The Effect of Brand Authenticity, Brand Trust on the Relationship Between Customers Brand Satisfaction

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The authenticity embraces many aspects of human life, including the humanities, literature, philosophy, and social sciences. Authenticity is connected to a variety of consumer behaviors in the social sciences; particularly in marketing. The study supports the assertion through demonstrating the study of how businesses must have a distinctive selling proposition for their products in order to survive the intense market competition of today. This study used 70 samples who ever used automobile sector. The sampling technique used was purposive sampling and the research instruments were tested using the validity test, reliability test to analyze the data. Brand satisfaction is influenced by brand trust and authenticity. Through the results of its analysis, the study confirms up the claim that company must have a strong brand satisfaction for their goods if they want to survive the market's rising competition.
Keywords: Consumer Behaviors, Market Competition, Brand Satisfaction, Brand Authenticity and Brand Trust.

1. Introduction

Authenticity may be used for a variety of purposes and from a variety of viewpoints (Leigh, Peters, & Shelton, 2006). It can be treated objectively, with authenticity viewed as a characteristic inherent in an item and evaluated by specialists, such as works of art in museums (Morhart et al., 2015). The constructivist method also exists, in which an individual projects their views and expectations onto a service or an event. Following this striking global trend, marketers have increasingly used authenticity as a key differentiator for brand positioning, as perceived authenticity may influence visitors' intentions to return for food service, according to Robinson and Clifford (2012).

Consumers feel satisfied when a product has authentic qualities that make it simple to recognize it by its brand, design, symbol, or flavor. As a distinguishing factor from competing brand products, producers must have genuine characteristics for their goods. The study supports the assertion through demonstrating how its study of how businesses must have a distinctive selling proposition for their products in order to survive the intense market competition of today. It seeks to differentiate its products from other brands and make it simpler for customers to identify the intended result. The degree to which various brands' consumer relationships are authentic varies. The quest for authenticity among consumers is obvious and natural.

Since authenticity lessens the complexity of globalization, lowers risk, promotes loss of faith in companies, homogenizes markets, and deals with brands that have ubiquitous and comparable products, it is crucial for customers (Christine & Prinsloo, 2015). Customer resistance is further increased by negative attitudes, cynicism, skepticism, and customer mistrust of the brand. Consumers that are resistant are more likely to be sensitive to authenticity and aware of authentic companies (Christine & Prinsloo, 2015).

2. THEORETICAL PRINCIPLES

Brand Authenticity

The authenticity embraces many aspects of human life, including the humanities, literature, philosophy, and social sciences. Authenticity is connected to a variety of consumer behaviors in the social sciences, particularly in marketing. Since the 1990s, studies of brand authenticity have been important study topics (Arnould & Price, 1999; Stern, 1994). Stern (1994) started researching authenticity in the marketing sector, looking at how well-positioned companies are to depict consumers' real-life experiences in genuine commercials. Studies by Arnould and Price (1999) and Grayson and Shulman (2000) focused on the relationships between things, people, and customer experiences from the outset. Authenticity was linked by Kozinets and Handelman (2004) to human creativity, identity, and uniqueness.

However, Holt and Thompson (2005) connected the authenticity of a brand to the person analysis by developing ideas about the identities of customers. Botterill (2007) then discussed on the use of authenticity in advertising to draw in customers. Brand authenticity was examined by Newman and Dhar (2014) in connection to the brand's essence and country of origin. The findings mentioned in the paragraphs above demonstrate that authenticity is a significant problem in both academic and practical sectors. The importance of this work stems from the fact that the brand authenticity measures now in use (Bruhn et al., 2012; Morhart et al., 2015; Napoli et al., 2013; Schallehn et al., 2014) do not fully address the critical aspects of the brand authenticity concept's development. So, the scale described in this study, which aims to illuminate the authenticity world, may be used to both management and academic contexts. When it comes to brands, authenticity is concerned with what is offered on the market (goods and services), as opposed to the pursuit of genuine people.

