

School of Marketing

The Advertising Appeal of Genuinity

Brian 't Hart

0000-0002-8697-074X

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Declaration

To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgment has been made. This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

The research presented and reported in this thesis was conducted in accordance with the National Health and Medical Research Council National Statement on Ethical Conduct in Human Research (2007) – updated March 2014. The proposed research study received human research ethics approval from the Curtin University Human Research Ethics Committee (EC00262), Approval Number #HRE2018-0150

Signature: Brian 't Hart

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ABSTRACT

The current study explores how brands can differentiate from brand puffery through the use of brand genuinity advertising appeals to improve consumer perceptions and intention to purchase. A number of key underpinning theories are used to explore this including the affect transfer hypothesis model, dual mediation hypothesis model, reciprocal mediation hypothesis model and the independent mediation hypothesis model. To test these models, a scale measuring and conceptualising consumers' attitudes towards the brand's genuinity was developed and validated. The scale development process included generating a pool of items, scale purification, confirming of convergent, discriminant, predictive and nomological validity, and then finally applying the scale in a unique context to establish generalisability. The main study involved a 3 x 2 factorial experimental design to better understand how brand genuinity advertising appeals, brand puffery advertising appeals and a control group differed between a luxury automotive context (tangible) and a luxury hotel context (intangible). Further, the moderating role of brand familiarity and inferences of manipulative intent are explored. 1327 usable responses were collected and analysed for the main study. A range of data analysis techniques were used to analyse the models including confirmatory factor analysis and structural equation modelling. The results showed that consumers' attitudes towards the brand's genuinity was an important concept for consideration. In both a tangible and intangible context, it was a significant predictor of consumers' intention to purchase. The results also show that consumers' attitudes towards the brand's genuinity is more of a cognitive attitude rather than a peripheral attitude. This is a significant contribution which will help further researchers develop theories and models around brand genuinity. Finally, the results suggest that consumers find it easier to assess a brand's genuinity in a more tangible product context where they can evaluate specific product attributes and claims.

Keywords: brand genuinity, brand puffery, advertising appeals, luxury brands, scale development, purchase intention

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CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

This chapter introduces and provides an overview to this research. The chapter starts by providing a background to the research, which is then followed by a detailed discussion about the problem and its significance. The problem of focus is then clearly outlined, and the objectives of the research, hypothesis justification for the study, key literature and gaps in the literature are laid out. The key constructs used within the research are then defined and key theories are set out. In conclusion, an overview to the methodology adopted within the research is presented and then the organization of the report is outlined.

1.2 BACKGROUND OF STUDY

Consumers are increasingly calling for brands to be genuine. This is no surprise, since, as noted by O'Shaughnessy and O'Shaughnessy (2003), "*many consumer ads [amount] to little more than puffery [and] cynicism about advertising abounds*". And consumers continue to report similar feedback. The '2021 Global Marketing Trends' report from Deloitte suggests that 66% of consumers were aware of brands which weren't acting in consumers' interests (Deloitte, 2021). Likewise, a recent survey from Stackla showed that more than 51% of consumers believe that less than half of brand created content doesn't resonate with them ("Stackla Survey Reveals Disconnect Between the Content Consumers Want & What Marketers Deliver," 2019). This is particularly noteworthy in light of 92% of marketers believing that their content was resonating with consumers as 'authentic' ("Stackla Survey Reveals Disconnect Between the Content Consumers Want & What Marketers Deliver," 2019). A report from 'Hype Collective' in 2020 suggests that 32% of young people consider themselves a cynic, that is sceptical towards the media and wary of brand activism (Hype Collective, 2020). 64% of consumers suggest that they will actively look for a second source to confirm a story that they have seen on social media (Hype Collective, 2020).

It's against this background of every increasing puffery that brands are looking for ways to differentiate themselves amongst the clutter and stand out. Consumers also want brands to be different. A report from Sprout Social suggested that 78% of consumers want brands to be active in bringing people together and enacting real change (Social, 2018). But resonating with different groups of people isn't easy. One report research suggested that 59% of consumers

think brand support for a meaningful cause is rarely genuine, and 25% of consumers think that brands only do it to ‘avoid criticism or make money’. Olivia, a student at the University of East Anglia notes “I’m thinking ‘how come you don’t have cosmetics for our skin tones but when Black Lives Matter comes on you’re supporting it?’” (Hype Collective, 2020). This student’s comment demonstrates the struggle that brands face when it comes to resonating with consumers. Nevertheless, consumers demand for brands to be better. Stackla in their ‘2017 consumer content report’ noted that millennials who now have \$200 billion in spending power demand authenticity, a concept similar to brand genuinity, with 90% stating it was important to them when deciding which brands to support. Likewise, in 2017, a market research firm ‘Cohn&Wolfe’ developed the ‘authentic 100’, a compilation of the top 100 authentic global firms, and in so doing acknowledged yet again consumer’s increasing desire for brands that walk the talk (“Authentic 100,” 2017). Covid-19 has also led to consumers seeking more ‘genuine products’. A recent report suggests that Chinese luxury consumers are moving towards more minimalist and homely lifestyles and instep are looking for more genuine products (Gusto Spark Luxury Report , 2020).

This demand for genuinity by consumers has led many brands to try and appear genuine, but in so doing have seemingly missed the mark. Throughout the 2017 black lives matter protests, Pepsi released an advert featuring Kendall Jenner giving a can of soda to a police officer. While the advert was meant to portray the brand in a positive light, valuing unity and togetherness, it resulted in widespread backlash as consumers believed the brand didn’t understand the issue, and was trying to buy customers. More recently in 2020, McDonalds in an attempted ‘act of coronavirus solidarity’ separated its golden arches. But it too was met with backlash, and even prominent politicians calling on McDonalds to instead offer paid sick leave to their employees. Despite the plethora of struggling brands that are actively trying to resonate with consumers, other platforms such as TikTok are growing rapidly, with consumers reporting that they are more genuine (“Stackla Survey Reveals Disconnect Between the Content Consumers Want & What Marketers Deliver,” 2019). These examples showcase the struggle that brands are faced with as they try to resonate with consumers, and suggest a better understanding of what ‘brand genuinity’ involves is required.

The word “genuine” has been used extensively in the literature and in a non-academic context, but what does it really mean, and how does a brand develop brand genuinity? A quick look at the ABC News Online suggests the confusion surrounding this term. Articles include

statements such as “Play Gran Turismo Sport, earn a genuine motorsports license”, “Labor is not a genuine alternative”, “genuine potential”, “Managers: don't fake it, be genuine” and “Farmers hope reform genuine this time” (ABC News Online, 2016). As is already evident from these few statements, two distinct usages of genuine emerge. Firstly, to express an individual or firm as being genuine, thus referring to an individual or firm's intent. The second usage is to express an individual or firm is a genuine individual or firm. This usage refers more closely to a person's character and/or personality. This research seeks to further explore and conceptualise this second usage of the word genuine, focusing specifically on how firms should develop their personality and build brand genuinity.

Susan Rose Ackerman in her article, ‘Altruism, Nonprofits and Economic Theory’ notes that behaviour such as this cannot be explored within the usual economic frameworks of standard business operation. Such behaviour has a fundamental psychological aspect to it. Despite firms not being human, they retain some human aspects within the minds of consumers, which often firms aspire to retain in their promotional efforts as is demonstrated in the below literature. Exploring the concept of genuine brands must also take into account the subjectivity of the construct. Calfee & Ringold (1994) suggests that some price cutting advertising will be considered credible (or genuine) by some consumers while others will not deem it as credible (or genuine). Indeed, any research that aims to adequately explore brand genuinity, must make an active effort to gain an in-depth understanding of the term and the psychology behind it, while still providing practical objective strategies for firms.

In many ways it is not surprising that brands are struggling to communicate effectively with consumers. Even within fields such as psychotherapy which focus specifically on developing connections with clients, there are also a multitude of journal articles which have expressed an innate need for more study into interpersonal skills and its effect on client outcomes (PaTTerson, 1984; Patterson, 2000; Peebles, 1980). These interpersonal skills include empathy, warmth and genuineness. Researchers have continued to struggle conceptualising and measuring such skills both within psychology and the marketing literature (PaTTerson, 1984; Patterson, 2000). To add to the confusion, even those articles which have explored these concepts are not in agreeance to say the least. While some authors have expressed that these interpersonal values are effective ways to affect a client's outcome in a psychotherapy context, other authors have suggested “*that the data neither supports not rejects the overriding influence of such variables as empathy, warmth and genuineness*” (Patterson, 2000). Since the

conceptualisation, usefulness and effectiveness of genuinity has been so heavily disputed in past research in a range of different disciplines, there is an unprecedented and pressing need for further research.

Apart from simply understanding what constitutes as brand genuinity, brands are also grappling with how to clearly communicate this in their advertising efforts. Advertising plays a crucial role in communicating brand positioning and creating brand equity in the minds of consumers (Calfee & Ringold, 1994). However, while previous researchers continue to demonstrate that attitudes towards the advertisement plays an important role in determining a consumer's attitudes towards the brand (Gardner, 1985; MacKenzie, Lutz, & Belch, 1986), there is no research which explores it within a brand genuinity context, and how it might be different from a more traditional brand puffery appeal. As noted by Kumar and Raju (2013), a consumer's mind is not just a blank slate awaiting information from advertising, but rather is full of memories, associations and conscious or unconscious thoughts, all of which can affect how a consumer interprets or feels about a firm's advertising. Since consumers are often saturated with advertising, these associations and memories are constantly changing and developing. In addition, the way in which consumers perceive advertising can be different across product categories. Gao et al. (2012) demonstrate that a consumer's affective response to an advertisement is partially determined by the brand category. For example, if it is a bank that is making the claim, a consumer may be more sceptical in believing the claim due to financial institutions often being perceived as having a higher risk (Bejou, Ennew, & Palmer, 1998; Matzler, Würtele, & Renzl, 2006). Therefore, there remains a need to better understand these processes that consumers engage in, and the various factors that influence this process within a brand genuinity context.

Two factors which previous researchers suggest may influence these processes that consumers engage in when encountering an advertisement are inferences of manipulative intent and brand familiarity (Campbell, 1995; Campbell & Kirmani, 2000; Ellen et al., 2000; Forehand, 2000; Webb & Mohr, 1998). Specifically, within the context of brand genuinity, a consumer who perceives the brand to be trying to manipulate them through the advertising content (i.e. inferences of manipulative intent), may be less likely to have a positive attitude towards both the advert and the brand. Likewise, a consumer who already has had prior experience with the brand (i.e. brand familiarity) may partially rely on this as they make a judgement about the advert and brand. While both have been heralded in the literature as having significant

influence on how consumers develop attitudes towards the advert and the brand, their role in the context of brand genuinity appeals is not clear (M. Campbell, 1995).

Based on the above literature, the following research gaps are identified (see chapter 2 for a more in-depth overview of the literature, and resulting gaps which emerged):

- **Gap 1:** No research has conceptualised brand genuinity
- **Gap 2:** No theoretical models which explore the interaction between attitudes towards the advert and attitudes towards the brand have been tested and applied within the context of brand genuinity, and further how they might differ from a brand puffery context
- **Gap 3:** No research has explored how consumers might respond differently to brand genuinity appeals across different product categories
- **Gap 4:** No research has explored the role of inferences of manipulative intent within the context of brand genuinity
- **Gap 5:** No research has explored the role of brand familiarity within the context of brand genuinity

1.3 RESEARCH OBJECTIVES

Based on the purpose of this study, and background of the research, the following research objectives are proposed:

1. To develop and validate a scale to measure consumer's attitudes towards the genuinity of the brand. This will provide the bases for further research to be conducted into this novel area (Gap 1).
2. To develop and validate a suitable model using structural equation modelling for use in understanding the processes by which consumers evaluate and behave in response to brand genuinity appeals (gap 2).
3. To understand how consumers might respond to brand genuinity appeals, and how their response might differ to that of brand puffery which has been traditionally used by brands, particularly luxury brands (Gap 2).
4. To determine if consumers' responses to brand genuinity appeals might differ across different product categories, and in particular tangible luxury products and intangible luxury products (Gap 3).

5. To test the moderating role of interference of manipulative intent (IMI) on the relationship between advert cognition and attitudes towards the advert, and the relationship between brand cognition and attitudes towards the brand's genuinity (Gap 4).
6. To test the moderating role of brand familiarity as a background variable of the full structural model (Gap 5).

