How the Interaction of the Big Five Personality Traits and Brand Personality of Luxury Brands Impacts Customer Purchase Intentions

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Dissertation submitted in partial fulfilment of requirements for the MSc International Management at CLSBE, at Universidade Católica Portuguesa and for the MSc in Management at ESCP Business School, 2024

Abstract

This study examines the interaction between consumer personality traits and luxury brand personalities to understand their influence on purchase intentions. Utilizing Aaker's (1997) brand personality model and Goldberg's (1992) Big Five personality model, the research addresses gaps in knowledge about the psychological foundations of luxury brand loyalty and purchase behavior. The study surveyed 214 participants familiar with Hermès, Prada, and Balenciaga. Six hypotheses explored the relationships between consumer traits (openness, conscientiousness, extraversion, agreeableness, neuroticism) and brand personality perceptions (sincerity, excitement, competence, sophistication, ruggedness) on purchase intentions. Results indicate that most personality traits do not significantly influence purchase intentions, except for a partial positive relationship between neuroticism and purchase intentions for Prada. This emphasizes the importance of brand attractiveness and familiarity over personality congruence in luxury purchases. The study highlights the complexity of luxury consumer behavior, suggesting that luxury brand strategies should integrate broader cultural, social, and economic factors to effectively engage diverse consumer segments. Additionally, it underscores that while personality traits offer some predictive value, luxury branding strategies must consider the larger context in which consumers operate to maintain and grow market presence. These insights are crucial for developing effective brand strategies that resonate with consumers' evolving preferences and behaviors in the dynamic luxury market. Understanding these interactions can help luxury brands craft more effective and nuanced marketing strategies aligned with their target audiences' psychological traits and broader cultural contexts.

Keywords: Consumer Personality Traits, Luxury Brand Personalities, Purchase Intentions, Big Five Personality Model, Luxury Consumer Behavior, Brand Strategy

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Resumo

Este estudo examinou a interação entre traços de personalidade dos consumidores e personalidades de marcas de luxo para entender sua influência nas intenções de compra. Utilizando o modelo de personalidade de marca de Aaker (1997) e o modelo dos cinco grandes traços de personalidade de Goldberg (1992), a pesquisa buscou preencher lacunas sobre a lealdade às marcas de luxo e o comportamento de compra. O estudo contou com 214 participantes familiarizados com Hermès, Prada e Balenciaga, utilizando o BFI-10 e as dimensões de personalidade de marca de Aaker. Seis hipóteses foram testadas para explorar as relações entre os traços dos consumidores (abertura, conscienciosidade, extroversão, amabilidade, neuroticismo) e as percepções de marca (sinceridade, entusiasmo, competência, sofisticação, robustez) nas intenções de compra. Os resultados indicaram que a maioria dos traços de personalidade não influenciam significativamente as intenções de compra, exceto por uma relação parcial positiva entre neuroticismo e intenções de compra para Prada. Este achado destaca a importância da atratividade e familiaridade da marca sobre a congruência de personalidade nas compras de luxo. O estudo sugere que as estratégias de marca de luxo precisam integrar fatores culturais, sociais e econômicos mais amplos para engajar diversos segmentos de consumidores. Embora os traços de personalidade ofereçam valor preditivo, as estratégias de branding de luxo devem considerar o contexto mais amplo em que os consumidores operam para manter e crescer sua presença no mercado. Compreender essas interações pode ajudar as marcas de luxo a elaborar estratégias de marketing mais nuançadas, alinhando-se com os traços psicológicos dos públicos-alvo e contextos culturais.

Palavras-chave: Traços de Personalidade do Consumidor, Personalidades de Marcas de Luxo, Intenções de Compra, Modelo dos Cinco Grandes Traços de Personalidade, Comportamento do Consumidor de Luxo, Estratégia de Marca

Título: Como a Interação dos Cinco Grandes Traços de Personalidade e a Personalidade da Marca de Marcas de Luxo Impactam as Intenções de Compra dos Clientes

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List of Abbreviations

BFI-10	Big Five Inventory-10
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Composite Reliability
df	Degrees of Freedom
GFI	Goodness-of-Fit Index
NEO-PI-R	Revised NEO Personality Inventory
RMSEA	Root Mean Square Error of Approximation
SRMR	Standardized Root Mean Square Residual
WTP	Willingness to Pay
WTPM	Willingness to Pay More

1. Introduction

1.1 Background and Problem Statement

Luxury branding is experiencing a significant transformation, where exclusivity and accessibility need to be carefully balanced. As luxury brands expand their reach to cater to a broader, international, and highly digitalized audience, they need to manage the complex interplay of traditional luxury concepts, changing consumer behavior, and market dynamics. This raises questions about the nature of luxury in a mass-market context, the effect of mass-market strategies on brand authenticity, and the sustainability of growth in the face of increasing social inequality and environmental concerns. Furthermore, maintaining brand prestige and redefining luxury in the digital age add additional layers of complexity to luxury branding (Kotler & Armstrong, 2010). The shift towards digital platforms is changing how luxury brands interact with consumers, as well as reshaping consumer expectations and engagement patterns.

As luxury brands navigate this new terrain, they must innovate while staying true to their core values of craftsmanship and exclusivity. This requires an understanding of both traditional luxury principles and the new behaviors and preferences of a digital audience (Chou, Horng, Liu & Lin, 2020). Aside from these challenges, there is still a substantial lack of knowledge regarding the fundamental motivations behind luxury purchases and brand loyalty. This lack of understanding of the driving forces behind their customers increases the complexity of an effective brand strategy. Therefore it is vital to address how certain individual personality traits can impact preferences towards luxury brands and purchase behavior (Konjkav Monfared, Mansoury & Jalilian, 2021). The preference for luxury goods can be significantly influenced by the psychological traits of consumers, which affect their perception and relation to luxury brands. For instance, certain traits may drive consumers towards brands that reflect their identities or aspirational values, significantly impacting purchase decisions and loyalty to the brand (Chou, Horng, Liu & Lin, 2020). Therefore, consumer psychology, especially the impact of personality traits on purchasing behavior, remains a crucial aspect of successful brand strategy in the luxury sector as it faces several new challenges while preserving the brand's core values and identity. Understanding the implications of these shifts on consumer perceptions, market positioning, and brand equity is essential for luxury brands to adapt, innovate, and flourish in an ever-evolving global marketplace (Kotler & Armstrong, 2010).

Given the critical role of personality traits in shaping consumer preferences and the significant transformation in luxury branding, this study examines how the Big Five personality traits

interact with the perceived brand personality to impact purchase intentions. The Research Question guiding this investigation is:

How does the interaction between Big Five personality traits and luxury brand personality influence customer purchase intentions?

1.2 Aim and Scope of the Study

This research aims to close a research gap in this area and enable companies to adapt their brand strategy to their target customers. The scope of this study is to explore the intersection of consumer personality traits and luxury brand personalities, assessing their impact on purchasing decisions within the luxury market context. Here it is focused on analyzing the key dimensions of brand personality using the Brand Personality Model by Aaker (1997), including the traits of sincerity, excitement, competence, sophistication, and ruggedness. In order to examine the interaction with consumer personality traits, the Big Five personality model by Goldberg (1992), including the traits openness, conscientiousness, extraversion, agreeableness, and neuroticism, was used. This approach intends to enhance theoretical understanding and practical application in luxury brand management, providing actionable insights for optimizing consumer purchase intention.

This research investigates how the interaction between the Big Five personality traits and luxury brand personality influences customers' purchase intentions regarding brands such as Hermès, Chanel, and Balenciaga. The study intends to develop practical methods for strategic advertising communication in times of brand and communication inflation of a company and the growing importance of new, AI-based marketing strategies. The investigation draws on theoretical knowledge from previous research on brand personality, luxury brand management, consumer behavior, and the impact of the Big 5 personality traits on purchase intention. The study aims to provide valuable insights into the effects of brand personality strategies on brand perception and purchase intentions. To measure the Big Five personality traits, the study will use BFI-10 developed by Rammstedt & John (2007), and Aaker's (1997) framework for brand personality. The research will be conducted in the field of luxury brand marketing, and it intends to contribute to a better understanding of brand personality, buying behavior, and purchase intention.

1.3 Research Approach

This dissertation employs a structured quantitative approach. Initially, a comprehensive literature review was conducted, which involved examining scholarly articles and books on luxury marketing, consumer behavior, brand personality, and the Big Five personality framework. This review helped to establish a theoretical basis for understanding the interaction between consumer traits and brand perceptions.

The operational phase of the research involved a structured survey, specifically designed to measure the Big Five personality traits using the BFI-10 scale (Rammstedt & John, 2007) and the brand personality perceptions using Aaker's framework (1997). The survey focused on three luxury brands Hermès, Prada, and Balenciaga, to maintain the survey's manageability and reasonableness.

The data was analyzed using statistical software (SPSS), employing correlation and regression analyses to determine the relationship between personality traits and the perceived luxury brand personality. This methodology does not only provide precise, data-driven insights into how consumer traits influence luxury brand purchasing behaviors but also aligns with the ethical standards required in scientific research. The findings aim to offer generalizable insights that can be applied to a broader audience within the luxury market segment and improve scientific-based knowledge in the industry.

1.4 Relevance and Contributions

This study aims to contribute to the literature on consumer behavior within the luxury goods sector by empirically demonstrating whether the interaction between the Big Five Personality Traits and luxury brand personality influences purchase intention. Further, identifying specific personality traits that significantly impact consumer preferences for different types of luxury brand personalities provides valuable insights for marketers and brand managers. These findings help firms tailor their marketing strategies to improve the alignment with the psychological profiles of their target audience.

Moreover, the implications of this research extend beyond immediate marketing strategies to influence broader strategic decisions within organizations. By providing a deeper understanding of how consumer traits interact with brand perception, managers are better equipped to foster a strong, purpose-driven brand identity that resonates authentically with consumers.

1.5 Outline

The thesis is structured into five chapters. Chapter One introduces the subject, underlining its significance for both, scientific research, and industry. It defines the scope of the study, formulates the central research question, and outlines the methodological approach adopted for the study. Chapter Two conducts a review of existing literature, constructing a theoretical foundation, and developing hypotheses that the study aims to test. Chapter Three details the methodological framework, describing the procedures for data collection, the design of the questionnaire, the selection of the sample, and gives a profound review of the statistical data analysis. The fourth chapter is devoted to presenting the empirical results obtained from the previous chapter. Finally, chapter five and six discuss these results in depth, providing answers to the research question and drawing meaningful conclusions. Further, this chapter provides a detailed overview of the limitations of this study. The research paper concludes with the broader implications of the findings and suggests potential avenues for future research in the field of luxury branding and consumer psychology.

2. Literature Review

2.1 Understanding Luxury

The evolution of the concept of "luxury" from its origins to its modern interpretation is a complex narrative deeply intertwined with cultural values and societal norms. The term "luxury" has evolved significantly over time, tracing its etymology from the Latin word "luxuria" which originally carried a distinctly negative connotation. In ancient Rome, "luxuria" was associated with decadence and moral decay, representing excessive and indulgent behavior. Roman culture was highly influenced by stoic philosophy, advocating the ideal values of restraint and simplicity, seeing luxury as an unnecessary excess potentially leading to moral decay (McNeil & Riello, 2016).

Over time, however, the perception of luxury has been redefined. In modern contexts, the concept of luxury often symbolizes wealth, comfort, and a high quality of life. This transformation reflects a shift towards conspicuous consumption, a concept where the wealthy demonstrate their economic power and social status through the visible display of luxury goods and services. This pursuit of social power through consumption aims to differentiate individuals from others and reinforce their social superiority.

The dual nature of luxury, both as an object of desire and a symbol of societal excess, underscores its complex role not only in cultural dynamics but also in economic terms. Luxury

continues to be a topic of interest across several disciplines, torn between admiration and critique (Veblen, 2017).

In today's modern world, luxury is a concept that is closely linked with culture, lifestyle, and a personal or collective state of being. In the context of brands, luxury is characterized by a recognizable style, a strong identity, high awareness, and emotional and symbolic associations. It conveys a sense of exclusivity and uniqueness and is reflected in high-quality products that are distributed in a controlled manner and priced at a premium. These key factors have contributed to the growth of a $180 billion global industry that has been continuously expanding for more than two decades now (Okonkwo-Pézard, 2017; Deloitte, 2023).

Luxury goods have always held a certain allure for humans. They embody an almost divined concept that elevates their owners, embodying qualities that go beyond their intrinsic nature. From ancient times to the present, people who own luxury products have been perceived as wise, strong, proud, and courageous, casting a charismatic influence on those around them. Luxury goods are not just material possessions, but instruments of empowerment that open new opportunities for those who can afford them (Kasztalska, 2017). Hence, luxury goods are much more than products with a high price tag. They are the symbol of exclusivity, quality, and exceptional craftsmanship, an experience that elevates our senses and reflects our aspirations. It is a tangible symbol of success and status, for many a manifestation of their identity. The appeal of luxury lies in its promise of fulfilling dreams and desires. It is an investment in oneself, a statement of excellence that sets the buyer apart from the rest. Luxury houses, cars, handbags, and resorts are symbols of a lifestyle only a few can achieve. By owning a luxury product, customers are buying into a larger story, where each item represents a dream sold by the luxury brand. Unlike conventional goods, each luxury item becomes a tool for self-expression and cultural connection, carrying the history of its brand's heritage, values, and aspirations. They become complex narratives that are interwoven into a consumer's self-perception (Kapferer, 2015).

Luxury goods often either serve as positional or aspirational items, defining their role beyond utility as a means of self-expression. Positional goods, characterized by scarcity and cost, are primarily used to position the owner within the social hierarchy. They allow individuals to display wealth and distinguish themselves from others. Aspirational goods, on the other hand, are sought by humans aiming for a higher status or lifestyle they aspire to but are not able to achieve yet. They are often driven by cultural and media influences and cater to social recognition, playing into broader societal narratives about success and prestige. This concept

of luxury goods as both positional and aspirational is pivotal in understanding their consumption in modern societies, where luxury goods act not only as indicators of personal taste but also as tools for social competition and differentiation (Frank, 2001).

Understanding the concept of luxury involves navigating through the many definitions of the concept, each reflecting a different aspect. According to Kapferer and Bastien (2012), luxury is a subjective and debatable concept, but beyond that, it is also an economic sector that has evolved from being dominated by family firms to being a playground for publicly listed conglomerates. It requires a specific strategy that differentiates it from premium or fashion strategies, even though these distinctions may often blur the perception of consumers. This perspective emphasizes the complexity of luxury, highlighting its unique position in both the marketplace and consumer culture (Kapferer & Bastien, 2012).

The luxury industry is not only from a consumer perspective like no other. In 2023, the global luxury market is projected to hit a record high of €1.5 trillion, showcasing an 8-10% growth from the previous year, driven largely by the demand for luxury experiences post-pandemic (Bain, 2023). Additionally, the luxury fashion market alone accounted for US$245.5 billion in 2023 and is anticipated to grow to US$327.1 billion by 2032 (IMARC, 2023). However, it is the only industry, where growth creates a problem since luxury is not simply a product or a service, but a complex strategy. It operates on the principle that exclusivity drives demand, and its rarity needs to be maintained even though the brand is well-known. Hence, the luxury industry faces unique challenges, such as maintaining exclusivity amidst growth, which might dilute the brand's perceived rarity and prestige (Kapferer & Bastien, 2012). Major players in the luxury sector include LVMH, Kering, and Chanel, known for their strong brand equity and diverse high-end product ranges. These companies have been pivotal in driving the market's expansion while navigating the delicate balance between accessibility and exclusivity (Deloitte, 2023).

But as luxury brands become more accessible to a wider audience, they risk undermining the exclusivity that defines them. To navigate this paradox, luxury brands must innovate without compromising their core values, implementing strategies such as limited-edition releases, personalized services, and exclusive experiences that reinforce their high-status image while simultaneously appealing to new market segments. This approach not only aims to preserve the sense of exclusivity but also adapts to the evolving demands of a broader, more diverse

consumer base (Kapferer & Bastien, 2012). This is the paradox of luxury: while the brand should be recognized by many, it must remain unattainable for most (Ruiz & Cruz, 2023).

2.2 Luxury Marketing and Brand Strategy

The luxury market presents distinctive challenges that call for equally unique marketing and branding strategies. Luxury brands base their marketing communication on the creation of compelling narratives and symbols that effectively communicate the core values of luxury brands. By crafting captivating stories and symbols that resonate with these values, luxury brands establish a unique and differentiated identity, leveraging the power of storytelling and symbolism. It is aimed to build emotional connections with consumers that go beyond the functional benefits of the products, transforming the brand into representations of individual achievement and excellence, making them highly desirable to consumers seeking to express their success and status (Berghaus, 2020).

Furthermore, brands serve as potent symbols of identity. They encapsulate all the information a consumer gathers about a brand, acting as indicators of price and quality, and providing a basis for rational evaluation during the purchasing process (Zeithaml, 1988).

The strength of the identifying effect relies on the clarity, consistency, and credibility with which a brand conveys its information (Esch, 2019, p. 485 f.). Clarity ensures that the brand's messages are unambiguous and thus, easily understandable in order to reinforce the brand's core. Consistency across various platforms and touchpoints helps maintain a cohesive brand identity, crucial for building brand recognition in the consumer’s perception. Credibility involves authentic communications that align with the brand’s heritage and values, fostering a sense of trust in the brand and its products. These elements combined allow brands to communicate a clear, dependable, and genuine image, fostering deeper consumer loyalty and trust (Fahy & Jobber, 2019).

Focusing on a more customer-centered sense, a brand serves as an identity carrier. It should differentiate the buyer from others and express their personality (Esch, 2019, p. 486). Hence, brand identity can be seen as part of the individual self-schema, which is constructed from the information that individuals have gathered about themselves in the past (Markus, 1998). These schemas have a significant impact on the purchasing behavior of consumers. For instance, if a man has a strong masculine self-schema, he will differentiate more strongly according to

gender-specific characteristics when buying products than a man with a less masculine self-schema (Esch, 2019, p. 486).

The part of one's personality that is defined by the purchase of a particular brand is called self-brand identity. People buy brands that they perceive as congruent with their own identity; thus, the more closely the brand is associated with the customer's own self, the more meaningful the brand is perceived to be (Escalas, 2004). The intertwining of self-identity and luxury brand preference is underlined by the concept of brand personality congruence. Consumers tend to gravitate towards brands that reflect their personal identity, as this congruence intensifies the emotional connection that culminates in brand love and loyalty. The match between an individual's personality and the perceived brand personality is a crucial factor in creating a lasting bond that fosters a deep attachment to the brand, which can be observed especially among younger demographics. The strong combination of self-reflection in brand choice and the distinctive character of a brand creates a strong bond, which is highly essential for the luxury brand sector. Additionally, the concept of brand personality congruence plays a crucial role in strengthening this bond. It involves aligning the consumer's personality with the brand's perceived personality, a synergy that significantly influences emotional outcomes such as brand attachment and affection. These emotions, in turn, drive brand loyalty, underscoring the importance of congruence in fostering deep, lasting relationships between consumers and brands.

Therefore, it is essential to establish a congruence between the consumer's personality and the brand's personality, especially in the luxury branding sector (Shetty & Fitzsimmons, 2020).

Beyond self-brand identity, brands can also represent groups, societies, or entire generations in a social context. Through their symbolic representation, some brands were able to achieve an iconic status, resulting in a fixed clientele with deep emotional ties (e.g. Harley Davidson) (Holt, 2004). Viewed from a sociological perspective, brands can function as social representations that groups and communities use to orient themselves, behave accordingly, and convey their message (Esch, 2019, p. 487).

In the context of luxury branding, Kapferer (2016) provides a deeper understanding of brand identity and consumer behavior. Luxury brands transcend conventional roles as symbols of price and quality or carriers of individual identity. They embody an aspirational dream, often accessible only to a select few (Kapferer, 2016). These brands represent the pinnacle of craftsmanship and exclusivity, which significantly influences consumer perceptions and behaviors. Luxury brands demand a deeper emotional connection than regular brands, which

consumers might choose for their perceived alignment with personal identity or group affiliation. They are not merely purchased for utility or personal expression but are deeply intertwined with the consumer's aspiration for higher social status and the dream of an exclusive lifestyle (Shetty & Fitzsimmons, 2020). Luxury brands achieve this by crafting compelling narratives and symbols that effectively convey their core values. By aligning a brand's personality with the consumer's traits, luxury brands can establish a unique and differentiated identity that extends beyond the functional benefits of their products. This alignment fosters deeper emotional connections, leading to brand love and loyalty, particularly among younger demographics. Matching an individual's personality to the perceived brand personality is crucial for creating a lasting bond, driving brand loyalty, and enhancing the brand's overall appeal. Thus, luxury brands must prioritize personality congruence to build strong, enduring brand attachments that resonate with consumers' evolving preferences and behaviors, further strengthening emotional ties and loyalty (Donvito et al., 2020).

