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**DETERMINANTS OF BRAND AUTHENTICITY IN THE APPAREL
INDUSTRY OF PAKISTAN: MODERATING ROLE OF
ENTREPRENEURIAL MARKETING**



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**DOCTOR OF PHILOSOPHY
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**DETERMINANTS OF BRAND AUTHENTICITY IN THE APPAREL
INDUSTRY OF PAKISTAN: MODERATING ROLE OF
ENTREPRENEURIAL MARKETING**



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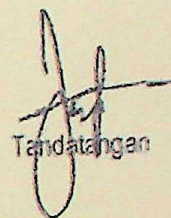


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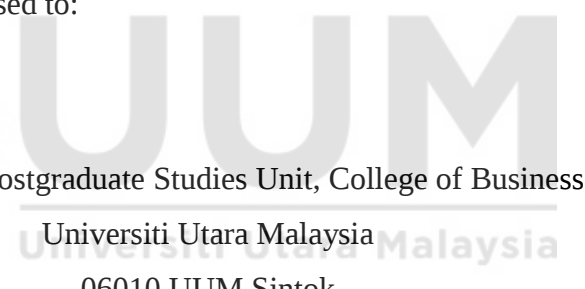


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ABSTRACT

Brand authenticity is an important component of business especially in apparel industry as it is associated with integration of cohesive brand strategy. It is also associated with brand congruence and commercialization process of the brand. The factors which affects brand authenticity discussed in this study were, brand actual and ideal congruence, commercialization, brand Nostalgia and social media engagement. Moreover, Brand authenticity is also influenced by entrepreneur marketing strategy of business. Therefore, the study conducted aimed at investigating entrepreneurial marketing as a moderating variable. As the factors associated in building brand authenticity has influence on sales and revenue, therefore, a study was conducted in three main cities of Pakistan to investigate the impact of brand authenticity in apparel industry. The study focused on discussing the factors which influence brand authenticity. The research also emphasized on evaluating the moderating effect of entrepreneur marketing on these factors and discussed its relation with these factors in building brand authenticity. The three major cities of Pakistan involved in these study were Lahore, Karachi and Islamabad. These cities were chosen and sampling units and a total of 1800 participants were recruited with non-probability sampling method. The research emphasized on primary quantitative research design and primary data was collected using survey questionnaire. The study utilized 5-point Likert scale for the interpretation and analysis of the data. Furthermore, statistical approaches such as Data screening, Variance, measurement, and structural model were utilized for the analysis of the data. The outcomes of the study revealed that there is positive and significant impact of actual brand congruence, brand nostalgia, entrepreneurial marketing, ideal brand congruence and social media management on the brand authenticity. However, the effect of brand commercialization effect on the brand authenticity is negative and significant that indicates that brand commercialization negatively affects the brand authenticity in case study of apparel industry of Pakistan. Furthermore, the study also discusses practical implications and future directions of the study.

Keywords: Brand Authenticity, Apparel Industry, Entrepreneurial Marketing, Actual Brand congruence, Social media engagement.

ABSTRAK

Keaslian jenama adalah komponen penting dalam perniagaan terutamanya dalam industri pakaian kerana ia dikaitkan dengan penyepaduan strategi jenama yang padu. Ia juga dikaitkan dengan kesesuaian jenama dan proses pengkomersilan jenama. Faktor-faktor yang mempengaruhi keaslian jenama yang dibincangkan dalam kajian ini ialah, kesesuaian jenama sebenar dan keselarasan ideal, pengkomersilan, Nostalgia jenama dan penglibatan media sosial. Selain itu, keaslian jenama juga dipengaruhi oleh strategi pemasaran perniagaan usahawan. Oleh itu, kajian yang dijalankan bertujuan untuk menyiasat pemasaran keusahawanan sebagai pembolehubah sederhana. Memandangkan faktor yang dikaitkan dalam membina keaslian jenama mempunyai pengaruh ke atas jualan dan hasil, oleh itu, satu kajian telah dijalankan di tiga bandar utama Pakistan untuk menyiasat kesan keaslian jenama dalam industri pakaian. Kajian ini tertumpu kepada membincangkan faktor-faktor yang mempengaruhi keaslian jenama. Penyelidikan juga memberi penekanan kepada menilai kesan pemasaran sederhana usahawan terhadap faktor-faktor ini dan membincangkan hubungannya dengan faktor-faktor ini dalam membina keaslian jenama. Tiga bandar utama Pakistan yang terlibat dalam kajian ini ialah Lahore, Karachi dan Islamabad. Bandar-bandar ini telah dipilih dan unit persampelan berjumlah 1800 orang peserta telah diambil dengan kaedah persampelan bukan kebarangkalian. Kajian ini menekankan reka bentuk kajian kuantitatif primer dan data primer dikumpul menggunakan soal selidik tinjauan. Kajian ini menggunakan skala Likert 5 mata untuk tafsiran dan analisis data. Tambahan pula, pendekatan statistik seperti saringan Data, Varians, pengukuran, dan model struktur digunakan untuk analisis data. Hasil kajian menunjukkan bahawa terdapat kesan positif dan signifikan terhadap kesesuaian jenama sebenar, nostalgia jenama, pemasaran keusahawanan, kesesuaian jenama ideal dan pengurusan media sosial terhadap keaslian jenama. Walau bagaimanapun, kesan pengkomersilan jenama terhadap keaslian jenama adalah negatif dan signifikan yang menunjukkan bahawa pengkomersilan jenama memberi kesan negatif terhadap keaslian jenama dalam kajian kes industri pakaian di Pakistan. Selain itu, kajian ini juga membincangkan implikasi praktikal dan hala tuju masa depan kajian.

Kata kunci: Keaslian Jenama, Industri Pakaian, Pemasaran Keusahawanan, Keserasian Jenama Sebenar, Penglibatan Media Sosial.

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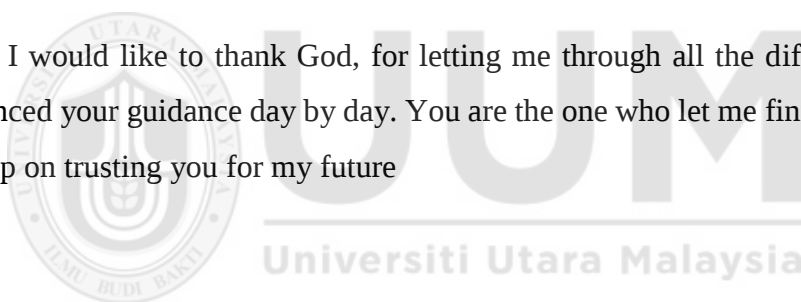


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LIST OF ABBREVIATION

(PLS)	Partial Least Square
(SEM)	Structural Equation Modeling
(UBC)	Urban Art Brand Collaborations
(SME)	Small Medium Enterprise
(PBA)	Perceived Brand Authenticity
(BD)	Business Development
(TALC)	Technology Adoption Life Cycle
(MDI)	Model of Disruptive Innovation.
(CMMES)	Computer-Mediated Marketing Environments
(EEC)	External Environment
(ATI)	Internal Venture Environment
(EM)	Entrepreneurial Marketing
(IM)	Innovative Marketing
(O)	Outcomes.
(AT2)	Approach to Marketing
(SCT)	Social Cognitive Theory
(RBV)	Resource-Based View
(CR)	Composite Reliability
(AVE)	Average Variance Extracted
(CMV)	Common Method Variance
(HTMT)	Heterotrait-Monotrait
(UBC)	Urban Art Brand Collaborations



CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

The manufacturing sector is a necessary element in a country's development, and it enhances the aspect of economic growth. For instance, it is essential that manufacturing creates reliable and quality brand products that should be authentic and proper and correlates with successful development (Jayatilake & Withanaarachchi, 2016). Academic research on brand authenticity is still in its infancy. The few studies that do exist are general, either in establishing theoretical foundations or analysing manifestations of authenticity in the marketplace. However, consumer research has not given considerable attention to authenticity, particularly in the differentiated understanding of authenticity in general and brand authenticity (Fritz, Schoenmueller & Bruhn, 2017). This is often enhanced by the studies focusing on a specific product category such as wine, tourist attractions, or food production. Therefore, there is no consensus on a general definition of brand authenticity and no agreement regarding its dimensional structure in consumer research (Moulard, Raggio & Folse, 2021).

Thus, it is necessary to conceptualise brand authenticity using a “bottom-up approach” and to understand how consumers perceive authentic brands where smaller subordinate units are transitioned into larger and significant units in the organization with information flowing from customers to the top executives. To sum up, the definitions of authenticity differ (Edger, 2016). Nevertheless, the following conclusions can be drawn for the specific context of brand authenticity: Authenticity in the context of

brands dealing with the authenticity of market offerings (objects and services) in contrast to the authenticity of human beings; Brand authenticity based on the evaluations of individuals rather than being solely related to the inherent attributes of the brand, and; Brand authenticity corresponding to a variety of attributes since there is no unique definition of authenticity, particularly in the branding context (Bruhn, Schoenmüller, Schäfer, & Heinrich, 2012; Rosado-Pinto & Loureiro, 2022).

In addition, brand authenticity has been deemed necessary, and it can be further enhanced via social networking or engagement in social media activities (Pringle & Fritz, 2019). Brand authenticity holds a significant importance for consumers with prolonging effects (Fritz, Schoenmueller, & Bruhn, 2017c). The behavioural intention and relation can also be shaped with the congruence of the ideal brand image and actual brand image for consumers (Liu, Zhang & Zhang, 2020).

Furthermore, social networks are increasingly taking up a significant share of consumers' online time. As a result, social media, which includes advertising on social networks or marketing communication with social characteristics, is becoming a more significant component of firms' marketing budgets (Li, Larimo & Leonidou, 2021). As firms increase their social media activity, the role of 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 (Wu, Chen & Dou, 2017).

Additionally, 'engage or die' is the marketing catchphrase of the social media era, with Facebook as the primary beneficiary of the shift in marketing thought. Marketers are

flocking to Facebook (mainly at the expense of other traditional media types) based on its touted ability to engage and support deep relationships with consumers (Dolan, Conduit, Fahy & Goodman, 2016b). Such relationships will lead to greater consumer loyalty. Broadly, however, the definitions take one of two forms: behavioural or attitudinal engagement. With the relatively recent rise of social media, there is renewed vigour in the search to understand what engagement is, how to measure it and how engagement can be beneficial for advertising (Bowen & Ozuem, 2014). The lack of clear definition and application of the construct presents its problems with the premise that social media engagement takes the form of activities such as posting a comment or sharing a story along with the attitudes that underlie the subsequent interaction with the brand (Weiger, Wetzel & Hammerschmidt, 2019).

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 have a huge impact on the economic development (Munim & Schramm, 2018). An entrepreneurial approach in the third world countries plays a significant role and it provides business opportunities and generates wealth and job programmes. Nowadays, entrepreneurial development is considered as the best way to leave recession. 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 (Shams, 2016). The entrepreneurship process includes innovation in creating new products or services, processes, markets and strategy. Thus, this process is considered as a way to create a sustainable advantage in the market, which allows the identification of new needs and demands of customers to meet their satisfaction (Hinterhuber & Liozu, 2017). Also, the entrepreneurship is considered an

important and new concept in marketing that can develop the organizational development (Mehmood, Jian, Akram & Tariq, 2021).

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 (Mitchell & Clark, 2019). Business success requires establishing long-term relationships with customers and delivering value to them. This operation aims to achieve loyal customers, which are valuable resources for disseminating a product/service among other consumers. This is a marketing approach that enables entrepreneurs to discover, create, motivate, satisfy and meet the demands and desires of customers. In entrepreneurial logic, scholars believe that a successful business is often created by an intelligent and creative entrepreneur who considers the market's ups and downs and tries to find out specific ways to deal with market issues (Mazzucato, 2016).

There are a number of current issues in the textile industry that deserve attention. For Instance, the industry is facing a number of challenges from global economic conditions to the increasing popularity of synthetic fabrics. These challenges have led to a decline in the industry's sales and jobs, and have created a number of controversies and challenges for the global textile industry. (ELNASHAR, 2021). The few examples of the most important contemporary issues in the textile industry includes: The increase in synthetic fabrics is causing a decline in the demand for natural fabrics. This has resulted in a decrease in the number of jobs in the textile industry, as manufacturers switch to synthetic fabrics; The use of synthetic fabrics in clothing has also caused them

to be more difficult to clean. This can lead to the spread of bacteria and other contaminants, which can cause skin irritation and other health problems which is leading towards the allegations that textile industry is hampering the health of the communities and harming the environment. Handling and quality management of the raw synthetic fibre material is also causing problems for the managers and risk managers because of less emphasize on advanced technologies in Pakistan. (Hansen & Schaltegger, 2016).

1.0.1 Scenario in Pakistan

Pakistan possesses high self-efficiency in raw material and is considered as the fourth-largest producer of cotton. The excessive use of cotton resources allows the textile industry of Pakistan towards the industrialisation region (Memon, Aziz & Qayyum, 2020; Abbas & Halog, 2021). The industrial and agriculture sector of the country has been strengthened by a cheap and excessive supply of labour (Kanat, Abbasi, Peerzada & Atilgan, 2018). Designers come up with attractive designs and new different designs, which are inspired globally because of its rich heritage and cultural diversity. The varied culture and fusion inspire the designers for creativity, fashion, and styles. From the agrarian society to the urban regions, the recent shift of the population augmented income levels and population growth escalated the domestic demand (Farah, Khan, Abro, Cheema & Luqman, 2022).

The 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 by 67% of exports and employment for 40% of the workforce (The Nation, 2019). An important incentive

for additional growth of this labour-intensive industry was offered from the largest available human resource pool of Pakistan. The value-added sector contributes in exports even though Pakistan is the fourth largest cotton producer with strong weaving and spinning infrastructure globally. The reason is because there are competent middle managers and lack of training facilities that allow improving skills possessing explicit procedure knowledge and comprehensive experience in modern technologies (Papanek, 2019). There are various sectors in the textile industry but the apparel industry is known as the essential industry (Wadho & Chaudhry, 2018).

The apparel industry is the competent and growing sub-sector of the textile value chain. The majority of the workforce is consumed in the apparel industry in Pakistan and is making efforts to achieve the high development rate in exports (Khan & Abasyn, 2017). On the other hand, some acute problems have been suffered from the apparel industry to maintain the quality, management and marketing skills, productivity, poor governance, corruption, and therefore, experiencing a crucial risk of a mitigated quota of international markets (Frederick, Daly & Center, 2019). The influence on apparel exports from Pakistan will be disruptive considering the stronger competition from other countries following the World Bank reports on the influence of quota reduction in Pakistan (Choksy, Ayaz, Al-Tabbaa & Parast, 2022).

Pakistan had a total of 503 spinning mills with an installed space of 10,437,000 spindles and 155,104 rotors as reported in the web-published edition (Raza, Abd Rani & Isa, 2020). The weaving industry owns a total of 53 integrated units with an installed space 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 (2014-19, 2014-

19). 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 totalled by the major buyer of textile accessories and clothing by purchasing a total of 309.2 million of goods (Raza, Abd Rani & Isa, 2020).

One of the biggest problem faced by the fashion industry is the over-active social media activities that result in the drop of brand authenticity. The population on social media does not able to distinguish the authentic brands from fake brands(Fritz et al., 2017a). Numerous brands in the fashion industry that are competing and new brands are constantly trying to mark themselves. Entrepreneurship marketing helps firms operating in the fashion industry as the brands are looking to acquire and retain customers with the help of innovation and value creation(Saleem, Hanif, & Hamid, 2018).



1.1 Problem Statement

The issue of brand authenticity has become increasingly prevalent due to heightened competition and the pervasive use of the internet and social media by various organizations. This has led to a significant erosion of genuine brand representation and communication with consumers, diminishing brands' control over their own image and messaging (Hemsley-Brown, Melewar, Nguyen & Wilson, 2016).

The real problem related to the companies are currently confronting is sustainable brand authenticity to prolong their brand reputation and brand loyalty from the customers' end. It also stresses engaging different types of less labour-intensive but effective

marketing strategies, including relationship marketing, direct marketing and digital marketing (Scuotto, Del Giudice & Carayannis, 2017). It has conceptualized the effective utilization of the available resources, as entrepreneurship refers to an effort to the effective utilization of available resources with all its risks owned by the entrepreneur that leads to profitability (Tien, Phu & Chi, 2019). However, companies also emphasize entrepreneurial activities to exploit opportunities and value creation in the marketplace. This has promoted the concept of brand authenticity with entrepreneurial marketing linkage from a broader perspective (Pringle & Fritz, 2019).

The aspect of brand authenticity has been studied in the past but the researchers are unwilling to put its conclusive concept and demand a more detailed research (Fritz et al., 2017c; Haider, 2018; Napoli, Dickinson-Delaporte, & Beverland, 2016). Hence, the combination of the variables used in this study have not been studied, especially in the context of Pakistan. Therefore, this study aims to examine the concept of brand authenticity. A research gap also exists in regarding brand authenticity and moderating role of entrepreneurial marketing. In addition, no study have been conducted previously that found out the impact of various variables that includes ideal brand congruence, actual brand congruence, brand commercialization brand nostalgia and effect of Entrepreneurial marketing on brand authenticity. The study proved to be a great contribution to the apparel industry of Pakistan and various factors affects brand authenticity.

Entrepreneurial marketing is another emerging concept of brand authenticity and different dimensions of brand management (Elvira & Xhaferi-Elona, 2014; Kilenthong, Hills, & Hultman, 2015). Also, consumers' confrontation with counterfeits and fake

brands became massive, and to retain the essence of the actual brand, brand commercialization can be eventually translated into existing brand authenticity (Fritz et al., 2017c; Rizun, 2016).

Furthermore, an ample number of studies in the recent past has paid significant importance to ideal brand congruence and actual brand congruence (Ercis & Deveci, 2016; Fritz et al., 2017c; Judit & Michalkó, 2015; Naumann & Bowden, 2015). Additionally, this has recently been taken into serious consideration by researchers, practitioners, organizations and academicians. However, numerous studies focused on investigating brand nostalgia (Sarkar & Sarkar, 2016).

Moreover, social media and digital marketing are emerging trends globally. (Dolan et al., 2016). From a similar viewpoint, the literature has paid significant importance to leveraging social media as a sturdy marketing technique and method for companies. Brand commercialization, one of the essential players of brand management, was also the focus of numerous past studies (Choi, Ko, Kim, & Mattila, 2015; Fritz et al., 2017c; Rizun, 2016).

Therefore, it is established that brand commercialization is an essential factor in the brand management, especially for luxury and reputable brands (Fritz, Schoenmueller, & Bruhn, 2017a). In this concern, it has been important that the extent of congruity between ideal and actual brand image in the sight of customers considerably affects behaviour. Even consumer behaviour is shaped by the extent of ideal brand congruity and actual brand congruity (Wijnands & Gill, 2020). More customers become engaged and motivated toward the brand to elevate the congruity. In addition, customers'

pleasant experiences may be interlinked to prolonging relationships with the brand, leading to a higher interest level within the brand. Thus, brand nostalgia plays a vital role as well. With the commercialization of the brand, authenticity is prioritised higher than any other condition or circumstance. Above all, the constrained resources to the organizational efforts and operations emphasise the indulgence of entrepreneurial activities to the organizational functions. This is also linked to all the social media and digital marketing tactics and operationalisation aspects in the real world.

The social congruence theory asserts regarding the interpersonal qualities in a person that allows them to have empathy for others as it enhances the communicative abilities (Xu & Pratt, 2018). The social congruence theory would help in explaining how communication and brands can help to understand how social media activities can impact the brand authenticity. The self-congruence theory occurs due to recurring consistency between the person and the brand (Hudders, Jans & De Veirman, 2021). This theory can help in understanding how the brand authenticity becomes significant for customers when they found the brand as being relevant to them. The resource-based way theory postulates regarding the assets and resources the firms already possess and using them for a competitive advantage (Kull, Mena, & Korschun, 2016).

The RBV theory would help in this regard as it would provide details as to how the brands can use the resources available to them to achieve competitive advantage and brand authenticity in this case. Past academic sources on brand authenticity is still its infancy. Only few studies exist and those are general in nature, either in establishing foundations related to theories or analysing manifestations of authenticity in the market place (Raza, Abd Rani, & Isa, 2020). Moreover, consumer service has not received

significant amount of attention to authenticity and particularly differentiating authenticity brand authenticity.

Previous studies did not include anything related to globalisation and the strategies of garment companies and how they cope with comparatively larger marketplace and more dynamic conditions, circumstances and demands of customers. Entrepreneurial marketing has not been stressed upon by practitioners and entrepreneurial marketing emphasizes unique and effective marketing efforts that include social media marketing, relationship marketing and direct or personal marketing. Hence, these variables will contribute to organizational practices in a more specific and needful manner to broader perspective.

The reason for conducting this study was to properly create the aspect of brand authenticity in Pakistan because in the best knowledge of the researcher, this type of study has not been conducted in Pakistan. Also, it will help the managers or practitioners to understand the concept better and further develop their marketing activities in enhancing their brand authenticity. Regarding to the apparel industry in Pakistan, no specific study has discussed the elements of entrepreneurial marketing and determinants of brand authenticity.

1.2 Research Question(s)

In the highlighted opportunities to conduct exploratory research to understand brand authenticity and its various antecedents toward entrepreneurship, the following research questions were designed. These research questions are focused on the current scenario of developing countries. By responding to these research questions, the study can

ultimately establish theoretical and practical underlying knowledge and comprehension. Moreover, through an empirical investigation of the purposefully gathered data, the study can help to highlight undetermined trends of entrepreneurial aspects for brand authenticity. What is the impact of ideal brand congruence on brand authenticity

1. Does ideal brand congruence impact brand authenticity?
2. Does brand congruence impact brand authenticity?
3. Does commercialization impacts brand authenticity?
4. Does brand nostalgia impacts brand authenticity?
5. Does social media engagement impacts on brand authenticity?
6. Does entrepreneurial marketing moderate the relationship between ideal brand congruence with brand authenticity?
7. Does entrepreneurial marketing moderate the relationship between actual brand congruence with brand authenticity?
8. Does entrepreneurial marketing moderate the relationship between brand commercialization with brand authenticity?
9. Does entrepreneurial marketing moderate the relationship between brand nostalgia with brand authenticity?
10. Does entrepreneurial marketing moderate the relationship between social media engagement with brand authenticity?

1.3 Research Objective(s)

Certainly, the study is focused on brand authenticity and its determinants in the developing country. However, it also includes theoretically and empirically applicative variables to the model to enhance its implications and constructive findings. Moreover,

the main objective of the study is to manifest the importance of studying and applying brand authenticity in the developing world. Its significance cannot be judged expertly unless numerous comprehensive researches are conducted to investigate brand authenticity. Thus, the following research objectives are designed to achieve better and practically sound results, findings and research outcomes that can be translated into organizational benefits.

1. To determine ideal brand congruence impact brand authenticity
2. To determine brand congruence impact brand authenticity
3. To determine commercialization impacts brand authenticity
4. To determine brand nostalgia impacts brand authenticity
5. To determine social media engagement impacts on brand authenticity
6. To determine entrepreneurial marketing moderate the relationship between ideal brand congruence with brand authenticity.
7. To determine entrepreneurial marketing moderate the relationship between actual brand congruence with brand authenticity.
8. To determine entrepreneurial marketing moderate the relationship between brand commercialization with brand authenticity.
9. To determine entrepreneurial marketing moderate the relationship between brand nostalgia with brand authenticity
10. To determine entrepreneurial marketing moderate the relationship between social media engagement with brand authenticity?

1.4 Significance of the Study

1.4.1 Practical Significance

The significance and importance of the study are highlighted by the globalisation and the strategies of garment companies to cope with the comparatively larger marketplace and more dynamic conditions, circumstances and demands of customers. In a similar context, this empirical research study attempts 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 deeper into concepts, underlying theoretical and empirical evidence, the intervention of demographic and socio-psychographic dimensions and, most importantly, to operationalise these concepts to the corporate scenario.

Hence, the most significant contribution of the current study is for research scholars and practitioners to build their capacity and foundations towards brand authenticity in the apparel industry of Pakistan. Secondly, due to its exploratory nature, the study has a worthwhile, meaningful, and direct contribution to the manufacturing sector of Pakistan. As the research is theoretically sound, empirically linked, and has workable determinants and antecedents, the study aims to build Pakistan's apparel industry's capacity towards brand authenticity. Undoubtedly, Pakistan is a developing country, and it has severe constraints to allocating and utilising scarce resources (Javed, Liu, Mahmoudi & Nawaz, 2019). Therefore, entrepreneurial standpoint and creative skills are highly required.