1.4 DELIMITATIONS AND SCOPE

This study will focus on better understanding how consumers respond to brand genuinity advertising claims, particularly in contrast to brand puffery. To do this, a scale will be developed for 'attitudes towards the brand's genuinity'. While there a wide range of constructs similar to brand genuinity, this research is primarily focused on contrasting with brand puffery. Some consideration is given to these other concepts, particularly throughout the scale development process, however a full in-depth analysis of the differences between these concepts is outside of the scope of this study. Nevertheless, the current scale development provides an ideal foundation for further research to be conducted exploring relationships between these constructs.

The sample used within the study is not limited in any way. This is because previous researchers have sought to obtain a representative sample of the overall general population. Therefore, no limitations are placed on study participants, including age, gender, or ethnicity. The current study focuses on exploring brand genuinity within the context of two luxury product categories, namely luxury cars (tangible product) and luxury hotels (intangible products). No other products or non-luxury variants of products are examined in this study as they fall outside of the scope of this research. However, this also means that findings are limited to a luxury context and brand genuinity may work differently in other product categories or in a non-luxury context.

1.5 KEY CONSTRUCTS AND DEFINITIONS

Definitions used within the literature often vary, and sometimes even have competing definitions (1985). Therefore, to provide clarity, key constructs and terms used within this study are presented and defined below.

1.5.1 Advert Cognition

Advert Cognition has been identified MacKenzie et al. (1986) as '*thoughts generated about an ad's style, theme, execution or format*'. It has been further defined by Lutz, MacKenzie, & Belch (1983) to refer to the recipient's perceptions of the advert. For example, while viewing an advert with a claim, the consumer may already be making instantaneous judgements about the advert before even forming attitudes towards the advertisement. Such judgements are based on peripheral elements such as the execution of the advertisement, and are referred to by previous researchers as 'advert cognition' (Lutz et al., 1983).

1.5.2 Brand Cognition

Researchers have defined brand cognition as 'consumer's perceptions of the advertised brand within an advertisement' (Lutz et al., 1983; Teng et al., 2007). Some research has likened brand cognition as more cognitive while advert cognition employs more peripheral processing (Yoon et al., 1995). Although this is not entirely supported by the literature, it demonstrates that brand cognition refers to thoughts related to the message of the advertisement rather than the execution (R. Davis, Lang, & Gautam, 2013; Karson & Fisher, 2005; López & Ruiz, 2011; MacKenzie et al., 1986; Yoon et al., 1995). Gardner (1985) uses Fishbein's model (i.e summing attributes evaluation and attribute belief scores) to arrive at a singular score for the consumer's brand related beliefs, or brand cognitions as termed in this study.

1.5.3 Attitudes towards the Advert

Lutz et. al (1983) suggests that attitudes towards the advert refers to a consumer's affective reaction to the advert itself. Distinguishing attitudes from cognition can be difficult to conceptualise. This is affirmed by Teng, Laroche and Zhu (2007) who identify that although cognitive responses are distinct from attitudes, they intertwine to influence attitudes and are not separate. Likewise, as noted by MacKenzie et al. (1986), attitudes towards the advert is often shown to be a function of advert cognition (Shimp, 1981). An example of attitudes towards the advertisement may include an attractive picture in an advert which may induce a good feeling towards the advert as soon as they view it (Burke and Edell, 1989; Lutz, 1985). Attitudes towards the advert is becoming an increasing prominent term within recent literature. One reason for this is because researchers are becoming more aware of the important role it plays in determining consumer's overall attitudes towards the brand shown in the advertisement (Miniard, Bhatla, & Rose, 1990).

1.5.4 Attitudes towards the Brand

Attitudes towards the brand refers to consumer's overall affective and cognitive reactions to the overall brand (Mitchell & Olson, 1981). Many researchers have likened attitudes towards the brand to the same construct as presented by Fishbein and Ajzen (1975), and which is used within the 'theory of planned behaviour'.

1.5.5 Purchase Intention

Purchase intention has become a widely used and popular scale in many consumer research and branding studies. It has been defined by Spears and Singh (2004) as "an individual's conscious plan to make an effort to purchase a brand". Much research has demonstrated how purchase intention has a direct influence on consumers' purchasing behaviour (Ajzen, 1991; Bian & Forsythe, 2012; Kim & Ko, 2010; Peterson, Wilson, & Brown, 1992; Spears & Singh, 2004). This has led firms to use purchase intention as a means of predicting future sales, thereby demonstrating the need for researchers to consider purchase intention as an outcome within an advertising study (Kim & Ko, 2010).

1.5.6 Inferences of Manipulative Intent (IMI)

Past researchers have defined Inferences of Manipulative Intent (IMI) as "consumer inferences that the advertiser is attempting to persuade by inappropriate, unfair, or manipulative means" (M. C. Campbell, 1995). For example, when a consumer views an advertisement, they may feel that the advert and the claim therein is not genuine as it is trying to manipulate the consumer (Cotte, Coulter, & Moore, 2005).

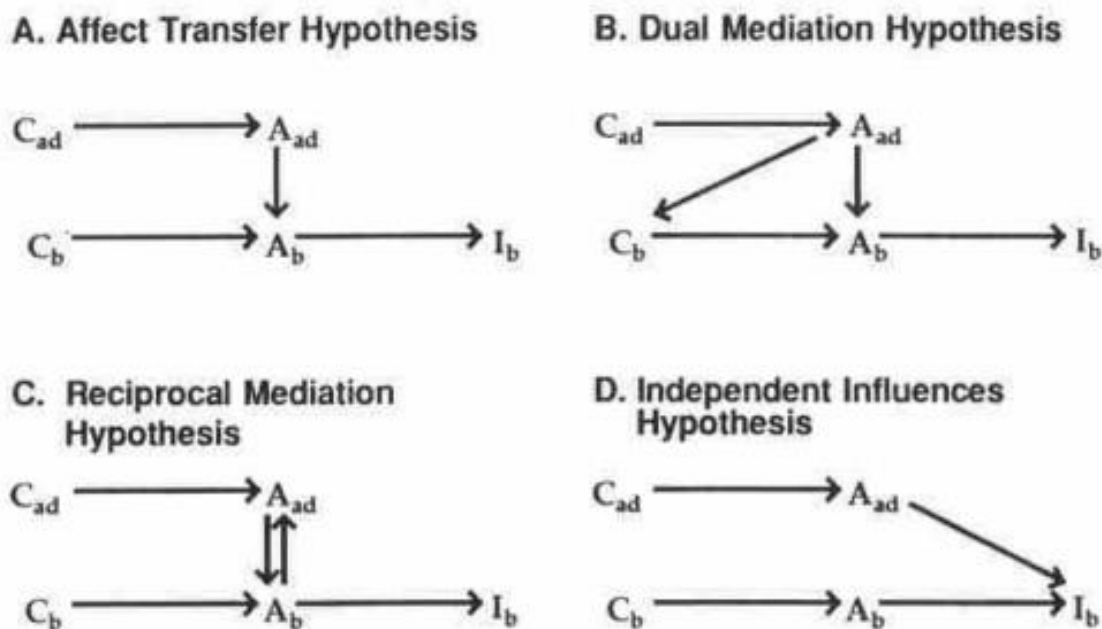
1.5.7 Brand Familiarity

Consumer's familiarity towards a certain brand has been identified to have a strong influence on the degree to which a claim by the brand is believable by the consumer (Lee, 2014). Familiar brands have also been shown to have an unprecedented advance over brands which are less familiar (Dahlén & Lange, 2004). The literature provides a number of different reasons why familiar brands are more likely to elicit positive attitudes amongst consumers (Erdem & Swait, 2004). For example, it may be due to brand beliefs (Lord, K. R., Lee, M.-S. & Sauer, P. L. (1995). Other studies have shown that as brands become familiar, consumers develop a liking towards those brands (Laroche, Kim & Zhou, 1996; Lee, 2014). Further, amongst the extensive advertising clutter, a familiar brand is more likely to be seen by consumers and accepted with more persuasive power (Snyder, 1989). Overall, the literature is plentiful in support for brand familiarity affecting if and how a consumer perceives an advertisement.

1.6 KEY THEORIES

The current study is primarily based on four key models in the literature which provide insight into how consumers' attitudes towards the advert can influence their resulting perceptions towards the brand and in turn their purchase intention (Homer, 1990). A brief overview of each of the four models is provided below.

Figure 1-1: Four key underpinning theories used within this study, taken from MacKenzie et al. (1986) and Homer (1990)



The constructs shown in each of the competing models are the same, however the proposed relationships between these constructs differ across models (MacKenzie et al., 1986). C_{ad} refers to advert cognition, and is defined as ‘thoughts generated about an ad’s style, theme, execution or format’ (MacKenzie et al., 1986). A_{ad} refers to attitudes towards the advert, and is defined as a consumer’s affective reaction to the advert itself (Lutz et al., 1983). C_b refers to brand cognition and is defined as ‘consumer’s perceptions of the advertised brand within an advertisement’ (Lutz et al., 1983; Teng et al., 2007). A_b refers to attitudes towards the brand, and is defined as consumer’s overall affective and cognitive reactions to the overall brand (Mitchell & Olson, 1981). Finally, I_b refers to Purchase Intention (or intention to buy), and is defined as “an individual’s conscious plan to make an effort to purchase a brand” (Spears & Singh, 2004). Further discussion around each of these core constructs was provided in section

1.5. The following sections provide insight into the differences between these competing models, and the relationships therein.

1.6.1 Affect Transfer Hypothesis Model

The affect based hypothesis suggests that consumer's attitudes towards the advertisement are directly transferred to the brand, and therefore have a direct influence on their attitudes towards the brand (MacKenzie et al., 1986). This model has received the most attention in the literature, with many studies exploring the singular relationship between attitudes towards the advertisement and attitudes towards the brand (Gardner, 1985; MacKenzie et al., 1986). Some researchers have suggested that the affect based hypothesis may be most prominent in a non brand context, since consumers don't know the brand and thus are more likely to rely on peripheral cues in the advertising stimulus, however, Gardner (1985) in their work which explored the mediating effect of attitudes in both brand and non brand contexts and demonstrated that the influence of consumers' attitudes towards the advertisement on the brand was the same regardless of the brand.

1.6.2 Dual Mediation Hypothesis Model

The affect based hypothesis model suggested the peripheral element of the elaboration likelihood model played a pivotal role in determining consumers' attitudes towards the brand. The dual mediation hypothesis model adds on to this by suggesting an additional relationship between attitudes towards the advert and brand cognitions (Homer and Yoon, 1992). This relationship is suggested to represent the interplay between cognitions and affect in the development of consumer attitudes towards the brand (Gardner, 1985). The dual mediation hypothesis model is a well-supported theory within the literature, and has been used by many previous researchers (Homer, 1990; Mackenzie and Lutz, 1989).

1.6.3 Reciprocal Mediation Hypothesis Model

The reciprocal mediation hypothesis model suggests that consumers will try to maintain balance in their attitudes towards both the advertisement and brand (MacKenzie et al., 1986). This is based on the balance theory proposed by Heider (1946) in his paper "*Attitudes and cognitive organization*". There he suggests that consumers have an innate desire to maintain internal consistency in their cognitive relationships, and therefore in their attitudes towards a "single causal unit". Based on this, the reciprocal mediation hypothesis suggests that there is a

causal relationship in both directions between the attitudes towards the advertisement and attitudes towards the brand.

1.6.4 Independent Mediation Hypothesis Model

The independent influences hypothesis model posits that attitudes towards the attitude has a direct influence on consumers intention to purchase rather than influencing consumer' attitudes towards the brand which then influences consumers' intention to purchase (MacKenzie et al., 1986).

1.7 METHODOLOGY

Data for this study was collected using online panel data and self administered surveys on a large university campus in Australia, with a focus on ensuring data collected was representative of a normal population. The research for this study will be broken down into three separate phases. In phase one (chapter 5), a single scale is developed and validated to measure consumers' attitudes towards brand genuinity. In phase two, four conceptual models based on previous literature are tested and compared across a 3 x 2 experimental factorial design. Participants are exposed to either a brand genuinity, brand puffery or no claim video advertising appeal, and within either a luxury automotive product context (tangible), or a luxury hotel product context (intangible). In phase three, the role of brand familiarity and inferences of manipulative intent (IMI) are explored in relation to the conceptual model developed in phase two. The scale developed in phase one will be used as part of the survey for phase two and three. Apart from this scale, all other scales used within the survey instrument are derived from past studies (see Teng et.al., 2007; Homer, 1990; Mackenzie et. al., 1986; Kent & Allen, 1994; Cambell, 1995). Respondents are also asked for demographic information to ensure good representativeness in the sample. A combination of data analysis techniques are employed including exploratory factor analysis, confirmatory factor analysis, structural equation modelling (SEM) and multiple regression analysis. A more in-depth overview of the methods and analysis techniques employed is provided in chapter 4.