Despite the fact that there isn't a single, comprehensive definition of brand authenticity in marketing, brand authenticity relates to a variety of consumer-evaluated traits. Given the intricacy of the phrase, it is difficult to construct a harmonic notion (Boyle, 2003). Brand

authenticity has been chosen as the main subject of this article since it is a construct that is still in need of unification, has lots of opportunity for research, and lacks a common method of measurement. According to Alexander (2009) and Gilmore & Pine (2007), brand authenticity is the idea that a product or service is seen as sincere, true, and authentic. According to Beverland (2006) and Napoli et al. (2014), a genuine brand sets itself apart by being sincere, committed to quality, and tied to its history.

According to Morhart et al. (2015), authentic brands have the capacity to emotionally connect with customers through their symbolic nature. A new conceptualization of consumers' perceptions of brand authenticity suggests that a genuine brand is trustworthy, cares about its customers, aids them in defining and building their identities, and displays continuity from the past into the future (Morhart et al., 2015). Marketers should take into account brand authenticity since it helps to establish a distinctive brand identity and raises brand status and equity (Beverland, 2006; Brown et al., 2003; Gilmore & Pine, 2007). Recent research demonstrates a favorable relationship between brand authenticity and brand attitude (Ilicic & Webster, 2014), purchase intentions (Ilicic & Webster, 2014; Napoli et al., 2014), word-of-mouth marketing, emotional brand attachment, and likelihood of brand choice (Morhart et al., 2015).

Authentic brands may also contribute to self-authentication behaviors, which take place when customers disclose or establish their actual selves (Arnould & Price, 2000; Beverland & Farrelly, 2010). Genuine brands have a crucial role in customers' self-authentication behaviors since they serve as a significant resource in identity creation (Beverland & Farrelly, 2010). This research suggests that brand authenticity increases levels of emotional brand attachment when important needs (such as the need to belong and the need to express one's authentic self) are activated, which is consistent with the idea that a target that responds to an individual's need creates significant connections (La Guardia et al., 2000).

Brand Trust

Trust is developed because other parties want to operate in accordance with customers' requirements and aspirations. According to Ryan (2002), when someone has faith in another party, they can be confident that their expectations will be met and that they won't experience any disappointment. Lau and Lee (1999) defined brand trust as the consumer's willingness to put their faith in a company despite all the risks because the company has promised to meet their expectations of giving them positive results. If a product satisfies the demands and expectations of customers, brand trust may be achieved and consumers will be happy with the purchase. If customers feel satisfied after using or consuming a product with a particular brand, trust will develop. It will be difficult for customers to switch to another brand of goods once they get familiar and confident with one. Consequently, the brand is crucial in helping the product establish its identity. A brand needs to be able to convince customers that it is in fact trustworthy. The community will be confident that the items produced by the brand is going to satisfy their requirements and wants thanks to the company's building of brand trust.

Brand trust is a crucial factor in retaining brand-loyal customers. Customers cannot join a loyalty program without having faith in the brand. It's crucial for the consumer to take in and evaluate the product's information if they want to establish trust. Companies may gain the

emotional trust of their clients if they can demonstrate that their brand is just for them and that it lives up to their expectations (for example, the brand is reliable and suitable for family usage).This unique behavior is displayed by consistent brands. Customers' confidence in the brand's stated functions and readiness to buy that brand from the group of products in question (Moormal et al. 1993). The degree to which a buyer can rely on a particular product from a well-known brand might lessen the ambiguity of the issue. Brand trust or pledges that help create highly valued connections lead to brand loyalty. Chaudhuri and Holbrook, 2001; Morgan and Hunt, 1994).According to some academics, commitment is having "an enduring desire to maintain a valued relationship" (Moorman, Zaltman, and Deshpande 1992).Therefore, keeping commitments is what keeps a business and customer relationship growing and flourishing.

Brand Satisfaction

Good brand satisfaction may raise the likelihood that people would purchase the brand by helping them recognize the need that the brand fills and how it stands out from similar companies. Na, Marshall, and Keller (1990) disagreed with this statement, stating instead that "image is not measurable by characteristic measurement alone but should also contain the dimensions of buyers' insights regarding evaluation and benefits gain from utilize the brand." This implies that brand satisfaction and brand perceptions are related. When customers are pleased with a product or brand, they are inclined to recommend it to their friends, which implies they are lowering product switching and, as a consequence, repurchase occurs (Bennett & Rundle-Thiele, 2004). One branding concept that has been well studied in the marketing literature is brand satisfaction. When a brand performs as expected by its audience, this is known as customer satisfaction.