Hence, the study has included entrepreneurial marketing as a moderator of the model constructs. These constructs have significance, but their incorporation in the structural model of the study magnifies their importance to a higher level. The study included ideal and actual brand congruence due to dynamic customer needs and the brand's authenticity requirements. This leads to higher engagement and a long relationship with the brand. With these viewpoints, the study included social media engagement to support dual facets. Due to resource constraints, entrepreneurial marketing has been stressed by practitioners. Entrepreneurial marketing emphasises unique and effective marketing efforts, including social media marketing, relationship marketing and direct or personal marketing. Hence, these variables can contribute to organisational practices more specifically and need fully to a broader perspective.

Under such extensive discussion to highlight the importance and significance of the current study, various research which is problem-specific, purposefully designed and empirically result-oriented can exceptionally contribute to practitioners, corporate and business management consultants. The significance of the current study, although specified to the manufacturing sector of Pakistan, can provide constructive findings for other sectors and developing countries like Pakistan with a few changes to the structured model.

1.5 Theoretical Significance

The lack of research studies and empirical evidence in brand authenticity and entrepreneurial marketing strategies have stressed the academia and research scholars to engage in such underprivileged domains. To solve a certain extent of problems and provide workable and practically sound solutions to challenges, the corporate sectors

of Pakistan have strived hard for such accomplishments. In this regard, the study has potentially highlighted this problem as most important. Due to globalisation and borderless countries, the world has undoubtedly become a global village, whereas, with the needed intervention of the internet and broadband technologies, communication has also become wireless and borderless. Over time, manufacturing companies became stagnant and thus strived hard for brand commercialization in a much broader and larger scale. Unfortunately, due to a lack of empirical and scientific literature, an evidence-based approach to such vast expansion has somehow collapsed. Companies failed to encourage a comparatively larger customer-base in the global market and the blame was put on the shoulders of marketing and business development personnel. The timely necessity to cope with globalisation leads to the building of authentic brands.

Therefore, this study is focused on brand authenticity as its primary and core objective to understand and comprehend its concepts, theoretical foundations, and empirical association to other important and linking constructs. In this context, the literature has provided vast dimensions but some of them were included due to their sound theoretical foundations and linkages to brand authenticity in the larger perspective. These determinants and antecedents of brand authenticity include ideal brand congruence, actual brand congruence, brand nostalgia, brand commercialization and social media engagement. However, the moderation of entrepreneurial marketing to these constructs was also apprehended in the structural model.

1.6 Scope and Limitations of the Study

The current study focused on specific dimensions of brand authenticity; therefore, it is essential to elaborate on the scope of the study in a detailed and well-described manner.

First of all, the study is primarily focused on understanding brand authenticity in the luxury apparel industry of Pakistan. The limitations of the scope to brand authenticity have also been considered to gain insight and an in-depth understanding of 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' viewpoints 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 experience with the brand and no potential customers are included in the study. Therefore, this narrows the scope of the study to the current customer-base of the apparel industry of Pakistan.

The study also narrowed its horizon by considering only ideal brand congruity and actual brand congruity. There are undoubtedly numerous dimensions of customer and brand congruence, but the study purposively encompassed ideal brand congruence and actual brand congruence in the study model. The rationale for including ideal brand congruence and actual brand congruence is backed by its importance to brand authenticity. Authenticity eventually improves and enhances the brand image in the sight of the customers. Therefore, it is better to include such constructs that can have a link to the brand image compared to any other brand congruity dimension. This adds further significance to the model but ultimately narrowed the scope of the study to only

one dimension of brand congruity. The study has somewhat narrowed its scope but is expressively concentrated to its focal point and logical reasoning to the structured model. Therefore, study specifically focus on the apparel industry of the Pakistan, where determinants of the brand authenticity are being investigated for empirical evidences.

A few important aspects of the study that narrows its scope include sample size that limits the generalizability of the results and findings. Additionally, the research design is a simple quantitative method, whereas, the qualitative or mixed methodology can provide a broader view. The data collection instrument was also not standardised. Therefore, extensive statistical methodologies have been employed to acknowledge reliability, accuracy and structuring of the gathered data. Moreover, due to a lack of empirical and theoretical literature, and weak construct development, the study employed Partial Least Square (PLS) Structural Equation Modeling (SEM) as the primary data analysis technique. Knowing the fact that PLS-SEM is employed for exploratory models rather than confirmatory models, the results and findings may also have slightly less generalizability than the rest.

Along with these limitations, current research has certain limitations to the scope and generalizability to the population. However, these limitations and narrowed scope were also designed purposively to specify the findings and stress upon workable practical implications to the apparel industry of Pakistan. Moreover, the real contribution of the study to empirical and quantitative literature of brand authenticity from the developing country can discover new dimensions in the real scenario and encourage other researchers to proceed in a similar domain.

1.7 Operational Definitions of the Variables

1.7.1 Brand Authenticity

The extent to which customers perceived brand to be authentic, trustworthy and faithful towards the desirable responsibility, care, support, and retains its true essence to the customer(Fritz et al., 2017c).

1.7.2 Ideal Brand Congruence

The match of consumer's ideal fit between self-image and the brand image (Ekinici & Riley, 2003; Helm, Renk, & Mishra, 2016b; Malär, Krohmer, Hoyer, & Nyffenegger, 2011).

1.7.3 Actual Brand Congruence

The match of consumer's exact fit between self-image and the brand image is considered as an actual brand congruence (Klabi, 2020).

1.7.4 Brand Commercialization

The process of widespread distribution and accessibility to masses can be acquired to fulfil the objective of profit maximisation(Fritz et al., 2017c).

1.7.5 Brand Nostalgia

The past association and prolonged relationship with the brand in past times are carried forward to the present with the same essence of attachment and self-congruity (Chieng, 2018).

1.7.6 Social Media Engagement

The extent of interaction between customers and the brand on social media websites and platforms, for instance, Facebook, Twitter, LinkedIn, Instagram and others (Dolan et al., 2016b).

1.7.7 Entrepreneurial Marketing

The marketing efforts that incorporate effective methods and techniques that mainly constitutes to achieve better outcomes with efficient use of resources. It is usually apprehended to entrepreneurial essence (Krizanova et al., 2019)

1.8 Organization of the Thesis

This chapter provides a vital introductory information and details about the topic's background and overview. Consequently, the chapter focused specifically on empirical and practical gaps within the concerned domain. With extensive and critical literature reviews, the study has highlighted research gaps that hold substantial importance. In this concern, ample literature has been found concerning actual and ideal brand congruence in different perspectives. However, brand nostalgia, brand commercialization, and social media engagement have also gained much attention in the past. Besides that, the chapter also highlighted that past literature paid widespread prominence to brand authenticity regarding various aspects of marketing and business management. Under such extensive discussion, the chapter adequately considered some practical and theoretical problems. Based on such problems, chapter comprehensively discussed and designed its research objectives and research questions. In addition, the chapter provided its scope, practical significance, theoretical significance and

operational definitions of the independent, dependent and moderating variables of the study.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The second chapter includes critical review past literature and variables of the present study, including the Self-Congruity Theory, Social Cognitive Theory and Resource-Based Theory. Particularly, this chapter reviewed the concept of brand authenticity, ideal brand congruence, actual brand congruence, brand commercialization, brand nostalgia, social media engagement and the moderation of entrepreneurial marketing. Subsequently, the studies that evaluated the relationship pertaining to the criterion, moderator and predictor constructs were reviewed for deploying the research model.

2.1 Brand Authenticity

Brand authenticity is defined as the degree to which customers perceive a brand to be faithful towards customers and motivated by responsibility and care. Brand authenticity enables customers to reflect their genuineness towards the brand. Brand authenticity is one of the important aspects of contemporary marketing (Fritz et al., 2017c). In other words, brand authenticity refers to the foundation of existing marketing that drives existing perceptions of hyper-reality. Brand authenticity has a positive notion of discovering a brand or product throughout its context as it is usually constructed as a social phenomenon (Moulard, Raggio & Folse, 2016).

Brand authenticity creates opportunities to attract customers and engage them in a specific brand community to vitalise the essence of the brand. The creation of brand authenticity is determined further by the crucial contributions of non-customers

(Heinonen, 2017). Their attitudes and behaviours are emphasized when they reject brands that are not authentic and thus participated in anti-branding communities. In recent decades, an emerging generation contributed essentially to construct brand communities where the focus of these specific groups is comprehensively upon the maintenance or rejection of brands relying on the brand's authenticity. This exceptional perception of the new generation can consequently shift the legitimisation of well-established brands into new ventures.

When assorted stakeholders experience and acquire products and services as promised, the essence of a brand is then observed to be authentic. Recently, multinational brands have explicitly focused on brand authenticity. Similarly, brand authenticity is exclusively enriched by new ventures or entrepreneurs that drive inadequate comprehension of brand authenticity. Scholars have postulated that authenticity is a cornerstone that measures the significance of brands. The influence of the purchase activity of the customer is generated from positive attitudes that ultimately drive a positive brand response. Indeed, an enterprise or organization that is crystal clear in its objective and mission significantly induces to provide consistent core values (George et al., 2021)

Athwal & Harris, (2018) stated that the brand which provides real, antique and genuine products is the key to develop brand authenticity. The study has reviewed that brands are scarce with low measures of authenticity for the authenticity levels. In contrast, moderate levels are shown by some brands regarding overall brand authenticity, whereas they exhibit very low values for particular authenticity dimensions. In addition, the study has indicated that managers aiming to improve their brand authenticity must

attempt efforts to the particular authenticity dimensions and integrate dimension-particular investigation. Therefore, highly authentic brands are indicated by a significant distance for enhancing the managers' brand authenticity. The image of the national identity of the consumer benefits from descriptions, which include rich in tradition and culture and thus, it is documented with authenticity. In addition, local icon value stimulates the naturalness and originality of the brand for positively influencing the brand and its associated elements. Therefore, companies must intend to create a unified brand perception for improving a brand's authenticity.

Amatulli, De Angelis, Costabile & Guido (2017), investigated the effects of Urban Art Brand Collaborations (UBC) on street credibility and brand authenticity. The study has explored that UBC had a positive impact on post brand authenticity and street credibility with a spill over effect on other areas. Secondly, UBC was influenced by brand authenticity as well as by two fit dimensions, which is the most important fit was brand fit. Research showed that fit variables were the most important drivers. Therefore, it is concluded that implementing UBC is good for the own brand but there are risks for brand authenticity. Before the implementation of UBC, it is also important to analyse the brand fit by selecting the right urban artist for the right brand.

Portal, Abratt & Bendixen, (2019) stated that there is a link between brand trust and brand authenticity. However, the main aim of the study was to shed light on brand trust. As the study was done on the phenomenon and thus, further studies were conducted for more clarification to fill the gaps. Moreover, brand authenticity is also linked with brand trust. Moreover, authenticity nowadays means being trustworthy and reliable. The corporates must act like the public which can play a vital role for consumers to select

the brand and not shift to other products. Authenticity is built by building trust within the brands and consumers, and the same strategy is applied for corporates as well. In the future, brands act must serve as consumers to build their personalities and generate value. This is only possible if they earn brand trust. This shows that trust is linked more to authenticity. Moreover, if the brand does not seem to be acting as trustworthy, they will discard the brand.

According to Chu & Seock (2020), authenticity is more about customers' brand-related experiences with fulfilling social and interpersonal needs. The implication for researchers was that product authenticity is an evolving concept, thus marketers must focus on product symbolism and social identity. Postmodern consumers refer to authenticity as not merely biased on accounting the right element even though it is apparent that objective authenticity might be acquired by purchasing the real or original product. Therefore, the study indicated that authenticity is one of the main implications for marketers and researchers considering it as an emerging notion in order to focus on social identity and product symbolism. The findings concluded that brand authenticity is not isolated or has a link with others, instead, it is an attribute-oriented scenario. In the future, marketers must also design new strategies and brand positioning to attract customers.

Ki et al. (2020) found that authenticity is the foundation for existing practices in marketing. There is confusion regarding the nature and usage of authenticity in the market of different brands. The study inspected the procedures of 26 luxury wine organizations and the authenticity of brands. Authenticity requires the innovative mixture of rhetorical, logical and industrial attributes. Sincerity was accomplished

through general society declaration of handmade procedures, the relationship to place, uniqueness, and enthusiasm for winemaking, the synchronised repudiation of business thought motives, reasonable winemaking strategies methods, and the usage of current techniques of marketing. For the winemakers, authenticity was crucial to fortify their status in the market, charge premium prices and have an advantage over competitors. Authenticity is achieved by building up a sincere story that empowered the organizations to sustain relevance and quality while showing business contemplation. This was accomplished with the consideration of developing their processes that strengthen their core competencies in the market.

Rahimi & Gunlu (2016) researched brand authentication on making and keeping up brand auras. The study's purpose was to show the procedures of making and keeping up brands through the affirmation of authenticity and concentrating on the problem in research papers. The qualitative method through case study examination was used. The research was conducted by contacting people, scheduling interviews with interviewees or research witnesses, and holding formal meetings to converge their discussions as the examination and research purpose. Eighteen interviews were carried out in which the brand improvement and expansion processes were evaluated. The study confirmed the six characteristics of authenticity. The outcomes demonstrated that three of the traits were important: relationship to place, stylistic consistency, and downplaying commercial motives. The results were reasonably created with reference levels of authenticity and were measured regarding six sources of authenticity that make brand auras.

Ramus & Vaccaro (2017) explored the importance of authenticity in the fashion industry. The research investigated multiple dimensional attributes of brand authenticity and the impact of several factors on brand loyalty and brand commitment by explicitly focusing on sporting goods. In this research, two sports brands (Adidas and Nike) were selected. Brand stimulus (scenario-based cartoons) was considered in light of the qualitative investigation of brand cases. The data was from 207 Korean customers who bought specific brands. Regression analysis and factor analysis for hypothesised analysis was used. Variables included brand loyalty, commitment, and brand authenticity. The result demonstrated that brand authenticity has a significant impact on brand loyalty and commitment to sports brands in the fashion industry.

He & Wang (2017) inspected creative voice and authenticity in cultural industries. This research suggested two different strategies for asserting authenticity. One is the focused theme (creative and unique voice) continuation of convention and to duplicate the standard mechanism as accurately as feasible, for example, performances of symphonies of classical canonicals. The second focused theme to authenticity is to comprehend the vibrant stress on authenticity that appear in individuals' creative and unique voice, which is their capability to determine problems in an exceptional and distinguished manner, frequently depicted as self-expression and declared as authenticity which is cautiously crafted to make an artist's personae that catch the attention of consumers, other artists and critics.

We looked for studies that developed and expanded Peterson's approach to managing the intuition of authenticity through distinguishing approach and personality as the essential work for creativity in the industry. Besides that, the research categorized three

fundamental problems or dilemmas for the creativity of voice and crafting authenticity in cultural industries. The first problem is that authenticity appeared from new verses and deliberate processes and strategies. The second problem is related to understanding authenticity and how classification is organized. Artists either play with social classification, for instance, alteration or roles, genres, and transformations, or change one artistic product into a new product domain. The third problem with authenticity is that it is essentially the result of an entity or a social occurrence.

Jian, Zhou & Zhou (2019) inspected the elements of customer-based brand authenticity. Two hundred and forty-seven participants' data were analysed by using SEM (Structural Equation Model) and Confirmatory Factor Analysis techniques. Variables included higher-order constructs of brand authenticities. heritage, quality commitment and sincerity. The findings proposed that heritage, sincerity and quality commitment were essential factors which are the constructs of brand authenticity for both firms and customers' points of view. The construct of brand authenticity can be utilized for consumer perspective and improved strategic decision making concerning organization brand authenticity. More studies are needed which investigate the necessities and advantages related to customers' experience.

Portal, Abratt & Bendixen (2019) examined the effects of brand authenticity on Small Medium Enterprise (SME) development and brand trust. Two hundred and eighty-five participants' sample data were gathered from CEOs of German SMEs. Regression and structural equation modelling (SEM) techniques were used. The research examined the association between SME growth, brand trust, and brand authenticity. Brand authenticity was based on three elements: brand congruency, customer orientation and

consistency. The findings show that brand authenticity (brand consistency) has a significant impact on brand trust which leads to an increase in SME growth. Furthermore, the findings validated that congruence and consistency encourage brand trust, which in turn leads to an increase in SME growth.

Park, MacInnis & Eisingerich (2016) established a cumulative model theoretically supported by the concept of brand authenticity. This also sheds light on the development and validity of a scale to measure Perceived Brand Authenticity (PBA) by consumers. A multi-state scale development process, when used, produced a 15-item PBA scale to measure four dimensions, namely credibility, integrity, symbolism, and continuity. This scale was successfully measured across all brands and cultural contexts. It was revealed that brand authenticity perception is affected by indexical, existential, and iconic cues and the end ones are moderated by consumers' marketing scepticism. The outcomes indicate an increase in word-of-mouth and emotional brand attachment with PBA and it also drives brand selection probability by self-conformity for customers having high brand authenticity.

Deng & Xu (2017) investigated concerns encompassing perceptions of authentic goods based on having parts manufactured in different countries and definitions of authenticity. Furthermore, this paper debated the offshoring trends in Japan's animation and Italian fashion industries and inspected Australian consumers' perceptions. In the view of this exploratory research, motivation for supplementary research was proposed to examine further the relationship between places of manufacturing 'origin' and authenticity.

Amron (2018) explains that the synthesis of brand authenticity is created from six core characteristics, which include stylistic, commitments to uncompromising quality, downplaying commercial moves, stylistic consistency, relationship to place and heritage. Additionally, brand authenticity is foreseen from intrinsic and extrinsic elements of the product. Moreover, authenticity is promoted from the place is a key contributor along with pedigree, production, quality commitments, and heritage. Authenticity is supported from the utilization and development of certain brand traits and generally brand strategy. Brand authenticity is recognised from the product characteristics that are considered real or overly-publicised among consumers. Moreover, brand authenticity is driven by four drivers, which include originality, naturalness, reliability and continuity. It has also been defined that iconic authenticity as an authentic reproduction and is measured accordingly to the indexical attributes. Moreover, the notion of authenticity is not inherently associated with an object but it is judged on the socially and individually constructed. Additionally, authenticity is derived from the collective and individual aspects, influencing the authentic self as a component of a group.

Arya et al. (2019) have defined authenticity as it further possesses different concepts along with semantic associations of agelessness and tradition, positive valuation, the cultural and personal aspect, originality, substantiveness, uniqueness, attributes of the production process, presence of an authority, evidence and truth, genuineness, positive valuation, the cultural and personal aspect, heritage-ship to place, method of production, heritage and pedigree, stylistic consistency, quality commitments, cultural or traditional associations, genuineness and dissociation from commercial motives. It has been assumed that authenticity that is dependent on the mental perspectives of

consumers towards how they perceive the brand. Authenticity is associated with specific characteristics such as hand-crafted methods, cultural links, respect for traditions, and link to the past. It has indicated that brands perceived as disseminated and invented based on instrumental economic agenda to become authentic.

The reflection of brand authenticity is not identical to brand image as it is observed as an attribute of brand image and therefore, it is considered as a constituting characteristic that involves consumer's association with a brand. The authenticity of a brand reflects from the mental pictures that are related to the offering. Therefore, to the different phases of consumer's perceptions regarding the brand specifically brand associations signifies that brand authenticity can be attributed as a positive and emotional phase of the human mind that causes the accomplishment of a wish to perceive a brand (Jun & Yi, 2020).

He (2022) have considered the concept of authenticity from the establishment of museum-linked usage to a philosophical opinion to postmodernism schemas. Moreover, it is cherished as an essence of being simple, rooted, unsung, sustainable, natural and honest. It has asserted the importance of brand authenticity to create brand trust and brand credibility. In addition, assurance is a core aspect for authentic individuals to reflect their identity seriously; therefore, it is implied purposively to associate the fulfilment of an authentic person.

2.2 Ideal Brand Congruence

The subjectivity of self-concept is very common in the context of customer behavior; thereby, it is considered as the most fundamental notion of marketing in terms of

organizations. Brand authenticity is another important phenomenon in the perception of customer behavior, which persuasively determines the relationship between congruence and preference of brands. Self-congruence comprises of two distinct aspects: actual congruence and ideal congruence (Meeprom & Fakfare, 2021). Actual congruence is defined as a process of how an individual observes himself or herself. In terms of actual brand congruence, it is defined as the self-perception and self-evaluation that demonstrates the beliefs of an individual regarding his or her views toward the brand. Actual brand congruence is considered as a notion of marketing that refers to the development of self-image, which is directly associated with brand authenticity deliberately and instinctively (Drosou, 2019). Therefore, actual brand congruence has accomplished much emphasis in the context of marketing. Entrepreneurs have differentially comprehended distinct brand categories that are presumed by customers in different ways while purchasing the product. The conceptuality of actual brand congruence is most appealing and suitable to the investigation of customer behavior and to determine the brand authenticity of a product as numerous purchases made by customers are directly associated with the perception a customer has of himself or herself (Zhu et al., 2019).

2.3 Actual Brand Congruence

Actual brand congruence is demonstrated with its distinctive background where an individual might reflect or perceive what he or she thinks of the product. Actual brand congruence is the mental or conceptual acknowledgement as well as a consistent approach that emotionally reflect their own. Actual brand congruence is developed based on two features; existential and the categorical (Kim & Joung, 2016). Furthermore, it was determined that actual brand congruence is the consequence of an

association between an individual and others. Therefore, an individual will endeavour for self-enhancement in the collaboration process.

Actual brand congruence is motivated by two major forces: self-consistency motivation and self-esteem motivation (Wallace, Buil & de Chernatony, 2017). While considering actual brand congruence in the traditional approach, a brand is rated based on its specified image attributes that define the product's user image. Customers are then rated with similar attributes of the product (Gracia & de-Magistris, 2016). The anticipation of actual brand congruence is computed through a discrepancy ratio for every single attribute and encompasses all attributes to determine self-reflection. Therefore, important differentiations are assumed from the investigation between actual brand congruence and brand authenticity (Delgado-Ballester, Palazón & Peláez, 2019).

Brand authenticity bolsters the association between the customer and the brand. The comprehension of such a relationship elaborates on the authentication of the promise attempted by entrepreneurs. Therefore, this relationship then leads to higher profitability and customer loyalty. Furthermore, the authentication of a brand drives more customers and shifts the upward trend of the product to its escalating pattern (Angus & Westbrook, 2019). Actual brand congruence has an appealing impact on the brand authentication as customers conceptualised the brand as a component of their self and thus have essential feelings and thoughts regarding a brand that makes them motivated to spend greater resources of their own (Alvarez & Fournier, 2016; Fritz et al., 2017c).

Indeed, the more grounded the connection to a brand, the more difficult it is to demonstrate the attitude the customer will show to retain the brand relationship. On the contrary, the examination on customer brand relationships had demonstrated that people are intrinsically propelled to consolidate brands into their self-idea and the more a brand ventures into the domain of the self, the more grounded the association framed between the purchaser and that brand (Eslami, Ghasemaghaei & Hassanein, 2022). Therefore, when more customers impart striking contemplations and sentiments to a brand, the more probable they are to shape brand congruence. It is a fact that researchers have founded in which a passionate brand connection cannot be framed without the customer's self-idea.

In this manner, while dissecting enthusiastic brand connections, it is invaluable to do so through the viewpoint of the self-congruence theory Zhu et al. (2019) The association between actual brand congruence and brand authenticity is consequentially reflected in actual self-concept (Vander Schee, Peltier & Dahl, 2020). The self-verification theory dominates actual congruence where it suggests that individuals are more persuasive to identify, examine, validate and solidify their current self-concepts. These individuals are embraced with brands that motivate their existing brand congruence and ignore aspects that impend it (Rather & Camilleri, 2019).

Ideal brand congruence is an important notion in the psychological evidence of self-concept. Assorted theoretical foundations and definitions have been evident to demonstrate the essence of ideal brand congruence. The constructs of ideal brand congruence have been emphasized in literature by classifying it from psychoanalytic, social and developmental psychologies (Sheeraz et al., 2020). Much emphasis has been

observed for the strong classification of ideal brand congruence with brand authenticity which requires the customer's perception. For instance, the examination of idealisation emerged as a defensive activity of self-concept, which in turn focuses on the perception and authenticity of a brand (Karakoc, 2016).

On the contrary, the relationship between ideal brand congruence and brand authenticity has been underpinned by numerous empirical researches based on positive evidence. Ideal brand congruence is defined as the degree to which the real self-image of an individual is consistent with their peers (Jeong & Jang, 2018). Extensive literature has undertaken a broader view of ideal brand congruence with unique behavioral and emotional outcomes. However, a source of vulnerability is conceptually emphasized from the discrepancy which exists between the actual brand congruence and ideal brand congruence of an individual (Akbar, 2016; Malär et al., 2018)

Following the self-discrepancy theory, the constructs of self-ideal congruence deliberately focus on the actual, ought and ideal congruence considering the image and reflection of an individual towards brand authenticity (Anand & Kaur, 2018).

