STAT SHEET A: Consumer Identity

Designer ID: Brands, T-shirts, & the Communication of Identity

Stylés Akira, PhD | Casa La Doniccé, LLC | akira@casaladonicce.com | www.projectdesignerid.com

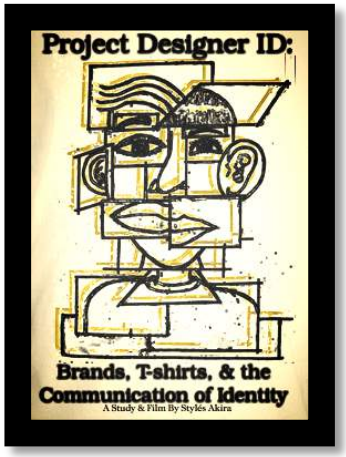

Table 5: Mean Consumer Status Perceptions with Headshots (Pilot Study)

Group	Consumer	Attractive	Intelligence	Cool	SES (<) ($K)
Consumer No. 1					
A (n_a = 43)	Original	5.23	4.53	5.05	$83.25
Standard Deviation		1.38	1.24	.97	$34.38
B (n_b = 46)	Modified	4.80	3.89	4.20	$53.26
Standard Deviation		1.63	1.12	1.47	$22.87
Consumer No. 2					
A (n_a = 43)	Original	4.67	4.70	4.51	$72.00
Standard Deviation		1.29	1.10	1.10	$23.91
B (n_b = 46)	Modified	4.07	3.85	3.52	$47.75
Standard Deviation		1.51	1.05	1.28	$24.28
Consumer No. 3					
A (n_a = 43)	Original	5.00	4.47	5.14	$64.25
Standard Deviation		1.38	1.01	1.13	$29.65
B (n_b = 46)	Modified	4.15	3.78	4.15	$46.75
Standard Deviation		1.66	1.11	1.48	$21.65
Consumer No. 4					
A (n_a = 43)	Original	5.51	4.98	5.14	$84.25
Standard Deviation		1.10	.89	.83	$32.29
B (n_b = 46)	Modified	4.46	3.93	4.00	$52.75
Standard Deviation		1.76	1.16	1.59	$27.83
Consumer No. 5					
A (n_a = 43)	Original	4.70	4.72	4.60	$71.50
Standard Deviation		1.23	.98	1.07	$24.14
B (n_b = 46)	Modified	3.70	3.78	3.50	$46.75
Standard Deviation		1.66	1.21	1.47	$26.20
Consumer Sample Mean					
A (μ_a = 43)	**Original**	**5.02**	**4.68**	**4.89**	**$75.05**
Standard Deviation		**1.28**	**1.04**	**1.02**	**$28.87**
B (μ_b = 46)	**Modified**	**4.24**	**3.85**	**3.87**	**$49.45**
Standard Deviation		**1.64**	**1.13**	**1.46**	**$24.57**

(7-Point Likert Scale)

(7-Point Likert Scale) **Table 8.1: Brand Image and Consumer Identity as** *Inconspicuous
Influences of Mean Perceived Consumer Status with T-shirts (Experiment 1) pg. 1