Consumers who appear content with their selected brand and feel that it satisfies their expectations are said to have experienced brand satisfaction, according to the definition of this term from the consumers' evaluation. Transaction-specific satisfaction and cumulative satisfaction are two ways to categorize brand satisfaction. Other academics described brand satisfaction as an analysis of the immediate use experience, based on the discrepancy between prior expectation and the actual performance observed after consumption. Additionally, brand satisfaction was shown as the overall client opinion of the brand based on the client's entire purchasing and experience with the brand of product/service. Customer happiness is the cornerstone of all marketing and business operations. There are several studies and works of literature that address the issue of low customer satisfaction since it is important for marketers, the government, and even the customers themselves to grasp this issue.

Customer satisfaction is viewed by marketers as one of the key metrics for measuring market performance because it has the potential to both short-term sales growth through an increase in sales volume and long-term customer loyalty (Tjiptono, Chandra, and Adriana, 2008). While dissatisfaction in addition to unprofitable businesses, may also be used by marketers as a tool to detect elements that suggest a weakness of products or services that can't live up to client expectations. In order to prevent the occurrence of similar issues in the future, the findings of such identification can be utilized as the foundation for modifying products and services or carrying out continual improvements.

In order to determine whether the advantages of the product are appropriate given the expectations of the client, the firm can use customer satisfaction to increase the competitive position of its goods and services. Customers can make more informed decisions about their consumption habits and can avoid negative consumption experiences by using the concept of customer satisfaction, which helps to make it clearer how much the product benefits from meeting customer expectations. As consequently, the business should regularly assess customer satisfaction given that customer loyalty is the fundamental factor that has contributed to the formation of customer retention. High levels of customer satisfaction will typically result in customers remaining loyal longer, making more purchases when new products are introduced and developed, speaking more favorably of the company and its products, paying less attention to rival brands, being less price-sensitive, and finding more affordable ways to bring in new clients because existing customers transact with the business frequently (Kotler & Keller, 2006).

3. LITERATURE REVIEW

Brand Authenticity

Susilo Hidayat et al. (2021) examines the impact of brand authenticity on customer loyalty to coffee shops as a mediator of self-congruity relationships. Data collected via an online survey platform using the cross-sectional approach and convenient/accidental sampling. A total of 430 responses 44.4% of them male were gathered from customers of several coffee shop brands with locations in DIY. A bootstrapping method and extra analysis of the causal step approach utilizing the Sobel test were used to investigate the mediation effect hypothesis. Brand loyalty benefits from self-congruity and brand integrity. Brand authenticity has a partly mediation influence on the link between self-congruity and brand loyalty. Customers' consideration of brand loyalty is based on both the authenticity of the brand and how well their self-concept aligns with that of the company and its users (self-congruity).

Soad Abdullah Al-Meshal et al. (2020) examined the impact of premium brand authenticity on consumers' propensity to buy. An empirical examination was carried out. Data from 184 respondents in total were taken into account. Various social media outlets were used to acquire the data. After initial screening, these replies were verified and taken into account. The authenticity of premium brands, perceived value, social impact, and purchase intention were studied constructs. Statistical Package for Social Sciences (SPSS) was used to evaluate a total of five hypotheses. The study's findings reveal an important connection between the constructs that were taken into consideration. Purchase intentions, brand authenticity and perceived value, perceived value and social influence, and brand authenticity and brand loyalty were among the relationships that were shown to be significant.

Luki Adiati Pratomo et al. (2020) This study uses a survey that generates 280 datasets in order to analyze the impact of brand relationship quality and brand trust toward purchase intention for data collection. SEM is then used to evaluate the hypotheses. The findings show that Brand Authenticity has a favorable impact on Brand Relationship Quality and that Brand Trust influences purchase intention. The inclination to purchase premium brands was not

influenced by brand relationship quality. It illustrates how a luxury company's brand relationships, which are of high quality, and its brand trust, are impacted by brand authenticity. This study also showed that brand authenticity may enhance purchase intent by affecting consumers' trust in the businesses. Additionally, the results support the favorable effects of Brand Trust on customer behavior that marketing literature has linked to the authenticity idea.

