

Appendix B. List of Actual Brand Names analyzed

We present a complete list of the 115 actual brand name data items used in this study to diagnose the criterion-related validity of our survey construct. The list contains 45 Korean, 29 Chinese, and 41 US brands. Note that these Korean and Chinese brand names are like the US brands in that all three countries use easy, short, and common English words for most brand names.

Korean brand	Chinese brand	US brand
8 Seconds, A Plus, Best, Bojar, Clio, Designer, Elle, Fila, Galary, Grand, Hera, Image, I Well, K, Lacto Fit, Lohacell, Mango Six, Marble, Medicube, Members, Mr., Nerdy, No Brand, Opera, Oracle, Orion, Our Home, Palace, Point, Pop, Promise, Respect, Rolling, Secret, Spao, Star Line, The A, The Eye, The Saem, The Style, Top Class, Top Ten, Trend, Visual, Yellow	Acer, Alibaba, Alipay, Asus, Belle, BenQ, By-Health, Chando, Ctrip, Evergrande, Garden, Great Wall, Gree, Herborist, Hik, Hopeshow, Lenovo, Midea, Mobike, NetEase, Ochirly, Peacebird, Poly, Robam, Tencent, Tik Tok, UnionPay, Warrior, Youngor	Abercrombie & Fitch, American Eagle, Auntie Anne's, Banana Republic, Baskin Robbins, Benefit, Brooks Brothers, Burgerking, Burts Bees, Calvin Klein, Clean & Clear, Clinique, Coach, Cocacola, Converse, Dr. Pepper, Dunkin' Donuts, Eddie Bauer, Estée Lauder, Gap, Hollister, J. Crew, Kate Spade, KFC, KIEHL'S , Krispy Kreme, Levi's, MacDonald, Mountain Dew, Nike, Old Navy, Panda Express, Pepsicola, Pizza Hut, Polo Ralph Lauren, Subway, Tommy Hilfiger, Under Armour, Urban Decay, Vans, Victoria's Secret