**1.442**
	FunctionalValueTotal	.220	.128	.203	1.721	.089	**.530**	**1.887**
	IndividualValueTotal	-.106	.122	-.097	-.870	.387	**.589**	**1.699**
	SocialvalueTotal	.068	.104	.075	.651	.517	**.557**	**1.797**
	SincerityTotal	.011	.166	.008	.067	.947	**.478**	**2.094**
	ExcitementTotal	.005	.174	.004	.031	.976	**.446**	**2.244**
	CompetenceTotal	-.076	.190	-.063	-.401	.689	**.295**	**3.386**
	SophisticationTotal	.292	.169	.250	1.733	.087	**.352**	**2.837**
	RuggednessTotal	-.040	.139	-.034	-.286	.775	**.515**	**1.943**

a. Dependent Variable: AestheticallyappealingTotal

Table 30 (a). Model 3.1: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValue Total	FunctionalValue Total	IndividualValue Total	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.601	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8.155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11.248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14.274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14.984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17.026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20.832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26.425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30.065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31.874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06

a. Dependent Variable: AestheticallyappealingTotal

Table 30 (a1). Model 3.1.1: Collinearity Diagnostics

Collinearity Diagnostics[a]							
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	FunctionalValueTotal	Competence Total	RuggednessTotal
1	1	3.850	1.000	.00	.00	.00	.01
	2	.101	6.161	.01	.06	.03	.90
	3	.036	10.356	.06	.91	.20	.01
	4	.013	17.334	.94	.03	.77	.08

a. Dependent Variable: AestheticallyappealingTotal

Table 30 (b). Model 3.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial Value	Functional Value	Individual Value	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03

a. Dependent Variable: AestheticallyappealingTotal

Table 30 (c). Model 3.3: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValue Total	Functional V	Individual Value	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.580	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8.293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11.017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14.055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16.267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16.744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17.191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20.234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25.083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
	10	.012	27.904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13

a. Dependent Variable: AestheticallyappealingTotal

Model 4: The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "OriginalTotal" by application of total sample.

OriginalTotal = $\beta_0 + \beta_1$ * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 31. Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: OriginalTotal			
b. All requested variables entered.			

Table 32. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.677[a]	**.458**	**.441**	1.07555	**1.862**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal					
b. Dependent Variable: OriginalTotal					

Table 33. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	282.172	9	31.352	**27.102**	**.000[b]**
	Residual	334.320	289	1.157		
	Total	616.491	298			
a. Dependent Variable: OriginalTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal						

Table 34. Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.129	.354		.365	.716		
	FinancialValueTotal	.134	.052	**.127**	2.560	**.011**	**.763**	**1.310**
	FunctionalValueTotal	.114	.055	**.112**	2.069	**.039**	**.646**	**1.548**
	IndividualValueTotal	-.060	.056	-.063	-1.070	.285	**.539**	**1.856**
	SocialvalueTotal	.065	.047	.075	1.384	.167	**.642**	**1.557**
	SincerityTotal	.339	.077	**.279**	4.410	**.000**	**.469**	**2.134**
	ExcitementTotal	.261	.083	**.219**	3.148	**.002**	**.389**	**2.570**
	CompetenceTotal	.015	.087	.013	.175	.861	**.339**	**2.952**
	SophisticationTotal	.195	.072	**.170**	2.721	**.007**	**.478**	**2.090**
	RuggednessTotal	-.070	.046	-.072	-1.520	.130	**.837**	**1.195**
a. Dependent Variable: OriginalTotal								

Table 35. Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValue Total	FunctionalValue Total	IndividualValue Total	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	SophisticationTotal	RuggednessTotal
1	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8.700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8.921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12.852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14.555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16.052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18.876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19.704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22.998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27.846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00
a. Dependent Variable: OriginalTotal													

Models 4.1, 4.2 and 4.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "OriginalTotal" by application of individual samples.

Model 4.1 – Regression Analysis for English-speaking market.

Model 4.1.1 – Regression Analysis for English-speaking market. Model 4.1 revisited.

Model 4.2 – Regression Analysis for Portuguese-speaking market.

Model 4.3 – Regression analysis for Russian-speaking market.

OriginalTotalEnglish = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

OriginalTotalEnglish (Revisted) = β_0 + β_1 * RuggednessTotal+ β_2 * FinancialValueTotalTotal + β_3 * SincerityTotal + β_4 * ExcitementTotal ε

OriginalTotalPortuguese = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

OriginalTotalRussian = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 36 (a). Model 4.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: OriginalTotal			
b. All requested variables entered.			

Table 36 (a1). Model 4.1.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	ExcitementTotal, RuggednessTotal, FinancialValueTotal, SincerityTotal[b]	FunctionalValuTotal, IndividualValueTotal, SocialValueTotal, COmpetenceTotal SophisticationTotal	Enter
a. Dependent Variable: OriginalTotal			
b. All requested variables entered.			

Table 36 (b). Model 4.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: OriginalTotal			
b. All requested variables entered.			

Table 36 (c). Model 4.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: OriginalTotal			
b. All requested variables entered.			

Table 37 (a). Model 4.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.572[a]	**.327**	**.260**	1.08444	**1.708**
a. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal					
b. Dependent Variable: OriginalTotal					

Table 37 (a1). Model 4.1.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.555[a]	**.308**	**.279**	1.07019	**1.669**
a. Predictors: (Constant), ExcitementTotal, RuggednessTotal, FinancialValueTotal, SincerityTotal					
b. Dependent Variable: OriginalTotal					

Table 37 (b). Model 4.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.842[a]	**.709**	**.680**	.84378	**2.039**
a. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal					
b. Dependent Variable: OriginalTotal					

Table 37 (c). Model 4.3: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.612[a]	**.374**	**.311**	1.21295	1.835
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal					
b. Dependent Variable: OriginalTotal					

Table 38 (a). Model 4.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	51.425	9	5.714	**4.859**	**.000[b]**
	Residual	105.840	90	1.176		
	Total	157.266	99			
a. Dependent Variable: OriginalTotal						
b. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal						

Table 38 (a1). Model 4.1.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	48.462	4	12.116	**10.579**	**.000[b]**
	Residual	108.803	95	1.145		
	Total	157.266	99			
a. Dependent Variable: OriginalTotal						
b. Predictors: (Constant), ExcitementTotal, RuggednessTotal, FinancialValueTotal, SincerityTotal						

Table 38 (b). Model 4.2: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	156.246	9	17.361	**24.384**	**.000[b]**
	Residual	64.077	90	.712		
	Total	220.323	99			
a. Dependent Variable: OriginalTotal						
b. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal						

Table 38 (c). Model 4.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	78.231	9	8.692	**5.908**	**.000[b]**
	Residual	130.941	89	1.471		
	Total	209.172	98			
a. Dependent Variable: OriginalTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal						

Table 39 (a). Model 4.1: Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	.088	.943		.093	.926		
	FinancialValueTotal	.126	.129	.093	.974	.333	**.828**	**1.208**
	FunctionalValueTotal	-.009	.099	-.009	-.090	.929	**.813**	**1.230**
	IndividualValueTotal	.033	.108	.035	.306	.761	**.558**	**1.792**
	SocialvalueTotal	.074	.094	.085	.781	.437	**.638**	**1.567**
	SincerityTotal	.255	.135	.201	1.887	.062	**.659**	**1.517**
	ExcitementTotal	.274	.155	.228	1.773	.080	**.453**	**2.208**
	CompetenceTotal	.072	.175	.052	.414	.680	**.471**	**2.122**
	SophisticationTotal	.126	.155	.101	.818	.416	**.489**	**2.046**
	RuggednessTotal	.132	.101	.124	1.311	.193	**.832**	**1.202**
a. Dependent Variable: OriginalTotal								

Table 39 (a1). Model 4.1.1: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.599	.824		.727	.469		
	RuggednessTotal	.082	.093	.077	.889	.377	**.959**	**1.043**
	FinancialValueTotal	.197	.120	.145	1.652	.102	**.945**	**1.058**
	SincerityTotal	.307	.127	.243	2.415	**.018**	**.722**	**1.386**
	ExcitementTotal	.390	.125	.324	3.124	**.002**	**.677**	**1.477**
a. Dependent Variable: OriginalTotal								

Table 39 (b). Model 4.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	-.216	.444		-.486	.628		
	FinancialValueTotal	.098	.069	.097	1.429	.157	**.696**	**1.437**
	FunctionalValueTotal	.142	.078	**.149**	1.823	**.072**	**.487**	**2.054**
	IndividualValueTotal	-.052	.078	-.061	-.658	.512	**.375**	**2.668**
	SocialvalueTotal	-.034	.065	-.041	-.529	.598	**.540**	**1.854**
	SincerityTotal	.521	.123	**.439**	4.218	**.000**	**.298**	**3.353**
	ExcitementTotal	.501	.118	**.458**	4.235	**.000**	**.276**	**3.625**
	CompetenceTotal	-.245	.130	-.225	-1.884	.063	**.227**	**4.397**
	SophisticationTotal	.257	.088	**.238**	2.926	**.004**	**.486**	**2.056**
	RuggednessTotal	-.140	.065	**-.155**	-2.137	**.035**	**.612**	**1.634**
a. Dependent Variable: OriginalTotal								

Table 39 (c). Model 4.3: Coefficient

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.711	.671		1.059	.292		
	FinancialValueTotal	.152	.093	.164	1.627	.107	**.693**	**1.442**
	FunctionalValueTotal	.161	.119	.155	1.348	.181	**.530**	**1.887**
	IndividualValueTotal	-.141	.114	-.136	-1.243	.217	**.589**	**1.699**
	SocialvalueTotal	.205	.097	**.237**	2.113	**.037**	**.557**	**1.797**
	SincerityTotal	.202	.155	.158	1.300	.197	**.478**	**2.094**
	ExcitementTotal	.018	.163	.014	.110	.913	**.446**	**2.244**
	CompetenceTotal	-.054	.178	-.047	-.305	.761	**.295**	**3.386**
	SophisticationTotal	.318	.158	**.285**	2.018	**.047**	**.352**	**2.837**
	RuggednessTotal	.009	.130	.008	.070	.945	**.515**	**1.943**

a. Dependent Variable: OriginalTotal

Table 40 (a). Model 4.1: Collinearity Diagnostics

Collinearity Diagnostics[a]														
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions										
				(Constant)	Financial ValueTotal	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication	Ruggedness Total
1	1	9.601	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8.155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11.248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14.274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14.984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17.026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20.832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26.425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30.065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31.874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06

a. Dependent Variable: OriginalTotal

Table 40 (a1). Model 4.1.1: Collinearity Diagnostics

Collinearity Diagnostics[a]								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Ruggedness Total	Financial ValueTotal	Sincerity Total	Excitement Total
1	1	4.819	1.000	.00	.00	.00	.00	.00
	2	.104	6.813	.00	.91	.02	.03	.01
	3	.045	10.393	.04	.00	.22	.45	.03
	4	.021	15.124	.02	.01	.03	.45	.96
	5	.012	20.266	.94	.08	.72	.06	.00
a. Dependent Variable: OriginalTotal								

Table 40 (b). Model 4.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	**Dimension**	**Eigenvalue**	**Condition Index**	**Variance Proportions**									
				(Constant)	**FinancialValueTotal**	**FunctionalValueTotal**	**IndividualValueTotal**	**SocialvalueTotal**	**SincerityTotal**	**ExcitementTotal**	**CompetenceTotal**	**SophisticationTotal**	**RuggednessTotal**
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03
a. Dependent Variable: OriginalTotal													

Table 40 (c). Model 4.3: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.580	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8.293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11.017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14.055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16.267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16.744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17.191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20.234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25.083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
	10	.012	27.904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13
a. Dependent Variable: OriginalTotal													

Model 5. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AuthenticTotal" by application of individual samples.

AuthenticTotal = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 41. Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: AuthenticTotal			
b. All requested variables entered.			

Table 42. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.676[a]	**.457**	**.440**	1 .02766	**1 .835**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal					
b. Dependent Variable: AuthenticTotal					

Table 43. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	256 .561	9	28 .507	**26 .993**	**.000[b]**
	Residual	305 .208	289	1 .056		
	Total	561 .769	298			
a. Dependent Variable: AuthenticTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal						

Table 44. Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.413	.338		1 .220	.224		
	FinancialValueTotal	.265	.050	**.264**	5 .309	**.000**	**.763**	**1 .310**
	FunctionalValueTotal	.194	.053	**.199**	3 .689	**.000**	**.646**	**1 .548**
	IndividualValueTotal	.041	.053	.045	.763	.446	**.539**	**1 .856**
	SocialvalueTotal	- .070	.045	- .084	-1 .554	.121	**.642**	**1 .557**
	SincerityTotal	.194	.074	**.168**	2 .646	**.009**	**.469**	**2 .134**
	ExcitementTotal	.141	.079	.124	1 .783	.076	**.389**	**2 .570**
	CompetenceTotal	.114	.083	.102	1 .369	.172	**.339**	**2 .952**
	SophisticationTotal	.098	.069	.090	1 .436	.152	**.478**	**2 .090**
	RuggednessTotal	- .038	.044	- .041	- .874	.383	**.837**	**1 .195**
a. Dependent Variable: AuthenticTotal								

Table 45. Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9 .533	1 .000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8 .700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8 .921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12 .852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14 .555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16 .052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18 .876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19 .704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22 .998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27 .846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00
a. Dependent Variable: AuthenticTotal													

Model 5.1, 5.2 and 5.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AuthenticTotal" by application of individual samples.

Model 5.1 – Regression Analysis for English-Speaking market.

Model 5.2 – Regression Analysis for Portuguese-speaking market.

Model 5.3 – Regression analysis for Russian-speaking market.

AuthenticTotalEnglish = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

AuthenticTotalPortuguese = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

AuthenticTotalRussian = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

Table 46 (a). Model 3.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: AuthenticTotal			
b. All requested variables entered.			

Table 46 (b). Model 5.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: AuthenticTotal			
b. All requested variables entered.			

Table 46 (c). Model 5.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: AuthenticTotal			
b. All requested variables entered.			

Table 47 (a). Model 5.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.639[a]	**.408**	**.348**	.80735	**1 .748**
a. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal					
b. Dependent Variable: AuthenticTotal					

Table 47 (b). Model 5.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.832[a]	**.693**	**.662**	.85958	**1 .949**
a. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal					
b. Dependent Variable: AuthenticTotal					

Table 47 (c). Model 5.3: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.604[a]	**.365**	**.301**	1 .30984	**1 .741**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal					
b. Dependent Variable: AuthenticTotal					

Table 48 (a). Model 5.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	40 .383	9	4 .487	**6 .884**	**.000[b]**
	Residual	58 .664	90	.652		
	Total	99 .047	99			
a. Dependent Variable: AuthenticTotal						
b. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal						

Table 48 (b). Model 5.2: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	149 .907	9	16 .656	**22 .543**	**.000[b]**
	Residual	66 .500	90	.739		
	Total	216 .407	99			
a. Dependent Variable: AuthenticTotal						
b. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal						

Table 48 (c). Model 5.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	87 .707	9	9 .745	5 .680	.000[b]
	Residual	152 .696	89	1 .716		
	Total	240 .403	98			
a. Dependent Variable: AuthenticTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal						

Table 49 (a). Model 5.1: Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	.472	.702		.672	.503		
	FinancialValueTotal	.212	.096	**.196**	2 .201	**.030**	**.828**	**1 .208**
	FunctionalValueTotal	.086	.074	.105	1 .168	.246	**.813**	**1 .230**
	IndividualValueTotal	.068	.080	.092	.846	.400	**.558**	**1 .792**
	SocialvalueTotal	- .098	.070	- .142	-1 .394	.167	**.638**	**1 .567**
	SincerityTotal	.276	.100	**.275**	2 .749	**.007**	**.659**	**1 .517**
	ExcitementTotal	.063	.115	.066	.549	.585	**.453**	**2 .208**
	CompetenceTotal	.142	.130	.129	1 .088	.280	**.471**	**2 .122**
	SophisticationTotal	.166	.115	.167	1 .444	.152	**.489**	**2 .046**
	RuggednessTotal	.068	.075	.081	.905	.368	**.832**	**1 .202**
a. Dependent Variable: AuthenticTotal								

Table 49 (b). Model 5.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	- .259	.452		- .573	.568		
	FinancialValueTotal	.134	.070	.134	1 .911	.059	**.696**	**1 .437**
	FunctionalValueTotal	.159	.079	**.168**	2 .007	**.048**	**.487**	**2 .054**
	IndividualValueTotal	- .015	.080	- .018	- .184	.854	**.375**	**2 .668**
	SocialvalueTotal	- .013	.066	- .016	- .198	.843	**.540**	**1 .854**
	SincerityTotal	.307	.126	**.261**	2 .444	**.016**	**.298**	**3 .353**
	ExcitementTotal	.310	.120	**.286**	2 .570	**.012**	**.276**	**3 .625**
	CompetenceTotal	.159	.132	.147	1 .199	.234	**.227**	**4 .397**
	SophisticationTotal	.104	.089	.098	1 .166	.247	**.486**	**2 .056**
	RuggednessTotal	- .100	.067	- .112	-1 .494	.139	**.612**	**1 .634**
a. Dependent Variable: AuthenticTotal								

Table 49 (c). Model 5.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	1 .454	.725		2 .007	.048		
	FinancialValueTotal	.365	.101	**.368**	3 .623	**.000**	**.693**	**1 .442**
	FunctionalValueTotal	.287	.129	**.258**	2 .222	**.029**	**.530**	**1 .887**
	IndividualValueTotal	- .044	.123	- .040	- .361	.719	**.589**	**1 .699**
	SocialvalueTotal	.010	.105	.011	.100	.921	**.557**	**1 .797**
	SincerityTotal	- .030	.167	- .022	- .179	.858	**.478**	**2 .094**
	ExcitementTotal	- .020	.176	- .014	- .113	.910	**.446**	**2 .244**
	CompetenceTotal	.022	.192	.018	.117	.907	**.295**	**3 .386**
	SophisticationTotal	.202	.170	.169	1 .189	.238	**.352**	**2 .837**
	RuggednessTotal	- .080	.140	- .068	- .574	.568	**.515**	**1 .943**
a. Dependent Variable: AuthenticTotal								

Table 50 (a). Model 5.1: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	SophisticationTotal	RuggednessTotal
1	1	9 .601	1 .000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8 .155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11 .248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14 .274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14 .984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17 .026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20 .832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26 .425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30 .065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31 .874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06

a. Dependent Variable: AuthenticTotal

Table 50 (b). Model 5.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03

a. Dependent Variable: AuthenticTotal

Table 50 (c). Model 5.3: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9 .580	1 .000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8 .293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11 .017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14 .055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16 .267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16 .744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17 .191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20 .234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25 .083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
	10	.012	27 .904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13

a. Dependent Variable: AuthenticTotal

Model 6. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "RebelliousTotal" by application of individual samples.