Aikaterini Manthiou et al.(2018) examines the relationships between brand love, impression in memory, lifestyle congruence, and brand perceptions of authenticity. It also looks at how the requirement for originality in a premium hotel environment modifies behavior. Data was gathered empirically from 412 American visitors to various premium hotel brands. The results show that brand authenticity is an important factor in determining brand love, lifestyle congruence, and impression in memory. There are no differences between high and low uniqueness perceivers in terms of brand authenticity's correlations with memory impression, lifestyle congruence, and brand love. The results of this study may aid managers in better comprehending perceived authenticity as a crucial element positioning luxury hotel brands and affecting business performance.

Brand Trust

M. Diky Rifaldi and Vanessa Gaffar (2022) examine how brand trust, customer interaction, and content marketing affect brand loyalty among users of the online investing platform "Bareksa"). Purposive sampling was utilized in the data gathering procedure, and a study sample of 100 respondents was utilised. The SPSS software is used for the analysis in this study. Based on the study's findings, content marketing has no impact on consumers' brand loyalty. Brand loyalty, meanwhile, is significantly influenced favorably by consumer involvement and brand trust.

Sri Murtiasih et al. (2021) Analyze the impact of marketing communication, which includes advertising, sales promotion, and eWOM, on brand equity using brand image, brand trust, and brand loyalty as the modifying factors. This study uses a quantitative methodology using a sample of 314 smartphone users. SEM method is used to evaluate the data along with the Amos 21 program. The study's findings show that advertising and eWOM have a considerable favorable impact on brand perception. eWOM has a greater impact on brand perception than advertising. But brand image is unaffected by sales promotions. In contrast to advertising, which has a major negative impact on brand trust, sales promotion and eWOM have a big positive impact. The impact of brand trust on brand loyalty is quite favorable. Brand loyalty is unaffected by the brand's image, nevertheless. Brand equity of consumer-purchased smartphones is considerably impacted favorably by brand loyalty. The highest indirect impact on brand equity among the three marketing communication variables evaluated is caused by eWOM.

Jean Carlos de Oliveira Rosa et al. (2021) Meta-analysis was used to determine the causes and effects of brand trust, and in certain cases, meta-regression tests were run to find potential moderators. Brand satisfaction, brand quality, and brand value were found to have the strongest antecedent links, whereas word-of-mouth, brand loyalty, and brand commitment were the key subsequent associations. Compared to the nations where the studies were applied, the two primary potential moderators were country corruption and

uncertainty avoidance.

Scherly Hansopaheluwakan et al. (2020) Analyze brand preference among buyers of bottled water in Tangerang City to ascertain the direct and indirect effects of brand equity and brand trust on purchasing interest. Purposive sampling was utilized to choose the 170 respondents from Tangerang City society as the sample. Respondents were given online questionnaires as part of the data gathering process. This study employs the structural equation model (SEM) data analysis approach and is quantitative in nature. Based on the study's findings, either directly or through brand preference, brand equity has a favorable and significant impact on purchase interest. Brand trust directly influences purchasing interest in a favorable but small way. Brand preference has a favorable and strong impact on buying interest simultaneously, as do brand equity and brand trust.

Brand Satisfaction

Fathorrahman et al. (2020) Investigate the variable brand trust plays as a mediator in the link between brand satisfaction and brand loyalty, as well as the qualities of brand trust that are most important for boosting consumer happiness and establishing brand loyalty. The research will be focused on examining the link between brand trust and the preceding components that were formerly considered key assets on brand loyalty. Numerous empirical research demonstrate that it affects brand satisfaction and brand loyalty. However, brand trust is theoretically a picture of the emotional component of a consumer to a brand that is eaten, and brand trust is not given much attention by academics in regard to the relationship among brand satisfaction as well as brand loyalty. The use of the iPad by customers in Surabaya is the subject of this study. This study establishes both a direct impact of brand trust on brand satisfaction and brand loyalty as well as a partly mediation effect on the link between brand satisfaction and brand loyalty.

Farbod Souri (2021) Analyze the effects of brand identity on the performance, contentment, and love of Iranian brands. The 513 employees of a Tehran-based government body that made up the study's statistical population in 1399. 265 questionnaires were distributed using a straightforward random sample approach, and 205 valid questionnaires were chosen for inquiry. The confirmatory factor analysis (CFA) approach and AMOS software are used to analyze the survey data. The examination of the research's findings revealed that brand identity has an impact on brand performance. Brand identification and brand satisfaction were shown to be significantly correlated. Additional data validates the idea that brand identity affects brand loyalty.

