Refining the conceptualization of Brand Authenticity

Mohammad Muzahid Akbar

is a PhD student at the University of Guelph. He worked as a full-time faculty at the Independent University Bangladesh (School of Business) for twelve years before relocating to Canada to pursue further education. His research interests include branding, services marketing, customer relationship management, retailing, and consumer choice.

Walter Wymer

is a Professor of Marketing at the University of Lethbridge. His primary areas of research include nonprofit marketing, social marketing, brand strength/loyalty, and scale development. Secondary areas include the history of marketing thought, macromarketing, and corporate social responsibility.

ABSTRACT **A theoretical understanding of Brand Authenticity (BA) could not reach its full potential because of a disjointed body of research that has produced a wide variety of conceptualizations, which this study seeks to address. In order to help scholars converge on a unified understanding of BA, we conducted a thorough literature review which identified forty purported dimensions of BA. Our critical analysis resulted in a two-dimensional (i.e., originality and genuineness) conceptualization of the construct. Brand authenticity is defined as the extent to which a brand is considered unique, legitimate, truthful to its claims, and lacking falsity. This study conceptualizes BA as a second-order reflective–formative construct. A new scale for BA was proposed and then tested on data collected about Goodwill using Mechanical Turk. SmartPLS (PLS-SEM) was used to analyze the data using the two-stage approach. This study found that BA formatively comprises two theorized dimensions, and the proposed BA scale is valid and reliable. The major contribution of this study will be in improving the conceptualization of BA by unifying the fragmented literature and also presenting a scale developed and tested for the further study of BA.**
Journal of Brand Management (2016). doi:10.1057/s41262-016-0023-3

INTRODUCTION

A key weakness in body of marketing research is the array of definitions that we have accumulated for many fundamental marketing concepts (Kollat *et al*, 1972). A variety of conceptualizations of the same construct lead to a variety of measures (Jacoby, 1978). These problems result in an inconsistent body of literature, some of which has questionable validity. Instead of progressively increasing our knowledge, these problems lead to its fragmentation. Inconsistent use of terms also prevents theory development (Stern *et al*, 2001).

With respect to brand authenticity (BA), a body of literature has been published, yet

Correspondence:
Mohammad Muzahid Akbar,
Marketing & Consumer Studies
Department, University of
Guelph, Guelph, Canada.
E-mail: zahid_89@yahoo.com

there remains a lack of consensus, consistency, and clarity regarding the conceptualization of the construct (Eggers et al, 2013; Napoli et al, 2014). Multiple, contextually driven definitions of a construct manifest in invalid measures producing inconsistent findings, unable to be replicated.

MacKenzie (2003) argues that a failure to adequately specify the conceptual meaning of constructs is a primary cause of poor-quality research. First, measures with construct validity cannot be developed for inadequately defined constructs. Second, the relationship between the construct and its measure cannot be properly specified for a poorly defined construct. This leads to measurement model misspecification, biasing estimates of the structural model. Third, construct definition inadequacy undermines the plausibility of a study's hypotheses. Summers (2001) writes that "constructs are the building blocks of theory. Without a well-developed conceptual definition for a construct, it is impossible to develop a coherent theory" (p. 407).

Since there is no consensus on the conceptualization of BA, and because each researcher's understanding of the construct is tailored for their own research context, a valid theoretical understanding of BA is still tenuous. This paper aims to critically evaluate and refine the conceptualization of the BA construct, propose a new BA scale based on the refined conceptualization, and test the validity and reliability of the scale. The steps recommended by Netemeyer et al (2003) for scale development were generally followed. Their four-step template includes the following: (a) Defining the construct covering the conceptual domain completely, (b) Proposing or generating measurement items (scale), (c) Conducting studies to evaluate and refine the Scale, and (d) Testing the scale (for validity and reliability).

A theory-driven approach in scale development has been repeatedly emphasized by many scholars (Clark and Watson, 1995; DeVellis, 2012; MacKenzie et al, 2005; Netemeyer et al, 2003). While discussing the importance of a thorough literature review in the beginning of any scale development/refinement study, Netemeyer et al (2003) suggest that the construct be clearly defined by capturing the content domain completely, the dimensionality (i.e., unidimensional or multidimensional) of a construct be judged along with whether it is a first-order or higher-order construct, and the construct be measured with "reflective" or "formative" dimensions. At this stage, a higher-order construct or Hierarchical Component Model (HCM) should be operationalized (which must be empirically supported) to determine whether it is a reflective—reflective, reflective—formative, formative—formative, or a formative—reflective construct (Hair et al, 2014; Jarvis et al, 2003; MacKenzie et al, 2005; Netemeyer et al, 2003).

Bruhn et al (2012) attempt to refine the conceptualization of BA. Their work is a necessary, though insufficient effort to refine the definition of BA. The researchers derive their conceptualization of BA from a sample of 17 individuals (a profile of the sample was not provided), whereas we believe it necessary to base a reconceptualization of BA on the previously established literature. If this is not the case, the new definition will likely be viewed by the research community as an additional rather than unifying reconceptualization of BA. Thus, a critical analysis of the prior literature is needed to develop a literature-based conceptualization of BA that is valid across brand contexts, has a clear conceptual domain, and has misspecifications removed through a refinement process (Miller et al, 2009).

Keeping the guidelines recommended by Netemeyer et al (2003) and MacKenzie et al (2005) in mind, we have organized this paper into three major thematic sections: how BA was conceptualized, how a new BA scale was developed and refined, and

how the refined BA scale was empirically tested. Each stage is discussed in with the adopted procedure(s), results, and necessary interpretations.

LITERATURE REVIEW TO CONCEPTUALIZE BA

A thorough literature review was done to identify the conceptual domain, overlaps, and/or flaws with the current definition of BA (MacKenzie et al, 2005). During the review, an area expert was actively involved. After it was completed, the conceptual definition and the construct's dimensionality were evaluated (via expert interview) by a psychometric expert and two university professors. These steps were referenced with the knowledge that the definitions of both the dimensions and the construct were to be put to further scrutiny, both qualitatively and qualitatively, in the next stages.

In order to identify and gather the necessary literature, multiple databases, including Science Direct, Google Scholar, SAGE Journals Online, Business Source Complete, ProQuest Science Journals, JSTOR, Web of Science Core Collection, Elsevier, EBSCO, and ABI/INFORM Global were used. The following keywords were used for the literature search: Authenticity defined, Typologies (types) of authenticity, Source of authenticity, Brand authenticity, Authenticity of brand, Authentic brand(s), Authentic branding, Conceptualization of brand authenticity, Brand authenticity conceptualized, Brand authenticity scale, and Dimension(s) of brand authenticity. We attempted to find all relevant materials from our search involving terms "authenticity" and "brand authenticity." We examined literature published from 1980 through 2014. This search eventually generated 30 (brand) authenticity-related articles, two books, two dissertations, and three theses on BA. Eight of these sources contained conceptualizations of BA.