RebelliousTotal = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 51. Variables Entered/ Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: RebelliousTotal			
b. All requested variables entered.			

Table 52. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.565[a]	**.319**	**.298**	1.29899	**1.930**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal					
b. Dependent Variable: RebelliousTotal					

Table 53. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	228.223	9	25.358	**15.028**	**.000[b]**
	Residual	487.648	289	1.687		
	Total	715.872	298			
a. Dependent Variable: RebelliousTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal						

Table 54. Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.412	.428		.963	.336		
	FinancialValueTotal	.116	.063	.102	1.839	.067	**.763**	**1.310**
	FunctionalValueTotal	.081	.067	.073	1.213	.226	**.646**	**1.548**
	IndividualValueTotal	-.160	.067	**-.157**	-2.376	**.018**	**.539**	**1.856**
	SocialvalueTotal	.141	.057	.151	2.492	.013	**.642**	**1.557**
	SincerityTotal	.220	.093	**.168**	2.366	**.019**	**.469**	**2.134**
	ExcitementTotal	.708	.100	**.550**	7.064	**.000**	**.389**	**2.570**
	CompetenceTotal	-.348	.105	**-.276**	-3.311	**.001**	**.339**	**2.952**
	SophisticationTotal	.006	.087	.005	.068	.946	**.478**	**2.090**
	RuggednessTotal	.027	.055	.026	.488	.626	**.837**	**1.195**

a. Dependent Variable: RebelliousTotal

Table 55. Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	Competence Total	SophisticationTotal	RuggednessTotal
1	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8.700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8.921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12.852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14.555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16.052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18.876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19.704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22.998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27.846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00

a. Dependent Variable: RebelliousTotal

Models 6.1, 6.2 and 6.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AestheticallyAppealingTotal" by application of individual samples.

Model 6.1 – Regression Analysis for English-Speaking market.

Model 6.2 – Regression Analysis for Portuguese-speaking market.

Model 6.3 – Regression analysis for Russian-speaking market.

RebelliousTotalEnglish = $\beta_0 + \beta_1 *$ SincerityTotal + $\beta_2 *$ ExcitementTotal + $\beta_3 *$ CompetenceTotal + $\beta_4 *$ SophisticationTotal + $\beta_5 *$ RuggednessTotal + $\beta_6 *$ FinancialValueTotal + $\beta_7 *$ FunctcionalValueTotal + $\beta_8 *$ IndividualValueTotal + $\beta_9 *$ SocialValueTotal + ε

RebelliousTotalPortuguese = $\beta_0 + \beta_1 *$ SincerityTotal + $\beta_2 *$ ExcitementTotal + $\beta_3 *$ CompetenceTotal + $\beta_4 *$ SophisticationTotal + $\beta_5 *$ RuggednessTotal + $\beta_6 *$ FinancialValueTotal + $\beta_7 *$ FunctcionalValueTotal + $\beta_8 *$ IndividualValueTotal + $\beta_9 *$ SocialValueTotal + ε

RebelliousTotalRussian = $\beta_0 + \beta_1 *$ SincerityTotal + $\beta_2 *$ ExcitementTotal + $\beta_3 *$ CompetenceTotal + $\beta_4 *$ SophisticationTotal + $\beta_5 *$ RuggednessTotal + $\beta_6 *$ FinancialValueTotal + $\beta_7 *$ FunctcionalValueTotal + $\beta_8 *$ IndividualValueTotal + $\beta_9 *$ SocialValueTotal + ε

Table 56 (a). Model 6.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: RebelliousTotal			
b. All requested variables entered.			

Table 56 (b). Model 6.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: RebelliousTotal			
b. All requested variables entered.			

Table 56 (c). Model 6.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: RebelliousTotal			
b. All requested variables entered.			

Table 57 (a). Model 6.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.575[a]	**.330**	**.263**	1.14381	**1.997**
a. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal					
b. Dependent Variable: RebelliousTotal					

Table 57 (b). Model 6.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.653[a]	**.427**	**.370**	1.27249	**2.108**
a. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal					
b. Dependent Variable: RebelliousTotal					

Table 57 (c). Model 6.3 Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.606[a]	**.367**	**.303**	1.28418	1.976
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal					
b. Dependent Variable: RebelliousTotal					

Table 58 (a). Model 6.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	58.035	9	6.448	**4.929**	**.000[b]**
	Residual	117.747	90	1.308		
	Total	175.782	99			
a. Dependent Variable: RebelliousTotal						
b. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal						

Table 58 (b). Model 6.2: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	108.603	9	12.067	**7.452**	**.000[b]**
	Residual	145.732	90	1.619		
	Total	254.335	99			
a. Dependent Variable: RebelliousTotal						
b. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal						

Table 58 (c). Model 6.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	85.248	9	9.472	**5.744**	**.000[b]**
	Residual	146.772	89	1.649		
	Total	232.020	98			
a. Dependent Variable: RebelliousTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal						

Table 59 (a). Model 6.1: Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	1.760	.994		1.769	.080		
	FinancialValueTotal	-.130	.136	-.091	-.955	.342	**.828**	**1.208**
	FunctionalValueTotal	.060	.104	.055	.574	.568	**.813**	**1.230**
	IndividualValueTotal	-.175	.114	-.177	-1.535	.128	**.558**	**1.792**
	SocialvalueTotal	.103	.100	.111	1.030	.306	**.638**	**1.567**
	SincerityTotal	.102	.142	.076	.716	.476	**.659**	**1.517**
	ExcitementTotal	.786	.163	**.618**	4.824	**.000**	**.453**	**2.208**
	CompetenceTotal	-.402	.185	**-.274**	-2.180	**.032**	**.471**	**2.122**
	SophisticationTotal	.046	.163	.034	.279	.781	**.489**	**2.046**
	RuggednessTotal	.117	.106	.104	1.096	.276	**.832**	**1.202**
a. Dependent Variable: RebelliousTotal								

Table 59 (b). Model 6.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.150	.669		.224	.823		
	FinancialValueTotal	.113	.104	.104	1.090	.278	**.696**	**1.437**
	FunctionalValueTotal	.058	.117	.056	.493	.623	**.487**	**2.054**
	IndividualValueTotal	-.151	.118	-.167	-1.279	.204	**.375**	**2.668**
	SocialvalueTotal	.018	.097	.020	.182	.856	**.540**	**1.854**
	SincerityTotal	.175	.186	.138	.942	.349	**.298**	**3.353**
	ExcitementTotal	.813	.178	**.693**	4.561	**.000**	**.276**	**3.625**
	CompetenceTotal	-.300	.196	-.256	-1.531	.129	**.227**	**4.397**
	SophisticationTotal	.115	.132	.100	.871	.386	**.486**	**2.056**
	RuggednessTotal	.018	.099	.018	.180	.858	**.612**	**1.634**
a. Dependent Variable: RebelliousTotal								

Table 59 (c). Model 6.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.895	.711		1.259	.211		
	FinancialValueTotal	.238	.099	**.244**	2.405	**.018**	.693	1.442
	FunctionalValueTotal	.074	.126	.068	.587	.558	.530	1.887
	IndividualValueTotal	-.128	.121	-.116	-1.058	.293	.589	1.699
	SocialvalueTotal	.428	.103	**.470**	4.161	**.000**	.557	1.797
	SincerityTotal	-.074	.164	-.055	-.454	.651	.478	2.094
	ExcitementTotal	.439	.173	**.321**	2.539	**.013**	.446	2.244
	CompetenceTotal	-.552	.188	**-.455**	-2.935	**.004**	.295	3.386
	SophisticationTotal	.126	.167	.107	.757	.451	.352	2.837
	RuggednessTotal	.145	.137	.124	1.058	.293	.515	1.943
a. Dependent Variable: RebelliousTotal								

Table 60 (a). Model 6.1: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	SophisticationTotal	RuggednessTotal
1	1	9.601	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8.155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11.248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14.274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14.984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17.026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20.832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26.425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30.065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31.874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06
a. Dependent Variable: RebelliousTotal													

Table 60 (b). Model 6.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	SophisticationTotal	RuggednessTotal
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03
a. Dependent Variable: RebelliousTotal													

Table 60 (c). Model 6.3: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	Socialvalue Total	SincerityTotal	Excitement Total	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.580	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8.293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11.017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14.055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16.267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16.744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17.191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20.234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25.083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
	10	.012	27.904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13
a. Dependent Variable: RebelliousTotal													

Model 7. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "HighStatusTotal" by application of total sample.

HighStatusTotal = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 61. Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: HighstatusTotal			
b. All requested variables entered.			

Table 62. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.725[a]	**.526**	**.511**	1.05406	**1.898**

a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal

b. Dependent Variable: HighstatusTotal

Table 63. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	355.890	9	39.543	**35.591**	**.000[b]**
	Residual	321.094	289	1.111		
	Total	676.984	298			

a. Dependent Variable: HighstatusTotal

b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal

Table 64. Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	.119	.347		.342	.733		
	FinancialValueTotal	.139	.051	**.126**	2.721	**.007**	**.763**	**1.310**
	FunctionalValueTotal	.169	.054	**.157**	3.123	**.002**	**.646**	**1.548**
	IndividualValueTotal	.033	.055	.033	.601	.548	**.539**	**1.856**
	SocialvalueTotal	-.039	.046	-.043	-.844	.399	**.642**	**1.557**
	SincerityTotal	.165	.075	**.129**	2.183	**.030**	**.469**	**2.134**
	ExcitementTotal	-.025	.081	-.020	-.307	.759	**.389**	**2.570**
	CompetenceTotal	.059	.085	.048	.696	.487	**.339**	**2.952**
	SophisticationTotal	.579	.070	**.482**	8.228	**.000**	**.478**	**2.090**
	RuggednessTotal	-.078	.045	-.077	-1.738	.083	**.837**	**1.195**

a. Dependent Variable: HighstatusTotal

Table 65. Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	SophisticationTotal	RuggednessTotal
1	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8.700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8.921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12.852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14.555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16.052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18.876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19.704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22.998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27.846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00

a. Dependent Variable: HighstatusTotal

Models 7.1, 7.2 and 7.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "AestheticallyAppealingTotal" by application of individual samples.

Model 7.1 – Regression Analysis for English-Speaking market.

Model 7.2 – Regression Analysis for Portuguese-speaking market.

Model 7.3 – Regression analysis for Russian-speaking market.

HighStatusTotalEnglish = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

HighStatusTotalPortuguese = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

HighStatusTotalRussian = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 66 (a). Model 7.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: HighstatusTotal			
b. All requested variables entered.			

Table 66 (b). Model 7.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: HighstatusTotal			
b. All requested variables entered.			

Table 66 (c). Model 7.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: HighstatusTotal			
b. All requested variables entered.			

Table 67 (a). Model 7.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.715[a]	**.512**	**.463**	.92249	**1.724**
a. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal					
b. Dependent Variable: HighstatusTotal					

Table 67 (b). Model 7.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.801[a]	**.641**	**.605**	1.04489	**2.077**
a. Predictors: (Constant). RuggednessTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SophisticationTotal. ExcitementTotal. IndividualValueTotal. SincerityTotal. CompetenceTotal					
b. Dependent Variable: HighstatusTotal					

Table 67 (c). Model 7.3: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.715[a]	**.511**	**.462**	1.13779	**1.695**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal					
b. Dependent Variable: HighstatusTotal					

Table 68 (a). Model 7.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	80.314	9	8.924	**10.486**	**.000[b]**
	Residual	76.588	90	.851		
	Total	156.903	99			
a. Dependent Variable: HighstatusTotal						
b. Predictors: (Constant). RuggednessTotal. CompetenceTotal. FunctionalValueTotal. FinancialValueTotal. SocialvalueTotal. SincerityTotal. IndividualValueTotal. SophisticationTotal. ExcitementTotal						

Table 68 (b). Model 7.2: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	175.535	9	19.504	**17.864**	**.000[b]**
	Residual	98.262	90	1.092		
	Total	273.797	99			
a. Dependent Variable: HighstatusTotal						
b. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal						

Table 68 (c). Model 7.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	120.510	9	13.390	**10.343**	**.000[b]**
	Residual	115.217	89	1.295		
	Total	235.727	98			
a. Dependent Variable: HighstatusTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal						

Table 69 (a). Model 7.1: Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	.129	.802		.161	.872		
	FinancialValueTotal	.067	.110	.049	.610	.544	**.828**	**1.208**
	FunctionalValueTotal	.092	.084	.089	1.086	.280	**.813**	**1.230**
	IndividualValueTotal	-.051	.092	-.054	-.552	.583	**.558**	**1.792**
	SocialvalueTotal	.064	.080	.073	.792	.431	**.638**	**1.567**
	SincerityTotal	.146	.115	.115	1.271	.207	**.659**	**1.517**
	ExcitementTotal	-.208	.131	-.173	-1.581	.117	**.453**	**2.208**
	CompetenceTotal	-.017	.149	-.012	-.113	.911	**.471**	**2.122**
	SophisticationTotal	.890	.132	**.712**	6.759	**.000**	**.489**	**2.046**
	RuggednessTotal	.037	.086	.035	.435	.664	**.832**	**1.202**
a. Dependent Variable: HighstatusTotal								

Table 69 (b). Model 7.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	-.051	.550		-.093	.926		
	FinancialValueTotal	.034	.085	.030	.395	.694	**.696**	**1.437**
	FunctionalValueTotal	.117	.096	.110	1.218	.226	**.487**	**2.054**
	IndividualValueTotal	.172	.097	.183	1.776	.079	**.375**	**2.668**
	SocialvalueTotal	-.081	.080	-.087	-1.015	.313	**.540**	**1.854**
	SincerityTotal	.081	.153	.061	.531	.596	**.298**	**3.353**
	ExcitementTotal	.364	.146	**.299**	2.483	**.015**	**.276**	**3.625**
	CompetenceTotal	-.082	.161	-.067	-.509	.612	**.227**	**4.397**
	SophisticationTotal	.518	.109	**.432**	4.768	**.000**	**.486**	**2.056**
	RuggednessTotal	-.114	.081	-.114	-1.409	.162	**.612**	**1.634**
a. Dependent Variable: HighstatusTotal								

Table 69 (c). Model 7.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.944	.630		1.500	.137		
	FinancialValueTotal	.242	.088	**.246**	2.766	**.007**	**.693**	**1.442**
	FunctionalValueTotal	.196	.112	.178	1.745	.084	**.530**	**1.887**
	IndividualValueTotal	-.086	.107	-.078	-.802	.424	**.589**	**1.699**
	SocialvalueTotal	-.025	.091	-.027	-.269	.788	**.557**	**1.797**
	SincerityTotal	.241	.145	.177	1.655	.101	**.478**	**2.094**
	ExcitementTotal	-.287	.153	-.208	-1.876	.064	**.446**	**2.244**
	CompetenceTotal	.211	.167	.173	1.268	.208	**.295**	**3.386**
	SophisticationTotal	.513	.148	**.433**	3.468	**.001**	**.352**	**2.837**
	RuggednessTotal	-.147	.122	-.125	-1.211	.229	**.515**	**1.943**
a. Dependent Variable: HighstatusTotal								

Table 70 (a). Model 7.1: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	Socialvalue Total	SincerityTotal	Excitement Total	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.601	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8.155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11.248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14.274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14.984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17.026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20.832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26.425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30.065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31.874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06

a. Dependent Variable: HighstatusTotal

Table 70 (b). Model 7.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	Socialvalue Total	SincerityTotal	Excitement Total	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03

a. Dependent Variable: HighstatusTotal

Table 70 (c). Model 7.3: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	SophisticationTotal	RuggednessTotal
1	1	9.580	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8.293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11.017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14.055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16.267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16.744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17.191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20.234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25.083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
	10	.012	27.904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13
a. Dependent Variable: HighstatusTotal													

Model 8. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "PopularTotal" by application of total sample.