Group	Brand : Consumer	Attr.	Intell.	Cool	SES (<) ($K)
Consumer No. 1					
I (n_i = 46)	McQueen (Hi) : Orig.	4.76	4.22	4.85	$71.74
Standard Deviation		1.62	0.92	1.30	$31.45
J (n_j = 51)	McQueen (Hi): Mod.	4.82	4.14	4.47	$70.10
Standard Deviation		1.23	1.04	1.12	$26.93
K (n_k = 48)	A/X (Mid) : Orig.	5.85	4.71	5.23	$92.71
Standard Deviation		0.97	1.09	1.17	$30.49
L (n_l = 50)	A/X (Mid): Mod.	5.12	4.14	4.62	$68.00
Standard Deviation		1.61	1.29	1.68	$23.71
M (n_m = 48)	Adidas (Lo) : Orig.	5.73	4.21	4.92	$73.96
Standard Deviation		0.98	0.90	1.22	$26.78
N (n_n = 50)	Adidas (Lo) : Mod.	5.14	4.36	4.80	$67.50
Standard Deviation		1.41	1.06	1.43	$27.32
O (n_o = 53)	White T* : Orig.	5.34	4.70	4.94	$83.02
Standard Deviation		1.27	1.05	1.49	$29.73
P (n_p = 48)	White T* : Mod.	5.19	4.29	4.60	$68.23
Standard Deviation		1.36	0.90	1.45	$26.16
Q (n_q = 51)	Suit*: Orig.	5.41	4.73	5.06	$91.67
Standard Deviation		1.34	1.18	1.22	$29.86
R (n_r = 50)	Suit* : Mod	4.74	4.24	4.46	$82.50
Standard Deviation		1.32	1.30	1.43	$31.24
Consumer No. 2					
I (n_i = 46)	Gucci (Hi) : Orig.	4.74	4.28	4.57	$84.24
Standard Deviation		1.47	1.11	1.29	$34.30
J (n_j = 51)	Gucci (Hi) : Mod.	4.27	3.94	4.29	$63.24
Standard Deviation		1.44	1.17	1.40	$27.55
K (n_k = 48)	GAP (Mid) : Orig.	4.77	4.56	4.33	$74.48
Standard Deviation		1.34	1.05	1.55	$23.34
L (n_l = 50)	GAP (Mid) : Mod.	3.74	3.92	3.62	$48.50
Standard Deviation		1.43	1.14	1.59	$16.30
M (n_m = 48)	Levi's (Lo) : Orig.	5.19	4.42	4.60	$66.67
Standard Deviation		1.21	0.82	1.27	$27.93
N (n_n = 50)	Levi's (Lo) : Mod.	4.08	3.92	3.88	$54.00
Standard Deviation		1.41	1.45	1.69	$25.93
O (n_o = 53)	White T* : Orig.	4.66	4.36	4.47	$71.70
Standard Deviation		1.36	1.02	1.30	$27.75
P (n_p = 48)	White T* : Mod.	4.27	3.96	4.02	$55.21
Standard Deviation		1.65	1.40	1.69	$24.17
Q (n_q = 51)	Suit*: Orig.	4.96	4.94	4.53	$91.67
Standard Deviation		1.39	1.05	1.10	$30.28
R (n_r = 50)	Suit* : Mod	4.38	4.18	4.44	$73.50
Standard Deviation		1.43	1.30	1.36	$24.95

(7-Point Likert Scale) **Table 8.2: Brand Image and Consumer Identity as** *Inconspicuous
Influences of Mean Perceived Consumer Status with T-shirts (Experiment 1) pg. 2

Group	Brand : Consumer	Attr.	Intell.	Cool	SES (<) ($K)
Consumer No. 3					
I (n_i = 46)	Burberry (Hi) : Orig.	4.85	4.26	4.89	$67.93
Standard Deviation		1.62	0.93	1.20	$28.70
J (n_j = 51)	Burberry (Hi) : Mod.	4.51	4.24	4.35	$63.24
Standard Deviation		1.36	1.11	1.35	$23.64
K (n_k = 48)	True Rlgn (Mid) : Orig.	4.77	4.19	4.52	$66.67
Standard Deviation		1.49	1.45	1.58	$27.45
L (n_l = 50)	True Rel. (Mid) : Mod.	3.92	4.10	4.18	$51.00
Standard Deviation		1.44	1.23	1.69	$18.18
M (n_m = 48)	Old Navy (Lo) : Orig.	4.38	3.69	3.83	$45.83
Standard Deviation		1.39	1.06	1.42	$18.11
N (n_n = 50)	Old Navy (Lo) : Mod.	3.42	3.48	3.70	$45.00
Standard Deviation		1.47	1.34	1.58	$25.25
O (n_o = 53)	White T* : Orig.	4.77	4.19	4.66	$64.15
Standard Deviation		1.31	1.21	1.41	$33.08
P (n_p = 48)	White T* : Mod.	4.44	3.94	4.21	$55.21
Standard Deviation		1.61	1.14	1.60	$28.23
Q (n_q = 51)	Suit*: Orig.	5.29	4.69	5.02	$84.80
Standard Deviation		1.15	1.32	1.21	$27.42
R (n_r = 50)	Suit* : Mod	4.50	4.30	4.50	$73.00
Standard Deviation		1.31	1.30	1.37	$28.05
Consumer No. 4					
I (n_i = 46)	Balmain (Hi) : Orig.	4.74	4.65	4.93	$78.80
Standard Deviation		1.41	0.87	1.08	$34.55
J (n_j = 51)	Balmain (Hi) : Mod.	4.02	3.76	3.90	$54.90
Standard Deviation		1.41	0.95	1.33	$20.63
K (n_k = 48)	Ralph D&S (Mid) : Orig.	5.50	4.65	5.00	$80.73
Standard Deviation		1.05	1.00	1.19	$29.73
L (n_l = 50)	Ralph D&S (Mid) : Mod.	4.28	4.10	4.20	$58.50
Standard Deviation		1.43	1.23	1.53	$23.48
M (n_m = 48)	Vans (Lo) : Orig.	5.04	4.42	4.65	$72.40
Standard Deviation		1.29	1.05	1.42	$25.39
N (n_n = 50)	Vans (Lo) : Mod.	4.12	4.00	4.22	$51.50
Standard Deviation		1.53	1.25	1.49	$19.17
O (n_o = 53)	White T* : Orig.	5.08	4.53	4.81	$75.94
Standard Deviation		1.11	1.08	1.29	$25.46
P (n_p = 48)	White T* : Mod.	4.23	4.10	4.23	$59.38
Standard Deviation		1.65	1.21	1.59	$26.11
Q (n_q = 51)	Suit*: Orig.	5.43	5.10	5.06	$98.53
Standard Deviation		1.24	1.01	1.24	$32.18
R (n_r = 50)	Suit* : Mod	4.38	4.42	4.40	$74.00
Standard Deviation		1.48	1.33	1.29	$24.72