Theoretical origin and definitions of BA

As we searched the theoretical origin of the term "authenticity," we found that this term is derived from the Greek word "authentikós," which a descriptor is indicating something as "main, genuine." When we investigate the theoretical origin of the word "authenticity," it shows its connections to several fields, including philosophy (existentialism), psychology, and aesthetics. Conceptualizing authenticity as "being true to oneself" has a metaphysical connotation which could enter into the realm of "moral-psychology," when one's words or actions do not reflect his/her own ones, a phenomenon which happens often in real life (Varga and Guignon, 2016). In existentialist philosophy, authenticity refers to one's struggle to remain true to one's essence even in face of external pressures, whereas in psychology, authenticity refers to one's tendency to live his/her life uncompromisingly, as guided by his/her inner being (Wikipedia contributors, 2016). This existentialist view resembles the socio-psychological view, which explains how and why an authentic person can be driven mainly by personal identity, rather than by external influence or pressure (Ferrara, 1998; Fine, 2003; Guignon, 2004). As described by Varga and Guignon (2016), while explaining authenticity, Ferrara (1998) coined the expression "exemplary uniqueness" and showed its relevance to "aesthetics." Contemporary interpretations of this term also hinge on connotations of trustworthiness (Cappannelli and Cappannelli, 2004). Trilling (1972) in his book "Sincerity and Authenticity" associated authenticity with "provenance," which refers to an entity's worthiness due to its pure origin. Based on the above-mentioned sources, it seemed that "authenticity" primarily refers to pure origin, uniqueness, and genuineness.

Further investigation on the wide-ranging interpretations of authenticity revealed that

these interpretations are often context-specific. Grayson and Martinec (2004) presented two types of authenticity: *indexical authenticity* (i.e., whether or not the entity is genuine) and *iconic authenticity*, which can be conferred by an icon (something that is understood to be aspirational to the customers). In the context of tourist experiences, Wang (1999) identified three kinds of authenticity: *Objective authenticity* (referring to the authenticity of originals), *Constructive authenticity* (referring to symbolic authenticity in relation to the way objects are represented by their imageries, inclinations, beliefs, etc.), and *Existential authenticity* (referring to the act of "being oneself," existentially activated by experiences or activities related to the brand). Gilmore and Pine (2007, 2009) introduced five types of authenticity: *Natural authenticity* (i.e., something in its natural state and still untainted), *Original authenticity* (i.e., something original or the first of its kind), *Exceptional authenticity* (i.e., something executed exceptionally well, and with the utmost care), *Referential authenticity* (i.e., refers to some inspiring context, human history, or shared memories), and *Influential authenticity* (i.e., something exerting influence on others and pointing to a higher goal or meaning). Similar or somewhat different interpretations of authenticity are portrayed in *Objectivist* view (Trilling, 1972), *Constructivist (or symbolic)* view (Cohen, 1988), *Existential view* (Leigh *et al*, 2006; Steiner and Reisinger, 2006), *Approximate authenticity* (Leigh *et al*, 2006), *Moral authenticity* (Leigh *et al*, 2006), and *Staged authenticity* (MacCannell, 1973). These varied interpretations of authenticity reflect the challenges involved in developing a unifying definition for the construct.

Our search made it clear that a well-articulated, unifying definition of BA is rare in branding literature, and it is often defined by referring to a variety of brand-related attributes (e.g., originality, continuity of heritage, quality, integrity, and symbolic meaning), coined by various researchers (Bruhn *et al*, 2012; Grayson and Martinec, 2004; Morhart *et al*, 2014). Most of the studies focus on the "dimensional analysis," "perspectives related to interpreting authenticity," and/or "scale development," without providing a general definition of the construct, which could serve as a framework for how BA should be understood. However, few studies attempted to define BA by referring to the dimensions that constitute the construct. For example, Bruhn *et al* (2012, p. 572) attempted to define/conceptualize BA with its dimensions, "[w]e identified brand authenticity as a construct consisting of four dimensions, namely continuity, originality, reliability, and naturalness." Although they mentioned their ground rules for conceptualization plainly (i.e., BA deals with market offerings; BA hinges on human evaluation, not on the mere reference to inherent brand attributes; and BA comprises various attributes) a general definition of BA up-front could have strengthened the conceptualization.

Likewise, Morhart *et al* (2014, p. 203) defined perceived brand authenticity (after discussing their four dimensions of BA) as "the extent to which consumers perceive a brand to be faithful toward itself (continuity), true to its consumers (credibility), motivated by caring and responsibility (integrity), and able to support consumers in being true to themselves (symbolism)." Both Bruhn *et al* (2012) and Morhart *et al* (2014) tried to define BA once they selected relevant BA dimensions. But we believe that developing a definition of brand authenticity based on both theoretical foundations and existing definitions is essential before investigating the conceptualization of the construct.

As we focused on the theoretical origin and various interpretations of the construct, along with its multidimensional composition, we identified the theoretical underpinning of the construct while considering its essential but non-overlapping dimensions.

BA as a construct has a few theoretical cores, including pure origin, truthfulness, and uniqueness. Hence, this study postulates "brand authenticity" as the extent to which a brand is considered unique, legitimate, truthful to its claims, and lacking falsity.

BA as a multidimensional construct

A properly defined construct will account for the space within the construct's conceptual domain without extending outside its boundaries. If a construct is multidimensional, its dimensions' conceptual boundaries should not overlap. So, is BA unidimensional or multidimensional?

In our literature review, we found a number of multidimensional conceptualizations of BA. Most of these studies produced empirical support in favor of BA being multidimensional (Authentic Brand Index, 2008; Beverland, 2006; Boyle, 2004; Bruhn et al, 2012; Coary, 2013; Eggers et al, 2013; Gundlach and Neville, 2012; Morhart et al, 2014; Napoli et al, 2014). On the other hand, Schallehn et al (2014) conceptualized BA as a unidimensional construct (measured with six items). All the BA measures reported in the literature used continuous rating scales. Like most of the previous researchers, we understood BA to be a multidimensional construct. We know that "Exploratory and[/or] confirmatory factor analyses [CFA] are two methods for assessing dimensionality of constructs" (Netemeyer et al, 2003, p. 39) and the dimensionality of BA would be eventually tested empirically during CFA.

The conceptualizations from the literature review produced 40 different dimensions of BA, found in the literature, as listed in Table 1. Based on the definition of each dimension, 40 dimensions were critically evaluated, and similar dimensions were grouped into noticeable clusters. The general theme of each cluster of dimensions is discussed below.

The first cluster is dimensions that suggest that any authentic brand must have a "glorious heritage." This cluster includes dimensions such as Heritage and pedigree (Beverland, 2006), Heritage (Authentic Brand Index, 2008), Brand heritage (Napoli et al, 2014), Continuity (Bruhn et al, 2012; Morhart et al, 2014), Maintaining the original product (Coary, 2013), Stylistic consistency (Beverland, 2006), Relationship to place (Beverland, 2006), and Rooted (Boyle, 2004).

The second cluster is honesty, which comprises several honesty-related dimensions, such as Honest (Boyle, 2004), Sincerity (Authentic Brand Index, 2008), Reliability (Bruhn et al, 2012), Sincerity (Napoli et al, 2014), Credibility (Morhart et al, 2014), Integrity (Morhart et al, 2014), Ethical (Boyle, 2004), Unspun (Boyle, 2004), and Adhering to Principles (Coary, 2013). Essentially, honesty refers to whether the brand is perceived to be honest to itself as well as to its customers.

The third cluster refers to the admirability of a brand, representing a few virtues and values beyond honesty, including Downplaying commercial motives (Beverland, 2006), Simple (Boyle, 2004), Sustainable (Boyle, 2004), Beautiful (Boyle, 2004), Natural (Boyle, 2004), Declared beliefs (Authentic Brand Index, 2008), Momentum (Authentic Brand Index, 2008), and Human (Boyle, 2004). The admirability of a brand is established when the brand stands for something praiseworthy and focuses beyond its own success. A simple brand tends to avoid or minimize complexity and people appreciate such brand motto (Boyle, 2004). A brand is human when it believes serving humanity is genuinely important and such a conviction makes the brand venerable to people.