PopularTotal = $\beta_0 + \beta_1$ * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 71. Variables Entered/Removed

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: PopularTotal			
b. All requested variables entered.			

Table 72. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.642[a]	**.412**	**.394**	1.11875	**1.603**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal					
b. Dependent Variable: PopularTotal					

Table 73. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	253.777	9	28.197	**22.529**	**.000[b]**
	Residual	361.716	289	1.252		
	Total	615.492	298			
a. Dependent Variable: PopularTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal						

Table 74. Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	.498	.368		1.352	.177		
	FinancialValueTotal	.146	.054	**.139**	2.687	**.008**	**.763**	**1.310**
	FunctionalValueTotal	.050	.057	.049	.866	.387	**.646**	**1.548**
	IndividualValueTotal	.061	.058	.064	1.048	.296	**.539**	**1.856**
	SocialvalueTotal	.064	.049	.073	1.305	.193	**.642**	**1.557**
	SincerityTotal	.000	.080	.000	.003	.998	**.469**	**2.134**
	ExcitementTotal	.170	.086	**.143**	1.974	**.049**	**.389**	**2.570**
	CompetenceTotal	.116	.091	.100	1.286	.200	**.339**	**2.952**
	SophisticationTotal	.304	.075	**.266**	4.079	**.000**	**.478**	**2.090**
	RuggednessTotal	.072	.048	.075	1.513	.131	**.837**	**1.195**
a. Dependent Variable: PopularTotal								

Table 75. Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	Functional ValueTotal	IndividualValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8.700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8.921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12.852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14.555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16.052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18.876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19.704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22.998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27.846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00

a. Dependent Variable: PopularTotal

Models 8.1, 8.2 and 8.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "PopularTotal" by application of individual samples.

Model 8.1 – Regression Analysis for English-Speaking market.

Model 8.2 – Regression Analysis for Portuguese-speaking market.

Model 8.3 – Regression analysis for Russian-speaking market.

PopularTotalEnglish = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

PopularTotalPortuguese = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

PopularTotalRussian = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

Table 76 (a). Model 8.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: PopularTotal			
b. All requested variables entered.			

Table 76 (b). Model 8.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: PopularTotal			
b. All requested variables entered.			

Table 76 (c). Model 8.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: PopularTotal			
b. All requested variables entered.			

Table 77 (a). Model 8.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.643[a]	**.413**	**.355**	.81650	**2.054**
a. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal					
b. Dependent Variable: PopularTotal					

Table 77 (b). Model 8.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.764[a]	**.583**	**.541**	1.16578	**1.374**
a. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal					
b. Dependent Variable: PopularTotal					

Table 77 (c). Model 8.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.710[a]	**.503**	**.453**	1.03944	**1.628**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal					
b. Dependent Variable: PopularTotal					

Table 78 (a). Model 8.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	42.249	9	4.694	**7.041**	**.000[b]**
	Residual	60.001	90	.667		
	Total	102.250	99			
a. Dependent Variable: PopularTotal						
b. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal						

Table 78 (b). Model 8.2: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	170.983	9	18.998	**13.979**	**.000[b]**
	Residual	122.314	90	1.359		
	Total	293.297	99			
a. Dependent Variable: PopularTotal						
b. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal						

Table 78 (c). Model 8.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	97.497	9	10.833	**10.027**	**.000[b]**
	Residual	96.159	89	1.080		
	Total	193.657	98			
a. Dependent Variable: PopularTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal						

Table 79 (a). Model 8.1: Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	1.030	.710		1.451	.150		
	FinancialValueTotal	.209	.097	**.190**	2.143	**.035**	**.828**	**1.208**
	FunctionalValueTotal	.018	.075	.021	.239	.812	**.813**	**1.230**
	IndividualValueTotal	.034	.081	.045	.417	.678	**.558**	**1.792**
	SocialvalueTotal	.017	.071	.024	.237	.813	**.638**	**1.567**
	SincerityTotal	-.138	.102	-.135	-1.354	.179	**.659**	**1.517**
	ExcitementTotal	.145	.116	.149	1.242	.217	**.453**	**2.208**
	CompetenceTotal	.453	.132	**.405**	3.439	**.001**	**.471**	**2.122**
	SophisticationTotal	.099	.116	.098	.848	.399	**.489**	**2.046**
	RuggednessTotal	.085	.076	.099	1.118	.266	**.832**	**1.202**
a. Dependent Variable: PopularTotal								

Table 79 (b). Model 8.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	-.327	.613		-.533	.595		
	FinancialValueTotal	-.104	.095	-.090	-1.098	.275	**.696**	**1.437**
	FunctionalValueTotal	-.022	.107	-.020	-.206	.837	**.487**	**2.054**
	IndividualValueTotal	.030	.108	.031	.278	.781	**.375**	**2.668**
	SocialvalueTotal	.108	.089	.112	1.212	.229	**.540**	**1.854**
	SincerityTotal	.118	.171	.086	.693	.490	**.298**	**3.353**
	ExcitementTotal	.693	.163	**.550**	4.241	**.000**	**.276**	**3.625**
	CompetenceTotal	-.114	.179	-.091	-.635	.527	**.227**	**4.397**
	SophisticationTotal	.335	.121	**.270**	2.762	**.007**	**.486**	**2.056**
	RuggednessTotal	-.004	.090	-.004	-.040	.968	**.612**	**1.634**
a. Dependent Variable: PopularTotal								

Table 79 (c). Model 8.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.943	.575		1.640	.105		
	FinancialValueTotal	.219	.080	**.245**	2.732	**.008**	**.693**	**1.442**
	FunctionalValueTotal	.113	.102	.114	1.107	.271	**.530**	**1.887**
	IndividualValueTotal	-.038	.098	-.038	-.394	.695	**.589**	**1.699**
	SocialvalueTotal	-.023	.083	-.028	-.279	.781	**.557**	**1.797**
	SincerityTotal	.377	.133	**.306**	2.833	**.006**	**.478**	**2.094**
	ExcitementTotal	-.104	.140	-.083	-.742	.460	**.446**	**2.244**
	CompetenceTotal	.044	.152	.040	.289	.773	**.295**	**3.386**
	SophisticationTotal	.352	.135	**.328**	2.607	**.011**	**.352**	**2.837**
	RuggednessTotal	-.010	.111	-.009	-.088	.930	**.515**	**1.943**
a. Dependent Variable: PopularTotal								

Table 80 (a). Model 8.1: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.601	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8.155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11.248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14.274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14.984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17.026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20.832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26.425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30.065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31.874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06
a. Dependent Variable: PopularTotal													

Table 80 (b). Model 8.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03
a. Dependent Variable: PopularTotal													

Table 80 (c). Model 8.3: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.580	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8.293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11.017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14.055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16.267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16.744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17.191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20.234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25.083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
	10	.012	27.904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13
a. Dependent Variable: PopularTotal													

Model 9. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "SubculturalTotal" by application of total sample.

SubculturalTotal = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 81. Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: SubculturalTotal			
b. All requested variables entered.			

Table 82. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.660[a]	**.435**	**.418**	1.28114	**1.965**

a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal

b. Dependent Variable: SubculturalTotal

Table 83. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	365.785	9	40.643	**24.762**	**.000[b]**
	Residual	474.339	289	1.641		
	Total	840.124	298			

a. Dependent Variable: SubculturalTotal

b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal

Table 84. Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	-1.087	.422		-2.576	.010		
	FinancialValueTotal	.201	.062	**.163**	3.231	**.001**	**.763**	**1.310**
	FunctionalValueTotal	.136	.066	**.114**	2.076	**.039**	**.646**	**1.548**
	IndividualValueTotal	.103	.066	.094	1.553	.122	**.539**	**1.856**
	SocialvalueTotal	.197	.056	**.195**	3.536	**.000**	**.642**	**1.557**
	SincerityTotal	.474	.092	**.334**	5.172	**.000**	**.469**	**2.134**
	ExcitementTotal	.044	.099	.031	.444	.657	**.389**	**2.570**
	CompetenceTotal	-.001	.104	-.001	-.013	.989	**.339**	**2.952**
	SophisticationTotal	-.014	.085	-.011	-.168	.867	**.478**	**2.090**
	RuggednessTotal	.045	.055	.040	.826	.409	**.837**	**1.195**

a. Dependent Variable: SubculturalTotal

Table 89. Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	SophisticationTotal	RuggednessTotal
1	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8.700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8.921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12.852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14.555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16.052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18.876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19.704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22.998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27.846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00

a. Dependent Variable: SubculturalTotal

Models 9.1, 9.2 and 9.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "PopularTotal" by application of individual samples.

Model 9.1 – Regression Analysis for English-Speaking market.

Model 9.2 – Regression Analysis for Portuguese-speaking market.

Model 9.3 – Regression analysis for Russian-speaking market.

SubculturalTotalEnglish = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

SubculturalTotalPortuguese = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

SubculturalTotalRussian = $\beta_0 + \beta_1 *$ SincerityTotal $+ \beta_2 *$ ExcitementTotal $+ \beta_3 *$ CompetenceTotal $+ \beta_4 *$ SophisticationTotal $+ \beta_5 *$ RuggednessTotal $+ \beta_6 *$ FinancialValueTotal $+ \beta_7 *$ FunctcionalValueTotal $+ \beta_8 *$ IndividualValueTotal $+ \beta_9 *$ SocialValueTotal $+ \varepsilon$

Table 90 (a). Model 9.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: SubculturalTotal			
b. All requested variables entered.			

Table 90 (b). Model 9.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: SubculturalTotal			
b. All requested variables entered.			

Table 90 (c). Model 9.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: SubculturalTotal			
b. All requested variables entered.			

Table 91 (a). Model 9.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.628[a]	**.395**	**.334**	1.22577	**1.955**
a. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal					
b. Dependent Variable: SubculturalTotal					

Table 91 (b). Model 9.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.784[a]	**.615**	**.576**	1.16585	**2.076**
a. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal					
b. Dependent Variable: SubculturalTotal					

Table 91 (c). Model 9.3: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.627[a]	**.393**	**.331**	1.33332	**1.930**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal					
b. Dependent Variable: SubculturalTotal					

Table 92 (a). Model 9.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	88.196	9	9.800	**6.522**	**.000[b]**
	Residual	135.226	90	1.503		
	Total	223.422	99			
a. Dependent Variable: SubculturalTotal						
b. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal						

Table 92 (b). Model 9.2: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	195.343	9	21.705	**15.969**	**.000[b]**
	Residual	122.329	90	1.359		
	Total	317.672	99			
a. Dependent Variable: SubculturalTotal						
b. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal						

Table 92 (c). Model 9.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	102.259	9	11.362	**6.391**	**.000[b]**
	Residual	158.220	89	1.778		
	Total	260.479	98			
a. Dependent Variable: SubculturalTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal						

Table 93 (a). Model 9.1: Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	-1.245	1.066		-1.168	.246		
	FinancialValueTotal	.224	.146	.138	1.530	.130	**.828**	**1.208**
	FunctionalValueTotal	.153	.112	.124	1.367	.175	**.813**	**1.230**
	IndividualValueTotal	.038	.122	.034	.313	.755	**.558**	**1.792**
	SocialvalueTotal	.295	.107	**.283**	2.761	**.007**	**.638**	**1.567**
	SincerityTotal	.473	.152	**.313**	3.100	**.003**	**.659**	**1.517**
	ExcitementTotal	.304	.175	.212	1.743	.085	**.453**	**2.208**
	CompetenceTotal	-.288	.198	-.174	-1.458	.148	**.471**	**2.122**
	SophisticationTotal	-.086	.175	-.058	-.492	.624	**.489**	**2.046**
	RuggednessTotal	.153	.114	.121	1.340	.184	**.832**	**1.202**
a. Dependent Variable: SubculturalTotal								

Table 93 (b). Model 9.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	-.679	.613		-1.107	.271		
	FinancialValueTotal	.081	.095	.067	.854	.395	.696	1.437
	FunctionalValueTotal	.230	.107	**.201**	2.147	**.034**	.487	2.054
	IndividualValueTotal	.178	.108	.176	1.649	.103	.375	2.668
	SocialvalueTotal	.320	.089	**.319**	3.585	**.001**	.540	1.854
	SincerityTotal	.449	.171	**.315**	2.631	**.010**	.298	3.353
	ExcitementTotal	.034	.163	.026	.210	.834	.276	3.625
	CompetenceTotal	-.194	.179	-.148	-1.081	.283	.227	4.397
	SophisticationTotal	.076	.121	.059	.625	.534	.486	2.056
	RuggednessTotal	.042	.090	.039	.460	.646	.612	1.634
a. Dependent Variable: SubculturalTotal								

Table 93 (c). Model 9.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	-.153	.738		-.207	.836		
	FinancialValueTotal	.376	.103	**.364**	3.667	**.000**	**.693**	**1.442**
	FunctionalValueTotal	-.046	.131	-.039	-.347	.729	**.530**	**1.887**
	IndividualValueTotal	.087	.125	.074	.692	.491	**.589**	**1.699**
	SocialvalueTotal	.085	.107	.089	.799	.426	**.557**	**1.797**
	SincerityTotal	.360	.170	**.253**	2.113	**.037**	**.478**	**2.094**
	ExcitementTotal	-.253	.179	-.174	-1.408	.163	**.446**	**2.244**
	CompetenceTotal	.303	.195	.236	1.553	.124	**.295**	**3.386**
	SophisticationTotal	-.025	.173	-.020	-.143	.887	**.352**	**2.837**
	RuggednessTotal	.046	.142	.037	.321	.749	**.515**	**1.943**
a. Dependent Variable: SubculturalTotal								

Table 94 (a). Model 9.1: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	Socialvalue Total	Sincerity Total	ExcitementTotal	CompetenceTotal	Sophistication Total	RuggednessTotal
1	1	9.601	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8.155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11.248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14.274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14.984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17.026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20.832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26.425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30.065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31.874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06

a. Dependent Variable: SubculturalTotal

Table 94 (b). Model 9.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	CompetenceTotal	Sophistication Total	RuggednessTotal
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03

a. Dependent Variable: SubculturalTotal

Table 94 (c). Model 9.3: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	Socialvalue Total	SincerityTotal	Excitement Total	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.580	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8.293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11.017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14.055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16.267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16.744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17.191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20.234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25.083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
	10	.012	27.904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13
a. Dependent Variable: SubculturalTotal													

Model 10. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "IconicTotal" by application of total sample.

IconicTotal = $\beta_0 + \beta_1$ * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 95. Variables Entered/Removed

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal[b]	.	Enter
a. **Dependent Variable: IconicTotal**			
b. All requested variables entered.			