1.8 SIGNIFICANCE OF THE STUDY

The current research provides substantial conceptual, methodological and managerial contribution to the current body of literature.

1.8.1 Conceptual significance

The current research provides significant conceptual contributions to the literature, particularly with respect to the conceptualisation of brand genuinity, and how consumers' attitudes towards a brand's genuinity are developed. Specific conceptual contributions are laid out below:

- The current research contributes by developing and validating a conceptual and operational definition of consumers' attitudes towards the genuinity of the brand (see research question 1). Previously there was no clear definition developed, leading to researchers often substituting brand genuinity with other concepts (Edberg & Sivertzen, 2015). Therefore, this study provides a clear conceptual definition. A measurement scale is also provided, which is detailed further in Section 1.8.2.
- This study further developed and validated a suitable structural model to better understand the processes through which consumers evaluate and respond to brand genuinity appeals (see research question 2). Previous literature showed that four competing models had regularly been cited and simultaneously compared within the literature (i.e affect transfer hypothesis, the dual mediation hypothesis model, the reciprocal influence hypothesis model and the independent influence hypothesis model) (MacKenzie et al., 1986), however these models had never been tested in a brand genuinity context (S. P. Brown & Stayman, 1992; Karson & Fisher, 2005; MacKenzie et al., 1986; Yoon, Laczniak, Muehling, & Reece, 1995). Therefore this study compares each of the four competing structural models simultaneously to better understand the processes through which consumers develop attitudes towards the brand's genuinity and ultimately develop a strong conceptual model for future research.
- The current research also contributed conceptually by providing insights into how consumers responded to brand genuinity advertising appeals, and how their response might be different to that of brand puffery (see research question 3). Previous research had suggested that many brands were adopting brand puffery appeals in their advertising (O'Shaughnessy & O'Shaughnessy, 2003). Therefore, this research contributed by providing new insight into differences between brand genuinity and brand puffery, and the relative benefits of each against a control group. This is a significant contribution which will help future researchers develop theories and models around brand genuinity.
- This research also provided new conceptual insights into how brand genuinity might differ across product categories (see research question 4). Previous research has noted

that consumer behaviour can differ greatly across product contexts (Helm & Landschulze, 2009; McDonald, Oates, Thyne, Alevizou, & McMorland, 2009).

- Both brand familiarity and inferences of manipulative intent (IMI) have been heralded in the literature as key variables which have the power to drastically influence results and relationships between variables (M. Campbell, 1995; Dahlén & Lange, 2004; Kent & Allen, 1994). The current study provides new insights into the role that both of these variables play, and how they should be mapped out conceptually with respect the current structural model used in this research (see research question 5).

1.8.2 Methodological significance

The primary and most significant methodological contribution of this research is the development and validation of a unidimensional scale to measure consumers' 'attitudes towards the brand's genuinity'. Development of the new scale which aimed to measure 'attitudes towards the brand's genuinity' was conducted in line with Churchill (1979)'s rigorous criteria for an academic sound scale to be used in psychological and social science research. The results showed that attitudes towards a brand's genuinity could be measured using a unidimensional scale with five indicator items. Previous research had been clear about the need for clearer definitions and scales to measure brand genuinity. Therefore, this study contributed a sound methodological scale. The scale was also shown to be distinct from other related scales such as brand sincerity and brand heritage in line with previous literature (Alexander, 2009; Berger, 1973; M. B. Beverland, Lindgreen, & Vink, 2008; Richard A. Peterson, 2005). It is anticipated that this newly developed scale will pave the way for further research to be done exploring how brand genuinity relates to these other key constructs.

1.8.3 Managerial significance

The current results carry a number of significant implications for brand managers, marketing practitioners and brands who are looking for new way to break through the advertising clutter, and resonate with consumers (O'Shaughnessy & O'Shaughnessy, 2003). These implications will be particularly relevant to brands within the luxury industry who are seeking to resonate with consumers. A brief summary of the specific implications that this research provides are listed below.

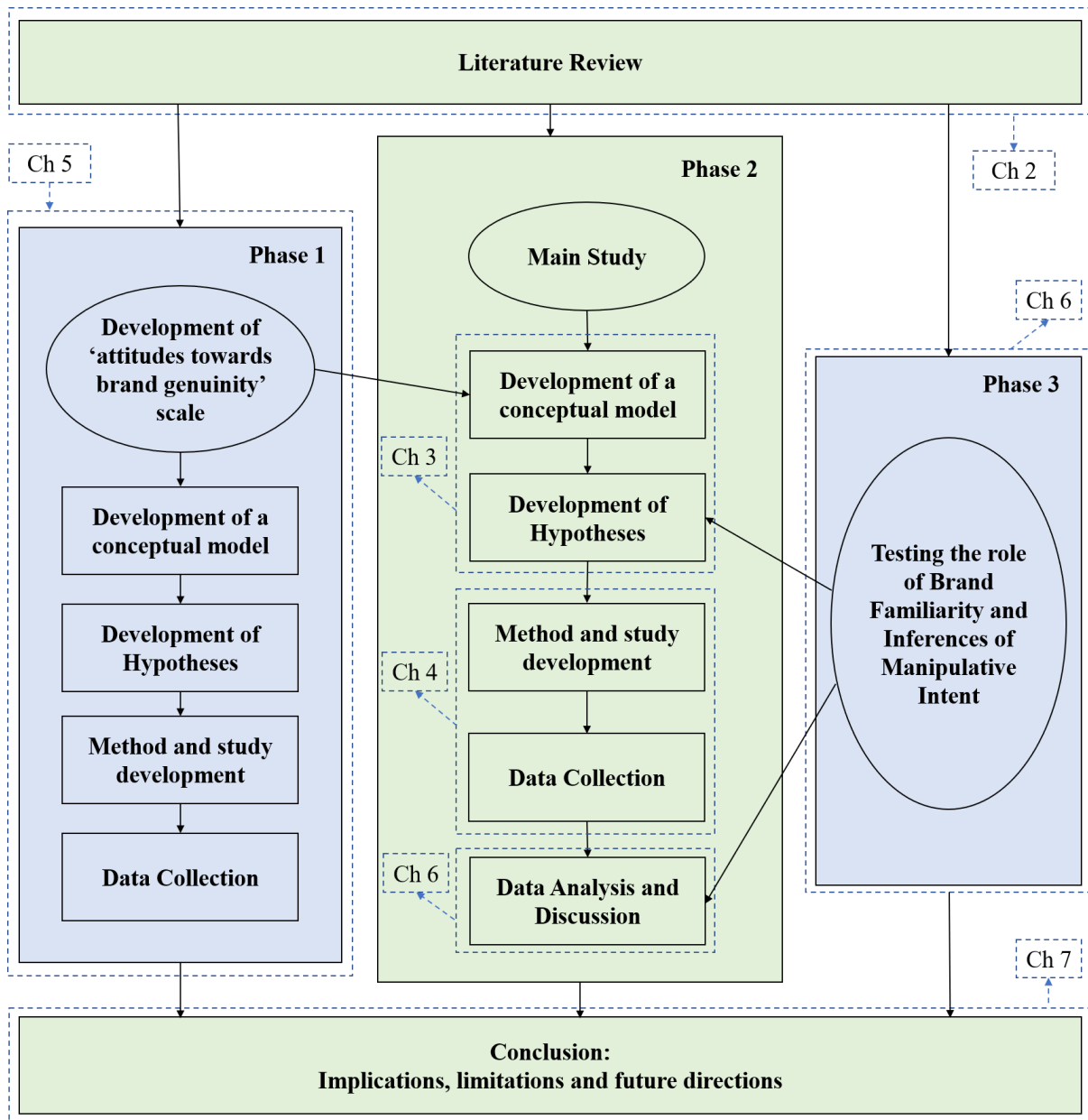
- Brand puffery has been a commonly used advertising appeal amongst luxury brands, particularly when they seek to highlight key attributes of the brand to their consumers (O'Shaughnessy & O'Shaughnessy, 2003). While there is no doubt that puffery has certainly been an effective tool for many luxury brands (Punjani, Kumar, & Kadam, 2019), it's effectiveness is fading away and research is indicating that consumers are becoming increasingly distrustful of advertising (Amyx & Lumpkin, 2016; Calfee & Ringold, 1994; Darke & Ritchie, 2007; Zanot, 1984). Therefore, brand genuinity is shown to be an effective alternative tool for luxury brands, and if luxury brands can achieve brand genuinity, consumers will be more likely to purchase from the brand.
- Previous researchers have noted the difficulty of influencing consumers attitudes, particularly those towards a brand's genuinity. Therefore, brand managers are looking for a better understanding of how consumers make product judgements about a brand's genuinity. Some research has suggested that consumers are rational and will make rational cognitive judgements about a brand's genuinity, however empirical evidence is yet to be provided in support of this (Andersson & Engelberg, 2006; Benhabib & Day, 1981; Drakopoulos & Others, 1990; Friedman, 1967; Thaler, 1980). Therefore, this study provides new insights into how consumers make judgements about a brand's genuinity.
- Advertising is one important tool in the marketing practitioners' arsenal, and hence this study provides brand managers with a better understanding for how advertising might be used to communicate a brand's genuinity (Fishbein & Ajzen, 1975).
- This study provides a better understanding to brand managers of how strategies might need to be different across different product categories, specifically exploring differences between tangible and intangible luxury product categories.
- Finally, brand managers need to have specific strategies for achieving brand genuinity in a luxury context, particularly in light of the traditional allusive character of luxury brands (Klaus Heine, Atwal, Crener-Ricard, & Phan, 2018), and thus this study provides new insights for managers within the luxury context.

1.9 CONCLUSION

The research process undertaken and adopted in this study is summarized in figure 1-2. The figure provides an overview to the steps followed, and content of each chapter in this thesis.

The structure is as follows: chapter 2 provides an in-depth review of the literature surrounding brand puffery and brand genuinity. Chapter 3 discusses key relevant theories in the literature and a conceptual model is developed based on these theoretical underpinnings. Chapter 4 lays out the methodology followed for this research and rationale for the selected methodology. Chapter 5 details the process undertaken for the development of the 'attitudes towards the brand's genuinity' scale. Chapter 6 reports the analysis and discussion of results for Phase 2 (Main Study) and Phase 3 (brand familiarity and inferences of manipulative intent as moderators). Finally, chapter 7 provides an overall conclusion to the research, including implications, discussion on the findings, limitations of the current study and suggestions for further research.

Figure 1-2: An overview of the research process adopted in this study



CHAPTER 2

LITERATURE REVIEW

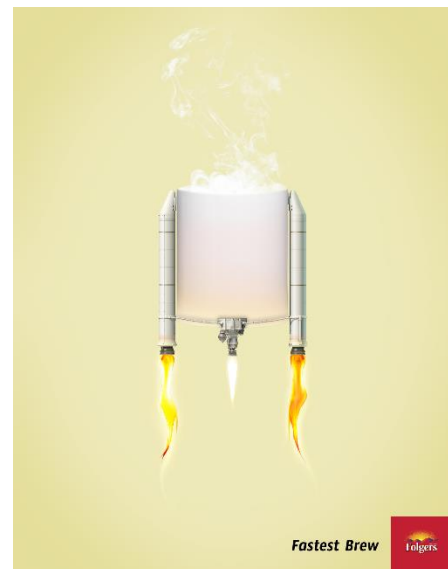
2.1 OVERVIEW OF THE CHAPTER

This chapter provides a detailed outline of the key literature in areas relevant to the aims of this study. In light of the novel nature of this study, key literature from other disciplines is also explored to gain new insights and provide a rich overview of the body of relevant literature. Specially, this literature review explores firstly, what is brand genuinity. This includes an overview of other related terms and how brand genuinity has been used in the past, and in other disciplines to gain an in depth understanding of the understanding of the concept. Following this, literature relating to advertising and how brands can use advertising to communicate their brand genuinity is explored. Specially, literature focusing on how attitudes towards the advert mediate advertising success is explored. Finally, other key factors suggested in the literature are reviewed including brand familiarity and inferences of manipulative intent. The chapter concludes with an overview of key gaps identified in the literature.