The fourth cluster refers to the organization's or brand's commitment to quality and/or excellence. In order to maintain quality, a brand needs to monitor its method of production closely (Beverland, 2006).

Table 1: Identified BA dimensions from literature search

Name	Definition	Key citation(s)	Citation count
Adhering to principles	It refers to faithful to internal values and mission statement, and truthful with customers	Coary (2013)	1
Beautiful	It refers to whether the brand has emphasis on harmony and aesthetics	Boyle (2004)	
Being the category pioneer	It refers to being First in the market or inventor of the product	Coary (2013)	1
Congruency	It refers to how individual [employee] values and brand values are congruous and how employees are committed to fulfill value requirements	Eggers et al (2013)	1
Consistency	It refers to whether promises made to stakeholders are aligned with its values and strategies to achieve consistency amongst all brand elements (concerning operations, communications, staff, etc.)	Eggers et al (2013)	1
Continuity	It refers to a brand's stability, endurance, and consistency	Bruhn et al (2012)	2
Continuity	It refers to a brand's timelessness, historicity, and ability to transcend trends	Morhart et al (2014)	2
Credibility	It refers to the brand's transparency and honesty towards the consumer, as well as its willingness and ability to fulfill the claims it makes	Morhart et al (2014)	1
Customer orientation	It refers to whether brand understands and satisfies the customers' and stakeholders' needs by providing "individualized benefits," as promised	Eggers et al (2013)	1
Declared beliefs	It refers to whether the brand stands for more than just making money	Authentic Brand Index (2008)	2
Downplaying commercial motives	It refers to whether the brand stands for something more than its commercial success	Beverland (2006)	2
Ethical	It refers to whether the organization and its products can be trusted	Boyle (2004)	4
Familiarity	It refers to whether the brand is well known	Authentic Brand Index (2008)	1
Heritage and pedigree	It refers to whether the brand has a distinguished heritage and maintains its traditions	Beverland (2006, 2009)	3
Heritage	It refers to whether the brand has an engaging story	Authentic Brand Index (2008)	3
Heritage	It refers to whether the brand builds on long-held traditions and timeless design and it has a strong link to the past	Napoli et al (2014)	3
Honest	It refers to whether the brand avoids all forms of dishonesty	Boyle (2004)	4
Human	It refers to whether humanity is emphasized by the brand	Boyle (2004)	1
Integrity	It refers to the moral purity and responsibility of a brand towards its costumer	Morhart et al (2014)	4
Maintaining the original product	It refers to whether the brand maintains its original product(s) without a compromise	Coary (2013)	1
Method of production	It refers to whether the brand maintains exacting production process with the help of some devoted and skilled people	Beverland (2006)	1
Momentum	It refers to whether the brand appears to become ever more popular	Authentic Brand Index (2008)	1
Natural	It refers to whether the brand has a preference for natural processes and materials	Boyle (2004); Gilmore and Pine (2009)	1
Naturalness	It refers to a brand's impression of genuineness, realness, and lack of artificiality	Bruhn et al (2012)	1
Originality 1	It refers to whether the brand has introduced something new and unique to the market	Authentic Brand Index (2008); Gilmore and Pine (2009)	2

Table 1: continued

Name	Definition	Key citation(s)	Citation count
Originality 2	It refers to a brand's particularity, individuality, and innovativeness	Bruhn et al (2012)	2
Personal utility	It refers to whether the customers feel that they cannot live without the real utility delivered by the brand	Authentic Brand Index (2008)	1
Quality commitment	It refers to whether the brand has uncompromising quality commitment	Beverland (2006, 2009)	2
Quality commitment	It refers to whether stringent quality standards are maintained by the brand while employing finest materials and craftsmanship	Napoli et al (2014)	2
Relationship to place	It refers to whether the brand is rooted in a region, which has a unique reputation to be celebrated and aims to celebrate it	Beverland (2006)	2
Reliability	It refers to a brand's trustfulness, credibility, and keeping promises	Bruhn et al (2012)	4
Rooted	It refers to whether the brand is connected to a place and time of origin	Boyle (2004)	2
Simple	It refers to whether the brand minimizes complexity	Boyle (2004)	1
Sincerity	It refers to whether the brand tries not to let people down	Authentic Brand Index (2008)	2
Sincerity	It refers to whether the brand refuses to compromise its values and principles	Napoli et al (2014)	2
Stylistic consistency	It refers to whether the brand follows its production traditions consistently and does not compromise to appear trendy or fashionable	Beverland (2006)	1
Sustainable	It refers to whether the brand wants a "better tomorrow," is not exclusively focused on today	Boyle (2004)	1
Symbolism	It refers to the symbolic quality of a brand that consumers can use to define who they are or who they are not	Morhart et al (2014)	1
Three-dimensional	It refers to whether the brand provides deep and vivid experiences	Boyle (2004); Gilmore and Pine (2009)	1
Unspun	It refers to whether the brand is candid and not manipulative	Boyle (2004)	1

The fifth cluster, called Originality (Authentic Brand Index, 2008; Bruhn et al, 2012), refers to the brand's uniqueness or lack of imitation.

The sixth cluster comprises dimensions related to the likely outcomes of having or using an authentic brand. It includes Personal utility (Authentic Brand Index, 2008), Symbolism (Morhart et al, 2014), and Three-dimensional (or vividly deep experience) (Boyle, 2004). For example, Symbolism (which refers to the symbolic quality of a brand that consumers use to define who they are or are not) essentially denotes the customers' negotiated brand meaning, which is a consequence of using an authentic brand.

The seventh cluster represents a dimension called Naturalness (Bruhn et al, 2012). This dimension refers to the degree to which the brand object is genuine, including aspects of realness and genuineness. A distinction between "Natural" and "Naturalness" must also be made. By Natural, Boyle (2004) implied whether the brand uses natural processes and materials. This differentiates the dimension from Naturalness, which refers to the genuineness of a brand. Therefore, we renamed "Naturalness" as "Genuineness" in order to make it unambiguous.

The eight cluster can be called consistency, referring to a brand's commitment to achieve and maintain congruency and consistency while serving pertinent stakeholders. This cluster includes Brand consistency (Eggers et al, 2013), Brand customer orientation (Eggers et al, 2013), and Brand congruency (Eggers et al, 2013).

The final cluster has dimensions such as Being the Category Pioneer (Coary, 2013)

and Familiarity (Authentic Brand Index, 2008). Both in a way refer to the prereq-uisites of a brand's authenticity.

BA dimension analysis

Our initially developed definition of BA was useful in undertaking the critical analysis of BA's dimensions. Dimension analysis proceeded in two stages. In the first stage, we identified those dimensions that should not be placed within the conceptual domain of BA. The processes outlined by Lichtenstein *et al* (1993) for "price con-sciousness" scale and Netemeyer *et al* (1996) for work–family conflict (WFC) and family–work conflict (FWC) scales were generally followed for construct domain delineation and dimensionality. To delineate the focal construct within its nomological network, our literature review revealed a nomological framework of likely antecedents and outcome variables of BA (Netemeyer *et al*, 1996). Researchers sometimes confound a construct with its antecedents or consequences, or other constructs of its nomological network (Summers, 2001). Ideally, a conceptual definition should differentiate the focal construct from proximate constructs in the nomological network. Errors such as these were identified by examining the semantic relationship between the dimension and authenticity as understood in the English language (Stern *et al*, 2001). These errors were also identified when a dimension could only apply to a limited set of brand object (e.g., commercial brands or product brands), or when the dimensions turned out to be unnecessary facets of BA. If a brand could be perceived to be authentic without a purported dimension, then that dimension is not part of BA's conceptual domain.