Table 96. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.565[a]	**.319**	.298	1.43799	**1.938**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal					
b. Dependent Variable: IconicTotal					

Table 97. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	280.364	9	31.152	**15.065**	**.000[b]**
	Residual	597.595	289	2.068		
	Total	877.960	298			
a. Dependent Variable: IconicTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, FunctionalValueTotal, SincerityTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, CompetenceTotal						

Table 98. Coefficients

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**TOL**	**VIF**
1	(Constant)	-.279	.474		-.589	.556		
	FinancialValueTotal	.111	.070	.089	1.598	.111	**.763**	**1.310**
	FunctionalValueTotal	.056	.074	.046	.766	.444	**.646**	**1.548**
	IndividualValueTotal	.144	.075	.128	1.937	.054	**.539**	**1.856**
	SocialvalueTotal	.014	.063	.014	.229	.819	**.642**	**1.557**
	SincerityTotal	.198	.103	.137	1.929	.055	**.469**	**2.134**
	ExcitementTotal	-.089	.111	-.062	-.799	.425	**.389**	**2.570**
	CompetenceTotal	.190	.116	.136	1.628	.105	**.339**	**2.952**
	SophisticationTotal	.357	.096	**.261**	3.718	**.000**	**.478**	**2.090**
	RuggednessTotal	-.007	.061	-.006	-.109	.913	**.837**	**1.195**
a. Dependent Variable: IconicTotal								

Table 99. Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	Socialvalue Total	SincerityTotal	Excitement Total	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.126	8.700	.00	.02	.01	.01	.01	.00	.00	.00	.00	.79
	3	.120	8.921	.01	.01	.03	.02	.61	.00	.00	.00	.01	.00
	4	.058	12.852	.03	.48	.00	.05	.00	.11	.02	.01	.00	.06
	5	.045	14.555	.00	.00	.19	.50	.11	.08	.02	.04	.01	.07
	6	.037	16.052	.01	.00	.67	.26	.16	.04	.02	.01	.05	.00
	7	.027	18.876	.56	.47	.03	.04	.06	.17	.00	.00	.04	.01
	8	.025	19.704	.38	.01	.06	.06	.02	.29	.00	.06	.30	.06
	9	.018	22.998	.00	.00	.02	.00	.00	.30	.55	.03	.37	.00
	10	.012	27.846	.01	.00	.00	.04	.02	.02	.39	.85	.22	.00
a. Dependent Variable: IconicTotal													

Models 10.1, 10.2 and 10.3. The effect of dimensions of brand personality and luxury value perceptions on the variable of brand coolness "PopularTotal" by application of individual samples.

Model 10.1 – Regression Analysis for English-Speaking market.

Model 10.2 – Regression Analysis for Portuguese-speaking market.

Model 10.2.1 – Regression analysis for Portuguese-speaking market. Model 10.2 revisited.

Model 10.3 – Regression analysis for Russian-speaking market.

IconicTotalEnglish = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

IconicTotalPortuguese = β_0 + β_1 * IndividualValueTotal+ β_2 * SincerityTotal + β_3 * ExcitementTotal + β_4 * SophisticationTotal ε

IconicTotalPortuguese (Revisited) = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 *

FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

IconicTotalRussian = β_0 + β_1 * SincerityTotal + β_2 * ExcitementTotal + β_3 * CompetenceTotal + β_4 * SophisticationTotal + β_5 * RuggednessTotal + β_6 * FinancialValueTotal + β_7 * FunctcionalValueTotal + β_8 * IndividualValueTotal + β_9 * SocialValueTotal + ε

Table 100 (a). Model 10.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal[b]	.	Enter
a. Dependent Variable: IconicTotal			
b. All requested variables entered.			

Table 100 (b). Model 10.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: IconicTotal			
b. All requested variables entered.			

Table 100 (b1). Model 10.2.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	SophisticationTotal, SincerityTotal, IndividualValueTotal, ExcitementTotal[b]	FinancialValueTotal, FunctionalValueTotal, SocialValueTotal CompetenceTotal, RuggednessTotal.	Enter
a. Dependent Variable: IconicTotal			
b. All requested variables entered.			

Table 100 (c). Model 10.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal[b]	.	Enter
a. Dependent Variable: IconicTotal			
b. All requested variables entered.			

Table 101 (a). Model 10.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.563[a]	**.317**	**.249**	1.33229	**1.887**
a. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal					
b. Dependent Variable: IconicTotal					

Table 101 (b). Model 10.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.675[a]	**.455**	**.401**	1.40344	**1.951**
a. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal					
b. Dependent Variable: IconicTotal					

Table 101 (b1). Model 10.2.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.668[a]	.446	.423	1.37777	1.960
a. Predictors: (Constant), SophisticationTotal, SincerityTotal, IndividualValueTotal, ExcitementTotal					
b. Dependent Variable: IconicTotal					

Table 101 (c). Model 10.3: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.622[a]	**.386**	**.324**	1.42639	**2.244**
a. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal					
b. Dependent Variable: IconicTotal					

Table 102 (a). Model 10.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	74.090	9	8.232	**4.638**	**.000[b]**
	Residual	159.750	90	1.775		
	Total	233.840	99			
a. Dependent Variable: IconicTotal						
b. Predictors: (Constant), RuggednessTotal, CompetenceTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SincerityTotal, IndividualValueTotal, SophisticationTotal, ExcitementTotal						

Table 102 (b). Model 10.2: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	148.280	9	16.476	**8.365**	**.000[b]**
	Residual	177.267	90	1.970		
	Total	325.547	99			
a. Dependent Variable: IconicTotal						
b. Predictors: (Constant), RuggednessTotal, FunctionalValueTotal, FinancialValueTotal, SocialvalueTotal, SophisticationTotal, ExcitementTotal, IndividualValueTotal, SincerityTotal, CompetenceTotal						

Table 102 (b1). Model 10.2.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	145.215	4	36.304	19.125	.000[b]
	Residual	180.333	95	1.898		
	Total	325.547	99			
a. Dependent Variable: IconicTotal						
b. Predictors: (Constant), SophisticationTotal, SincerityTotal, IndividualValueTotal, ExcitementTotal						

Table 102 (c). Model 10.3: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	114.049	9	12.672	**6.228**	**.000[b]**
	Residual	181.078	89	2.035		
	Total	295.126	98			
a. Dependent Variable: IconicTotal						
b. Predictors: (Constant), RuggednessTotal, FinancialValueTotal, IndividualValueTotal, ExcitementTotal, SocialvalueTotal, FunctionalValueTotal, SincerityTotal, SophisticationTotal, CompetenceTotal						

Table 103 (a). Model 10.1: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	-.547	1.158		-.473	.638		
	FinancialValueTotal	.026	.159	.015	.161	.873	**.828**	**1.208**
	FunctionalValueTotal	.086	.122	.068	.708	.481	**.813**	**1.230**
	IndividualValueTotal	.078	.133	.068	.587	.559	**.558**	**1.792**
	SocialvalueTotal	.159	.116	.150	1.371	.174	**.638**	**1.567**
	SincerityTotal	.434	.166	**.281**	2.620	**.010**	**.659**	**1.517**
	ExcitementTotal	-.024	.190	-.016	-.126	.900	**.453**	**2.208**
	CompetenceTotal	.183	.215	.108	.852	.397	**.471**	**2.122**
	SophisticationTotal	.226	.190	.148	1.188	.238	**.489**	**2.046**
	RuggednessTotal	.032	.124	.025	.261	.795	**.832**	**1.202**
a. Dependent Variable: IconicTotal								

Table 103 (b). Model 10.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	-.349	.738		-.473	.637		
	FinancialValueTotal	-.070	.114	-.057	-.615	.540	**.696**	**1.437**
	FunctionalValueTotal	.056	.129	.048	.430	.668	**.487**	**2.054**
	IndividualValueTotal	.166	.130	.162	1.271	.207	**.375**	**2.668**
	SocialvalueTotal	.091	.107	.090	.852	.396	**.540**	**1.854**
	SincerityTotal	.332	.205	.230	1.615	.110	**.298**	**3.353**
	ExcitementTotal	.343	.197	.259	1.746	.084	**.276**	**3.625**
	CompetenceTotal	-.116	.216	-.087	-.535	.594	**.227**	**4.397**
	SophisticationTotal	.250	.146	.191	1.716	.090	**.486**	**2.056**
	RuggednessTotal	-.072	.109	-.066	-.663	.509	**.612**	**1.634**
a. Dependent Variable: IconicTotal								

Table 103 (b1). Model 10.2:1: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	-.489	.667		-.734	.465		
	IndividualValueTotal	.222	.111	**.217**	2.002	**.048**	**.497**	**2.014**
	SincerityTotal	.287	.163	.199	1.758	.082	**.454**	**2.204**
	ExcitementTotal	.274	.162	.206	1.692	.094	**.392**	**2.550**
	SophisticationTotal	.222	.136	.170	1.626	.107	**.536**	**1.866**
a. Dependent Variable: IconicTotal								

Table 103 (c). Model 10.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	.553	.789		.701	.485		
	FinancialValueTotal	.297	.110	**.270**	2.707	**.008**	**.693**	**1.442**
	FunctionalValueTotal	-.103	.140	-.084	-.732	.466	**.530**	**1.887**
	IndividualValueTotal	.114	.134	.092	.854	.396	**.589**	**1.699**
	SocialvalueTotal	-.231	.114	**-.225**	-2.020	**.046**	**.557**	**1.797**
	SincerityTotal	.141	.182	.093	.773	.442	**.478**	**2.094**
	ExcitementTotal	-.416	.192	**-.270**	-2.168	**.033**	**.446**	**2.244**
	CompetenceTotal	.163	.209	.119	.782	.436	**.295**	**3.386**
	SophisticationTotal	.525	.185	**.396**	2.830	**.006**	**.352**	**2.837**
	RuggednessTotal	.259	.152	.197	1.703	.092	**.515**	**1.943**
a. Dependent Variable: IconicTotal								

Table 104 (a). Model 10.1: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Financial ValueTotal	Functional ValueTotal	Individual ValueTotal	Socialvalue Total	Sincerity Total	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.601	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.144	8.155	.00	.00	.00	.03	.08	.00	.00	.00	.00	.50
	3	.076	11.248	.00	.00	.03	.03	.43	.02	.01	.01	.02	.22
	4	.047	14.274	.01	.04	.33	.00	.00	.36	.03	.01	.00	.00
	5	.043	14.984	.02	.17	.42	.08	.01	.06	.00	.01	.01	.00
	6	.033	17.026	.00	.00	.11	.70	.35	.13	.02	.00	.00	.03
	7	.022	20.832	.04	.15	.00	.13	.11	.38	.27	.04	.06	.00
	8	.014	26.425	.11	.43	.04	.02	.00	.01	.46	.15	.13	.03
	9	.011	30.065	.31	.04	.02	.01	.00	.04	.08	.18	.71	.16
	10	.009	31.874	.52	.16	.05	.00	.01	.00	.14	.61	.07	.06

a. Dependent Variable: IconicTotal

Table 104 (b). Model 10.2: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValueTotal	FunctionalValueTotal	IndividualValueTotal	SocialvalueTotal	SincerityTotal	ExcitementTotal	Competence Total	SophisticationTotal	Ruggedness Total
1	1	9.482	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.176	7.342	.00	.02	.03	.00	.07	.00	.00	.00	.00	.42
	3	.124	8.746	.02	.00	.00	.05	.48	.00	.00	.00	.00	.14
	4	.071	11.517	.04	.37	.03	.14	.07	.02	.00	.00	.00	.00
	5	.039	15.619	.01	.10	.21	.40	.28	.04	.00	.01	.11	.03
	6	.033	16.889	.32	.34	.25	.03	.07	.00	.00	.00	.14	.19
	7	.030	17.901	.33	.04	.25	.08	.00	.06	.09	.07	.00	.10
	8	.021	21.157	.27	.01	.14	.22	.02	.00	.08	.01	.69	.03
	9	.015	25.551	.01	.13	.09	.07	.00	.72	.34	.02	.04	.06
	10	.009	32.716	.00	.00	.00	.01	.01	.16	.48	.90	.02	.03

a. Dependent Variable: IconicTotal

Table 104 (b1). Model 10.2.1: Collinearity Diagnostics

Collinearity Diagnostics[a]								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	IndividualValueTotal	Sincerity Total	ExcitementTotal	SophisticationTotal
1	1	4.864	1.000	.00	.00	.00	.00	.00
	2	.064	8.693	.22	.61	.01	.00	.00
	3	.032	12.276	.27	.08	.41	.10	.15
	4	.023	14.595	.48	.26	.01	.00	.85
	5	.016	17.333	.03	.05	.58	.90	.00
a. Dependent Variable: IconicTotal								

Table 104 (c). Model 10.3: Collinearity Diagnostics

Collinearity Diagnostics[a]													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	FinancialValue Total	FunctionalValue Total	IndividualValue Total	Socialvalue Total	SincerityTotal	Excitement Total	Competence Total	Sophistication Total	Ruggedness Total
1	1	9.580	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.139	8.293	.00	.03	.02	.00	.50	.00	.00	.00	.01	.00
	3	.079	11.017	.00	.38	.01	.05	.04	.02	.01	.02	.01	.11
	4	.048	14.055	.06	.24	.04	.28	.02	.01	.03	.00	.01	.20
	5	.036	16.267	.00	.00	.01	.22	.05	.31	.04	.00	.00	.39
	6	.034	16.744	.02	.29	.58	.09	.00	.03	.05	.05	.01	.00
	7	.032	17.191	.67	.01	.00	.02	.01	.00	.00	.05	.11	.06
	8	.023	20.234	.04	.05	.25	.26	.35	.57	.02	.01	.05	.06
	9	.015	25.083	.17	.00	.05	.05	.04	.06	.65	.00	.46	.04
	10	.012	27.904	.04	.00	.04	.02	.00	.01	.21	.87	.34	.13
a. Dependent Variable: IconicTotal													

Appendix F. Regression Analysis: Consequences of luxury fashion brand coolness.

Model 11. The effect of brand coolness dimensions on "PassionateDesireTotal" by application of total sample.

PassionateDesireTotal = β_0 + β_1 * UsefulTotal + β_2 * EnergeticTotal + β_3 * AestheticallyAppealingTotal + β_4 * OriginalTotal + β_5 * AuthenticTotal + β_6 * RebelliousTotal + β_7 * HighStatusTotal + β_8 * PopularTotal + β_9 * SubculturalTotal + β_{10}* IconicTotal + ε

Table 1. Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	IconicTotal, RebelliousTotal, UsefulTotal, PopularTotal, SubculturalTotal, AuthenticTotal, EnergeticTotal, AestheticallyappealingTotal, HighstatusTotal, OriginalTotal[b]	.	Enter
a. Dependent Variable: PassionateDesireTotal			
b. All requested variables entered.			

Table 2. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.562[a]	**.316**	**.292**	1.35264	1.812
a. Predictors: (Constant), IconicTotal, RebelliousTotal, UsefulTotal, PopularTotal, SubculturalTotal, AuthenticTotal, EnergeticTotal, AestheticallyappealingTotal, HighstatusTotal, OriginalTotal					
b. Dependent Variable: PassionateDesireTotal					

Table 3. ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	243.438	10	24.344	**13.305**	**.000[b]**
	Residual	526.935	288	1.830		
	Total	770.373	298			
a. Dependent Variable: PassionateDesireTotal						
b. Predictors: (Constant), IconicTotal, RebelliousTotal, UsefulTotal, PopularTotal, SubculturalTotal, AuthenticTotal, EnergeticTotal, AestheticallyappealingTotal, HighstatusTotal, OriginalTotal						

Table 4. Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	1.562	.390		4.005	.000		
	UsefulTotal	.106	.078	.093	1.359	.175	**.505**	**1.978**
	EnergeticTotal	-.014	.079	-.013	-.181	.857	**.477**	**2.098**
	Aestheticallyappealing Total	-.124	.093	-.104	-1.328	.185	**.387**	**2.586**
	OriginalTotal	.210	.090	**.188**	2.325	**.021**	**.365**	**2.738**
	AuthenticTotal	-.012	.089	-.010	-.130	.897	**.415**	**2.408**
	RebelliousTotal	.045	.061	.043	.734	.463	**.683**	**1.463**
	HighstatusTotal	.024	.084	.023	.288	.773	**.379**	**2.639**
	PopularTotal	.202	.082	**.181**	2.482	**.014**	**.447**	**2.239**
	SubculturalTotal	.246	.058	**.257**	4.254	**.000**	**.651**	**1.535**
	IconicTotal	.070	.058	.074	1.209	.227	**.629**	**1.589**

a. Dependent Variable: PassionateDesireTotal

Table 5. Collinearity Diagnostics

Collinearity Diagnostics[a]														
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions										
				(Constant)	UsefulTotal	Energetic Total	Aesthetically appealingTot	Original Total	Authentic Total	RebelliousTotal	HighstatusTotal	Popular Total	SubculturalTotal	IconicTotal
1	1	10.519	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.098	10.387	.00	.02	.04	.00	.00	.00	.30	.01	.01	.08	.27
	3	.096	10.452	.01	.01	.02	.01	.00	.00	.23	.00	.02	.41	.01
	4	.072	12.074	.01	.18	.07	.00	.00	.00	.26	.00	.01	.28	.09
	5	.056	13.660	.07	.09	.08	.02	.01	.01	.03	.02	.02	.14	.57
	6	.040	16.260	.44	.03	.08	.00	.15	.05	.00	.08	.00	.04	.02
	7	.035	17.221	.27	.28	.35	.01	.00	.03	.00	.00	.15	.03	.01
	8	.028	19.300	.01	.26	.13	.00	.13	.25	.12	.17	.12	.00	.01
	9	.020	22.691	.08	.05	.08	.00	.28	.48	.02	.16	.25	.01	.01
	10	.019	23.428	.00	.04	.09	.02	.42	.13	.01	.40	.35	.00	.00
	11	.015	26.367	.10	.02	.06	.94	.01	.06	.03	.16	.09	.02	.01

a. Dependent Variable: PassionateDesireTotal

Models 11.1, 11.2 and 11.3.