2.2 LITERATURE REVIEW GAP 1 – WHAT IS BRAND GENUINITY?

2.2.1 Brand Puffery

Brands want to resonate with consumers, and hence spend considerable effort to develop strategies which paint their brand in a positive light (Clemons & Nunes, 2011; Duarte, 2013; Fournier, Solomon, & Englis, 2008). This art of painting a brand in a good light is sometimes referred to by researchers as ‘puffery’ (Hoffman, 2005; Punjani et al., 2019; Sacasas, 2001). Preston (1997) in his research has conceptualised ‘puffery’ as a harmless means of exaggeration which consumers are expected to dismiss (Hoek & Gendall, 2007). Puffery claims are varied in their approach ranging from seemingly factual, such as “the finest ingredients” to subjective claims that convey prestige and superiority over others brands such as “the best ever” (Wyckham, 1987). As noted by Hoek & Gendall (2007), the word puffery is derived from the old English word ‘pyffan’ which means “to swell, or seem to swell,



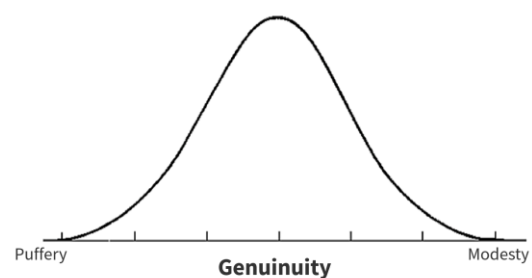
as with pride or air”. Hence, the word implies a sense of exaggeration and pride of the firm in their service, products or other attributes.

Previous studies have indicated the rationale behind such appeals is simply to portray the firm in a positive light, and such appeals are used with the understanding that consumers will discard such claims as harmless exaggeration (Gao & Scorpio, 2011; Richards, 1990). This assumption by firms and regulators is based on the fact that puffery is a peripheral cue, which with further cognitive processing will be disregarded (Hoek & Gendall, 2007). Puffery continues to remain legal in the USA because regulating bodies presume that such claims are not believed by consumers. (Gao & Scorpio, 2011) However, researchers are beginning to show that puffery is affecting the way consumers perceive a brand, most predominantly by repetition which leads to association (J. Jacoby & Hoyer, 1982). Haan and Berkey (2002) in their research demonstrate that consumers may be accepting puffs as more literal than intended by the firm.

Though puffery is often viewed as a harmless advertising appeal, Preston (1996) does not hesitate to describe it as *fraudulent falsity in advertising* which may be the reason why consumers are becoming less trustful of advertising in general (Gao, Li, & Scorpio, 2012). As noted by Calfee & Ringold (1994), 70% of consumers now think that advertising is often untruthful, despite the fact that it serves as a useful source of information. Despite some previous studies suggesting that increased regulation will lead to increased perceived credibility of advertisements amongst consumers, Calfee & Ringold (1994) demonstrates that there is strong evidence to reject this claim (Beales, Craswell, & Salop, n.d.; Greyser, 1972; Pertschuk, 1982). Hence, a need has arisen for firms and advertising agencies to proactively look at new ways to differentiate themselves from this clutter of doubtful claims and communicate the ‘genuinity’ of their brands.

2.2.2 The increasing need for brands to be genuine

The above research clearly demonstrates how puffery, or as described by the literature, *the pride of the brand* is being used by brands as an advertising appeal. Therefore, there is a need for brands to differentiate from such puffery claims. While thesaurus.com suggests modesty as an antonym for puffery and pride, this may not be a



favourable or effective way to differentiate from brand puffery and resonate with consumers. Further, the call for consumers is not for brands to be modest, but rather to be 'genuine'. Therefore, this research focuses on the middle point between puffery and modesty, which this research conceptualises as brand genuinity. Considering research which demonstrates the excessive use of puffery and the overall clutter of advertising (Holt, 2002), brand genuinity may prove to be an effective way to alleviate this and once again break through this clutter as a genuine brand.

Researchers have suggested that brands have faced what Holt (2002) describes as "peeling away the brand veneer" where brands are trying to separate the brand for the corporation from the brand. Brands engage in this behaviour with the hope of avoiding the brand paradox, where consumers perceive them as unable to resonate with consumers due to their overarching corporate monetary driving force behind every decision (Michael Beverland, 2006; Fombrun, van Riel, & Van Riel, 2004; McShane & Cunningham, 2012). Further, even the best efforts and successes within the history of marketing are still blinded by the ever pressing question - how does a brand maintain this success and continue to develop some sort of relationship with the consumer, while not inadvertently being seen as too corporate (Alexander, 2009). In order to address these questions, a better understanding of genuinity, and what it encompasses, is needed.

2.2.3 Other terms related to Genuinity

While there is evidently a pressing need for brands to understand what it means to exhibit genuinity (Gao et al., 2012; Holt, 2002), brand genuinity has not yet been conceptualised in the literature. However, there are many other related concepts which have been extensively used by previous researchers. To provide context, the following sections provide an overview to related terms to understand their usage and how they might relate to genuinity. For example, how important is honesty for brands? Or, can a brand be too arrogant for consumers' liking? King (1970) suggests that consumers' 'choose their brands the same way they choose friends; in addition to the skills and physical characteristics, they simply like them as friends'. Clearly the way in which consumers evaluate and resonate with brands is a complicated and multifaceted process. The following sections aim to provide further insight into each of these different characteristics by exploring relevant literature. This is followed by a proposed operational definition for brand genuinity.



2.2.3.1 Authenticity

Authenticity is an important construct in the exploration of genuinity (Alexander, 2009). Alexander (2009) suggests that authenticity implies a brand/product is genuine. Authenticity is a key emerging term in a wide variety of disciplines including business, sociology, history, anthropology and management (2005). Kahn (1992) suggests

that authenticity is “the un-pretentious, unmasked, and free expression of internal experience (e.g., thoughts, feelings, and beliefs)”. Authenticity focuses on acting without pretense (Schaefer and Pettijohn 2006), and being true to oneself (Grayson and Martinec 2004; Liedtka 2008). However, while many researchers have endorsed this definition, the literature remains fragmented with varying perspectives on what authenticity encompasses (Gustafsson, 2005).

Within a brand context, Holt (2002) suggests brand authenticity is the “brand’s values which are aligned with the corporation's actions which are made transparent”. In this definition, truth and transparency are key elements of brand authenticity. However, Holt (2002) also alludes to the difficulty of this in practice, with their current paper focusing on how brands should demonstrate authenticity by being transparent and showcasing corporate monetary influence in decisions, while in other papers (i.e. Holt (2003)), highlighting the need for brands to instead focus on creating distance between the brand and the corporation behind the brand. Other papers also contend that down playing of the corporation and corporate concerns can lead to higher perceived brand authenticity (Alexander, 2009; Michael Beverland, 2006).

In contrast to this definition, Anton (2001) suggests “*the issues at stake are not knowledge, truth, and reality, but rather experience, meaning, and existence*”. In other words, they note that authenticity focuses on experience rather than reality. Leigh et al. (2006) also suggests that authenticity is a manifestation of an individual’s search for what is real. This is inline with many similar phenomena in social sciences. Liedtka (2008) note the popularity of ‘reality TV’ (Rose and Wood, 2005), the rise of historical fiction (Hartmann, 2002) and an increased interest in folk art (Fine, 2004) all as evidences of consumers searching for experiences that feel ‘real’. In this light, there is no global or absolute notion of what authenticity encompasses (Rings, 1986; Taylor, 1994), This definition is supported by research which explores how consumers

assess whether a brand is authentic (Michael Beverland, 2006; Fombrun, van Riel, & Van Riel, 2004; McShane & Cunningham, 2012). It is suggested that consumers make a subjective judgement about whether an entity is authentic. Some researchers suggest that consumers are likely to make judgements about a brand's authenticity by comparing their perceptions of the brand's attributes with a socially constructed standard of comparison (Michael Beverland, 2006; Fombrun, van Riel, & Van Riel, 2004; McShane & Cunningham, 2012).

The definition of brand authenticity is also an evolving concept. For example, in the 1960's, Gustafsson (2005) suggests that consumers perceived a brand as authentic when it displayed authoritative messages and set a blueprint for culture. At that time, a brand might have been perceived as authentic when it offered guidance on how a consumer could be luxurious, hipster or trendy. However, today brands are perceived more authentic when they take a post modernistic approach and offer ways in which consumers can use the brand to design their own personal culture (Gustafsson, 2005).

Schaefer and Pettijohn (2006) in a personal selling context define authenticity as "behavior that is experienced by the salesperson as being the freely chosen, self-determined, natural, genuine, unmasked, and unpretentious expression of a salesperson's internal experience". In a personal selling context, authenticity is valued, but only when it aligns with the expectations of the consumer. "Most would prefer a genuine smile to a phony smile" (Rafaeli and Sutton 1989), and therefore authenticity may in some instances actually distract from the brand and lead to lower consumer satisfaction (Schaefer and Pettijohn 2006).

Some researchers have also explored how authenticity is readily associated with the brand's heritage (Alexander, 2009). Beverland and Luxton (2005) suggests heritage to be an antecedent of brand authenticity, where a brand with a stronger heritage will be more likely to be perceived as authentic by consumers. For example, they suggest that a brand such as Heineken with the slogan "unchanged since 1873" may be perceived as more authentic due to its strong heritage focus (as demonstrated in their 2007 time travelling cab advertisement). Napoli et al. (2014) further suggest that heritage is a dimension of brand authenticity (rather than simply an antecedent).

Further research has identified two key types of authenticity which seek to encompass much of the various discussions and definitions previously mentioned for brand authenticity. These are

indexical authenticity (Grayson and Schulman, 2000) which refers to an objects spatiotemporal connection to history and indexical authenticity (Grayson and Schulman, 2000) which refers to when a an object is an accurate reproduction of the true object.

In conclusion, the above literature demonstrates that authenticity is a complex concept with many different dimensions. Goulding (2000) rightly suggests that authenticity is a fluid concept which can be negotiated. However, although it is clearly related to ‘brand genuinity’, it is conceptually different as will be further expounded upon in section 2.2.6 where an operational definition for attitudes towards the brand’s genuinity is developed.

2.2.3.3 Sincerity

Sincerity originally referred to an object being ‘pure’ or ‘unalloyed’. (Berger, 1973). For example, a bottle of wine could be sincere. Only later was it increasingly applied to a person to demonstrate the absence of pretence (Berger, 1973). Sincerity therefore referred to congruence between a person’s thoughts and that which they expressed (Martin, 1997; Trilling, 1971). This was and continues to be quite different to authenticity. Trilling (1971) in their book “sincerity and authenticity” differentiates between these two terms by suggesting that sincerity refers to one finding their true selves within their societal role. To be considered sincere, one was to carry out one’s expected role in society with honesty and without pretence. In contrast, Trilling (1971) suggests that authenticity refers to the disintegration of sincerity, and instead of finding one’s true selves within the constraints of societal systems, they find it outside of these roles. Berger (1973) summarises Trilling’s (1973) work by noting that authenticity is “made manifest only in resistance to these [societal] roles” and “sincerity is discovered within social roles, authenticity behind and beneath them”. This is largely in line with the previous section focusing on literature exploring authenticity. For example, Gustafsson (2005) notes that brands can be authentic by offering ways in which consumers can use the brand to design their own personal culture, and therefore have the opportunity to step out of the current roles they are in.

Within a brand and advertising context, sincerity has also been shown to be an important brand characteristic. Aaker (1997) notes that brand sincerity is one of the core dimensions of brand personality, and is related to other traits such as caring, family-orientated and traditional (Puzakova, Kwak, & Bell, 2015). It is also noted to be strong predictor of consumer trust in a brand, and can contribute to relationship growth with the consumer (Aaker, 1997). Likewise, sincere brands are considered to be more reliable and dependable. For example, Nokia is often

perceived as predictable by consumers and hence more sincere, while apple might be perceived as a more exciting and spontaneous brand, and therefore potentially not as sincere (Sundar & Noseworthy, 2016).

The literature demonstrates that sincerity is an important concept in the literature, but one that is perhaps losing its lustre with its current focus on tradition (Berger, 1973; Lionel, 1971). Therefore, brand genuinity may offer a new way for brands to better resonate with consumers.