In addition, an individual's ideal self is a major and dominant aspect on which ideal brand congruence is founded. The constructs of ideal brand congruence are deeply rooted in the foundations of psychoanalytic psychology (Chieng, 2018). Cognitive-affective ideal congruencies more vigorously rooted within the formation of psychological components in the partially-conscious and partially-unconscious aspects. According to the intentional change theory, ideal brand congruence reflects the imagery of a preferred future (Campbell & Park, 2017). This reflection is the articulation of

beliefs, aspirations, and fantasies of an individual while the cognitive nature of ideal brand congruence includes the passion, dreams, and values of an individual. Furthermore, it is a core focus of reflecting the extent of self-efficacy. The perception of possibilities is identified in self-efficacy, which segregates the component from false hope (Allen, Fournier & Miller, 2018).

Brand authenticity is explicitly determined from the reflection of ideal brand congruence. Indeed, ideal brand congruence posits brand authenticity as a component of self-concept. The rationale behind this assertion is the core focus of customers that is built towards the trust and image of a product, which conceptually vitalises the authenticity of a brand (Kulkarni, Shrimali & Kapdi, 2017).

Ideal brand congruence is a key variable for the improvement of brand authenticity where it was additionally observed as one of the self-advancement forms showing the movement to higher improvement phases of the self-idea. The development of brand authenticity refers to constructive aspects, and the development of theoretical edges changes from straightforward to predominant types of learning (Ilicic & Webster, 2016). The aspects of constructivist speculations opined that the basic human requirement for correspondence and significance drives a man to shape applied casings of reference that permit the clustering, investigation and consequent integration of each phenomenon they experience (Grof, 2016). The constructivist hypothesis of grown-up advancement is keen on the movement of an individual's method for knowing after particular stages, each being an alternate method for how individuals comprehend reality and make meaning, or an alternate epistemology, perspective, or method for knowing. An important and influential role is being played by ideal brand congruency

on developing and emphasising the essence of brand authenticity (Kervyn, Fiske & Malone, 2022).

Increasingly, customers have introduced specific approaches to determine the authenticity of a product based on trust and identity. This strong attachment has allowed entrepreneurs to focus on driving appealing products to retain their brand authentication in the perception of customers (Nyadzayo, Matanda & Rajaguru, 2018). Therefore, the ideal brand congruence has explicitly influenced the reality and authenticity of a product. This approach consequently drives a meaningful emotional connection to form strong associations with the brand. Nevertheless, entrepreneurs are still approaching the idea to reflect the authentication of their brands by focusing on ideal brand congruence (Han, Cui & Jin, 2021).. In addition, ideal brand congruence is important in the view of entrepreneurs as they want to establish their brands as comparable customers want to represent the aspiration of brands by deploying self-concept strategies. The positioning of ideal brand congruence is essentially associated with brand authenticity. Therefore, it is important to examine the notion of ideal brand congruence on the authenticity of brands (Fritz, Schoenmueller & Bruhn, 2017).

2.4 Brand Nostalgia

Nostalgia is recognised as an emotional desire that expresses prior experiences associated with a product or service. It is perhaps a sentimental deed that reflects the association of an individual with a better experience in a perfect past. On the contrary, the construction of pleasurable arousal is driven through fantasy that enables an individual to generate multisensory imageries (Rodrigues, 2018). Top brands specifically deploy imagery fantasies in their advertisements to reflect memories of an

individual. For instance, the advertisement purely evokes fantasy images while varied nostalgic and fantasy imageries are portrayed from the advertisements of a luxurious brand. Nostalgia has been personified as a core sentiment that does not fundamentally entail commitment but instead is a major factor in influencing commitment (Sarkar & Sarkar, 2016). A sense of commitment is driven by the interplay of brand nostalgia and brand arousal, which interprets the dimensions of brand authenticity. The core aspect of enhancing this relationship is contributed by entrepreneurial promotional campaigns that attract customers towards different brands in a product category. Inter-general emotions are vital in predicting the essence of brand nostalgia in shaping the views and commitment of customers toward the brands (Ju, Jun, Dodoo & Morris, 2017). Therefore, brand nostalgia associated with inter-general emotions can transport an individual towards a brand and express the memory by which an individual is connected to its perfect past (Nandy & Sondhi, 2022).

The emergence of nostalgia has been found abundantly among literature and has brought significant explanations about personal and communal emotions. Nostalgia has been approached as a sense of loss and decline where the vision of the contemporary world is based on freedom and autonomy, authenticity and emotional spontaneity in a consumption culture (Lai & Perminiene, 2020). Identity formation and brand authenticity formally reflect the notion of how young customers drive their attraction towards retro brands as these specific groups are mainly determined by a period of conscious reflections and search for identity (Sandes & Leandro, 2016). Peer involvement is somehow necessary for reflecting the feelings and emotions of young customers. Brand authenticity is significant as it favours the personification of in-depth relationships as well as their opinions and experiences (Clavel, Fernández-Ortiz,

Arteaga-Ortiz, & Valencia, 2017). Nostalgic and authentic brands conceptually reveal the translation and essence of communal purposes as customers alter traditional rituals. Communal nostalgia is reflected from the traditional brands that signify prior and old norms rather than existing societal developments through their authenticity and inherent stability. Today, firms are mostly relying on nostalgia to assist in selling products with respect to customer goods (Sarkar & Sarkar, 2016).

2.5 Brand Commercialization

The past two decades have reported a dramatic shift in the investment of marketing entrepreneurship, the origin of small, start-up firms, and establishing technology and inventions with considerable potential commercial applications. Start-up entrepreneurs face paucity in experience to market and promote their products and therefore lack the potential to introduce their products into the market (Acs, Åstebro, Audretsch & Robinson, 2016). For these start-ups, the essential challenge is to adopt strategies that commercialize and interpret their products appealingly into a channel of economic returns for their stakeholders, customers and clients (Canh, Liem, Thu & Khuong, 2019). Furthermore, these entrepreneurs have asserted that commercialization is the major issue rather than the innovation of products. The evidence has indicated the deployment of effective strategies across several industrial sectors. For instance, numerous firms have adopted strategies to commercialize their brands and to interpret their idea using concrete vision (Ouma & Kilika, 2018). These firms have been established by developing a novice value chain for high-end brand consumers. On the contrary, the existence of value chain services and commercialization have enabled firms to attain massive incentives and involvement with established stakeholders. The efficacy of an alliance between entrepreneurs and customers instigated a stream to

enhance brand productivity and profitability. Therefore, brand commercialization is vital in indicating its impact on the perception of customers and opinions about brand authenticity (Södergren, 2021).

Commercialization is defined as the procedure through which a brand or service is instigated into the thriving market. The commercialization phase is distinguished into diverse phases from the instigation of the brand to its mass development and implementation (Manzini & Lazzarotti, 2016). This process provides existing and new firms to identify determinants that link the commercialization of brands with strategic and macroeconomic circumstances experienced by a firm in interpreting novice vision into essential customer proposition (Lammers & Ryll, 2016). The influence of ideas in the market conceptually drives firms to capture the value proposition of their intended customers. Therefore, queries have been evident about brand commercialization and its efficacy on the economic environment of firms by approaching institutions and operating requirements (Bondarenko, Isaeva, Orekhov & Soltakhanov, 2017). The illustration of brand commercialization is essentially revealed from the market of ideas that comprehends the contribution of two chief elements. The distribution of ownership and the nature of the appropriate environment have significantly contributed to their role in commercializing the brand. These aspects induce their impact on enhancing the efficacy of commercialization strategies to reveal the interplay between a value chain and brand authenticity (Huang & Guo, 2021).

The competitive dynamics of firms are instigated from the impact of commercialization strategy that sharpens the reputation of economic institutions and appropriateness of brands. The paradigms portray the influence of commercialization in contextually

shaping the strategic choice and appropriateness of brands (Patvardhan & Ramachandran, 2020). The market for ideas confers several incentives using commercialization strategies that allow consumers and buyers to soften downstream brand market competition involved in complementary technology development and ignore duplicative investment (Bourreau & De Streel, 2019). Therefore, firms need to understand the incentives received by brand commercialization on brand authenticity as firms wish to be perceived as authentic internationally. However, brand authenticity is differently viewed by customers compared to inauthentic brands (Napoli, Dickinson-Delaporte & Beverland, 2016). Furthermore, brand managers conceptualise commercialization strategies to enhance the efficacy of brand authenticity. Most managers approach other product attributes as the consequence of brand commercialization not being elucidated on brand authenticity (Athwal & Harris, 2018).

Brand authenticity has been driven as a considerable aspect of revitalising the efficacy of brands and services compared to their inauthentic counterparts. Top brands are perceived more explicitly as brand authenticity received assorted incentives and therefore, are more successful at a higher rate (Hoskins, Verhaal, & Griffin, 2020). The consistency of customer vision makes it real for brands to quest for more productivity after customers explore their products. In contrast, there is a paucity of empirical evidence on the effects of brand commercialization on brand authenticity even though evidence exists that the impact of brand commercialization occurs through compliance (Crişan & Borţun, (2017). Furthermore, the investigation of demands consequently occurred through the actual comprehension of these effects. Another possible clarification between the interplay of brand commercialization and brand authenticity is the influence of trust and credibility. Any long-term association is consequently

driven through trust; therefore, brands are engaged with their customers and buyers based on their past experiences and interactions (Hollebeek & Macky, 2019).

For brand commercialization, trust is an important factor that sustains the association by focusing on the attributes of commitment-trust theory in prospect events. The bolster of the commitment-trust relationship is possessed by authentic brands on specific traits of brands (Dolan et al., 2016b). This engagement may be potentially in reviewing the trustworthiness and authenticity of brands among customers. The trust of customers can perceive more value-added services in brand authenticity and can thus play an important role in developing an emotional and social attachment to the brand (Dabula, 2016).

2.6 Social Media Engagement

Social media has become a massive hub for connecting individuals all over the world. The expansion of social media is hugely covered to approximately 80% of international customers and offers a \$29 trillion market. Social media channels are associated with more than 15 million brands internationally. Marketers have attempted a considerable extent of strategies and efforts to unite customers with their brands and to localise the proliferation of messages as a succession of brands cannot be achieved without understanding their engagement with brands (Schivinski & Dabrowski, 2016). The interactive engagement of social media has modified the perception of customers and authenticity of brands from passivity to active participation where social media is contributing its role as a dominant platform for customer-created product innovations, customer-led content generation and brand-related advocacy. Thereby, the significant

extent of social media engagement enables the involvement of customers and firms to proliferate the essence of connectivity and social values (Ebrahim, 2020).

Social media is defined as a cluster of internet-based applications that develop technological and ideological foundations of the web and provide the exchange and construction of customer-generated content (Dutton, 2016). On the contrary, social media engagement is defined as a holistic approach in which an individual is emotionally and cognitively associated to signify the imperative ways to think about other members of the group. The engagement is segregated into two distinctive phases; individual involvement and personal essence (Vohra & Bhardwaj, 2019). The impact of social media engagement is persuasively determined from the objectives of user-generated content (Kim & Lee, 2017). Thus, it significantly demonstrates word of mouth and marketing strategies of brands. Moreover, the significance of social media engagement is deliberately acknowledged towards brand authenticity. The comprehension of brand authenticity is from effective marketing strategies and social media promotion strategies of firms that capture the emotional causes of customers toward the brands (Kim & Sullivan, 2019).

Social interaction is an important determinant in reflecting the needs of communication among customers and brands. A sense of personalisation is enabled through social interactions that capture the focus of individuals on personal interests. Customers assume their role significantly when brands fulfil their needs and personify their interests as their own. Thereby, social media engagement is an important determinant that considerably influences its impact on brand identity and authenticity (Cheung, Pires & Rosenberger 2020).

2.7 Entrepreneurial Marketing

Entrepreneurial marketing is defined as an overlapping process of two major aspects; entrepreneurship and marketing. The core structure of entrepreneurial marketing establishes the pathway to accomplish market opportunities and construct customer value (Chang, Wang & Arnett, 2018). In addition, entrepreneurship is the process of constructing value by conveying a set of dynamic resources and explores opportunities. The set of unique activities is entailed in the process to recognise business definition, evaluation, opportunities and attaining essential resources, management and getting ultimate outcomes (Ercis & Deveci, 2016).

Entrepreneurship is deemed as the main moderator of transformation. The segregation of economic equilibrium is driven through the activities, creating an opportunity for creative destruction (Baglioni, Campling & Hanlon, 2020). The moderating role of entrepreneurship is emphasized as an organizational orientation, signifying the dominant aspects of proactive orientation, innovation and captivating computed risks. Entrepreneurial marketing is classified in academic literature as creativity, flexibility, a method for novice solutions and taking risks (Renton & Richard, 2020).

Small and medium enterprises, specifically new ventures, are affected by the moderating role of entrepreneurial marketing. Entrepreneurial marketing is an association between entrepreneurship and marketing and specifies its intention towards creating a proactive use of opportunities using dynamic perspectives. These opportunities can be regarded as a vigorous and thriving alternative in small marketing enterprises (Ziervogel, Cowen & Ziniades, 2016).

The fundamental notion of entrepreneurial marketing refers to the non-linear, unplanned and visionary marketing services of the entrepreneur. It is a fact that entrepreneurial notions flourish the marketing mix rather than differentiating it and drives a more entrepreneurial notion (J. R. Evans & Hempstead, 2017). The activities of entrepreneurial marketing are significantly emphasized by the qualities attributed to entrepreneurship. In addition, entrepreneurial marketing is somehow referred to as an integrative notion, which drives the organization's operation to adapt to new environmental conditions (Todeschini, Cortimiglia, Callegaro-de-Menezes & Ghezzi, 2017). Indeed, marketing refers to the emphasis and innovativeness of a brand or product.

In this perspective, authenticity is regarded as a self-esteem approach that contains much importance in highlighting the image and significance of a product. Entrepreneurial marketing covered this approach into its domain to create opportunities for new ventures and customers. The aspects of brand authenticity reflect reality, genuineness, and truth to emphasize the different essence of individual perceptions (Cai, 2022). Therefore, brand authenticity may become a consistent approach for entrepreneurship to vitalise the elements of marketing and the experiences of customers toward a brand. The customer self-authentication process and recognition towards brands, products, and experiences are something that consequently revealed customer perception for brand authenticity (Napoli, Dickinson-Delaporte & Beverland, 2016). Brand authentication has been explored for the association between objectivity and individuals in entrepreneurial marketing. Entrepreneurial marketing has enabled brands and customers to energise brand authentication to pursue rationality to their brand's sensation (Simon, Brexendorf & Fassnacht, 2016; Fritz et al., 2017c)

2.8 Ideal and Actual Brand Congruence and Brand Authenticity

Prior studies have explicitly examined the impact of ideal brand congruence on brand authenticity directly and indirectly. The paucity of studies have not explicitly determined the impact of ideal brand congruence due to differentiation of its aspects; however, these aspects were significant in emphasising the fundamental influence of ideal brand congruence (Shimul & Phau, 2022) 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 the ideal brand congruence dominated avital position to reflect the authenticity and prestige of mobile phones(Fritz et al., 2017c). It was determined from the empirical evidence that customers signify with the brands when they reflect their idealistic approach towards the entrepreneurs for constructing and revitalising their perception using authentic services (Närvänen & Goulding, 2016). Ideal brand congruence reflects a symbolic notion and emotional value that drives the perception of customer towards the brand authenticity and thus constructs a permanent functional attribute. The significance of ideal brand congruence is well-established to influence brand authenticity and express the self-concept developed by customers. In addition, two major constructs of ideal brand congruence are social identity and individual identity that demonstrates the influence of brand authenticity. (Manthiou, Kang, Hyun & Fu, 2018).

Shetty & Fitzsimmons (2021), investigated the relationship between emotional brand attachment and brand personality empirically by emphasising on ideal brand congruence. This study emphasized the influential role of ideal brand congruence on brand attachment and brand authenticity. Self-consciousness is an important aspect of the ideal brand congruence determined in this study that massively influences 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. Customers constructed an individual or social impression that develops expectations they assume can be accomplished based on the ideal brand congruence attributes.

Sop & Kozak (2019), 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. The enthusiasm for brands makes for a reliable and enduring passionate bond with customers. Therefore, ideal brand congruence can be considered as a mental variable that mentions a durable and full-feeling response towards the brand, thus communicating mental proximity with ideal brand congruence.

Lee, Chua, Kim & Han (2017), studied the impact of ideal brand congruence using the foundations of self-congruence as a significant determinant and product of brand personality. This study was systematically constructed to review the measures of ideal brand congruence and brand personality. It developed an indirect relationship between ideal brand congruence and brand authenticity by considering the image, trust, and reflection of the product. The reason customers search for congruity between ideal self-concept and self-idea is to satisfy specific needs, which include self-regard, self-consistency, social consistency, and social endorsement. The self-regard rationale means the inclination for people to improve self-idea by being prejudicial in observing

encounters, and the self-consistency intention clarifies the propensity for conduct predictable with genuine mental self-reflection.

Fritz, Schoenmueller & Bruhn (2017). examined the relationship between ideal brand congruence and self-complexity by focusing on the constructs of brand authenticity and its development in the self-reflection of customers. The thought of ideal brand congruence is synonymous with the development of self-origin was portrayed by taking into consideration identity, individuation and independence. It has been observed that brand authenticity development is not the end of the formative procedure, but rather is quite recently the start of the latter. The most astounding period of brand credibility is reflected by the need to move from watching oneself as an immaculate and completed item towards framing an open, defensive and intelligent method for being adjusted in the social reality. Among the self-idea structure, the multifaceted nature of ideal brand congruence was investigated through assorted researchers that determined the part and beneficial outcomes of brand authenticity and quality of a product, contending that more prominent unpredictability in the self-structure upgrades mental prosperity. Numerous researches have been conducted to determine the relationship between actual brand congruence and brand authenticity. These researches intended to ascertain the impact of actual brand congruence on brand authenticity (Boman, 2017; Charlton, & Cornwell, 2019; Jian, Zhou & Zhou, 2019).

Ebrahim, Ghoneim, Irani & Fan (2016), studied positioning models in marketing by reflecting the emphasis on actual brand congruence aspects. Both authors attempted qualitative research to provide emphasis to the role of actual brand congruence on brand authenticity. It has been determined from the research that value-expressive

characteristics of actual brand congruence are positioned based on a cognitive matching process, which specifies the customer's self-concept and brand authentication. The identification of actual brand congruence and brand authentication is arguable from self-congruity, where actual brand congruence stimulates customer behaviour and continuity towards the product. The behaviour and continuity of a product are well-established under the dimensions of brand authenticity. For instance, customers deem that an individual who drives a Porsche is a wealthy person. Therefore, the customer will undoubtedly specify himself or herself as being rich, attractive, young, and modern, and thus experience actual congruence with the sports car. Therefore, actual brand congruence stimulates the customer to purchase and believe the authenticity of a brand. (Chen-Yu, Cho & Kincade, 2016).

Chen, Zhou, Zhan & Zhou (2020), examined the mediating role of actual brand congruity and behavioural intention. The relationship was examined from the stimulating role of experiential value, which was signified as a dominant aspect of actual brand congruence. From the research, it was notified that brand authenticity contributed essentially to categorizing the aesthetics and values of a customer. However, actual brand congruence posits an influential impact on the authenticity of a brand. The self-concept of customers explicitly emerged when they shop and when their purchasing decision process facilitates their experience. The relationship between actual brand congruence and brand authenticity was preferably determined from the postulation of the product, brand and store image. The stereotyped association with the personification of brand authenticity frequently emerged from the essence of actual brand congruence. Therefore, it is well-established that the interest of customers is

developed into products that reflect their self-reflection and in turn attributes to the authenticity of a product (Burmam, Riley, Halaszovich & Schade, 2017).

From the research, it was signified that actual brand congruence was determined from its three major perspectives: (1) objectivist, (2) constructivist and (3) existentialist. These three perspectives have influentially affected the dimensions of brand authenticity. The constructivist perception of actual brand congruence determines that brand authenticity is a self-reflection of an individual's expectation, perspective and belief onto a product. Furthermore, the constructive self-concept of individuals is asserted towards the mediating effect of actual brand congruence on the brand choice likelihood and consumption. It is a fact that perceived self-congruence is determinedly strengthened with customer's brand authenticity. Therefore, it was signified that actual brand congruence stimulates a product to be comparative to an individual's self-concept and consequently drives positive authenticity towards a brand (Kumar & Kaushik, 2022).

Conradi & Kristoffersen (2016), examined the profile of wine tourists by considering their self-perception and self-reflection towards the product. Actual brand congruence was measured by constructing the impact of self-image, image of wine-tourists and the impact of wine authenticity. It was perceived that statistic division alone was a poor indicator of visitor conduct, while there was a general inclination for the psychographic division. Psychographic measurements incorporated inspiration, dispositions, influence, identity and ways of life. Actual brand congruence was an imperative decision, where buyers favoured items and brands with a symbolic essence that was consistent with their self-idea. Throughout the tourism context, it was speculated that

the more prominent the association between the tourist's image and self-idea, the more probable that the visitor had an excellent demeanour towards that goal, and more probable that the traveller would accomplish the goal (Kavaratzis, 2017).

Zainudin, Hasan & Othman (2019), examined the antecedents of halal consumption congruence of Malaysia's halal food products. The intention of this study was focused on the conceptualisation of brand authenticity and actual brand congruence. From the literature, it was viewed that the fundamental commitment of the hypothesis was the equation that permitted one to compute the changes in the sum and course of the state of mind. It predicted how much the states of mind of the group of respondents might change with regards to a source and idea. It was stated that the exchange of actual brand congruence centred on the picture anticipated by different items. Customers were thought to lean toward brands, items or providers with images that were consistent with their mental self-views and utilized genuine self-congruity and perfect congruity to anticipate purchasers' inspiration. Self-consistency assumed an imperative part in making passionate brands authentic; therefore, a customer's actual brand congruence was applicable for an enthusiastic brand authenticity to exist. The reduction in traditional resources of actual brand congruence and brand authenticity was due to postmodern market characteristics which resulted from the globalisation and hyper-reality of customers. Therefore, all these aspects were made more explicit to become more effectively aware of legitimacy. This study demonstrated that entrepreneurial marketing is emerging as a noticeable and progressively critical approach whereby individual objectives impact judgments of brand authenticity. In other words, extraordinary individual objectives and models prompt errors in what customers predict as real versus fake. Therefore, it is well-established that there is an appealing impact of

actual brand congruence on the brand authenticity of a product (Huang, Zhang & Hu, 2017).

Karimi Ali Vijeh, Ahmadi & Eshaghi (2016), explored the relationship among customer-based brand equity, satisfaction and loyalty with the Maskan bank of Iran. The research has indicated that there were significant positive associations among customer-based brand equity as well as customer satisfaction and there was also a significant positive relation between brand loyalty and customer satisfaction. Further, the results of the assumption between the supervisors and officers of the Maskan bank must improve ideal self-congruence for enhanced customer satisfaction. Here, it was recommended to develop the reliability of policies by means of customer beliefs as well as wants.

2.9 Brand Nostalgia and Brand Authenticity

Raza, Abd Rani & Isa, (2020) emphasized the importance of brand nostalgia for retro brands using a qualitative research design. The study emphasized that brand nostalgia plays a crucial role in revitalising 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 the 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. In addition, it was asserted that discontinuities in life, which were exceptionally normal at a particular age, impact people's sense of progression and the past. In light of these measurements, securing the brand authentic dimensions are depicted as important objectives for brands as it reflects

transitional times of ambiguity and the unanchored identity of brands. On the other hand, discontinuity refers to extraordinary minutes in life, while non-coherence is identified with conventional brand use for custom events. Therefore, it was asserted that brand nostalgia considerably influences brand authenticity dimensions.

Shields and Johnson (2016a) evaluated childhood brand nostalgia by conceptualising 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. Therefore, young customers intentionally shared the presence of emotionally perceived feelings towards the brand. Despite the change from energy to a commitment to past experiences with a brand, the feelings communicated were consistently positive. Customers did not even share antagonistic or negative feelings towards the brand. This is consistent with the present conceptualisation of emotion in both entrepreneurial marketing and psychological perspectives that personified feelings, particularly from brand awareness to brand authenticity. Therefore, it was anticipated that brand authenticity is directly influenced by the past experiences of customers and their established emotions toward the brand (Jiménez-Barreto, Rubio & Campo, 2020).