(7-Point Likert Scale) **Table 8.3: Brand Image and Consumer Identity as** *Inconspicuous
Influences of Mean Perceived Consumer Status with T-shirts (Experiment 1) pg. 3

Group	Brand : Consumer	Attr.	Intell.	Cool	SES (<) ($K)
Consumer No. 5					
I (n_i = 46)	Versace (Hi) : Orig.	4.61	4.22	4.59	$70.65
Standard Deviation		1.56	1.13	1.20	$29.49
J (n_j = 51)	Versace (Hi) : Mod.	4.14	3.90	4.14	$58.33
Standard Deviation		1.39	1.20	1.34	$24.32
K (n_k = 48)	Fr. Con. (Mid) : Orig.	4.79	4.44	4.44	$72.92
Standard Deviation		1.25	1.20	1.29	$25.70
L (n_l = 50)	Fr. Con. (Mid) : Mod.	3.74	3.78	3.78	$54.00
Standard Deviation		1.63	1.23	1.57	$21.04
M (n_m = 48)	U.S. Polo (Lo) : Orig.	4.83	4.27	4.27	$67.19
Standard Deviation		1.28	1.14	1.12	$26.38
N (n_n = 50)	U.S. Polo (Lo) : Mod.	4.12	4.00	4.20	$55.50
Standard Deviation		1.67	1.39	1.64	$21.00
O (n_o = 53)	White T* : Orig.	4.47	4.89	4.36	$77.83
Standard Deviation		1.53	1.28	1.15	$35.58
P (n_p = 48)	White T* : Mod.	4.04	4.00	3.88	$50.00
Standard Deviation		1.62	1.13	1.45	$26.30
Q (n_q = 51)	Suit*: Orig.	4.59	4.80	4.39	$89.71
Standard Deviation		1.49	1.02	1.20	$26.54
R (n_r = 50)	Suit* : Mod	4.12	4.26	4.10	$68.00
Standard Deviation		1.44	1.34	1.45	$22.04
O (μ_o = 53)	**White T* : Orig.**	**4.86**	**4.53**	**4.65**	**$74.53**
Standard Deviation		**1.32**	**1.13**	**1.33**	**$30.32**
P (μ_p = 48)	**White T* : Mod.**	**4.43**	**4.06**	**4.19**	**$57.61**
Standard Deviation		**1.58**	**1.16**	**1.56**	**$26.19**
Q (μ_q = 51)	**Suit* : Orig.**	**5.14**	**4.85**	**4.81**	**$91.28**
Standard Deviation		**1.32**	**1.12**	**1.19**	**$29.26**
R (μ_r = 50)	**Suit* : Mod**	**4.42**	**4.28**	**4.38**	**$74.20**
Standard Deviation		**1.40**	**1.31**	**1.38**	**$26.20**

STAT SHEET B: Brand Identity (pt. 1)

Designer ID: Brands, T-shirts, & the Communication of Identity

Stylés Akira, PhD | Casa La Doniccé, LLC | akira@casaladonicce.com | www.projectdesignerid.com