2.2.3.4 Trust

Trust is an inherent characteristic of interpersonal relationships, and therefore is a core variable in any research which seeks to better understand how brands can resonate with consumers (Delgado-Ballester & José, 2001; J. N. Kumar, Kamboj, Kumar, & Rahman, 2018). Trust provides the groundwork for exploring how brands can develop long term relationships with consumers (Delgado-Ballester & José, 2001; Fournier, 1998). Ha (2004) define brand trust as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function”. Brand trust is achieved through a combination of brand image, word of mouth, security, privacy and advertising (Chow & Holden, 1997; Ha, 2004). When a consumer has had more direct or indirect experiences with a brand, then are more likely to trust the brand, unless they develop a negative perception towards the brand (Alba & Hutchinson, 1987). Brand trust is developed incrementally through an individual’s continual interaction and experiences with the brand (Garbarino & Johnson, 1999; Huaman-Ramirez & Merunka, 2019).

Trust is particularly important in situations of uncertainty (Doney & Cannon, 1997). If there is no risk, then a consumer does not need to make an assessment of trustworthiness (Deutsch, 1958). Tan & Sutherland (2004) suggest that that trust revolves around a consumer being potentially ‘vulnerable’ and a consumer’s prediction of a firm’s predictability. Hence, the degree of being vulnerable and acceptance of risk is fundamental to the definition of trust (Delgado-Ballester & José, 2001). Trust reduces uncertainty in an environment, since the consumer believes they can rely on the trust brand (Chaudhuri & Holbrook, 2001).

The literature notes that are three different types of trust, namely interpersonal trust, institutional trust and dispositional trust. According to Tan & Sutherland (2004), interpersonal trust refers to ‘trust formed in another specific party and is the assessment by the consumer of their trustworthiness’. This is similar to what has been discussed already, where a consumer

forms trust in the brand. Institutional trust refers to ‘an individual’s trust in institutions, like the laws in a society’ (Pennanen, 2006). Finally, dispositional trust refers to ‘an individual’s ability and willingness to form trust in general’ (Tan & Sutherland, 2004). The differentiation between these three types of trust is important as it suggests that the ability for a brand to resonate with consumers is also dependent on the broader environment and trustworthiness of institutions and legal frameworks, and also a consumer’s personal disposition to trust. In other words, the addition of institutional and dispositional trust are a needed background to the discussion around interpersonal trust which is of greatest relevance in this paper (Menidjel, Benhabib, & Bilgihan, 2017).

Since trust ensures a consumer feels less vulnerable, it is the bedrock of long-term relationships (J. N. Kumar et al., 2018). This means, brand trust is often a predictor of other key brand metrics such as brand loyalty, consumer satisfaction (Hamid & Behboudi, 2017) and consumer commitment (Chaudhuri & Holbrook, 2001; Mabkhot, Shaari, & Salleh, 2017). Brand trust allows for exchange relationships which are highly valued (Morgan & Hunt, 1994).

While brand trust and brand genuinity other two distinct concepts, it is expected that brand trust will play an important role in the development of brand genuinity (Portal, Abratt, & Bendixen, 2019), and likewise brand genuinity will have similar positive outcomes for the brand as consumers value the relationship.

2.2.3.5 Honesty

One of the key sources of trust in a brand is brand honesty (Mrad & Cui, 2017; Portal et al., 2019). However, researchers note that consumers often believe advertising to be dishonest, deceptive and manipulative (Murphy 2007). Likewise, as suggested by Listone (2005) ‘Brands are claiming, over-claiming and laddering themselves into a morass of sameness, disbelief and confusion, but moreover a sea of distrust and this is a worrying place to be’ (Murphy 2007). Therefore, consumers often call for brands to be more honest, or transparent (Kim, Kim, and Rothenberg 2020). However, what brand honesty is and its effectiveness in resonating with consumers is not always clear.

Turner, Edgley, & Olmstead (1975) define honesty as a "complete disclosure" of information. That is, verbally communicating to the other, all of the situationally relevant knowledge. However, there is confusion as to whether this is an effective strategy for resonating with

consumers. Some researchers suggest that the truth can hurt, and can unintentionally lead to greater consumer scepticism (Koslow, 2000). In fact, sometimes even after claims are verified, consumers remain skeptical (Koslow, 2000). Likewise, when consumers perceive that brands are trying too hard, they are also likely to be sceptical about their claims (Homer 1995; Kirmani 1997).

Already in 1975, Turner, Edgley, & Olmstead (1975) explored how honesty may not always prove to be the best approach. Their paper suggests that although honesty is readily spoken of as being beneficial to society, it seems that relationships are often maintained by not being honest and using information control such as



distortion and concealment. Specifically, within Turner, Edgley, & Olmstead's (1975) study, they explore how consumers often lie, tell half truths or remain silent in order to withhold information. In fact, their study suggests that 60% of people's dialogue is not completely honest, and rather makes some use of information control. The paper suggests that consumers considered relationships of greater importance than honesty, and hence were willing to sacrifice honesty where needed to save face and/or relationships. This paper is the first paper which questions the actual definition of honesty, and the degree to which honesty can ever be successfully used without ruining relationships (Turner, Ronny E and Edgley, Charles and Olmstead, Glen, 1975). Bhide & Stevenson (1990) also supports this by stating that honesty does not pay, and honesty is only honoured because of moral conviction. There is little factual or theoretical evidence for the fact that honesty actually leads to further business benefit. Turner et al. (1975) emphasises that their respondents thought that there was difference between honesty and sincerity and that relationships were more important than truth. Some of their comments included that life is all about relationships and hence, it is more important to retain these relationships than be completely honest which may come across in moral superiority (Goffman, 1949; Lyman & Scott, 1989).

However, this raises the question, to what degree should firms be forthright to consumers. Should firms tell consumers about everything or will this simply bring unwanted attention. This question is explored by Foreh and Grier (2003) in their paper which explores consumers perceptions of business practices when attributed to public good rather than firm-serving

motivations. Their study reports that consumers are most likely to positively evaluate a firm if the firm is clear and transparent about any benefit it gains from its business practices (Foreh & Grier, 2003). If a business claimed that it was acting in a certain way for the public good, where as consumers perceived that the firm was actually doing it for firm serving motivations, then this would be perceived negatively. For example, a store that stops providing plastic bags may state that they are doing it for the environment. However, some consumers may perceive this simply as a money saving mechanism and hence, according to the aforementioned study, perceive the brand negatively (Foreh & Grier, 2003). Overall, they suggest that it is better for a firm to be forthright and bring attention to the matter than not.

Honesty seems to be of increasing importance for consumers. A recent study notes that 52% of millennials research brand background information before buying, and 42% want to know how the goods were made (Amed et al. 2019). In response, brands are increasing looking for ways to be more transparent about their brand, how their products are made and the supply chain (Kim, Kim, and Rothenberg 2020). For example, Patagonia has started a recent practice called “Footprint Chronicles” which aims to show consumers each step of the supply chain (Kim, Kim, and Rothenberg 2020).



Clearly consumers are increasingly demanding honesty, and brands are rightly looking for ways to be more honest and upfront. Nevertheless, the literature also shows that honesty can have varying effects, suggesting that more research is needed to understand how brands might be honest and resonate with consumers. Research exploring the potentially more overarching and holistic concept of brand genuinity may begin to fill this gap.

2.2.3.6 Brand Modesty

Brand modesty is particularly important in the current context since it is related to brand genuinity. Rojas-Mendez et al. (2012) suggest that modesty is a dimension of amicability, which includes items such as sincerity and hospitality. Specifically, modesty includes items such as calm, laidback, patient and unassuming (Rojas-Méndez and Papadopoulos 2012). Modesty is also featured as a sub characteristic under agreeableness in Goldberg's big five brand personality variables, similar to those from Aaker (1997) (Azoulay and Kapferer 2003). While there is little research about modesty, and much less about brand modesty, it is a core component of personality.

While brands may be expected to communicate the value that they offer the consumer, some consumers may consider brand modesty to be important. For example, Rojas-Mendez et al. (2013) suggests that Canadian brands may be perceived more positively by Chinese consumers compared to brands from the USA due to Canada being perceived as a more 'modest' country, a personality characteristic which is more in line with traditional Chinese values. Even in a western context, modesty is often viewed favourably with researchers contending that goods which are too 'conspicuous' may violate social norms of modesty (Janssen, Vanhamme, and Leblanc 2017; Godfrey, Jones, and Lord 1986).

While brand modesty is different than brand genuinity, it is expected there will be some relationship (Rojas-Méndez and Papadopoulos 2012).

2.2.3.7 Brand Arrogance

Like brand modesty, some researchers have suggested that arrogance is viewed negatively by consumers. Arrogance in a broader sense is defined as "a chronic belief of superiority and exaggerated self-importance that is demonstrated through excessive and presumptuous claims" (Hareli and Weiner 2000; Brown 2012; Kowalski et al. 2003). Arrogance is often viewed negatively in a relational context (Silverman et al. 2012), and this may also be the case for brands. One of the goals of advertising is to persuade the consumer to buy, and this is often executed by focusing on the superiority of the product (Brown 2012). Within a brand context, brand arrogance has been defined as "behavior that communicates a company's or brand's exaggerated sense of superiority, which is often accomplished by disparaging others" (Brown 2012; Johnson et al. 2010). Brown (2012) suggests that when a brand behaves 'arrogantly', consumers who own the brand's products will likely have more positive perceptions, while those who are not owners will be likely to have more negative perceptions. They suggest that if the brand is trying to maintain brand loyalty, then arrogance may actually serve a positive

role. Munichor and Steinhart (2016) suggest that one of the reasons that consumers avoid arrogant brands is because they feel self-threatened, potentially suggesting that they have lower self esteem (Baumeister, 1997). For example, one brand that employed brand arrogance was Arrogant Bastard Ale in their campaign “You’re not worthy” (BrewDog, 2013). This may lead consumers to thinking the brand is too good for them and not purchasing (Tracy & Robins, 2007).

Nevertheless, arrogant brands are likely to be perceived as having higher status and quality (Munichor & Steinhart, 2016). Other authors also note the positive benefits of brand arrogance. For example, Hasford and Senyuz (2019) suggest that since consumers understand a brand’s motives, they are likely to have more positive attitudes towards a brand that is more arrogant in their communication. Therefore, while brand arrogance can lead to positive results, it can also leave consumers perceiving the brand negatively and feeling as though their self is being threatened, thus driving consumers away (Munichor and Steinhart 2016). It is important that while brands continue to focus on being superior, they also ensure they remain attainable and thus resonating with consumers (Sung and Phau 2019).

2.2.3.8 Benevolence

In the context of firms, benevolence is when the firm is willing to act in the best interest of both parties rather than simply the supplier (Selnes & Gonhaug, 2000). A supplier will be perceived as more benevolent if they are willing to make an extra effort when problems arise. Other authors have also shown that benevolence is a fundamental aspect of developing relationships based on trust and commitment (Kumar, Scheer, & Steenkamp, 1995).

As Selnes & Gonhaug (2000) note, benevolence is about going beyond the consumer’s expectation and outside of what is expected within a business transaction. Selnes & Gonhaug (2000) provides the example, “He didn’t have to help me, but he did”. Benevolence is about the action of surpassing expectations and the action of showing selfless interest. This is supported by Kumar et al. (1995) in their benevolence scale which includes items such as “willingness to support the customer if the environment causes changes” and “consideration of the customer’s welfare when making importance decisions”. Cruz, Gómez-Mejia, & Becerra (2010) explores the concept of benevolence and identifies it as being on the opposite end of opportunism. They define it as the extent to which a trustee is believed to want to do good to the trustor.

2.2.3.9 Altruism

Millon, Lerner, & Weiner (2003) suggest that altruism is the motivation to increase another person's welfare. It is held in contrast to egoism, which is defined by MacIntyre (1967) as the motivation to increase one's own welfare. (Millon et al., 2003) explore the topic in depth by expounding on the motivation for people to act in an altruistic manner. Their work suggests that all people act in an altruistic manner for clear reasons. One such reason is out of empathy, a human emotion. When seeing someone dying on the ground, this may lead to the emotion of empathy or sympathy which will drive them to help to reduce this emotion.

Hence, the literature demonstrates that, for individuals, there is motivations and negative outcomes that people respond to leading them to act in an altruistic manner. However, can this also be applied in the business context? Businesses cannot as such experience the emotion of empathy, yet they often carry out works of altruistic nature. Are these actions altruistic or to generate profit. What is the motivation? It should first be noted that some researchers have suggested an 'altruistic' personality (Oliner & Oliner, 1988). Hence, consumers may also believe that a firm can have an 'altruistic' personality. Within the business context, there is much research which has demonstrated that altruism means to show good, and is often part of corporate philanthropic efforts.