Su & Reynolds (2017), 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. In any case, no

exploration had analysed factors that may influence the illustration of nostalgic brands on customers' brand authenticity. One such factor was simply the extent to which the customer's idea is motivated when assessing brands. As indicated by brand nostalgia aspects, item assessments were affected by the level of consistency between the brand picture and mental self-portrait. In this manner, the extent to which customers reveal their particular self-idea and utilize an authentic brand as a model in assessing items ought to direct the nostalgic brands. Branding is frequently used to furnish customers with a selection of attributes and evaluation criteria to consider when deciding. For instance, an advertiser may underline their image's execution on the characteristic that is most critical to consumers. (Hatzithomas, Boutsouki, Theodorakioglou & Papadopoulou, 2021).

One captivating investigation of brand nostalgia and brand authenticity was revealed from the 18-24 age group, emphasising that a critical contrast in the level of brand reliability in this age transverse over item classes. Theoretical notions of brand nostalgia ascertained that brands in certain products classify parental impact, for instance, as apparent in espresso and toothpaste purchases while other brand choices reflected a greater amount of an individual's mental self-portrait such as apparel brands (Jun, Park & Kim, 2022). Therefore, this delineation of legacy marking reveals brands desired by the more youthful era through the supposition administration of the guardians. However, the parental impact seems constrained to certain brand nostalgic classifications. Nostalgic brand classifications seem to assume a massive part in the general foundation of brands, with legacy brands profiting from the development of genuine or fabricated items after some time. It was examined that a brand's effective presence should be based upon an establishment of core branding qualities. Brand

nostalgia seems to begin with a mass correspondence way to deal with the buyer, familiarising the customer with the presence of the brand (Shields & Johnson, 2016a; Jorge, 2018).

Ibrahim & Aljarah (2021), 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. In fact, it was assumed that distinctive dimensions of brand commitment would be more grounded when a customer's requirement for uniqueness is high, and ownership of extravagant brands additionally constructs the mental self-portrait about the authenticity of the brands. Psychological aspects have driven to consider nostalgia as a mediator of sentimentality. For instance, it was pointed out that sentimentality is a vital approach, shielding people from certain existential issues. Therefore, the impact of brand nostalgia on brand commitment and authenticity ought to be more grounded when customers tend to be exceptionally past-oriented.

2.10 Brand Commercialization and Brand Authenticity

Papp-Váry (2018), proposed a conceptual framework in identifying the interconnection of experience marketing in country branding using an Estonian case study. The key ideas of experience advertising were diverse forms of involvement and the qualifications of customers were involved with the brands. Brand commercialization depends on promoting advertising and managing client cooperation and esteem co-creation. 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 behaviour. The interconnections of the effective

market of ideas and brand commercialization in the products ought to expand advertising, country products, previous customer experience, brand authenticity and positive brand identity. The motivation behind experiential advertising was to generate trust in the worth of brands and paint a positive picture of the product to potential and existing clients. Country branding is an important aspect, covering the commercialization of tourism and additionally delivering the essence of brand authenticity and brand awareness (Dedeoğlu, et al, 2020).

Le-Hoang et al (2020), measured the influence of a customer-based store brand equity in the customer's purchase intention. Brand commercialization included the purchaser's capacity to perceive and review a brand into a provided and notched brand identity. The measurement of brand authenticity in brand equity relied upon the level of perceptibility that is accomplished by the brand in a commercialized approach. In this way, the higher the level of mindfulness, the more prevailing is the brand. Furthermore, the improvement of the brand was considered in many practical circumstances. Subsequently, upgrading brand authenticity builds the likelihood that a brand will be in its superior stage. Concerning brands, a similar brand name and commercialization of new brands in a wide exhibition of classes fortifies brand authenticity. Therefore, the recall of the store or commercialization may encourage the customer's acquiring choice. On the contrary, customers will probably depend on the store's brands and their effective strategies in commercializing the products, instead of the decent value quality relationship with a specific end goal to assess the product's esteem (Mrad, Majdalani & El Khansa, 2020).

Marks and 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. Therefore, it was concentrated that the purchase intentions of customers who sought to illustrate their negative states of mind, as well as to adjust their utilization attitudes to their intended brands in any event, diminished the utilization of specifically brands or items. On the contrary, the idea of utilization can assist buyer resistance in a translated manner to reveal a more dynamic customer attitude. In any case, the outcomes can similarly be connected to unbelieving or sceptic consumers. Creating authenticity in commercializing is somewhat considered a peculiarity in itself. At the point when genuineness is guaranteed effective, quick doubt may result. Therefore, it was examined that brand commercialization existed a long way from traditional approaches that give remarkable innovation to the brands and forms an expression.

Lammers and Ryll (2016) assessed brand authenticity and commercialization in food cultures by focusing on food culture. It was evaluated that this entrepreneurial commercialization delineates a few unmistakable qualities. While advancement and entrepreneurial exertion dependably bear a specific level of hazard, these dangers were most elevated when the development depends on new logical learning (Pawar, 2016). On the contrary, the innovation should be produced as it must likewise be effectively marketed. This can be especially difficult if the market is so far non-existent or still in its early stages. In this circumstance, receptivity and selection pace of the development

by the market can be difficult to estimate. Thus, commercialization was regularly required to handle specialisations, advertise vulnerability and innovate the authenticity and awareness of brands. In utilizing a contextual analysis outline, it was delineated that various items can emerge from one and similar advancements, contingent upon earlier learning and experience of the business commercialization. In this way, a mechanical development was transformed into an attractive item and thus a huge number of aptitudes and undertakings were required. It was additionally guaranteed that an entrepreneur required logical abilities to build up effective services and products and revealed aptitudes to discover novel methods for commercializing it. Capacity organization and the accessibility of distinctive skills were accentuated as an achievement for firms opting for brand commercialization(Moulard, Raggio, & Folse, 2016).

The comprehension of brand authenticity delivers diverse outcomes relying upon the transformed and innovative vision of brand commercialization. It was assessed that brand commercialization desperately requires effective strategies to resolve undisputed arguments about its impact on brand authenticity. The considerable culture demonstrates brand authenticity, brand credibility, brand commercialization and brand awareness (Jian, Zhou & Zhou, 2019). These perspectives were related to the ineffective culture of authenticity and constructivism. The distinctions of customers will influence the apparent consequences of brand authenticity. The creation of an authentic culture was associated with the class of social generation, and requirements that concentrate on the clients' impression of brand commercialization. Brand commercialization is not static, and suitable modification and changes should be made because of future market request (Gao & Feng, 2016). During the time spent in the

creation of authentic culture, entrepreneurs and marketers will keep on interacting with each other, which is reflected in an assortment of components exhibited to customers by providing food organizations. Therefore, it can be suggested that brand commercialization is an important aspect to reveal its impact on brand authenticity (Södergren, 2021).

Giglierano, Vitale, and McClatchy (2011) investigated the role of business development (BD) in the early commercializing of disruptive innovations by comparing two conceptual models of Moore's Technology Adoption Life Cycle (TALC) and Christensen's Model of Disruptive Innovation (MDI). The comparison was done from only the early parts of both models, from the beginning of the commercialization to the establishment of growth in sales. An early strategy can only be developed by looking at visionaries. It cannot deal with the pragmatist market. On the other hand, Wheeler, (2017) emphasized on focusing on the Pragmatist market, in which there is a need to find a beachhead niche whose need is so great that they are willing to adopt ahead of other pragmatists, including the delivery service, channels, and all other resources to be provided for that niche. By focusing on the pragmatist market, there are risks in the early stage which are neglected. We conclude that when firms do BD with visionaries, they must perform two other BD. They must search for potential pragmatist customers to learn their needs and search for potential beachhead segments. When they learn about the pragmatist market, they also need to search for the delivery and channel service.

2.11 Social Media Engagement and Brand Authenticity

The mediating role of social media engagement deliberately emerged in distinctive contexts as the expansion of a specific approach augments the need for customer's involvement in every sector. Considering the impact in the marketing field, the

engagement of social media and customers was highly demonstrative when it comes to products and advertising. Therefore, prior studies have focused broadly on the impact of social media engagement on dimensions of brand authenticity. The evidence discussed here is relatively important to emphasize the significance of social media engagement in marketing and brand awareness (Schivinski & Dabrowski, 2016).

Mukherjee (2019), 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 brand authenticity, which was determined positively by the influence of engagement on Facebook. Therefore, Facebook is considered a dominant promoter for top brands' social media activities of to indicate their authenticity to the customers. In accordance with the advertising research foundation, it was acknowledged that social media engagement increases the involvement of customers and visualises their attention, visual, mental imagery, emotions, social relations, memory, and visual perception.

Ashley and Tuten (2015) analysed creative strategies for social media marketing and explored the relationship between social content and consumer engagement. It was captured that top brands captured their products' authenticity by revealing their engagement experiences on social media. Cognitive engagement and orientation reaction were the major aspects of highly persuasive customers in demonstrating social media engagement. The categorization of creative messages was often related to the involvement of social media channels to determine to determine the top brands' authentic vision.

Tafesse (2016), explored the relationship between social media engagement and user-generated brands. Textual analysis, along with a thematic approach, was used to analyse 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. On the contrary, entrepreneurs used communicative objects to tell the symbolic view of their brands and customers' active engagement. The accomplishment of brand goals was determined by the user-generated branding that defined the operative and strategic management of user-generated content.

Siddiqui et al. (2021), examined how social media engagement determines the trust reputation and brand authentication of small firms. From the study, it was demonstrated that the significance of the word of mouth marketing and peer recommendation was the major attributes that enlightened the importance of social media engagement with customers. Social media channels are becoming more appealing to recognise online communication conducted with customers to perceive their usefulness and intensification towards brands. Therefore, the reputation and authentication of brands were indicated from the practices of posting information on frequently-visited channels. These practices clarify the anticipations of prospective associations amid top brands and their consumers.

Elena (2016), explored the relationship management from social media to social customer. It was found that top brands were aware of the recent expansion of social media strategies to engage with customers on their pages. These strategies assist top brands in regulating their products and services and therefore retain their brand

authenticity. It was evident from the responses of top brands that customers are engaged on their social media pages by being attracted to toothier strategies and advertising campaigns. Although every brand has its regularity and attention from customers, top brands were most successfully visited by customers to retain their identity on social media. Therefore, it was asserted that social media engagement is essential in revitalising brand authentication of top brands.

Schmader & Sedikides (2018) presented a literature review on the effectiveness of social media in reporting the brands. Therefore, the evidence-based research indicated that there is an appealing determinism on social media engagement in the healthcare discipline to popularise brand promotion and authenticity. (Sikandar & Ahmed, 2019) investigated Facebook users' perception towards the engagement of social media content using a large-scale field. The study indicated a positive impact of social media engagement on customers' opinions for their prioritised brands. For customer-facing firms, social media engagement is accomplished through different channels such as Facebook and Twitter, which explores the views and self-reflection of customers. The strategies of social media engagement developed by firms consequently capture the customers' attention toward their strategies and services. In this way, social media channels executed engagement with customers to promote their intended brand authenticity. The investment of social media channels and customer involvement was preferably an important asset that drives the profitability of firms. Therefore, it was claimed that the promotion of social media engagement must be instinctively attributed by firms to portray their brand authenticity.

Schivinski and Dabrowski (2016) instigated a quantitative approach to examine the effect of social media communication on customer perception of brands. The study placed much emphasis on the impact of social media engagement to explore the behaviour of customers towards brand equity and brand attitude. Another major determinant was brand authenticity, which was added to demonstrate the firms' deployed strategies in highlighting this aspect. The superiority of brands was highly associated with positive customer perceptions as well as with stronger purchase intentions. Therefore, the study enlightened strongly to explicitly elaborate the emphasis of social media engagement in revitalising brand attitude, brand equity, and brand authenticity. Customer-to-customer communications were considered as an important determinant in assessing the impact on brand authenticity.

Man & Rahman (2019), enlightened the role of social media in attaining consumer brand loyalty. The outcome demonstrated that brand loyalty was positively affected when a company offers advantageous campaigns to its consumers, providing different applications like games and sharing relevant content with popularity and availability on various social media platforms to their consumers. Usman & Okafor (2019), worked on social media and online brand communities. They formulated effective branding guidelines for Computer-Mediated Marketing Environments (CMMES) and it established critical considerations of social media. Further, it perceived the occurrence of brand impact through explaining vast perceptions in the developing technological marketing environments. Further, the internet was measured as a communication tool that provides brands with the ability to express their uniqueness and values and sustain the brand story. Social media takes place in terms of strengthening brand values plus

supporting the brand image and engagement. Here, social media becomes a platform that encourages enabling online relationships between a person and the community.

2.12 Entrepreneurial Marketing and Brand Authenticity

Entrepreneurial marketing significantly determines the importance of brand authenticity in various aspects. High recognition and product consistency of brands are the core elements, which comprehensively focuses on entrepreneurial marketing. Prior studies have instigated that brand authenticity is driven through six attributes: consistency, commitment, style, relationship, commercial moves and heritage (Fritz et al., 2017c). Entrepreneurial marketing exerts pressure on retaining the balance between contemporary and traditional products to reflect the essence of brand authenticity. The fact behind this assertion was to popularise the brand image that must involve both intrinsic and extrinsic factors of the product. The development of the relationship between brand authenticity and entrepreneurial marketing is based on marketing perspectives. The modifications and uncertain conditions overwhelmingly exert pressure on the need for authenticity. However, entrepreneurial marketing exceptionally affected the demand for brand authenticity in the marketing context. From the customer's perception, quality and differentiation are two major aspects to revitalise the need for brand authenticity (Raza, Abd Rani & Isa, 2020). With the appealing focus on entrepreneurial marketing, customers have demanded authenticity and consistency of their intended brands and are motivationally willing to accept earnest brand attitudes. Based on the perception of entrepreneurial marketing, researchers have highlighted escalating relevance to the concept of brand authenticity in raising and supporting the voices of customers toward brand authenticity (Guèvremont, 2018).

Stephan & Drencheva (2017), highlighted the insights of a social enterprise revealed by qualitative research conducted in the UK. The findings were related to the marketing activities of social enterprises to see whether they can be termed “entrepreneurial”. The discussion made in this paper proposed that social enterprises adopting entrepreneurial marketing, the domestic stability of executed activities, their charitable nature, and the social-exclusion challenges, all affect marketing activities. Moreover, Whalen et al. (2016), revealed the elemental aspects of entrepreneurial marketing behaviours and investigated the presence of these entrepreneurial marketing factors utilizing experimental data. In light of present information and researched material, we develop six elements of entrepreneurial marketing, which are growth orientation, opportunity orientation, and total customer focus, value creation through networks, informal market analysis, and closeness to the market. The aforementioned elements were quantitatively verified by confirmatory factor analysis applied to the gathered data. The research results indicated that the developed model and data fit well but also fit better with other appropriate models. We conclude that experimentally tested elements of entrepreneurial marketing behaviours support other researchers for building and testing the broad theoretical framework. However, Cliff (2017), strived to prove how large firms may dominate entrepreneurial marketing processes to attain and reaffirm a competitive edge. This paper also revealed the insights on how substantial firms gain the maximum advantage of entrepreneurial marketing processes to outnumber all. The results indicated that it is free and open markets. Entrepreneurial marketing procedures can be deliberately utilized to propose unrivalled incentives for the company's clients and stakeholders.

The interaction between entrepreneurial marketing and brand authenticity has been assumed positively in the marketing domain. Several studies have investigated the interaction between entrepreneurial marketing and brand authenticity. Sadiku-Dushi, Dana & Ramadani (2019) studied the relationship between marketing entrepreneurship and the competitiveness of small and medium enterprises. The concept of entrepreneurial marketing was presented in this study, which was investigated qualitatively. The exploratory research intensified the essence of entrepreneurship at the corporate level. Pissar & Bilkova (2019) further emphasized that new ventures and small-medium enterprises were motivated to engage in entrepreneurial activities with brand authenticity. Brand authentication and entrepreneurial marketing cohesively represented the need for change, identification, and opportunities to create innovation. The relationship of entrepreneurial marketing and brand authenticity was evident from the lens of social constructivist aspects that highlight the emphasis and understanding of the intended brand. In this perspective, entrepreneurs focused on a comprehensive integration of entrepreneurial marketing to collate brand preciseness. From the lens of entrepreneurs, brand authentication is not just a cornerstone that comprises of services and products but is also a dialogue that creates and revitalises the expectation of brand identity.

Numerous studies have instigated their focus on the marketing of products or brands using dimensions of brand authenticity. The significance was explored from the relationship between marketing and brand authenticity. Fritz, Schoenmueller & Bruhn (2017), investigated clustering millennials using brand authenticity. Four Italian brands were included in this study to explore the relationship between marketing and brand authenticity. The study explicitly emphasized that brand authenticity was associated

with customer perceptions and that their involvement with brands conceived the brands as authentic. Marketing was considered as one of the most important aspects among Italian brands to promote the dimensions of brand authenticity. Entrepreneurial marketing fundamentally creates a platform to revitalise the dimensions of brand authenticity. Brand essence and the involvement of the brand community were essentially assessed among Italian brands where entrepreneurial marketing was moderately influenced to reveal the importance of these aspects. Concerning the originality of Italian brands, entrepreneurial marketing significantly contributed to constructing customer trust and commitment to expanding the brand image. In addition, non-customers further distinguished brand authenticity dimensions as the quality and commitment of the brand are ultimately delivered through entrepreneurial marketing. Therefore, entrepreneurial marketing can be considered as a dominant aspect in emphasising the dimensions of brand authenticity.

Entrepreneurial marketing and brand authenticity have been viewed from the perspectives of customers and managers. These two classes are essential when a product is judged through its commitment and trust. Similarly, Dwivedi & McDonald (2018) have explored the manager's and customers' viewpoint towards brand authenticity, focusing on entrepreneurial marketing in addressing the importance of products. From the study, it was evident that customers were highly motivated towards brand authenticity. Entrepreneurial marketing positively utilizes genuineness and originality of products to identify brand authenticity. Customers' subjective experience was based on the concrete nature of the product, which consequently emphasized the brand authenticity of the products. Brand managers significantly utilized entrepreneurial marketing to represent the dimensions of brand authenticity. These brand managers

have indicated that appellation, unique style, honesty, transparency, consistency, and quality were the prominent factors that energise brand authenticity.

The perception of entrepreneurs and customers is crucial in enlightening the relationship between entrepreneurial marketing and brand authenticity. Studies have quantitatively analysed the interplay between entrepreneurial marketing and brand authenticity using structural equation modelling (dos Santos & Marinho, 2018; TRAN & DINH, 2020).

Brown, Foroudi & Hafeez (2019) have positively enlightened the emphasis of CEOs' perceptions toward brand authenticity in reflecting the growth of an SME. The entrepreneurial marketing role was asserted in this aspect, showing the impact of brand authenticity in building the stakeholders' trust. Further, Korkka-Knuts & Laaksonen (2016) focused on the authenticity of the brand and the organization. The study emphasized that entrepreneurs frequently use entrepreneurial marketing to promote brand authenticity as a dominant source of brand panacea and competitive advantage. Specifically, the importance of entrepreneurial marketing emerged when organizations or entrepreneurs face trust erosion or times of distress. Brand authenticity considerably overwhelms the downward spiral of distrust and brand equity loss as its contribution and significance is important in the business world and for branding. Therefore, CEOs of German SMEs seek entrepreneurial marketing as a positive moderator that influences brand image and growth of organizations.

Korkka-Knuts & Laaksonen (2016), explored the spontaneity of entrepreneurial marketing from the insights of Albanian entrepreneurs in Italy. By implementing

entrepreneurial marketing, the competitiveness of entrepreneurs and brands were considerably augmented as it preferably assists in creating alliances and dealing agreements. The spontaneity of entrepreneurial marketing fostered the efforts of entrepreneurs toward authenticating their business and brand orientation. Entrepreneurs have exerted enough effort to conceptualise their methods and become more oriented towards entrepreneurial marketing to provide high quality and genuine Albanian products and services. Furthermore, it was emphasized that a particular culture of consumption, mysticism, and bio-cultivation actively promoted the values of entrepreneurial marketing. Therefore, it was proven that addiction to entrepreneurial marketing identifies and promotes brand authentication and serves to encourage entrepreneurs effectively to escalate proficiency regardless of efficiency.

Extensive literature had attempted to explore the efficacy of entrepreneurial marketing in the dimensions of brand authenticity. The aspects of brand authenticity were viewed by Fritz et al. (2017c), whereas in-depth interviews were further conducted by Busser & Shulga (2019) to explore the efficacy of entrepreneurial marketing. Fritz et al. (2017c) conducted an extensive literature review to explore the antecedents of brand authenticity with entrepreneurial marketing. Five hundred and nine datasets were used along with structural equation modelling to accomplish the objective of the study. An exploratory and descriptive qualitative research design was used by Cepeda-Carrion, Cegarra-Navarro & Cillo (2018), to explore the seven dimensions of entrepreneurial marketing. Data collection was completed through semi-structured interviews from 22 enterprises from Izmir, Turkey. From both qualitative studies, it was explored that entrepreneurial marketing is a significant aspect of revitalising the image of brand

authenticity. The consequences of entrepreneurial marketing have explicitly enhanced the marketing activities of organizations.

Sadiku-Dushi, Dana & Ramadani (2019) investigated the concept of entrepreneurial marketing (EM) and innovative marketing (IM) and how to recognise them as a single concept. This paper aims to provide a conceptual framework on EM and IM by taking into consideration previous academic and practice theory. A new conceptual model was developed and tested, which provides a framework for entrepreneurs, corporate ventures, and innovators to adopt developing high-growth business ventures. The variables used in this study were the external environment (EEC), internal venture environment (AT1), venture approach to marketing (AT2), and venture outcomes (O). Previous studies showed that implementing well-planned initiatives of EM and IM provides exceptional value to their ventures.

Adel, Mahrous & Hammad (2020) explored the impact of entrepreneur marketing strategies on the growth of SMEs. The objective of this research was to discover which pricing strategies, promotional strategies, distribution strategies and product development strategies influenced the growth of SMEs in Kenya. Data was collected through a questionnaire and multiple regression analysis was used to measure the relationship between the variables. The variables used in this study were "product development strategy", "pricing strategy", "promotional strategy", "distribution strategy", and "growth of SME's" (DV). The findings explored that all the strategies influenced the growth but that product development strategy was the key to the growth of SMEs in Kenya. Therefore, we conclude that entrepreneurs should focus on a product development strategy for the growth of SMEs.

Badulescu et al. (2018) examined the association between firm size, firm age and operator's status. Six hundred and seventy-three participants' sample data were gathered from business personnel. The findings suggested that younger firms were more involved in distinguished entrepreneurial marketing with their consumers through using their associations and alliance with other firms, which results in achieving development-oriented objectives compared to older firms. Furthermore, younger firms effectively utilized networks for entrepreneurial marketing with other firms by joining and coalition with other firms to grow their consumer base and use the channel for proper information from firms' networks. The older firms used traditional processes to acquire market share.

2.13 Underpinning Theory

The study focused on the theory of triangulation to hypothesise adequate underpinnings for variable relationships. 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.

2.14 Supporting Theories

2.14.1 Social Cognitive Theory

Another important theory for understanding and evaluating human behaviour is popularly known as Social Cognitive Theory (SCT). It is a cognitive theory that suggests that humans have a set of social cognitive skills that help them interact effectively with others. These skills include the ability to understand others, empathize with others, and develop positive relationships. social cognitive theory has been found

to be a powerful tool for understanding human behaviour, and it has been used to improve the lives of people of all ages. Moreover, social cognitive theory has been used to help people learn to trust and communicate with others (Crawford & Jackson, 2019). Though this theory has versatile implications, the original essence of the Social Cognitive Theory 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 be other individuals, media engagement, or experiences (Lincoln et al., 2019). According to this theory the behaviours of an individuals are shaped by cognitive factors which includes his past experiences and situational factors which includes his surrounding and the perception of the individual about his perception. (Jiménez-Barreto, Rubio & Campo, 2020).

Samiee & Chabowski (2021) stated that these factor are co-related and the behaviour of the individual in different circumstances influences the cognitive learning and situation understanding of an individual. Huang & Guo (2021), that, positive brand image can be built by the brands by positively influencing the unconscious or cognitive factors of the individuals which is ensured by brand authenticity. Moreover, brand authenticity also positively set a positive situation for the consumers of the brand, which ultimately leads towards positive behaviour towards the brands by consumers. Moreover, the interaction with social actors or events encourages individuals to acquire its knowledge and utilize it while shaping its behavior in certain situations. Therefore, it can be understood from the viewpoint that individuals' behavior can be shaped by brand actions and their efforts towards building brand authenticity (Horton, 2020).