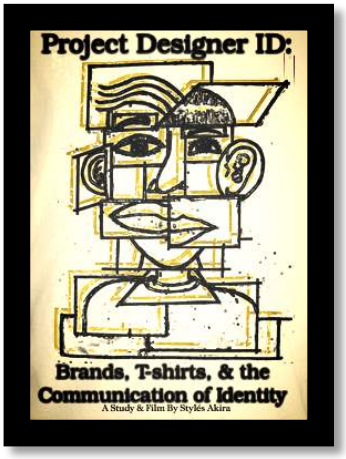

Table 6.1: Mean Brand Status Perceptions with Logos (Pilot Study: Part 2) pg. 1

Group	Brand Logo	Familiar/ Ownership%	Innovation	Quality	Status
Group No. 1 (Brands Assigned to Consumer No. 1)					
C (n_c = 49)	McQueen (Hi)	2.16/0%	4.10	4.67	4.76
Standard Deviation		1.94	1.16	0.97	1.09
D (n_d = 47)	A/X (Mid)	4.91/11%	4.74	5.57	6.04
Standard Deviation		1.85	1.19	1.17	1.10
E (n_e = 48)	Adidas (Lo)	6.27/54%	5.04	5.63	5.27
Standard Deviation		1.01	1.18	1.04	1.22
E (n_e = 48)	Amer. Eagle*	5.77/35%	4.33	5.02	5.04
Standard Deviation		1.45	1.31	1.33	1.38
Group No. 2 (Brands Assigned to Consumer No. 2)					
C (n_c = 49)	Gucci (Hi)	5.90/12%	4.86	5.86	6.43
Standard Deviation		0.96	1.19	0.87	0.71
D (n_d = 47)	GAP (Mid)	6.38/64%	4.11	5.28	4.68
Standard Deviation		0.90	1.39	1.06	1.38
E (n_e = 48)	Levi's (Lo)	6.58/77%	4.77	6.02	5.08
Standard Deviation		0.58	1.32	1.00	1.43
D (n_d = 47)	Marc*	3.43/9%	4.26	5.00	5.15
Standard Deviation		2.31	1.24	1.18	1.30
Group No. 3 (Brands Assigned to Consumer No. 3)					
C (n_c = 49)	Burberry (Hi)	4.22/8%	4.47	5.41	5.67
Standard Deviation		2.11	1.19	1.15	1.18
D (n_d = 47)	True Rlgn (Mid)	2.64/2%	3.98	4.23	4.06
Standard Deviation		2.17	1.33	1.13	1.34
E (n_e = 48)	Old Navy (Lo)	6.33/63%	4.60	4.98	3.92
Standard Deviation		1.02	1.43	1.28	1.49
C (n_c = 49)	D&G*	4.69/14%	4.61	5.41	5.61
Standard Deviation		2.01	1.04	1.14	1.20

(7-Point Likert Scale) *Inconspicuously Branded

Table 6.2: Mean Brand Status Perceptions with Logos (Pilot Study: Part 2) pg. 2

Group	Brand Logo	Familiar/ Ownership%	Innovation	Quality	Status
Group No. 4 (Brands Assigned to Consumer No. 4)					
C (n_c = 49)	Balmain (Hi)	1.61/0%	4.02	4.41	4.43
Standard Deviation		1.24	0.69	0.89	1.00
D (n_d = 47)	Ralph D&S (Mid)	4.64/9%	4.34	5.32	5.47
Standard Deviation		1.55	1.20	1.12	1.20
E (n_e = 48)	Vans (Lo)	5.06/19%	4.35	4.79	4.10
Standard Deviation		2.05	1.12	1.22	1.26
D (n_d = 47)	A&F*	5.87/36%	4.15	4.60	5.00
Standard Deviation		1.38	1.47	1.23	1.35
Group No. 5 (Brands Assigned to Consumer No. 5)					
C (n_c = 49)	Versace (Hi)	4.96/8%	4.67	5.59	6.10
Standard Deviation		1.83	1.14	1.06	0.96
D (n_d = 47)	Fr. Con. (Mid)	2.68/0%	3.96	4.02	4.11
Standard Deviation		2.10	1.27	1.07	1.31
E (n_e = 48)	U.S. Polo (Lo)	5.15/29%	4.44	5.58	5.63
Standard Deviation		1.92	1.03	0.99	1.12
D (n_d = 47)	Diesel*	3.49/4%	4.02	4.36	4.11
Standard Deviation		2.01	1.11	1.15	1.22
μ_{cde}*	**Inconspicuous**	**4.65/20%**	**4.27**	**4.88**	**4.98**
Standard Deviation		**1.83**	**1.23**	**1.21**	**1.29**