2.2.3.10 Philanthropy

Philanthropy refers to a firm doing things out of goodwill such as giving money to a charity organisation. It began as a voluntary response to social problems. Andrew Carnegie (1899) in his book called 'The Gospel of Wealth' stated "*He who dies rich, dies thus disgraced*". By this comment,



he aimed to suggest that firms were the caretakers of their property holding it in trust for the benefit of society (Wulfson, 2001). Henry Ford also stated that '*A business that makes nothing*

but money is a poor kind of business' (Wulfson, 2001). However, since it has evolved into a corporate mandate where the companies' profits are the end goal (Varadarajan & Menon, 1988).

Campbell (1992) suggests that there are two different variants of philanthropic behaviour within a firm. The first is goodwill which is enacted when a consumer makes a purchase, also known as cause promotions (Menon & Kahn, 2003). The second is goodwill which is performed apart from consumer purchases and are often used to promote the overall image of the brand. It is also known as advocacy advertising (Menon & Kahn, 2003). In their research, Campbell (1992) demonstrate that consumers who were unfamiliar with a brand would develop favourable evaluations of brand following philanthropic advertising. Further, if the message was relevant to the consumer, this led to more positive evaluations. Such advertising was shown to have varying impacts depending on the consumer segment.

The literature demonstrates that the end goal of philanthropic behaviour is the advancement of the firm, either through increased sales or increased brand equity (Menon & Kahn, 2003).

Menon & Kahn (2003) suggests that when advocacy advertising is conducted, consumers are more likely to elaborate on the advertisement. As there is no appeal for the consumer to purchase the firm's product, consumers become sceptical about the firm's ulterior motives for advocating this brand. This is also the case when a firm sponsors a cause which is not congruent with the brand. Therefore, if a brand is perceived to be 'too good' or different from what is considered normal, consumers may begin to form sceptical perceptions about the reliability and genuinity of the brand. Consumers expect the brand to be focusing on the bottom-line dollar for the business (Menon & Kahn, 2003; Porter & Kramer, 2002). Porter & Kramer (2002) demonstrates how industry professionals have suggested that if philanthropic activities do not directly advance the profits of the company, then it is outside of the liberty of the company to engage in and may be considered contrary to the goals of the company.

Nevertheless, the literature also demonstrated that brands are increasing engaging in philanthropic advertising and even including it as part of their marketing mix. At times, the perceived importance of this is so great that firms are emphasising their activities at the expense of their brand and or product positioning. This demonstrates that brands are accepting that philanthropic and CSR efforts are an important part of ensuring the brands success (J. J. Davis, 1994). Varadarajan & Menon (1988) suggests that firms have shied away from supporting

causing which are clearly advancing their profit in the hope of demonstrating their commitment to the community rather than their own profit. The literature seems to be somewhat sparse on this which may demonstrate consumers now having a greater desire to understanding a firm's motive for supporting a cause.

Finally, research has suggested that some issues, such as environmental issues, regardless of congruency, lead to positive perceptions amongst consumers (J. J. Davis, 1994). Issues such as these are increasingly becoming of importance to consumers and for some, function as a determinant factor in deciding which product to purchase (J. J. Davis, 1994).

2.2.4 Genuinity within the Literature

The word genuinity, or similar root words such as genuineness and genuine are rarely used and conceptualised within the literature. The following is an overview of the key cross disciplinary literature which has explored genuinity.

Within a therapist context, Gelso and Carter (1994) define genuineness as 'the ability and willingness to be what one truly is in the relationship'. Likewise, Schnellbacher and Leijssen (2009) suggest that genuineness includes three key dimensions: self-awareness (being aware of one's own experience), self-presence (being emotionally involved in the other person's story) and self-disclosure (being willing to intentionally reveal one's thoughts and values). In both cases, genuineness included a core relational component. Genuinity has also been likened to congruence, particularly in a therapist context. For example, Kolden and Gregory et.al (2011) have written a book chapter which explores how a therapist might be genuine within group therapy. They have suggested that congruency is similar to genuinity, and that is it made up of two components, namely the therapist's ability to reflect mindful present personal awareness and authenticity and secondly to be able to conscientiously communicate their experiences with the clients. Therefore, it includes the notion of not hiding behind professional or other types of barriers, but being open about the feelings and attitudes that are obvious in the prescribed situation. They conclude their thoughts on this with the following comment "Congruence [*genuineness*] thus involves mindful self-awareness and self-acceptance on the part of the therapist, as well as a willingness to engage and tactfully share perceptions.". Thus, it seems that if a person is not self-aware, then they also cannot be genuine.

Aaker (1997) in their paper exploring Brand Personality suggest that Brand Personality has 5 dimensions. These are Sincerity, Excitement, Competence, Sophistication and Ruggedness. Within the dimension Sincerity, there are 5 sub dimensions which are Domestic, Honesty, Genuine and Cheerful (Aaker, 1997). Although genuine has been used here as part of the Brand Personality scale, the paper does not seem to offer any suggestion for conceptualisation of this term. Further, a number of other papers which make use of Aaker's Brand Personality scale seem to switch genuine and sincerity without any explanation. This suggests that within this context, the term is being used freely without a proper understanding of how the term should be used. It is also being used often as a substitute for other words, almost as a synonym. However, no conceptual or otherwise support seems to be provided for such usage.

The extent of the literature exploring genuinity is largely limited to the above two contexts, thus suggesting further research is needed.

2.2.5 Not all brands should try to be Genuine

While research exploring brand genuinity is scarce, previous research does suggest that certain brands may be perceived as more exciting, daring and innovative while other brands will be perceived as more sincere and traditional. This has important



This image was taken from: <https://iq.intel.co.uk/six-decades-of-intel-bunny-suit-fashion/>

considerations for understanding brand genuinity. Ang and Lim (2006) suggest the example of Intel's advert for its Pentium chip with MMX technology. In this advert (showed to the right), a technician is dressed in pink suit doing a handstand in the midst of other technicians dressed in sterile lab garments. Through the use of such contrast, the advert expresses that the CPU is more exciting and has boosted capabilities compared to competitors. However, such may also lead to consumers being less likely to perceive the brand as sincere and/or trustworthy. Some researchers have suggested that this may be because the use of more simple and direct claims required elaboration and therefore may provide firmer grounds for a consumer to perceive a brand as more technical and/ serious compared to competitors (Ang & Lim, 2006). Ang and Lim (2006) further suggest "*Benz ad showing a camel with turbo engines strapped to its sides to communicate the dual benefits of fuel efficiency and quick acceleration presents an unexpected comparison that may be deemed rather comical. This, in turn, may dilute*

perceptions about the competence of the new car model". Therefore, pursuing genuinity may come at the cost of other brand elements. It may not be possible for brands to retain their exciting status while also being perceived as genuine. Research further suggests that more utilitarian and functional brands may be perceived as more genuine, since utilitarian brands are known to be more rational in their appeal and often seek to provide more cognitive oriented benefits (Woods, 1960). Since research exploring genuinity is scarce, it is not clear as to which brands are best suited to brand genuinity appeals, nevertheless it is expected that some brands will benefit more than others from the use of such appeals.

2.2.6 Defining Attitudes towards the Brand's Genuinity

This research aims to conceptualise attitudes towards the brand's genuinity, particularly against the background of more traditional brand puffery. As previously noted, brand puffery refers to using claims such as "the taste that everyone claims" or "chocolate never tasted so good" (Hoek & Gendall, 2007). The previous sections have provided an overview of concepts similar to brand genuinity such as sincerity, authenticity, benevolence, honesty and transparency. Each of these help to inform the conceptualisation of attitudes towards the brand's genuinity. Based on these previous discussions, two key insights have emerged.

The first key insight which emerged is that many of the surrounding terms including authenticity and honesty are inward focused on the firm and are void of emotion. As discussed, authenticity refers to a consumer expressing their true identity and being true to themselves (Napoli et al., 2016; Sheldon, Ryan, Rawsthorne, & Ilardi, 1997; Wood, Linley, Maltby, Baliouis, & Joseph, 2008). Authenticity encourages one to look inward and discover themselves and who they are irrespective of others (including consumers) around them. As noted by Kahn (1992), authenticity is "the un-pretentious, unmasked, and free expression of *internal experience*. Likewise, particularly within a brand context, authenticity is often built on the basis of a brand's heritage (Alexander, 2009), yet another component of the brand and their inner being (Michael Beverland, 2006). Likewise, honesty is inwardly focused. As noted, honesty is defined as a "complete disclosure" of information (Turner, Ronny E and Edgley, Charles and Olmstead, Glen, 1975). That is, verbally communicating all of the situationally relevant knowledge, irrespective of others (including consumers) and without consideration for the result (Koslow, 2000). Both authenticity and honesty, while having the potential to provide immense value to the consumer, are inherently inward focused by definition. Likewise, since both express without regard for others, including consumers, both are inherently lacking in any

relational capacity. A brand which behaves differently in different environments, a common phenomenon in human relationships, would be viewed by the literature as a brand which is acting inauthentic (Sheldon et al., 1997). Therefore, a more relational concept may be needed which allows for such variances in behaviour as a common characteristic of personality, and reflection of an actual relationship between the consumer and brand (Fleeson & Wilt, 2010).

The second key insight which emerged is that genuinity involves some sense of self awareness and relationship. As previously discussed, within a therapist context, Schnellbacher and Leijssen (2009) suggest that genuineness includes three key dimensions: self-awareness (being aware of one's own experience), self-presence (being emotionally involved in the other person's story) and self-disclosure (being willing to intentionally reveal one's thoughts and values). Genuinity has also been likened to congruence, particularly in a therapist context. Kolden and Gregory et.al (2011) suggest "Congruence [*genuineness*] thus involves mindful self-awareness and self-acceptance on the part of the therapist, as well as a willingness to engage and tactfully share perceptions.". In both examples, genuinity included a core relational component. It was not limited to being aware of oneself, but rather involved in the other person's story and being able to effectively engage with that person. However, this relational component has largely been missing from any discussion about genuinity in a brand context, despite relationship marketing only becoming more relevant and important in branding literature (Brodie, Coviello, Brookes, & Little, 1997; Gummesson, 2017; O'Malley, 2014; Payne & Frow, 2017).

The oxford dictionary defines "genuine" as "*belonging to, or proceeding from the original stock and hence having purity of character*". This definition is largely reflective of the two insights which emerged from the literature. That is, it focuses on the relational component (i.e *belonging to, or proceeding from the original stock*) while also focusing on brand characteristics and character (i.e *having purity of character*). In line with this, and based on the review of the relevant literature and the insights which emerged, the following preliminary definition is proposed for attitudes towards a brand's genuinity: "*The degree to which a brand belongs to a community, and hence exhibits purity of character including completely expressing their corporate intention without hiding anything*". The definition primarily focuses on the brand's relationship with their community and consumers, while also accounting for purity of character which the literature suggested was an important component of differentiating from brand puffery. Based on this definition, brands might be expected to

communicate claims such as “we are on your side” or “we are not fancy, but we are cheap”. In other words, brands would be expected to develop their brand genuinity through their relationships with consumers rather than apart from. The suggested definition is broad and will be further refined in the scale development process (chapter 5).

2.3 LITERATURE REVIEW GAP 2 – COMMUNICATING BRAND GENUINITY THROUGH ADVERTISING

2.3.1 The role of advertising

Advertising has been defined as a mass communication tool which offers the advantage of reaching many people at a low cost per person (Etzel, Walker, & Stanton, 1997). Despite this fundamental definition with which most researchers concur, its role is not so clear. It has been considered to be a communication process, a marketing process, a social process, a public relations process and a persuasion process (Arens, 1996). From a brand’s perspective, one of the key objectives of advertising is to generate demand for their products (Patti, 1977). While in the past advertising was largely viewed as a required activity of brands, researchers are increasingly noting when it might be useful and when not, and the broader range of benefits that advertising might bring as part of generating demand (Patti, 1977). Based on some of the researcher’s ideas above, the role of advertising includes communicating key information to consumers, the creation of brand equity and informing consumers attitudes. The below sections explore these in detail.

Communicating key information to consumers

Advertising plays a fundamental role in the communication process with consumers (Shimp, 1981). Already in ancient times, symbols and pictorial signs were used to communicate a message and/or attract potential consumers (D. P. Kumar & Raju, 2013). Kumar and Raju (2013) argue that the main aim of advertising is to impact consumer’s buying behaviour and one way this this is done is through providing consumers with information (S. Brown, Kozinets, & Sherry, 2003; Vakratsas & Ambler, 1999).