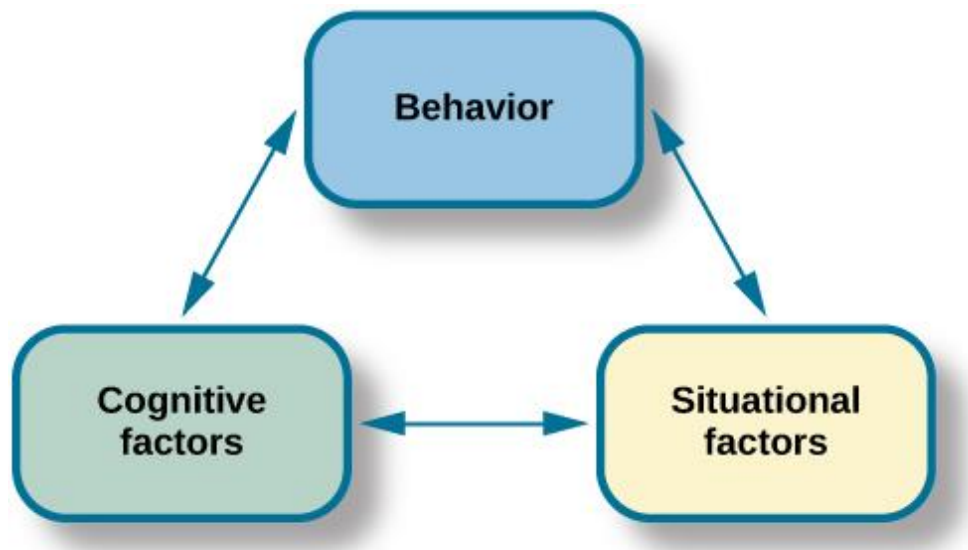


Figure 2.1
Social Cognitive Theory
Source: Bandura, 1989

2.14.2 Self-Congruity Theory

Self-congruity theory is a psychological theory that suggests people are more likely to conform to the idea of their own image than to the idea of others. This is because people are more likely to believe that they are the only person who matches their own image, and that other people's images do not reflect their true self. The self-congruity theory is critical to consumer behaviour in predicting behavioural intention based on the self-concept and its match with a brand image (Sirgy, 1986;). As proposed deliberately by Di Domenico et al. (2021) the psychological patterns and comprehension of the individual about a certain phenomenon, social event or brand play an important role in shaping attitude and behaviour.

According to Aktan & Chao (2016), self-congruity has a significant impact on the brand authenticity and brand loyalty. The brand image or the user image presented by the brand matches with the self-concept of an individual more will be the consumer loyalty

towards the brand. On the other hand, The consumers want authentic and quality products and have certain expectations from the brand. If these conditions are met by the brand it results in building brand authenticity. Furthermore, according to this theory the self-concept of a consumer is shaped by the actual self of the consumer and ideal self which collaborately build the self-esteem of the consumers. The brands which are successful in elevating the self-esteem of the consumer by influencing these factors are successful in building brand authenticity (Iglesias, Ind & Alfaro, 2017).

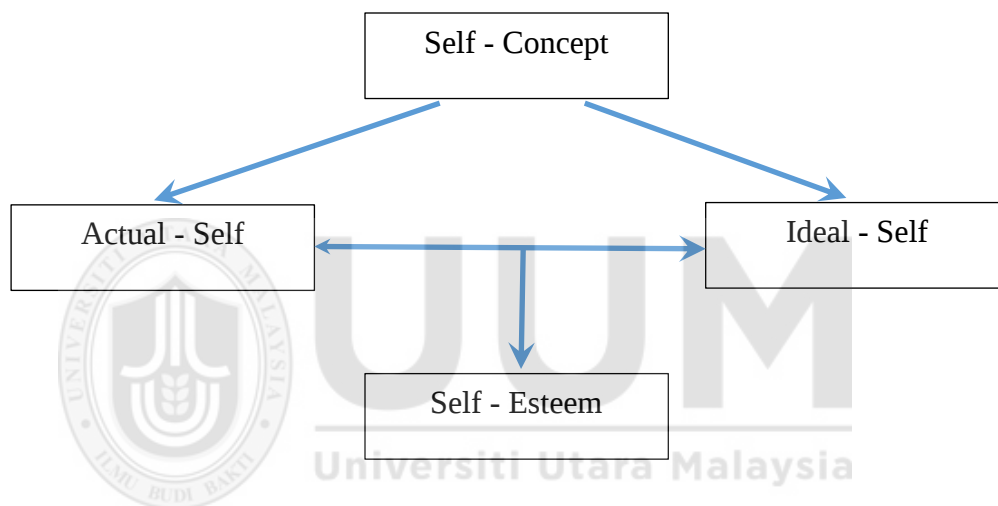


Figure 2.2
Self-Congruity Theory
Source: Sirgy, 1986

2.14.3 Resource-Based View (RBV) Theory

One of the most legitimate and old schools of thought in strategic management is popularly known as Resource-Based View (RBV) theory (Solevik, 2018). The theory proposed that resources are sacred and limited by nature and can utilize effectively and potentially optimally without putting in the exceptional effort. Resource-Based View (RBV) Theory is a theory that argues that the purpose of a system is not determined by its resources, but by the resources that are available to it. RBV theory is based on the

idea that systems should be designed so that the maximum possible amount of resources are used to achieve the desired outcome.

Furthermore, this theory suggest that natural resources are scares and should be utilized efficiently (Abtin & Pouramiri, 2016; Campbell & Park, 2017; Clavel et al., 2017; Salazar, 2017). Therefore, companies should strive to effectively utilize available tangible and intangible resources to improve their growth and gain competitive advantage. Moreover, the transformation of short term advantages in the marketplace to sustainable competitive advantage can be achieved by the effective allocation and utilization of resources (Schönherr, Findler & Martinuzzi, 2017; Campbell & Park, 2017). According to this theory the capabilities of an organization is determined by their resources, the resources of a business or company is in the form of tangible and intangible resources as well as humans. The businesses should devise their strategy based on their organizational capabilities build on the basis of resources and industry key success factor to successfully obtain competitive advantage (Muwardi et al., 2020).

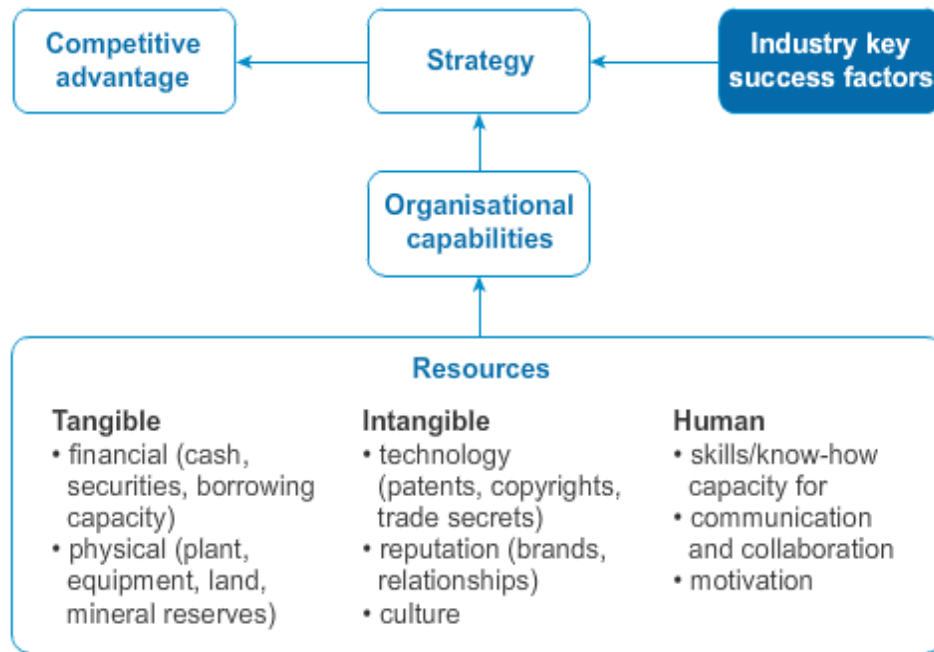


Figure 2.3
Resource-Based View Theory
 Source: Wernerfelt, 1984

2.15 Hypothesis Development

Based on theoretical foundations and underpinning theories, the study deliberately developed hypotheses for the relationship amid study variables. The theoretical development of the study hypotheses is described as follows.

2.15.1 Ideal and Actual Brand Congruence to Brand Authenticity

Brand congruence involves the match and fit between customers' self-concept and brand image. However, two different standpoints of brand congruence have been deliberately described in past literature (Ali, 2018; Aktan & Chao, 2016). The two dimensions of brand congruence were pronounced as ideal brand congruence and actual brand congruence. The former aspects 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 a brand image (Perera et al., 2021). These past

works of the literature showed a significant relationship between ideal brand congruence and actual brand congruence with brand authenticity (Dutton, 2016; Qesja, Crouch, & Quester, 2016; Schoenmueller & Bruhn, 2017). Therefore, based on the theoretical foundations of self-congruity theory and empirical evidence of past studies, the study hypothesised the following relationship amongst the variables:

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

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

2.15.2 Brand Nostalgia to Brand Authenticity

Based on the Social Cognitive Theory (SCT), individual has certain mediums of information and knowledge acquisition to shape their behaviour. These stimuli include social interaction, experience and media (Rolling & Hong, 2016). Considering this brand nostalgia is the image of the brand in the mind of the consumers, build by his own experiences and acquired information from social interaction, hence, the behaviour of the consumers towards a brand is affected by these factors which also affects the brand authenticity.

Providing quality services and building a positive brand image helps the brands in creating positing brand nostalgia and hence builds the authenticity of a brand. Meanwhile Oh et al. (2019) stated that brand nostalgia leads towards sense of trustworthiness, faith and a loyalty towards brand. It also reminds consumer about the good experiences they had with a brand. Therefore, strengthening viewpoint of the customer towards the brand is due to the nostalgia effect. Brand authenticity thus becomes more prevalent and increases brand prominence to the customer (Shields &

Johnson, 2016b). Therefore, the following statement has been hypothesised by the study to associate brand nostalgia with brand authenticity based on the social cognitive theory:

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

2.15.3 Brand Commercialization to Brand Authenticity

Breves et al. (2019) critically stated that, brand commercialization has a significant impact on brand authenticity. When a company commercializes its brand, it alleviates its focus from the product or service to the company's marketing and advertising. This can lead to a loss of quality, lower customer satisfaction, and a decrease in sales. Hence, brand commercialization can also lead to the development of negative stereotypes of a company or its products.

However, Dutton, (2016) consider brand commercialization as an important aspect of a brand and its business and states that, if the brand maintains his reputation by providing quality services with effective utilization of the available resources it can result in success of brand commercialization and can aid the brand in building brand authenticity not in the local market but also in other markets. Similarly, Qesja et al., (2016) claimed that good performing brands can commercialize their products and can further build brand authenticity and building a positive brand image in various markets especially in international markets allows the brands to build brand authenticity. In this context, the resource-based view theory contributes significantly and postulates that for business growth, effective allocation and utilization of resources can be strategically and cautiously used as it influences the commercialization process of a brand and their

brand authenticity (Lee, Teoh & Ahmad, 2021). Hence it can be concluded that the building brand image and credibility in various markets with the help of brand commercialization techniques can result in building brand authenticity. 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.

2.15.4 Social Media Engagement to Brand Authenticity

Consumer engagement has a significant impact on brand authenticity. When customers are happy and satisfied with a product or service, they are more likely to recommend it to others and the most utilized means of communication in modern world is social media. Hence, social media engagement of the consumers affects the brand authenticity. The positive feedback of consumers leads to more sales and more customers who are likely to be more satisfied with the product or service which results in elevated brand authenticity which is essential to the success of a business. Moreover, social media engagement also results in positive brand reputation which is also important component of brand authenticity. (Rosado-Pinto, Loureiro & Bilro, 2020).

Consumer engagement plays an imperative role in developing brand authenticity and the company's entire brand management strategy. In this context, the Social Cognitive Theory (SCT) effectively and decisively provided substantial theoretical foundations for understanding the role of social media engagement on brand authenticity. The interaction of the customers with other consumers and with the brands affects their relation with the brand and their attitude and behaviour is shaped by this social

interaction. In this context, social media serves as a major a social actor which influences the brand authenticity as it influences the interaction of the consumers (Xu, 2019). Consumers interact with each other on different social media platforms and communicate with brands. Hence, social media can eventually be translated into developing better brand authenticity in the sight of consumers (Kamboj & Rahman, 2016; Dolan, Conduit, Fahy, & Goodman, 2016a). Therefore, the study hypothesised the relationship between social media engagement and brand authenticity as follows:

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

2.15.5 Entrepreneurial Marketing as a Moderator

With regard to entrepreneurial marketing as the moderator to all the relationships of independent variables with brand authenticity, the resource-based view theory can potentially substantiate its moderation effect. 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 (Donnellan & Rutledge, 2019) On the other hand, entrepreneurial marketing efforts play an important role in multifaceted dimensions including internationalisation, strategic marketing with adequate resource allocation and utilization, and most importantly, higher engagement due to unique and innovative methods of marketing including social media, personal and relationship marketing (Hagen, Zucchella & Ghauri, 2018).

In this context, entrepreneurial marketing undoubtedly plays an important role in commercialization, consumer engagement, brand congruity, and nostalgia. It emphasized on creating and sustaining strengthening relationships with customers and

hence, its moderation to these variables significantly contributes to a larger perspective. Therefore, the following hypotheses were developed on the theoretical underpinnings of the resource-based view:

H6: Entrepreneurial marketing moderates the relationship between ideal brand congruence and brand authenticity.

H7: Entrepreneurial marketing moderates the relationship between actual brand congruence and brand authenticity.

H8: Entrepreneurial marketing moderates the relationship between brand nostalgia and brand authenticity.

H9: Entrepreneurial marketing moderates the relationship between brand commercialization and brand authenticity.

H10: Entrepreneurial marketing moderates the relationship between social media engagement and brand authenticity.

2.16 Conceptual Framework

According to Manthiou, Kang, Hyun & Fu (2018), ideal and actual brand congruence has a significant impact on the authenticity of a brand. Moreover, it can be positively influenced by the entrepreneurial marketing implications. Meanwhile Jian, Zhou & Zhou (2019), considered brand commercialization the main element which influences the brand authenticity. According to Gilal, Gilal, Gilal & Gong (2022), brand nostalgia effects the brand authenticity which is further elevated by the entrepreneurial marketing.

However, Nyadzayo, Johnson & Rossi (2020), described social media engagement as the main element in the modern world which not only build brand authenticity but is also associated with the positive brand image and increase sales. Therefore, considering these findings, it can be stated that the independent variables selected in this study influences the brand authenticity. Furthermore, the efficacy of these variables in affecting or building brand authenticity is further moderated by the entrepreneur marketing.

The following figure illustrates the study's conceptual framework, which includes actual brand congruence, ideal brand congruence, brand commercialization, brand nostalgia and social media engagement as the independent variables, and brand authenticity was used as the dependent variable. Moreover, entrepreneurial marketing was included in the model as the moderating variable intervening in the impact of all independent variables.

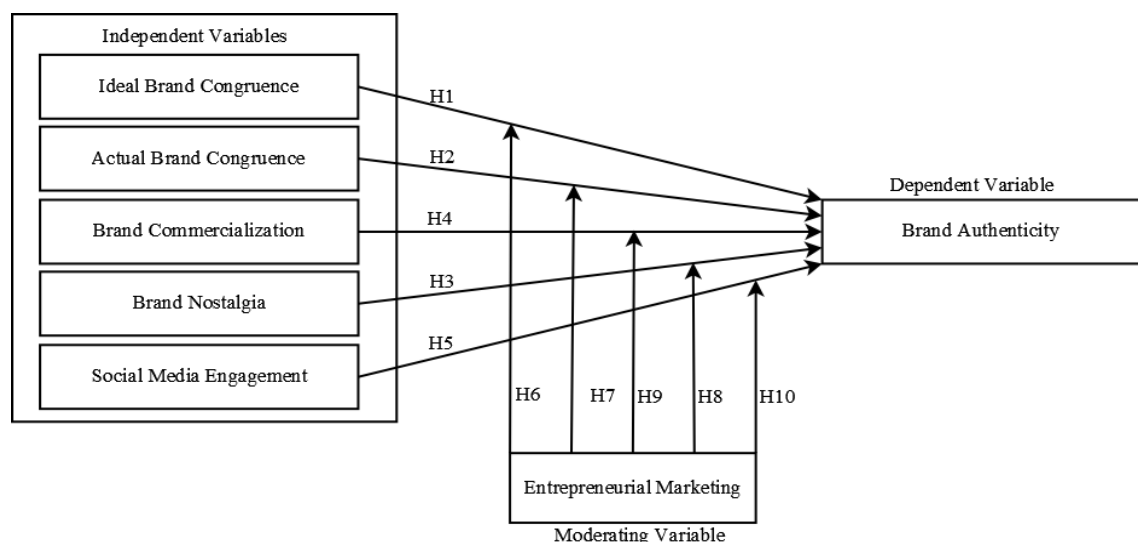


Figure 2.4
Conceptual Framework

2.17 Summary of the Chapter

The second chapter of the research is literature reviews. This chapter discusses in detail the variables of the study and their general discussion. The theoretical background is also provided for the research, including the underpinning theories and the supporting theories. Also, the empirical studies are discussed concerning the relationships and their results and conclusions. The chapter also includes the conceptual framework of the research.



CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The research methodology is essential for data collection and analysis with numerous methodologies, including the research approach, research design, and research purpose. Other aspects include designing data collection instruments, data collection methodology, and data analysis techniques for constructive and meaningful results and findings. Moreover, the chapter also comprises ethical considerations that must be considered throughout the research. Finally, the chapter also provided operational definitions of the study variables for a deliberative understanding of the terminologies used in the study. In this chapter, the focus was on describing and elaborating all needful dimensions that can help comprehend the study's methodological rigor. The chapter portrays a comprehensive picture of the procedural and operational aspects of the entire study concerning designing, data collection, and analysis in an adequate manner and sequence.

3.1 Research Design

A research design systematically emphasizes the formulation and strategy of the entire research process. In this concern, three primary stages have been devised, particularly the research strategy, approach, and purpose (Babbie, 2015). Each of the three dimensions of the research design deliberately leads the research in an accurate direction. These are considered stepping stones and the pathway to derive meaningful and keen results, findings and conclusive remarks of the study. The following seven

headings thoroughly discussed these dimensions and contextualized the importance of using an appropriate research strategy, approach, and purpose for the current study.

The foremost important aspect of being discussed regarding the methodology is the study's strategy. Generally, the research strategy deals with the data type and comprehensively provides the foundation for constructive, meaningful, and needful results and findings (Neuman, 2013). It is comprehensively described as the pathway and method of conducting and accomplishing the research to discover underlying concepts, insightful findings, and valuable conclusive remarks about the phenomenon (Glesne, 2015).

Based on the research onion by M. Saunders, Lewis, and Thornhill (2009) that includes the research strategy. There are two broad and important dimensions in the research strategy: quantitative research and qualitative research. Creswell (2013) described the qualitative research as dealing with the exploration of a certain phenomenon or social event for in-depth knowledge and developing considerable insight within the domain. On the contrary, quantitative research dealt with the objectivity of the theoretical background and hypothesised certain linkages that can be quantitatively measured, meaning with the help of numerical expressions, elaborated for specific understanding and acknowledgment of the relationship and association (Neuman, 2013). In addition, qualitative research focuses on an in-depth understanding of the phenomenon, whereas quantitative research emphasizes quantifying the event about different variables and settings (Kothari, 2015). Another viewpoint about qualitative research is that it deals with non-numerical expressions about the phenomenon or social event that can be evaluated through interviews or focus group discussions. However, quantitative

research aims to highlight certain aspects and dimensions of a phenomenon or social event in pure numerical expressions that can eventually provide a specific causal perspective (Bloomfield & Fisher, 2019).

Under the above extensive and specific discussion on research strategies, it was established that both of the strategies have foundations and venues to be placed and employed. The objective of the present study is to identify the impact of ideal brand congruity and actual brand congruence, brand commercialization, brand nostalgia, and social media engagement on brand authenticity with the moderation of entrepreneurial marketing. Hence, the quantitative research strategy is more suitable than qualitative. The essence of quantitative research is to achieve the specificity of information about the causal relationship amid different interlinked variables. Moreover, it provides substantial foundations for quantitative data analysis that can provide a better and more specific understanding of the phenomenon or social event (Leedy & Ormrod, 2010). Therefore, the study uses the quantitative research strategy to comprehend the causal relationship between ideal brand congruity and actual brand congruence, brand commercialization, brand nostalgia, and social media engagement, entrepreneurial marketing and brand authenticity. On the other hand, quantitative will enable the researcher to develop knowledge and build understanding about brand authenticity in the apparel industry of Pakistan.

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, 2015; Saunders, 2011). These two categories are prominently known as exploratory research and explanatory research.

In exploratory research, the phenomenon or social event could be extensively unexplored in the past or may not have gained adequate attention from researchers and practitioners. However, the phenomenon has considerable significance to literature contribution and practical implications. The core reason may be that the phenomenon is in the emerging stage or any consequences were not found yet by practitioners (M. N. Saunders, 2011). Assessing a novel phenomenon or social event with the lack of empirical evidence and underpinning theoretical framework can be handled by exploratory research (Creswell, 2013).

In contrast, explanatory research is based on an underpinning theoretical framework and re-examination of the phenomenon or social event which has been considered the research objective (M. N. Saunders, 2011). Further, it is normally taken by quantitative research strategies instead of qualitative (Creswell, 2013). Therefore, it has been manifested that explanatory research majorly deals with a quantitative research strategy and has the objective of testing hypotheses rather than an observed phenomenon.

In this context, it has been exhibited that an explanatory purpose can be a better fit within the current research horizon (Peffer, Tuunanen, Rothenberger, & Chatterjee, 2007). 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 reason for choosing exploratory design as it formulate a greater

understanding of previously unsearched topic and explore the uncovered facts regarding brand authenticity in apparel industry of Pakistan. Exploratory design helps to get insight of the topic and explores research questions.

3.2 Research Approach

The most important aspect of the research methodology is to deliberately elaborate on the research approach. The research approach should be well-aligned with the research objective; a contradiction among these aspects may result in the void and useless findings at the end(Padilla-Díaz, 2015). Hence, the study paid considerable importance to select an appropriate research approach and establish suitable linkages with the research objective and research approach.

In this context, three basic research approaches have been described by Kothari, 2015; Saunders (2011), comprising experimental, quasi-experimental, and non-experimental methods. However, the non-experimental approach has been further categorized into three dimensions: descriptive, correlational, and causal(Kothari, 2015; Saunders, 2011). For further elaboration of these research approaches, Kothari (2004); Saunders (2011) referred to the experimental approach as two groups, i.e., treatment and control, which were evaluated with careful manipulation to the treatment group to understand differences between the groups (Cohen et al., 2013; Creswell, 2013; Kothari, 2004). This has further been elaborated by Kothari (2015) that the authentic experimental approach has three principles, including replication, randomization, and control.

The quasi-experimental approach sets fewer rigors than the right experimental approach. It refers to research studies in which exogenous variables have non-

manipulative behaviour to the causal analysis (Thomas, 2006). Lastly, the non-experimental research approach refers to none of the principles of experimental or quasi-experimental research approaches, mainly focusing on descriptive, co-relational, or causal relationships amongst variables (Thornhill, Saunders, & Lewis, 2009). It aims to facilitate researchers to ensure the existence of a relationship regardless of randomization or distinction between treatment and control groups. Generally, non-experimental causal researches include simple and multiple regression analysis, whereas advanced statistical techniques and complex models can be handled by structural equation modelling or hierarchical regression analysis (Creswell, 2013).

In light of the above discussion on the research approach, the study decisively considered that the non-experimental causal approach would suitably align with the research objective and strategy. The rationale for such a decision was based on the research setting that emphasized identifying the cause and effect of a relationship among ideal brand congruity, actual brand congruence, brand commercialization, brand nostalgia, social media engagement, entrepreneurial marketing, and brand authenticity using the quantitative methodology. Hence, the non-experimental causal approach was purposively selected and used in the current study. The non-experimental causal approach explains the reasons and relationships between variables. The researcher effortlessly defines the characteristics of the selected sample for the study.

3.3 Instrumentation

The data collection instrument refers to the designed or adopted instrument to collect the desirable number of responses regarding the phenomenon. It can either be a quantitative questionnaire or a qualitative interview protocol. The study uses a 5-point

Likert scale questionnaire to gather customers' views about the study variables. The scale is widely used in numerous past studies and has also been considered the most popular scale in management sciences (Ercis & Deveci, 2016; Fritz et al., 2017a; Helm, Renk, & Mishra, 2016a; Said & Hassan, 2014c).

3.3.1 Brand Authenticity

Likewise, brand authenticity has been further divided into four sections comprising Continuity, Originality, Reliability, and Naturalness. The measures of all the four dimensions of brand authenticity have been adopted from Fritz et al. (2017a). The following statements to each aspects have been included in the instrument under the brand authenticity construct.