(7-Point Likert Scale) *Inconspicuously Branded

Table 7.1: Mean Brand Status Perceptions with T-shirts (Pilot Study: Part 3) pg. 1

Group	Brand Logo	Fam./ Own %	Inn.	Qual	Stat	Est. Cost (<) ($K)	WTP (<) ($K)	Retail
Group No. 1 (Brands Assigned to Consumer No. 1)								
F (n_f = 46)	McQueen (Hi)	3.11/2%	4.30	4.72	4.74	$64.25	$36.50	$310
Standard Deviation		2.23	1.81	1.70	1.77	$37.88	$23.40	
G (n_g = 43)	A/X (Mid)	4.63/16%	4.65	5.23	5.74	$59.88	$35.47	$32.50
Standard Deviation		1.98	1.00	0.92	0.98	$19.01	$15.65	
H (n_h = 48)	Adidas (Lo)	6.27/48%	4.94	5.63	5.13	$43.75	$31.25	$22
Standard Deviation		0.84	1.23	1.10	1.27	$18.23	$14.12	
μ_{fgh}*	Amer. Eagle*	1.54/0%	3.58	3.94	3.45	$39.08	$28.10	$19.95
Standard Deviation		0.97	1.43	1.12	1.24	$14.85	$8.27	
Group No. 2 (Brands Assigned to Consumer No. 2)								
F (n_f = 46)	Gucci (Hi)	5.89/15%	4.89	5.89	6.35	$77.75	$41.25	$245
Standard Deviation		1.10	1.30	0.82	0.95	$33.01	$20.56	
G (n_g = 43)	GAP (Mid)	6.40/63%	4.14	5.16	4.40	$37.79	$30.23	$29.95
Standard Deviation		1.00	0.99	0.75	1.24	$12.64	$10.29	
H (n_h = 48)	Levi's (Lo)	6.38/67%	4.42	5.83	4.58	$40.63	$29.69	$19
Standard Deviation		0.98	1.35	1.02	1.41	$25.07	$12.27	
μ_{fgh}*	Marc*	1.56/0%	4.40	4.23	3.97	$49.00	$29.53	$98
Standard Deviation		1.06	1.46	1.05	1.21	$22.18	$10.91	
Group No. 3 (Brands Assigned to Consumer No. 3)								
F (n_f = 46)	Burberry (Hi)	1.98/2%	4.33	4.52	4.20	$53.75	$33.75	$150
Standard Deviation		1.63	1.25	1.13	1.31	$32.90	$16.85	
G (n_g = 43)	True Rel. (Mid)	3.00/0%	4.19	4.47	4.40	$45.93	$31.98	$68
Standard Deviation		2.01	1.24	0.88	1.35	$18.04	$23.98	
H (n_h = 48)	Old Navy (Lo)	6.33/46%	4.04	4.48	3.63	$29.69	$27.60	$10
Standard Deviation		0.72	1.40	1.44	1.54	$11.13	$7.72	
μ_{fgh}*	D&G*	1.64/0%	4.07	4.13	3.89	$47.43	$30.30	$425
Standard Deviation		1.15	1.41	1.19	1.25	$19.00	$11.16	

(7-Point Likert Scale) *Inconspicuously Branded

Table 7.2: Mean Brand Status Perceptions with T-shirts (Pilot Study: Part 3) pg. 2