Dr. Johnson’s Theory famously says, “promise, large promise is the soul of an advertisement” (David, 1983). In these words, the notion that advertising was meant to offer consumers something was born (Vakratsas & Ambler, 1999). It also led television advertising pioneer, Rosser Reeves (1961) to coin the term “Unique Selling Proposition” which focused on brands

offering something unique to consumers. In response to the introduction of the term “USP”, Theodore Levitt suggested “differentiation is one of the most important strategic and tactical activities in which companies must constantly engage” (Clark, 2011). Since, this point, brands have continued to try to differentiate and break away from common place advertising and clutter with the hope of finding their own USP. According to (Martínez, Montaner, & Pina, 2009), the purpose of advertising is not to sell, but to develop brand awareness and inform consumers about the product’s attributes.

Advertising may be an even more important source of information when information is otherwise not readily available. For example, the literature differentiates between search and experience claims (Nelson, 1970). Search claims are those which can be satisfactorily made before the purchase (i.e. computer specs), while experience claims are those which cannot be made until after the purchase (i.e ease of use). Therefore, there are some claims, which the consumer cannot know before purchasing the product, and hence will rely on other cues such as advertising to make an assertion of the quality of the product (D. P. Kumar & Raju, 2013). Specifically, Milgrom & Roberts (1986) suggests that advertising gives consumers confidence in purchasing their brand. Some consumers contend that if a company is willing to invest substantial capital in advertising campaigns, then this must mean they have significant backing and hence can be presumed to be a credible company. Therefore, advertising is clearly providing information to the consumers, however, it is also communicating information about the brand.

Creating brand equity

The role of advertising is much more far reaching than simply providing information, and also includes communicating brand positioning and creating brand equity in the minds of consumers (Calfee & Ringold, 1994). For example, some adverts have almost no information within, and yet companies continue employ such advertising methods. One example of this is the recent Apple “Perspective” advertising campaign. The campaign gave no information about the products or potential for the products, but simply focused on an otherwise unrelated issue of perspective, and individuality. Milgrom & Roberts (1986) suggests that advertising which has very little information may also serve the role of signalling quality to the consumer, and hence consumers will develop perceptions of the brand based on this.

Research has also focused on how advertising aims to affect consumers feelings and/or affect towards a brand. As noted by Kumar and Raju (2013), a consumer's mind is not just a blank slate awaiting information from advertising, but rather is full of memories, associations and conscious or unconscious thoughts, all of which can affect how a consumer interprets or feels about a firm's advertising. Since consumers are often saturated with advertising, these associations and memories are constantly changing and developing. Therefore, some researchers have suggested that brands need to continue advertising to retain their current positioning in the marketplace. This is particularly the case in light of how quick consumers forget about a brand (Leone, 1995). Clarke (1976) in his research suggests that 90% of the advertising effect dissipates within 3 to 15 months of consumers being exposed to it (Assmus, Farley, & Lehmann, 1984).

Research suggests that in every claim, a brand is conveying its positioning. For example, a brand that uses very traditional language may be perceived by consumers as being more sincere (Muller & Bevan-Dye, 2017). Further, other researchers have suggested that when a brand makes a claim that is predictable and expected by the consumer, then they will be perceived as a more sincere brand (Sundar & Noseworthy, 2016). For example, Nokia is often perceived as predictable and sincere by consumers, while apple might be perceived as a more exciting and spontaneous brand (Sundar & Noseworthy, 2016). Therefore, a firm's claim may also be used to communicate a brand's specific positioning.

Informing consumer's attitudes

Finally, advertising can also be used by brands to inform consumer's attitudes (MacKenzie et al., 1986). One researcher notes "Reality and advertising do not constitute two separate spheres acting upon one another; advertising and the mass media contribute to the visual landscape that constructs reality" (Schroeder & Borgerson, 1998). Consumers make use of advertising to understand what they see around them, and develop attitudes towards entities. Informing consumer's attitudes is a key component of the current research, and therefore the following sections will provide further insight into how advertising might influence consumer's attitudes.

2.3.2 Consumer's changing attitudes towards advertising

As consumers are faced with increasing amounts of advertising, consumer attitudes, and the way within which consumer's deal with this advertising is changing. However, this is not the

first time that advertising has come under scrutiny (Calfee & Ringold, 1994). Throughout 1910, 1950, 1970, and again in 1990, the role of advertising was explored and criticised. Particularly in 1970, advertising faced a pivotal revolution with the introduction of the Federal Trade Commission (FTC) which sought to regulate the advertising industry.

Despite the many waves of consumer scrutiny towards advertising, many researchers have demonstrated the fundamental role of advertising, and how consumers also recognise the need for advertising. For example, Nelson (1970) suggest that advertising provides substantial information to consumers, and is a pivotal part of the communication process (Calfee & Ringold, 1994). However, although consumers do benefit and recognise the benefit from advertising, they also consider advertising to be for the benefit of the seller, rather than the buyer (Bauer, 1964). Further, consumers are inclined to assume that advertising cannot be trusted unless there are specific reasons to do so (Grossman, 1981). In light of the distrustful environment within which advertising exists, there is a continual need for brands to understand how consumers develop attitudes towards attitudes and brands, and in turn what they might do to appease consumers.

2.3.3 History of research exploring attitudes towards advertising

Brown and Stayman (1992) begin their paper with the words “*Consumers affective responses to ads have been of increasing interest to both academics and practitioners*”. It’s a modest statement, yet it is a true reflection of the sudden emergence of researchers exploring advertisement effectiveness (Mitchell, 1986). Research exploring advertising has a long history, with some research shown below dating back to 1929 (Silk & Vavra, 1973). And much of this research demonstrates researcher’s acknowledgement of the importance of consumers having a positive reaction towards advertising in order for it to be effective. For example, some researchers started designing viewer profiles for grouping consumers based on their affective reactions to advertisements (Burke & Edell, 1984; MacKenzie et al., 1986; Schlinger, 1979; Wells, Leavitt, & McConville, 1971). Further, practitioners had regularly obtained copy testing before publishing an advertisement to ensure it was liked by the target audience (Barban, 1969). However, despite its long history, the concept of what actually constitutes as a “positive reaction towards advertising”, and how this might be conceptually defined was not clear until much later (Lutz, 1985). While referring to it, there had not been a clear consensus on what this positive reaction might entail. In addition, Silk and Vavra (1973) suggests that while extensive research was conducted exploring what consumer’s liked and didn’t like, research exploring

how this led to advertising effectiveness (i.e attitudes towards the brand or purchase intention) was very limited. In this light, researchers from around 1980 began to explore this topic in more detail, introducing new models (including the Dual Mediation Hypothesis Model) and defining terms more clearly.

2.3.4 Defining attitudes

In 1981, Mitchell and Olson (1981) termed attitudes as a consumer's internal evaluation of an object such as a branded product. They also note that before their paper, there was very little explanation or discussion on how attitudes were actually formed. According to them, it seemed that most researchers simply assumed attitudes as a given and therefore explored how it led to other constructs. but never actually the very development of attitudes (Mitchell & Olson, 1981).

Attitudes have been of great interest to researchers since they are often long term and enduring, and are also good predictors of behaviour (I. Ajzen & Fishbein, 1980; Mitchell & Olson, 1981; Wicker, 1969). However, as previous researchers have noted, for attitudes to be a useful construct, there needs to be an in depth understanding of what causally leads to attitudes (Mitchell & Olson, 1981; J. C. Olson & Mitchell, 1975; Wicker, 1969). Therefore, in 1975, Fishbein and Ajzen (1975) suggest that "A person's attitude is a function of his salient beliefs at a given point in time". In other words, a person's attitude are based on and constituted directly by their beliefs about the object at that point in time. They conceptualise this with the following formula:

$$\sum_{i=1}^n b_i e_i = A_o$$

While Fishbein and Azjen's (1975) formula has received far reaching attention in the literature, Mitchell and Olson (1981) suggest that the theory is limited since it suggests that all attitudes are the result entirely of only beliefs. According to Fishbein and Azjen (1975), in order to change a consumer's attitude, the marketer must first change consumer's belief which then in turn will lead to a change in consumer's attitude (according to the formula previously presented) and then this will lead to some sort of change in intention. However, this then

implies that all changes in attitudes are the definite result of some change in beliefs, which Mitchell and Olson (1981) suggest is not the case. Therefore, they instead demonstrate that attitudes towards the advertisement also plays a pivotal role in determining the consumer's overall attitudes towards the brand. In fact, their results show that while belief remains the major mediator of consumer attitudes, together with attitudes towards the advertisement, almost all variance in consumer attitudes towards the brand are accounted for. This is inline with Solomon's (2009) who suggest that attitudes have multiple components including affect and beliefs (cognition) (Solomon, 2009; Triandis, 1971). Therefore, Fishbein and Ajzen's (1975) attitude construct may be better termed as "cognitive attitudes".

2.3.5 Advertising and its effect on consumer's attitudes towards the brand

As brands seek to resonate with consumers, it is evidently important that advertising efforts and genuine advertising appeals will lead consumers to also perceiving the brand as genuine. An advertising appeal can be defined as "the strategies an advertiser uses to present a product or service" (Kenechukwu & Asemah, 2013). Likewise, a genuine advertising appeal refers to some sort of advertising material which has been curated with the aim of presenting a product, service or brand as genuine. Previous researchers have noted the importance of understanding different advertising appeals and how they can ultimately influence a consumer's attitudes towards the brand, and their resulting consumption behaviour (DeBono & Packer, 1991; Green & Pelozo, 2014; Grigaliunaite & Pileliene, 2016). Yoon, Laczniak, Muehling, & Reece (1995) suggest that the hedonic component of a consumers' attitudes towards the brand is usually based on the consumer's attitudes towards the brand's advertising efforts. This is also affirmed by Gardner (1985) in their research into brand attitude formation. They suggest that attitudes towards the advertisement play an important role in determining a consumer's attitudes towards the brand (Gardner, 1985).

Although much research has demonstrated the degree to which peripheral or cognitive process are employed is determined by the involvement required for the purchase, Miniard, P. W., Bhatla, S. & Rose, R. L. (1990) suggest that regardless of involvement (high/low) or whether a central or peripheral processing is engaged in, attitudes towards the advertisement also continue to remain an integral antecedent of brand cognitions and brand attitudes (Biehal et al., 1992; Brown and Stayman, 1992; MacKenzie et al., 1986). On the basis of this, a number of key theories were developed including the affect transfer hypothesis, dual mediation hypothesis, independent influence hypothesis and reciprocal influence hypothesis (Homer,

1990). Each of these demonstrate how consumer's attitudes towards an advertisement can influence the respective brand in various ways, depending on the context.

2.3.6 Differences across product categories

Although research shows that perceptions towards the advert affect a consumer's attitudes towards the brand, the degree to which this affect occurs differs across different product categories. Gao et al. (2012) demonstrate that a consumer's affective response to an advertisement is partially determined by the brand category. For example, if it is a bank that is making the claim, a consumer may be more sceptical in believing the claim due to financial institutions often being perceived as having a higher risk (Bejou, Ennew, & Palmer, 1998; Matzler, Würtele, & Renzl, 2006). Some research has also suggested differences in consumer responses between luxury and non-luxury brands (Abimbola et al., 2012). Likewise, from the outset of the development of the four competing models, researchers were already asking how high or low involvement products might alter these relationships (Gardner, 1985). This was followed by Muehling et. al (1991) who directly explored how advertising involvement might moderate these relations. There is also much debate in the literature about the extent to which peripheral and central route elements are evident in both low and high involvement situations. For example, Park and Young (1984) suggested that peripheral processing was evident in both high and low involvement situations. However, Mitchell and Olson (1981) suggested that peripheral processing was evident and significant in both high and low involvement situations. Therefore, it seems that the context and/or stimulus used within the study affects the degree to which peripheral and/or central routes are employed by the consumer when processing a stimulus relating to the brand. Previous researchers have shown sufficiently that in a low involvement context peripheral processing is fundamental, while central processing is often not evident. However, within the context of the four competing models, high involvement processing has not been studied sufficiently. For example, researchers seem to give almost no attention to question of which of the four models might be most effective in a luxury context.

2.4 LITERATURE REVIEW GAP 3 – OTHER FACTORS

Research has demonstrated that there are other factors such as inferences of manipulative intent and brand familiarity which must be considered within the context of advertising appeals (Campbell, 1995; Campbell & Kirmani, 2000; Ellen et al., 2000; Forehand, 2000; Webb & Mohr, 1998). Two key variables which may influence consumers in the current context are

inferences of manipulative intent and brand familiarity. Both have been heralded in the literature as having significant influence on how consumers develop attitudes towards the advert and the brand (M. Campbell, 1995).