Kapferer (2016) also emphasizes the challenge of maintaining exclusivity amidst growth, which is a hallmark of luxury branding that differentiates it from traditional brand management approaches. The strategy of 'accessorizing of luxury' allows luxury brands to offer more accessible products without diluting their exclusive appeal. This approach not only broadens the brand's reach but also retains the allure of luxury by keeping the core offerings exclusive and aspirational. Further, luxury growth in mature markets has been facilitated by the ‘accessorizing of luxury,' allowing previously inaccessible brands like Chanel or Dior to become more attainable. While not everyone can purchase high-end items like a Chanel or Dior dress, millions can access more affordable luxury items such as Gucci sunglasses or Chanel N°5 fragrance, which carry the prestige of luxury brands at a lower price point (Esch, 2019, p. 487).

Luxury brands represent not only individual and social identity but also a cultural and generational statement. They often become symbols of a particular era or societal status. Their iconic status, backed by a rich heritage and unmistakable associations, fosters a sense of belonging among their clientele, further deepening the emotional ties and loyalty towards the brand (Kapferer, 2016).

2.3 Brand Personality

Brand personality is a crucial concept in marketing, shaping how consumers perceive and interact with brands across different sectors. From the ruggedness of Patagonia and Jeep to the

sophisticated charm of Rolex and Chanel, and the vibrant energy of Coca-Cola and Red Bull, brand personality helps to build a connection with global consumers. This connection influences purchasing decisions and heightens emotional responses to products, particularly in the luxury sector. Here, the symbolic value of products often surpasses their functional benefits, driving consumer choices and challenging marketers to emphasize these symbolic attributes effectively (Freling, Crosno, & Henard, 2011; Aaker, 1997; Han, Nunes & Drèze, 2010).
As the symbolic meaning of luxury goods is a key driver of consumer behavior, luxury brands face the challenge of maintaining a consistent and compelling brand personality that resonates with their target audience. This requires an in-depth understanding of the cultural and psychological factors that influence consumer expectations and perceptions of their target audience. Effective brand storytelling that embodies consumers' values and lifestyle perceptions can lead to a better perception of the value of luxury products. Therefore, luxury marketers need to develop narratives that not only emphasize the exceptional quality and heritage of their products, but also closely align with the identity and goals of the targeted consumers to foster a loyal and emotionally engaged customer base (Park, MacInnis and Priester, 2010).

In the realm of brand personality, consumers attribute human-like qualities and character traits to the brand. Humanizing the brand, enables the customer to form a strong emotional connection to the brand's personality, which can significantly impact consumer behavior, enhancing loyalty and preference (Fournier, 1994; Aaker, 1997). Brands are often seen as an extension of one's personality, serving as a form of self-expression. Product-related attributes, on the other hand, serve a rather utilitarian function (Keller, 1993). This highlights the importance of brand personality in marketing strategies. When a consumer's sense of identity matches the perceived personality of a brand, it not only increases satisfaction but also encourages brand loyalty and willingness to purchase. This illustrates that psychological alignment plays a critical role in the success of a brand (Maehle & Shnoer, 2010).

Keni, Teoh, Vincent, and Sari (2022) further emphasize the importance of luxury brand perception and social influence in predicting purchase intentions. Their study found that brand personality traits such as sophistication and excitement are strongly correlated with higher purchase intentions. This indicates that luxury brands need to craft their brand personalities to resonate not only with individual consumer traits but also with the social dynamics that influence purchasing behavior. By aligning brand perception with social influences and

emphasizing appealing brand personality traits, luxury brands can enhance consumer engagement and drive purchasing behavior.

Even though the concepts of human personality traits and brand personality share similarities, both concepts have distinct differences in their formation. Human personality traits are defined as consistent internal characteristics expressed through thoughts, feelings, and behaviors that differentiate individuals from one another. These traits are relatively stable over time and across situations, influencing how individuals react to their environment and interact with other people (American Psychological Association, 2018, Matthews, Deary & Whiteman, 2003).
In contrast, a consumer's perception of a brand's personality can be shaped by any direct or indirect interaction with the brand, leading to differences in individual perceptions between customers and creates the possibility of sudden changes in brand perception (Plummer, 1985). Direct interactions with a brand can include the retail experience, the user journey, or the product itself while indirect interactions can be experienced through product-related attributes, product category associations, brand name, symbol or logo, advertising style, price, and distribution channels (Louis & Lombart, 2010).

2.4. The Brand Personality Framework by Aaker

Aaker (1997) acknowledged that brand personality, just like human personality, could significantly impact consumer preferences, loyalty, and the overall relationship between a brand and its consumers. To address the lack of a standardized method for capturing the emotional and psychological attributes of brand perception, Jennifer Aaker created the Brand Personality Framework in 1997. The framework provides a systematic way to measure a brand's personality, making it easier for marketers to operationalize and use it in their strategies. Jennifer Aaker created the Brand Personality Framework by compiling an initial list of 309 traits from various sources, which was refined to 114 traits relevant to brands. She then surveyed consumers to rate well-known brands against these traits. By using a factor analysis, five core dimensions of brand personality were identified: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. This methodology was validated across several samples and brand categories to ensure its reliability and broad applicability (Aaker, 1997).

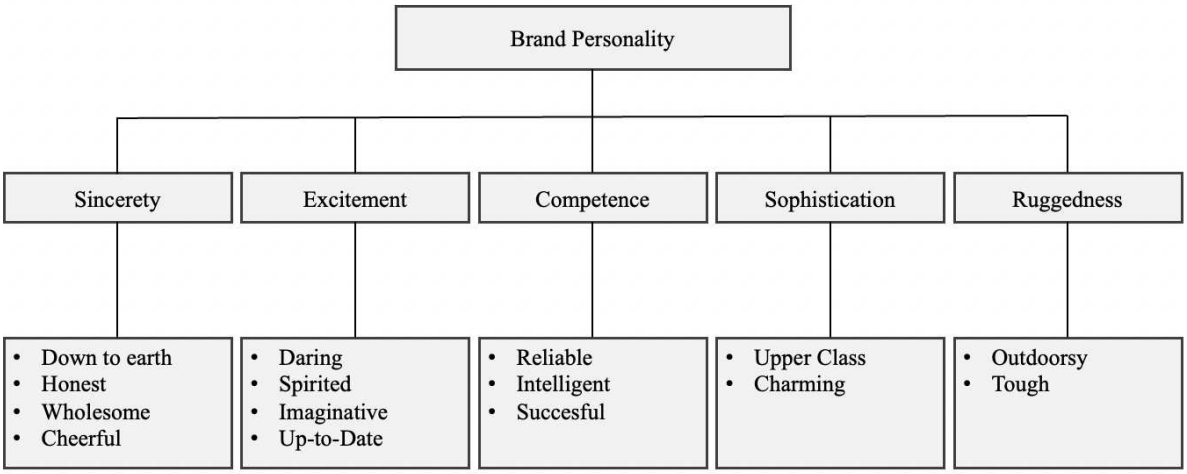

Figure 1: Brand Personality Framework (Aaker, 1997)

However, the model has also faced significant criticism over the years, particularly regarding the framework's generalizability across different cultures. Further, it is argued that the model's dimensions are not universally applicable, noting that certain human characteristics, such as sincerity, may not always be relevant or applicable to all brands (Austin, Siguaw & Mattila, 2003).

Furthermore, there is an ongoing debate about the definition of brand personality itself, which some researchers believe is too broad and applies human characteristics indiscriminately to brands. It was suggested refining the definition to better specify which human traits are relevant and applicable to brands (Azoulay & Kapferer, 2003). Additionally, there is criticism regarding the original dimensions proposed by Aaker, with some researchers suggesting that more dimensions should be considered to accurately reflect the complex nature of brand personality, especially considering today's diverse global markets (Austin, Siguaw & Mattila, 2003).

Despite facing criticism, Aaker's Brand Personality Framework continues to be a valuable and reliable tool for measuring brand personality. The framework's structured approach enables a systematic assessment of brand characteristics, making it particularly useful for strategic brand management and marketing communications. Its continued relevance is supported by its widespread academic use and practical applicability across different markets. Further, the dimensions of Sincerity, Excitement, Competence, Sophistication, and Ruggedness are easily understandable and therefore provide a solid foundation for any deeper evaluation of brand identity. Additionally, the framework offers flexibility for customization and refinement in order to meet specific cultural needs or different markets (Aaker, 1997; Azoulay & Kapferer, 2003). For these reasons, the framework is decided to be used in this study.

2.5 Consumer Behavior and Purchase Intention

Consumer behavior describes the processes by which individuals and groups select, purchase, use, and dispose of goods and services, aiming to fulfill their needs and desires. Consumer behavior is affected by a wide range of factors, including psychological, social, and economic influences that affect their purchasing decisions. As described by Gajjar (2013), consumer behavior involves the roles consumers assume as users, payers, and buyers, each influencing their decisions and interactions with products and services differently. Understanding the dimensions influencing customer behavior is crucial for an effective marketing and brand strategy, as it enables marketers to tailor communication effectively to the customer's needs and desires and improve satisfaction beyond the purchase (Gajjar, 2013).

The C-A-B Model (Cognition-Affect-Behavior) is one of the fundamental concepts in consumer behavior studies. The decision-making process, which starts with thoughts (cognition), proceeds to feelings (affect), and ultimately results in action (behavior), is the fundamental base for consumer behavior. According to this model, consumers initially gain knowledge or perceptions about a product (cognition). This knowledge then affects their attitudes or emotions towards the product (affect). Finally, their actions (behavior), such as purchase intention, are shaped by these attitudes and emotions (Kotler & Armstrong, 2010). Purchase intention is a crucial aspect of consumer behavior and is an indicator of the likelihood that consumers will purchase a product from a particular brand. This concept is particularly important in understanding how various factors - such as perceived brand image, brand communication, and marketing efforts - influence the decision-making process that leads to the actual purchase. Studies have shown that factors such as high product quality and a strong, positive brand perception significantly increase purchase intentions (Mirabi & Akbariyeh, 2015; Toldos-Romero & Orozco-Gómez, 2015). Moreover, a positive brand image can significantly affect consumer purchase intentions by improving their trust and satisfaction with the brand. Based on the research of Mirabi & Akbariyeh (2015), the brand name, which is an essential aspect of the brand image, shows a substantial and positive correlation with purchase intentions. Further, product quality and brand advertising were found to be more impactful on customer's purchase intention than packaging and pricing.

Further, it is essential for a company to understand how much their target group would spend on a product. The concept of Willingness to pay (WTP) refers to the maximum amount a consumer is open to spending on a good or service. It represents the monetary value a consumer places on a product, reflecting their perceived benefit from owning the product. Essentially, it

quantifies how much a consumer values an item, which can vary widely based on factors like income, preferences, and available alternatives (Breidert, Hahsler & Reutterer, 2006).

When it comes to high-priced luxury goods, the concept of willingness to pay more (WTPM) is significantly influenced by the perceived strength of brand origin (PSBO), which influences both emotional attachments and consumer perceptions of the quality of the brand. Perceived Strength of Brand Origin (PSBO) is defined as a consumer's perception of how well a brand's image aligns with the characteristics associated with its country of origin, affecting their perception of the brand's authenticity and prestige. This emotional connection proves more influential than cognitive assessments of the brand's luxury status (Siew, Minor & Felix, 2018). Hence, the brand's image plays a crucial role in shaping purchase intentions and WTP, as it significantly influences consumers' perceptions and decision-making processes. A positive brand image leads to enhanced consumer trust and loyalty, making the brand more attractive and increasing the likelihood of purchase. Further, Toldos-Romero and Orozco-Gómez (2015) were able to show through their work, that brand personality can significantly affect purchase intention by shaping consumers' perceptions and emotional connections with a brand. Certain dimensions of brand personality, such as Sincerity, Excitement, and Competence, seem to be particularly effective in increasing purchase intentions of customers. That's because these traits contribute positively to the brand's perceived image, resulting in a strong emotional resonance that can drive the purchase intention. In the context of brand management, the traits of Sincerity, Excitement, and Competence are strategically used to create a brand image that resonates deeply with the target customer's self-image, values, and aspirations (Toldos-Romero & Orozco-Gómez, 2015).

This alignment of brand personality with the customer's self-perception leads to higher emotional engagement, fostering a deep connection between brand and consumer. This dynamic reflects the psychological aspect behind consumer behavior, highlighting how the alignment of brand personality with a consumer's self-concept not only facilitates the initial buying decision but also strengthens long-lasting loyalty to the brand. This alignment taps into the deeper emotional and identity-based elements of consumer decision-making, serving as a foundation for both immediate and sustained engagement with the brand (Toldos-Romero & Orozco-Gómez, 2015). Brand personality and customer personality traits influence luxury purchase decisions. Customers are more likely to invest in luxury brands that reflect their own identities or aspirational traits, leading to a stronger, more personal engagement with the brand.

2.6 The Big 5 Personality Traits

The theory of the Big Five personality traits is a model developed by psychologist Lewis Goldberg. To date, it is a widely acknowledged psychological framework for understanding human personality. The model categorizes the human personality into five broad dimensions: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism, therefore also known as the "OCEAN" model. Each trait represents a range, in which individuals differ in the degree of each characteristic. Openness involves an appreciation for art, emotion, adventure, and curiosity. Conscientiousness signifies a high level of thoughtfulness, with good impulse control and goal-oriented behaviors. Extraversion includes excitement-seeking and sociable behaviors. Agreeableness refers to the tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. Neuroticism indicates a tendency towards emotional instability and anxiety. This model is a tool used in both academic research and applied psychology, helping predict various life outcomes, such as job performance and interpersonal relationships (Goldberg, 1992).

The Big Five personality traits also provide insight into how individual differences in consumers influence their purchase decisions and perceptions towards brands. Customers who can be characterized as Extroverts, are defined by their sociability and assertiveness, rather enjoy social shopping experiences, and are more likely to impulse purchases. Moreover, they can be influenced by peer recommendations and social trends. That is also a reason why consumers high in extraversion show a greater purchase intention towards luxury brands. They are more likely to seek social status and social rewards from their peer group by showcasing luxury products (Tuu, 2017). Individuals high in agreeableness are known for their value of trust and empathy and therefore prefer brands that demonstrate ethical practices and engage in social causes, responding well to marketing that highlights corporate social responsibility and community involvement. However previous research has shown that the trait of agreeableness most likely has no significant effect on purchase intention towards luxury brands (Fujiwara & Nagasawa, 2015).

Conscientious consumers on the other hand value organization and reliability, showing a preference for brands known for quality and consistency. They are likely to respond to marketing that focuses on extensive product information and emphasizes durability. Even though conscientious customers value quality, durability, and craftsmanship studies have shown that individuals high in conscientiousness may be less likely to indulge in luxury purchases.

They prioritize responsible spending, value practicality, and are more likely to choose products that provide functional benefits over products that convey a certain social status.

Customers with a high score in neuroticism are characterized by being more likely to experience anxiety, anger, fear, and insecurity. This susceptibility to negative emotions can significantly influence their purchase behaviors, particularly regarding luxury items. Therefore, those consumers often show a lower purchase intention towards luxury products compared to those with lower scores on neuroticism. This avoidance can be explained by their perception of luxury goods as potential sources of added stress and concern about financial commitments associated with such purchases.

In contrast, individuals high in openness are likely to embrace new and unique products, making them receptive to innovative brands that are known for their creativity and novelty. Studies suggest that individuals high in openness have higher purchase intentions toward luxury brands known for originality and forward-thinking designs. Additionally, they appreciate the symbolic meanings and cultural significance communicated through luxury brands, showing higher purchase intention towards those brands, that convey deeper narratives and values that resonate with their broad-minded and curious nature (Tuu, 2017).

The Big Five personality traits are typically measured using self-report questionnaires that assess the five major domains of personality. Each of these dimensions is assessed through a series of statements that respondents rate based on how well they believe the statement describes themselves. The original Big Five Inventory (BFI), developed by Oliver P. John and colleagues is made of 44 items designed to measure the five major dimensions of personality (John & Srivastava, 1999). Recognizing the need for more concise and time-efficient tools in research contexts where time constraints are critical, researchers developed the abbreviated form of this inventory, the BFI-10. This inventory is a 10-item version of the BFI-44, aimed at providing a quicker and more efficient method of measuring the Big Five personality traits. Moreover, it was developed simultaneously in English and German, facilitating cross-cultural research by enabling research across different linguistic and cultural backgrounds. To ensure the variability and reliability of its measurements, the BFI-10 has been evaluated across several psychometric attributes.

Although shorter, the questionnaire demonstrates strong correlations with the full BFI-44, ensuring that it effectively captures the same personality dimensions. The retest reliability of the BFI-10 indicates consistent results over time, while its structural validity confirms that the test accurately reflects the theoretical constructs of the Big Five personality traits. Convergent validity with the NEO-PI-R further supports the BFI-10's accuracy in measuring these traits

comparably to other established instruments. Additionally, external validity is established through peer ratings, aligning the self-reported data with how individuals are perceived by others. Despite its concise format, the BFI-10 maintains substantial reliability and validity, making it an invaluable instrument for research scenarios that demand quick assessments without sacrificing the depth and accuracy of personality evaluation (Rammstedt & John, 2007).

While widely accepted and utilized, the Big 5 model has several disadvantages. One primary critique is its oversimplification of human personality, reducing it to five broad traits. This reductionism may lead to an overlook of nuances of personality, potentially missing out on important aspects that influence behavior. Additionally, the model may not be universally applicable across all cultures, as it is based predominantly on Western populations and may not capture culturally specific personality dimensions (Heine & Buchtel, 2009). Another limitation is its reliance on self-reported data, which can be subject to biases such as social desirability and inaccurate self-assessment. Lastly, the Big Five model assumes that personality traits are stable over time, which may not account for the dynamic and evolving nature of human personality influenced by life experiences and environmental changes (Specht, Egloff & Schmukle, 2011).

2.7 Derivation of Hypotheses

Based on the research regarding the theoretical background of luxury marketing, brand personality, and the big five personality traits, six hypotheses were formulated in order to investigate the interplay between consumer personality traits and luxury brand personality, and the impact on purchase intentions within the luxury market.

This study was designed to evaluate the impact of the interaction between consumer personality traits and perceived brand personality on purchase intention. Thus, the first hypothesis is:

> **Hypothesis 1 (H1)**: There is a significant positive relationship between the interaction of consumer personality traits and perceived brand personality and purchase intention.
>
> **H0-1:** There is no significant relationship between the interaction of consumer personality traits and perceived brand personality and purchase intention.

Research indicates that individuals showing high levels of Openness correlate with a sensitivity to aesthetics and an appreciation for art, creativity, and novelty (Kapferer & Bastien, 2012), which aligns with luxury brands that position themselves within the dimensions of

Ruggeddness and Excitement in Aaker's brand personality model (Aaker, 1997). This alignment is likely due to the individuals' receptiveness to new and innovative experiences, making them more inclined towards brands that offer unique and refined products. Therefore, the second hypothesis is:

Hypothesis 2 (H2): There is a significant positive relationship between the trait of Openness in consumers and their purchase intentions towards luxury brands perceived as rugged and exciting.

H0 - 2: There is no significant relationship between the trait of openness in consumers and their purchase intentions towards luxury brands perceived as rugged and exciting.

Studies indicate that Conscientious individuals prioritize practicality and value over symbolic and status-driven attributes (Tuu, 2017). These individuals are typically conscientious and value-oriented, characteristics that may conflict with the perceived extravagance and non-essential nature of luxury brands (Fujiwara & Nagasawa, 2015). Therefore, the more a brand is perceived as Competent in the eye of the consumer, the higher the likeliness for purchase intention is. Based on this, the third hypothesis is:

Hypothesis 3 (H3): There is a significant positive relationship between consumers showing high levels of conscientiousness and luxury brands perceived as competent.

H0-3: There is no significant relationship between high levels of conscientiousness and purchase intentions towards luxury brands perceived as competent.

The positive relation between Extraversion and the preference for vibrant and socially accepted brands is supported by research that emphasizes how extraverted traits are often demonstrated in seeking stimulation and social interaction (Toldos-Romero & Orozco-Gómez, 2015; Keni, Teoh, Vincent, & Sari, 2022). Brands that successfully communicate these values through their personality profiles, particularly those emphasizing Excitement and Sophistication, are likely to align with the expectations of extroverted consumers. This results in the fourth hypothesis:

Hypothesis 4 (H4): There is a significant positive relationship between individuals showing high levels of Extraversion and luxury brands perceived as sophisticated and exciting.

H0-4: There is no significant relationship between high levels of extraversion and purchase intentions towards luxury brands perceived as sophisticated and exciting.