Group	Brand Logo	Fam./ Own %	Inn.	Qual.	Stat.	Est. Cost (<) ($K)	WTP (<) ($K)	Retail
Group No. 4 (Brands Assigned to Consumer No. 4)								
F (n_f = 46)	Balmain (Hi)	2.13/0%	4.20	4.67	4.63	$59.75	$32.50	$182
Standard Deviation		1.76	1.33	1.28	1.45	$29.57	$18.91	
G (n_g = 43)	Ralph D&S (Mid)	5.88/44%	4.84	5.67	5.47	$51.74	$34.30	$40
Standard Deviation		1.22	1.33	1.08	1.24	$15.81	$13.39	
H (n_h = 48)	Vans (Lo)	4.98/23%	4.35	4.90	4.29	$42.19	$30.21	$22
Standard Deviation		1.93	1.39	1.12	1.34	$17.23	$10.26	
μ_{fgh}*	A&F*	1.65/0%	3.50	3.85	3.40	$34.20	$27.03	$24
Standard Deviation		1.15	1.23	1.07	1.23	$13.17	$6.82	
Group No. 5 (Brands Assigned to Consumer No. 5)								
F (n_f = 46)	Versace (Hi)	1.89/2%	4.83	4.72	4.33	$56.50	$34.75	$295
Standard Deviation		1.59	1.27	1.20	1.30	$33.10	$24.99	
G (n_g = 43)	Fr. Con. (Mid)	2.53/12%	3.98	4.47	4.35	$44.19	$29.07	$44
Standard Deviation		1.88	1.10	0.74	1.29	$17.11	$9.34	
H (n_h = 48)	U.S. Polo (Lo)	5.19/15%	4.13	5.10	5.25	$53.13	$32.81	$15
Standard Deviation		1.67	1.27	1.34	1.56	$18.32	$13.80	
μ_{fgh}*	Diesel*	1.75/4%	3.83	3.97	3.72	$44.12	$29.34	$66.33
Standard Deviation		1.30	1.35	1.19	1.33	$16.65	$10.27	
#μ_{fghF}	**Incon.***	**1.65/1%**	**3.89**	**3.98**	**3.69**	**$39.34**	**$23.63**	**$126.66**
Standard Deviation		**1.13**	**1.37**	**1.12**	**1.25**	**$17.17**	**$9.49**	
Kanye West x A.P.C.								
μ_{fghF}	**White T^F**	**1.65/2%**	**2.10**	**3.17**	**2.63**	**$28.62**	**$25.72**	**$120**
Standard Deviation		**1.13**	**1.27**	**1.26**	**1.37**	**$10.95**	**$4.18**	

(7-Point Likert Scale) *Inconspicuously Branded

STAT SHEET B: Brand Identity (pt. 2)

Designer ID: Brands, T-shirts, & the Communication of Identity

Stylés Akira, PhD | Casa La Doniccé, LLC | akira@casaladonicce.com | www.projectdesignerid.com

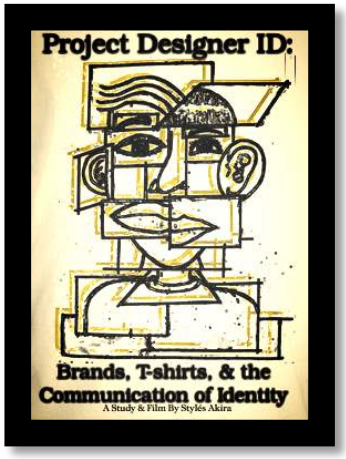

Table 9.1: Consumer Identity and Brand Image as Influences of Mean Perceived Brand Status with T-shirts (Experiment 2) pg. 1