In the second stage, the dimensions remaining are presumed to exist within the conceptual domain of BA. We then con-sidered the ability of the surviving dimen-sions to cover the entire conceptual domain of BA. We further revised the reduced dimension set in order to remove shared semantic meaning or ambiguity. Although this ideal condition is theoretical and unachievable in practice, it provides guidance in conceptualizing constructs.

That there have been 40 dimensions attributed to BA is indicative of fragmen-tation and invalidity in the literature. The inclusion of invalid dimensions reduces the face, content, and construct validity of BA. The inclusion of semantically overlapping dimensions would render measurement model indices unacceptable because of high common method variance (resulting from correlated indicator errors among scale items). For a dimension to be accurate, it must cover a distinct portion of BA's conceptual domain. The dimension's semantic meaning should be contained within the overall semantic meaning of authenticity, as BA is a potential property of all brands. Hence, dimensions must be applicable for all types of brand objects. Finally, a dimension must be necessary for the formation of BA. If a purported dimension of BA is absent, then that brand cannot, by definition, be perceived to be an authentic brand. Dimensions that violate these properties are candidates for deletion or refinement.

To continue, we evaluated the potential validity of the identified set of BA dimen-sions. First, we identified dimensions with validity issues. This involved identifying and removing dimensions that exist outside of BA's conceptual domain. Second, we identified semantically similar or ambigu-ous dimensions that exist within BA's conceptual domain. This involved com-bining and/or refining dimensions that share some semantic portion of BA's con-ceptual domain.

Dimensions with validity issues

Dimensions inappropriately refer to the (marketing) organization instead of the brand object

When conceptualizing a construct, one source of invalidity results from confusing the marketing organization with the brand object. Some sources committed an error by confusing the marketing organization (or its employees) with the brand object. BA is a perceived property of a brand object, not the organization which markets the brand. We recognize that an organization may be the brand object, but this was not the case in the suspect sources. Hence, dimensions which do not pertain to the brand object are not part of the conceptual domain of our focal construct. The dimensions that displayed this error were quality commitment, adhering to principles, declared beliefs, congruency, consistency, method of production, and customer orientation. For example, ambiguity arises when the "quality commitment" does not clearly refer to whether or not we are interested in measuring the target audience's perceptions of the brand object's quality or the organization's commitment to maintaining and improving the quality of the brand. As it appears in the literature, quality commitment typically refers to the marketing organization's commitment to upholding the quality of the brand, though the dimension should refer to the brand, and not the organization (Napoli *et al*, 2014; Wymer and Alves, 2013).

Conflating members of BA's nomological network with BA

This particular problem happened to be the most prevalent one in our conceptualization-related research. There are two principle conditions for this type of error. First, a proposed dimension has little relationship to the construct, as the construct is defined formally in its language (Stern *et al*, 2001).

A dimension conceptualized in a manner that has little relationship to the language's formal definition is probably more clearly related to a different construct, because it is outside the conceptual boundaries of the focal construct. Second, a proposed dimension is not required for the formulation of the second-order latent construct. For example, if a brand can be perceived to be authentic without a purported dimension, then that dimension is suspect. A valid dimension would lie within the conceptual domain of the focal construct and is therefore necessary for the formation of the construct. In this group, we have identified two sub-groups of dimensions that contributed considerably to the inconsistency in the relevant literature. The first sub-group deals with dimensions that are unlikely to belong to the conceptual domain of BA; they have little shared semantic meaning with BA. The second sub-group comprises dimensions that could be the antecedent or consequence of BA, and such dimensions also remain outside the conceptual boundary of BA.

Dimensions unlikely to exit within the conceptual domain of BA

There were also dimensions that referred to meanings outside the conceptual domain of authenticity, such as Beautiful. An authentic brand object may be beautiful, but it does not have to be beautiful in order to be perceived to be authentic.

As well, whether or not an individual feels that the brand is a necessity of life (see personal utility) seems unrelated to the concept of authenticity. Likewise, the dimension Momentum seems unrelated to the concept of authenticity. There is little reason to believe that a requirement for a brand to be perceived to be authentic is that its popularity continues to increase.

Familiarity also does not exist within the conceptual domain of BA, though it might

be a necessary antecedent of BA. This is because BA is based on audience perceptions, and the audience must have a sufficient level of familiarity with the brand in order to determine the degree to which they perceive the brand to be authentic.

Although relationship to place might be a characteristic of a brand also perceived to be authentic, an authentic brand is not required to be associated with a geographic region. Hence, is it unlikely that relationship to place and rooted that exist within BA's conceptual domain.

Dimensions that could be antecedents or consequences of BA

Although a dimension may influence (antecedent) or be influenced by (consequence) a construct, if that dimension is not required for the construct to exist, then the construct should not be considered to be a dimension of the construct. Although mediators and moderators in a construct's nomological network can also be conflated with the construct, this is less often observed that the conflation of antecedents and consequences.

Brands may provide some individuals with symbolic meaning or individuals may integrate a brand into their self-images (see symbolism). Individuals may also have enriched experiences with some brands (see three-dimensional). However, brands that provide these benefits do not have to be authentic brands, and not all authentic brands provide these benefits. Hence, these two purported dimensions are unlikely to exist within the conceptual domain of BA. Nonetheless, these two dimensions could be consequences of an authentic brand.

Some authors have described various virtuous characteristics as dimensions of BA, such as human, ethical, integrity, reliability, sincerity, unspun, and sustainable. These dimensions have little shared semantic meaning with authenticity and are unlikely to exist within the conceptual domain of BA. However, these constructs

may be antecedents of BA. They may also exist in other positions of BA's nomological network. For example, perhaps some of these constructs could serve as mediators between BA and its outcome constructs.

Dimensions may be found in authentic brands but are not essential for a brand to be authentic

An authentic object is something that is real or genuine. The authentic object manifests its inherent properties visibly, and it is not an imitation of something else. With respect to BA, an authentic brand could be an original or first brand of its class, or the popularly adopted archetype among its peer brands, though this is not necessary for a brand to be authentic. However, whether or not a brand is perceived to be an archetype is not contingent upon the brand being perceived to be transparent, honest, or willing to fulfill its claims.

As well, although an authentic brand may be a pioneer in its class, it does not have to be a pioneer in order to be authentic. In fact, many new products fail or are supplanted by another brand that subsequently becomes synonymous with the product class. Similarly, problematic is the requirement that an authentic brand must have a long history. Continuity and heritage are examples of dimensions committing this error. It is possible that an authentic brand has been in existence for a long time, but ultimately, an authentic brand does not have to be an aged brand, and this is a restrictive conceptualization.

One could perceive a semantic similarity between the originality facets of authenticity, honesty, and transparency, though honesty and transparency have other semantic meanings unrelated to authenticity. The same explanation holds true for dimensions such as ethical, integrity, reliability, and sincerity. Credibility is also an example of a dimension that may be found in an authentic brand, but it does not have

to be an attribute of the brand in order for the brand to be perceived to be authentic.