Agreeable individuals are characterized by their empathy and cooperation, traits that resonate with brands that emphasize sincerity and ethical considerations (Escalas, 2004). These brands often foster a deeper emotional connection, aligning with the values and beliefs of agreeable consumers, which can influence their purchasing decisions. Hence, the next hypothesis is:

> **Hypothesis 5 (H5):** There is a significant positive relationship between Individuals showing high levels of agreeableness and luxury brands perceived as sincere.
>
> **H0-5:** There is no significant relationship between high levels of agreeableness and purchase intentions towards luxury brands perceived as sincere.

Customers showing high levels of Neuroticism are more likely to seek comfort and stability in their purchase decisions due to the increased levels of anxiety and insecurity (American Psychological Association, 2018). Based on these findings, the following hypothesis is:

> **Hypothesis 6 (H6):** There is a significant positive relationship between individuals showing high levels of neuroticism and luxury brands perceived as competent and sincere.
>
> **H0-6:** There is no significant relationship between high levels of neuroticism and purchase intentions towards luxury brands perceived as competent and sincere.

These hypotheses aim to explore how different personality traits influence the relationship between consumers and luxury brands, focusing on the perception of brand personality and the subsequent impact on purchasing behavior.

Hypothesis		Null Hypothesis
H1	There is a significant positive relationship between the interaction of consumer personality traits and perceived brand personality and purchase intention.	H0-1: There is no significant relationship between the interaction of consumer personality traits and perceived brand personality and purchase intention.
H2	There is a significant positive relationship between the trait of Openness in consumers and their purchase intentions towards luxury brands perceived as rugged and exciting.	H0-2: There is no significant relationship between the trait of Openness in consumers and their purchase intentions towards luxury brands perceived as exciting.
H3	There is a significant positive relationship between consumers showing high levels of Conscientiousness and luxury brands perceived as competent.	H0-3: There is no significant relationship between high levels of Conscientiousness and purchase intentions towards luxury brands perceived as competent.
H4	There is a significant positive relationship between individuals showing high levels of Extraversion and luxury brands perceived as sophisticated and exciting.	H0-4: There is no significant relationship between high levels of Extraversion and purchase intentions towards luxury brands perceived as sophisticated and exciting.
H5	There is a significant positive relationship between individuals showing high levels of Agreeableness and luxury brands perceived as sincere.	H0-5: There is no significant relationship between high levels of Agreeableness and purchase intentions towards luxury brands perceived as sincere.
H6	There is a significant positive relationship between individuals showing high levels of Neuroticism and luxury brands perceived as competent and sincere.	H0-6: There is no significant relationship between high levels of Neuroticism and purchase intentions towards luxury brands perceived as competent and sincere.

Table 1: Hypothesises Testing

3. Empirical Analysis

In the following, the methodological approach is discussed. First, the relevance and the research objective of the study are clarified. Then, the operationalization of variables is described in more detail, and finally, the course of the study is outlined.

3.1 Research Method

Two experimental studies were the foundation for the research: a pre-test and a main study. The pre-test was tested on a total of 10 participants. They were surveyed independently of each

other, and the aim of the study was explained only after the completion of the pretest. This helped to ensure that the test persons responded as candidly as possible. The results of the pre-test led to the test question “Have you ever heard of the brands ‘Hermès, Prada and Balenciaga?’ being introduced at the beginning of the questionnaire. If this was answered with “No”, the participants were immediately sent to the end of the survey so that only respondents familiar with the brands were included in the data set.

The data was collected through an online survey using the web-based platform Qualtrics. Using an online survey to collect data has the benefits of reaching a broader and more diverse demographic, enabling researchers to collect data from participants across different geographical locations. It also offers convenience and flexibility to participants who can respond at a time that suits them best using various devices, potentially increasing response rates. Additionally, the automation of data collection through an online platform can speed up the process of data analysis, making it more efficient and cost-effective. Beyond that, it mitigates the interviewer effect by removing the direct human interaction during the answering process, unlike in face-to-face or telephone interviews. Respondents typically feel less pressured to provide socially desirable answers and any biases through the interview’s character or body language can be excluded. Thus, this method provides a more standardized way of presenting questions, contributing to the consistency of the survey results across different participants, ensuring the reliability and validity of the dataset (Evans & Mathur, 2005).

3.2 Study Design

The hypotheses are tested using a cross-sectional survey method exploring the relationship between personality traits, brand personalities, and purchase intention. A cross-sectional survey method is a type of observational study that analyzes data from a population, or a representative subset, at a specific point in time. Unlike longitudinal studies that follow subjects over a longer period to observe changes, this design captures a snapshot of consumer attitudes and behaviors at a specific point in time. One limitation of the cross-sectional survey design is its inability to establish causal relationships between variables. Since the data is collected at a single point in time, it's challenging to determine whether one variable is the cause of another or simply associated with it. This limitation makes it difficult to understand the direction of relationships among studied variables. Additionally, cross-sectional surveys are susceptible to certain types

of bias, such as selection bias, where the sample might not accurately represent the broader population, thus limiting the generalizability of the findings (Babbie, 2020).

3.3 Operationalization of Variables

To test the hypotheses put forward, the variables to be investigated needed to be operationalized. This includes the use of validated instruments to ensure reliable and accurate data collection. The primary independent variable is the interaction between the Big Five personality traits (openness, conscientiousness, extraversion, agreeableness, neuroticism), as measured by the BFI-10 scale, and the brand personalities of luxury brands such as Hermès, Balenciaga, and Prada, assessed using Aaker's Brand Personality Framework. This framework evaluates brand personality across the five dimensions sincerity, excitement, competence, sophistication, and ruggedness.

The BFI-10 provides a robust psychometric tool in various research settings due to its efficient and accessible format, which includes two items for each of the five major personality dimensions. With retest reliability coefficients ranging from .72 to .78 across various samples, the BFI-10 ensures consistent results over time, underlining its reliability. Additionally, it maintains good structural validity and achieves substantial convergent validity with the NEO-PI-R, despite its abbreviated nature. The average correlation with NEO-PI-R domain scales stands at .67, showcasing its efficacy in capturing the Big Five personality traits effectively. Furthermore, its validation in both English and German highlights its applicability across different cultural and language contexts, enhancing its utility for international research (Rammstedt & John, 2007).

Aaker's Brand Personality Framework is designed to measure brand personality by categorizing brands according to five distinct dimensions. It exhibits strong reliability, with Cronbach's alpha scores ranging from .82 to .91 for these dimensions, reflecting high internal consistency. The framework also demonstrates solid validity, with explained variance percentages indicating that each dimension captures a significant proportion of the unique traits associated with brand personalities. Specifically, Sincerity accounts for 20%, Excitement 25%, Competence 22%, Sophistication 15%, and Ruggedness 10%. Furthermore, the framework's generalizability is confirmed through its consistent application across different consumer demographics and product categories, making it a versatile tool for marketers aiming to analyze and strategize brand identities effectively (Aaker, 1997; Azoulay & Kapferer, 2003).

The main dependent variable is the purchase intention, which is measured through a dichotomous question that determines whether respondents are likely or unlikely to purchase from these brands.

3.4 Confounding Variables

In experimental research, confounding variables can influence the dependent variable, potentially influencing the statistical outcome independently of the main variables of interest (Babbie, 2020). These include demographic factors such as age, gender, annual household income, highest level of education completed, and the country where the respondent grew up, as well as variables related to brand perception such as familiarity and appeal of the brands Hermès, Prada, and Balenciaga. Demographic factors are crucial as they can significantly influence luxury brand perceptions, purchasing power, and overall consumer behavior. For instance, income levels may affect a respondent's ability to purchase luxury items, thereby impacting their perceived appeal of luxury brands. Similarly, cultural background, indicated by the country of upbringing, could influence brand familiarity and brand loyalty, as brand perceptions can vary widely across different cultures. Education level might correlate with consumer awareness and sophistication, potentially influencing how respondents perceive brand personalities.

Further, prior and potential future purchasing behavior regarding luxury items was surveyed as a confounding variable, since these factors can significantly influence how respondents perceive and evaluate luxury brands. A history of luxury purchases might indicate a higher affinity or loyalty to certain brands, which could influence responses towards more favorable perceptions and higher purchase intention. For instance, a participant’s existing preference or bias towards a brand could affect how they rate the brand's personality traits. In addition, respondents' familiarity with the Hermès, Prada, and Balenciaga brands and their liking for these brands are important confounding factors. These factors have a direct impact on the primary study variables, as respondents' prior familiarity and positive evaluation of a brand can bias their perception of the brand personality and influence their reported willingness to purchase. By measuring these variables, the study aims to control their influence and isolate the effect of the main variables studied. This approach helps to increase the reliability of the results by reducing distortions and providing a clearer understanding of the causal relationships investigated in the study (Babbie, 2020).

3.5 Study Procedure

The main study was published in English and shared via social media platforms such as Instagram and WhatsApp. A total of 289 responses were obtained, of which 12 were rejected immediately at the beginning of the survey due to a lack of knowledge of the brands Hermès, Prada and Balenciaga. In addition, 63 additional test subjects were excluded from the dataset as they had failed to complete the survey.
The data was gathered between March 04 and Mai 01, 2024. Primary data was gathered to test the developed hypotheses and to respond to the study objectives.

The study began with a screening question to determine respondents' familiarity with luxury brands such as Hermès, Prada, and Balenciaga, ensuring that participants have a basic knowledge of these brands before proceeding with the survey. This initial filter helps ensure data reliability and validity.

Participants were then asked about their prior and potential future purchasing behavior regarding luxury items, alongside their familiarity and appeal towards Hermès, Prada, and Balenciaga. These questions are crucial as they help identify potential confounding variables that might influence responses related to brand personality perceptions and purchase intentions.

Next, the BFI-10 (Big Five Inventory-10) was employed to measure the Big Five personality traits of the participants. This abbreviated version of the original Big Five Inventory includes two items for each of the five personality dimensions: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. Participants responded to statements designed to measure aspects of their personality, such as being reserved, trusting, thorough, relaxed, imaginative, outgoing, critical, lazy, nervous, and artistically interested.

Each item in the BFI-10 was rated on a 5-point Likert scale, where participants indicate the extent to which they agree or disagree with each statement, e.g. "*I see myself as someone who... - is reserved*". The 5-point Likert scale includes the dimensions "*strongly agree – agree – neither agree nor disagree – disagree – strongly disagree – can't choose".*

Following this, Aaker's Brand Personality framework was applied to evaluate how participants perceive the personalities of the luxury brands Hermès, Prada, and Balenciaga. This framework

categorizes brand personality into five broad dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. Participants were asked to rate each brand on various adjectives that correspond to these dimensions, using a 5-point Likert scale from 1 ("doesn't fit at all") to 5 ("fits perfectly"). The adjectives used included terms such as *down-to-earth, honest, wholesome, cheerful, daring, spirited, imaginative, up-to-date, reliable, intelligent, successful, upper-class, charming, outdoorsy,* and *tough.*

Subsequently, Participants were surveyed on their willingness to purchase items from Hermès, Prada, and Balenciaga, linking their perceptions of brand personality to actual purchasing decisions. Finally, demographic information such as age, gender, annual household income, educational background, and country of origin is collected. This data is crucial for segmenting the survey results, allowing for targeted analyses that consider how different groups perceive and interact with luxury brands.

4. Analysis and Results

4.1 Population Sample

The final sample consisted of 214 participants, 169 of whom were female (79%) and 45 male participants (21%).

The largest proportion of test subjects were between 18-24 years old (43%). 37.9% were between 25-34 years old, 8,9% were between 35-44 years old, followed by 6.1% who were between 45-54 years old. Only 3,3% were 55 years or older and only 2 people were between 15-17 years old (0,9%).

Most participants stated that they grew up in Germany (58,5.%). The remaining participants came from France (6,6%), Bulgaria (4,7%). Portugal (4,2%), US (2,9%), UK (2%), Austria (1,9%), Turkey (1,9%), Italy (1,4%), Spain (1,4%), Switzerland (1,4%). The rest of the sample includes participants from Belgium, Brazil, Chile, Croatia, Cyprus, Czech Republic, Denmark, Finland, Greece, India, Ireland, Kurdistan, Latvia, Lebanon, México, Netherlands, Nigeria, Norway, Poland, Romania, Russia, Serbia, and Sweden.

Further, the highest educational qualification of the participants was conducted. Most have a master's degree (42,1%), followed by a bachelor's degree (37.4%). 15,4% have a High School

Degree, while 4,7% have indicated to have a PhD or higher. One person (0,5%) preferred not to answer this question.
Finally, the respondents were also asked about their annual income (before tax). Most stated that they earn less than €25,000 (28%), followed by 25,7% who earn between €25,000-€49,000. 19,2% stated that they earn between €50,000-€99,999, while 16,4% earn between €100,000-€200,000. 2,8% of the remaining respondents earn more than €200,000 and 7,9% preferred not to provide any information about their annual household income.

4.2 Hypothesis Testing

As the scale reliability of the BFI-10 and the Brand Personality Framework had already been tested (refer to Chapter 3.3), the statistical analysis was started with a Pearson correlation. This tests whether there is a connection between the personality traits of the test subjects and the perceived brand personality.
First, the metric variables of the BFI-10 were combined into one variable in SPSS. The same was done for the brand personality variables for Hermès, Prada, and Balenciaga, resulting in 4 new variables. These were then tested for normal distribution using the Kolmogorov-Smirnov test. According to the results, only the variable related to the brand personality of Balenciaga is normally distributed (BFI-10: $p<.001$, Hermes_BP: $p=.004$, Prada_BP: $p<.001$, Balenciaga_BP: $p=.2$). Accordingly, the Spearman correlation was used in the next step.
The results of the Spearman correlation indicated no significant connection between the personality traits of the test subjects and the perceived brand personalities of Hermès, Prada, and Balenciaga.

In the next step, the hypotheses were tested using a binary logistic regression analysis. In order to calculate this, interaction variables between the BFI-10 variable and the three brand personality variables of Hermès, Prada, and Balenciaga were created.

For the following analysis, it is important to note that purchase intention was coded as "Yes" = 1 and "No" = 2, therefore a negative coefficient for a predictor in a logistic regression model indicates that as the predictor variable increases, the likelihood of the outcome variable being coded as "1" ("Yes") decreases. This means the higher values of the predictor are associated with a lower probability of respondents indicating a purchase intention of "Yes."

Hypothesis 1 is tested as following:

> **Hypothesis 1 (H1)**: There is a significant positive relationship between the interaction of consumer personality traits and perceived brand personality and purchase intention.
>
> **H0-1:** There is no significant relationship between the interaction of consumer personality traits and perceived brand personality and purchase intention.

The first binary logistic regression analysis was calculated for the brand Hermès. The logistic regression analysis was conducted to predict the likelihood of purchasing an item from Hermès based on BFI10, Hermès Personality, and their interaction term. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 28.590, df = 3, $p < .001$). The Model Summary showed a -2 Log likelihood of 257.218, Cox & Snell R Square of .125, and Nagelkerke R Square of .170, suggesting that the model explained 12.5% to 17% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 4.288, df = 8, $p = .830$) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 66.8%, with higher accuracy in predicting 'Yes' (84.0%) than 'No' (39.8%). In the Variables in the Equation table, none of the predictors were statistically significant. BFI10 (B = .804, $p = .648$), Hermès Personality (B = -.958, $p = .546$), and their interaction (B = -.032, $p = .955$) did not significantly predict the likelihood of purchasing an item from Hermès. The Exp(B) values suggested that BFI10 decreased the odds by 2.234, while Hermès Personality increased the odds by 0.384, and the interaction term had minimal impact (Exp(B) = .968).

The logistic regression analysis was conducted to predict the likelihood of purchasing an item from Prada based on BFI10, Prada Personality, and their interaction term. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 20.883, df = 3, $p < .001$). The Model Summary showed a -2 Log likelihood of 225.136, Cox & Snell R Square of .093, and Nagelkerke R Square of .136, suggesting that the model explained 9.3% to 13.6% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 12.178, df = 8, $p = .143$) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 73.4%, with higher accuracy in predicting 'Yes' (94.9%) than 'No' (12.5%). In the Variables in the Equation table, none of the predictors were statistically significant. BFI10 (B = 1.074, $p = .591$), Prada Personality (B = -.714, $p = .704$), and their interaction (B = -.072, $p = .915$) did not significantly predict the likelihood of purchasing an item from Prada. The Exp(B) values suggested that BFI10 decreased the odds by

2.927, while Prada Personality decreased the odds by 0.490, and the interaction term had minimal impact (Exp(B) = .930).

Next, the logistic regression analysis was conducted to predict the likelihood of purchasing an item from Balenciaga based on BFI10, Balenciaga Personality, and their interaction term. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 37.764, df = 3, $p < .001$). The Model Summary showed a -2 Log likelihood of 228.258, Cox & Snell R Square of .162, and Nagelkerke R Square of .227, suggesting that the model explained 16.2% to 22.7% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 6.671, df = 8, $p = .572$) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 75.2%, with higher accuracy in predicting 'No' (91.2%) than 'Yes' (40.3%). In the Variables in the Equation table, none of the predictors were statistically significant. BFI10 (B = 1.306, $p = .491$), Balenciaga Personality (B = -.923, $p = .569$), and their interaction (B = -.104, $p = .862$) did not significantly predict the likelihood of purchasing an item from Balenciaga. The Exp(B) values suggested that BFI10 decreased the odds by 3.691, while Balenciaga Personality decreased the odds by 0.397, and the interaction term had minimal impact (Exp(B) = .901).Based on the results, hypothesis 1 can be rejected for all three brands.

Confounding Variables Hypothesis 1

Starting with hypothesis 1, the binary logistic regression models examined if the confounding variables Luxury Purchase Intention, Brand Familiarity, Brand Appeal, Age, Gender, Household Income, and Education affected the observed positive relationship between the interaction of brand personality and consumer personality on purchase intention.

The significant confounding variables regarding purchase intention towards Hermès included annual household income (B = -0.317, p = .022), previous luxury purchase behavior (B = -0.394, p = .032), brand familiarity (B = 0.575, p = .009), and brand appeal (B = -1.117, p < .001). Lower income and previous luxury purchases increased the odds of purchasing an item from Hermès, while higher brand familiarity decreased the likelihood and higher brand appeal increased it. When these variables were included in the model, BFI10 was not significant (B = 1.813, p = .358). The interaction term and Hermès Personality also remained non-significant (B = -0.277, p = .666; B = 0.321, p = .854). The Exp(B) values suggested that annual income

increased odds by 0.728, previous luxury purchases increased odds by 0.674, brand familiarity decreased odds by 1.777, and brand appeal increased odds by 0.327.

To test the effect the confounding variables had on purchase, the logistic regression analysis was conducted to predict the likelihood of purchasing an item from Prada based on BFI10, Prada Personality, and their interaction term, along with various confounding variables. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 73.135, df = 10, $p < .001$). The Model Summary showed a -2 Log likelihood of 172.884, Cox & Snell R Square of .289, and Nagelkerke R Square of .424, suggesting that the model explained 28.9% to 42.4% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 5.198, df = 8, p = .736) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 80.8%, with higher accuracy in predicting 'Yes' (93.0%) than 'No' (46.4%). In the Variables in the Equation table, the significant predictors were BFI10 (B = 1.585, p = .494), which increased the odds of purchase, and "Would you ever purchase a luxury item?" (B = -0.455, p = .013), which decreased the odds. "How familiar are you with the brand Prada?" (B = 0.695, p = .013) increased the likelihood of purchase, while "How appealing do you find the brand Prada?" (B = -1.444, $p < .001$) decreased it. Other variables such as age, gender, annual household income, education level, Prada Personality, and the interaction term were not significant predictors.

The next logistic regression analysis was conducted to predict the likelihood of purchasing an item from Balenciaga based on the variables BFI10, Balenciaga Personality, and their interaction term, along with several confounding variables. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 89.728, df = 10, $p < .001$). The Model Summary showed a -2 Log likelihood of 176.294, Cox & Snell R Square of .342, and Nagelkerke R Square of .481, suggesting that the model explained 34.2% to 48.1% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 13.905, df = 8, p = .084) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 81.8%, with higher accuracy in predicting 'No' (91.2%) than 'Yes' (61.2%). In the Variables in the Equation table, the consumer personality (BFI10) (B = -0.497, p = .838) showed no significance, indicating it did not significantly predict the likelihood of purchasing an item from Balenciaga. Balenciaga's Brand Personality (B = -1.861, p = .395) and their interaction term (B = 0.512, p = .530) showed no significance as well. Among the confounding variables, only brand appeal (B = -1.215, $p < .001$) was significant. Other

confounding variables, including gender, age, household income, and education level, were not significant.

Coming to the next hypothesis:

> **Hypothesis 2 (H2):** There is a significant positive relationship between the trait of Openness in consumers and their purchase intentions towards luxury brands perceived as rugged and exciting.
>
> **H0 - 2:** There is no significant relationship between the trait of Openness in consumers and their purchase intentions towards luxury brands perceived as rugged and exciting.