Heba Sadek (2020) evaluates the influence of customer brand engagement (CBE) and brand satisfaction, loyalty, as well as trust for the online brand experience in the Egyptian banking industry from the customers' point of view. Data collection tools like electronic surveys have been created. SEM, or structural equation modeling, was used to examine the information gathered from 392 surveys. Results showed that CBE significantly improves brand satisfaction, trust, and loyalty through the online brand experienceThis study enhances knowledge by highlighting the significance of CBE and its unexplored effects on the internet services industry. Additionally, this study provides recommendations to service providers with useful implications for CBE in order to improve brand satisfaction, trust, and loyalty via the creation of a distinctive online brand experience, particularly in the Egyptian banking

industry, which is now going through a new phase of digital transformation.

Methaq Ahmed Sallam (2019) analyze the brand-buying process utilizing the antecedents' variables, such as satisfaction, brand image, and brand identification, and the influence of brand love and brand extension while brand loyalty is mediating, before proposing a theoretical framework for further study. Customers tend to develop loyalty toward a company and its brand when they concentrate on the latter and when they adore it, which encourages them to construct favorable brand extensions for the latter's goods and services.

4. RESEARCH METHOD

This study used 70 samples who ever used automobile sector. The sampling technique used was purposive sampling and the research instruments were tested using the validity test, reliability test to analyze the data. The result from this study showed that brand authenticity, brand trust provides good value, and each of them made a positive and significant effect on brand satisfaction.

5. RESULTS

This section of the paper discusses the results and findings based on the SPSS version 2.1. In this section, the study has estimated measurement model and structural model for data analysis, while the last segment of this section compares and contrasts its findings with the previous literature for an argumentative discussion on the results. This technique helped the researcher identify the validity and reliability and the results based on hypotheses testing (Hair et al., 2011).

Descriptive statistics

Table 5.1: Demographic Pattern

Demographic Variable		Frequency	Percent
Age Group	Less Than 28	10	14.3
	28-37	24	34.3
	38-47	11	15.7
	Above 47	25	35.7
	Total	70	100.0
Education Qualification	Diploma	14	20.1
	Graduate	34	48.5
	Post Graduate	22	31.4
	Total	70	100.0
Experience	Less Than 4 Years	23	32.9
	4-6 Years	32	45.7
	7-10 Years	10	14.2
	Above 10 Years	5	7.2
Total		70	100.0

The age distribution demonstrates that almost half of respondents (35.7%) were in range of Above 47 years old and the smallest sample (14.3%) was allotted to Less Than 28

years old respondents. In terms of education, according to the collected data from the questionnaires, most of the respondents had bachelor's degree (48.5 %), afterward respondents with master's and Diploma relatively Among these three identified groups, based on the experience of most of respondents (45.7 %) were people with 4-6 Years of experience.

Measurement model

Hair et al. (2014) Explained that the measurement model is used to estimate the theoretical relationship between indicators and latent constructs statistically. In this regard, Hair et al. (2011) recommended that indicator reliability should be higher than 0.70, alpha should be higher than 0.70, composite reliability (CR) should be higher than 0.80, and AVE should be higher than 0.50 for adequate estimation of the measurement model.