The effect of brand coolness dimensions on "PassionateDesireTotal" by application of individual samples.

Model 11.1 – Regression Analysis for English-Speaking market.

Model 11.2 – Regression Analysis for Portuguese-speaking market.

Model 11.3 – Regression analysis for Russian-speaking market.

PassionateDesireTotalEnglish = $\beta_0 + \beta_1$ * UsefulTotal + β_2 * EnergeticTotal + β_3 * AestheticallyAppealingTotal + β_4 * OriginalTotal + β_5 * AuthenticTotal + β_6 * RebelliousTotal + β_7 * HighStatusTotal + β_8 * PopularTotal + β_9 * SubculturalTotal + β_{10}* IconicTotal + ε

PassionateDesireTotalPortuguese = $\beta_0 + \beta_1$ * UsefulTotal + β_2 * EnergeticTotal + β_3 * AestheticallyAppealingTotal + β_4 * OriginalTotal + β_5 * AuthenticTotal + β_6 * RebelliousTotal + β_7 * HighStatusTotal + β_8 * PopularTotal + β_9 * SubculturalTotal + β_{10}* IconicTotal + ε

PassionateDesireTotalRussian = $\beta_0 + \beta_1$ * UsefulTotal + β_2 * EnergeticTotal + β_3 * AestheticallyAppealingTotal + β_4 * OriginalTotal + β_5 * AuthenticTotal + β_6 * RebelliousTotal + β_7 * HighStatusTotal + β_8 * PopularTotal + β_9 * SubculturalTotal + β_{10}* IconicTotal + ε

Table 6 (a). Model 11.1: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	IconicTotal, RebelliousTotal, PopularTotal, AestheticallyappealingTotal, UsefulTotal, SubculturalTotal, EnergeticTotal, OriginalTotal, HighstatusTotal, AuthenticTotal[b]	.	Enter
a. Dependent Variable: PassionateDesireTotal			
b. All requested variables entered.			

Table 6 (b). Model 11.2: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	IconicTotal, UsefulTotal, RebelliousTotal, SubculturalTotal, PopularTotal, EnergeticTotal, OriginalTotal, AestheticallyappealingTotal, AuthenticTotal, HighstatusTotal[b]	.	Enter
a. Dependent Variable: PassionateDesireTotal			
b. All requested variables entered.			

Table 6 (c). Model 11.3: Variables Entered/Removed

Variables Entered/Removed[a]			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	IconicTotal, RebelliousTotal, UsefulTotal, SubculturalTotal, AestheticallyappealingTotal, AuthenticTotal, EnergeticTotal, HighstatusTotal, PopularTotal, OriginalTotal[b]	.	Enter
a. Dependent Variable: PassionateDesireTotal			
b. All requested variables entered.			

Table 6 (a). Model 11.1: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.623[a]	**.388**	**.319**	1.21503	**1.931**
a. Predictors: (Constant), IconicTotal, RebelliousTotal, PopularTotal, AestheticallyappealingTotal, UsefulTotal, SubculturalTotal, EnergeticTotal, OriginalTotal, HighstatusTotal, AuthenticTotal					
b. Dependent Variable: PassionateDesireTotal					

Table 6 (b). Model 11.2: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.666[a]	**.443**	**.381**	1.31855	**1.792**
a. Predictors: (Constant), IconicTotal, UsefulTotal, RebelliousTotal, SubculturalTotal, PopularTotal, EnergeticTotal, OriginalTotal, AestheticallyappealingTotal, AuthenticTotal, HighstatusTotal					
b. Dependent Variable: PassionateDesireTotal					

Table 6 (c). Model 11.3: Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.554[a]	**.307**	**.228**	1.42187	**1.862**
a. Predictors: (Constant), IconicTotal, RebelliousTotal, UsefulTotal, SubculturalTotal, AestheticallyappealingTotal, AuthenticTotal, EnergeticTotal, HighstatusTotal, PopularTotal, OriginalTotal					
b. Dependent Variable: PassionateDesireTotal					

Table 7 (a). Model 11.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	83.298	10	8.330	**5.642**	**.000[b]**
	Residual	131.389	89	1.476		
	Total	214.688	99			
a. Dependent Variable: PassionateDesireTotal						
b. Predictors: (Constant), IconicTotal, RebelliousTotal, PopularTotal, AestheticallyappealingTotal, UsefulTotal, SubculturalTotal, EnergeticTotal, OriginalTotal, HighstatusTotal, AuthenticTotal						

Table 7 (b). Model 11.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	123.102	10	12.310	**7.081**	**.000[b]**
	Residual	154.733	89	1.739		
	Total	277.834	99			
a. Dependent Variable: PassionateDesireTotal						
b. Predictors: (Constant), IconicTotal, UsefulTotal, RebelliousTotal, SubculturalTotal, PopularTotal, EnergeticTotal, OriginalTotal, AestheticallyappealingTotal, AuthenticTotal, HighstatusTotal						

Table 7 (c). Model 11.1: ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	78.775	10	7.878	**3.896**	**.000[b]**
	Residual	177.912	88	2.022		
	Total	256.687	98			
a. Dependent Variable: PassionateDesireTotal						
b. Predictors: (Constant), IconicTotal, RebelliousTotal, UsefulTotal, SubculturalTotal, AestheticallyappealingTotal, AuthenticTotal, EnergeticTotal, HighstatusTotal, PopularTotal, OriginalTotal						

Table 8 (a). Model 11.1: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	-1.752	1.075		-1.630	.107		
	UsefulTotal	.295	.139	**.233**	2.125	**.036**	**.573**	**1.746**
	EnergeticTotal	-.170	.136	-.135	-1.246	.216	**.588**	**1.700**
	Aestheticallyappealing Total	.312	.178	.178	1.752	.083	**.665**	**1.504**
	OriginalTotal	.246	.136	**.211**	1.812	**.073**	**.507**	**1.971**
	AuthenticTotal	-.105	.175	-.072	-.602	.549	**.486**	**2.056**
	RebelliousTotal	.077	.104	.070	.742	.460	**.776**	**1.289**
	HighstatusTotal	-.083	.132	-.071	-.631	.530	**.541**	**1.849**
	PopularTotal	.419	.142	**.289**	2.947	**.004**	**.716**	**1.397**
	SubculturalTotal	.135	.094	.137	1.435	.155	**.751**	**1.332**
	IconicTotal	.093	.108	.097	.857	.394	**.539**	**1.854**
a. Dependent Variable: PassionateDesireTotal								

Table 8 (b). Model 11.2: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	1.406	.579		2.428	.017		
	UsefulTotal	.245	.137	.224	1.784	.078	**.398**	**2.512**
	EnergeticTotal	.000	.130	.000	-.001	.999	**.407**	**2.458**
	Aestheticallyappealing Total	-.147	.158	-.133	-.935	.352	**.310**	**3.226**
	OriginalTotal	.245	.181	.218	1.353	.180	**.241**	**4.142**
	AuthenticTotal	.142	.179	.126	.796	.428	**.251**	**3.979**
	RebelliousTotal	-.020	.113	-.019	-.179	.858	**.534**	**1.874**
	HighstatusTotal	-.177	.160	-.176	-1.103	.273	**.247**	**4.049**
	PopularTotal	.147	.131	.151	1.123	.265	**.346**	**2.890**
	SubculturalTotal	.253	.102	**.270**	2.485	**.015**	**.529**	**1.890**
	IconicTotal	.120	.104	.130	1.155	.251	**.494**	**2.023**
a. Dependent Variable: PassionateDesireTotal								

Table 8 (c). Model 11.3: Coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			TOL	VIF
1	(Constant)	2.448	.671		3.649	.000		
	UsefulTotal	-.167	.137	-.151	-1.217	.227	**.515**	**1.942**
	EnergeticTotal	-.124	.159	-.113	-.777	.439	**.369**	**2.708**
	Aestheticallyappealing Total	-.049	.182	-.046	-.269	.789	**.267**	**3.747**
	OriginalTotal	.396	.195	**.358**	2.036	**.045**	**.255**	**3.921**
	AuthenticTotal	-.067	.132	-.065	-.511	.611	**.484**	**2.065**
	RebelliousTotal	.033	.110	.031	.301	.764	**.724**	**1.381**
	HighstatusTotal	.088	.164	.084	.536	.593	**.321**	**3.120**
	PopularTotal	.161	.191	.139	.840	.403	**.286**	**3.500**
	SubculturalTotal	.236	.110	**.238**	2.145	**.035**	**.640**	**1.563**
	IconicTotal	.080	.102	.085	.777	.439	**.654**	**1.530**
a. Dependent Variable: PassionateDesireTotal								

Table 9 (a). Model 11.1: Collinearity Diagnostics

Collinearity Diagnostics[a]														
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions										
				(Constant)	UsefulTotal	EnergeticTotal	AestheticallyappealingT	OriginalTotal	AuthenticTotal	RebelliousTotal	HighstatusTotal	PopularTotal	Subcultural Total	IconicTotal
1	1	10.566	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.105	10.025	.00	.00	.02	.00	.00	.00	.17	.00	.00	.51	.04
	3	.092	10.709	.00	.04	.01	.00	.00	.00	.58	.01	.01	.14	.00
	4	.062	13.035	.00	.17	.21	.01	.01	.01	.00	.06	.00	.09	.05
	5	.049	14.676	.04	.02	.02	.01	.03	.00	.00	.00	.04	.19	.46
	6	.036	17.093	.00	.14	.12	.00	.34	.05	.03	.02	.02	.00	.17
	7	.034	17.733	.01	.37	.18	.01	.14	.00	.12	.20	.00	.00	.00
	8	.019	23.838	.12	.20	.26	.02	.10	.00	.06	.55	.00	.07	.22
	9	.016	25.685	.03	.00	.12	.12	.05	.01	.00	.04	.84	.00	.05
	10	.013	28.280	.02	.06	.03	.06	.31	.92	.00	.02	.00	.00	.00
	11	.007	37.659	.77	.01	.01	.77	.02	.00	.02	.11	.07	.00	.01
a. Dependent Variable: PassionateDesireTotal														

Table 9 (b). Model 11.2: Collinearity Diagnostics

Collinearity Diagnostics[a]														
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions										
				(Constant)	UsefulTotal	Energetic Total	AestheticallyappealingTotal	Original Total	Authentic Total	RebelliousTotal	HighstatusTotal	Popular Total	Subcultural Total	IconicTotal
1	1	10.584	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.081	11.423	.06	.08	.13	.00	.00	.00	.00	.00	.01	.10	.22
	3	.072	12.101	.06	.06	.05	.00	.01	.01	.35	.00	.01	.13	.01
	4	.063	12.915	.08	.00	.07	.00	.01	.00	.03	.00	.02	.33	.33
	5	.058	13.558	.04	.01	.04	.03	.00	.00	.21	.04	.12	.25	.01
	6	.044	15.478	.62	.00	.00	.00	.01	.01	.08	.02	.06	.00	.33
	7	.032	18.329	.04	.35	.17	.01	.03	.03	.03	.03	.24	.13	.08
	8	.022	21.698	.06	.34	.29	.15	.05	.02	.12	.01	.41	.01	.01
	9	.017	24.677	.00	.04	.11	.32	.11	.29	.17	.13	.11	.05	.00
	10	.015	26.655	.03	.06	.14	.47	.04	.17	.01	.47	.01	.00	.00
	11	.011	31.070	.01	.05	.01	.03	.73	.47	.00	.29	.02	.00	.01

a. Dependent Variable: PassionateDesireTotal

Table 9 (c). Model 11.3: Collinearity Diagnostics

Collinearity Diagnostics[a]														
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions										
				(Constant)	UsefulTotal	Energetic Total	AestheticallyappealingTotal	OriginalTotal	AuthenticTotal	RebelliousTotal	HighstatusTotal	PopularTotal	Subcultural Total	IconicTotal
1	1	10.449	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.136	8.781	.00	.05	.03	.00	.00	.00	.01	.00	.00	.12	.31
	3	.115	9.548	.00	.01	.00	.01	.00	.00	.51	.01	.00	.14	.06
	4	.074	11.846	.03	.00	.01	.00	.01	.00	.29	.01	.00	.55	.24
	5	.062	12.944	.02	.42	.02	.02	.00	.00	.01	.05	.03	.04	.13
	6	.047	14.897	.68	.04	.03	.00	.04	.02	.05	.01	.00	.04	.08
	7	.039	16.291	.01	.09	.02	.00	.03	.73	.02	.07	.02	.01	.00
	8	.032	18.205	.04	.23	.64	.00	.00	.18	.02	.07	.00	.00	.04
	9	.018	23.992	.21	.07	.01	.24	.62	.01	.04	.03	.09	.07	.00
	10	.016	25.393	.00	.00	.24	.03	.24	.00	.04	.73	.22	.02	.00
	11	.012	29.592	.00	.09	.02	.69	.06	.06	.01	.02	.63	.01	.15

a. Dependent Variable: PassionateDesireTotal

Appendix G. One-Way ANOVA tests

"UsefulTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "UsefulTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "UsefulTotal" based on respondent's cultural identity.

Table 1. Descriptive statistics in One-Way ANOVA test for the variable "UsefulTotal".

Descriptives								
UsefulTotal								
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**		**Minimum**	**Maximum**
					Lower Bound	**Upper Bound**		
English	100	4.1925	1.16116	.11612	3.9621	4.4229	1.50	6.25
Portuguese	100	4.8425	1.53192	.15319	4.5385	5.1465	1.00	7.00
Russian	99	4.2449	1.45991	.14673	3.9538	4.5361	1.00	7.00
Total	299	4.4273	1.41981	.08211	4.2657	4.5888	1.00	7.00

Table 2. Test of Homogeneity of Variance for the variable "UsefulTotal".

Test of Homogeneity of Variances					
		Levene Statistic	**df1**	**df2**	**Sig.**
UsefulTotal	**Based on Mean**	2.894	2	296	**.057**
	Based on Median	2.448	2	296	**.088**
	Based on Median and with adjusted df	2.448	2	278.595	**.088**
	Based on trimmed mean	2.759	2	296	**.065**

Table 3. ANOVA test for the variable "UsefulTotal".

ANOVA					
UsefulTotal					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	**26.044**	2	13.022	**6.707**	**.001**
Within Groups	574.686	296	1.942		
Total	**600.730**	298			

Table 4. Post hoc tests for the variable "UsefulTotal".

Multiple Comparisons						
Dependent Variable: UsefulTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	**Portuguese**	**-.65000***	.19705	**.003**	-1.1142	-.1858
	Russian	**-.05245**	.19755	**.962**	-.5178	.4129
Portuguese	**English**	**.65000***	.19705	**.003**	.1858	1.1142
	Russian	**.59755***	.19755	**.008**	.1322	1.0629
Russian	**English**	**.05245**	.19755	**.962**	-.4129	.5178
	Portuguese	**-.59755***	.19755	**.008**	-1.0629	-.1322
*. The mean difference is significant at the 0.05 level.						

Figure 1. Means plot of the variable "UsefulTotal".

