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DETERMINANTS OF BRAND AUTHENTICITY OF HIGH QUALITY APPAREL INDUSTRY IN DEVELOPING COUNTRY: A MODERATING EFFECT OF ENTREPRENEURIAL

Abstract: *The main objective of the research is to illustrate the value in the developing world of researching and implementing quality brand authenticity with the moderating effect of entrepreneurial marketing.*

1943 responses were collected using survey method and five-point self-administrated questionnaire from the luxury apparel industry of Karachi, Pakistan using purposive sampling technique. PLS-SEM was used for data analysis.

Actual brand congruence showed a positive and significant effect brand authenticity and brand commercialization negatively impacts brand authenticity while brand nostalgia also positively impacts brand authenticity and entrepreneurial marketing also significantly impact brand authenticity, ideal brand congruence also has positive relationship with brand authenticity and social media engagement positively impact brand authenticity. Entrepreneurial marketing negatively moderate the relationship between ideal brand congruence and brand authenticity and moderate the relationship between social media but negatively moderates the relationship between brand commercialization moderate the relationship between brand nostalgia but insignificantly moderate the relationship between actual brand congruence and brand authenticity.

It was found that having your content on these platforms is not what makes sales for you. Engagement is the secret to becoming a productive user of social media hence joining Q&A response sessions is a great way to give value to customers and make you a valuable brand.

Keywords: *Brand Congruence; Brand Nostalgia; Entrepreneurial Marketing; Brand Authenticity; Social Media Engagement*

1. Introduction

Social networks are increasingly taking up a greater share of consumers' time spent online. As a result, social media – which includes

advertising on social networks and/or marketing communication with social characteristics – is becoming a larger component of firms' marketing budgets, (Gallaughar & Ransbotham, 2010). As firms increase their social media activity, the role of

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content engineering has become increasingly important. Content engineering seeks to develop content that better engages targeted users and drives the desired goals of the marketer from the campaigns they implement (Lee et al., 2014).

Recent economic studies considered economic growth as a prerequisite for progress in human society. Meanwhile, an entrepreneurial approach to the economy, especially in third world countries, will terminate economic development. Nowadays entrepreneurial development is considered as the best way to leave recession and if firms can provide the highest degree of value for their customers, they will enjoy both competitive advantage and better positioning in the market and among their target customers. On the other hand, marketing is an organizational function and a set of processes to create, communicate and deliver value to customers and manage relationships with them to achieve profitability and value for the organization and its stakeholders. Business success requires establishing long-term relationships with customers and delivering value to them. The aim of this operation is to achieve loyal customers, which are valuable resources for disseminating a product/service among other consumers.

Performance, reliability, durability, visual and perceived quality are the factors on which quality apparel industry is based.

Apparel industry is deemed as the most important sectors in the economic development of Pakistan as well as the major industry with a 46% share of total manufacturing. The importance of this sector has been confirmed from the 67% of exports and employment for 40% of the workforce. An important incentive for additional growth of this labor intensive industry has been offered from the largest available human resource pool of the Pakistan. In raw material, Pakistan possesses high self-efficiency as well as considered as the fourth largest producer of cotton. Excessive use of cotton resources allows the textile industry of

Pakistan towards the industrialization region. Pakistan had a total of 503 spinning mills with an installed space of 10,437,000 spindles and 155,104 rotors as evidently reported at web published edition. A total of 53 integrated units with an installed space have been possessed with the weaving industry along with 30,000 units in the power loom sector, 512 shuttles less weaving units with an installed space of 13,340 looms, and 225,253 looms approximately. The apparel industry possesses 700 knitwear units with 15,000 knitting machines, 670 finishing units with a production space of 3460 million sq. meters of fabric per annum as well as 450,000 domestic sewing machines. A value of USD 5.4 billion has been totaled by the major buyer of textile accessories and clothing by purchasing a total of 309.2 million of goods.

Brand authenticity holds a significant importance for consumers, with prolonging effects (Fritz et al., 2017). An ample number of studies in the recent past had paid significant importance to ideal brand congruence and actual brand congruence (Ercis & Deveci, 2016; Fritz et al., 2017; Judit & Michalkó, 2015; Naumann & Bowden, 2015), however, numerous studies focused on investigating brand nostalgia (Kessous et al., 2014; Muehling et al., 2014; Sarkar & Sarkar, 2016). Moreover, social media and digital marketing is one of the emerging trends globally (Ashley & Tuten, 2015; Bowen & Ozuem, 2014; Dolan et al., 2016; Gohel, 2015; Lee et al., 2014).

Academic research on brand authenticity is still in its infancy. The few studies that do exist are predominantly of a general nature, either in establishing theoretical foundations or analyzing manifestations of authenticity in the marketplace, (Napoli et al., 2014). Yet, consumer research has not given considerable focused attention to authenticity, particularly in the differentiated understanding of authenticity in general and of brand authenticity, (Alexander, 2009). This is often enhanced by the studies' focus on a specific product category such as wine, tourist attractions, or food production.

Therefore, there is no consensus on a general definition for brand authenticity, as well as no agreement regarding its dimensional structure in consumer research (Eggers et al., 2013). Thus, it is necessary to conceptualize brand authenticity using a “bottom-up approach” and to acquire a deep understanding of how consumers perceive authentic brands. To sum up, the definitions of the general concept of authenticity differ (Beverland, 2005).