To investigate the influence of the interaction of the openness variable with the brand personalities of excitement and ruggedness, the items “I see myself as someone who... - has an active imagination” and “I see myself as someone who... - has few artistic interests” were combined into one variable. To create the variable “Ruggedness” for each brand, the items surveying “outdoorsy” and “tough” were summarized. The same procedure was used with the items surveying “daring,” “spirited,” “imaginative,” and “up-to-date” to create the variable measuring excitement for each brand.

The logistic regression analysis was conducted to predict the likelihood of purchasing an item from Hermès based on Ruggedness, Openness, Excitement, and their interaction terms. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 25.622, df = 5, $p < .001$). The Model Summary showed a -2 Log likelihood of 260.187, Cox & Snell R Square of .113, and Nagelkerke R Square of .153, suggesting that the model explained 11.3% to 15.3% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 4.168, df = 8, $p = .842$) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 67.3%, with higher accuracy in predicting 'Yes' (80.2%) than 'No' (47.0%). In the Variables in the Equation table, none of the predictors were statistically significant. RuggednessHermes ($B = .750$, $p = .257$), Openness ($B = .181$, $p = .748$), InteractionO_R_Hermes ($B = -.292$, $p = .245$), InteractionO_E_Hermes ($B = .143$, $p = .570$), and ExcitementHermes ($B = -1.167$, $p = .076$) did not significantly predict the likelihood of purchasing an item from Hermès. The Exp(B) values suggested that RuggednessHermes decreased the odds by 2.116, while ExcitementHermes decreased the odds by 0.311.

The following logistic regression analysis was conducted to predict the likelihood of purchasing an item from Prada based on Openness, Excitement, Ruggedness, and their interaction terms. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 15.779, df = 5, p = .008). The Model Summary showed a -2 Log likelihood of 230.239, Cox & Snell R Square of .071, and Nagelkerke R Square of .104, suggesting that the model explained 7.1% to 10.4% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 2.584, df = 8, p = .958) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 74.3%, with higher accuracy in predicting 'Yes' (98.1%) than 'No' (7.1%). In the Variables in the Equation table, none of the predictors were statistically significant. Openness (B = .471, p = .564), ExcitementPrada (B = -.022, p = .975), RuggednessPrada (B = -.628, p = .332), InteractionO_R_Prada (B = .121, p = .605), and InteractionO_E_Prada (B = -.142, p = .586) did not significantly predict the likelihood of purchasing an item from Prada. The Exp(B) values suggested that Openness decreased the odds by 1.602, while RuggednessPrada increased the odds by 0.534.

The logistic regression analysis was conducted to predict the likelihood of purchasing an item from Balenciaga based on Openness, Excitement, Ruggedness, and their interaction terms. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 28.864, df = 5, p < .001). The Model Summary showed a -2 Log likelihood of 237.158, Cox & Snell R Square of .126, and Nagelkerke R Square of .177, suggesting that the model explained 12.6% to 17.7% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 8.011, df = 8, p = .432) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 75.7%, with higher accuracy in predicting 'No' (93.2%) than 'Yes' (37.3%). In the Variables in the Equation table, none of the predictors were statistically significant. Openness (B = .689, p = .394), ExcitementBalenciaga (B = -.053, p = .930), RuggednessBalenciaga (B = -.648, p = .216), InteractionO_E_Balenciaga (B = -.139, p = .563), and InteractionO_R_Balenciaga (B = .121, p = .571) did not significantly predict the likelihood of purchasing an item from Balenciaga. The Exp(B) values suggested that Openness decreased the odds by 1.992, while RuggednessBalenciaga increased the odds by 0.523.

Based on the results, hypothesis 2 was rejected for all three brands.

Confounding Variables Hypothesis 2

The logistic regression analysis for predicting the likelihood of purchasing an item from Hermès, including confounding variables, was statistically significant (Chi-square = 81.061, df = 12, $p < .001$). The model explained 31.5% to 42.8% of the variance (-2 Log likelihood = 204.748). The Hosmer and Lemeshow Test indicated a good fit (Chi-square = 11.823, df = 8, $p = .159$). The classification table showed an overall correct classification rate of 76.2%. Significant predictors included familiarity with Hermès (B = 0.485, $p = .030$, Exp(B) = 1.624), appeal of Hermès (B = -1.037, $p < .001$, Exp(B) = 0.354), previous purchase of luxury items (B = -0.472, $p = .011$, Exp(B) = 0.624), and annual household income (B = -0.303, $p = .029$, Exp(B) = 0.739). Higher familiarity with Hermès decreased the likelihood of purchase, while higher appeal, previous purchase experience, and higher annual income increased it. Other variables, including Openness, Ruggedness, Excitement, age, gender, education, and their interactions, were not statistically significant.

Including confounding variables in the logistic regression analysis for predicting the likelihood of purchasing an item from Prada revealed significant findings. The model was statistically significant (Chi-square = 71.322, df = 10, $p < .001$) with a -2 Log likelihood of 174.697, Cox & Snell R Square of .283, and Nagelkerke R Square of .415. The Hosmer and Lemeshow Test (Chi-square = 7.137, df = 8, $p = .522$) indicated a good model fit. The overall classification accuracy was 79.4%, with higher accuracy for predicting 'Yes' (91.8%) compared to 'No' (44.6%). Examining the variables, "Would you ever purchase a luxury item?" (B = -.489, $p = .008$), familiarity with Prada (B = .662, $p = .016$), and brand appeal (B = -1.532, $p < .001$) were significant predictors. Negative B values for "Would you ever purchase a luxury item?" and "how appealing you find Prada" suggested an increase in the likelihood of purchase, while a positive B for familiarity with Prada suggested a decrease. Other variables such as Openness (B = -.679, $p = .545$) and RuggednessPrada (B = -1.156, $p = .181$) were not significant predictors.

The logistic regression model testing the effect of confounding variables on purchase intention towards Balenciaga demonstrated a significant effect (Chi-square = 89.733, df = 12, $p < .001$). The model summary revealed a -2 Log likelihood of 176.288, Cox & Snell R Square of .343, and Nagelkerke R Square of .481, indicating the model explained 34.3% to 48.1% of the variance. The Hosmer and Lemeshow Test (Chi-square = 8.621, df = 8, $p = .375$) suggested a good model fit. The classification table showed an overall correct classification rate of 81.3%,

with higher accuracy in predicting 'No' (91.8%) than 'Yes' (58.2%). Among the variables, "How appealing do you find the brand Balenciaga?" significantly increased the likelihood of purchase (B = -1.271, p < .001, Exp(B) = .281). Other variables such as Openness (B = .264, p = .785), ExcitementBalenciaga (B = -.162, p = .826), RuggednessBalenciaga (B = -.348, p = .613), and their interactions with Openness, along with demographic variables like age and income, were not significant predictors. The inclusion of these variables and their non-significant effects suggested they did not heavily influence the model's predictive power compared to the significant factor of brand appeal.

In the following, H3 is tested:

> **Hypothesis 3 (H3):** There is a significant positive relationship between consumers showing high levels of Conscientiousness and luxury brands perceived as competent.
>
> **H0-3:** There is no significant relationship between high levels of conscientiousness and purchase intentions towards luxury brands perceived as competent.

To evaluate H3, the items "I see myself as someone who... - tends to be lazy" and "I see myself as someone who... - does a thorough job" were summarized to create the variable "Conscientiousness." Further, the items that surveyed how reliable, intelligent, and successful the brands were perceived were used to create the variable "Competence" for each of the three brands. Based on this, the interaction variables of the personality trait "Conscientiousness" and the perceived competence of a brand were formed for Hermès, Prada, and Balenciaga.

The first logistic regression analysis was conducted to predict the likelihood of purchasing an item from Hermès based on Competence, Conscientiousness, and their interaction term. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 21.985, df = 3, p < .001). The Model Summary showed a -2 Log likelihood of 263.824, Cox & Snell R Square of .098, and Nagelkerke R Square of .132, suggesting that the model explained 9.8% to 13.2% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 6.446, df = 8, p = .597) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 62.6%, with higher accuracy in predicting 'Yes' (82.4%) than 'No' (31.3%). In the Variables in the Equation table, none of the predictors were statistically significant. Competence_Hermes (B = -0.576, p = .420), Conscientiousness (B = 0.588, p = .533), and InteractionC_C_Hermes (B = 0.009, p = .972) did not significantly predict the likelihood of purchasing an item from Hermès. The Exp(B) values suggested that

Competence_Hermes increased the odds by 0.562, while Conscientiousness decreased the odds by 1.801.

The second logistic regression analysis was conducted to predict the likelihood of purchasing an item from Prada based on Conscientiousness, Competence, and their interaction term. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 17.000, df = 3, p < .001). The Model Summary showed a -2 Log likelihood of 229.018, Cox & Snell R Square of .076, and Nagelkerke R Square of .112, suggesting that the model explained 7.6% to 11.2% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 2.126, df = 8, p = .977) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 74.3%, with higher accuracy in predicting 'Yes' (97.5%) than 'No' (8.9%). In the Variables in the Equation table, none of the predictors were statistically significant. Conscientiousness (B = -0.304, p = .793), Competence_Prada (B = -1.244, p = .187), and InteractionC_C_Prada (B = 0.218, p = .510) did not significantly predict the likelihood of purchasing an item from Prada. The Exp(B) values suggested that Conscientiousness increased the odds by 0.738, while Competence_Prada increased the odds by 0.288.

The last logistic regression analysis was conducted to predict the likelihood of purchasing an item from Balenciaga based on Conscientiousness, Competence, and their interaction term. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 32.379, df = 3, p < .001). The Model Summary showed a -2 Log likelihood of 233.643, Cox & Snell R Square of .140, and Nagelkerke R Square of .197, suggesting that the model explained 14.0% to 19.7% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 13.755, df = 8, p = .088) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 72.4%, with higher accuracy in predicting 'No' (91.2%) than 'Yes' (31.3%). In the Variables in the Equation table, none of the predictors were statistically significant. Conscientiousness (B = 0.379, p = .694), Competence_Balenciaga (B = -0.942, p = .243), and InteractionC_C_Balenciaga (B = -0.010, p = .972) did not significantly predict the likelihood of purchasing an item from Balenciaga. The B values suggested that Conscientiousness decreased the odds by 1.461, while Competence_Balenciaga increased the odds by 0.390.

Therefore, Hypothesis 3 was rejected for all three brands.

Confounding Variables Hypothesis 3

The logistic regression model, which included confounding variables to predict the likelihood of purchasing an item from Hermès, was significant (Chi-square = 84.522, $p < .001$), explaining 32.6% to 44.3% of the variance (Cox & Snell R Square = .326, Nagelkerke R Square = .443). The model showed good fit (Hosmer and Lemeshow Test, Chi-square = 6.307, $p = .613$) and an overall correct classification rate of 79.4%, with 87.0% accuracy for predicting 'Yes' and 67.5% for 'No'. Significant predictors included: willingness to purchase a luxury item ($B = -0.422$, $p = .026$), brand appeal ($B = -1.187$, $p < .001$), annual household income ($B = -0.398$, $p = .006$), and brand familiarity ($B = 0.614$, $p = .009$). Negative B values indicated that an increase in the variable (such as willingness to purchase a luxury item and higher household income) increased the likelihood of purchasing Hermès. Conversely, positive B values (such as higher familiarity with the brand) indicated a decrease in the likelihood of purchasing Hermès. Other variables such as age, gender, education level, conscientiousness, competence, and interactions were not significant.

The logistic regression model testing how confounding variables predicted the likelihood of purchasing an item from Prada was significant (Chi-square = 76.250, $p < .001$), explaining 30.0% to 43.0% of the variance (Cox & Snell R Square = .300, Nagelkerke R Square = .430). The model showed good fit (Hosmer and Lemeshow Test, Chi-square = 6.110, $p = .635$) and an overall correct classification rate of 80.4%, with 90.5% accuracy for predicting 'Yes' and 51.8% for 'No'. Significant predictors included willingness to purchase a luxury item ($B = -0.505$, $p = .007$), appeal of the brand Prada ($B = -1.529$, $p < .001$), and brand familiarity ($B = 0.730$, $p = .011$). Negative B values indicated that an increase in the variable (such as willingness to purchase a luxury item and higher appeal of the brand) increased the likelihood of purchasing Prada. Conversely, positive B values (such as higher familiarity with the brand) indicated a decrease in the likelihood of purchasing Prada. Other variables such as age, gender, income, education level, conscientiousness, and competence were not significant.

The logistic regression model, which included confounding variables to predict the likelihood of purchasing an item from Balenciaga, was significant (Chi-square = 84.522, $p < .001$), explaining 32.6% to 44.3% of the variance (Cox & Snell R Square = .326, Nagelkerke R Square = .443). The model showed good fit (Hosmer and Lemeshow Test, Chi-square = 6.307, $p = .613$) and an overall correct classification rate of 79.4%, with 87.0% accuracy for predicting 'Yes' and 67.5% for 'No'. Significant predictors included willingness to purchase a luxury item

(B = -0.422, p = .026), appeal of the brand Balenciaga (B = -1.187, p < .001), annual household income (B = -0.398, p = .006), and brand familiarity (B = 0.614, p = .009). Negative B values indicated that an increase in the variable (such as willingness to purchase a luxury item and higher household income) increased the likelihood of purchasing Balenciaga. Conversely, positive B values (such as higher familiarity with the brand) indicated a decrease in the likelihood of purchasing Balenciaga. Other variables such as age, gender, income, education level, extraversion, sophistication, excitement, and interactions were not significant.

Further, H4 is tested:

> **Hypothesis 4 (H4):** There is a significant positive relationship between Individuals showing high levels of Extraversion and luxury brands perceived as sophisticated and exciting.
>
> **H0-4:** There is no significant relationship between high levels of extraversion and purchase intentions towards luxury brands perceived as sophisticated and exciting.

To analyze the fourth hypothesis, the earlier created variable for the personality trait "Extraversion" was used. Further, based on Aaker's brand personality framework, the items measuring "daring"; "spirited", "imaginative", "up-to-date" were put together to create the variable "Excitement" for each brand, and the items "upper-class" and "charming" were used to create the variable "Sophistication" for each brand. The interaction terms for each brand were then used to calculate whether they had a significant impact on the purchase intention.

Starting with the first logistic regression analysis, it was conducted to predict the likelihood of purchasing an item from Hermès based on Excitement, Sophistication, Extraversion, and their interaction terms. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 36.423, df = 5, p < .001). The Model Summary showed a -2 Log likelihood of 249.386, Cox & Snell R Square of .157, and Nagelkerke R Square of .212, suggesting that the model explained 15.7% to 21.2% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 5.054, df = 8, p = .752) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 68.7%, with higher accuracy in predicting 'Yes' (85.5%) than 'No' (42.2%). In the Variables in the Equation table, none of the predictors were statistically significant. ExcitementHermes (B = 0.140, p = .861), Sophisticated_Hermes (B = 0.346, p = .732), Extraversion (B = 2.279, p = .106), Interaction_E_E_Hermes (B = -0.275, p = .366), and Interaction_E_S_Hermes (B = -0.391, p

= .328) did not significantly predict the likelihood of purchasing an item from Hermès. The B values suggested that ExcitementHermes decreased the odds by 1.151, while Extraversion increased the odds by 9.768.

The logistic regression analysis was conducted to predict the likelihood of purchasing an item from Prada based on Extraversion, Excitement, Sophistication, and their interaction terms. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 16.152, df = 5, p = .006). The Model Summary showed a -2 Log likelihood of 229.866, Cox & Snell R Square of .073, and Nagelkerke R Square of .106, suggesting that the model explained 7.3% to 10.6% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 11.545, df = 8, p = .173) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 74.8%, with higher accuracy in predicting 'Yes' (96.8%) than 'No' (12.5%). In the Variables in the Equation table, none of the predictors were statistically significant. Extraversion (B = -0.349, p = .778), ExcitementPrada (B = -0.021, p = .979), Sophisticated_Prada (B = -1.006, p = .269), Interaction_E_S_Prada (B = 0.222, p = .518), and Interaction_E_E_Prada (B = -0.147, p = .613) did not significantly predict the likelihood of purchasing an item from Prada. The B values suggested that Extraversion increased the odds by 0.705, while Sophisticated_Prada increased the odds by 0.366.

The logistic regression analysis was conducted to predict the likelihood of purchasing an item from Balenciaga based on Extraversion, Sophistication, Excitement, and their interaction terms. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 29.015, df = 5, p < .001). The Model Summary showed a -2 Log likelihood of 237.006, Cox & Snell R Square of .127, and Nagelkerke R Square of .178, suggesting that the model explained 12.7% to 17.8% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 16.592, df = 8, p = .035) suggested a potential issue with the model fit. The Classification Table showed an overall correct classification rate of 71.5%, with higher accuracy in predicting 'No' (89.1%) than 'Yes' (32.8%). In the Variables in the Equation table, none of the predictors were statistically significant. Extraversion (B = 0.315, p = .791), Sophisticated_Balenciaga (B = -1.427, p = .139), Interaction_E_E_Balenciaga (B = -0.327, p = .313), Interaction_E_S_Balenciaga (B = 0.323, p = .366), and ExcitementBalenciaga (B = 0.453, p = .600) did not significantly predict the likelihood of purchasing an item from Balenciaga. The B values suggested that Extraversion decreased the odds by 1.370, while Sophistication increased the odds by 0.240.

Based on these results, Hypothesis 4 was rejected for all three brands.

Confounding Variables Hypothesis 4

The logistic regression model, which included confounding variables to predict the likelihood of purchasing an item from Hermès, was significant (Chi-square = 82.968, $p < .001$), explaining 32.1% to 43.6% of the variance (Cox & Snell R Square = .321, Nagelkerke R Square = .436). The model showed good fit (Hosmer and Lemeshow Test, Chi-square = 2.710, $p = .951$) and an overall correct classification rate of 78.5%, with 83.2% accuracy for predicting 'Yes' and 71.1% for 'No'. Significant predictors included willingness to purchase a luxury item ($B = -0.428$, $p = .020$), appeal of the brand Hermès ($B = -1.028$, $p < .001$), annual household income ($B = -0.314$, $p = .025$), and brand familiarity ($B = 0.471$, $p = .037$). Negative B values indicated that an increase in the variable (such as willingness to purchase a luxury item and higher brand appeal) increased the likelihood of purchasing Hermès. Conversely, positive B values (such as higher familiarity with the brand) indicated a decrease in the likelihood of purchasing Hermès. Other variables such as age, gender, education level, extraversion, sophistication, and interactions were not significant.

The logistic regression model testing how confounding variables predicted the likelihood of purchasing an item from Prada was significant (Chi-square = 70.810, $p < .001$), explaining 28.2% to 41.2% of the variance (Cox & Snell R Square = .282, Nagelkerke R Square = .412). The model showed good fit (Hosmer and Lemeshow Test, Chi-square = 9.285, $p = .319$) and an overall correct classification rate of 81.3%, with 91.8% accuracy for predicting 'Yes' and 51.8% for 'No'. Significant predictors included willingness to purchase a luxury item ($B = -0.505$, $p = .006$), brand appeal ($B = -1.419$, $p < .001$), and brand familiarity ($B = 0.638$, $p = .020$). Negative B values indicated that an increase in the variable (such as willingness to purchase a luxury item and higher appeal of the brand) increased the likelihood of purchasing Prada. Conversely, positive B values (such as higher familiarity with the brand) indicated a decrease in the likelihood of purchasing Prada. Other variables, such as age, gender, income, education level, extraversion, sophistication, and interaction effects, were not significant.

The logistic regression model, which included confounding variables to predict the likelihood of purchasing an item from Balenciaga, was significant (Chi-square = 89.051, $p < .001$), explaining 34.0% to 47.8% of the variance (Cox & Snell R Square = .340, Nagelkerke R Square

= .478). The model showed good fit (Hosmer and Lemeshow Test, Chi-square = 10.722, p = .218) and an overall correct classification rate of 82.7%, with 61.2% accuracy for predicting 'Yes' and 92.5% for 'No'. Significant predictors included brand appeal (B = -1.254, p < .001) and the interaction term for extraversion and brand familiarity (B = -0.131, p = .002). Negative B values indicated that an increase in the variable (such as brand appeal) increased the likelihood of purchasing Balenciaga. Conversely, positive B values indicated a decrease in the likelihood of purchasing Balenciaga. Other variables such as willingness to purchase a luxury item, age, gender, income, education level, extraversion, familiarity with the brand, sophistication of the brand, and other interaction terms were not significant.

Coming to the fifth hypothesis:

> **Hypothesis 5 (H5):** There is a significant positive relationship between Individuals showing high levels of agreeableness and luxury brands perceived as sincere.
>
> **H0-5:** There is no significant relationship between high levels of agreeableness and purchase intentions towards luxury brands perceived as sincere.

In order to evaluate H5, the items “I see myself as someone who... - is generally trusting” and “I see myself as someone who... - tends to find fault with others” were summarized to create the variable “Agreeableness.”