Table 5.2: Measurement model and instrumentation

Constructs/Indicators		Loading
Brand Authenticity (Alpha = 0.972; CR = 0.951; AVE = 0.966)		
BA1	This brand is inauthentic because of low labor cost for long working	0.923
BA2	This brand explains the morality and honesty of the particular company	0.934
BA3	This brand needs to note friendly environment	0.937
BA4	This brand includes most functions that are practical in daily usage and authentic value	0.954
BA5	Advertising of this brand sometimes is too exaggerated so that you feel unreal	0.925
BA6	Culture, time, place, and community also make authenticity	0.948
BA7	Authenticity of this brand means reliable	0.943
BA8	This brand prefers to be true to them	0.950
BA9	Products of this brand are made genuine and honesty	0.958
BA10	Authenticity of this brand means aesthetic	0.975
BA11	The authenticity is considered as prestige of this brand	0.944
BA12	This brand is distinctive image, good word of mouth and good quality	0.935
BA13	This brand is authentic because people should have good faith and confidence in their products	0.954
BA14	Authenticity of this brand is very important to consumers	0.939
BA15	Authenticity of this brand fulfills on every possible level	0.930
BA16	I hope everything is original enough	0.940
BA17	I like to consume authentic products	0.945
Brand Trust (Alpha = 0.962; CR = 0.954; AVE = 0.918)		
BT1	This brand's products make me feel safe	0.978
BT2	I trust the quality of this brand's products	0.973
BT3	Buying this brand's products is a guarantee	0.897
BT4	This brand is sincere with consumers	0.987
BT5	This brand is honest with its customers	0.893
BT6	This brands expresses an interest in its customers	0.986
BT7	I think this brand renews its products to take into account advances in research	0.974
BT8	I think that this brand is always looking to improve its response to consumer needs	0.975
Brand Satisfaction (Alpha = 0.968; CR = 0.942; AVE = 0.889)		
BS1	I am very satisfied with the service provided by this brand.	0.963
BS2	I am very satisfied with this brand	0.858
BS3	I am very happy with this brand	0.965
BS4	This brand does a good job of satisfying my needs	0.895
BS5	The service-products provided by this brand is very satisfactory	0.979
BS6	I believe that using this brand is usually a very satisfying experience	0.969
BS7	I made the right decision when I decided to use this brand	0.954
BS8	I am addicted to this brand in some way	0.769

Regression Analysis

Regression is the determination of statistical relationship between two or more variables. In simple regression of the present study is to examine and to identify the factors which contribute to influence the brand satisfaction. In this research the interest was to find the influence of brand authenticity and brand trust on brand satisfaction.

➢ Ho: The brand authenticity and brand trust does not effect significantly between the brand satisfaction.

Table 5.3 Reveals the effect of brand authenticity and brand trust on brand satisfaction using regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	F	Sig.
1	0.991[a]	0.982	0.982	5880.554	0.000[b]

a. Predictors: (Constant), brand authenticity, brand trust

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.198	0.048		-4.119	0.000
Brand Authenticity	0.532	0.018	0.610	30.209	0.000
Brand Trust	0.243	0.035	0.190	7.012	0.000

a. Dependent Variable: Brand Satisfaction

It is interesting to note that the value of adjusted R square is 0.982 and the F statistic value is 5880.554 with a significance value p equal to 0.001. Since the p is equal to 0 the F value is significant which implies that the model is a good fit for the data. The values of regression co-efficients and the t static values with p are also given. It is seen from the table that the brand authenticity and brand trust have significant regression co-efficients since the corresponding p-values are less than 0.05. Therefore, these brand authenticity and brand trust contribute to the brand satisfaction. Hence, it can be concluded that the brand authenticity and brand trust significantly effect between the brand satisfaction.

6 DISCUSSION

These findings are consistent with those found in the literature (Bowen and Shoemaker, 1998). It was shown that there was a positive correlation between brand authenticity and brand trust. Customers' pleasure therefore rises as their perception of the brand's authenticity and trustworthiness grows. It was determined that brand authenticity and brand trust had an impact on brand satisfaction after taking these factors into perspective.

7 CONCLUSION

In order to come to the conclusion of our investigation, we can demonstrate how the survey's results significantly contributed to achieving our study's objectives. The automobile industry was the emphasis in order to comprehend the numerous brand activities and components that build a solid and brand-satisfaction base. Two major factors that are connected to one

another are brand trust and brand authenticity. It's not necessary to keep making purchases from a specific brand in order to be satisfied. The relationship between brands and their customers is more emotionally based. This is as a result of emotion psychology. The emotions of a person influence their preferences and behavior. Customers may be a valuable resource for an organization since happy and devoted customers promote brand satisfaction. Brand satisfaction is influenced by brand trust and authenticity. Through the results of its analysis, the study confirms up the claim that company must have a strong brand satisfaction for their goods if they want to survive the market's rising competition. It seeks to differentiate its products from other brands and make it simpler for customers to identify the intended result. Brand trust and brand authenticity have an impact on the extent to which consumers relate to brands.

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