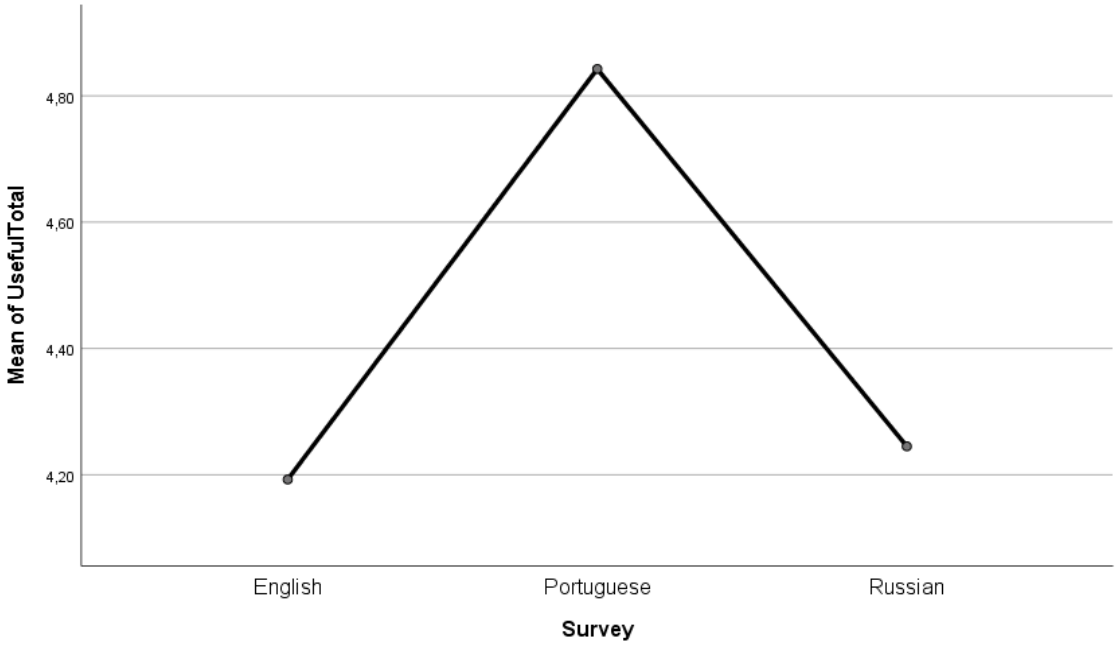


Table 5. Robust Tests of Equality of Means for the variable "UsefulTotal".

Robust Tests of Equality of Means				
UsefulTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	6.263	2	194.002	.002
Brown-Forsythe	6.704	2	282.023	.001
a. Asymptotically F distributed.				

Table 6. Homogeneous Subsets for the variable "UsefulTotal".

UsefulTotal			
Tukey HSD[a,b]			
Survey	**N**	**Subset for alpha = 0.05**	
		1	**2**
English	100	4.1925	
Russian	99	4.2449	
Portuguese	100		4.8425
Sig.		.962	1.000
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 99,664.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			

"EnergeticTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "EnergeticTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "EnergeticTotal" based on respondent's cultural identity.

Table 7. Descriptive statistics in One-Way ANOVA test for the variable "EnergeticTotal".

Descriptives								
EnergeticTotal								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
English	100	4.3675	1.16961	.11696	4.1354	4.5996	1.00	7.00
Portuguese	100	4.7900	1.59534	.15953	4.4735	5.1065	1.00	7.00
Russian	99	4.5783	1.48274	.14902	4.2826	4.8740	1.00	7.00
Total	299	4.5786	1.43281	.08286	4.4155	4.7417	1.00	7.00

Table 8. Test of Homogeneity of Variances for the variable "EnergeticTotal".

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
EnergeticTotal	**Based on Mean**	6.057	2	296	**.003**
	Based on Median	4.722	2	296	**.010**
	Based on Median and with adjusted df	4.722	2	276.569	**.010**
	Based on trimmed mean	5.625	2	296	**.004**

Table 8. ANOVA test for the variable "EnergeticTotal".

ANOVA					
EnergeticTotal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.925	2	4.463	**2.191**	**.114**
Within Groups	602.853	296	2.037		
Total	611.778	298			

Table 9. Post hos tests for the variable "EnergeticTotal".

Multiple Comparisons						
Dependent Variable: EnergeticTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	**Portuguese**	**-.42250**	.20182	.093	-.8979	.0529
	Russian	**-.21078**	.20233	.551	-.6874	.2658
Portuguese	**English**	**.42250**	.20182	.093	-.0529	.8979
	Russian	**.21172**	.20233	.548	-.2649	.6883
Russian	**English**	**.21078**	.20233	.551	-.2658	.6874
	Portuguese	**-.21172**	.20233	.548	-.6883	.2649

Figure 2. Means plot of the variable "EnergeticTotal".

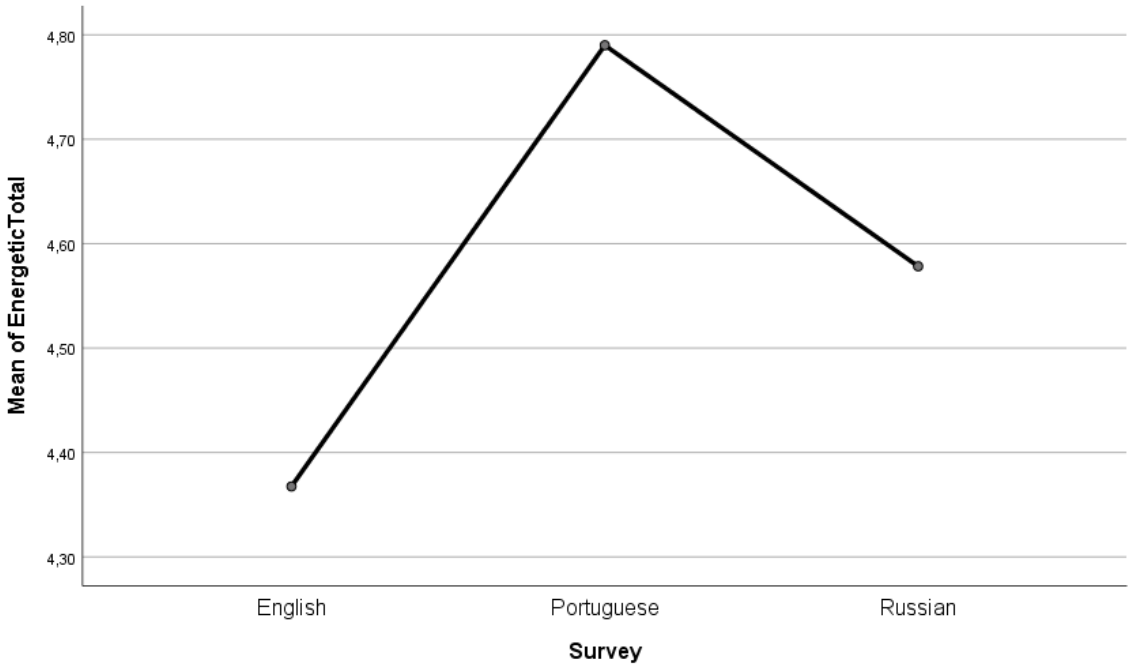


Table 10. Robust Tests of Equality of Means for the variable "EnergeticTotal".

Robust Tests of Equality of Means				
EnergeticTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	2.337	2	193.414	**.099**
Brown-Forsythe	2.190	2	279.439	**.114**
a. Asymptotically F distributed.				

Table 11. Homogeneous Subsets for the variable "EnergeticTotal".

EnergeticTotal		
Tukey HSD[a,b]		
Survey	**N**	**Subset for alpha = 0.05**
		1
English	100	4.3675
Russian	99	4.5783
Portuguese	100	4.7900
Sig.		.094
Means for groups in homogeneous subsets are displayed.		
a. Uses Harmonic Mean Sample Size = 99,664.		
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.		

"AestheticallyAppealingTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "AestheticallyAppealingTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "AestheticallyAppealingTotal" based on respondent's cultural identity.

Table 12. Descriptive statistics in One-Way ANOVA test for the variable "AestheticallyAppealingTotal".

Descriptives								
AestheticallyappealingTotal								
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**		**Minimum**	**Maximum**
					Lower Bound	**Upper Bound**		
English	100	6.2275	.84095	.08409	6.0606	6.3944	2.00	7.00
Portuguese	100	5.7300	1.50993	.15099	5.4304	6.0296	1.00	7.00
Russian	99	5.7071	1.52824	.15359	5.4023	6.0119	1.00	7.00
Total	299	5.8888	1.34846	.07798	5.7353	6.0423	1.00	7.00

Table 13.

Test of Homogeneity of Variances for the variable "AestheticallyAppealingTotal".

Test of Homogeneity of Variances					
		Levene Statistic	**df1**	**df2**	**Sig.**
AestheticallyappealingTotal	**Based on Mean**	9.149	2	296	**.000**
	Based on Median	5.293	2	296	**.006**
	Based on Median and with adjusted df	5.293	2	238.851	**.006**
	Based on trimmed mean	6.332	2	296	**.002**

Table 14. ANOVA test for the variable "AestheticallyAppealingTotal".

ANOVA					
AestheticallyappealingTotal					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	17.263	2	8.632	4.870	**.008**
Within Groups	524.602	296	1.772		
Total	541.865	298			

Table 15. Post hoc tests for the variable "AestheticallyAppealingTotal".

Multiple Comparisons						
Dependent Variable: AestheticallyappealingTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	Portuguese	**.49750***	.18827	.023	.0540	.9410
	Russian	**.52043***	.18875	.017	.0758	.9650
Portuguese	English	**-.49750***	.18827	.023	-.9410	-.0540
	Russian	**.02293**	.18875	.992	-.4217	.4675
Russian	English	**-.52043***	.18875	.017	-.9650	-.0758
	Portuguese	**-.02293**	.18875	.992	-.4675	.4217
*. The mean difference is significant at the 0.05 level.						

Figure 3. Means plot of the variable "AestheticallyAppealingTotal".

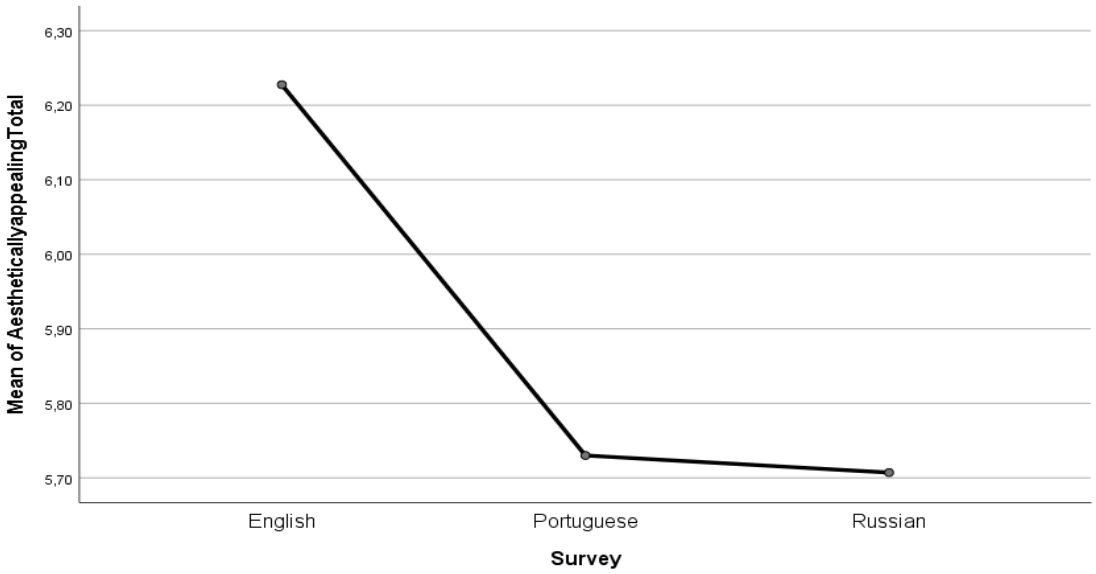


Table 16.

Robust Tests of Equality of Means for the variable "AestheticallyAppealingTotal".

Robust Tests of Equality of Means				
AestheticallyappealingTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	6.914	2	180.284	**.001**
Brown-Forsythe	4.862	2	250.097	**.008**
a. Asymptotically F distributed.				

Table 17. Homogeneous Subsets for the variable "AestheticallyAppealingTotal".

AestheticallyappealingTotal			
Tukey HSD[a,b]			
		Subset for alpha = 0.05	
Survey	**N**	**1**	**2**
Russian	99	5.7071	
Portuguese	100	5.7300	
English	100		6.2275
Sig.		.992	1.000
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 99,664.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			

"OriginalTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "OriginalTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "OriginalTotal" based on respondent's cultural identity.

Table 18.

Descriptive statistics in One-Way ANOVA test for the variable "OriginalTotal".

Descriptives								
OriginalTotal								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
English	100	5.1033	1.26037	.12604	4.8532	5.3534	2.00	7.00
Portuguese	100	5.5100	1.49181	.14918	5.2140	5.8060	1.00	7.00
Russian	99	4.7374	1.46096	.14683	4.4460	5.0288	1.00	7.00
Total	299	5.1182	1.43832	.08318	4.9545	5.2819	1.00	7.00

Table 19. Test of Homogeneity of Variances for the variable "OriginalTotal".

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
OriginalTotal	Based on Mean	.759	2	296	**.469**
	Based on Median	.178	2	296	**.837**
	Based on Median and with adjusted df	.178	2	275.303	**.837**
	Based on trimmed mean	.422	2	296	**.656**

Table 20. ANOVA test for the variable "OriginalTotal".

ANOVA					
OriginalTotal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.731	2	14.865	7.499	.001
Within Groups	586.761	296	1.982		
Total	616.491	298			

Table 21. Post hoc tests for the variable "OriginalTotal".

Multiple Comparisons						
Dependent Variable: OriginalTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	Portuguese	**-.40667**	.19911	**.104**	-.8757	.0624
	Russian	**.36596**	.19962	**.161**	-.1042	.8362
Portuguese	English	**.40667**	.19911	**.104**	-.0624	.8757
	Russian	**.77263***	.19962	**.000**	.3024	1.2428
Russian	English	**-.36596**	.19962	**.161**	-.8362	.1042
	Portuguese	**-.77263***	.19962	**.000**	-1.2428	-.3024
*. The mean difference is significant at the 0.05 level.						

Figure 4. Means plot of the variable "OriginalTotal".

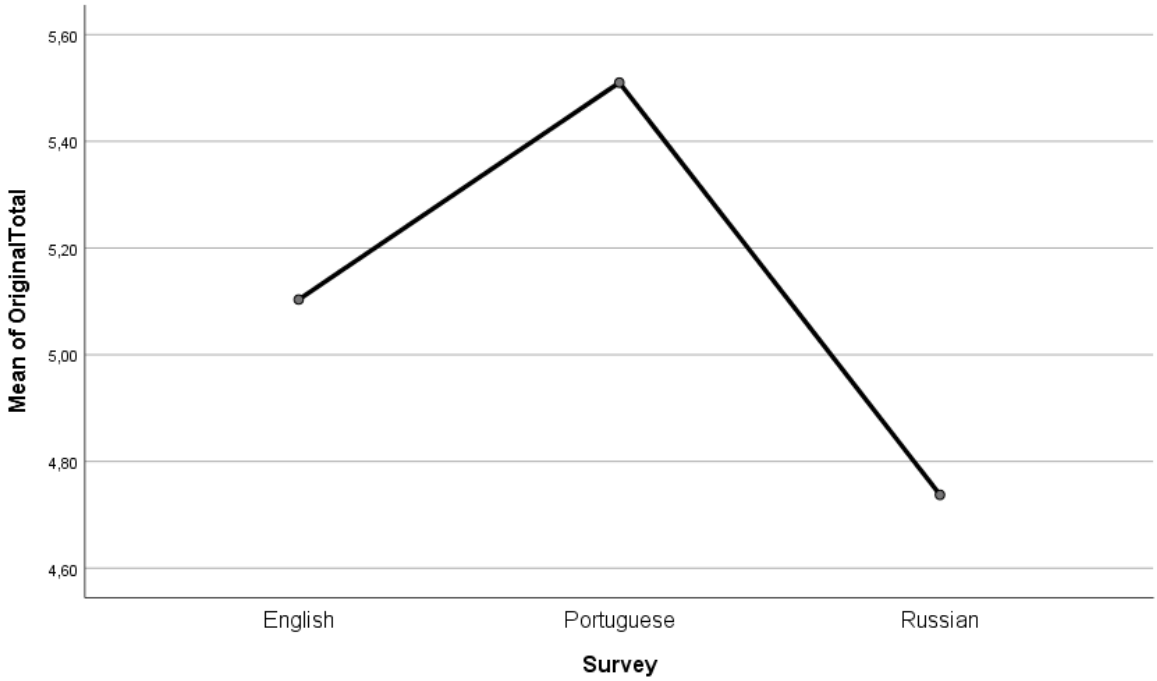


Table 22. Robust Tests of Equality of Means for the variable "OriginalTotal".

Robust Tests of Equality of Means				
OriginalTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	6.793	2	196.028	.001
Brown-Forsythe	7.496	2	289.955	.001
a. Asymptotically F distributed.				