The significance and importance of the study is highlighted by globalization and the strategies of garment companies to cope with a comparatively larger marketplace and more dynamic conditions, circumstances and demands of customers. In a similar context, this empirical research study courageously attempted to ascertain the underlying concepts of brand authenticity and its real meaning to the apparel industry of Pakistan. Specifically, the core objective and ambition is to consider brand authenticity as a focused dimension to establish the basics as a pathway for future researchers. The study encourages and invites research scholars and practitioners to dig deeply into concepts, underlying theoretical and empirical evidences, intervention of demographic and socio-psychographic dimensions and most importantly, to operationalize these concepts to the corporate scenario.

The study is primarily focused on understanding brand authenticity in the luxury apparel industry of Pakistan. Moreover, the limitations of the scope to brand authenticity have also been considered purposefully to gain insight and an in-depth understanding about the phenomenon in a concentrated and specific domain. Rather than providing highly generic results, findings and practical implications, the study has narrowed its scope to the luxury apparel industry of Pakistan. Moreover, the customers were included as respondents as the focal consideration was made to comprehend customers’ viewpoint about brand authenticity and different organizational efforts to brand management and marketing strategies. Furthermore, the

study also included brand nostalgia as one of its independent variables. It emphasizes that the respondents participating in the study should have past experience with the brand and no potential customers are included in the study. Therefore, this also narrows the scope of study to the current customer-base of apparel industry of Pakistan rather than anyone that can even have potential customers are included in the study.

2. Literature Review

2.1. Theoretical underpinnings and hypothesis development

The study focused on the theory of triangulation to hypothesize adequate underpinnings for variable relationship. It also emphasized that the theoretical framework should be enough that it can substantiate hypotheses to depth. Therefore, the study incorporated three theories, popularly called the Self-Congruity Theory, Social Cognitive Theory and Resource-Based View Theory.

Social Cognitive Theory (SCT) was proposed by Bandura (1989). It emphasizes that an individual’s knowledge is usually acquired from various sources in terms of social interaction, experiences and media. It further postulates that human behavior is mainly shaped by interacting with various stimuli that could either be other individuals, media engagement or experiences (Bandura, 1989, 1991, 2001, 2011; Lent, Brown, & Hackett, 1994; Luszczynska & Schwarzer, 2005; Stajkovic & Luthans, 1979).

The self-congruity theory has critical importance to consumer behavior in predicting behavioral intention based on the self-concept and its match with brand image. As proposed deliberately by Sirgy (1986), the psychological patterns and comprehension of the individual about a certain phenomenon, social event or brand plays an important role in shaping attitude and behavior (Aktan & Chao, 2016; Claiborne & Sirgy, 2015).

Lastly the Resource-Based View (RBV) theory was proposed by Penrose (1959) and Wernerfelt (1984). The theory proposed that resources are sacred and limited by nature and can utilize effectively and potentially optimally without putting in exceptional effort. Thus, companies should strive hard to effectively utilize available tangible and intangible resources to improve their growth and gain competitive advantage (Campbell & Park, 2017).

Brand congruence basically involves the match and fit between customers' self-concept and brand image (Raza et al., 2020). However, two different standpoints of brand congruence have been deliberately described in past literature (Aktan & Chao, 2016; Başar et al., 2015; Claiborne & Sirgy, 2015). The two dimensions of brand congruence were pronounced as ideal brand congruence and actual brand congruence (Rojas-Méndez et al., 2015). The former dimensions deal with the imaginary or superlative expectation of self-concept with the brand image, whereas the latter deals with the actual extent of self-concept match with brand image (Başar et al., 2015). These past literatures showed a significant relationship between ideal brand congruence and actual brand congruence with brand authenticity (Beverland, 2005; Dutton, 2016). Thus, as shown on figure 1, we can hypothesize that:

H1: Ideal brand congruence has a significant influence on brand authenticity.

H2: Actual brand congruence has a significant influence on brand authenticity.

Based on the Social Cognitive Theory (SCT) by Bandura (1989, 1991, 2001, 2011), the individual has certain mediums of information and knowledge acquisition to shape their behavior. These stimuli include social interaction, experience and media. The strengthening viewpoint of the customer towards brand is due to the nostalgia effect. The brand authenticity thus becomes more prevalent and increases brand prominence to the customer (Kessous et al., 2014; Muehling et al., 2014; Shields & Johnson, 2016).

Therefore, the following statement has been hypothesized by the study to associate brand nostalgia with brand authenticity on the basis of the social cognitive theory:

H3: Brand nostalgia has a significant influence on brand authenticity.

The resource-based view theory contributes significantly and postulates that for firms' growth, effective allocation and utilization of resources can be strategically and cautiously executed (Penrose, 1959; Wernerfelt, 1984, 1995). The brand authenticity could be affected positively and accentuated with the commercialization and internationalization of the brand (Raza et al., 2018). The authenticity could be effectively utilized to establish brand reputation and trustworthiness (Beverland, 2005; Cristina, 2011; Dutton, 2016; Eggers et al., 2013; Qesja et al., 2016). Therefore, the following hypothesis was developed on the theoretical framework of the resource-based view.

H4: Brand commercialization has a significant influence on brand authenticity.

Consumer engagement plays an imperative role in developing brand authenticity as well as to the entire brand management strategy of the company. In this manner, the Social Cognitive Theory (SCT) effectively and decisively provided substantial theoretical foundations (Bandura, 1989, 1991, 2001, 2011). Consumers interact with each other on different social media platforms and communicate with brands. Such type of association and valuable viewpoint has also been shared by numerous past literature (Ashley & Tuten, 2015; Bowen & Ozuem, 2014; Briggs, 2010; Dolan et al., 2016; Erdoğan & Cicek, 2012; Heller Baird & Parasnis, 2011; D. Lee et al., 2014; Lim, Hwang, Kim & Biocca, 2015). Therefore, the study hypothesized the relationship between social media engagement and brand authenticity as follows:

H5: Social media engagement has a significant influence on brand authenticity.