The logistic regression analysis was conducted to predict the likelihood of purchasing an item from Hermès based on Agreeableness, Sincerity, and their interaction term. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 12.511, df = 3, p = .006). The Model Summary showed a -2 Log likelihood of 273.297, Cox & Snell R Square of .057, and Nagelkerke R Square of .077, suggesting that the model explained 5.7% to 7.7% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 6.936, df = 8, p = .544) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 63.1%, with higher accuracy in predicting 'Yes' (85.5%) than 'No' (27.7%). In the Variables in the Equation table, none of the predictors were statistically significant. Agreeableness (B = -0.490, p = .453), Sincerity_Hermes (B = -1.317, p = .070), and Interaction_A_S_Hermes (B = 0.296, p = .211) did not significantly predict the likelihood of purchasing an item from Hermès. The B values suggested that Agreeableness increased the odds by 0.613, while Sincerity_Hermes increased the odds by 0.268.

The next logistic regression analysis was conducted to predict the likelihood of purchasing an item from Prada based on Agreeableness, Sincerity, and their interaction term. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 11.311, df = 3, p = .010). The Model Summary showed a -2 Log likelihood of 234.708, Cox & Snell R Square of .051, and Nagelkerke R Square of .075, suggesting that the model explained 5.1% to 7.5% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 5.096, df = 8, p = .747) indicated a good fit of the model. The Classification Table showed an overall correct classification rate of 74.8%, with higher accuracy in predicting 'Yes' (98.1%) than 'No' (8.9%). In the Variables in the Equation table, none of the predictors were statistically significant. Agreeableness (B = 0.686, p = .309), Sincerity_Prada (B = 0.024, p = .975), and Interaction_A_S_Prada (B = -0.186, p = .477) did not significantly predict the likelihood of purchasing an item from Prada. The B values suggested that Agreeableness decreased the odds by 1.985, while Interaction_A_S_Prada increased the odds by 0.830.

The last logistic regression analysis for this hypothesis was conducted to predict the likelihood of purchasing an item from Balenciaga based on Agreeableness, Sincerity, and their interaction term. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 25.397, df = 3, p < .001). The Model Summary showed a -2 Log likelihood of 240.624, Cox & Snell R Square of .112, and Nagelkerke R Square of .157, suggesting that the model explained 11.2% to 15.7% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 21.418, df = 8, p = .006) suggested that the model's fit was not perfect, indicating some lack of fit. The Classification Table showed an overall correct classification rate of 71.0%, with higher accuracy in predicting 'No' (90.5%) than 'Yes' (28.4%). In the Variables in the Equation table, none of the predictors were statistically significant. Agreeableness (B = 0.037, p = .956), Sincerity_Balenciaga (B = -0.676, p = .373), and Interaction_A_S_Balenciaga (B = -0.076, p = .770) did not significantly predict the likelihood of purchasing an item from Balenciaga. The B values suggested that higher levels of Sincerity_Balenciaga and Interaction_A_S_Balenciaga increased the odds of purchasing, while higher Agreeableness decreased the odds.

Based on the results, Hypothesis 5 was rejected for all three brands.

Confounding Variables Hypothesis 5

The logistic regression model, which included confounding variables to predict the likelihood of purchasing an item from Hermès, was significant (Chi-square = 74.383, $p < .001$), explaining 29.4% to 39.8% of the variance (Cox & Snell R Square = .294, Nagelkerke R Square = .398). The model showed acceptable fit (Hosmer and Lemeshow Test, Chi-square = 23.536, $p = .003$) and an overall correct classification rate of 78.5%, with 84.7% accuracy for predicting 'Yes' and 68.7% for 'No'. Significant predictors included willingness to purchase a luxury item ($B = -0.454$, $p = .014$), brand appeal ($B = -1.157$, $p < .001$), annual household income ($B = -0.338$, $p = .012$), and brand familiarity ($B = 0.515$, $p = .018$). Negative B values indicated that an increase in the variable (such as willingness to purchase a luxury item and higher household income) increased the likelihood of purchasing Hermès. Conversely, positive B values (such as higher familiarity with the brand) indicated a decrease in the likelihood of purchasing Hermès. Variables such as age, gender, education level, agreeableness, sincerity, and the interaction terms did not show significant predictive value.

The logistic regression model, which included confounding variables to predict the likelihood of purchasing an item from Prada, was significant (Chi-square = 73.204, $p < .001$), explaining 29.0% to 42.4% of the variance (Cox & Snell R Square = .290, Nagelkerke R Square = .424). The model showed good fit (Hosmer and Lemeshow Test, Chi-square = 3.398, $p = .907$) and an overall correct classification rate of 81.3%, with 92.4% accuracy for predicting 'Yes' and 50.0% for 'No'. Significant predictors included willingness to purchase a luxury item ($B = -0.541$, $p = .004$), appeal of the brand Prada ($B = -1.557$, $p < .001$), familiarity with the brand ($B = 0.704$, $p = .013$), and the interaction term ($B = -0.579$, $p = .046$). Negative B values indicated that an increase in the variable (such as willingness to purchase a luxury item and higher appeal of the brand) increased the likelihood of purchasing Prada. Conversely, positive B values (such as higher familiarity with the brand) indicated a decrease in the likelihood of purchasing Prada. Other variables such as age, gender, income, education level, agreeableness, and sincerity were not significant.

The logistic regression model, which included confounding variables to predict the likelihood of purchasing an item from Balenciaga, was significant (Chi-square = 85.040, $p < .001$), explaining 32.8% to 46.1% of the variance (Cox & Snell R Square = .328, Nagelkerke R Square = .461). The model showed good fit (Hosmer and Lemeshow Test, Chi-square = 4.654, $p = .794$) and an overall correct classification rate of 80.8%, with 58.2% accuracy for predicting

'Yes' and 91.2% for 'No'. Significant predictors included how appealing the brand Balenciaga was (B = -1.225, p < .001). Negative B values indicated that an increase in the variable (such as higher appeal of the brand) increased the likelihood of purchasing Balenciaga. Conversely, positive B values would indicate a decrease in the likelihood, but no significant positive predictors were found. Variables that did not show significance included willingness to purchase a luxury item, age, gender, income, education level, agreeableness, brand familiarity, interaction with sincerity, and sincerity itself.

Testing the last Hypothesis:

> **Hypothesis 6 (H6):** There is a significant positive relationship between Individuals showing high levels of Neuroticism and luxury brands perceived as competent and sincere.
>
> **H0-6:** There is no significant relationship between high levels of neuroticism and purchase intentions towards luxury brands perceived as competent and sincere.

Coming to the last hypothesis testing, the logistic regression analysis was conducted to predict the likelihood of purchasing an item from Hermès based on Neuroticism, Sincerity, Competence, and their interaction terms. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 18.057, df = 5, p = .003). The Model Summary showed a -2 Log likelihood of 267.752, Cox & Snell R Square of .081, and Nagelkerke R Square of .110, suggesting that the model explained 8.1% to 11.0% of the variance in the dependent variable. The Hosmer and Lemeshow Test (Chi-square = 11.634, df = 8, p = .168) suggested a good fit for the model. The Classification Table showed an overall correct classification rate of 63.1%, with higher accuracy in predicting 'Yes' (82.4%) than 'No' (32.5%).

In the Variables in the Equation table, none of the predictors were statistically significant. Neuroticism (B = .054, p = .941), Sincerity_Hermes (B = .936, p = .264), Competence_Hermes (B = -1.328, p = .086), Interaction_N_S_Hermes (B = -.375, p = .181), and Interaction_N_C_Hermes (B = .294, p = .239) did not significantly predict the likelihood of purchasing an item from Hermès. The B values suggested that higher levels of Competence_Hermes and Interaction_N_S_Hermes increased the odds of purchasing, while higher Neuroticism, Sincerity_Hermes, and Interaction_N_C_Hermes decreased the odds of purchase.

The following logistic regression analysis was conducted to predict the likelihood of purchasing an item from Prada based on Neuroticism, Interaction_N_S_Prada, Interaction_N_C_Prada, Sincerity_Prada, and Competence_Prada. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 21.222, df = 5, $p < .001$). The Model Summary showed a -2 Log likelihood of 224.797, Cox & Snell R Square of .094, and Nagelkerke R Square of .138, suggesting that the model explained 9.4% to 13.8% of the variance in the dependent variable.

The Hosmer and Lemeshow Test (Chi-square = 4.284, df = 8, p = .831) suggested that the model's fit was good. The Classification Table showed an overall correct classification rate of 77.1%, with higher accuracy in predicting 'Yes' (98.1%) than 'No' (17.9%).

In the Variables in the Equation table, Competence_Prada was the only statistically significant predictor (B = -2.188, p = .019), indicating that higher Competence_Prada significantly increased the odds of purchasing an item from Prada. Other predictors such as Neuroticism (B = -0.113, p = .904), Interaction_N_S_Prada (B = -0.521, p = .123), Interaction_N_C_Prada (B = 0.554, p = .066), and Sincerity_Prada (B = 1.316, p = .198) were not statistically significant. The B values suggested that higher levels of Competence_Prada increased the likelihood of purchasing, while higher Neuroticism and Interaction_N_S_Prada decreased the likelihood of purchasing.

The logistic regression analysis was conducted to predict the likelihood of purchasing an item from Balenciaga based on Neuroticism, Sincerity, and their interaction terms. The Omnibus Tests of Model Coefficients indicated that the model was statistically significant (Chi-square = 37.587, df = 5, $p < .001$). The Model Summary showed a -2 Log likelihood of 228.435, Cox & Snell R Square of .161, and Nagelkerke R Square of .226, suggesting that the model explained 16.1% to 22.6% of the variance in the dependent variable.

The Hosmer and Lemeshow Test (Chi-square = 12.122, df = 8, p = .146) suggested that the model's fit was acceptable. The Classification Table showed an overall correct classification rate of 72.9%, with higher accuracy in predicting 'No' (89.8%) than 'Yes' (35.8%).

In the Variables in the Equation table, none of the predictors were statistically significant. Neuroticism (B = -0.139, p = .897), Sincerity_Balenciaga (B = -2.065, p = .063), Interaction_N_S_Balenciaga (B = 0.580, p = .120), Interaction_N_C_Balenciaga (B = -0.289, p = .369), and Competence_Balenciaga (B = 0.120, p = .898) did not significantly predict the likelihood of purchasing an item from Balenciaga. The B values suggested that higher levels of Sincerity_Balenciaga and Interaction_N_C_Balenciaga increased the odds of purchasing, while higher levels of Neuroticism and Interaction_N_S_Balenciaga decreased the odds.

Therefore, Hypothesis 6 was rejected for the brands Hermès and Balenciaga and partially rejected for Prada.

Confounding Variables Hypothesis 6

The logistic regression model, which included confounding variables to predict the likelihood of purchasing an item from Hermès, was significant (Chi-square = 77.147, p < .001), explaining 30.3% to 44.3% of the variance (Cox & Snell R Square = .303, Nagelkerke R Square = .443). The model showed a good fit (Hosmer and Lemeshow Test, Chi-square = 13.612, p = .092) and an overall correct classification rate of 77.6%, with 83.2% accuracy for predicting 'Yes' and 68.7% for 'No'. Significant predictors included willingness to purchase a luxury item (B = -0.423, p = .023), annual household income (B = -0.299, p = .033), familiarity with the brand Hermès (B = 0.584, p = .010), appeal of the brand Hermès (B = -1.274, p < .001), sincerity_Hermes (B = 2.026, p = .039), and interaction_N_S_Hermes (B = -0.642, p = .047). Variables that showed no significance included age (B = -0.149, p = .498), gender (B = -0.124, p = .788), education level (B = 0.247, p = .328), neuroticism (B = 0.663, p = .460), interaction_N_C_Hermes (B = 0.363, p = .230), competence_Hermes (B = -1.275, p = .167), and the constant (B = 2.499, p = .402). Negative B values indicated that an increase in the variable (such as willingness to purchase a luxury item and higher household income) decreased the likelihood of purchasing Hermès, while positive B values (such as higher familiarity with the brand) indicated an increase in the likelihood of purchasing Hermès.

The logistic regression model, which included confounding variables to predict the likelihood of purchasing an item from Prada, was significant (Chi-square = 77.147, p < .001), explaining 30.3% to 44.3% of the variance (Cox & Snell R Square = .303, Nagelkerke R Square = .443). The model showed a good fit (Hosmer and Lemeshow Test, Chi-square = 13.612, p = .092) and an overall correct classification rate of 80.4%, with 89.9% accuracy for predicting 'Yes' and

53.6% for 'No'. Significant predictors included willingness to purchase a luxury item (B = -0.607, p = .002), familiarity with the brand Prada (B = 0.750, p = .009), brand appeal (B = -1.451, p < .001), and Interaction_N_S_Prada (B = -0.748, p = .048). Negative B values indicated that an increase in the variable (such as willingness to purchase a luxury item and higher brand appeal) increased the likelihood of purchasing Prada. Conversely, positive B values (such as higher familiarity with the brand) indicated a decrease in the likelihood of purchasing Prada. Other variables such as age, gender, income, education level, neuroticism, competence, sincerity, and Interaction_N_C_Prada were not significant.

The results showed differences in the significant variables. The interaction term Interaction_N_S_Prada (Neuroticism and Sincerity_Prada) was significant in the second logistic regression model but not in the first. This was likely due to the inclusion of additional confounding variables, such as willingness to purchase a luxury item, familiarity with the brand, and brand appeal. These variables enhanced the model's complexity and fit, capturing more variance and reducing the residual error. This led to better isolation of specific effects and greater statistical power, thereby making the interaction term significant in the second model.

The change of significance of the perceived competence of Prada could be explained by the inclusion of additional confounding variables like willingness to purchase a luxury item, familiarity with the Prada brand, and brand appeal in the second model. These variables captured the variance that Competence_Prada explained in the first model, reducing its significant contribution. The second model's increased complexity and better fit distributed explanatory power across more predictors, diminishing the impact of the variable “Competence_Prada”. Changes in coefficients and interactions, along with reduced multicollinearity, also affected Competence_Prada's significance. Consequently, the second model offered a more detailed explanation of purchasing likelihood, where Competence_Prada was overshadowed by other variables.

The logistic regression model examining the likelihood of purchasing an item from Balenciaga was significant (Chi-square = 91.249, p < .001), explaining 34.7% to 48.8% of the variance (Cox & Snell R Square = .347, Nagelkerke R Square = .488). The model demonstrated a good fit (Hosmer and Lemeshow Test, Chi-square = 6.448, p = .597) and achieved an overall correct classification rate of 82.2%, with 58.2% accuracy for predicting 'Yes' and 93.2% for 'No'. Significant predictors included the appeal of the brand Balenciaga (B = -1.246, p < .001). Other

variables, such as willingness to purchase a luxury item, age, gender, income, education level, neuroticism, familiarity with the brand, interaction effects, sincerity, and competence, were not significant predictors.

Negative B values indicated that an increase in the variable (such as the appeal of the brand) decreased the likelihood of purchasing Balenciaga, whereas positive B values would indicate the opposite effect.

Hypothesis	Result	Significance
H1: There is a significant positive relationship between the interaction of consumer personality traits and perceived brand personality and purchase intention	Rejected for all brands	None of the predictors significant
H2: There is a significant positive relationship between Openness in consumers and purchase intentions towards rugged and exciting luxury brands	Rejected for all brands	None of the predictors significant
H3: There is a significant positive relationship between Conscientiousness and purchase intentions towards competent luxury brands	Rejected for all brands	None of the predictors significant
H4: There is a significant positive relationship between Extraversion and purchase intentions towards sophisticated and exciting luxury brands	Rejected for all brands	None of the predictors significant
H5: There is a significant positive relationship between Agreeableness and purchase intentions towards sincere luxury brands	Rejected for all brands	None of the predictors significant
H6: There is a significant positive relationship between Neuroticism and purchase intentions towards competent and sincere luxury brands	Partially rejected for Prada, rejected for Hermès and Balenciaga	Competence_Prada significant, other predictors not significant

Table 2: Results of Hypothesis Testing

In the empirical analysis of this study, several confounding variables consistently showed significance and demonstrated substantial influence on purchase intentions across various hypotheses, particularly brand appeal. This variable was a significant predictor for purchase intentions towards all three brands (Hermès, Prada, and Balenciaga). Higher appeal of a brand consistently increased the likelihood of purchase, indicating that consumers' perception of a brand's attractiveness played a crucial role in their purchase decisions.

Therefore, the effect of the interaction between brand personality and consumer personality was tested using a linear regression model on the examples of the brands Hermès, Prada, and Balenciaga.

Starting with the results regarding Hermès brand appeal, the Model Summary indicated an R value of 0.527, suggesting a moderate correlation between the predictors and the dependent variable. The R Square value of 0.278 meant that approximately 27.8% of the variance in brand appeal could be explained by the model, which included BFI10, Hermès Personality, and their interaction. The ANOVA table showed that the model was statistically significant ($F(3, 210) = 26.922$, $p < 0.001$), indicating that the predictors collectively explained a significant portion of the variance in brand appeal. The Coefficients table provided further details on the predictors. The Hermès Personality variable had a significant positive impact on brand appeal ($B = 1.418$, $p = 0.007$), suggesting that a higher perceived personality of Hermès was associated with increased appeal. BFI10 ($B = 0.793$, $p = 0.219$) and the interaction term ($B = -0.240$, $p = 0.221$) were not significant, indicating that these variables did not independently predict brand appeal in this model. Overall, the analysis showed that Hermès Personality was a significant predictor of how appealing consumers found the brand, while the interaction with BFI10 was not significant.

Testing the results for Prada, the model summary showed an R value of 0.474, indicating a moderate correlation between the predictors and the dependent variable. The R Square value was 0.225, meaning that 22.5% of the variance in brand appeal was explained by the model, which included BFI10, Prada Personality, and their interaction. The ANOVA table indicated that the model was statistically significant ($F(3, 210) = 20.270$, $p < 0.001$), suggesting that the predictors collectively explained a significant portion of the variance in brand appeal. The Coefficients table provided further details on the predictors. None of the predictors were statistically significant: BFI10 ($B = 0.031$, $p = 0.962$), Prada Personality ($B = 0.793$, $p = 0.140$), and the interaction term ($B = -0.042$, $p = 0.832$) did not significantly predict brand appeal. The

constant term was also not significant (B = 1.182, p = 0.509). Overall, the analysis showed that while the model itself was significant, indicating that the combination of variables explained a portion of the variance in brand appeal, none of the individual predictors (BFI10, Prada Personality, and their interaction) were significant on their own. This suggested that other factors not tested by the model may have been influencing how appealing consumers found the brand Prada.

Lastly, the influence of the interaction between customer personality and brand personality on purchase intention towards Balenciaga was tested. The Model Summary showed an R value of 0.559, indicating a moderate correlation between the predictors and the dependent variable. The R Square value of 0.313 meant that 31.3% of the variance in brand appeal was explained by the model, which included BFI10, Balenciaga Personality, and their interaction. The ANOVA table indicated that the model was statistically significant ($F(3, 210) = 31.856$, $p < 0.001$), suggesting that the predictors collectively explained a significant portion of the variance in brand appeal. The Coefficients table provided further details on the predictors. None of the predictors were statistically significant individually: BFI10 (B = -0.811, p = 0.170), Balenciaga Personality (B = 0.252, p = 0.619), and the interaction term (B = 0.215, p = 0.251) did not significantly predict brand appeal. The constant term was also not significant (B = 2.191, p = 0.171). Overall, the analysis showed that while the model itself was significant, indicating that the combination of variables explained a portion of the variance in brand appeal, none of the individual predictors (BFI10, Balenciaga Personality, and their interaction) were significant on their own. This suggested that other factors not included in the model may have been influencing how appealing consumers found the brand Balenciaga.

5. Discussion

The study results are discussed in this chapter, along with a critical reflection on methodological limitations. The main objective of this study was to investigate how the interaction between consumer personality traits and perceived brand personality affects purchase intentions in the luxury market. During the empirical analysis, six hypotheses based on the Big Five personality traits and Aaker's brand personality dimensions were tested on the brands Hermès, Prada, and Balenciaga.

Contrary to the theoretical expectations, the study found that the majority of these traits did not significantly influence purchase intentions towards luxury brands such as Hermès, Prada, and Balenciaga. This contradicts the theoretical framework proposed by researchers like Kapferer

and Bastien (2012), which emphasizes the critical role of personality congruence in brand-consumer relationships. Notably, only Neuroticism showed a partial positive relationship with purchase intentions for Prada, suggesting that consumers high in Neuroticism may seek comfort and stability from brands perceived as competent and sincere, aligning with the theoretical notion of psychological alignment in consumer behavior (Toldos-Romero & Orozco-Gómez, 2015). However, the overall lack of significant findings for most hypotheses underscores the complexity of luxury consumer behavior and suggests that factors beyond personality traits, such as brand appeal and familiarity, might play a more substantial role in influencing purchase decisions. This aligns with Veblen's (2017) concept of conspicuous consumption, where social status and brand prestige often outweigh individual psychological traits in driving luxury purchases. Thus, while personality traits do offer some predictive value, this study indicates that luxury branding strategies must also consider broader cultural, social, and economic influences to cater to diverse consumer bases effectively.