Group	Consumer : Brand	Fam./ Own%	Inn.	Qual.	Stat.	Est. Cost (<)	WTP (<)	Retail
Consumer No. 1								
S (n_s = 48)	Orig. : McQueen (Hi)	2.67/0%	4.21	4.31	4.52	$63.54	$31.77	$310
Standard Deviation		2.00	1.56	1.37	1.35	$28.23	$16.90	
T (n_t = 47)	Mod. : McQueen (Hi)	2.77/0%	3.89	4.13	4.21	$65.96	$35.64	
Standard Deviation		2.31	1.81	1.78	1.64	$41.52	$27.46	
U (n_u = 48)	Orig. : A/X (Mid)	4.75/17%	4.79	5.60	5.83	$65.10	$34.90	$32.50
Standard Deviation		2.11	1.40	1.12	1.42	$24.59	$16.09	
V (n_v = 44)	Mod. : A/X (Mid)	4.64/11%	4.34	5.00	5.45	$67.61	$31.82	
Standard Deviation		1.88	1.27	1.22	1.32	$22.61	$12.49	
W (n_2 = 41)	Orig. : Adidas (Lo)	6.44/44%	4.80	5.51	5.10	$40.24	$29.88	$22
Standard Deviation		0.81	1.40	1.03	1.28	$16.66	$10.03	
X (n_x = 48)	Mod. : Adidas (Lo)	6.10/50%	4.67	5.27	4.92	$39.06	$29.17	
Standard Deviation		1.40	1.64	1.47	1.51	$13.55	$9.42	
Y (n_y = 49)	Orig. : AE*	1.41/0%	3.27	3.69	3.57	$45.41	$29.59	$19.95
Standard Deviation		0.76	1.41	1.12	1.10	$18.87	$11.03	
Z (n_z = 47)	Mod. : AE*	1.38/0%	3.34	3.94	3.68	$44.68	$29.26	
Standard Deviation		0.87	1.63	1.21	1.18	$17.24	$9.50	
Consumer No. 2								
S (n_s = 48)	Orig. : Gucci (Hi)	5.71/8%	4.52	5.50	6.25	$84.38	$42.19	$245
Standard Deviation		1.09	1.15	1.19	0.79	$28.07	$21.36	
T (n_t = 47)	Mod. : Gucci (Hi)	5.85/11%	4.45	5.36	6.15	$89.36	$44.15	
Standard Deviation		1.10	1.46	1.24	1.12	$41.29	$27.69	
U (n_u = 48)	Orig. : GAP (Mid)	6.19/46%	4.08	4.79	4.38	$38.54	$27.60	$29.95
Standard Deviation		1.16	1.41	1.29	1.39	$13.60	$7.72	
V (n_v = 44)	Mod. : GAP (Mid)	6.50/55%	3.86	4.64	4.20	$39.20	$29.55	
Standard Deviation		0.73	1.21	1.37	1.36	$13.64	$11.14	
W (n_w = 41)	Orig. : Levi's (Lo)	6.59/66%	4.61	5.73	4.78	$38.41	$29.27	$19
Standard Deviation		0.63	1.43	1.00	1.54	$14.89	$9.52	
X (n_x = 48)	Mod. : Levi's (Lo)	6.46/65%	4.46	5.58	4.73	$40.10	$27.60	
Standard Deviation		0.80	1.49	1.29	1.62	$20.46	$7.72	
Y (n_y = 49)	Orig. : Marc*	1.29/0%	3.92	3.84	3.92	$55.61	$30.61	$98
Standard Deviation		0.58	1.51	1.14	1.15	$25.65	$12.77	
Z (n_z = 47)	Mod. : Marc*	1.19/0%	3.62	3.51	3.60	$51.06	$29.79	
Standard Deviation		0.54	1.29	1.23	1.19	$20.16	$12.38	

(7-Point Likert Scale) *Inconspicuously Branded

Table 9.2: Consumer Identity and Brand Image as Influences of Mean Perceived Brand Status with T-shirts (Experiment 2) pg. 2

Group	Consumer : Brand	Fam./ Own%	Inn.	Qual.	Stat.	Est. Cost (<)	WTP (<)	Retail
Consumer No. 3								
S (n_s = 48)	Orig. : Burberry (Hi)	2.31/6%	4.06	4.46	4.25	$60.42	$36.98	$150
Standard Deviation		1.86	1.46	1.34	1.39	$28.64	$22.47	
T (n_t = 47)	Mod. : Burberry (Hi)	1.87/2%	3.23	4.09	3.57	$55.85	$31.91	
Standard Deviation		1.50	1.42	1.19	1.35	$32.64	$16.24	
U (n_u = 48)	Orig. : True Rel. (Mid)	2.21/0%	4.10	4.25	3.75	$44.27	$28.13	$68
Standard Deviation		1.71	1.52	1.28	1.69	$16.50	$9.82	
V (n_v = 44)	Mod. : True Rel. (Mid)	3.30/2%	4.27	4.30	4.41	$50.00	$32.39	
Standard Deviation		2.18	1.21	1.23	1.47	$21.57	$12.74	
W (n_w = 41)	Orig. : Old Navy (Lo)	6.44/51%	3.85	4.37	3.54	$30.49	$26.22	$10
Standard Deviation		.95	1.44	1.55	1.53	$11.87	$7.81	
X (n_x = 48)	Mod. : Old Navy (Lo)	6.08/46%	3.65	4.21	3.06	$29.69	$27.60	
Standard Deviation		1.18	1.47	1.69	1.52	$9.86	$7.72	
Y (n_y = 49)	Orig. : D&G*	1.33/0%	3.39	3.94	3.82	$53.57	$30.61	$425
Standard Deviation		0.66	1.40	1.05	1.11	$21.65	$12.77	
Z (n_z = 47)	Mod. : D&G*	1.34/2%	3.30	3.83	3.60	$50.00	$30.85	
Standard Deviation		0.70	1.44	1.24	1.23	$21.49	$12.99	
Consumer No. 4								
S (n_s = 48)	Orig. : Balmain (Hi)	1.44/0%	3.63	4.19	4.10	$56.77	$32.81	$182
Standard Deviation		1.05	1.18	1.27	1.21	$25.65	$12.80	
T (n_t = 47)	Mod. : Balmain (Hi)	1.68/0%	3.45	3.85	4.00	$64.89	$34.04	
Standard Deviation		1.32	1.49	1.33	1.55	$35.61	$24.69	
U (n_u = 48)	Orig. : Ralph D&S (Mid)	5.33/40%	4.38	5.29	5.42	$49.48	$29.69	$40
Standard Deviation		1.98	1.44	1.17	1.30	$20.30	$9.86	
V (n_v = 44)	Mod. : Ralph D&S (Mid)	5.68/32%	4.41	5.11	5.23	$55.68	$33.52	
Standard Deviation		1.70	1.44	1.24	1.49	$21.47	$15.20	
W (n_w = 41)	Orig. : VANS (Lo)	5.49/37%	4.83	5.27	4.51	$42.07	$34.76	$22
Standard Deviation		1.82	1.60	1.34	1.36	$21.97	$21.56	
X (n_x = 48)	Mod. : VANS (Lo)	5.79/35%	4.75	5.13	4.27	$40.10	$28.65	
Standard Deviation		1.52	1.45	1.23	1.51	$14.35	$11.52	
Y (n_y = 49)	Orig. : A&F*	1.55/2%	3.08	3.59	3.27	$45.92	$29.08	$24
Standard Deviation		1.16	1.30	1.27	1.27	$20.63	$10.64	
Z (n_z = 47)	Mod. : A&F*	1.19/0%	3.38	3.87	3.49	$42.02	$27.66	
Standard Deviation		0.54	1.21	0.90	1.12	$16.57	$7.79	