Dimensions that are only applicable to certain types of brand

A dimension such as Downplaying commercial motives has little semantic relationship with authenticity. BA is a potential property of any type of brand object and, thus, is not restricted to commercial brands. Research indicates that a wide variety of entities can serve as brand objects, such as places, people, services, goods, organizations, symbols, and ideas (Wymer, 2013).

This misconception is relevant for the conceptualization of other proposed dimensions, such as natural, simple, and stylistic consistency, which appear to be only relevant for tangible brand objects. An authentic brand may have these qualities, but is not required to have these properties in order to be perceived as authentic. Table 2 presents the list of dimensions identified with validity issues.

Table 2: Dimension with validity issues

Dimensions	Nature of the problem
Quality commitments (Beverland, 2006)	Dimensions inappropriately refer to the (marketing) organization instead of the brand object
Quality commitment (Napoli et al, 2014)	"
Adhering to Principles (Coary, 2013)	"
Declared beliefs (Authentic Brand Index, 2008)	"
Congruency (Eggers et al, 2013)	"
Consistency (Eggers et al, 2013)	"
Method of production (Beverland, 2006)	"
Customer orientation (Eggers et al, 2013)	"
Beautiful (Boyle, 2004)	Unlikely to exist within the conceptual domain of BA
Personal utility (Authentic Brand Index, 2008)	"
Momentum (Authentic Brand Index, 2008)	"
Familiarity (Authentic Brand Index, 2008)	"
Relationship to place (Beverland, 2006)	"
Rooted (Boyle, 2004)	"
Symbolism (Morhart et al, 2014)	Dimensions could be antecedent or consequence of BA
Three-dimensional (Boyle, 2004)	"
Human (Boyle, 2004)	"
Ethical (Boyle, 2004)	"
Reliability (Bruhn et al, 2012)	"
Integrity (Morhart et al, 2014)	"
Sincerity (Napoli et al, 2014)	"
Sincerity (Authentic Brand Index, 2008)	"
Unspun (Boyle, 2004)	"
Sustainable (Boyle, 2004)	"
Being the Category Pioneer (Coary, 2013)	Dimensions maybe found in authentic brands but are not essential for a brand to be authentic
Honest (Boyle, 2004)	"
Continuity (Bruhn et al, 2012)	"
Continuity (Morhart et al, 2014)	"
Heritage and pedigree (Beverland, 2006)	"
Heritage (Authentic Brand Index, 2008)	"
Brand heritage (Napoli et al, 2014)	"
Maintaining the original product	"
Credibility (Morhart et al, 2014)	
Downplaying commercial motives (Beverland, 2006)	"
Natural (Boyle, 2004)	"
Simple (Boyle, 2004)	"
Stylistic consistency (Beverland, 2006)	"

Surviving dimensions

After the examination above had been concluded, BA's literature-based dimension set was reduced from over forty possible dimensions to only two. The surviving two dimensions are: originality and naturalness (renamed as genuineness). The intended meaning of naturalness could be safely and unambiguously captured in genuineness.

The analysis essentially excluded dimensions that existed outside the conceptual domain of BA. The surviving two dimensions should then exist within the conceptual domain of BA, and the dimensions that form the construct should comprehensively and distinctively describe BA's semantic meaning. If they do not cover the entire semantic meaning of BA, then the retained two dimensions are insufficient and additional dimension(s) may be needed to describe any gap within BA's conceptual domain. Additionally, the conceptual boundaries of the dimensions should not overlap or share the same semantic meaning or space. Overlapping coverage among dimensions leads to poor measurement model properties, manifested in dimension scale item inter-correlations that can lead to a poor measurement model fit.

An authentic brand must manifest the semantic facets of authenticity, which should be described by BA's dimensions. Our study found that an authentic brand needs to be original and genuine. Originality is the degree to which a brand is considered unique and devoid of imitation or derivation. Genuineness is the degree to which a brand is perceived to be legitimate and undisguised in its claims. These definitions were finalized after the evaluation and approval of an area expert and two professors.

Is BA a reflective, formative, or mixed construct?

When referring to the relationship between the construct and its measurement, it is important for any multidimensional construct to be clearly identified, whether the scale is a formative, reflective, or mixed-construct scale (i.e., reflective first-order and formative second-order or vice versa) (Diamantopoulos et al, 2008; MacKenzie et al, 2005; Petter et al, 2007). Scholars (Diamantopoulos and Winklhofer, 2001; Jarvis et al, 2003) suggest that a construct is formative when causal links are directed from the indicators (or first-order factors/dimensions) to the focal construct, and/or if the indicators (or first-order dimensions) are not interchangeable. After reviewing the literature, BA appears to be a reflective first-order and formative second-order construct, a claim which will be verified empirically in a later section. This suggests that each dimension (first-order) of BA should be measured with reflective indicators, which are interchangeable. Conversely, the first-order dimensions are formative and not interchangeable, as they measure BA (Bollen, 1984; Petter et al, 2007).

DEVELOPING A NEW BA SCALE

In light of the conceptual definitions of two BA dimensions, we developed a new multi-item scale for BA following generic guidelines provided by the experts (Netemeyer et al, 2003). In this process, we had involved (via expert interview) an area expert, a psychometric expert, and an English professor. After deliberation, the "sematic differential" response format was selected. The initial pool of items for consideration included eleven items for Genuineness and five items for Originality. The expert evaluation involved determining whether or not the items reflect the respective construct's content domain completely, as well as checking the items for "clarity, conciseness, grammar, reading level, face validity, and redundancy" (Worthington and Whittaker, 2006, p. 814). Then, revised items were presented to an area expert for further

Table 3: Measures

Genuineness	
Pretentious	Unpretentious
Insincere	Sincere
Fake	Real
Dishonest	Honest
Disguised	Undisguised
Illegitimate	Legitimate
Originality	
Follower	Pioneer
Ordinary	Innovative
Copied	Unique

Customer-brand identification (reliability scores range from 0.94 to 0.90 as reported in the original study or studies).
Brand [X] reflects who I am (Escalas and Bettman, 2003).
I can identify myself with [X] (Escalas and Bettman, 2003).
I feel a strong sense of belonging to [X] (Stokburger-Sauer et al, 2012).
I think [X] (could) help(s) me to become the type of person I want to be (Escalas and Bettman, 2003).
[X] embodies what I believe in (Stokburger-Sauer et al, 2012).
Reflective items for BA.
[X] stays true to itself.
[X] clearly stands out from other brands.
[X] delivers what it promises.

scrutiny. A pre-test was carried out involving twelve participants, including university professors and graduate students (both business and non-business majors). Finally, only those items were retained which at least 80 per cent of respondents considered essential to measure the dimensions or construct (DeVon *et al*, 2007; Lawshe, 1975). The process helped us to finalize a new scale of BA, which had three items for Originality and six items for Genuineness, for further testing (see Table 3).