5.1 Answering the Research Question

For Hypotheses H1 through H5, the results consistently showed no significance for any of the predictors across all three brands. This suggests that the interaction between the Big Five personality traits (Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) and brand personality dimensions (Sincerity, Excitement, Competence, Sophistication, and Ruggedness) does not have a substantial impact on consumers' purchase intentions.

However, Hypothesis H6, which suggested a positive relationship between Neuroticism and purchase intentions towards competent and sincere luxury brands, was partially supported for the brand Prada. The inclusion of confounding variables such as willingness to purchase a luxury item, familiarity with the brand, and brand appeal revealed significant predictors. Specifically, the interaction term between Neuroticism and how sincere Prada is perceived was found to be significant.

The fact that Prada, and not Hermès or Balenciaga, showed significant results for Hypothesis 6 could be due to several factors. Prada may have a brand image that aligns more closely with the attributes of competence and sincerity in the eyes of neurotic consumers. Prada's advertising often focuses on creating a luxurious yet approachable image (e.g. “The Galleria featuring Hunter Schafer”), which makes the brand feel more sincere. Further, Prada is a brand that is

more accessible, also for younger people. Since the majority of the asked probands are 18-24 years old (43%), this could be a decisive reason.
Hermès on the other hand, while also known for high-quality craftsmanship and attention to detail, is characterized by high exclusivity and extremely high price points. This may make Hermès less accessible and more intimidating for consumers seeking comfort and reliability. Therefore, Hermès' emphasis on exclusivity and luxury might not resonate with the desire for competence and sincerity as strongly as Prada does. Neurotic consumers might perceive Hermès as unattainable and less approachable, reducing the brand's appeal in this context.
Balenciaga, on the other hand, is known for its avant-garde and sometimes controversial fashion. The brand's focus on pushing boundaries and creating bold statement pieces might not align with the needs of neurotic consumers who seek stability and reassurance. Balenciaga's brand image may not fulfill the psychological need for competence and sincerity that neurotic consumers look for, leading to its lack of significance in the model for Hypothesis H6.

5.2. Methodological limitations

The lack of significance of hypotheses H1 to H5 for the three brands could be due to several factors. First, consumer purchase intentions in the luxury market might be influenced by a variety of elements beyond personality traits and brand personality dimensions. These can include cultural factors, economic conditions, and personal experiences, among others. In addition, the tools and scales used to measure personality traits and brand personality may not fully capture the nuances of how these constructs influence consumer behavior.
Additionally, the specific perceptions, and associations that consumers have with each brand may not exactly match the dimensions of the Big Five personality traits and the brand personality framework. Perceived brand personality can vary greatly from consumer to consumer, as it can be influenced by even minor points of contact with a brand, making it a dynamic rather than a static influence on purchase intentions.

In addition, the sample population in this study was very young, and, likely, many participants had never purchased from these three specific brands. This lack of purchasing experience may have limited the extent to which their personality traits influence their preferences and intentions concerning luxury brands. The brand familiarity data emphasizes this point as it shows that participants have varying levels of familiarity with brands: 6.1% were not familiar at all, 29.4% were moderately familiar, and 7.0% were extremely familiar with Hermès; 1.4%

were not familiar at all, 34.1% were moderately familiar, and 10.7% were extremely familiar with Prada; and 7.0% were not familiar at all, 34.1% were moderately familiar, and 7.5% were extremely familiar with Balenciaga. This suggests that while some participants were very familiar with these brands, a significant proportion were only moderately or slightly familiar, which could influence their responses and the overall results.

Brand	Not familiar at all(%)	Slightly familiar(%)	Moderately familiar (%)	Very familiar(%)	Extremely familiar(%)
Hermès	6.1	21.0	29.4	36.4	7.0
Prada	1.4	14.0	34.1	39.7	10.7
Balenciaga	7.0	18.7	34.1	32.7	7.5

Table 3: Brand Familiarity

Further, testing only three brands might not have provided enough variety in brand choice, potentially impacting the study's outcome.

Although the study controlled for cultural background by asking participants in which country they grew up, too little information was collected to be able to identify which cultural influences might have affected their answers. A significant proportion of participants (58.5%) grew up in Germany, with the remainder coming from various countries including France, the US, Turkey, and Italy, ensuring a diverse sample. In addition, the diversity of the sample also leads to variability that could affect the results of the hypothesis tests. Cultural differences may lead to different perceptions of brand personality and consumer behavior, which could potentially dilute the observed effects of the relationships studied. Although the study aimed to account for cultural background, the diversity of cultures may have masked more nuanced cultural influences. This limitation suggests that future research could benefit from a more focused approach, looking more closely at specific cultural groups to understand how cultural factors interact with consumer personality traits and brand perceptions in the luxury market.

The data was collected using an online survey, which, despite its many advantages, can also have limitations. Self-reported data can be subject to biases, such as social desirability bias, where participants are more likely to give answers they consider socially acceptable than their true feelings or behaviors. In addition, the use of Likert scales and self-assessment instruments to measure personality traits and brand perceptions often cannot fully capture the complexity and nuances of these constructs.

A cross-sectional survey was conducted for the study, in which the data was recorded at a single point in time. This limits the possibility of establishing causal relationships between the variables. Longitudinal studies, in which participants are observed over a longer period, could provide deeper insights into the development of personality traits and brand perceptions as well as the influence of these changes on purchasing behavior.

Additionally, the impact of rising social inequality and environmental concerns were not adequately considered in the presented study. As consumers increasingly demand ethical and sustainable practices from brands, these challenges can have a critical impact on how customers perceive luxury brands. Further, the current deteriorating economic situation in many countries may lead to a general decrease in interest in luxury products.

5.3 Implications for Future Research

The methodological limitations mentioned here point to several important implications for future research in the field of luxury brands and consumer personality. First, while this study controlled for the country in which participants grew up, not enough information was collected to determine the specific cultural influences that may have affected their responses. Future research should take a more detailed approach and examine specific cultural groups in more detail to determine how cultural factors influence the relationship between consumer personality traits, brand personality, and purchase intentions. Secondly, due to the cross-sectional design of this study, it is only possible to establish causal relationships to a limited extent. A longitudinal study, in which the participants are followed over a longer period of time, provides deeper insights into the development of personality traits and brand perceptions. Furthermore, the sample in this study consisted mainly of young participants, which limits the generalisability of the results. Future studies should include broader demographic groups in order to better understand the influences of age, income, and education on the relationships between consumer personality and brand personality, and thus more accurately identify specific target groups for luxury brands.

Lastly, the results indicated that additional variables such as willingness to purchase a luxury item, brand familiarity, and brand appeal were significant predictors of purchase intentions. Future research should systematically examine these and other potential confounding variables, including the role of social media and influencers, to develop a more complete understanding

of the factors influencing purchasing behavior in the luxury market. By addressing these implications, future research can provide a more comprehensive and nuanced understanding of how consumer personality and brand personality influence purchase intentions and brand appeal in the luxury market.

5.4. Implications for Practice

The results of the hypothesis testing, which indicate a partial positive relationship between neuroticism and purchase intentions towards competent and sincere luxury brands, emphasize the importance of external perceptions of brand personality. Therefore, brands should consider concentrating on understanding which consumer personalities are particularly drawn to their brand personality and target their marketing communications accordingly. By tailoring their brand messages to the personality traits that resonate most with their target audience, brands can develop more effective and personalized marketing campaigns. Further, the need for luxury brands to invest in building a strong brand image is also supported by the importance of confounding variables such as brand appeal and awareness.

However, the lack of significant results for most interactions between consumer personality traits and brand personality dimensions in influencing purchase intentions suggests that luxury brands should not rely on these interactions for their marketing strategies. Instead, they should consider a more holistic approach that incorporates a range of factors, including consumer demographics, cultural backgrounds, and purchasing behaviors, to better understand and meet the needs of their target audiences.

Furthermore, the finding that many young participants had limited purchasing experience with luxury brands suggests that brands should focus on creating entry-level luxury products or more accessible product lines to attract younger consumers, like sunglasses and perfumes. Offering a range of products at different price points can help brands build loyalty among younger demographics, who may become more significant customers as their purchasing power increases.

6. Conclusion

This study explored the interaction between the Big Five personality traits and perceived brand personality on purchase intentions within the luxury market. The results largely did not support the hypothesized relationships, as no significant interaction effects were found for the brands

Hermès and Balenciaga. However, a partial significance for Hypothesis 6 regarding the brand Prada was found. The result showed a significant effect from the interaction between neuroticism and competent and sincere brands towards purchase intention. This suggests that while certain luxury brands may appeal to specific consumer traits, a broader application of these relationships remains unsubstantiated. The findings emphasize the need for future research to incorporate a wider range of cultural, demographic, and economic factors, and to employ longitudinal designs to better understand the evolving dynamics of consumer preferences. Practically, luxury brands should tailor their marketing strategies to resonate with the personality traits of their target audiences, invest in building strong brand appeal and awareness, and consider developing accessible product lines to attract younger consumers and build long-term loyalty.

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8. Appendix

Hypothesis 1

Hermès:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	28.590	3	<.001
	Block	28.590	3	<.001
	Model	28.590	3	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	257.218[a]	.125	.170

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4.288	8	.830

Classification Table[a]

Observed			Predicted: Would you purchase an item from Hermès? Yes	Predicted: Would you purchase an item from Hermès? No	Percentage Correct
Step 1	Would you purchase an item from Hermès?	Yes	110	21	84.0
		No	50	33	39.8
	Overall Percentage				66.8

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	BFI10	.804	1.760	.209	1	.648	2.234
	InteraktionHermesBFI10	-.032	.582	.003	1	.955	.968
	HermesPersonality	-.958	1.587	.364	1	.546	.384
	Constant	.345	4.778	.005	1	.942	1.412

a. Variable(s) entered on step 1: BFI10, InteraktionHermesBFI10, HermesPersonality.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	BFI10	1.813	1.972	.846	1	.358	6.131
	InteraktionHermesBFI10	-.277	.641	.187	1	.666	.758
	How old are you?	-.194	.227	.729	1	.393	.824
	Which gender do you identify most with?	-.509	.471	1.168	1	.280	.601
	What is your annual household income (in Euro)?	-.317	.138	5.271	1	.022	.728
	What is the highest degree or level of education you have completed?	.220	.251	.767	1	.381	1.246
	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.394	.184	4.590	1	.032	.674
	How familiar are you with the brand Hermès?	.575	.220	6.814	1	.009	1.777
	How appealing do you find the brand Hermès?	-1.117	.239	21.822	1	<.001	.327
	HermesPersonality	.321	1.747	.034	1	.854	1.379
	Constant	.734	5.751	.016	1	.898	2.084

a. Variable(s) entered on step 1: BFI10, InteraktionHermesBFI10, How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How familiar are you with the brand Hermès?, How appealing do you find the brand Hermès?, HermesPersonality.

Prada:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	20.883	3	<.001
	Block	20.883	3	<.001
	Model	20.883	3	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	225.136[a]	.093	.136

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	12.178	8	.143

Classification Table[a]

			Predicted		
			Would you purchase an item from Prada?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Prada?	Yes	150	8	94.9
		No	49	7	12.5
	Overall Percentage				73.4

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	BFI10	1.074	1.996	.289	1	.591	2.927
	PradaPersonality	-.714	1.879	.144	1	.704	.490
	InteraktionPradaBFI10	-.072	.677	.011	1	.915	.930
	Constant	-1.321	5.529	.057	1	.811	.267

a. Variable(s) entered on step 1: BFI10, PradaPersonality, InteraktionPradaBFI10.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	BFI10	1.585	2.316	.468	1	.494	4.878
	How old are you?	.331	.220	2.254	1	.133	1.392
	Which gender do you identify most with?	.092	.515	.032	1	.859	1.096
	What is your annual household income (in Euro)?	-.018	.149	.015	1	.901	.982
	What is the highest degree or level of education you have completed?	-.115	.262	.192	1	.661	.892
	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.455	.183	6.221	1	.013	.634
	PradaPersonality	.295	2.239	.017	1	.895	1.343
	InteraktionPradaBFI10	-.261	.798	.107	1	.744	.770
	How familiar are you with the brand Prada?	.695	.279	6.190	1	.013	2.003
	How appealing do you find the brand Prada?	-1.444	.264	29.925	1	<.001	.236
	Constant	-1.374	6.670	.042	1	.837	.253

a. Variable(s) entered on step 1: BFI10, How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", PradaPersonality, InteraktionPradaBFI10, How familiar are you with the brand Prada?, How appealing do you find the brand Prada?.

Balenciaga:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	37.764	3	<.001
	Block	37.764	3	<.001
	Model	37.764	3	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	228.258[a]	.162	.227

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	6.671	8	.572

Classification Table[a]

			Predicted		
			Would you purchase an item from Balenciaga?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Balenciaga?	Yes	27	40	40.3
		No	13	134	91.2
	Overall Percentage				75.2

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	BFI10	1.306	1.896	.474	1	.491	3.691
	BalenciagaPersonality	-.923	1.619	.325	1	.569	.397
	InteraktionBalenciagaBFI10	-.104	.598	.030	1	.862	.901
	Constant	.728	5.069	.021	1	.886	2.070

a. Variable(s) entered on step 1: BFI10, BalenciagaPersonality, InteraktionBalenciagaBFI10.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	BFI10	-.497	2.427	.042	1	.838	.608
	BalenciagaPersonality	-1.861	2.190	.722	1	.395	.156
	InteraktionBalenciagaBFI10	.512	.815	.394	1	.530	1.669
	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	.002	.192	.000	1	.990	1.002
	How familiar are you with the brand Balenciaga?	.099	.226	.192	1	.661	1.104
	How appealing do you find the brand Balenciaga?	-1.215	.234	26.871	1	<.001	.297
	How old are you?	.178	.226	.624	1	.430	1.195
	Which gender do you identify most with?	-.079	.500	.025	1	.874	.924
	What is your annual household income (in Euro)?	.061	.131	.219	1	.640	1.063
	What is the highest degree or level of education you have completed?	.124	.251	.242	1	.623	1.132
	Constant	5.057	7.204	.493	1	.483	157.193

a. Variable(s) entered on step 1: BFI10, BalenciagaPersonality, InteraktionBalenciagaBFI10, Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How familiar are you with the brand Balenciaga?, How appealing do you find the brand Balenciaga?, How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?.

Hypothesis 2:

Hermès:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	25.622	5	<.001
	Block	25.622	5	<.001
	Model	25.622	5	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	260.187[a]	.113	.153

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4.168	8	.842

Classification Table[a]

Observed			Predicted: Would you purchase an item from Hermès? Yes	Predicted: Would you purchase an item from Hermès? No	Percentage Correct
Step 1	Would you purchase an item from Hermès?	Yes	105	26	80.2
		No	44	39	47.0
	Overall Percentage				67.3

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	RuggednessHermes	.750	.661	1.287	1	.257	2.116
	Openness	.181	.565	.103	1	.748	1.199
	InteractionO_R_Hermes	-.292	.251	1.353	1	.245	.747
	InteractionO_E_Hermes	.143	.251	.323	1	.570	1.153
	ExcitementHermes	-1.167	.657	3.150	1	.076	.311
	Constant	1.076	1.443	.557	1	.456	2.933

a. Variable(s) entered on step 1: RuggednessHermes, Openness, InteractionO_R_Hermes, InteractionO_E_Hermes, ExcitementHermes.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.472	.185	6.502	1	.011	.624
	How familiar are you with the brand Hermès?	.485	.223	4.710	1	.030	1.624
	How appealing do you find the brand Hermès?	-1.037	.228	20.622	1	<.001	.354
	Openness	.462	.667	.479	1	.489	1.587
	RuggednessHermes	.649	.740	.769	1	.381	1.913
	ExcitementHermes	-.586	.809	.524	1	.469	.557
	InteractionO_E_Hermes	.012	.310	.001	1	.970	1.012
	InteractionO_R_Hermes	-.241	.283	.728	1	.393	.786
	How old are you?	-.192	.232	.680	1	.409	.826
	Which gender do you identify most with?	-.493	.467	1.113	1	.291	.611
	What is your annual household income (in Euro)?	-.303	.138	4.792	1	.029	.739
	What is the highest degree or level of education you have completed?	.179	.247	.523	1	.470	1.196
	Constant	4.994	2.334	4.577	1	.032	147.491

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How familiar are you with the brand Hermès?, How appealing do you find the brand Hermès?, Openness, RuggednessHermes, ExcitementHermes, InteractionO_E_Hermes, InteractionO_R_Hermes, How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?.

Prada:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	15.779	5	.008
	Block	15.779	5	.008
	Model	15.779	5	.008

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	230.239[a]	.071	.104

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	2.584	8	.958

Classification Table[a]

			Predicted		
			Would you purchase an item from Prada?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Prada?	Yes	155	3	98.1
		No	52	4	7.1
	Overall Percentage				74.3

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Openness	.471	.817	.333	1	.564	1.602
	ExcitementPrada	-.022	.715	.001	1	.975	.978
	RuggednessPrada	-.628	.647	.940	1	.332	.534
	InteractionO_R_Prada	.121	.233	.268	1	.605	1.128
	InteractionO_E_Prada	-.142	.260	.297	1	.586	.868
	Constant	-.318	2.204	.021	1	.885	.728

a. Variable(s) entered on step 1: Openness, ExcitementPrada, RuggednessPrada, InteractionO_R_Prada, InteractionO_E_Prada.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	.021	.164	.016	1	.899	1.021
	Openness	.584	.936	.390	1	.532	1.794
	How old are you?	.361	.204	3.121	1	.077	1.434
	Which gender do you identify most with?	.882	.420	4.398	1	.036	2.415
	What is your annual household income (in Euro)?	.041	.108	.146	1	.702	1.042
	What is the highest degree or level of education you have completed?	.220	.216	1.030	1	.310	1.246
	How familiar are you with the brand Prada?	-.626	.217	8.309	1	.004	.535
	How appealing do you find the brand Prada?	.238	.186	1.626	1	.202	1.268
	RuggednessPrada	-1.026	.610	2.830	1	.092	.359
	ExcitementPrada	.630	.784	.646	1	.421	1.877
	InteractionO_R_Prada	.393	.245	2.574	1	.109	1.482
	InteractionO_E_Prada	-.352	.307	1.317	1	.251	.703
	Constant	-2.189	2.915	.564	1	.453	.112

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", Openness, How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, How familiar are you with the brand Prada?, How appealing do you find the brand Prada?, RuggednessPrada, ExcitementPrada, InteractionO_R_Prada, InteractionO_E_Prada.

Balenciaga:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	28.864	5	<.001
	Block	28.864	5	<.001
	Model	28.864	5	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	237.158[a]	.126	.177

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	8.011	8	.432

Classification Table[a]

			Predicted		
			Would you purchase an item from Balenciaga?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Balenciaga?	Yes	25	42	37.3
		No	10	137	93.2
	Overall Percentage				75.7

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Openness	.689	.808	.726	1	.394	1.992
	ExcitementBalenciaga	-.053	.610	.008	1	.930	.948
	RuggednessBalenciaga	-.648	.524	1.530	1	.216	.523
	InteractionO_E_Balenciaga	-.139	.240	.334	1	.563	.870
	InteractionO_R_Balenciaga	.121	.213	.321	1	.571	1.128
	Constant	1.546	2.021	.586	1	.444	4.695

a. Variable(s) entered on step 1: Openness, ExcitementBalenciaga, RuggednessBalenciaga, InteractionO_E_Balenciaga, InteractionO_R_Balenciaga.

Confounding Variables

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	.034	.189	.032	1	.857	1.034
	Openness	.264	.967	.075	1	.785	1.302
	How old are you?	.153	.230	.443	1	.506	1.165
	Which gender do you identify most with?	.117	.491	.057	1	.812	1.124
	What is your annual household income (in Euro)?	.045	.131	.118	1	.732	1.046
	What is the highest degree or level of education you have completed?	.146	.250	.343	1	.558	1.158
	How familiar are you with the brand Balenciaga?	.127	.234	.294	1	.588	1.135
	How appealing do you find the brand Balenciaga?	-1.271	.231	30.337	1	<.001	.281
	RuggednessBalenciaga	-.348	.687	.256	1	.613	.706
	ExcitementBalenciaga	-.162	.737	.049	1	.826	.850
	InteractionO_E_Balenciaga	-.042	.289	.021	1	.885	.959
	InteractionO_R_Balenciaga	.146	.276	.279	1	.597	1.157
	Constant	2.243	3.263	.473	1	.492	9.423

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", Openness, How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, How familiar are you with the brand Balenciaga?, How appealing do you find the brand Balenciaga?, RuggednessBalenciaga, ExcitementBalenciaga, InteractionO_E_Balenciaga, InteractionO_R_Balenciaga.