(7-Point Likert Scale) *Inconspicuously Branded

Table 9.3: Consumer Identity and Brand Image as Influences of Mean Perceived Brand Status with T-shirts (Experiment 2) pg. 3

Group	Consumer : Brand	Fam./ Own%	Inn.	Qual.	Stat.	Est. Cost (<)	WTP (<)	Retail
Consumer No. 5								
S (n_s = 48)	Orig. : Versace (Hi)	1.73/2%	4.27	4.29	4.19	$58.85	$36.46	$295
Standard Deviation		1.22	1.23	1.07	1.04	$20.30	$17.07	
T (n_t = 47)	Mod. : Versace (Hi)	1.66/0%	3.51	3.96	3.77	$56.38	$33.51	
Standard Deviation		1.31	1.53	1.20	1.34	$27.32	$24.05	
U (n_u = 48)	Orig. : Fr. Con. (Mid)	2.04/0%	3.69	4.21	3.98	$44.79	$27.60	$44
Standard Deviation		1.43	1.22	1.03	1.41	$17.07	$7.72	
V (n_v = 44)	Mod. : Fr. Con. (Mid)	2.84/5%	3.77	4.36	4.07	$47.73	$27.84	
Standard Deviation		2.21	1.40	1.04	1.42	$17.73	$8.03	
W (n_w = 41)	Orig. : U.S. Polo (Lo)	4.95/12%	4.05	4.80	4.83	$51.83	$32.32	$15
Standard Deviation		2.19	1.40	1.47	1.60	$20.46	$11.52	
X (n_x = 48)	Mod. : U.S. Polo (Lo)	4.52/15%	4.00	4.69	4.73	$48.44	$31.25	
Standard Deviation		1.95	1.17	1.43	1.57	$17.42	$13.15	
Y (n_y = 49)	Orig. : Diesel*	1.49/2%	3.27	3.71	3.59	$49.49	$29.08	$66.33
Standard Deviation		1.02	1.24	1.08	1.14	$20.08	$10.64	
Z (n_z = 47)	Mod. : Diesel*	1.62/0%	3.02	3.79	3.47	$45.74	$29.26	
Standard Deviation		1.33	1.41	1.25	1.28	$16.75	$10.83	
Y (μ_y = 49)	**Orig. : Incon.***	**1.41/1%**	**3.39**	**3.75**	**3.63**	**$50.00**	**$29.79**	**$126.66**
Standard Deviation		**0.84**	**1.37**	**1.13**	**1.15**	**$21.38**	**$11.57**	
Z (μ_z = 47)	**Mod. : Incon.***	**1.34/0%**	**3.33**	**3.79**	**3.57**	**$46.70**	**$29.36**	
Standard Deviation		**0.80**	**1.40**	**1.17**	**1.20**	**$18.44**	**$10.70**	

(7-Point Likert Scale) *Inconspicuously Branded