TESTING THE REFINED BA SCALE

Design and analyses

For the main study, we decided to collect data on a well-known non-profit brand concerning its BA and how respondents' identify themselves with the brand. Self-administered online surveys were prepared using Qualtrics. Mechanical Turk was used for all online surveys. Nine non-profits were selected from a list of fifty top ranking non-profits in USA: United Way, Red Cross, Goodwill, American Cancer Society, World Vision, Habitat for Humanity, American Heart Association, Save the Children, and Make-A-Wish Foundation. In the first pilot study, the average age of 50 respondents (33 females and 17 males) was 39.04 years with a standard deviation of 12.10 years and a range of 46.00 years. The first pilot revealed that respondents were most familiar with "Red Cross," followed by "Goodwill." The second pilot study was done to check the data variance using the proposed BA scale on the two selected non-profit brands identified in the first pilot study. The second pilot study also had 50 respondents (31 females and 19 males) and their average age was 35.17 years with a standard deviation of 11.92 years and a range of 53.00 years. As the data showed greater variability for Goodwill (GW), it was selected for the main study.

For the main study, data were collected from 530 respondents. The usable sample was 506 after cleaning the data following the guidelines suggested by Johnson (2005) and Mason and Suri (2012). Data cleaning criteria included: (a) high missing values,

(b) very low or zero standard deviation among responses, which reflects unengaged responses due to the selection of same answer for all questions, (c) duration to complete the questionnaire is shorter than that a human could do in the allotted time (Mason and Suri, 2012), and (d) failure to answer correctly the "attention check" or verifiable question. The average age of those 506 respondents (281 were male and 225 were female) was 33.27 with a standard deviation of 28.42 years and a range of 71.00 years. The final sample was sufficiently large to run PLS-SEM (Gorsuch, 2003; Kenny, 2011).

To assess the "predictive validity" of the proposed BA scale, we decided to include Customer-Brand Identification (CBI) in the study as an outcome variable of BA (Netemeyer et al, 2003). Brand identification (also known as brand-self connection) refers to the extent to which a customer can integrate a brand into his/her individual sense of self and personal identity as a result of the figurative value of the brand (Belk, 1988). For this study, it has been defined as the "Consumer's perceived state of oneness with a brand" (Stokburger-Sauer et al, 2012, p. 407). Coary (2013) indicated that a highly authentic brand could remind the consumers of positive characteristic in themselves, which may in turn lead to heightened customer-brand identification. Therefore, it was hypothesized that *brand authenticity would positively influence customer-brand identification.*

Since BA has been hypothesized as a formative second-order construct, the validity measures of a reflective construct are not applicable to formative constructs (Hair et al, 2014; Petter et al, 2007). The two-stage approach was utilized, as the number of indicators for each dimension of BA was not identical (Hair et al, 2014). The two-stage approach required that first-order indicators be analyzed under the repeated indicator approach, to obtain the

latent scores for the first-order dimensions of BA. Those latent scores were used to analyze BA as a second-order formative construct (Becker et al, 2012). For analyzing a reflective-formative model, the three steps suggested by Hair et al (2014) are as follows: (I) redundancy analysis performed by examining the formative construct's correlation with an alternative measure of the same construct, using one or more reflective item(s); (II) assessing collinearity of indicators (or first-order dimensions); and (III) examining both the outer weight (relative importance) and outer loading (absolute importance) of each indicator (or first-order factors/dimensions).

Besides the proposed scale for BA, three 7-point Likert-format reflective items (as an alternative measure of BA) were added to the questionnaire for the redundancy analysis to assess the validity of the second-order formative construct (Hair et al, 2014). The scale for Customer-brand identification comprised five 7-point Likert-scale items (Escalas and Bettman, 2003; Stokburger-Sauer et al, 2012) with reliability scores ranging from 0.94 to 0.90 reported in the original studies. The scales are presented in Table 3.

RESULTS

PLS-SEM was carried out with SmartPLS (Version 3.2.3). Confirmatory factor analysis was done to assess the Measurement Model. In order to assess the convergent validity of the first-order reflective constructs (two dimensions of BA and CBI), it was determined whether the outer loading of each item on the intended construct exceeded 0.70 with significant t values of at least 0.05 (Hair et al, 2014). The difference between an item's loading on its intended construct and the highest cross-loading (HCL) of that item should be greater than 0.15 (Worthington and Whittaker, 2006). During CFA, after removing one item from Genuineness and

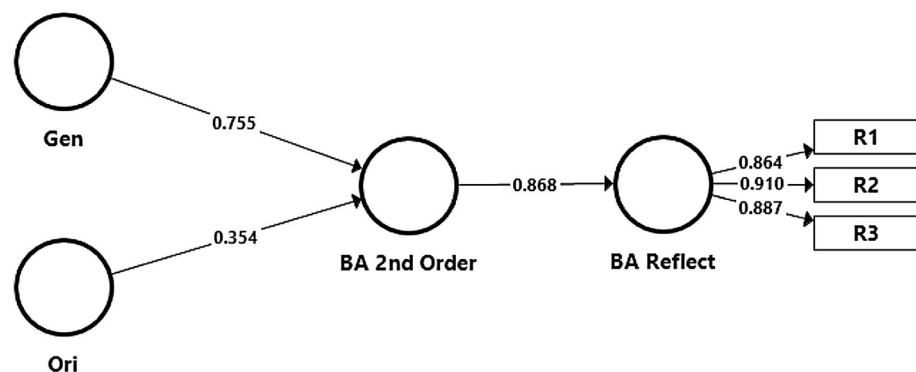**Table 4:** Loadings and cross loadings of items from revised measurement model

	Gen	Ori	CBI	Loading	Highest cross-loading	Difference
G_2	0.936**	0.546	0.533	0.936	0.533	0.390
G_3	0.935**	0.518	0.488	0.935	0.488	0.417
G_4	0.934**	0.555	0.519	0.934	0.519	0.379
G_5	0.881**	0.471	0.421	0.881	0.421	0.410
G_6	0.879**	0.513	0.448	0.879	0.448	0.366
O_1	0.464	0.855**	0.401	0.855	0.401	0.391
O_2	0.480	0.892**	0.437	0.892	0.437	0.412
O_3	0.555	0.889**	0.466	0.889	0.466	0.334
C_1	0.410	0.407	0.883**	0.887	0.407	0.477
C_2	0.439	0.461	0.910**	0.908	0.439	0.447
C_4	0.416	0.437	0.870**	0.874	0.416	0.437
C_5	0.574	0.434	0.853**	0.846	0.434	0.272

Note *t statistics >1.96 is significant 95 per cent confidence interval (equivalent to p values <0.05) and **t statistics >2.57 is significant 99 per cent confidence interval (equivalent to p values <0.01).

one item from CBI (because of poor loadings), the revised measurement model showed satisfactory loadings and cross-loadings for the remaining items (see Table 4). All loadings were higher than 0.70 and no cross-loading was greater than its loading on its primary construct, proving the convergent validity as well as discriminant validity of reflective constructs, (Hair *et al*, 2014). The lowest difference between an item's loading on the primary construct and its highest cross-loading (HCL) was 0.27, which was greater than the recommended minimum of 0.15. As an additional proof of discriminant validity, the square root value of AVE for each reflective construct was found to be greater than its correlation with other reflective constructs (Fornell and Larcker, 1981).