Hypothesis 3:

Hermès:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	21.985	3	<.001
	Block	21.985	3	<.001
	Model	21.985	3	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	263.824[a]	.098	.132

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	6.446	8	.597

Classification Table[a]

			Predicted		
			Would you purchase an item from Hermès?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Hermès?	Yes	108	23	82.4
		No	57	26	31.3
	Overall Percentage				62.6

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Competence_Hermes	-.576	.714	.650	1	.420	.562
	Conscientiousness	.588	.943	.389	1	.533	1.801
	InteractionC_C_Hermes	.009	.254	.001	1	.972	1.009
	Constant	-.050	2.630	.000	1	.985	.951

a. Variable(s) entered on step 1: Competence_Hermes, Conscientiousness, InteractionC_C_Hermes.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.422	.190	4.940	1	.026	.655
	How old are you?	-.285	.243	1.375	1	.241	.752
	Which gender do you identify most with?	-.545	.471	1.337	1	.248	.580
	What is your annual household income (in Euro)?	-.398	.145	7.569	1	.006	.672
	What is the highest degree or level of education you have completed?	.191	.256	.554	1	.457	1.210
	How familiar are you with the brand Hermès?	.614	.237	6.745	1	.009	1.848
	How appealing do you find the brand Hermès?	-1.187	.233	25.994	1	<.001	.305
	Conscientiousness	-.091	1.165	.006	1	.938	.913
	Competence_Hermes	-.920	.886	1.078	1	.299	.399
	InteractionC_C_Hermes	.285	.318	.802	1	.371	1.330
	Constant	6.136	3.979	2.379	1	.123	462.420

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, How familiar are you with the brand Hermès?, How appealing do you find the brand Hermès?, Conscientiousness, Competence_Hermes, InteractionC_C_Hermes.

Prada:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	17.000	3	<.001
	Block	17.000	3	<.001
	Model	17.000	3	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	229.018[a]	.076	.112

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	2.126	8	.977

Classification Table[a]

			Predicted		
			Would you purchase an item from Prada?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Prada?	Yes	154	4	97.5
		No	51	5	8.9
	Overall Percentage				74.3

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Conscientiousness	-.304	1.157	.069	1	.793	.738
	Competence_Prada	-1.244	.943	1.740	1	.187	.288
	InteractionC_C_Prada	.218	.331	.434	1	.510	1.243
	Constant	1.982	3.273	.367	1	.545	7.256

a. Variable(s) entered on step 1: Conscientiousness, Competence_Prada, InteractionC_C_Prada.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.505	.188	7.203	1	.007	.604
	How old are you?	.278	.224	1.543	1	.214	1.321
	Which gender do you identify most with?	.065	.515	.016	1	.899	1.067
	What is your annual household income (in Euro)?	-.045	.150	.089	1	.765	.956
	What is the highest degree or level of education you have completed?	-.107	.265	.164	1	.685	.898
	Conscientiousness	-1.265	1.293	.958	1	.328	.282
	How familiar are you with the brand Prada?	.730	.286	6.486	1	.011	2.074
	How appealing do you find the brand Prada?	-1.529	.266	32.972	1	<.001	.217
	InteractionC_C_Prada	.544	.372	2.140	1	.144	1.723
	Competence_Prada	-1.810	1.048	2.983	1	.084	.164
	Constant	6.884	4.141	2.764	1	.096	976.890

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Conscientiousness, How familiar are you with the brand Prada?, How appealing do you find the brand Prada?, InteractionC_C_Prada, Competence_Prada.

Balenciaga:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	32.379	3	<.001
	Block	32.379	3	<.001
	Model	32.379	3	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	233.643[a]	.140	.197

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	13.755	8	.088

Classification Table[a]

			Predicted		
			Would you purchase an item from Balenciaga?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Balenciaga?	Yes	21	46	31.3
		No	13	134	91.2
	Overall Percentage				72.4

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Conscientiousness	.379	.965	.155	1	.694	1.461
	Competence_Balenciaga	-.942	.807	1.361	1	.243	.390
	InteractionC_C_Balenciaga	-.010	.298	.001	1	.972	.990
	Constant	2.631	2.604	1.021	1	.312	13.888

a. Variable(s) entered on step 1: Conscientiousness, Competence_Balenciaga, InteractionC_C_Balenciaga.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.555	.158	12.411	1	<.001	.574
	How old are you?	-.017	.191	.008	1	.930	.983
	Which gender do you identify most with?	-.319	.431	.547	1	.459	.727
	What is your annual household income (in Euro)?	-.121	.125	.927	1	.336	.886
	What is the highest degree or level of education you have completed?	-.044	.223	.039	1	.844	.957
	Conscientiousness	.426	.763	.312	1	.576	1.532
	How familiar are you with the brand Balenciaga?	.026	.192	.018	1	.892	1.026
	How appealing do you find the brand Balenciaga?	.015	.176	.008	1	.931	1.015
	Competence_Balenciaga	.317	.703	.203	1	.652	1.373
	InteractionC_C_Balenciaga	-.016	.251	.004	1	.950	.985
	Constant	.119	2.774	.002	1	.966	1.126

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Conscientiousness, How familiar are you with the brand Balenciaga?, How appealing do you find the brand Balenciaga?, Competence_Balenciaga, InteractionC_C_Balenciaga.

Hypothesis 4:

Hermès:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	36.423	5	<.001
	Block	36.423	5	<.001
	Model	36.423	5	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	249.386[a]	.157	.212

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	5.054	8	.752

Classification Table[a]

			Predicted		
			Would you purchase an item from Hermès?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Hermès?	Yes	112	19	85.5
		No	48	35	42.2
	Overall Percentage				68.7

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	ExcitementHermes	.140	.799	.031	1	.861	1.151
	Sophisticated_Hermes	.346	1.011	.117	1	.732	1.413
	Extraversion	2.279	1.411	2.610	1	.106	9.768
	Interaction_E_E_Hermes	-.275	.305	.816	1	.366	.759
	Interaction_E_S_Hermes	-.391	.400	.957	1	.328	.676
	Constant	-2.359	3.490	.457	1	.499	.095

a. Variable(s) entered on step 1: ExcitementHermes, Sophisticated_Hermes, Extraversion, Interaction_E_E_Hermes, Interaction_E_S_Hermes.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.428	.184	5.397	1	.020	.652
	How old are you?	-.144	.228	.399	1	.528	.866
	Which gender do you identify most with?	-.409	.467	.767	1	.381	.664
	What is your annual household income (in Euro)?	-.314	.140	5.002	1	.025	.730
	What is the highest degree or level of education you have completed?	.210	.252	.690	1	.406	1.233
	How familiar are you with the brand Hermès?	.471	.226	4.362	1	.037	1.602
	How appealing do you find the brand Hermès?	-1.028	.230	19.911	1	<.001	.358
	Extraversion	1.721	1.528	1.269	1	.260	5.591
	Sophisticated_Hermes	.209	1.129	.034	1	.853	1.233
	Interaction_E_E_Hermes	-.374	.342	1.196	1	.274	.688
	ExcitementHermes	.524	.906	.335	1	.563	1.689
	Interaction_E_S_Hermes	-.165	.446	.137	1	.711	.848
	Constant	1.775	4.234	.176	1	.675	5.903

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, How familiar are you with the brand Hermès?, How appealing do you find the brand Hermès?, Extraversion, Sophisticated_Hermes, Interaction_E_E_Hermes, ExcitementHermes, Interaction_E_S_Hermes.

Prada:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	16.152	5	.006
	Block	16.152	5	.006
	Model	16.152	5	.006

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	229.866[a]	.073	.106

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	11.545	8	.173

Classification Table[a]

Observed			Predicted: Would you purchase an item from Prada? Yes	Predicted: Would you purchase an item from Prada? No	Percentage Correct
Step 1	Would you purchase an item from Prada?	Yes	153	5	96.8
		No	49	7	12.5
	Overall Percentage				74.8

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Extraversion	-.349	1.237	.080	1	.778	.705
	ExcitementPrada	-.021	.772	.001	1	.979	.980
	Sophisticated_Prada	-1.006	.910	1.222	1	.269	.366
	Interaction_E_S_Prada	.222	.343	.418	1	.518	1.249
	Interaction_E_E_Prada	-.147	.291	.255	1	.613	.863
	Constant	2.584	3.267	.626	1	.429	13.256

a. Variable(s) entered on step 1: Extraversion, ExcitementPrada, Sophisticated_Prada, Interaction_E_S_Prada, Interaction_E_E_Prada.

Confounding Variables

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.505	.183	7.653	1	.006	.604
	How old are you?	.334	.220	2.296	1	.130	1.396
	Which gender do you identify most with?	.070	.511	.019	1	.892	1.072
	What is your annual household income (in Euro)?	-.017	.145	.013	1	.908	.983
	What is the highest degree or level of education you have completed?	-.097	.262	.138	1	.710	.907
	Extraversion	-.757	1.362	.309	1	.578	.469
	Sophisticated_Prada	-.984	1.063	.856	1	.355	.374
	Interaction_E_E_Prada	-.065	.086	.569	1	.451	.937
	Interaction_E_S_Prada	.301	.402	.561	1	.454	1.351
	How familiar are you with the brand Prada?	.638	.275	5.375	1	.020	1.893
	How appealing do you find the brand Prada?	-1.419	.262	29.414	1	<.001	.242
	Constant	5.195	4.131	1.581	1	.209	180.310

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Extraversion, Sophisticated_Prada, Interaction_E_E_Prada, Interaction_E_S_Prada, How familiar are you with the brand Prada?, How appealing do you find the brand Prada?.

Balenciaga:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	29.015	5	<.001
	Block	29.015	5	<.001
	Model	29.015	5	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	237.006[a]	.127	.178

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	16.592	8	.035

Classification Table[a]

Observed			Predicted: Would you purchase an item from Balenciaga? Yes	Predicted: Would you purchase an item from Balenciaga? No	Percentage Correct
Step 1	Would you purchase an item from Balenciaga?	Yes	22	45	32.8
		No	16	131	89.1
	Overall Percentage				71.5

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Extraversion	.315	1.187	.070	1	.791	1.370
	Sophisticated_Balenciaga	-1.427	.964	2.194	1	.139	.240
	Interaction_E_E_Balenciaga	-.327	.325	1.017	1	.313	.721
	Interaction_E_S_Balenciaga	.323	.358	.816	1	.366	1.382
	ExcitementBalenciaga	.453	.865	.274	1	.600	1.574
	Constant	3.005	3.164	.902	1	.342	20.184

a. Variable(s) entered on step 1: Extraversion, Sophisticated_Balenciaga, Interaction_E_E_Balenciaga, Interaction_E_S_Balenciaga, ExcitementBalenciaga.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.037	.191	.038	1	.846	.964
	How old are you?	.284	.224	1.610	1	.204	1.329
	Which gender do you identify most with?	.110	.497	.049	1	.825	1.117
	What is your annual household income (in Euro)?	.046	.132	.123	1	.726	1.047
	What is the highest degree or level of education you have completed?	.174	.252	.478	1	.489	1.190
	Extraversion	-.351	1.133	.096	1	.757	.704
	How familiar are you with the brand Balenciaga?	.120	.232	.267	1	.605	1.127
	How appealing do you find the brand Balenciaga?	-1.254	.230	29.691	1	<.001	.285
	Sophisticated_Balenciaga	-1.304	1.103	1.397	1	.237	.271
	Interaction_E_E_Balenciaga	-.131	.083	2.500	1	.114	.877
	Interaction_E_S_Balenciaga	.460	.412	1.244	1	.265	1.584
	Constant	4.064	3.730	1.187	1	.276	58.192

Hypothesis 5:

Hermès:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	12.511	3	.006
	Block	12.511	3	.006
	Model	12.511	3	.006

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	273.297[a]	.057	.077

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	6.936	8	.544

Classification Table[a]

			Predicted		
			Would you purchase an item from Hermès?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Hermès?	Yes	112	19	85.5
		No	60	23	27.7
	Overall Percentage				63.1

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Agreeableness	-.490	.652	.563	1	.453	.613
	Sincerety_Hermes	-1.317	.726	3.290	1	.070	.268
	Interaction_A_S_Hermes	.296	.237	1.566	1	.211	1.345
	Constant	2.158	1.990	1.176	1	.278	8.656

a. Variable(s) entered on step 1: Agreeableness, Sincerety_Hermes, Interaction_A_S_Hermes.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.454	.184	6.069	1	.014	.635
	How old are you?	-.125	.222	.319	1	.572	.882
	Which gender do you identify most with?	-.368	.460	.641	1	.423	.692
	What is your annual household income (in Euro)?	-.338	.135	6.261	1	.012	.713
	What is the highest degree or level of education you have completed?	.183	.242	.571	1	.450	1.201
	How familiar are you with the brand Hermès?	.515	.217	5.618	1	.018	1.674
	How appealing do you find the brand Hermès?	-1.157	.231	25.121	1	<.001	.314
	Agreeableness	-.434	.788	.303	1	.582	.648
	Sincerety_Hermes	-.599	.868	.476	1	.490	.549
	Interaction_A_S_Hermes	.215	.278	.596	1	.440	1.240
	Constant	5.873	2.892	4.126	1	.042	355.479

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, How familiar are you with the brand Hermès?, How appealing do you find the brand Hermès?, Agreeableness, Sincerety_Hermes, Interaction_A_S_Hermes.

Prada:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	11.311	3	.010
	Block	11.311	3	.010
	Model	11.311	3	.010

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	234.708[a]	.051	.075

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	5.096	8	.747

Classification Table[a]

			Predicted		
			Would you purchase an item from Prada?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Prada?	Yes	155	3	98.1
		No	51	5	8.9
	Overall Percentage				74.8

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Agreeableness	.686	.674	1.034	1	.309	1.985
	Interaction_A_S_Prada	-.186	.262	.507	1	.477	.830
	Sincerety_Prada	.024	.775	.001	1	.975	1.025
	Constant	-1.764	2.062	.732	1	.392	.171

a. Variable(s) entered on step 1: Agreeableness, Interaction_A_S_Prada, Sincerety_Prada.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.541	.186	8.443	1	.004	.582
	How old are you?	.300	.214	1.963	1	.161	1.350
	Which gender do you identify most with?	.217	.495	.193	1	.661	1.243
	What is your annual household income (in Euro)?	.036	.149	.057	1	.811	1.036
	What is the highest degree or level of education you have completed?	-.034	.262	.017	1	.896	.966
	Agreeableness	1.355	.766	3.130	1	.077	3.875
	How familiar are you with the brand Prada?	.704	.283	6.180	1	.013	2.022
	How appealing do you find the brand Prada?	-1.557	.269	33.434	1	<.001	.211
	Sincerety_Prada	1.453	.856	2.880	1	.090	4.275
	Interaction_A_S_Prada	-.579	.291	3.967	1	.046	.560
	Constant	-1.539	2.685	.328	1	.567	.215

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Agreeableness, How familiar are you with the brand Prada?, How appealing do you find the brand Prada?, Sincerety_Prada, Interaction_A_S_Prada.

Balenciaga:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	25.397	3	<.001
	Block	25.397	3	<.001
	Model	25.397	3	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	240.624[a]	.112	.157

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	21.418	8	.006

Classification Table[a]

			Predicted		
			Would you purchase an item from Balenciaga?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Balenciaga?	Yes	19	48	28.4
		No	14	133	90.5
	Overall Percentage				71.0

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Agreeableness	.037	.671	.003	1	.956	1.038
	Sincerety_Balenciaga	-.676	.759	.793	1	.373	.509
	Interaction_A_S_Balenciaga	-.076	.262	.085	1	.770	.926
	Constant	2.642	1.970	1.799	1	.180	14.046

a. Variable(s) entered on step 1: Agreeableness, Sincerety_Balenciaga, Interaction_A_S_Balenciaga.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.049	.187	.070	1	.792	.952
	How old are you?	.211	.219	.926	1	.336	1.234
	Which gender do you identify most with?	.117	.483	.059	1	.809	1.124
	What is your annual household income (in Euro)?	.080	.132	.368	1	.544	1.084
	What is the highest degree or level of education you have completed?	.199	.249	.637	1	.425	1.220
	Agreeableness	-.606	.902	.451	1	.502	.545
	How familiar are you with the brand Balenciaga?	.045	.219	.042	1	.838	1.046
	How appealing do you find the brand Balenciaga?	-1.225	.231	28.087	1	<.001	.294
	Interaction_A_S_Balenciaga	.168	.386	.189	1	.664	1.183
	Sincerety_Balenciaga	-.739	1.108	.445	1	.505	.477
	Constant	4.304	3.168	1.845	1	.174	73.977

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Agreeableness, How familiar are you with the brand Balenciaga?, How appealing do you find the brand Balenciaga?, Interaction_A_S_Balenciaga, Sincerety_Balenciaga.

Hypothesis 6

Hermès:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	18.057	5	.003
	Block	18.057	5	.003
	Model	18.057	5	.003

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	267.752[a]	.081	.110

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	11.634	8	.168

Classification Table[a]

			Predicted		
			Would you purchase an item from Hermès?		Percentage Correct
	Observed		Yes	No	
Step 1	Would you purchase an item from Hermès?	Yes	108	23	82.4
		No	56	27	32.5
	Overall Percentage				63.1

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Neuriticism	.054	.730	.005	1	.941	1.056
	Sincerety_Hermes	.936	.838	1.246	1	.264	2.548
	Competence_Hermes	-1.328	.774	2.949	1	.086	.265
	Interaction_N_S_Hermes	-.375	.280	1.787	1	.181	.688
	Interaction_N_C_Hermes	.294	.250	1.385	1	.239	1.342
	Constant	1.520	2.160	.496	1	.481	4.574

a. Variable(s) entered on step 1: Neuriticism, Sincerety_Hermes, Competence_Hermes, Interaction_N_S_Hermes, Interaction_N_C_Hermes.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.411	.185	4.935	1	.026	.663
	How old are you?	-.116	.220	.276	1	.599	.891
	Which gender do you identify most with?	-.193	.453	.181	1	.670	.824
	What is your annual household income (in Euro)?	-.323	.138	5.468	1	.019	.724
	What is the highest degree or level of education you have completed?	.201	.247	.658	1	.417	1.222
	Neuriticism	1.279	.742	2.973	1	.085	3.593
	How familiar are you with the brand Hermès?	.568	.225	6.390	1	.011	1.764
	How appealing do you find the brand Hermès?	-1.252	.236	28.119	1	<.001	.286
	Interaction_N_S_Hermes	-.395	.259	2.330	1	.127	.673
	Sincerety_Hermes	1.277	.770	2.748	1	.097	3.587
	Competence_Hermes	-.207	.233	.791	1	.374	.813
	Constant	.896	2.623	.117	1	.733	2.450

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Neuriticism, How familiar are you with the brand Hermès?, How appealing do you find the brand Hermès?, Interaction_N_S_Hermes, Sincerety_Hermes, Competence_Hermes.

Prada:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	21.222	5	<.001
	Block	21.222	5	<.001
	Model	21.222	5	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	224.797[a]	.094	.138

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4.284	8	.831

Classification Table[a]

			Predicted		
			Would you purchase an item from Prada?		
	Observed		Yes	No	Percentage Correct
Step 1	Would you purchase an item from Prada?	Yes	155	3	98.1
		No	46	10	17.9
	Overall Percentage				77.1

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Neuriticism	-.113	.936	.015	1	.904	.893
	Interaction_N_S_Prada	-.521	.338	2.376	1	.123	.594
	Interaction_N_C_Prada	.554	.301	3.376	1	.066	1.739
	Sincerety_Prada	1.316	1.021	1.659	1	.198	3.727
	Competence_Prada	-2.188	.932	5.511	1	.019	.112
	Constant	1.688	2.757	.375	1	.540	5.407

a. Variable(s) entered on step 1: Neuriticism, Interaction_N_S_Prada, Interaction_N_C_Prada, Sincerety_Prada, Competence_Prada.

Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.607	.198	9.417	1	.002	.545
	How old are you?	.286	.225	1.609	1	.205	1.331
	Which gender do you identify most with?	.197	.511	.148	1	.700	1.217
	What is your annual household income (in Euro)?	-.005	.159	.001	1	.975	.995
	What is the highest degree or level of education you have completed?	-.010	.274	.001	1	.971	.990
	Neuriticism	1.064	1.052	1.023	1	.312	2.899
	How familiar are you with the brand Prada?	.750	.286	6.868	1	.009	2.117
	How appealing do you find the brand Prada?	-1.451	.264	30.308	1	<.001	.234
	Competence_Prada	-1.574	1.018	2.394	1	.122	.207
	Sincerety_Prada	2.171	1.152	3.554	1	.059	8.767
	Interaction_N_S_Prada	-.748	.378	3.915	1	.048	.473
	Interaction_N_C_Prada	.400	.324	1.525	1	.217	1.491
	Constant	.063	3.310	.000	1	.985	1.065

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Neuriticism, How familiar are you with the brand Prada?, How appealing do you find the brand Prada?, Competence_Prada, Sincerety_Prada, Interaction_N_S_Prada, Interaction_N_C_Prada.