Table 3.1
The Brand Authenticity Construct.

Brand Authenticity	Statements
Continuity	1. I think the brand is consistent over time. 2. I think the brand stays true to itself. 3. The brand offers continuity. 4. The brand has a clear concept that it pursues.
Originality	1. The brand is different from all other brands. 2. The brand stands out from other brands. 3. I think the brand is unique. 4. The brand clearly distinguishes itself from other brands.
Reliability	1. My experience with the brand has shown me that it keeps its promises. 2. The brand delivers what it promises. 3. The brand's promises are credible. 4. The brand makes reliable promises.
Naturalness	1. The brand does not seem artificial. 2. The brand makes a genuine impression. 3. The brand gives the impression of being natural.

3.3.2 Actual Brand Congruence

For this purpose, the study has adopted measures of actual brand congruence from Fritz et al. (2017a); Helm et al. (2016a). The following statements have been included in the data collection instrument as measures of actual brand congruence.

1. The brand is consistent with how I see myself.
2. The brand is a mirror image of me.
3. The brand fits very well with the image I have of myself in reality.
4. The brand is very similar to the image I have of myself in reality.
5. The brand represents in many aspects how I see myself in reality.

3.3.3 Ideal Brand Congruence

The measures of ideal brand congruence have been adopted from Fritz et al. (2017a); Helm et al. (2016a). The following statements have been included in the instrument as measures of ideal brand congruence.

1. The brand is consistent with how I would like to be.
2. The brand is a mirror image of the person I would like to be.
3. The brand fits very well with my ideal image of myself.
4. The brand is very similar to the ideal image I have of myself .
5. The brand represents in many aspects my ideal image of myself (Helm et al., 2016a).

3.3.4 Brand Commercialization

All the measures of brand commercialization have been adopted from (Fritz et al., 2017a). The following statements are the measures of brand commercialization.

1. The brand is commercial

2. The objective of the brand is to make profits, even if this contradicts its ideals.
3. All that counts for the brand is profit, even if this means neglecting its initial brand promise.
4. The brand will adapt to every trend if it can make a profit.

3.3.5 Brand Nostalgia

The measures of brand nostalgia have been adopted from Fritz et al. (2017a) and the following statements are included in the data collection instrument under brand nostalgia.

1. I associate the brand with experiences from my childhood.
2. I associate the brand with experiences from former times.
3. The communication style of the brand reminds me of “the good old days”.
4. For me, a brand is a symbol of my childhood/youth.

3.3.6 Social Media Engagement

Lastly, social media engagement was measured by the following statements and all of them have been adopted (Lim et al., 2015).

1. I shared brand-related videos or photos on Social Network Sites (SNSs).
2. I brought up things I have seen on TV in conversations on SNSs.
3. I posted my feelings in a real-time online conversation.
4. I shared my opinions about the brand with other customers.
5. I shared the brand’s promotional message.
6. I contributed to the brand community adding useful information.
7. I interacted with other customers using social media platforms related to the brand.

3.3.7 Entrepreneurial Marketing

The measures of entrepreneurial marketing have been adapted by Kilenthong et al. (2015). These are the statements used to measure entrepreneurial marketing from a consumer perspective.

1. I believe that long-term growth is more important than immediate profit.
2. I believe that a firm try to expand their present customer base aggressively.
3. I believe a firm marketing efforts lead customers rather than respond to them.
4. I believe adding innovative products or services is important to a firm success.
5. I believe that creativity stimulates good marketing decisions for a firm.
6. I believe that a firm always learn from their competitors.
7. I believe that a firm rely heavily on experience when making marketing decisions.
8. I believe that it is important for a firm to rely on gut feeling when making marketing decisions.

3.4 Validity

There are two major types of statistical validity: convergent validity and discriminant validity. Convergent validity provides the measurement of the constructs respective to each item and estimates the correlation among the items of each variable. This is provided that the variable items have high correlation among them as it represents the construct in the most appropriate manner and provides assistance to construct validity (Fornell & Larcker, 1981a; Hair Jr, Sarstedt, Ringle, Smith, & Reams, 2014). It includes two measures called Composite Reliability (CR) and Average Variance Extracted (AVE) to assess the extent of convergence among constructs. Their thresholds were suggested by Joe F Hair, Sarstedt, Ringle, and Mena (2012); Hair Jr, Hult, Ringle, and Sarstedt (2016); Hair Jr et al. (2014) as 0.70 for CR and 0.50 for AVE.

Discriminant validity provides the correlation between constructs on the squared-root of AVE for each respective construct. In this manner, the discriminant validity has also been confirmed as all the constructs have greater square root values of AVE than other variables (Fornell & Larcker, 1981a). The assessment methods used for discriminant validity in the current study are the criterion, cross-loadings, and HTMT (Joe F Hair et al., 2012; Hair Jr et al., 2016; Hair Jr et al., 2014).

3.5 Reliability

Reliability analysis refers to the fact that a scale should consistently reflect the construct it is measuring. There are certain times and situations where it can be useful (Kothari, 2015). The study used Cronbach's Alpha reliability analysis to assess the internal consistency of the instrument and constructs. Cronbach's alpha reliability analysis is particularly based on the inter-item correlation method (Cortina, 1993; Santos, 1999). The threshold was suggested by J. Nunnally (1967) that Cronbach's Alpha reliability should be greater than 0.70 for each construct.

3.6 Pilot Study

Before the collection of the entire sample data from the target population, it has been emphasized by numerous researchers that non-standardised variables and models should be pre-tested and that pilot testing is conducted by assessing statistical reliability. This provides considerable ground to substantiate the main study (Bell, 2014; Hazzi & Maldaon, 2015; M. N. Saunders, 2011; Wu, Steel, Greenwood, & Udejaja, 2008). Thus, the study distributed ten questionnaires to the target population for its face and content validity and eliminate certain levels of ambiguity from the instrument.

Further, the study conducted a pilot study with a small sample of 40 to 50 respondents to assess the internal consistency and statistical reliability of the instrument.

The basic aspect of the pilot study is that it identifies and discusses the possibility of an event and if it is possible then how it can be done (Van Teijlingen & Hundley, 2001). Also, this approach is based on a specific design and the occurrence of this test is high and consists of a small sample or level compared to a large scale study. Moreover, it is also relevant and necessary to improve the capacity of study to provide effective results (Hazzi & Maldaon, 2015). Furthermore, it helps in knowing different methods and the participant's experiences that could provide fruitful understanding and results to researchers for conducting the main study (Viechtbauer et al., 2015). The current information effectively provided help to researchers to gather the accurate pilot study sample. Hence, based on the discussions mentioned above, the researcher aimed to select at least 9 % of the total sample size that could be 50 responses. The following table shows results regarding a pilot study consisting of 50 participants gathered from the sample population.

Table 3.2
Pilot Study (n = 50)

	N Item	Cronbach's Alpha
Actual Brand Congruence	5	0.859
Brand Commercialization	4	0.820
Brand Nostalgia	4	0.742
Continuity	4	0.775
Entrepreneurial Marketing	7	0.838
Ideal Brand Congruence	5	0.875
Naturalness	3	0.846
Originality	4	0.752
Reliability	4	0.879
Social Media Engagement	7	0.841

In the above table, Cronbach's alpha results have been present and according to the recommended threshold that Cronbach's alpha should be higher than 60 percent (Nunnally, 1978; Nunnally & Bernstein, 1967, 1994). Furthermore, the table showed that brand nostalgia (74.2) percent and reliability (87.9) percent had the 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 of 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.

3.7 Sampling

It has been discussed and elaborated by Kothari (2015) that sampling design should have an appropriate description and specificity on four dimensions, including the type of universe, sampling unit, sample size, parameters of interest, and sampling procedure. This information has significant importance in comprehensively describe the sampling design.

3.7.1 Population of the Study

The type of universe involves the description and details of the target population identified for the current study. Furthermore, the world can either be comprised of the known or unknown population (Kothari, 2015). In this concern, the study has consciously considered Pakistan's apparel industry an infinite unknown population. The Economic Survey of Pakistan, as published by the Ministry of Finance, Government of Pakistan, categorized the apparel industry as the 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 labour force in 2015-16. Therefore, it is possible to have a massive customer base and provide beneficial and implicative findings of the phenomenon. The data will be collected from customers from the three selected cities, Islamabad, Lahore, and Karachi.

3.7.2 Sample

The sampling unit narrowed the scope to either be geographically settled or have specificity related to different psychographic or socio-graphic parameters (Kothari, 2015). In this context, the study selected three major and populous cities of Pakistan as

sampling units: Karachi, Lahore, and Islamabad. Another rationale for selecting these cities is the leverage of accessibility. Furthermore, limited resources also emphasized covering these cities. Therefore, the study has gathered desirable numbers of data from Karachi, Lahore, and Islamabad, Pakistan.

The sample size constitutes the number of items or units from the universe that can be included in the study as sample representatives of the entire universe. For this purpose, the study used an online sample size calculator to estimate the desirable number of sample representatives from the infinite population. The study used an anticipated effect size of 0.10, a statistical power of 0.90, and a confidence interval of 10%, as suggested by (Cunningham & McCrum-Gardner, 2007). The software gave 2000 responses as the minimum sample size under these considerations. Therefore, the study has taken a 1943 sample size to estimate the developed critical hypotheses and structural model. The first rule of thumb states that; a larger sample size increases the statistical power of evaluation, whereas the second rule of thumb states that; if the study's effect size is small, then evaluation requires a larger sample size. Meanwhile, since, the consumers are focus in the apparel industry are being analysed and their observations are used to conduct empirical analysis on the brand authenticity. Hence unit of analysis are the consumers of the apparel industry in Pakistan.

3.7.3 Sampling Technique

With regard to the sampling procedure, there are two basic categories including probability and non-probability. Both have their distinct characteristics and applications to the research(L. Cohen et al., 2013; Creswell, 2013; Kothari, 2015; Saunders, 2011). However, it has also been stressed on the quick sampling procedure may result in

appropriate data collection that ultimately leads to proper results and findings of the phenomenon or social event. Moreover, both the sampling procedures have further categorization with distinguishing features and importance to its application directives.

Generally, probability sampling comprises the technique of opting desirable numbers of the sample from the universe based on an equal chance of participation in the study (Bhattacharjee, 2012). To elaborate, probability sampling postulates that all the items of a particular universe and sampling units have an equal chance of participation and it is based on randomisation of sample selection (Bhattacharjee, 2012; Kothari, 2015; Saunders, 2011). This comprises various types including simple random sampling, systematic random sampling, stratified sampling, and cluster sampling techniques. In this regard, Bhattacharjee (2012); Kothari, (2015) described that simple random technique provides equal opportunity to every single item of the universe to the part in the sample selection, whereas the systematic random technique commonly follows simple random sampling to certain criteria for regular intervals. However, stratified sampling divides the entire population into homogeneous sub-groups known as “strata” and then follows a simple random technique within the strata to collect equal samples from each stratum. Cluster sampling focuses on dividing the entire population into clusters on a reasonable basis and then draw samples from each cluster randomly (Bhattacharjee, 2012; Kothari, 2015)

On the contrary, the non-probability sampling procedure aims to select sample items on a non-random basis, meaning that certain numbers of sample items have zero chance of participation and thus, the probability assumption of an equal chance of participation has not been determined accurately (Bhattacharjee, 2012). In non-probability sampling,

there are few categories including convenience sampling where the most conveniently available items of the population are included in the sampling frame. Another category of non-probability sampling is quota sampling that refers to distributing the population into sub-groups and then selecting sample items on a non-random basis (Cochran, 2007). However, purposive non-probability sampling denotes the selection of sample items from the population on the researcher's judgment and expertise and thus, negating a randomised selection of items from the universe. Lastly, in non-probability sampling, snowball sampling refers to the variety of only a few potential items from the population and further items must be included on the recommendations of those sample items (Bhattacharjee, 2012; Kothari, 2015).

In this extensive discussion on different sampling techniques, the study aimed to gather the desirable sample size from the universe using a purposive (non-probability) sampling technique. Under the purposive sampling technique, the researcher's expert opinion and judgmental qualities should be incorporated to include population items in the study for data collection. The researcher opted for purposive sampling as it allows the researcher to gather quantitative responses that leads to better insights and more precise results. In addition, purposive sampling enables the researcher to squeeze a lot of information of the data selected for the study. One of the main reasons for selecting purposive sampling method is it allow to investigate the impact their findings have on the population.

3.8 Data Collection Procedure

The data collection procedure includes a collection of primary data using various methods including survey method, observations, interviews, focus groups, and case

study methodology. However, the quantitative primary data collection involves the survey methodology, which has been used widely and was in practice since ancient times (Bhattacharjee, 2012). In the survey method, the survey questionnaire method is the most commonly used and has greater implications in studies that focus on individuals as sample items from the universe (Kothari, 2015). Furthermore, the survey method of primary data collection has certain advantages including low cost, less bias, convenience, less laborious, time-intensive and comparatively greater accessibility due to the internet and postal services (Bhattacharjee, 2012; Kothari, 2015; Nigel, Fox, & Hunn, 2009).

Therefore, it was established that the survey method, as the primary data collection methodology in quantitative research has substantial importance and applicability. Hence, in light of the above discussion on data collection procedures, the study purposefully focused on using the survey methodology as the primary data collection technique. The researcher opted for primary data collection as the researcher wanted to collect the data by first hand using survey questionnaire method. Moreover, primary data collection is more accurate and reliable as compared to secondary data collection as it is obtained from the direct sources. The researcher easily collects the data and primary is objective and provides up to date information regarding the impact of ideal brand congruence, actual brand congruence, brand nostalgia, social media engagement on brand authenticity.

3.9 Non-Response Bias

Sometimes in the survey method, potential respondents may remain unrepresented due to meaningful differences among respondents and non-respondents. This refers to the

wrong estimation, either intentional or unintentional, of the sample population and misunderstanding of population characteristics. In the case of the unwilling participation of respondents in the survey, the possibility of non-response bias may arise. Also, non-response bias may occur in surveys with a low response rate (Winter et al., 2005).

3.10 Common Method Variance (CMV)

Self-reporting methods of data collection, primarily including surveys and questionnaires, face issues like Common Method Variance (CMV). As Yang, Olsen, Ranby, and Goings, (2017) described, CMV refers to the attributable variance caused majorly by the measurement method. CMV primarily occurs in situations where respondents shared their viewpoints in one sitting rather than in different situations. This affects the validity of the data and causes items to be gathered into a single rather, thus the chances of correlation among the variables increases. Due to such variance, the individualism of the constructs diminishes and representation to a single construct may increase. Therefore, the observed relationship among the variables is substantially affected by CMV's presence. CMV usually leads to either Type I or sometimes Type II error, thus decreasing the validity and reliability of the results and findings and distracting the strength and significance of the association among variables (Jordan, & Troth, 2020).

3.11 Data Analysis Techniques

Numerous data analysis techniques can be used in quantitative researches. However, each of the quantitative data analysis techniques has its own discrete and specific importance and applicability (Becker, Klein, & Wetzels, 2012). Moreover, these data

analysis techniques have been purposefully categorized into two major sections, including first-generation and second-generation techniques. The first-generation data analysis techniques are simple linear regression, Pearson and Spearman correlations, and multiple regression analysis. Second-generation data analysis techniques comprise Structural Equation Modelling (SEM) using Covariance-Based and Partial Least Square (PLS) techniques (Nitzl, 2018). Furthermore, to test internal consistency and validity of the data collection instrument, two major statistical techniques, namely Cronbach's Alpha Reliability Analysis and Confirmatory Factor Analysis including construct, convergent and discriminant validities have been popularly identified in quantitative research. Normally, discriminant validity comprises the Fornell and Larcker criterion, whereas, the advanced version includes Cross-loading and Heterotrait-Monotrait (HTMT) ratio (Joe F Hair et al., 2012; Hair Jr et al., 2016).

With regards to the difference between Covariance-Based SEM and Partial Least Square SEM, it has been well described by Joe F Hair et al. (2012); Hair Jr et al. (2016). When it comes to PLS-SEM, it does not assume a normal distribution. The PLS-SEM is also an exploratory model estimator. Preferences to PLS-SEM, compared to CB-SEM, include weak theoretical foundations and comparatively smaller sample sizes. Moreover, PLS-SEM can handle complex structural models and multicollinearity (Joe F Hair et al., 2012; Hair Jr et al., 2016).

Under the above discussion, it has been established that 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 sample data and includes advanced versions of discriminant validity and convergent validity estimations. Therefore, the study has purposefully employed PLS-SEM as the data analysis technique.

3.12 Summary of the Chapter

The chapter has comprehensively defined and elaborated on the research methodology. The study has decisively adopted the quantitative explanatory causal research design. This was due to the moderating variable amid independent and dependent variables to achieve inappropriate and rigorous research methodology. The chapter further discussed the population of the study and the sampling design used in the study. The study purposefully selected the apparel industry of Pakistan as the target population. The sampling for the study was accomplished under the procedures of the purposive sampling technique used for the study. Besides that, the study uses a 5-point Likert scale questionnaire adapted from various past published literature. Therefore, the chapter provides methods used in the study.

CHAPTER FOUR

DATA ANALYSIS

4.0 Introduction

This chapter presents empirical analysis on determinants of brand authenticity in apparel industry of Pakistan and moderating role of entrepreneurial marketing. Hence, chapter presents empirical results achieved through PLS-SEM through higher-order construct, where path analysis and moderation analysis are conducted to address the research questions of the study.

4.1 Data Screening

Data screening is a process in which data is evaluated and treated for out-of-range values, missing values and outliers. In following section, the process has been explained in detail

4.1.1 Out-of-Range Values

It could be defined as such values that were out from the given range or threshold. Also, these values could be the minimum or maximum from the threshold (Wang, 2016). The simple frequency and descriptive analysis was used to determine if there is out-of-range values are present in the data. Therefore, it was found that there were no out-of-range values.

4.1.2 Missing Values Analysis

The concept of missing values can be seen on values that have been ignored or not recognised in the process of analysis or observation. However, it is a general occurrence

in researching, although it could provide hindrance or ineffective results leading towards developing a conclusion (Minnema & Andersson, 2018). Meanwhile, frequency analysis was used to determine the missing values in the data. However, there are none missing values in the study.

4.1.3 Univariate Outliers

The aspect of univariate outliers is those variables that had maximum value in a data set (J F Hair, Ringle, & Sarstedt, 2011). Similarly, these outliers can be detectable by the help of a Z-score value of ± 3.29 (Tabachnick & Fidell, 2007). The study's total sample size was 1943 responses, and there were none univariate outliers, so the data set remained the same.

4.1.4 Multivariate Outliers

The combination of unusual scores against at least a set of two variables termed as the multivariate outliers. It can occur for the reasons of incorrect answers given by respondents (Hadri, 2000). The detection of multivariate outliers can be conducted using Mahalanobis Distance (D^2) with a cut off value 0.001 (Tabachnick & Fidell, 2007). Hence, the sample set was based on 1943 responses, and there were no multivariate outliers so the final sample size or dataset used for analysis is 1943 responses.

4.2 Common Method Variance (CMV)

It can be defined as a fake method which can occur by the presence of variance in a response given by respondents because of the instrument. Also, the instrument's ability to be biased can be defined as CMV (Podsakoff et al., 2003). Similarly, the CMV could

be connected to measurement methods but on the other hand, it is assumed to be connected to constructs of measures. The technique to examine or identify CMV is the Harman single-factor method. So, the current study used this technique to detect CMV (Krishnaveni & Deepa, 2013). This technique could be analysed by including the measures in an EFA so that those factors could be detected through which variance that can be identified in the measures. Therefore, the threshold of CMV regarding all recommended measures must be smaller than 50 percent (Krishnaveni& Deepa, 2013; Podsakoff et al., 2003). So, this study had 40.877 percent CMV and there was no CMV found in the current study.

4.3 Demographic Profile of the Respondents

The following table illustrates demographics about respondents of the study.



Table 4.1
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	51.0
	24 years to 30 years	723	37.2
	31 years to 35 years	46	2.4
	36 years to 41 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

The survey was a self-administrated questionnaire distributed among the educated consumers including graduates, post-graduates and PhD. This allowed study to focus on the educated people and get opinions of professionals rather than those who do not qualify for the survey. The above table shows that 1943 respondents took part in the study. The gender factor consisted of male respondents (1170) 60.2 percent and female (773) 39.8 percent. Also, age group consisted of 18 – 23 years (990) with 51.0 percent, 24 – 30 years (723) respondents with 37.2 percent, 31 – 35 years (46) with 2.4 percent, 36 – 41 years (138) with 7.1 percent and 41 – 45 years (46) with 2.4 percent. Moreover, academic qualification had undergraduate (1444) respondents with 74.3 percent,

graduate (410) with 21.1 percent and post-graduate (89) with 4.6 percent. In addition, monthly income (PKR) factor had (686) respondents of 50,000 to 100,000 with 35.3 percent, 1028 respondents of 100,001 to 150,000 with 52.9 percent, 92 respondents of 150,001 to 200,000 with 4.7 percent and 137 respondents of more than 200,000 PKR with 7.1 percent. The last factor of daily active time on social media had 362 respondents of (less than 1 hour) with 18.6 percent, 628 respondents of (1 hour to 3 hours) with 32.3 percent, and 407 respondents of (3 hours to 5 hours) with 20.9 percent and 546 respondents of (more than 5 hours) with 28.1 percent.

4.4 Measurement Model

Measurement model can be defined as a model helps identify or examine relationships between latent variables (Hair, Babin, & Krey, 2017). This model is one of the models of PLS-SEM. The details of the currently discussing model consists of examining with the help of outer loadings, convergent validity and importantly discriminant validity, and its three types (Hair, Matthews, Matthews, & Sarstedt, 2017). Meanwhile, following is the measurement model of the study

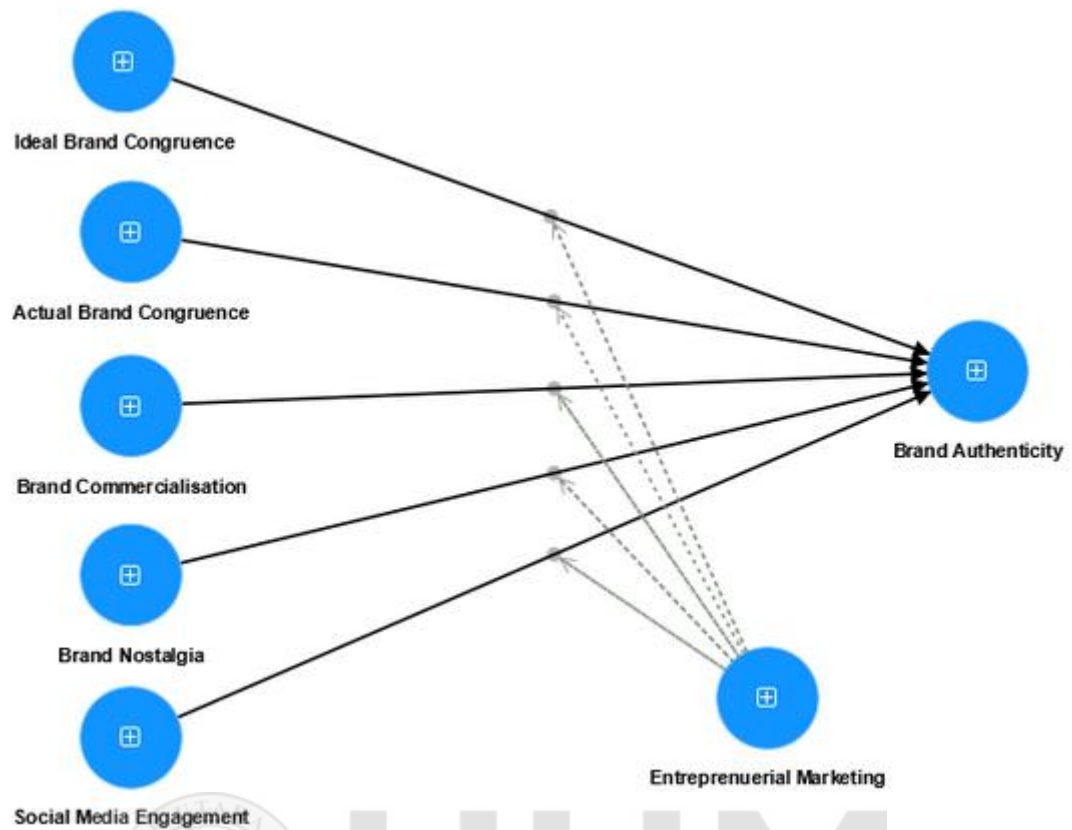


Figure 4.1
Measurement Model

4.4.1 Outer Loadings

Outer loadings help to analyze relationships among latent variables to their respective indicators and identify the worth or efficiency of a single item towards their constructs (J F Hair, Hult, Ringle, & Sarstedt, 2016). The following table shows the results of outer loadings.