Table 23. Homogeneous Subsets for the variable "OriginalTotal".

OriginalTotal			
Tukey HSD[a,b]			
		Subset for alpha = 0.05	
Survey	**N**	**1**	**2**
Russian	99	**4.7374**	
English	100	**5.1033**	**5.1033**
Portuguese	100		**5.5100**
Sig.		.160	.105
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 99,664.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			

"AuthenticTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "AuthenticTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "AuthenticTotal" based on respondent's cultural identity.

Table 24. Descriptive statistics in One-Way ANOVA test for the variable "OriginalTotal".

Descriptives								
AuthenticTotal								
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**		**Minimum**	**Maximum**
					Lower Bound	**Upper Bound**		
English	**100**	**5.2875**	**1.00024**	.10002	5.0890	5.4860	2.25	7.00
Portuguese	**100**	**5.4825**	**1.47849**	.14785	5.1891	5.7759	1.50	7.00
Russian	**99**	**5.1389**	**1.56623**	.15741	4.8265	5.4513	1.00	7.00
Total	**299**	**5.3035**	**1.37300**	.07940	5.1473	5.4598	1.00	7.00

Table 25. Test of Homogeneity of Variances for the variable "OriginalTotal".

Test of Homogeneity of Variances					
		Levene Statistic	**df1**	**df2**	**Sig.**
AuthenticTotal	Based on Mean	6.910	2	296	**.001**
	Based on Median	4.775	2	296	**.009**
	Based on Median and with adjusted df	4.775	2	247.850	**.009**
	Based on trimmed mean	5.911	2	296	**.003**

Table 26. ANOVA test for the variable "OriginalTotal".

ANOVA					
AuthenticTotal					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	5.912	2	2.956	1.574	**.209**
Within Groups	555.857	296	1.878		
Total	561.769	298			

Table 27. Post hoc tests for the variable "OriginalTotal".

Multiple Comparisons						
Dependent Variable: AuthenticTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	Portuguese	**-.19500**	.19380	**.574**	-.6515	.2615
	Russian	**.14861**	.19429	**.725**	-.3090	.6063
Portuguese	English	**.19500**	.19380	**.574**	-.2615	.6515
	Russian	**.34361**	.19429	**.182**	-.1140	.8013
Russian	English	**-.14861**	.19429	**.725**	-.6063	.3090
	Portuguese	**-.34361**	.19429	**.182**	-.8013	.1140

Figure 5. Means plot of the variable "OriginalTotal".

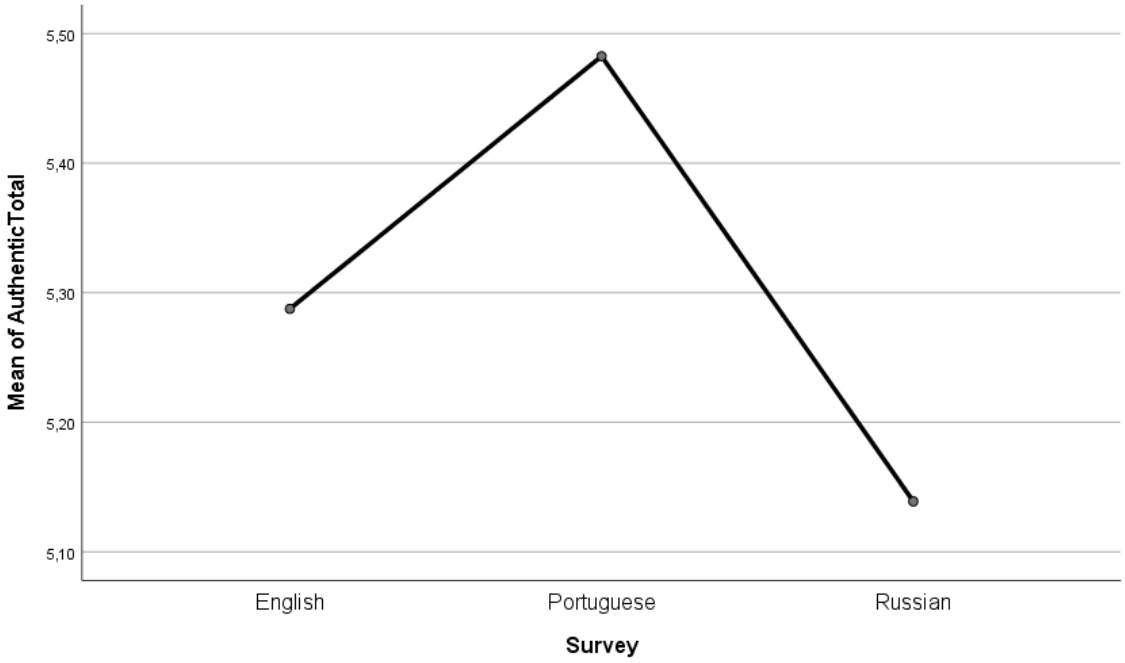


Table 28. Robust Tests of Equality of Means for the variable "AuthenticTotal".

Robust Tests of Equality of Means				
AuthenticTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	1.288	2	188.254	**.278**
Brown-Forsythe	1.572	2	265.309	**.210**
a. Asymptotically F distributed.				

Table 29. Homogeneous Subsets for the variable "AuthenticTotal".

AuthenticTotal		
Tukey HSD[a,b]		
Survey	**N**	**Subset for alpha = 0.05**
		1
Russian	99	**5.1389**
English	100	**5.2875**
Portuguese	100	**5.4825**
Sig.		**.181**
Means for groups in homogeneous subsets are displayed.		
a. Uses Harmonic Mean Sample Size = 99,664.		
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.		

"RebelliousTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "RebelliousTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "RebelliousTotal" based on respondent's cultural identity.

Table 30.

Descriptive statistics in One-Way ANOVA test for the variable "RebelliousTotal".

Descriptives								
RebelliousTotal								
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**		**Minimum**	**Maximum**
					Lower Bound	**Upper Bound**		
English	**100**	**3.7675**	**1.33251**	.13325	3.5031	4.0319	1.00	6.25
Portuguese	**100**	**4.7300**	**1.60282**	.16028	4.4120	5.0480	1.00	7.00
Russian	**99**	**3.9141**	**1.53869**	.15464	3.6073	4.2210	1.00	7.00
Total	**299**	**4.1380**	**1.54992**	.08963	3.9616	4.3144	1.00	7.00

Table 31. Test of Homogeneity of Variances for the variable "RebelliousTotal".

Test of Homogeneity of Variances					
		Levene Statistic	**df1**	**df2**	**Sig.**
RebelliousTotal	Based on Mean	1.201	2	296	.302
	Based on Median	1.118	2	296	.328
	Based on Median and with adjusted df	1.118	2	284.235	.329
	Based on trimmed mean	1.144	2	296	.320

Table 32. ANOVA test for the variable "RebelliousTotal".

ANOVA					
RebelliousTotal					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	53.735	2	26.867	**12.011**	**.000**
Within Groups	662.137	296	2.237		
Total	715.872	298			

Table 33. Post hoc tests for the variable "RebelliousTotal".

Multiple Comparisons						
Dependent Variable: RebelliousTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	Portuguese	-.96250*	.21152	.000	-1.4607	-.4643
	Russian	-.14664	.21205	.769	-.6461	.3529
Portuguese	English	.96250*	.21152	.000	.4643	1.4607
	Russian	.81586*	.21205	.000	.3164	1.3154
Russian	English	.14664	.21205	.769	-.3529	.6461
	Portuguese	-.81586*	.21205	.000	-1.3154	-.3164
*. The mean difference is significant at the 0.05 level.						

Figure 6. Means plot of the variable "RebelliousTotal".

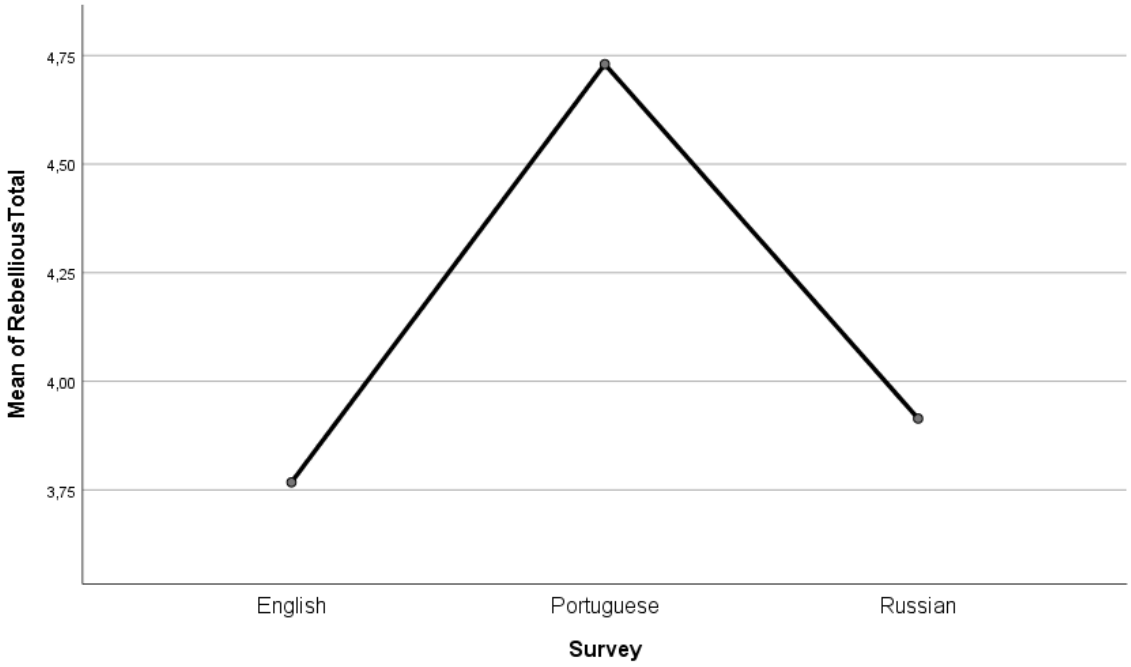


Table 34. Robust Tests of Equality of Means for the variable "RebelliousTotal".

Robust Tests of Equality of Means				
RebelliousTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	11.507	2	195.917	**.000**
Brown-Forsythe	12.007	2	289.299	**.000**
a. Asymptotically F distributed.				

Table 35. Homogeneous Subsets for the variable "RebelliousTotal".

RebelliousTotal			
Tukey HSD[a,b]			
Survey	**N**	**Subset for alpha = 0.05**	
		1	**2**
English	100	**3.7675**	
Russian	99	**3.9141**	
Portuguese	100		**4.7300**
Sig.		.768	1.000
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 99,664.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			

"HighStatusTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "HighStatusTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "HighStatusTotal" based on respondent's cultural identity.

Table 36.

Descriptive statistics in One-Way ANOVA test for the variable "HighStatusTotal".

Descriptives								
HighstatusTotal								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
English	**100**	**5.5850**	**1.25892**	.12589	5.3352	5.8348	1.25	7.00
Portuguese	**100**	**5.7125**	**1.66302**	.16630	5.3825	6.0425	1.00	7.00
Russian	**99**	**5.2652**	**1.55093**	.15587	4.9558	5.5745	1.00	7.00
Total	**299**	**5.5217**	**1.50724**	.08717	5.3502	5.6933	1.00	7.00

Table 37. Test of Homogeneity of Variances for the variable "HighStatusTotal".

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
HighstatusTotal	Based on Mean	2.761	2	296	**.065**
	Based on Median	1.079	2	296	**.341**
	Based on Median and with adjusted df	1.079	2	274.832	**.341**
	Based on trimmed mean	2.043	2	296	**.131**

Table 38. ANOVA test for the variable "HighStatusTotal".

ANOVA					
HighstatusTotal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.557	2	5.279	**2.345**	**.098**
Within Groups	666.427	296	2.251		
Total	676.984	298			

Table 39. Post hoc tests for the variable "HighStatusTotal".

Multiple Comparisons						
Dependent Variable: HighstatusTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	Sig.	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	Portuguese	**-.12750**	.21220	.820	-.6274	.3724
	Russian	**.31985**	.21274	.291	-.1813	.8210
Portuguese	English	**.12750**	.21220	.820	-.3724	.6274
	Russian	**.44735**	.21274	.091	-.0538	.9485
Russian	English	**-.31985**	.21274	.291	-.8210	.1813
	Portuguese	**-.44735**	.21274	.091	-.9485	.0538

Figure 7. Means plot of the variable "HighStatusTotal".

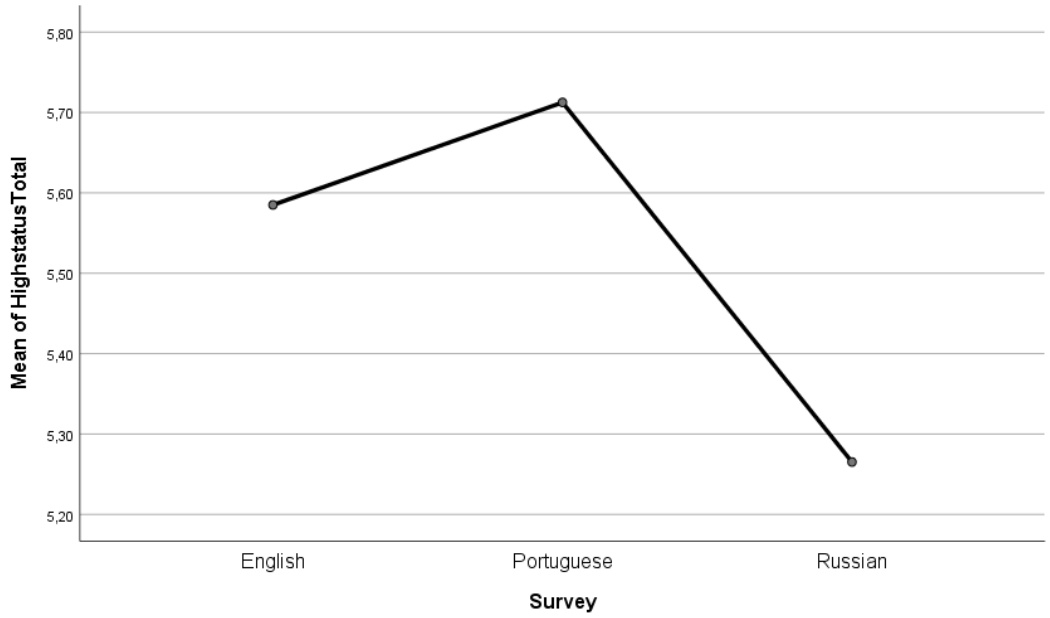


Table 40. Robust Tests of Equality of Means for the variable "HighStatusTotal".

Robust Tests of Equality of Means				
HighstatusTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	2.131	2	194.223	.121
Brown-Forsythe	2.344	2	282.286	.098
a. Asymptotically F distributed.				

Table 41. Homogeneous Subsets for the variable "HighStatusTotal".

HighstatusTotal		
Tukey HSD[a,b]		
Survey	**N**	**Subset for alpha = 0.05**
		1
Russian	99	**5.2652**
English	100	**5.5850**
Portuguese	100	**5.7125**
Sig.		**.091**
Means for groups in homogeneous subsets are displayed.		
a. Uses Harmonic Mean Sample Size = 99,664.		
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.		

"PopularTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "PopularTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "PopularTotal" based on respondent's cultural identity.

Table 42.

Descriptive statistics in One-Way ANOVA test for the variable "PopularTotal".

Descriptives								
PopularTotal								
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**		**Minimum**	**Maximum**
					Lower Bound	**Upper Bound**		
English	**100**	**5.9000**	**1.01628**	.10163	5.6983	6.1017	2.25	7.00
Portuguese	**100**	**5.1875**	**1.72122**	.17212	4.8460	5.5290	1.00	7.00
Russian	**99**	**5.4268**	**1.40573**	.14128	5.1464	5.7071	1.00	7.00
Total	**299**	**5.5050**	**1.43715**	.08311	5.3415	5.6686	1.00	7.00

Table 43. Test of Homogeneity of Variances for the variable "PopularTotal".

Test of Homogeneity of Variances					
		Levene Statistic	**df1**	**df2**	**Sig.**
PopularTotal	Based on Mean	13.037	2	296	**.000**
	Based on Median	9.073	2	296	**.000**
	Based on Median and with adjusted df	9.073	2	253.565	**.000**
	Based on trimmed mean	12.099	2	296	**.000**

Table 44. ANOVA test for the variable "PopularTotal".