The resource-based view theory primarily postulates the importance of resource

allocation in the best possible manner to ensure its effective utilization for gaining competitive advantage (Mahoney & Pandian, 1992; Peteraf, 1993; Priem & Butler, 2001; Wernerfelt, 1984, 1995).

While entrepreneurial marketing efforts actually play an important role in multifaceted dimensions (Cristina, 2011; Elvira & Xhaferi-Elona, 2014; Hills et al., 2008; Janet & Ngugi, 2014). The entrepreneurial marketing emphasized on creating and sustaining strengthening relationships with customers and hence, its moderation to these variables significantly contributes to a larger perspective (Raza et al., 2019). Therefore, the following hypotheses were developed on the theoretical

underpinnings of the resource-based view:

H6: Entrepreneurial marketing has significant moderation to ideal brand congruence and brand authenticity.

H7: Entrepreneurial marketing has significant moderation to actual brand congruence and brand authenticity.

H8: Entrepreneurial marketing has significant moderation to brand nostalgia and brand authenticity.

H9: Entrepreneurial marketing has significant moderation to brand commercialization and brand authenticity.

H10: Entrepreneurial marketing has significant moderation to social media and brand authenticity.

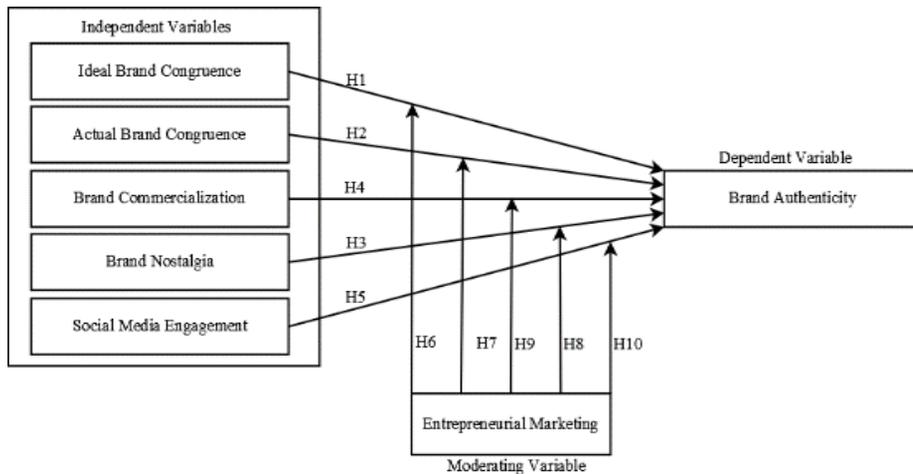


Figure 1. Influence on brand authenticity

2.2. Review of the Related Literature

Mahjoub and Naeij (2015) examined brand prestige on the loyalty of customers in the mobile phone industry as well as ideal brand congruence on brand authenticity. The study signified that ideal brand congruence dominated an important position to reflect the authenticity and prestige of mobile phones. (Fritz et al., 2017)determined from the empirical evidence that customers signify with the brands when they reflect their idealistic approach towards the entrepreneurs for constructing and revitalizing their

perception using authentic services. (Malär et al., 2011)also investigated the relationship between emotional brand attachment and brand personality empirically by giving the emphasis on ideal brand congruence. This study emphasized the influential role of ideal brand congruence on brand attachment and brand authenticity. The considerations and impressions of customers were highly perceived toward the self-consciousness aspect of ideal brand congruence. Thereby, customers were persuasive to their judgment based on the ideal congruence of products and brand authenticity.

Donvito et al. (2013) examined the congruence between customers, brand and store personality to determine the effect of ideal brand congruence in the luxury sector internationally. The brand authenticity outcomes comprised the dependability and eagerness to pay a top-notch cost for the brand. Hemetsberger et al. (2011) emphasized the importance of brand nostalgia for retro brands using a qualitative research design. The study emphasized that brand nostalgia plays crucial role in revitalizing old-fashioned products and the authenticity of brands. As youth customers were not involved with the original counterpart of a retro brand, nostalgia was determined as a clarification for retro brand utilization and revealed the essence of brand utilization. However, young customers may be prone to brand nostalgia as they recollect or subordinate encounters originating from their more established relatives' stories and past experiences.

Shields and Johnson (2016) evaluated childhood brand nostalgia by conceptualizing and developing a new scale. The study signified that brand nostalgia is associated with the memories and experiences of participants and therefore perceptually indicated the authenticity of brands. Customers can see a passionate connection to a brand and this is unmistakable from other brand-related associations, for instance, brand attitude, authenticity or brand dedication. (Graeff, 1996) used promotional messages to manage the effects of brand and self-image on brand evaluations. It was investigated from the study that a positive connection between brand nostalgia and particular image dimension shows the utilization of retail locations and an assortment of customer products.

Kessous et al. (2014) investigated the role of nostalgia in reshaping the customer-brand relationships in the luxury sector. The requirements of the customer for uniqueness ought to impact the effect of brand nostalgia on commitment and authenticity. Same (2015) proposed a conceptual framework in

identifying the interconnection of experience marketing in country branding using an Estonian case study. From the viewpoints of the customers, it was noticed that the significance of brand commercialization and the examination of brand authenticity were comprehended through customer behavior. The interconnections of the effective market of ideas and brand commercialization in the products ought to expand advertising, country products, customer previous experience, brand authenticity and positive brand identity. (Marks & Prinsloo, 2015) investigated the influence of brand authenticity in marketing to determine the resistance of customers. From the study, it was evaluated that there was a significant influence of brand authenticity on the resistance of customers. Distinctive resistance structures could be classier regarding their attributes as deemed from their previous experiences to practices or strategies used to increase dynamic trustworthiness, such as authenticity.