In order to assess the validity of BA as a second-order formative construct, recommended three conditions were met under the two-stage approach (Becker *et al*, 2012; Hair *et al*, 2014). First, redundancy analysis proved the convergent validity of BA (second-order), since the path coefficient 0.868 (between BA 2nd-order and BA reflective measure) was higher than the recommended minimum 0.80 (see Figure 1) (Chin, 1998). Second, the First-order dimensions of BA had no problem related to multicollinearity since the VIF values for genuineness and originality were less than 5 (i.e., 1.428 and 1.483, respectively). Third, the outer weights

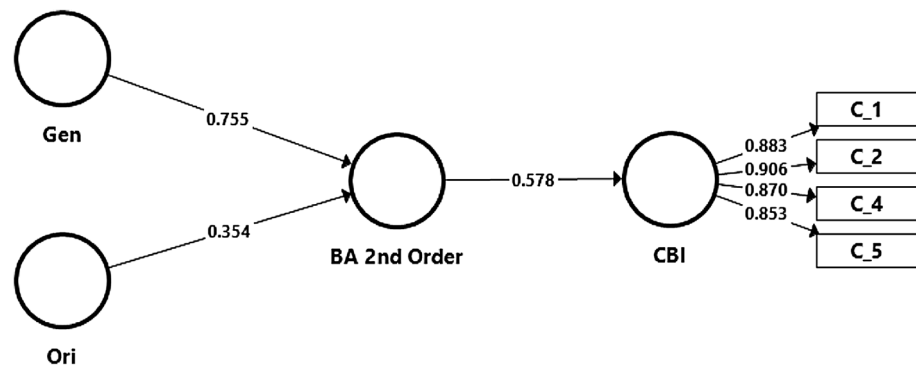**Figure 1:** Redundancy analysis of formative BA (Two-stage approach).

Figure 2: Outer weights of 1st-order dimensions of BA and structural model.

Table 5: Reliability assessments

Constructs	Mean	Std. deviation	Composite reliability	Cronbach's Alpha
Gen	5.28	1.45	0.962	0.950
Ori	4.66	1.20	0.911	0.853
CBI	5.16	1.14	0.931	0.902

of two first-order dimensions (0.755 for genuineness and 0.354 for originality) were significant ($p < 0.01$) to be retained (see Figure 2). Although the statistical significance of the outer weights (relative importance) of dimensions is considered to be enough, the outer loading (absolute importance) of each indicator (of both the first-order dimensions) was also satisfactory and highly significant ($p < 0.01$). Based on this evidence, we found that BA is a second-order formative construct. Moreover, composite reliability scores and Cronbach's alphas (see Table 5) were greater than the recommended minimum 0.70 (Chin, 1998; Nunnally and Bernstein, 1994).

When the structural model was evaluated, the path coefficient between BA and CBI (see Figure 2) was (0.578, $p < 0.01$) found to be positive and statistically significant. Typically, path coefficients are interpreted as the standardized beta coefficients generated by Ordinary Least Square regression; in this study, the path coefficient (BA 2nd → CBI) explains the positive influence of BA or its consequence as we hypothesized.

DISCUSSION

Due to inconsistent definitions and a focus on commercial brands, this study attempts to reconceptualize BA based on a critical review of the extant literature. Initially, it was difficult to determine whether the various meanings of BA were different interpretations of the term or the various dimensions of the focal construct. Authenticity may have different semantic components, but it still requires a composite unitary meaning. Unifying inconsistent definitions of BA is necessary to enable theory development pertaining to this construct.

Our critical analysis resulted in a two-dimensional BA construct. Ultimately, Brand Authenticity has been conceptualized as the degree to which a brand is considered original and genuine, meaning it is unique and not derivative, and truthful to what it claims to be. Without a valid scale that measures BA with a high level of construct validity, our knowledge of BA and its nomological network will not advance. The contributions of this paper

are to provide the essential first steps—a unifying, literature-based conceptualization of BA, a new scale for BA, and assessment of the soundness of the proposed scale. Our literature review led to the conclusion that BA is a second-order multidimensional construct, with four first-order reflective dimensions, which formatively constitute BA. Since BA was conceptualized as a second-order formative construct selecting PLS-SEM over CB-SEM was preferable (Hair *et al*, 2014). Our findings suggest that BA, indeed, is a second-order formative construct. As the hypothesized influence of BA on CBI has now been proven, it demonstrates that the new BA scale can be linked to a theoretically plausible construct.

CONCLUSION

Our contribution to this issue is to produce a literature-based unifying conceptualization of BA. We have refined the conceptualization of BA in such a manner that its use will apply across brand type contexts. When a scale with construct validity is developed, a body of research involving the BA construct can be conducted to advance our knowledge. However, some limitations should be taken into consideration when interpreting the findings of this study. One major limitation of the study was using Mechanical Turk for data collection. No matter how carefully data were screened, the venue through which respondents participate in surveys launched through Mechanical Turk makes the quality of data somewhat inferior to data collected from better platforms. Another limitation was the scale was only tested on a non-profit brand. It would have been a more comprehensive study if the scale were tested on a for-profit brand as well, and the results were compared.

Future research is needed to understand more about the nomological network involving BA. Identifying the antecedents

of BA and examining the relative influence of those antecedents is an interesting subject for exploration, as is the impact of BA on desired marketing outcomes, moderators, and mediators in BA's nomological network.

REFERENCES

Authentic Brand Index (2008) A study of the most authentic brands in Australia. Retrieved from http://www.authenticbrandindex.com.

Becker, J.M., Klein, K. and Wetzels, M. (2012) Hierarchical latent variable models in PLS-SEM: guidelines for using reflective-formative type models. *Long Range Planning* 45(5): 359–394.

Belk, R.W. (1988) Possessions and the extended self. *Journal of Consumer Research* 15(2): 139–168.

Beverland, M. (2006) The 'real thing': Branding authenticity in the luxury wine trade. *Journal of Business Research* 59(2): 251–258.

Beverland, M. (2009) *Building Brand Authenticity: 7 Habits of Iconic Brands*. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan.

Bollen, K. (1984) Multiple indicators: Internal consistency or no necessary relationship? *Quality and Quantity* 18(4): 377–385.

Boyle, D. (2004) *Authenticity: Brands, Fakes, Spin and the Lust for Real Life*. London: Harper Perennial.

Bruhn, M., Schoenmüller, V., Schäfer, D. and Heinrich, D. (2012) Brand authenticity: Towards a deeper understanding of its conceptualization and measurement. *Advances in Consumer Research* 40: 567–576.

Cappannelli, G. and Cappannelli, S.C. (2004) *Authenticity: Simple Strategies for Greater Meaning and Purpose at Work and at Home*. Emmis Books.

Chin, W.W. (1998) The partial least squares approach to structural equation modeling. *Modern Methods for Business Research* 295(2): 295–336.

Clark, L.A. and Watson, D. (1995) Constructing validity: Basic issues in objective scale development. *Psychological assessment* 7(3): 309.

Coary, S. (2013) *Scale construction and effects of brand authenticity* (Doctoral dissertation, University of Southern California).

Cohen, E. (1988) Authenticity and commoditization in tourism. *Annals of Tourism Research* 15(3): 371–386.

Diamantopoulos, A., Riefler, P. and Roth, K.P. (2008) Advancing formative measurement models. *Journal of Business Research* 61(12): 1203–1218.

Diamantopoulos, A. and Winklhofer, H.M. (2001) Index construction with formative indicators: An alternative to scale development. *Journal of Marketing Research* 38: 269–277.

DeVellis, R.F. (2012) *Scale Development: THEORY and Applications* (Vol. 26). Sage publications.

DeVon, H.A., Block, M.E., MoyleWright, P., Ernst, D.M., Hayden, S.J., Lazzara, D.J.,... and Kostas

Polston, E. (2007) A psychometric toolbox for testing validity and reliability. *Journal of Nursing Scholarship* 39(2): 155–164.