Table 4.2
Outer Loadings

	ABC	BAC	BAN	BAO	BAR	BC	BN	EM	IBC	SME
ABC1	0.761									
ABC2	0.885									
ABC3	0.760									
ABC4	0.848									
ABC5	0.848									
BAC1		0.724								
BAC2		0.779								
BAC3		0.882								
BAC4		0.777								
BAN1			0.884							
BAN2			0.883							
BAN3			0.887							
BAO1				0.863						
BAO2				0.721						
BAO3				0.744						
BAO4				0.789						
BAR2					0.935					
BAR3					0.918					
BAR4					0.822					
BC1						0.757				
BC2						0.725				
BC3						0.873				
BC4						0.899				
BN1							0.855			
BN2							0.871			
BN3							0.825			
EM1								0.879		
EM3								0.822		
EM4								0.874		
EM6								0.810		
IBC1									0.798	
IBC2									0.808	
IBC3									0.851	
IBC4									0.852	
IBC5									0.877	
SME2										0.783
SME4										0.757
SME5										0.773
SME6										0.839
SME7										0.782

In the above table of outer loadings, the accepted threshold is 0.70 which means factor loadings should be greater than 0.70 (J F Hair et al., 2016). The actual brand congruence had five items having factor loadings greater than 0.70 with ABC2 having the highest factor loadings of (0.885) and ABC3 with lowest (0.760). Also, brand actual continuity had four items with all the factor loadings greater than 0.70 and BAC3 had the highest (0.882) and BAC1 had the lowest factor loadings (0.724).

Similarly, brand actual naturalness had three items and all their factor loadings were 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 the 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 the highest loading (0.899) and BC2 had the lowest loading (0.725).

Brand nostalgia had 3 items with loadings greater than 0.70 and BN2 having the 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 five items with loadings greater than 0.70 and IBC5 were having the highest loadings (0.877) and IBC1 having the lowest (0.798).

Social media engagement had five items with loadings greater than 0.70 and SME6 had the highest loadings (0.839) and SME4 being the lowest (0.757). Therefore, outer loadings have been achieved. Meanwhile, all other factors which had factor loading

less than 0.7 were excluded from the model because their contribution was not significant.

4.4.2 Convergent Validity

The basic concept of convergent validity is that it provides significant help in identifying the length of a relationship between constructs that were assumed to correlate were found to be related in real as well (J F Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014). The following table shows the result of convergent validity.

Table 4.3
Convergent Validity

	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, as the recommendation of (J F 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 the 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 of 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.

4.4.3 Discriminant Validity

The primary goal of discriminant validity was to analyze such relationships or theories known and assumed that there was no relation between them that were actually found to have no relation. The validity or reliability of constructs was also identified through this (J F Hair, Ringle, & Sarstedt, 2013).

The following table shows the results of cross-loadings.

Table 4.4
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	0.190
ABC2	0.885	0.509	0.693	0.383	0.513	0.502	0.646	0.504	0.585	0.433
ABC3	0.760	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	0.480	0.489	0.631	0.439	0.676	0.474
ABC5	0.848	0.290	0.621	0.230	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	0.230	0.179
BAC2	0.356	0.779	0.442	0.564	0.441	0.366	0.042	0.512	0.213	0.295
BAC3	0.470	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	0.400	0.460	0.449	0.445
BAN1	0.653	0.580	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	0.490
BAN3	0.749	0.713	0.887	0.669	0.800	0.739	0.639	0.720	0.650	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	0.090	0.193	0.194	0.143	0.333
BAO3	0.233	0.388	0.367	0.744	0.500	0.335	-0.020	0.624	0.177	0.533
BAO4	0.377	0.544	0.535	0.789	0.654	0.466	0.113	0.626	0.210	0.449
BAR2	0.560	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	0.250	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	0.580	0.472	0.240
BC4	0.552	0.497	0.549	0.503	0.570	0.899	0.453	0.681	0.460	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	0.680	0.278
BN3	0.542	0.318	0.553	0.090	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	0.520	0.559
EM3	0.597	0.587	0.705	0.580	0.627	0.560	0.409	0.822	0.495	0.590
EM4	0.550	0.552	0.588	0.560	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	0.810	0.480	0.497
IBC1	0.529	0.363	0.538	0.291	0.577	0.534	0.386	0.600	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	0.390	0.851	0.450
IBC4	0.637	0.239	0.597	0.245	0.598	0.614	0.706	0.398	0.852	0.350
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	0.370	0.515	0.343	0.440	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

In the above table, J F Hair, Gabriel, and Patel (2014) recommended in achieving validity, the loadings of constructs should be higher in the respective constructs. Hence, the table generated has identified the bold values which are found to be greater than other constructs' loadings. So, discriminant validity using cross-loadings is achieved.

Table 4.5 showed that the bold diagonal values known as the AVE square root regarding their latent constructs and the values that is known as correlation coefficients. Similarly, it was found that all these bold values have identified that the entire constructs is different from other constructs because these bold values were found higher in their respective horizontal and vertical settings (J F Hair, Hollingsworth, Randolph, & Chong, 2017; J F Hair et al., 2011). Thus, discriminant validity is achieved using Fornell and Larcker (1981b) criterion.

Table 4.6 showed the results of the Heterotrait-Monotrait (HTMT) ratio for discriminant validity. The acceptable threshold as recommended by Henseler et al. (2014); Henseler, Hubona, and Ray (2016) is the values should be smaller than 0.95. It also showed that the HTMT ratio between actual brand congruence and reliability is 0.940. Therefore, discriminant validity using HTMT ratio is achieved.

4.5 Structural Model

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

Table 4.5

Discriminant Validity using Fornell and Larcker (1981b) Criteri

	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	0.580	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	0.390	0.572	0.838				
Naturalness	0.763	0.614	0.688	0.705	0.709	0.712	0.885			
Originality	0.444	0.410	0.189	0.730	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 4.6

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	0.700	0.818	0.830	0.806	0.810				
Originality	0.499	0.503	0.271	0.887	0.776	0.405	0.799			

Table 4.6 (Continued)

	ABC	BC	BN	BAC	EM	IBC	BAN	BAO	BAR	SME
Reliability	0.678	0.709	0.593	0.679	0.880	0.756	0.940	0.819		
Social Media Engagement	0.535	0.351	0.421	0.436	0.725	0.509	0.630	0.674	0.623	

4.5.1 Higher-Order Constructs

Higher-order construct also termed as hierarchical component model (HCMs) in context of PLSE-SEM where second-order models contains two-layers of constructs to measure one variable at two level of abstraction. For instances, if the variable of interest is to measure the customer satisfaction that can be measured in two ways; (1) directly measuring the customer satisfaction with number of items and (2) to measure different components of customer satisfaction first such as price, service quality, personal and servicescape are four different sub-constructs that measures customer satisfaction for one specific aspect (Hair et al., 2016). This is first-layer of construct and in second layer of construct, customer satisfaction is measured from those four components of satisfaction and this is second order construct that is also termed as high-order construct because a variable of interest is measured at two layers (Hair et al., 2014).

The following table shows the results of reflective higher-order constructs of brand authenticity.

Table 4.7
Higher-Order Reflective Construct Development

	Estimates	Std. Dev.	T-Stats	Prob.
Brand Authenticity -> Continuity	0.856	0.006	144.725	0.000
Brand Authenticity -> Naturalness	0.911	0.004	206.440	0.000
Brand Authenticity -> Originality	0.880	0.006	139.102	0.000
Brand Authenticity -> Reliability	0.890	0.004	242.939	0.000

The above table illustrates 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, $p < 0.01$).

4.5.2 Hypothesis-Testing using PLS-SEM

The following table shows the results of hypothesis testing.

Table 4.8
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

In the above table, it shows that actual brand congruence (0.105, $p < 0.01$) has a positive and significant effect on brand authenticity while brand commercialization (-0.045,

$p < 0.01$) negatively and significantly impacts on brand authenticity. However, brand nostalgia (0.164, $p < 0.01$), entrepreneurial marketing (0.418, $p < 0.01$), ideal brand congruence (0.195, $p < 0.01$), and social media engagement (0.136, $p < 0.01$) have positively and significantly impact on brand authenticity.

The results above show direct effect of each variable on the brand authenticity. For instances, model also tests how entrepreneurial marketing influences the brand authenticity in Pakistani apparel industry. Whereas the entrepreneurial marketing refers to the marketing activities of the companies which are directly related to the customers such as direct emails, social media marketing, public relations and also word-of-mouth marketing are some dimensions of entrepreneurial marketing (Cristina, 2011). So, the core purpose here to check how these aspects influence the brand authenticity and similarly effect of other independent variables is determined on the brand authenticity.

The empirical results suggest that there is positive and significant impact of actual brand congruence, brand nostalgia, entrepreneurial marketing, ideal brand congruence and social media management on the brand authenticity. However, the effect of brand commercialization effect on the brand authenticity is negative and significant that indicates that brand commercialization negatively affects the brand authenticity in case study of apparel industry of Pakistan.

4.5.3 Moderation Analysis

Moderation analysis are conducted to determine if the effect of one variable on the other variable depends on another third variable that is moderating variable. If the third variable affects the relationship between the two variables then it confirms moderation

effect. In order to conduct moderation variable, SmartPLS automatically constructs an interaction variable through which moderation analysis are conducted.

The following table shows results related to moderation analysis.

Table 4.9
Moderation Analysis using PLS-SEM

	Coefficients	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

As the above table shows that entrepreneurial marketing (-0.186, $p < 0.10$) negatively and significantly moderates the relationship between ideal brand congruence and brand authenticity. Because the prob. value is less than alpha 0.10, thus the relationship is said to be statistically significant. Also, entrepreneurial marketing (0.238, $p < 0.10$) positively and significantly moderates the relationship between social media engagement and brand authenticity. Furthermore, the entrepreneurial marketing (-0.174, $p < 0.10$) negatively and significantly moderates the relationship between brand commercialization and brand authenticity. Moreover, entrepreneurial marketing (0.060, $p < 0.10$) positively and significantly moderates the relationship between brand nostalgia and brand authenticity. Finally, entrepreneurial marketing (-0.014, $p > 0.10$) negatively but insignificantly moderates the relationship between actual brand congruence and brand authenticity.

4.5.4 Predictive Relevance

The aspect of predictive relevance is that it helps in measuring R^2 values which identify the accuracy of prediction. Similarly, it helps in measuring or estimates the Stone-Geisser's Q^2 value as well Geisser (1975); Stone (1974) which also identifies predictive relevance criterion. The reason for using blindfolding was that it helped in getting Q^2 value regarding latent variables in PLS. So, the current study estimated the technique of blindfolding for predictive relevance at seven omissions. The following table shows the results of predictive relevance estimation with the help of the PLS blindfolding technique.

Table 4.10
Predictive Relevance

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

The above table shows that the variable brand authenticity was being predicted by up to 67.5 percent. In addition, Cohen (1988) recommended that the R^2 value of 0.26 being substantial, 0.13 as moderate value and 0.02 as weak. The current R^2 is known as strong or significant and Q^2 should be greater than absolute zero, and the current study has the value more than zero (J F Hair et al., 2013).

4.6 Chapter Summary

This chapter was aimed at to undertake empirical investigation on determinants of brand authenticity in apparel industry of Pakistan and moderating role of entrepreneurial marketing. Hence, chapter presented empirical results achieved through PLS-SEM, where the findings suggests that that there is positive impact of actual brand

congruence, brand nostalgia, entrepreneurial marketing, ideal brand congruence and social media management on the brand authenticity and the effect is also significant since prob. Value is less than alpha 0.05. However, the effect of brand commercialization effect on the brand authenticity is negative and significant that indicates that brand commercialization negatively affects the brand authenticity in case study of apparel industry of Pakistan. Meanwhile, the moderation analysis reveals that entrepreneurial marketing moderates the determinants of brand authenticity positively and significant except for the actual brand congruence.



CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.0 Introduction

The chapter summarises the overall study and outline the complete findings regarding with the previous chapters. it consist of various sections as the main section involves conclusion part. The section sheds the light on overall study starting from start to finish. It includes recapitulations of research objectives that involves overall with regards to the findings from the previous chapter and literature review. The chapter also highlights limitations and direction for the future researches as what they can include and discussion in their studies.

5.1 Recapitulations of the Research Objectives

The first objective summarises that ideal brand congruence was positively impacting brand authenticity and the result was also found in the previous study. The second objective concludes to the point that, actual brand congruence is significant for the consumers to consider the brand to be an authentic one. In addition, the third objective can be concluded as increase in the commercialization of the brand could result in the authenticity of the brand to decrease. The fourth objective recapitulate to the point that, brand nostalgia was the significant influencer in authenticity association for the customers. The fifth objective came to the point as it concluded that, level of engagement on social media by the brand and the real-time feedback and answering of queries increases the authenticity of the brand from the perspective of the customers. The last research objective of the study found out that, entrepreneurial marketing can create disturbance in the association and can confuse the customers and decrease the

authenticity of the brand. Furthermore, entrepreneurial marketing was moderating the relationship between social media engagement and brand authenticity.

5.2 Discussion

5.2.1 Impact of Ideal Brand Congruence on Brand Authenticity

Moreover, the ideal brand congruence was positively impacting brand authenticity and the result was also found in the previous study (Fritz et al., 2017b). The reason is that the ideal way the customers associate the brand with themselves helps the customers to perceive it to be an authentic one. The brand is considered as authentic and the authenticity of the brand increases when the consumers perceive the association among themselves and the image of the brand to be an ideally matched one. Similar results are also found in the study by Park (2017) where it is found that the ideal match and association of the image of the brand and the customers helped the authenticity of the brand to increase in the minds of the customers and to connect with the brand positively.

5.2.2 Impact of Actual Brand Congruence on Brand Authenticity

The study also found that the actual brand congruence was positively impacting brand authenticity and there is also found in a previous study (Fritz, Schoenmueller, & Bruhn, 2017b; Oh, Prado, Korelo, & Frizzo, 2019). The reason is that the actual perception of the consumer about themselves and the image of the brand allows them to perceive the brand to be an authentic one. The actual matching of the consumer with the brand if correctly viewed, that is, when the actual perception of the consumer in context to themselves and the image of the brand that they are associated with, provides the consumer is becoming more associated because of the positive feelings that they are provided with and hence, they also start to find the brand to be a significantly authentic

one. 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).

5.2.3 Impact of Brand Commercialization on Brand Authenticity

The study also found that brand commercialization was negatively impacting brand authenticity. The result was found was also found in a previous study (Fritz et al., 2017b), where the commercialization of the brand was negatively affecting brand authenticity. The reason is that the customers perceive a brand negatively when the brand is focusing on commercialization resulting in the annoyance from the customers. The utilization of the brand for the firm to gain financially could result in the customer not being inclined towards the brand due to significantly higher promotional activities and could result in irritation and customers find it hard to consider the brand as an authentic one. 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.

5.2.4 Impact of Brand Nostalgia on Brand Authenticity

Also, brand nostalgia was positively impacting brand authenticity and the result was also found in a previous study (Fritz et al., 2017b). The reason customers find the brand as authentic is because of the perceptions and association about a brand in the past. The feeling of being associated with the brand connects the consumers better to consider the brand as authentic. Similar results were also found in the previous study by Kessous, Roux, and Chandon (2015) where the brand nostalgia was the significant influencer in authenticity association for the customers.

5.2.5 Impact of Social Media Engagement on Brand Authenticity

Furthermore, social media engagement was positively impacting brand authenticity and the result was also found in a previous study (Oh et al., 2019). The reason is that the level of engagement on social media by the brand and the real-time feedback and answering of queries increases the authenticity of the brand from the perspective of the customers. Due to the recent increase in the social media marketing, the firms are utilizing the social media platform more to engage and inform the customers about their brands as it helps in increasing the awareness of the brand in the minds of the customers due to the frequent engagement it can be used to enhance the customer's perception regarding the authenticity of the brand. Similar results were found in the study by Glucksman (2017) where it was found that the customers consider the authenticity of the brand higher because of the high response rate from the engagement on social media platforms.

5.2.6 Moderation Effect of Entrepreneurial Marketing between Actual Brand Congruence and Brand Authenticity

In addition, entrepreneurial marketing was negatively moderating the relationship between the ideal brand congruence and brand authenticity and the result was also found in a previous study (Fritz et al., 2017b). This is because of the customers' perception of the association to the brand image is not ideal due to the confusion created by the entrepreneurial marketing, and it results in the decrease of brand authenticity. Brand authenticity could be negatively affected when entrepreneurial marketing is involved between the ideal brand congruence and the authenticity of the brand. The moderating role of entrepreneurial marketing can result in the customer to misunderstood on the ideal congruence resulting in the negative association of brand

authenticity and brand image. Similar results were also found in the study by Achouri and Bouslama (2010). It can be said that entrepreneurial marketing can create disturbance in the association and can confuse the customers and decrease the authenticity of the brand.

Also, entrepreneurial marketing was moderating the relationship between social media engagement and brand authenticity. The result was also found in a previous study (Çiçek, Ulu, & Uslay, 2019). The reason is that when the entrepreneurial marketing efforts are focused on the customers' engagement on social media, it could increase the authenticity of the brand due to constant contact with the customers and the frequent feedback. The constant engagement with the customers on social media enables the brand to increase the customers' awareness of the brand. The information the customers gain from entrepreneurial marketing is beneficial for the brand as it allows them to demonstrate their authenticity to the customers. Similar results were also found in the previous study by Manthiou, Kang, Hyun, and Fu (2018) where it was found that entrepreneurial marketing can significantly moderate the relationship between social media engagement and brand authenticity. Vallaster and Kraus (2011) also showed similar results where social media was found to be essential in developing the brand authenticity in the minds of the customers.

The study also found that entrepreneurial marketing was negatively moderating the relationship between brand commercialization and brand authenticity and the result was also found in a previous study (Fritz et al., 2017b). When the entrepreneurial marketing efforts are focused on the commercialization of the brand, it results in the customer's annoyance due to consistent commercialization. It decreases the authenticity in the

customers' minds. The commercialization of the brand can increase the customers' confusion when it is combined with the moderation of the entrepreneurial marketing it increases the customers' irritation and results in significantly negatively affecting the brand authenticity. Similar results were also found in the previous study by Pace (2015) where the moderation of the entrepreneurial marketing can result in the reduction of the authenticity of the brand from the commercialization of the brand.

Moreover, entrepreneurial marketing moderates the relationship between brand nostalgia and brand authenticity, and the result was found in the previous study (Çiçek et al., 2019). The perception of the brand advanced by the entrepreneurial marketing efforts can result in the brand to be authentic. This result is directly related to the positioning that the brand has created in the customers' minds at different times. Customers feel connected with the brand due to the nostalgia that the brand creates by connecting them with their pasts. Similar results were found in the previous study by Grebosz-Krawczyk (2018) where it was found that entrepreneurial marketing was significantly moderating the relationship between brand nostalgia and the authenticity of the brand. The feeling of nostalgia is significant as it connects the customers with the brand with the help of memories.

Lastly, entrepreneurial marketing does not moderate the relationship between the actual brand congruence and brand authenticity and the result was also found in a previous study (Karampela, 2015). The entrepreneurial marketing efforts cannot enhance how the customer associates the brand image with themselves and therefore, does not affect the authenticity of the brand. When the customers have the perfect perception of themselves and the image of the brand, they do not give importance to the authenticity

of the brand and do not emphasize to the entrepreneurial marketing efforts of the brand. The customers with the actual brand congruence tend to be unaffected by the entrepreneurial marketing efforts of the brand. Similar results were found in the study by where it was found that there is no moderation of entrepreneurial marketing in the relationship between the actual brand congruence and the authenticity of the brand. However, Sheeraz, Qadeer, Masood, and Hameed (2018) reached a different conclusion and found that there was moderation of the entrepreneurial marketing in the relationship between the actual brand congruence and the authenticity of the brand.

5.3 Implication of Research

This study created a model that examines the relationship in a multidimensional manner by taking into account numerous contextual factors influencing brand authenticity. The correlation analysis suggests that actual brand congruence, ideal brand congruence, brand commercialization, social media engagement, entrepreneurial marketing, and brand nostalgia all correlate significantly with the plan to build brand authenticity among customers. Second, 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 offers concrete evidence of factors influencing brand authenticity.

Thirdly, the apparel industry is considered to be the most important sector in Pakistan's economic development and the largest industry with a 46 percent share of total production. Therefore, this study contributes in providing several practical implications to the apparel industry in order to overcome the problems faced by them. Fourthly, the

research includes entrepreneurial marketing as a moderator for the entire design of the model. Such buildings have their individual significance, but their integration into the study's structural model raises their value to a higher level. Due to resource constraints, practitioners have stressed on entrepreneurial marketing as it emphasizes innovative and efficient marketing efforts that include social media marketing, marketing partnerships, and direct or personal marketing. Therefore, to a broader perspective, these variables will apply to organizational processes in a more precise and appropriate way.

Lastly, in the context of such extensive discussion to highlight the importance and significance of the current study, problem-specific, deliberately planned and result-oriented analytical analysis will contribute exceptionally to professionals, consultants in corporate and business management. While stated to Pakistan's luxury apparel sector, the importance of the current study will eventually provide positive findings for other industries and developing countries such as Pakistan with a few improvements to the organized model.

Consumers expect honesty and credibility from the businesses they are working with. Consumers demand consistency and good value from the products they use. In reality, 91% of customers are more likely to purchase from a trustworthy brand than a deceptive brand. Today, most customers want brands to lead by example through customers' engagement. You may need to do more to communicate credibility to your customers and prospects if you are struggling to grow your business or boost your brand. This study also contains recommendations for the managers.

Firstly, it is recommended to have good connections with customers because it is the key to build authenticity in the long run. Building a relationship requires you to look at your long game. Customers will have an extended period of time to engage with your brand. Therefore, each opportunity of customers' engagements a chance to build a trustworthy relationship.

As the study shows a significant relationship between brand nostalgia and brand authenticity, it can be said that nostalgia is a powerful marketing force. The most effective way of implementing his method for advertisers might be through music to exploit the nostalgic feeling.

Thirdly, in the subject and field of expertise, it is important to have a good insight, wisdom, and practical knowledge as it is extremely valuable to your audience. It is important to be honest and to share business insights to be recognised in the business industry. So, a way to strengthen the relationship between commercialization and authenticity is to leverage on all media channels, including websites, blogs, social media, and brand enthusiasts' communities. These channels will gain prospects through brand awareness and would motivate them to purchase.

Fourthly, in the marketing world, the role of social media is growing as it is the primary driver for brand development for many companies. When done correctly, it can create opportunities for many companies to raise brand awareness and sales to boost business profits. Therefore, promoting a brand through social media is important for companies, but having good content only would not guarantee in return for a good revenue because customers' engagement is what makes a platform productive. The present study also

shows a positive significant relationship with social media engagement. So it is recommended that by joining the question and answer response sessions is a great way to give value to customers and make value of the brand. Customers prefer brands that are willing to provide relevant answers and are dedicated to cater the their needs.

Furthermore, it is recommended to have a well-known expert to endorse on the brand's social media posts to familiarise the customers with the presence of the brand through a spoke person. By offering the spoke person an exchange for the endorsement, it allows them to feel rewarded and ensures continuous promotion.

Additionally, having guests to post on the brand's page is a great way to increase engagement in social media. By creating in-depth articles for blogging and news channels, these can be promoted through social media to direct people to the brand's site, or having a blogger site to feature the brand's article. By improving the brand's SEO and website rankings with backlinks would allow the details of the company to be shared with more potential customers digitally.

Moreover, The present study identifies the significant relationship between entrepreneurial marketing and brand authenticity so it is recommended for managers to innovate in their products or services, or continuously searching for new ways to compete by focusing on the need for creative approaches to acquire, retain and develop customers, utilizing opportunities, defining risk factors, attempting to control or minimise risk factors to they enhance their entrepreneurial marketing as the mentioned recommendations.

Also, it is best to remember that clients are always seeking authenticity by expressing themselves and show what is their concept of ideal. Personal authenticity reflects brand's authenticity and customers mention something about their personal value by selecting and being loyal to authentic brands.

In order to positively influence the longevity and the credibility of a brand, it is important to establish key facts about the brand (historically as well overtime), such as its origin and its circumstances, the features that maintain its traditions, its anniversary, the values based on its traditions, and to incorporate them in the marketing mix. Implementations might take a variety of forms: the permanent dedication of a brand to its origins, and the incorporation of proxies (e.g., creators, inventions, stories) symbolising the identity of a company. Inside brand messaging, key facts about the company could also be introduced to promote positive brand attributes aligned with its traditionalism. This can be accomplished by incorporating representations of conventional brand advertising features and creatively integrating these qualities into brand logos and slogans. Events could also be used to express these main brand facts: typical occasions and celebrations of the brand's anniversary offer opportunities to promote these connections.