Nelson-Field and Taylor (2012) explored the perception of Facebook fans for top brands. The study further explored social media engagement and brand authentication from the views of customers. The rationale behind this positive correlation was on brand authenticity, which was determined positively from the influence of engagement on Facebook. (Ashley & Tuten, 2015) analyzed creative strategies for social media marketing and to explore the relationship between social content and consumer engagement. It was captured that top brands captured the authenticity of their products by revealing their engagement experiences on social media. Cognitive engagement and orientation reaction were the major aspects of customers that are highly persuasive in demonstrating the social media engagement.

Yannopoulou et al. (2013) explored the relationship between social media engagement and user-generated brands. Textual analysis along with a thematic approach was used to analyze the visual dimension of the brands. The study

emphasized that social media engagement contributed deliberately to reveal the attention and authentication of user-generated content and user-generated branding. Shaw (2004) highlighted the insights of a social enterprise revealed by a qualitative research conducted in the UK. The findings were related to the marketing activities of social enterprises to see whether they can be termed as “entrepreneurial”. Kilenthong et al. (2015) revealed the elemental aspects of entrepreneurial marketing behaviors and investigated the presence of these entrepreneurial marketing factors utilizing experimental data.

3. RESEARCH METHODOLOGY

3.1. Study Design

A research design emphasizes on the formulation and strategy of the entire research process in a systematic manner. In this concern, three basic stages have been devised particularly which includes the research strategy, research approach and research purpose. Each of the three dimensions of research design deliberately leads the research in an accurate direction. These are considerable stepping stones and the pathway to derive meaningful and keen results, findings and conclusive remarks of the study. The following headings discuss these dimensions in a thorough manner and contextualized the importance of using an appropriate research strategy, approach and purpose for the current study.

Generally, the research strategy does not only deal with the type of data, but also comprehensively provides the foundational grounds for constructive, meaningful and needful results and findings. In the present study based on its objective, quantitative research strategy is more suitable than the qualitative one

Numerous authors, researchers and practitioners proclaimed two basic types of research purposes that have distinct

characteristics and suitability to the research objective, strategy and design (Cohen et al., 2013; Creswell, 2013; Dawson, 2002; Kothari, 2004; Leary, 2016; Saunders, 2011). As the study uses quantitative strategy and non-experimental causal design with underpinning theoretical background and conceptual framework for hypotheses development, an explanatory research purpose is suitably aligned with the present research.

The most important aspect of the research methodology is to deliberately elaborate on the research approach. It was decisively considered by the study that the non-experimental causal approach would be suitably aligned with the research objective and research strategy of the study.

The study has consciously considered the manufacturing sector of Pakistan as the universe with an infinite or unknown population. The Economic Survey of Pakistan, as published by the Ministry of Finance, Government of Pakistan, categorized the manufacturing sector as second largest sector of the economy, which accounted for around 13.6 percent of the total GDP and contributed 15.3 percent employment to the total labor force in 2015-16. Therefore, it can have massive customer base and can provide beneficial and implicative findings about the phenomenon. The study selected three major and populous cities of Pakistan as sampling units, which are Karachi, Lahore, and Islamabad.

3.2. Data Collection

With regards to sampling procedure, there are two basic categories including probability and non-probability (Cohen et al., 2013; Creswell, 2013; Dawson, 2002; Kothari, 2004; Leary, 2016; Saunders, 2011). The study aimed to gather the desirable sample size from the universe using a purposive (non-probability) sampling technique.

The study uses a 5-point Likert scale questionnaire to gather the viewpoint of

customers about the study variables. The scale is used widespread in numerous past studies and have also been considered as the most popular scale in management sciences (Ercis & Deveci, 2016; Fritz et al., 2017; Helm, Renk, & Mishra, 2016; Said & Hassan, 2014).

The data collection procedure includes the numerous types of primary data collection namely survey method, observations, interviews, focus groups and case study methodology (Bhattacharjee, 2012). This study purposefully focused on using the survey methodology as the primary data collection technique.

3.3. Statistical Analysis

There are numerous data analysis techniques that can be used in quantitative researches. Due to the exploratory model primarily, the study has the competent option of employing Partial Least Square (PLS) Structural Equation Modeling (SEM) using the Smart PLS software. Additionally, the rationale for using PLS-SEM as the data analysis technique is that it belongs to the second-generation data analysis technique, capable of handling any number of sample data and also includes advanced versions of discriminant validity and convergent validity estimations. Therefore, the study has purposefully employed PLS-SEM as the data analysis technique.

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3.5. Pre-testing

The researcher aimed to select at least 9 % of total sample size that could be 50 responses. The following table shows results regarding pilot study consisting of 50 participants gathered from sample population. The results of Cronbach's alpha have been present and according to the recommended threshold of (Nunnally, 1978; Nunnally & Bernstein, 1967, 1994) that Cronbach's alpha should be higher than 60 percent. Furthermore, the table showed that brand nostalgia (74.2) percent and reliability (87.9) percent were having lowest and highest Cronbach's alpha respectively. In addition, actual brand congruence had 5 measures and its Cronbach's alpha was 85.9 percent. The brand commercialization had 4 measures with 82.0 percent value. The continuity had also 4 measures and its Cronbach's alpha was 77.5 percent. The entrepreneurial marketing had 7 measures with 83.8 percent value. The ideal brand congruence had 5 measures with 87.5 percent value. The naturalness with 3 measures only had 84.6 percent Cronbach's value. Additionally, originality with 4 measures had 75.2 percent value. At last, social media engagement with 7 measures had 84.1 percent value.