ANOVA					
PopularTotal					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	26.289	2	13.145	**6.603**	**.002**
Within Groups	589.203	296	1.991		
Total	615.492	298			

Table 45. Post hoc tests for the variable "PopularTotal".

Multiple Comparisons						
Dependent Variable: PopularTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	Portuguese	**.71250***	.19953	**.001**	.2425	1.1825
	Russian	**.47323***	.20003	**.049**	.0020	.9444
Portuguese	English	**-.71250***	.19953	**.001**	-1.1825	-.2425
	Russian	**-.23927**	.20003	**.456**	-.7105	.2319
Russian	English	**-.47323***	.20003	**.049**	-.9444	-.0020
	Portuguese	**.23927**	.20003	**.456**	-.2319	.7105
*. The mean difference is significant at the 0.05 level.						

Figure 8. Means plot of the variable "PopularTotal".

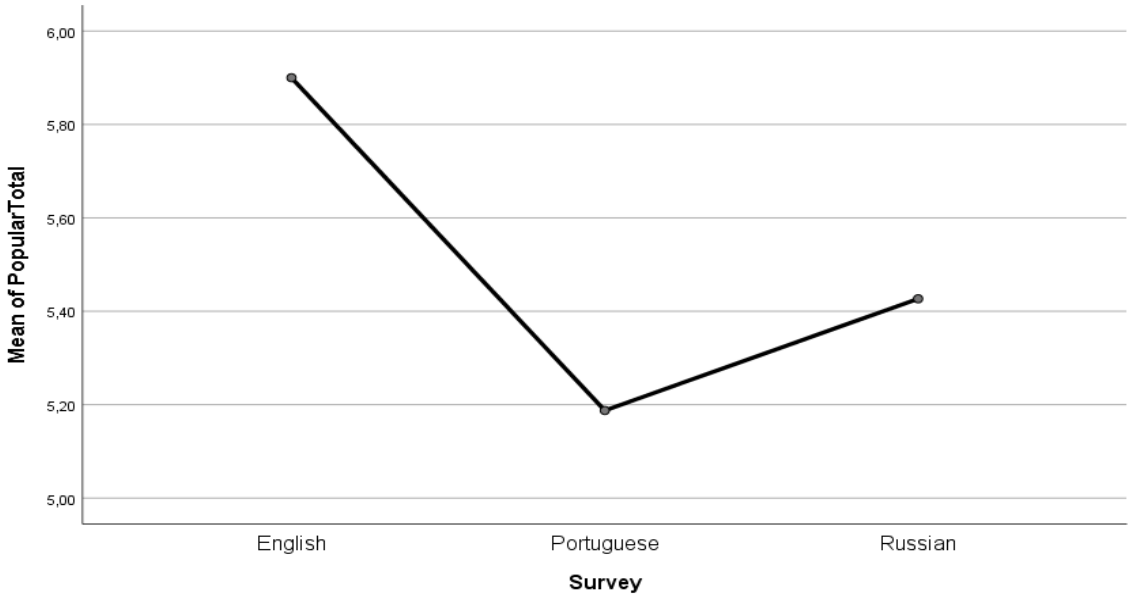


Table 46. Robust Tests of Equality of Means for the variable "PopularTotal".

Robust Tests of Equality of Means				
PopularTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	7.838	2	187.994	**.001**
Brown-Forsythe	6.604	2	256.142	**.002**
a. Asymptotically F distributed.				

Table 47. Homogeneous Subsets for the variable "PopularTotal".

PopularTotal			
Tukey HSD[a,b]			
Survey	**N**	**Subset for alpha = 0.05**	
		1	**2**
Portuguese	100	5.1875	
Russian	99	5.4268	
English	100		5.9000
Sig.		.456	1.000
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 99,664.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			

"SubculturalTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "SubculturalTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "SubculturalTotal" based on respondent's cultural identity.

Table 48.

Descriptive statistics in One-Way ANOVA test for the variable "SubculturalTotal".

Descriptives								
SubculturalTotal								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
English	**100**	**4.0450**	**1.50226**	.15023	3.7469	4.3431	1.00	7.00
Portuguese	**100**	**4.8125**	**1.79131**	.17913	4.4571	5.1679	1.00	7.00
Russian	**99**	**4.0581**	**1.63032**	.16385	3.7329	4.3832	1.00	7.00
Total	**299**	**4.3060**	**1.67905**	.09710	4.1149	4.4971	1.00	7.00

Table 49. Test of Homogeneity of Variances for the variable "SubculturalTotal".

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
SubculturalTotal	Based on Mean	2.393	2	296	**.093**
	Based on Median	2.115	2	296	**.122**
	Based on Median and with adjusted df	2.115	2	289.045	**.123**
	Based on trimmed mean	2.329	2	296	**.099**

Table 50. ANOVA test for the variable "SubculturalTotal".

ANOVA					
SubculturalTotal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.551	2	19.276	**7.11**8	**.001**
Within Groups	801.573	296	2.708		
Total	840.124	298			

Table 51. Post hoc tests for the variable "SubculturalTotal".

Multiple Comparisons						
Dependent Variable: SubculturalTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	Portuguese	-.76750*	.23272	**.003**	-1.3157	-.2193
	Russian	-.01308	.23331	**.998**	-.5627	.5365
Portuguese	English	.76750*	.23272	**.003**	.2193	1.3157
	Russian	.75442*	.23331	**.004**	.2048	1.3040
Russian	English	.01308	.23331	**.998**	-.5365	.5627
	Portuguese	-.75442*	.23331	**.004**	-1.3040	-.2048
*. The mean difference is significant at the 0.05 level.						

Figure 9. Means plot of the variable "SubculturalTotal".

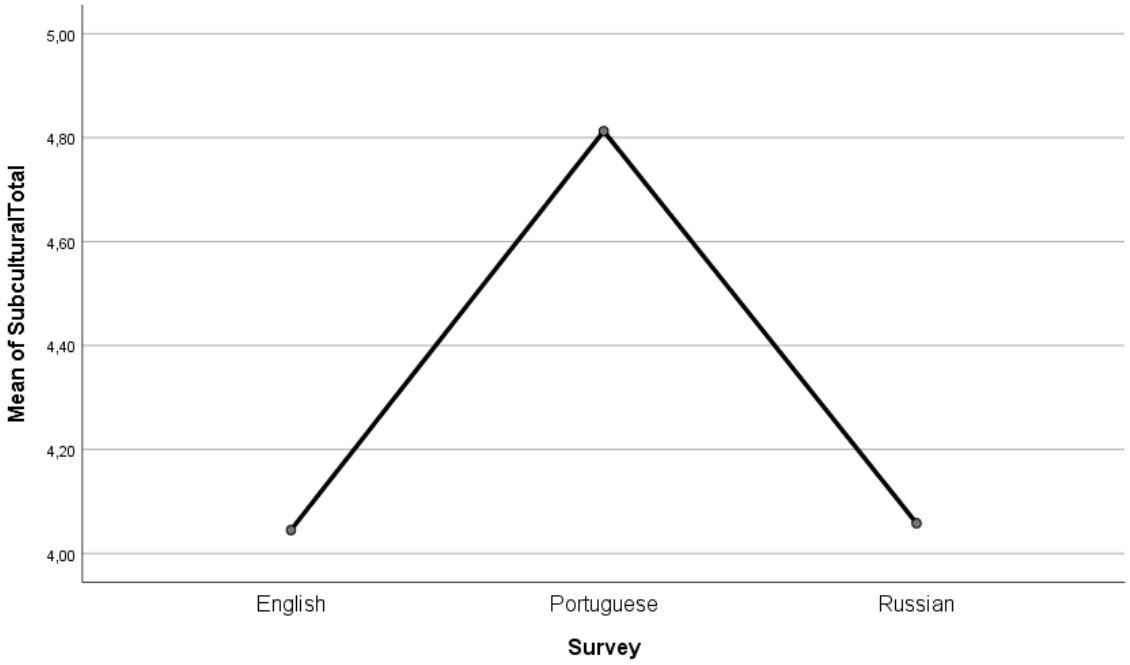


Table 52. Robust Tests of Equality of Means for the variable "SubculturalTotal".

Robust Tests of Equality of Means				
SubculturalTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	6.518	2	196.323	**.002**
Brown-Forsythe	7.119	2	290.054	**.001**
a. Asymptotically F distributed.				

Table 53. Homogeneous Subsets for the variable "SubculturalTotal".

SubculturalTotal			
Tukey HSD[a,b]			
Survey	**N**	**Subset for alpha = 0.05**	
		1	**2**
English	100	**4.0450**	
Russian	99	**4.0581**	
Portuguese	100		**4.8125**
Sig.		.998	**1.000**
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 99,664.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			

"IconicTotal"

H_0: There is no difference in the mean extent of agreement/disagreement on the variable "IconicTotal" based on respondent's cultural identity.

H_1: There is a difference in the mean extent of agreement/disagreement on the variable "IconicTotal" based on respondent's cultural identity.

Table 54.

Descriptive statistics in One-Way ANOVA test for the variable "IconicTotal".

Descriptives								
IconicTotal								
	N	**Mean**	**Std. Deviation**	**Std. Error**	**95% Confidence Interval for Mean**		**Minimum**	**Maximum**
					Lower Bound	**Upper Bound**		
English	**100**	**5.0400**	**1.53689**	.15369	4.7350	5.3450	1.00	7.00
Portuguese	**100**	**4.7050**	**1.81338**	.18134	4.3452	5.0648	1.00	7.00
Russian	**99**	**4.3535**	**1.73537**	.17441	4.0074	4.6996	1.00	7.00
Total	**299**	**4.7007**	**1.71644**	.09926	4.5053	4.8960	1.00	7.00

Table 55. Test of Homogeneity of Variances for the variable "IconicTotal".

Test of Homogeneity of Variances					
		Levene Statistic	**df1**	**df2**	**Sig.**
IconicTotal	Based on Mean	1.954	2	296	**.143**
	Based on Median	1.429	2	296	**.241**
	Based on Median and with adjusted df	1.429	2	288.657	**.241**
	Based on trimmed mean	1.870	2	296	**.156**

Table 56. ANOVA test for the variable "IconicTotal".

ANOVA					
IconicTotal					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	23.446	2	11.723	**4.061**	**.018**
Within Groups	854.514	296	2.887		
Total	877.960	298			

Table 57. Post hoc tests for the variable "IconicTotal".

Multiple Comparisons						
Dependent Variable: IconicTotal						
Tukey HSD						
(I) Survey	**(J) Survey**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
English	Portuguese	**.33500**	.24029	**.345**	-.2310	.9010
	Russian	**.68646***	.24089	**.013**	.1190	1.2539
Portuguese	English	**-.33500**	.24029	**.345**	-.9010	.2310
	Russian	**.35146**	.24089	**.312**	-.2160	.9189
Russian	English	**-.68646***	.24089	**.013**	-1.2539	-.1190
	Portuguese	**-.35146**	.24089	**.312**	-.9189	.2160
*. The mean difference is significant at the 0.05 level.						

Figure 10. Means plot of the variable "IconicTotal".

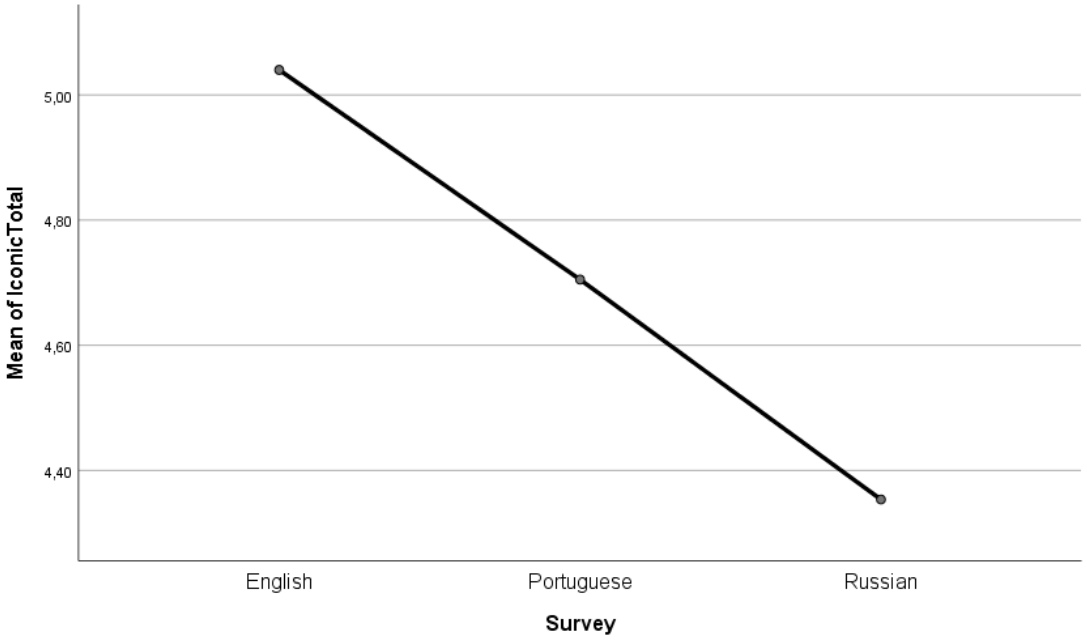


Table 58. Robust Tests of Equality of Means for the variable "IconicTotal".

Robust Tests of Equality of Means				
IconicTotal				
	Statistic[a]	**df1**	**df2**	**Sig.**
Welch	4.359	2	196.242	**.014**
Brown-Forsythe	4.060	2	290.636	**.018**
a. Asymptotically F distributed.				

Table 59. Homogeneous Subsets for the variable "IconicTotal".

IconicTotal			
Tukey HSD[a,b]			
Survey	**N**	**Subset for alpha = 0.05**	
		1	**2**
Russian	99	**4.3535**	
Portuguese	100	**4.7050**	**4.7050**
English	100		**5.0400**
Sig.		.312	.346
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 99,664.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			

Appendix H. Research results summarized in tables.

Table 1. Antecedents of luxury fashion brand coolness by market (Part 1).

Source: Author's own elaboration.

Model	Independent variables	β coefficients
Model 1.1	Sincerity	0.347
Model 1.2	1. Competence 2. Individual Value	0.526 0.321
Model 1.3	Functional Value	0.358
Model 2.1	Competence	0.395
Model 2.2	Excitement	0.361
Model 2.3	Financial Value	0.225
Model **3.1.1**	Competence	0.289
Model 3.2	1. Excitement 2. Ruggedness	0.578 -0.176
Model 3.3	Financial Value	0.356
Model 4.1.1	1. Excitement 2. Sincerity	0.324 0.243
Model 4.2	1. Excitement 2. Sincerity 3. Sophistication 4. Functional Value 5. Ruggedness	0.458 0.439 0.238 0.149 -0.155
Model 4.3	1. Sophistication 2. Social Value	0.285 0.237
Model 5.1	1. Sincerity 2. Financial Value	0.274 0.196
Model 5.2	1. Excitement 2. Sincerity 3. Functional Value	0.286 0.261 0.168
Model 5.3	1. Financial Value 2. Functional Value	0.368 0.258

Table 2. Antecedents of luxury fashion brand coolness by market (Part 2).

Source: Author's own elaboration.

Model	Independent Variables	β coefficients
Model 6.1	1. Excitement 2. Competence	0.693 -0.274
Model 6.2	Excitement	0.693
Model 6.3	1. Social Value 2. Excitement 3. Financial Value 4. Competence	0.470 0.321 0.244 -0.455
Model 7.1	Sophistication	0.712
Model 7.2	1. Sophistication 2. Excitement	0.432 0.299
Model 7.3	1. Sophistication 2. Financial Value	0.433 0.246
Model 8.1	1. Competence 2. Financial Value	0.405 0.246
Model 8.2	1. Excitement 2. Sophistication	0.550 0.270
Model 8.3	1. Sincerity 2. Financial Value	0.306 0.245
Model 9.1	1. Sincerity 2. Social Value	0.313 0.287
Model 9.2	1. Social Value 2. Sincerity 3. Functional Value	0.316 0.315 0.201
Model 9.3	1. Financial Value 2. Sincerity	0.364 0.253
Model 10.1	Sincerity	0.281
Model 10.2.1	Individual Value	0.217
Model 10.3	1. Sophistication 2. Financial Value 3. Social Value 4. Excitement	0.396 0.270 -0.225 -0.270

Table 3. Consequences of luxury fashion brand coolness by market.

Source: Author's own elaboration

Model	Independent Variables	β coefficients
Model 11.1	1. Popular 2. Useful 3. Original	0.289 0.233 0.211
Model 11.2	Subcultural	0.270
Model 11.3	1. Original 2. Subcultural	0.358 0.238