* 1. Appendix B. List of Actual Brand Names analyzed

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