The threshold of CMV regarding all measures that was recommended by (Krishnaveni & Deepa, 2013; Podsakoff et al., 2003) must be smaller than 50 percent. So, this study had 40.877 percent CMV and there was no CMV found in the current study.

4. DATA ANALYSIS

4.1. Data Screening

It was found that there was none out-of-range values. There were none missing values in the study. The total sample size of the study was

1943 responses and there were none univariate outliers so the data set remained same. The sample set was based on 1943 responses and there were no multivariate outliers as well so the final sample size or dataset used for analysis was 1943 responses.

4.2. Demographic Profile of the Respondents

The table 1 has provided demographics about respondents of the study.

Table 1. Demographic Profile of the Respondents (n=1943)

		Frequency	Percent
Gender	Male	1170	60.2
	Female	773	39.8
Age group	18 years to 23 years	990	51
	24 years to 30 years	723	37.2
	31 years to 35 years	46	2.4
	36 years to 40 years	138	7.1
	41 years to 45 years	46	2.4
Academic Qualification	Undergraduate	1444	74.3
	Graduate	410	21.1
	Post-Graduate	89	4.6
Monthly Income (PKR)	50,000 to 100 000	686	35.3
	100,001 to 150,000	1028	52.9
	150,001 to 200,000	92	4.7
	More than 200,000	137	7.1
Daily active time on social media	Less than 1 hour	362	18.6
	1 hour to 3 hours	628	32.3
	3 hours to 5 hours	407	20.9
	More than 5 hours	546	28.1

4.3. Measurement Model

Measurement model can be defined as a model which helps in identifying or examining relationships between latent variables (Hair, Babin, et al., 2017). This model is basically one of the models of PLS-SEM. It consists of examining with the help of outer loadings, convergent validity and importantly discriminant validity and its three types (Hair, Matthews, et al., 2017).

Outer loadings help in analyzing relationships among latent variables to their respective indicators and it also identifies the worth or efficiency of a single item towards their constructs (Hair et al., 2016). The following table shows results of outer loadings.

In the above table of outer loadings the accepted threshold as recommended by (Hair et al., 2016) is 0.70 that means factor loadings

should be greater than 0.70. The actual brand congruence had 5 items having factor loadings greater than 0.70 with ABC2 having highest factor loadings of (0.885) and ABC3 with lowest (0.760). Also, brand actual continuity had 4 items with all the factor loadings greater than 0.70 and BAC3 had the highest (0.882) and BAC1 had lowest factor loadings (0.724). Similarly, brand actual naturalness had 3 items and all their factor loadings was greater than 0.70 with BAN3 being highest (0.887) and BAN2 being lowest (0.883). Brand actual originality had 4 items having factor loadings greater than 0.70 with BAO1 having highest factor loadings (0.863) and BAO with lowest (0.721). Brand actual reliability had 3 items with factor loadings greater than 0.70 with BAR2 being the highest (0.935) and BAR4 having lowest factor loadings (0.822). Brand commercialization had 4 items having factor

loadings greater than 0.70 and BC4 had highest loading (0.899) and BC2 had lowest loading (0.725). Brand nostalgia had 3 items with loadings greater than 0.70 and BN2 having highest loadings (0.871) and BN3 with lowest (0.825). Entrepreneurial marketing had 4 items having loadings greater than 0.70 with EM1 being highest (0.879) and EM6 being lowest (0.810). Ideal brand congruence had 5 items with loadings greater than 0.70 and IBC5 were having highest loadings (0.877) and IBC1 having

lowest (0.798). Social media engagement had 5 items with loadings greater than 0.70 and SME6 had highest loadings (0.839) and SME4 being the lowest (0.757). Therefore, outer loadings have been achieved.

The convergent validity helps in identifying the length of a relationship between constructs that were assumed to correlate were found to be related in real as well (Hair, Sarstedt, et al., 2014). The following table 2 shows result of convergent validity.

Table 2. Measurement Model

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Actual Brand Congruence	0.879	0.912	0.676
Brand Commercialization	0.832	0.888	0.668
Brand Nostalgia	0.811	0.887	0.724
Continuity	0.802	0.871	0.628
Entrepreneurial Marketing	0.869	0.910	0.717
Ideal Brand Congruence	0.893	0.921	0.701
Naturalness	0.862	0.915	0.783
Originality	0.786	0.862	0.610
Reliability	0.873	0.922	0.797
Social Media Engagement	0.851	0.891	0.620

In the above table 2, as the recommendation of (Hair, Matthews, et al., 2017) showed that Cronbach's alpha should be higher than 0.60, composite reliability should be greater than 0.70 and average variance extracted should be greater than 0.50. However, the table showed that actual brand congruence has Cronbach's Alpha value of 87.9 percent, composite reliability of 91.2 percent and AVE of 67.6 percent. Moreover, brand commercialization has Cronbach's alpha of 83.2 percent, composite reliability of 88.8 percent and AVE of 66.8 percent. The brand nostalgia showed Cronbach's alpha of 81.1 percent, composite reliability value of 88.7 percent and AVE of 72.4 percent. The continuity showed Cronbach's alpha of 80.2 percent, composite reliability of 87.1 percent and AVE 62.8 percent. The entrepreneurial marketing showed Cronbach's alpha value of 86.9 percent, composite reliability of 91.0 percent and AVE 71.7 percent. Furthermore, ideal brand congruence showed Cronbach's

alpha of 89.3 percent, composite reliability of 92.1 percent and AVE of 70.1 percent. The naturalness had Cronbach's value of 86.2 percent, composite reliability of 91.5 percent and AVE of 78.3 percent. The originality showed Cronbach's alpha 78.6 percent, composite reliability of 86.2 percent and AVE of 61.0 percent. The reliability showed Cronbach's alpha value of 87.3 percent, composite reliability of 92.2 percent and AVE 79.7 percent. Also, social media engagement showed 85.1 percent Cronbach's alpha, composite reliability of 89.1 percent and AVE value of 62.0 percent. Therefore, it was found that all these latent constructs have achieved convergent validity.

