

12. APPENDIX

1. Survey conducted for the study on narco culture and luxury fashion in Colombia.

Section Demographics

1. What is your age?
 - 18-24
 - 25-34
 - 35-44
 - 45+
2. What is your gender?
 - Male
 - Female
 - Prefer not to say
3. What is your highest level of education?
 - High school
 - Technical or university studies
 - Graduate degree
4. In which city do you currently live?
5. Did you live in Colombia during the 1980s or 1990s?
 - Yes
 - No

Section Influence of Narco Culture on Fashion

1. How familiar are you with the term "Narco culture"?
 - Not at all
 - 1, 2, 3, 4, 5
 - Very familiar
2. Do you believe that Narco culture has influenced fashion trends in Colombia?
 - Strongly disagree
 - 1, 2, 3, 4, 5

- Strongly agree
3. Do you associate any of these luxury fashion items specifically with Narco culture?
Select all that apply.
- Bags
 - Shoes
 - Jackets
 - Jewellery
 - Sunglasses
 - Watches
 - None associated
4. To what extent do you believe Narco culture has shaped luxury fashion consumption?
- No influence
 - 1, 2, 3, 4, 5
 - Great influence

Section Perceived Risk When Buying Luxury Fashion

1. How risky do you believe it is to purchase luxury fashion items in Colombia, given the context of Narco culture?
- No risk
 - 1, 2, 3, 4, 5
 - High risk
2. Do you believe that Narco culture increases the chances of being judged negatively for wearing luxury fashion in Colombia?
- Yes
 - No
3. Do you think there is a social stigma associated with showing wealth through luxury fashion in Colombia?
- No stigma
 - 1, 2, 3, 4, 5
 - High stigma
4. Does Narco culture make you hesitant to buy luxury fashion in Colombia due to safety or social judgment concerns?
- Yes

- No

Section Perceived Value When Buying Luxury Fashion

1. Do you believe that the association of Narco culture with luxury fashion in Colombia affects the perceived value of these items?
 - No impact
 - 1, 2, 3, 4, 5
 - Great impact
2. Do you think luxury brands in Colombia gain or lose value due to their association with Narco culture?
 - Gain value
 - Lose value
 - No impact
3. How important is exclusivity and the status symbol associated with luxury fashion in Colombia, considering Narco culture?
 - Not important
 - 1, 2, 3, 4, 5
 - Very important
4. Do you feel that Narco culture affects the desire for certain luxury fashion brands?
 - Yes
 - No

Section Brand Perception and Brand Image

1. Do you believe that Narco culture has a negative or positive influence on the image of luxury brands in Colombia?
 - Very negative
 - 1, 2, 3, 4, 5
 - Very positive
2. Does association with Narco culture make you more or less likely to trust luxury brands?
 - More likely
 - Less likely
 - No impact

3. How important is a brand's reputation to you when purchasing luxury fashion in Colombia, considering cultural influence?
 - Not important
 - 1, 2, 3, 4, 5
 - Very important

Section Social Status and Reputation

1. Do you believe that owning luxury fashion in Colombia enhances social status due to the influence of Narco culture?
 - Yes
 - No
2. How important is it to display luxury fashion items as a status symbol in Colombian society?
 - Not important
 - 1, 2, 3, 4, 5
 - Very important
3. Do you believe luxury fashion consumption in Colombia is more about projecting power and wealth due to Narco culture?
 - Strongly disagree
 - 1, 2, 3, 4, 5
 - Strongly agree

Section Consumer Purchase Intention

1. How likely are you to purchase luxury fashion brands in Colombia, knowing the possible association with Narco culture?
 - Very unlikely
 - 1, 2, 3, 4, 5
 - Very likely
2. Does the perception of risk (due to Narco culture) affect your willingness to buy luxury fashion in Colombia?
 - Yes
 - No

3. Does perceived value (due to Narco culture) influence your intention to buy luxury fashion positively or negatively?
- Positively
 - Negatively
 - No impact

2. Table 1. Summary table of regression's results.

Hypothesis	Model	R	R Square	Sig.	Unstandardized B	Standardized Beta	Predictor(s)
H1	1	0,199	0,04	0,013	0,265		¿Cree que la Narco cultura ha influido en las tendencias de la moda en Colombia?
H2	1	0,199	0,04	0,013	0,265		¿Cree que la Narco cultura ha influido en las tendencias de la moda en Colombia?
H3	1	0,031	0,001	0,697	-0,016		Perception of risk
H4	1	0,154	0,024	0,054	-0,079	-0,154	Perception of value
H5	1	0,138	0,019	0,085	-0,176		Narco culture influence on brand perception
H6	1	0,129	0,017	0,106	-0,213		Brand perception
H7	1	0,28	0,016	0,111	0,076		Narco culture influence on social status
H8	1	0,4	0,002	0,619	0,019		Social status and reputation