Balenciaga:

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	37.587	5	<.001
	Block	37.587	5	<.001
	Model	37.587	5	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	228.435[a]	.161	.226

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	12.122	8	.146

Classification Table[a]

Observed			Predicted: Would you purchase an item from Balenciaga? Yes	Predicted: Would you purchase an item from Balenciaga? No	Percentage Correct
Step 1	Would you purchase an item from Balenciaga?	Yes	24	43	35.8
		No	15	132	89.8
	Overall Percentage				72.9

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Neuriticism	-.139	1.078	.017	1	.897	.870
	Sincerety_Balenciaga	-2.065	1.111	3.456	1	.063	.127
	Interaction_N_S_Balenciaga	.580	.373	2.416	1	.120	1.785
	Interaction_N_C_Balenciaga	-.289	.322	.809	1	.369	.749
	Competence_Balenciaga	.120	.932	.016	1	.898	1.127
	Constant	4.193	3.115	1.811	1	.178	66.193

a. Variable(s) entered on step 1: Neuriticism, Sincerety_Balenciaga, Interaction_N_S_Balenciaga, Interaction_N_C_Balenciaga, Competence_Balenciaga.

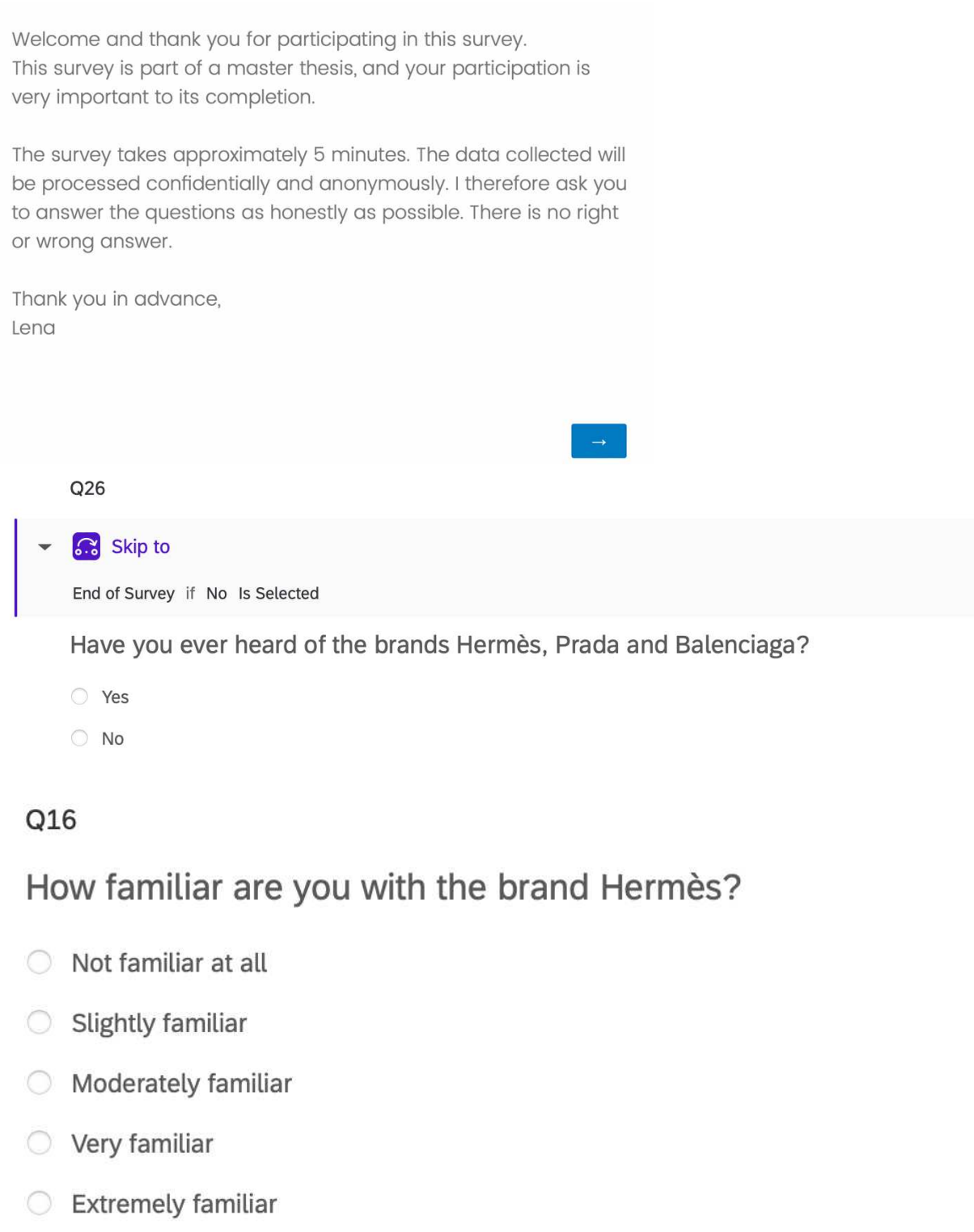
Confounding Variables:

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"	-.423	.186	5.160	1	.023	.655
	How old are you?	-.149	.220	.459	1	.498	.861
	Which gender do you identify most with?	-.124	.460	.073	1	.788	.884
	What is your annual household income (in Euro)?	-.299	.140	4.547	1	.033	.741
	What is the highest degree or level of education you have completed?	.247	.252	.956	1	.328	1.280
	Neuriticism	.663	.898	.545	1	.460	1.941
	How familiar are you with the brand Hermès?	.584	.226	6.674	1	.010	1.793
	How appealing do you find the brand Hermès?	-1.274	.239	28.337	1	<.001	.280
	Interaction_N_C_Hermes	.363	.303	1.443	1	.230	1.438
	Interaction_N_S_Hermes	-.642	.323	3.960	1	.047	.526
	Sincerety_Hermes	2.026	.979	4.280	1	.039	7.582
	Competence_Hermes	-1.275	.924	1.906	1	.167	.279
	Constant	2.499	2.980	.703	1	.402	12.173

a. Variable(s) entered on step 1: Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes", How old are you?, Which gender do you identify most with?, What is your annual household income (in Euro)?, What is the highest degree or level of education you have completed?, Neuriticism, How familiar are you with the brand Hermès?, How appealing do you find the brand Hermès?, Interaction_N_C_Hermes, Interaction_N_S_Hermes, Sincerety_Hermes, Competence_Hermes.

Questionnaire:



Q7

Would you ever purchase a luxury item? If you already have purchased a luxury item, please indicate "Definitely yes"

- Definitely not
- Probably not
- Might or might not
- Probably yes
- Definitely yes

Q19

How appealing do you find the brand Hermès?

- Not appealing at all
- Slightly appealing
- Moderately appealing
- Very appealing
- Extremely appealing

Q17

How familiar are you with the brand Prada?

- Not familiar at all
- Slightly familiar
- Moderately familiar
- Very familiar
- Extremely familiar

Q20

How appealing do you find the brand Prada?

- Not appealing at all
- Slightly appealing
- Moderately appealing
- Very appealing
- Extremely appealing

Q18

How familiar are you with the brand Balenciaga?

- Not familiar at all
- Slightly familiar
- Moderately familiar
- Very familiar
- Extremely familiar

Q21

How appealing do you find the brand Balenciaga?

- Not appealing at all
- Slightly appealing
- Moderately appealing
- Very appealing
- Extremely appealing

Q21

How appealing do you find the brand Balenciaga?

- ○ Not appealing at all
- ○ Slightly appealing
- ○ Moderately appealing
- ○ Very appealing
- ○ Extremely appealing

Q18

The second part will focus on yourself. No worries, this part will not even take 2 minutes:

BFI-10

I see myself as someone who...

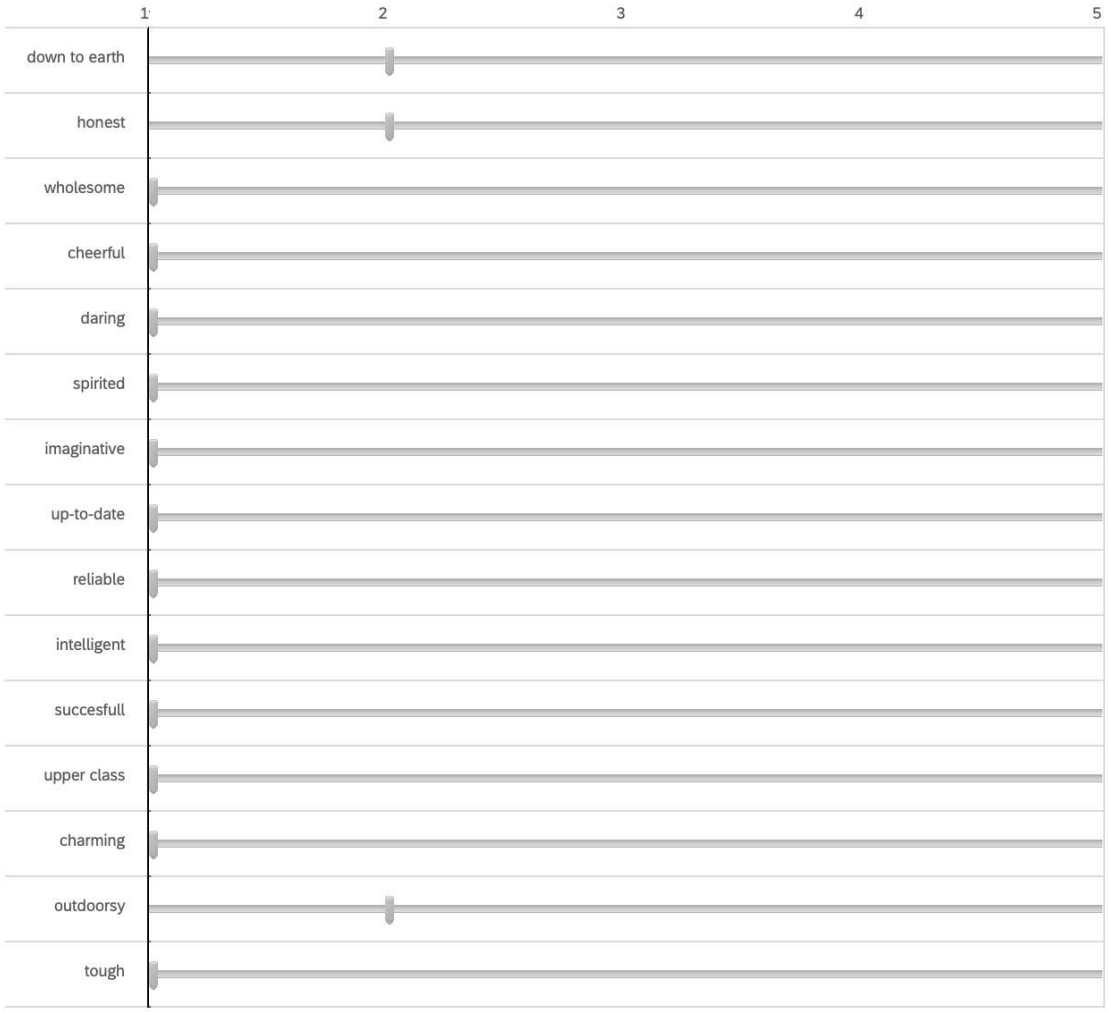
	strongly agree	agree	neither agree nor disagree	disagree	strongly disagree	can't choose
is reserved	○	○	○	○	○	○
is generally trusting	○	○	○	○	○	○
does a thorough job	○	○	○	○	○	○
is relaxed, handles stress well	○	○	○	○	○	○
has an active imagination	○	○	○	○	○	○
is outgoing, sociable	○	○	○	○	○	○
tends to find fault with others	○	○	○	○	○	○
tends to be lazy	○	○	○	○	○	○
gets nervous easily	○	○	○	○	○	○
has few artistic interests	○	○	○	○	○	○

Q21

Finally, the last part will focus on your perception of luxury brands:

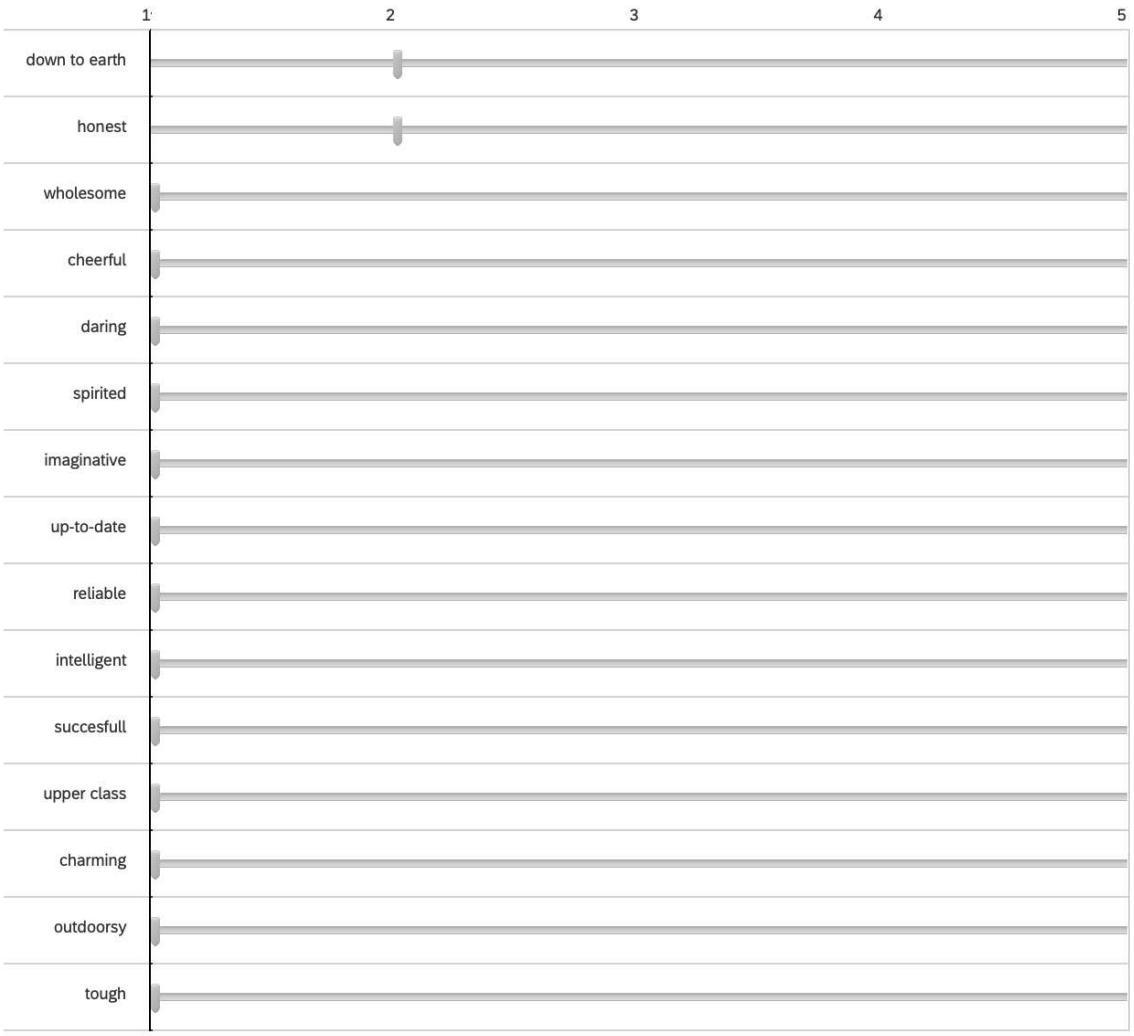
Prada *

Please indicate on a scale of 1-5 how good each adjective describes Prada:
1 = doesn't fit at all
5 = fits perfectly



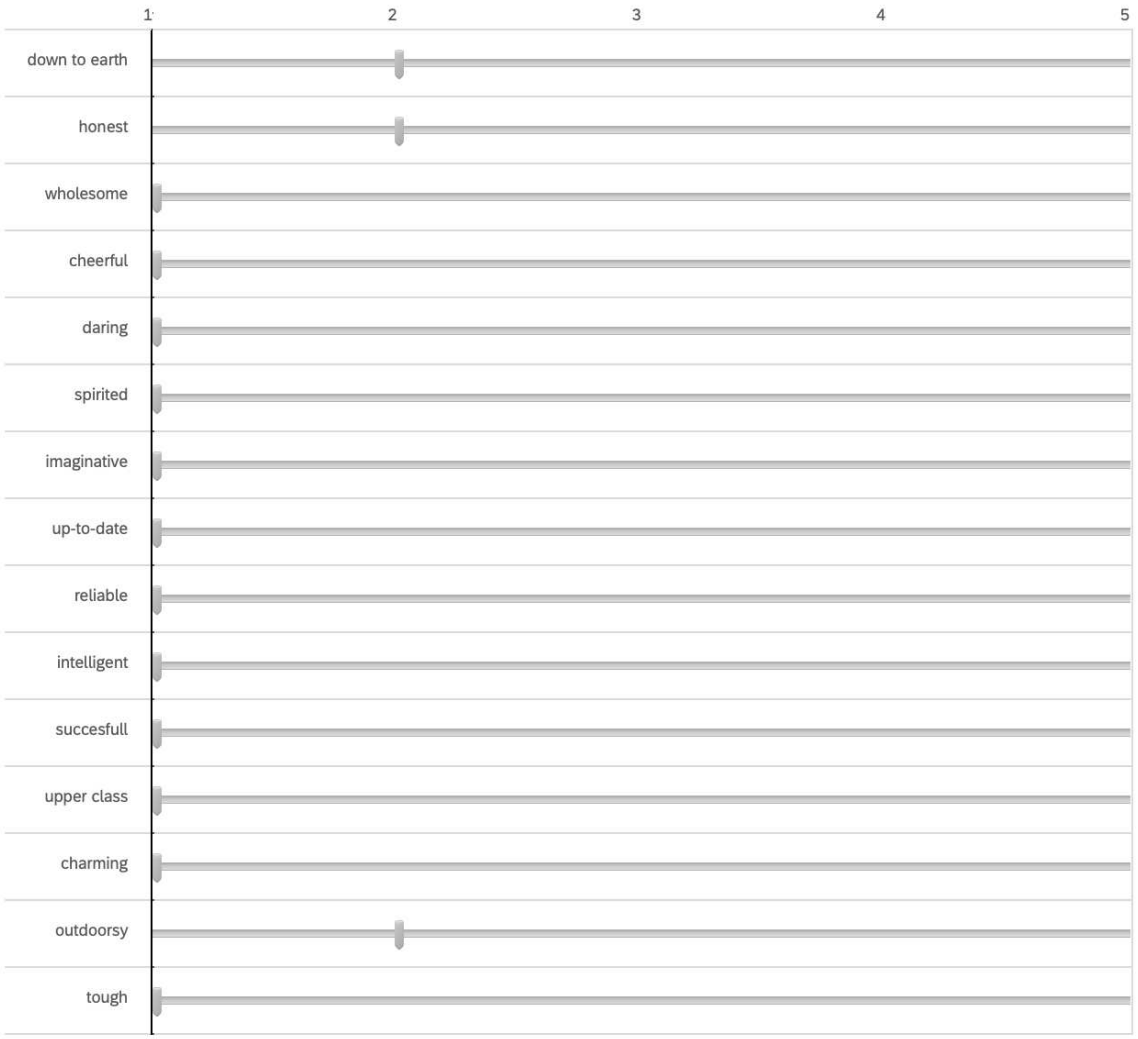
Hèrmes

Please indicate on a scale of 1-5 how good each adjective describes Hermès:
1 = doesn't fit at all
5 = fits perfectly



Balenciaga

Please indicate on a scale of 1-5 how good each adjective describes Balenciaga:
1 = doesn't fit at all
5 = fits perfectly



Q23 *

Would you purchase an item from Hermès?

- Yes
- No

Page Break

Q24 *

Would you purchase an item from Prada?

- Yes
- No

Page Break

Q25 *

Would you purchase an item from Balenciaga?

- Yes
- No

Q20

Let's end the survey with some general questions:

Q2 *

How **old** are you?

- Under 15
- 15 – 17
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 or older

Q1 *

Which **gender** do you identify most with?

- Male
- Female
- Other

Page Break

Q3 *

What is your **annual household income** (in Euro, before tax)?

- Less than 25.000€
- 25.000 – 49.999€
- 50.000 – 99.999€
- 100.000 – 200.000€
- More than 200.000€
- Prefer not to say

Q4

What is the **highest degree** or **level of education** you have completed?

- No degree
- High School
- Bachelor's Degree
- Master's Degree
- PhD or higher
- Prefer not to say

Q13

In which country did you grow up?