The primary goal of discriminant validity was to analyze such relationships or theories which were known and assumed that there was no relation in between them were actually found having no relation. The validity or reliability of constructs was also identified through this (Hair et al., 2013).

Table 3. Discriminant validity using Crossloadings

Table 3: Discriminant Validity using Crossloadings										
	ABC	BAC	BAN	BAO	BAR	BC	BN	EM	IBC	SME
ABC1	0.761	0.492	0.581	0.332	0.432	0.585	0.562	0.401	0.531	0.19
ABC2	0.885	0.509	0.693	0.383	0.513	0.502	0.646	0.504	0.585	0.433
ABC3	0.76	0.506	0.547	0.523	0.573	0.591	0.387	0.674	0.429	0.491
ABC4	0.848	0.428	0.686	0.308	0.48	0.489	0.631	0.439	0.676	0.474
ABC5	0.848	0.29	0.621	0.23	0.481	0.592	0.671	0.567	0.684	0.341
BAC1	0.305	0.724	0.467	0.464	0.309	0.146	0.271	0.207	0.23	0.179
BAC2	0.356	0.779	0.442	0.564	0.441	0.366	0.042	0.512	0.213	0.295
BAC3	0.47	0.882	0.608	0.628	0.509	0.523	0.249	0.618	0.308	0.332
BAC4	0.572	0.777	0.682	0.632	0.612	0.441	0.4	0.46	0.449	0.445
BAN1	0.653	0.58	0.884	0.514	0.659	0.433	0.692	0.499	0.639	0.549
BAN2	0.615	0.568	0.883	0.619	0.723	0.432	0.499	0.647	0.599	0.49
BAN3	0.749	0.713	0.887	0.669	0.8	0.739	0.639	0.72	0.65	0.505
BAO1	0.482	0.754	0.721	0.863	0.653	0.353	0.262	0.569	0.455	0.506
BAO2	0.238	0.537	0.443	0.721	0.353	0.09	0.193	0.194	0.143	0.333
BAO3	0.233	0.388	0.367	0.744	0.5	0.335	-0.02	0.624	0.177	0.533
BAO4	0.377	0.544	0.535	0.789	0.654	0.466	0.113	0.626	0.21	0.449
BAR2	0.56	0.616	0.798	0.685	0.935	0.577	0.448	0.754	0.631	0.556
BAR3	0.634	0.658	0.767	0.714	0.918	0.642	0.489	0.693	0.664	0.438
BAR4	0.408	0.285	0.631	0.457	0.822	0.424	0.437	0.607	0.508	0.546
BC1	0.692	0.432	0.607	0.233	0.545	0.757	0.656	0.432	0.715	0.282
BC2	0.417	0.25	0.375	0.209	0.389	0.725	0.319	0.413	0.404	0.089
BC3	0.501	0.347	0.434	0.337	0.498	0.873	0.431	0.58	0.472	0.24
BC4	0.552	0.497	0.549	0.503	0.57	0.899	0.453	0.681	0.46	0.329
BN1	0.517	0.183	0.562	0.138	0.327	0.339	0.855	0.132	0.593	0.366
BN2	0.695	0.282	0.631	0.233	0.543	0.651	0.871	0.444	0.68	0.278
BN3	0.542	0.318	0.553	0.09	0.401	0.437	0.825	0.234	0.474	0.293
EM1	0.543	0.481	0.576	0.581	0.727	0.529	0.244	0.879	0.52	0.559
EM3	0.597	0.587	0.705	0.58	0.627	0.56	0.409	0.822	0.495	0.59
EM4	0.55	0.552	0.588	0.56	0.633	0.587	0.262	0.874	0.441	0.518
EM6	0.441	0.323	0.514	0.484	0.621	0.555	0.212	0.81	0.48	0.497
IBC1	0.529	0.363	0.538	0.291	0.577	0.534	0.386	0.6	0.798	0.326
IBC2	0.616	0.313	0.671	0.234	0.509	0.402	0.651	0.412	0.808	0.354
IBC3	0.508	0.291	0.554	0.253	0.481	0.383	0.555	0.39	0.851	0.45
IBC4	0.637	0.239	0.597	0.245	0.598	0.614	0.706	0.398	0.852	0.35
IBC5	0.633	0.405	0.616	0.368	0.657	0.678	0.603	0.565	0.877	0.506
SME2	0.421	0.298	0.416	0.37	0.515	0.343	0.44	0.508	0.564	0.783
SME4	0.477	0.432	0.603	0.555	0.517	0.257	0.316	0.485	0.426	0.757
SME5	0.242	0.089	0.231	0.288	0.223	0.087	0.178	0.425	0.162	0.773
SME6	0.375	0.339	0.454	0.512	0.511	0.257	0.215	0.614	0.316	0.839
SME7	0.268	0.296	0.429	0.455	0.323	0.176	0.219	0.444	0.299	0.782

The table 4 (Hair, Gabriel, et al., 2014) identified that bold values had been found greater to other constructs loadings. So, discriminant validity using crossloadings has been achieved. It was found that all these bold values have identified that the entire constructs have been different from other

constructs because these bold values were found higher in their respective horizontal and vertical settings (Hair, Hollingsworth, et al., 2017; Hair et al., 2011). Thus, discriminant validity has been achieved using Fornell and Larcker (1981) criterion.