Lastly, what people want today is not just a great service or product, but an experience that will satisfy their needs as the consumers need the open, engaging and authentic experiences. If a company is unable to deliver, it could face a huge sales loss. So by following these recommendations, brands can easily gain customers' trust and reliability and increase their authenticity. the study contributed to the literature of research factors influencing brand authenticity apparel industry of Pakistan.

Throughout developing brand authenticity regarding the moderating role of entrepreneurial marketing, the study discussed the impact of various variables that includes ideal brand congruence, actual brand congruence, brand commercialization brand nostalgia and effect of Entrepreneurial marketing on brand authenticity. The study proved to be a great contribution to the apparel industry of Pakistan and because the empirical study suggests that entrepreneurial marketing can be used in Pakistan to enhance brand authenticity. Similarly, apparel industry must note that actual brand congruence, brand commercialisation, brand nostalgia, ideal brand congruence and social media engagement have positive effect on the brand authenticity, so the firms must use these findings to inform their marketing strategies, segmentation, overall marketing plan to enhance brand authenticity.

5.4 Limitation and Direction of Future Research

The current study focused on certain dimensions of brand authenticity and therefore, it is important to elaborate on the scope of the study in a detailed and well-described manner. First of all, the study primarily focused on understanding brand authenticity in the luxury apparel industry of Pakistan. Moreover, the limitations of the scope to brand authenticity was also considered purposefully to gain insight and an in-depth understanding of 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 the customers' viewpoints about brand authenticity and different organizational efforts to the 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 experience with the brand and no potential customers are included in the study. Therefore, this also narrows the scope of the study to the current customer-base of the apparel industry of Pakistan rather than having potential customers included in the study.

Furthermore, the study narrows the scope to the current customer-base of the apparel industry of Pakistan rather than having anyone with the potential knowledge of the brand. The study also narrowed its horizon by considering only ideal brand congruity and actual brand congruity. There are undoubtedly numerous aspects of customer and brand congruence, but the study purposively encompassed ideal brand congruence and actual brand congruence in the study model. Its importance to brand authenticity backs the rationale for including ideal brand congruence and actual brand congruence. Authenticity eventually improves and enhances the brand image in the sight of the customers. Therefore, it is better to include such constructs that can have a link to the brand image compared to any other brand congruity dimensions. This adds further significance to the model but ultimately narrowed the scope of the study to only one dimension of brand congruity. The study has somewhat narrowed its range but is expressively concentrated to its focal point and logical reasoning to the structured model.

A few important aspects of the study that narrowed its scope include sample size that limits the generalisability of the results and findings. Additionally, the research design is a simple quantitative method, whereas, the qualitative or mixed methodology can provide a broader view. The data collection instrument was also not standardised. Therefore, extensive statistical methodologies have been employed to acknowledge

reliability, accuracy and structuring of the gathered data. Moreover, due to a lack of empirical and theoretical literature, and weak construct development, the study employed Partial Least Square (PLS) Structural Equation Modelling (SEM) as the primary data analysis technique. Knowing the fact that PLS-SEM is employed for exploratory models rather than confirmatory models, the results and findings may also have slightly less generalisability than the rest. Along with these limitations, current research has certain limitations to the scope and generalisability to the population. However, these limitations and narrowed scope were also designed purposively to specify the findings and stress upon realistic and workable practical implications to the apparel industry of Pakistan. Moreover, the literal contribution of the study to empirical and quantitative literature of brand authenticity from the developing country can discover new dimensions in the real scenario and encourage other researchers to proceed in a similar domain.

5.5 Future Recommendations

This study also has some recommendations for future researchers. Firstly, this study only targeted the luxury apparel industry of Pakistan. Future researchers can target some other industries as well as automobile, furniture, etc. In addition, brand nostalgia was also included as one of its independent variables in the study. This stresses that the respondents who participate in the study should have past experience with the brand and that the study does not include any potential customers. Therefore, future researchers can include current customers as well. Furthermore, the research design is a simple quantitative tool, while a wider view can be given by qualitative or mixed methods. Moreover, the sample size also limits the generalisability of the results and findings so the future researcher can study this topic on a large sample size. In addition,

the study's concrete contribution to the developing country's analytical and quantitative brand authenticity literature will discover new dimensions without the actual scenario and inspire other researchers to continue in a specific domain. Moreover, longitudinal studies on the evolution of brand authenticity over time would also be useful in detecting improvements in brand authenticity that may be related to changes in society.

5.6 Conclusion

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 relationships with ideal brand congruence and brand commercialization with the moderating effects of entrepreneurial marketing. Furthermore, brand authenticity has an insignificant and negative relationship with actual brand congruence with the moderating effects of entrepreneurial marketing. The present study concludes that brand authenticity increases when the customer feels that the characteristics of brands are similar to their personality and will eventually result in brand success.

Furthermore, it is also determined that customers trust the older brands more as the brands do not have to prove their authenticity to the customers like newly formed brands. A brand that survives trends and time are more likely to gain brand authenticity.

Entrepreneurial marketing helps the brands to stand out from rivals by relying on innovative products or outstanding customer service. It also concludes that the engagement of social media is essentially a long-term relationship. One might believe that a dedicated and long relationship requires commitment, willingness to adapt, the ability to think about the future and to make sure that the other party involved will be happy for years to come. As soon as consumers decide to engage on social media with a company, they ultimately put trust in the brand to solve their problem. Lastly, this study helps the brands in gaining brand authenticity because brand validity counts as profits and are guided by brand authenticity.



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APPENDICES

Appendix A: Instrument

Gender	☐ Male	☐ Female
	☐ 18 years to 23 years	☐ 24 years to 30 years
Age Group	☐ 31 years to 35 years	☐ 36 years to 41 years
	☐ 41 years to 45 years	☐ More than 45 years
Academic Qualification	☐ Undergraduate	☐ Graduate
	☐ Post-Graduate	☐ Others
Monthly Income (PKR)	☐ 50,000 to 100,000	☐ 100,001 to 150,000
	☐ 150,001 to 200,000	☐ More than 200,000
Daily active time on social media	☐ Less than 1 hour	☐ 1 hour to 3 hours
	☐ 3 hours to 5 hours	☐ More than 5 hours

Following statements are based on five-point Likert rating scale; wherein, 5 represents strongly agree; 3 represents neutral (not decided) and 1 represents strongly disagree.

Brand Authenticity/Continuity					
I think brand is consistent over time.	5	4	3	2	1
I think the brand stays true to itself.	5	4	3	2	1
The brand offers continuity.	5	4	3	2	1
The brand has a clear concept that it pursues.	5	4	3	2	1
Brand Authenticity/Originality					
The brand is different from all other brands.	5	4	3	2	1
The brand stands out from other brands.	5	4	3	2	1
I think the brand is unique.	5	4	3	2	1
The brand clearly distinguishes itself from other brands.	5	4	3	2	1
Brand Authenticity/Reliability					
My experience of the brand has shown me that it keeps its promises.	5	4	3	2	1
The brand delivers what it promises.	5	4	3	2	1
The brand's promises are credible.	5	4	3	2	1
The brand makes reliable promises.	5	4	3	2	1
Brand Authenticity/Naturalness					
The brand does not seem artificial.	5	4	3	2	1
The brand makes a genuine impression.	5	4	3	2	1
The brand gives the impression of being natural.	5	4	3	2	1
Actual Brand Congruence					
The brand is consistent with how I see myself.	5	4	3	2	1
The brand is a mirror image of me.	5	4	3	2	1
The brand fits very well with the image I have of myself in reality.	5	4	3	2	1
The brand is very similar to the image I have of myself in reality.	5	4	3	2	1
The brand represents in many aspects how I see myself in reality.	5	4	3	2	1
Ideal Brand Congruence					
The brand is consistent with how I would like to be.	5	4	3	2	1
The brand is a mirror image of the person I would like to be.	5	4	3	2	1
The brand fits very well with my ideal image of myself.	5	4	3	2	1
The brand is very similar to the ideal image I have of myself.	5	4	3	2	1
The brand represents in many aspects my ideal image of myself.	5	4	3	2	1
Brand Commercialization					
The brand is commercial	5	4	3	2	1
The objective of brand is making profits, even if this contradicts its ideals.	5	4	3	2	1

All that counts for brand is profit, even if this means neglecting its initial brand promise.	5	4	3	2	1
The brand will adapt to every trend if it can make profit.	5	4	3	2	1
Brand Nostalgia					
I associate the brand with experiences from my childhood.	5	4	3	2	1
I associate the brand with experiences from former times.	5	4	3	2	1
The communication style of brand reminds me of “the good old days”.	5	4	3	2	1
For me, brand is a symbol of my childhood/youth.	5	4	3	2	1
Social Media Engagement					
I shared brand-related videos or photos on Social Network Sites (SNSs).	5	4	3	2	1
I brought up things I have seen on TV in conversations on SNSs.	5	4	3	2	1
I posted my feelings in real-time online conversation.	5	4	3	2	1
I shared my opinions about the brand with other customers.	5	4	3	2	1
I shared the brand’s promotional message.	5	4	3	2	1
I contributed to the brand community adding useful information.	5	4	3	2	1
I interacted with other customers using the SM platforms related to the brand.	5	4	3	2	1
Entrepreneurial Marketing					
I believe that long-term growth is more important than immediate profit.	5	4	3	2	1
I believe that a firm try to expand their present customer base aggressively.	5	4	3	2	1
I believe a firm marketing efforts lead customers rather than respond to them.	5	4	3	2	1
I believe adding innovative products or services is important to a firm success.	5	4	3	2	1
I believe that creativity stimulates good marketing decisions for a firm.	5	4	3	2	1
I believe that a firm always learn from their competitors.	5	4	3	2	1
I believe that a firm rely heavily on experience when making marketing decisions.	5	4	3	2	1
I believe that it is important for a firm to rely on gut feeling when making marketing decisions.	5	4	3	2	1

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
1	Michael B. Beverland (2005)	Crafting Brand Authenticity: The Case of Luxury Wines	Authenticity	Marketing activities	Qualitative	53	Cross-case analysis	For the wineries, appearing authentic was critical in order to reinforce their status, command price premiums and ward off competitors.	This creation and re-creation are necessary for the continued persistence of the brand and require firms to decouple their philosophies from the reality of their commercial prowess.
2	Nicholas Alexander, (2009)	Brand authentication: creating and maintaining brand auras	Authentication	Brand auras	Qualitative	18	Documentary analysis	The paper evaluates the validity of Beverland's six attributes of authenticity to the brand considered in this research. The results show that three of the attributes are more significant in the case considered here: stylistic consistency, relationship to place and downplaying commercial motives.	Consideration should be given to the degree to which consumers are willing to assimilate and act on messages related to authenticity and its antecedents.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
3	H. CHOI ET AL. (2015)	The Role of Fashion Brand Authenticity in Product Management : A Holistic Marketing Approach	Brand authenticity	Brand loyalty	207	Quantitative	Factor analysis	The findings show that fashion brand authenticity consisted of seven factors: authority, fashionability, consistency, innovativeness, sustainability, origin, and heritage. Authority, consistency, and innovativeness were significant predictors of brand loyalty.	From a managerial and holistic marketing perspective, implications are suggested regarding the importance of managing brand authenticity in product innovation and management approaches.
4	Julie Napoli (2014)	Measuring consumer-based brand authenticity	Authenticity	Consumer behavior	Quantitative	312	Factor analysis	Findings demonstrate convergent, discriminant and predictive validity, whereby 14 items represent three interrelated first-order factors labeled quality commitment, sincerity and heritage that correspond with a higher-order brand authenticity construct.	This study extends our understanding of the consumption of authenticity. Moreover, it provides a tool by which firms can evaluate the effectiveness of strategic decisions designed to deliver an authentic brand offering to consumers.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
5	Pitsamorn Kilenthong	Entrepreneurial Marketing Practice: Systematic Relationships with Firm Age, Firm Size, and Operator's Status	Firm age and size	Entrepreneurial marketing practice	Quantitative	673	Confirmatory factor analysis	Results from multi-group confirmatory factor analyzes show that the level entrepreneurial marketing practice has a systematic relationship with the firm's age, but not with the status of the firm's operations.	This study concludes that relationships between a firm's characteristics and entrepreneurial marketing practice are complicated than anticipated and that researchers need a good measure in determining the level of the firm's entrepreneurial marketing.
6	Fabian Eggers (2013)	The impact of brand authenticity on brand trust and SME growth: A CEO perspective	Brand authenticity	Entrepreneurship	Quantitative	285	Structural equation modeling	The results confirm that brand consistency and congruency foster brand trust, which in turn drives SME growth.	Brand trust has a positive effect on SME growth in general, although growth in smaller firms might be driven by other more important factors such as the personality of the founder or overall strategy.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
7	rem ErenErdo mu and MesutÇiçe k (2012)	The impact of social media marketing on brand loyalty	Social media marketing	Brand loyalty	Quantitative	338	Multiple regression analysis	The results of the study showed that brand loyalty of the customers is positively affected when the brand (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular content, (4) appears on various platforms and offers applications on social media.	Based on our results, this study can be considered as a pioneer in this new area of marketing, and propose several tactics for the practitioners.
8	John M. T. Balmer (2015)	Corporate brand identification and corporate brand management : how top business schools do it.	Brand identification	Brand management	Qualitative	37	Case study methodology	The pivotal importance of corporate brands to contemporary organizations and to their policy advisors, are illustrative of the saliency of this study. This inductive study draws on insights from policy makers and scholars in top business schools.	This study has an especial significance for general management of corporate brands among contemporary organizations.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
9	Manfred Bruhn (2012)	Brand Authenticity: Towards a Deeper Understanding of Its Conceptualisation and Measurement.	Authenticity	Consumers and brands	300	Quantitative	Exploratory factor analysis	We also demonstrate the discriminant validity of brand authenticity with regard to related marketing constructs such as brand involvement, brand image, and brand satisfaction.	We conclude our paper by discussing the implications for marketing practice and by offering stimuli for further research.
10	Carsten Baumgarth (2015)	The challenge of staying authentic Empirical analysis of the effects of Urban Art–Brand–Collaborations (UBC) on street credibility and brand authenticity.	Urban art-brand-collaboration	Brand authenticity	Quantitative	174	Structural equation model	The evaluation of the UBC has an impact on the post evaluation of the brand authenticity and street credibility and hence a spillover effect is supported by the empirical findings. Second, the evaluation of the UBC is influenced by brand authenticity as well as by the two fit dimensions.	an improvement of brand fit is not only possible by the selection of the “right” urban artist, but also by a communication strategy with focus on the fit between the brand and the urban artist.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
11	Clara Gustafsson (2005)	Brand Trust and Authenticity: The Link Between Trust in Brands and the Consumer's Role on the Market.	Brand trust	Authenticity	Qualitative		Review	Consumers increasingly demand that brand authenticity means that the brand's values are aligned with the corporations' actions, which are made transparent.	The implications of seeing brand authenticity as linked to trust are related to how the consumer's role on the market is perceived.
12	Joseph Giglierano (2011)	Business development in the early stages of commercializing disruptive innovation: considering the implications of Moore's life cycle model and Christensen's model of disruptive innovation	Business development	Commercializing disruptive innovation	Qualitative		Case review	The authors present the results of a comparison of two popular conceptual models of the commercialization of disruptive innovation: Moore's technology adoption life cycle (TALC) and Christensen's model of disruptive innovation (MDI).	The article also suggests that "BD" – exploratory customer contact to find, learn about, and address opportunities – is a way to overcome problems that emerge from the comparison of the models.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
13	Alex Maritz (2011)	Entrepreneurial and innovative marketing: a systematic review of the literature.	Entrepreneurial marketing		Theoretical foundations			Theoretical underpinnings are developed from a newly conceptualized definition of entrepreneurial and innovative marketing, perspectives on the emerging nature of entrepreneurial and innovative marketing, and models of application of entrepreneurial and innovative marketing.	
14	Muthee Janet (2014)	INFLUENCE OF ENTREPRENEURIAL MARKETING ON THE GROWTH OF SMES IN KIambu TOWN-CBD, KENYA.	Entrepreneurial marketing	Growth	Quantitative	1000	Regression analysis	The findings of the study reviewed that product development strategy (Pvalue=0.001<0.005), Pricing strategy (P-value=0.003<0.005), Promotional strategy (P-value=0.004<0.005) and Distribution strategy (P-value=0.045<0.005).	Further evidence show that product development strategy was the key critical factor of entrepreneurial marketing that influences growth of SMEs in Kiambu-CBD.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
15	Başar, Türk, & Ünal, (2015).	An Investigation of Self-Image Congruence Differences Between Materialistic and Non-Materialistic Consumers	Self-image congruence	Consumer behavior	Quantitative	330	Multiple determinant analysis	Results indicate that there are significant differences in the self-image congruence between materialistic and non-materialistic consumers.	Considering these features that belong to both materialistic and non-materialistic consumers, and especially in marketing the social products, developing positioning strategies to meet with the tastes of both materialistic and non-materialistic consumers will increase the marketers' chances of success.
16	Carolyn Heller (2011)	From social media to social customer relationship management	Customer relationship management		Qualitative	351	Interviews	The research shows that consumers have strong opinions about their social media interactions and, despite their embrace of social media, their willingness to engage with companies should not be assumed or taken for granted.	Our findings indicate companies are establishing the foundations of Social CRM but, as could be expected, they are experiencing the growing pains of change and uncertainty.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
17	Elvira & Xhaferi-Elona, (2014).	The Spontaneity of International Market and the Need for Entrepreneurial Marketing Evidence of Albanian Entrepreneurs in Italy.	Entrepreneurial marketing.	Product and services	Quantitative	204	Descriptive analysis	The need to be competitive in a market requesting for high qualities and standards, fosters the strong necessity for the Albanian immigrant business people to look for and apply high quality genuine Albanian products and services, valorizing those using techniques other than operational or technological to commit on this problem.	Identifying and promoting the 'best in class' among them, addicted to EM and embedded to marketing skills, as well as lot of entrepreneurial capacity, will serve to promote among them a better way to increase effectiveness without losing efficiency, while doing business abroad either with Albanian products and services, or other originated ones.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
18	Muraz, S., & Charters, S. (2011, June).	Types of authenticity in champagne: The brand manager's view.	Authenticity	Products and services	Qualitative	7	In-depth interviews	The brand managers consider that authenticity lies in both the product attributes (appellation, savoir faire, a unique style, quality and consistency, and honesty and transparency) and the brand image (heritage and myth, including the founder, restraint and brand promotional integrity), and that different brands may focus on one or the other of these.	Synthesizing these approaches is important for brand managers – but if anti-marketing becomes more dominant then brand authenticity may be less successful than product authenticity.
19	Gligorijević & Leong, (2011, July)	Trust, Reputation and the Small Firm: Building Online Brand Reputation for SMEs.	Trust and reputation	Product and services	Qualitative	4 companies	In-depth interviews	The use of social media to reinforce existing reputation is seen as important by firms moving online, as well as those moving into new forms of social media.	Time is consistently cited as the major barrier to active social media engagement in each of our case studies.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
20	Dutton, J. (2016)	Winemaking in Myanmar: Identity and authenticity.	Authenticity	Tourism industry	Fieldwork	2 winemakers	Ethnographic interviews	The results of this research indicate that there are several factors extraneous to wine that have influenced identity and authenticity in the emergence of winemaking in Myanmar. These factors relate to distinctive places, individual people, local practices, and current politics, more than the oenological products themselves.	Assessment of potential for further development of winemaking and gastronomic tourism in Myanmar.
21	Pratt (2011)	Profiling wine tourists, more than just demographics.	Self-image congruity	Impact of wine involvement	Quantitative	696	Exploratory factor analysis	The demographic profile of wine tourists was extended through the analysis of their level of self-image congruity with a typical wine tourist, and level of wine involvement. These had significant differences in their attitudes and intentions to visit a wine region.	The outcome of this research is relevant to tourism state and regional authorities, associations and wine producers with cellar doors. The implications include recognizing the relevance of self congruity and the image of wine tourists themselves, in future promotional activities.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
22	Ali & Muqadas , (2015).	The Impact of Brand Equity on Brand Loyalty: The Mediating Role of Customer Satisfaction	Brand equity	Brand loyalty	Quantitative	400	Structural equation modelling	The effect of life style-congruence and environment has not been fully mediated by customer satisfaction and has proved insignificant, therefore these two variables have been dropped from modified model fit. It has found that the effect of physical quality, staff behavior, ideal self-congruence, brand identification and trust on brand loyalty has been fully mediated by customer satisfaction in case of Lahore.	The study will enable the managers to change policies and to train the staff so they can satisfy the customers which in turn would make customers loyal with the organization.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
23	Ranfagni, & Courvoisier (2014).	Understanding authenticity in culture through a cross-perception of artists and consumers.	Authenticity	Cultural products	Qualitative	21	In-depth interviews	The subjective and the objective perspectives investigated converge in similar semantic fields marking authenticity as self-appropriation; these fields are essence, autonomy, creative power, participation and a process of change.	These future analyzes are, for us, essential to face in a more critical way the relation between self-authentication and self-appropriation.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
24	MatinNakhchian&Kasani, (2013).	Effect of Employees' Entrepreneurial Orientations on Knowledge Management in Small and Medium Enterprises in Iran.	Entrepreneurial orientation	Knowledge management	Quantitative	375	Regression and correlation analysis	The findings revealed that there is a significant relationship between the entrepreneurial orientations and knowledge management. The results of regression analysis also showed that the factors of innovativeness, proactiveness and risk-taking have significant effects on the knowledge management changes; they also allocate more than 27 percent of knowledge management variance.	. This study assessed the effect of entrepreneurial orientation on knowledge management processes.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
25	Kurgun et al (2011)	Entrepreneurial Marketing- The Interface between Marketing and Entrepreneurship: A Qualitative Research on Boutique Hotels.	Entrepreneurial marketing	Marketing	Qualitative	9 boutique hotels	In-depth interviews	Results of in-depth interviews pointed out that entrepreneurial marketing concept which carries great importance for boutique hotels has been well adopted and put into effective use by boutique hotels.	This research developing an entrepreneurial marketing scale designed specifically for tourism or boutique hotel sector can be considered a prospective research issue that deserves to be investigated in theoretical and empirical ground.
26	Ashley, &Tuten, (2015).	Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement.	Social media marketing	Consumer engagement	Qualitative	100	In-depth interviews	. This study confirmed the importance of frequent updates and incentives for participation. In addition, several creative strategies were associated with customer engagement, specifically experiential, image, and exclusivity messages.	Despite the value of these creative approaches, most branded social content can be categorized as functional.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
27	Amir Mohammad KOLABI (2011)	Despite the value of these creative approaches, most branded social content can be categorized as functional	Marketing mix	Entrepreneurial marketing practices	Qualitative	17	Semi-structured interviews	Results indicate that the Entrepreneurial Marketing Mix include 5Ps which element of Person is a new element among others. However it should be mentioned that there is an entrepreneurial approach in component of Price, Place, Product and Promotions as well and some new component have been added to the conventional marketing mix.	
28	Abhigyan Sarkar (2016)	Brand devotion amongst young consumers in emerging Indian market	Brand devotion	Consumers	Qualitative	63	Semi-structured interviews	The grounded theory framework developed shows single brand devotion in a product category as the key phenomenon along with the associated factors and evolutionary processes.	This study explores how single brand devotion is distinct from romantic brand love, as experienced by consumers. Value of this paper also lies in developing a grounded theory framework for single brand devotion in emerging Asian market context.

S.no	Author	Topic	Dependent variable	Independent variable	Methodology	Sampling	Technique	Findings	Future Findings
29	Man Kit Chang (1998)	Predicting Unethical Behavior: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior.		Moral behavior	Quantitative	181	Structural equation model	The results indicated that perceived behavioral control is a better predictor of behavioral intention than attitude. The direct effect of subjective norm on behavioral intention was not significant, but the indirect effect through attitude was highly significant.	Applicability of the theory of planned behavior for moral behavior and the implications for future research are discussed.
30	Kessous, Magnoni & Valette-Florence (2014)	Brand Nostalgia and Consumers Relationships to Luxury Brands: A Continuous and Categorical Moderated Mediation Approach.	Brand nostalgia	Luxury brands	Quantitative	255	PLS model	The moderating influence of the past orientation on brand nostalgia is almost three times higher than the moderating influence of the need for uniqueness on brand attachment.	Brand nostalgia and past orientation seems the more important to predict separation distress.

***** THANK YOU *****