Escalas, J.E. and Bettman, J.R. (2003) You are what they eat: The influence of reference groups on consumers' connections to brands. *Journal of consumer psychology* 13(3): 339–348.

Eggers, F., O'Dwyer, M., Kraus, S., Vallaster, C. and Güldenberg, S. (2013) The impact of brand authenticity on brand trust and SME growth: A CEO perspective. *Journal of World Business* 48(3): 340–348.

Ferrara, A. (1998) *Reflective Authenticity Rethinking the Project of Modernity*. London; New York: Routledge.

Fine, G. (2003) Crafting authenticity: The validation of identity in self-taught art. *Theory and Society* 32(2): 153–180.

Fornell, C. and Larcker, D. (1981) Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research* 18(1), 39–50.

Gilmore, J.H. and Pine, B.J. (2007) *Authenticity: What Consumers Really Want*. Boston: Harvard Business School Press.

Gilmore, J. and Pine, J. (2009) Using art to render authenticity in business. A report available online at http://www.artsandbusinessni.org.uk/documents/2012-05-16-11-59-29-42-aandb_be_usingarttorenderauthenticity.pdf.

Gorsuch, R.L. (2003) Factor analysis. In J.A. Schinka and F. Velicer (eds.), *Handbook of Psychology*: Vol. 2. *Research Methods in Psychology* (pp. 143–164). Hoboken, NJ: John Wiley.

Grayson, K. and Martinec, R. (2004) Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of consumer research* 31(2): 296–312.

Guignon, C.B. (2004). *On Being Authentic*. London: Routledge.

Gundlach, H. and Neville, B. (2012) Authenticity: Further theoretical and practical development. *Journal of Brand Management* 19(6): 484–499.

Hair, J., Hult, G., Ringle, C. and Sarstedt, M. (2014) *A primer on partial least squares structural equation modeling (PLS-SEM)*. Thousand Oaks, CA: Sage Publications.

Jacoby, J. (1978) Consumer research: A state of the art review. *Journal of Marketing* 42(2): 87–96.

Jarvis, C., MacKenzie, S. and Podsakoff, P. (2003) A critical review of construct indicators and measurement model misspecification in marketing and consumer research. *Journal of Consumer Research* 30(2): 199–218.

Johnson, J.A. (2005) Ascertaining the validity of individual protocols from web-based personality inventories. *Journal of Research in Personality* 39(1): 103–129.

Kenny, D.A. (2011) Measuring model fit. *Retrieved November* 29: 2015.

Kollat, D., Blackwell, R. and Engel, J. (1972) The current status of consumer behavior research: Development during the 1968-1972 period.

Proceedings of the Third Annual Conference of the Association for Consumer Research, M. Venkatesan (Ed.), pp. 576–585.

Lawshe, C.H. (1975) A quantitative approach to content validity1. *Personnel psychology* 28(4): 563–575.

Leigh, T.W., Peters, C. and Shelton, J. (2006) The consumer quest for authenticity: The multiplicity of meanings within the MG subculture of consumption. *Journal of the Academy of Marketing Science* 34(4): 481–493.

Lichtenstein, D.R., Ridgway, N.M. and Netemeyer, R.G. (1993) Price perceptions and consumer shopping behavior: a field study. *Journal of marketing research* 30(May): 234–245.

McCannell, D. (1973) Staged authenticity: Arrangements of social space in tourist settings. *The American Journal of Sociology* 79(3): 589–603.

MacKenzie, S. (2003) The dangers of poor construct conceptualization. *Journal of the Academy of Marketing Science* 31(3): 323–326.

MacKenzie, S., Podsakoff, P. and Jarvis, C. (2005) The problem of measurement model misspecification in behavioral and organizational research and some recommended solutions. *Journal of Applied Psychology* 90(4): 710–730.

Mason, W. and Suri, S. (2012) Conducting behavioral research on Amazon's Mechanical Turk. *Behavior Research Methods* 44(1): 1–23.

Miller, V., Reynolds, W., Ittenbach, R., Luce, M., Beauchamp, T. and Nelson, R. (2009) Challenges in measuring a new construct: Perception of voluntariness for research and treatment decision making. *Journal of Empirical Human Research Ethics* 4(3): 21–31.

Morhart, F., Malär, L., Guèvremont, A., Girardin, F. and Grohmann, B. (2014) Brand Authenticity: An Integrative Framework and Measurement Scale. *Journal of Consumer Psychology* 25(2): 200–218.

Napoli, J., Dickinson, S.J., Beverland, M.B. and Farrelly, F. (2014) Measuring consumer–based brand authenticity. *Journal of Business Research* 67(6): 1090–1098.

Netemeyer, R.G., Bearden, W.O. and Sharma, S. (2003) *Scaling procedures: Issues and applications*. Sage Publications.

Netemeyer, R.G., Boles, J.S. and McMurrian, R. (1996) Development and validation of work–family conflict and family–work conflict scales. *Journal of Applied Psychology* 81(4): 400–410.

Nunnally, J. and Bernstein, I. (1994) *Psychometric theory*. New York: McGraw-Hill.

Petter, S., Straub, D. and Rai, A. (2007) Specifying formative constructs in information systems research. *MIS Quarterly* 31(4): 623–656.

Schallehn, M., Burmann, C. and Riley, N. (2014) Brand authenticity: model development and empirical testing. *Journal of Product & Brand Management* 23(3): 192–199.

Steiner, C. J. and Reisinger, Y. (2006) Understanding existential authenticity. *Annals of Tourism Research* 33(2): 299–318.

Stern, B., Zinkhan, G. and Jaju, A. (2001) Marketing images: Construct definition, measurement issues, and theory development. *Marketing Theory* 1(2): 201–224.

Stokburger-Sauer, N., Ratneshwar, S. and Sen, S. (2012) Drivers of consumer-brand identification. *International Journal of Research in Marketing* 29(4): 406–418.

Summers, J. (2001) Guidelines for conducting research and publishing in marketing: From conceptualization through the review process. *Journal of the Academy of Marketing Science* 29(4): 405–415.

Trilling, L. (1972) *Sincerity and Authenticity*. Cambridge, MA: Harvard Business School Press.

Varga, S. and Guignon, C. (2016) Authenticity. The Stanford Encyclopedia of Philosophy (Summer 2016 Edition), Edward N. Zalta (ed.). http://plato.stanford.edu/archives/sum2016/entries/authenticity/.

Wang, N. (1999) Rethinking authenticity in tourism experience. *Annals of Tourism Research* 26(2): 349–370.

Wikipedia contributors (2016) Authenticity (philosophy). *Wikipedia, The Free Encyclopedia*. Retrieved September 19, 2016, from https://en.wikipedia.org/w/index.php?title=Authenticity_(philosophy)&oldid=74009455.

Worthington, R.L. and Whittaker, T.A. (2006). Scale development research: A content analysis and recommendations for best practices. *The Counseling Psychologist* 34(6): 806–838.

Wymer, W. (2013) Deconstructing the brand nomological network. *International Review on Public and Nonprofit Marketing* 10(1): 1–12. http://dx.doi.org/10.1007/s12208-012-0091-3.

Wymer, W. and Alves, H.M.B. (2013) Scale development research in nonprofit management & marketing: a content analysis and recommendation for best practices. *International Review on Public and Nonprofit Marketing* 10(1): 65–86.