Table 4. Discriminant Validity using Fornell and Larcker (1981) Criterion

	ABC	BC	BN	BAC	EM	IBC	BAN	BAO	BAR	SME
Actual Brand Congruence	0.822									
Brand Commercialization	0.671	0.817								
Brand Nostalgia	0.699	0.58	0.851							
Continuity	0.551	0.485	0.312	0.793						
Entrepreneurial Marketing	0.635	0.658	0.338	0.583	0.847					
Ideal Brand Congruence	0.701	0.632	0.692	0.39	0.572	0.838				
Naturalness	0.763	0.614	0.688	0.705	0.709	0.712	0.885			
Originality	0.444	0.41	0.189	0.73	0.654	0.337	0.683	0.781		
Reliability	0.609	0.623	0.512	0.605	0.771	0.679	0.826	0.707	0.893	
Social Media Engagement	0.478	0.306	0.361	0.407	0.642	0.477	0.581	0.584	0.567	0.787

Table 5 showed the results of Heterotrait-Monotrait (HTMT) ratio for discriminant validity. The acceptable threshold as recommended by (Henseler et al., 2014; Henseler et al., 2016) that the values should

be smaller than 0.95. It also showed that the HTMT ratio between actual brand congruence and reliability shows 0.940. Therefore, discriminant validity using HTMT ratio has been achieved.

Table 5. Discriminant Validity using Heterotrait-Monotrait (HTMT) Ratio

	ABC	BC	BN	BAC	EM	IBC	BAN	BAO	BAR	SME
Actual Brand Congruence										
Brand Commercialization	0.776									
Brand Nostalgia	0.821	0.667								
Continuity	0.629	0.548	0.411							
Entrepreneurial Marketing	0.715	0.761	0.388	0.668						
Ideal Brand Congruence	0.796	0.719	0.805	0.442	0.641					
Naturalness	0.872	0.7	0.818	0.83	0.806	0.81				
Originality	0.499	0.503	0.271	0.887	0.776	0.405	0.799			
Reliability	0.678	0.709	0.593	0.679	0.88	0.756	0.94	0.819		
Social Media Engagement	0.535	0.351	0.421	0.436	0.725	0.509	0.63	0.674	0.623	

4.4. Structural Model

It provided immense help in analyzing the correlation or relationship among variables used in the study. It can be also said as hypothesis testing model which also provided predictive accuracy of the variables as well (Hair et al., 2011).

4.5. Higher Order Constructs

It was found that brand authenticity was found significantly related to continuity (0.856, $p < 0.01$), naturalness (0.911, $p < 0.01$), originality (0.880, $p < 0.01$) and reliability (0.890, $p < 0.01$).

4.6. Hypothesis-Testing

In the table 6, actual brand congruence (0.105, $p < 0.01$) has showed a positive and significant effect on brand authenticity. Also, brand commercialization (-0.045, $p < 0.01$) negatively and significantly impact on brand authenticity. The brand nostalgia (0.164, $p < 0.01$) also positively and significantly impact on brand authenticity. The entrepreneurial marketing (0.418, $p < 0.01$) also positively and significantly impact on brand authenticity. The ideal brand congruence (0.195, $p < 0.01$) also has positive and significant relationship with brand authenticity. Lastly, social media engagement (0.136, $p < 0.01$) positively and significantly impact on brand authenticity.

Table 6. Hypothesis-Testing using Path Analysis

	Estimates	Std. Dev.	T-Stats	Prob.
Actual Brand Congruence -> Brand Authenticity	0.105	0.025	4.139	0.000
Brand Commercialization -> Brand Authenticity	-0.045	0.021	2.159	0.031
Brand Nostalgia -> Brand Authenticity	0.164	0.022	7.514	0.000
Entrepreneurial Marketing -> Brand Authenticity	0.418	0.041	10.308	0.000
Ideal Brand Congruence -> Brand Authenticity	0.195	0.016	11.856	0.000
Social Media Engagement -> Brand Authenticity	0.136	0.030	4.542	0.000

As the table 7 shows, entrepreneurial marketing (-0.186, $p < 0.10$) negatively and significantly moderate the relationship between ideal brand congruence and brand authenticity. Also, entrepreneurial marketing (0.238, $p < 0.10$) positively and significantly moderate the relationship between social media engagement and brand authenticity. The entrepreneurial marketing (-0.174, $p < 0.10$) negatively and significantly

moderate the relationship between brand commercialization and brand authenticity. Moreover, entrepreneurial marketing (0.060, $p < 0.10$) positively and significantly moderate the relationship between brand nostalgia and brand authenticity. At last, entrepreneurial marketing (-0.014, $p > 0.10$) negatively but insignificantly moderate the relationship between actual brand congruence and brand authenticity.

Table 7. Moderation Analysis using PLS-SEM

	Estimates	Std. Dev.	T-Stats	Prob.
IBC x EM -> Brand Authenticity	-0.186	0.018	10.105	0.000
SME x EM -> Brand Authenticity	0.238	0.016	14.875	0.000
BC x EM -> Brand Authenticity	-0.174	0.016	10.715	0.000
BN x EM -> Brand Authenticity	0.060	0.018	3.310	0.001
ABC x EM -> Brand Authenticity	-0.014	0.020	0.694	0.488

Table 8 shows that the variable brand authenticity was being predicted up to 67.5 percent. In addition, (Cohen, 1988) recommended that R^2 value of 0.26 being substantial, 0.13 as moderate value and 0.02

as weak. The current R^2 was known as strong or substantial. Also, Q^2 should be greater than absolute zero and the current study had its value more than zero (Hair et al., 2013).

Table 8. Predictive Relevance

	R Square	R Square Adjusted	Q Square
Brand Authenticity	0.675	0.674	0.336

5. DISCUSSIONS AND CONCLUSION

The study found that the actual brand congruence was positively impacting the brand authenticity. The result was also found in previous study (Fritz et al., 2017; Oh et al., 2019). It can be said that the actual brand congruence is significant for the consumers to consider the brand to be an authentic one (Mitra & Amir, 2018). Further the brand commercialization was negatively impacting

the brand authenticity. The result found in previous study (Fritz et al., 2017) where the commercialization of the brand was negatively affecting the brand authenticity. The reason is that the customers perceive a brand negatively when the brand is focusing on the commercialization resulting in the customers becoming annoyed with it. Similar results were also found in the study by (Oh et al., 2019) where the increase in the commercialization of the brand could result in the authenticity of the brand to decrease.

Also, the brand nostalgia was positively impacting the brand authenticity. The result was also found in previous study (Fritz et al., 2017). Similar results were also found in the previous study by (Kessous et al., 2015) where they also found that the nostalgia toward the brand was amongst the significant influencer in the creating the authenticity of the brand in the minds of the customer.

Moreover, the ideal brand congruence was positively impacting the brand authenticity. The result was also found in the previous study (Fritz et al., 2017). Similar results are also found in the study by (Park, 2017) where they also found that the ideal match and association of the image of the brand and their own selves, helped the authenticity of the brand to increase in the minds of the customers and to connect with the brand in a positive way.

The social media engagement was positively impacting the brand authenticity. The result was also found in previous study (Oh et al., 2019). (Glucksman, 2017) also found the same results in a study where it was found that the more the engagement of the customers on the platforms of social media by the brands, the higher the customers consider the authenticity of the brand because of high response rate as well as fast ones. In addition, the entrepreneurial marketing was negatively moderating the relationship between the ideal brand congruence and brand authenticity. The result was also found in previous study (Fritz et al., 2017).

Also, the entrepreneurial marketing was moderating the relationship between the social media engagement and the brand authenticity. The result was also found in previous study (Çiçek et al., 2019).

The study also found that the entrepreneurial marketing was negatively moderating the relationship between the brand commercialization and the brand authenticity. The result was also found in previous study (Fritz et al., 2017). Moreover, the entrepreneurial marketing was moderating the relationship between the brand nostalgia

and brand authenticity. The result was also found in the previous study (Çiçek et al., 2019). This result is more directly related with the positioning that the brand has created about itself in the minds of the customer in different time.

Lastly, the entrepreneurial marketing was not moderating the relationship between the actual brand congruence and brand authenticity. The result was also found in previous study (Karampela, 2015).

The main objective of the research is to illustrate the value in the developing world of researching and implementing brand authenticity with the moderating effect of Entrepreneurial marketing. The study determines that there is a significant and positive relationship between brand authenticity and Actual brand congruence, brand nostalgia, entrepreneurial marketing, ideal brand congruence, social media engagement whereas significant and negative relationship with brand commercialization. In terms of moderation, Brand authenticity has a significant positive relationship with social media engagement and brand nostalgia; whereas significant and negative relationship with ideal brand congruence and brand commercialization with the moderating effect of entrepreneurial marketing. Furthermore, brand authenticity has an insignificant and negative relationship with actual brand congruence with the moderating effect of entrepreneurial marketing. The present study concludes that brand authenticity increases if the customer's feels that the characteristics of brands are similar with his or her personality then it will eventually results in brand success.

This thesis contributes to the literature of research on factors influencing brand authenticity in Pakistan's luxury apparel industry. Throughout building brand credibility, the present study identified benefits and barriers. In this way, in the sense of Pakistan, this study offered concrete evidence of factors influencing brand authenticity. Further this study contributes in

providing the several practical implications to the apparel industry in order to overcome with the problems faced by them. The research included entrepreneurial marketing as a moderator for the entire design of the model. Such buildings have their own individual significance

It is recommended that the relationships are the key to authenticity, but overnight you cannot build strong relationships. Building a relationship requires you to look at your long game. Nostalgia has always been a powerful marketing force, and its ability does not seem to fade. Further in your subject and field of expertise you have the insight, wisdom, and practical knowledge. You may take it as a matter of course, but your deep knowledge comes from experience, which is extremely valuable to your audience.

Promoting a brand through social media is important for companies, but having your

content on these platforms is not what makes sales for you. Engagement is the secret to becoming a productive user of social media. It is also recommended that by Joining Q&A response sessions is a great way to give value to customers and make you a valuable brand. This study also has some recommendations for future researchers. Firstly, this study has only target the luxury apparel industry of Pakistan, Future researchers can target some other industries as well like automobile, furniture, etc. In addition, brand nostalgia was also included as one of its independent variables in the study. So, future researchers can include current customers as well. Furthermore, research design is a simple quantitative tool, while a wider view can be given by qualitative or mixed methods. Moreover, sample size also limits the generalizability of the results and findings so future researcher can study this topic on large sample size.

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