2.4.1 Inferences of Manipulative Intent

Inferences of manipulative intent refers to “consumer inferences that an advertiser is attempting to persuade by inappropriate, unfair or manipulative means” (M. Campbell, 1995). When consumers view an advertisement, they readily make inferences about the marketer’s motives (Boush, Friestad, & Rose, 1994; M. C. Campbell & Kirmani, 2000; Cheah, Teah, Lee, & Davies, 2020; Friestad & Wright, 1994), considering them broadly to either be firm serving or public serving (Foreh & Grier, 2003). Firm serving motives are any potential benefit that the firm might obtain through the marketing material. Public serving motives, otherwise known as altruistic motives, are motivations focused on individuals outside of the firm, including third party stakeholders and/or the consumer (Foreh & Grier, 2003).

It is important to understand inferences of manipulative intent, since consumers’ evaluation of the firm’s motives may be attributed to the brand and can potentially also influence consumer’s response to the advert (Boush et al., 1994; Campbell & Kirmani, 2000; Friestad & Wright, 1994). When a consumer perceives manipulative intent, this can lead the consumer to actively resist reacting in the way the advert intended (Cotte, Coulter, & Moore, 2005; Wood & Eagly, 1981), and this may also influence consumers’ emotional responses to an advert (Batra & Ray, 1986).

In addition, consumers make inferences about the brand’s intent on the basis of often subtle queues. For example Kirmani (1990) suggest that even the size of the advertisement can influence consumer’s evaluation of a brand’s intent. This is because consumers consider an advertisers’ investment (e.g money, time and effort) and potential benefits from the marketing material (e.g brand awareness and sales) in determining an advertisers intent (M. Campbell, 1995). Therefore, researchers suggest that consumers may perceive a bigger advertisement which represents a bigger investment as potentially manipulative intent (M. Campbell, 1995). Likewise Coulter and Pinto (1995) demonstrated that when an advertising appeal, such as a guilt appeal, is too pronounced, this may lead to consumers responding in anger towards the brand rather than feeling the intended emotion of guilt. Finally, Folkes (1988) suggests that consumers will become sceptical if there is a discrepancy between the advertisement claims

and actual activities or if claims are hard to verify (Ford et al., 1990; MacKenzie & Lutz, 1989; Sparkman & Locander, 1980). Consumers are actively evaluating brand claims, and making judgments about the firm's motives. Foreh & Grier (2003) suggest that when consumers feel that a firm is hiding ulterior motives to social efforts, they will begin to infer some level of manipulative intent. Further, such inferences are not limited to false claims but can also be applied to honest, well-meant advertising (Koslow, 2000).

Within the context of advertising appeal research, such consumer inferences of manipulative intent may have profound effects on consumers' overall response, and the effectiveness of the communication (M. Campbell, 1995; Chang, 2007; Cotte et al., 2005; Foreh & Grier, 2003). Therefore, consideration must be given to their effect in the context of consumers attitudes towards a brand's genuinity.

2.4.2 Brand familiarity

Research suggests that brand familiarity intent is also an important variable for consideration. Baker et. al. (1986) defines brand familiarity as "a unidimensional construct that is directly related to the amount of time that has been spent processing information about the brand, regardless of the type or content of the processing that was involved.". This processing of information can occur in a range of different ways, but regardless of how the processing occurs, researchers suggest that it constitutes as experience with the brand, and has been found to have significant affects in the purchasing process (Baker et al., 1986; McClure & Seock, 2020). Brand familiarity has been widely researched in the literature, and researchers have continuously noted a strong correlation between brand familiarity and brand choice (Axelrod, 1968; Bapat, 2017; Haley & Case, 1979; Quintal & Phau, 2013). This is because when a consumer has had more direct or indirect experiences with a brand, then are more likely to trust the brand, unless they develop a negative perception towards the brand (Alba & Hutchinson, 1987).

Baker et. al. (1986) notes that brand familiarity can influence not only the brands that consumers think of (i.e brands that become part of the consumer's evoked set), but it can also influence consumers preference for brands within that evoked set (L. L. Jacoby & Brooks, 1984). When consumers are presented with a large range of choices, they are more likely to choose those brands which are they are more familiar with and/or have had previous experience of some sort with (Wright & Barbour, 1975). This notion is supported by a range of relevant

theories such as the mere exposure theory (Zajonc, 1968) and the automatic frequency counting mechanism (Hasher & Zacks, 1984). The mere exposure theory suggests that consumers will develop preference for a brand simply by being exposed to communications from the brand (Zajonc, 1968). This is similar to what is suggested by the automatic frequency counting mechanism which notes that consumers are subconsciously noting the frequency that certain events occur, including how often they interact with a certain brand, and this also forms the basis for brand familiarity (Hasher & Zacks, 1984; Zacks, Hasher, & Sanft, 1982). Other researchers have noted how brand familiarity also influences consumers cognitive processes as they develop attitudes towards the brand. For example, Sallam (2011) suggests that as consumers become more familiar with a particular brand, this will mean they have more information, and hence will use this as they develop attitudes towards the brand's credibility. They note that usually this means that consumers will perceive the brand as more credible.

Within the context of attitudes towards the advertisement, and attitudes towards the brand, brand familiarity is also noted to be a key variable. (L. L. Jacoby & Brooks, 1984; Sallam, 2011). Sallam (2011) notes that consumers need information in order to develop attitudes towards the brand, and therefore when a consumer has less experience with the brand and is unfamiliar with the brand, they will be more likely to rely on cues in the advertising. Therefore, in the context of an unfamiliar brand, the role of attitudes towards the advert is likely to become more prominent (Campbell & Keller, 2003; Machleit & Wilson, 1988).

While brand familiarity is clearly an important variable, there is also considerable research which notes that the degree to which brand familiarity is an important construct is largely dependent on the purchase context (Nunnally, 1994; Robert A. Peterson, 1994). Therefore, more research is needed to understand the role it might play in the current research context.

2.5 RESEARCH GAPS

After conducting an extensive review of the literature, a number of distinct research gaps have emerged. These are as follows:

- **Gap 1: No research has conceptualised brand genuinity**
 - The concept of puffery has been extensively explored within the literature (Gao & Scorpio, 2011; Hoffman, 2005; Punjani et al., 2019). However, to the best of the authors knowledge, no research has explored ways to specifically differentiate from puffery, which this research conceptualises as brand genuinity. While researchers have explored related concepts such as sincerity (Aaker, 1997), authenticity (Napoli et al., 2014) and honesty (Kim et al., 2020) among others, all of these are conceptually different than brand genuinity (Berger, 1973; Kolden et al., 2011), and hence there is a pressing need to further explore and conceptualise brand genuinity (Gao et al., 2012; Holt, 2002).
- **Gap 2: No theoretical models which explore the interaction between attitudes towards the advert and attitudes towards the brand have been tested and applied within the context of brand genuinity, and further how they might differ from a brand puffery context**
 - The effect of attitudes towards an advertisement on the brand has been explored in wide range of different contexts, however, to the best of the authors knowledge, research has explored this in the context of brand genuinity (Homer & Yoon, 1992; Lutz, 1985; MacKenzie et al., 1986). Further, while many theoretical models have been proposed to explain the interaction between attitudes towards the advert and attitudes towards the brand, none of these have been tested and applied with the context of brand genuinity appeals (Ahmed, Beard, & Yoon, 2016; Homer, 1995; MacKenzie et al., 1986), and therefore further research is needed.
- **Gap 3: No research has explored how consumers might respond differently to brand genuinity appeals across different product categories**
 - Much research has suggested that consumers' response to an advert is influenced by the product category. For example, Gao et al. (2012) demonstrate that a consumer's affective response to an advertisement is partially determined by the brand category. However, to the best of the authors knowledge, no research has explored how consumers might respond differently brand genuinity appeals across different product categories.

- **Gap 4: No research has explored the role of inferences of manipulative intent within the context of brand genuinity**
 - Inferences of manipulative intent are known to affect the degree to which cognition affects attitudes, however, this moderation has not been explored within the context of brand genuinity (M. C. Campbell, 1995).
- **Gap 5: No research has explored the role of brand familiarity within the context of brand genuinity**
 - Brand Familiarity has been clearly identified within the literature as an important construct within the realm of brand attitude formation, however, to the best of the authors knowledge, there is currently no research in the context of brand genuinity (Lee, 2014).

2.6 CONCLUSION

The current chapter has provided an overview of the relevant literature and key related concepts. Through this literature review, several key research gaps emerged which provide the basis for the current study. Based on the research gaps identified in the literature, the next chapter provides an overview of the research questions for this study, a conceptual model is developed, and hypotheses formulated.

CHAPTER 3

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

3.1 INTRODUCTION

This chapter will lay out the underpinning theories of this research, and the relevant hypotheses which this study seeks to test. As was suggested in Chapter 2, there has been very little research which has explored what brand genuinity is and how consumers respond to brand genuinity advertising appeals. Therefore, this study aims to conduct research with relation to these gaps. This chapter will discuss relevant marketing and advertising appeal theories which provide insight into how consumers respond to advertising appeals, and its effect on their perceptions towards the brand. In particular, the affect transfer model, dual mediation hypothesis model, independent hypothesis model and the reciprocal hypothesis model will be discussed in detail, as these function as the primary theories underpinning this research. Hypothesis and conceptual relationships proposed by each of these models are then discussed with relation to previous literature. The chapter concludes by presenting a number of full structural models which will be tested in this research. These full structural research models are shown in figure 3-1, figure 3-2, figure 3-3 and figure 3-4 respectively. The focus of this study, which revolves around better understanding brand genuinity can be broken down into the six main research objectives as shown below:

1. To develop and validate a scale to measure consumer's attitudes towards the genuinity of the brand. This will provide the bases for further research to be conducted into this novel area (gap 1).
2. To develop and validate a suitable model using structural equation modelling for use in understanding the processes by which consumers evaluate and behave in response to brand genuinity appeals (gap 2).
3. To understand how consumers might respond to brand genuinity appeals, and how their response might differ to that of brand puffery which has been traditionally used by brands, particularly luxury brands (gap 2).
4. To determine if consumers' responses to brand genuinity appeals might differ across different product categories, and in particular tangible luxury products and intangible luxury products (gap 3).
5. To test the moderating role of interference of manipulative intent (IMI) on the relationship between advert cognition and attitudes towards the advert, and the

relationship between brand cognition and attitudes towards the brand's genuinity (gap 4).

6. To test the moderating role of brand familiarity as a background variable of the full structural model (gap 5).

3.2 OVERVIEW

The literature suggests a number of different theories which explore how consumers respond to advertising appeals and the cognitive and emotional processes that occur as they process the claim, and it impacts their perceptions of the brand (Gardner, 1985; Goldsmith, Lafferty, & Newell, 2000; López & Ruiz, 2011; Miniard, Bhatla, & Rose, 1990; Yoon et al., 1995). However, none of these have been explored or applied within the context of brand genuinity, thereby severely limiting the ability of researchers and practitioners to be able to understand how consumers respond to such brand genuinity appeals. Therefore, this chapter continues by discussing these key theories and related literature, which then form the basis for developing new hypotheses and a full structural model for testing within this study.

Four key theories including the affect transfer hypothesis model, the dual mediation hypothesis model, the reciprocal mediation hypothesis model and the independent influences hypothesis model are discussed. As noted by Homer (1990), these four theories all explore how consumers' attitudes towards the advertisement influence their perceptions of the brand and their intention to purchase. Each of these have similar hypotheses, and yet suggest different cognitive and or emotional processes. Therefore, previous researchers have often compared these four models together to explore which model fits best in their respective research context (Homer, 1990). This research will take a similar approach, comparing the four models simultaneously to see which one best explains the data.

The following sections will explore each of these models in detail and their respective hypotheses. Where the same hypothesis exists across multiple models, the hypothesis number will remain the same for both models for ease of reading.

3.3 AFFECT TRANSFER HYPOTHESIS

The affect based hypothesis posits that consumer's attitudes towards the advertisement have a direct influence on their attitudes towards the brand (MacKenzie et al., 1986). The affect transfer hypothesis was unique in that it tried to account for affect in explaining consumer's

attitudes towards the brand. Previous studies had largely been based on Fishbein's brand attitude work, and focused primarily on exploring the relationship between product beliefs (a cognitive measure) and consumer's attitudes towards the brand (Mitchell & Olson, 1981). However, cognitive product related beliefs was limited in its ability to explain the full variance exhibited in the consumer's attitudes towards the brand. The affect transfer hypothesis addressed this by suggesting that consumer's attitudes towards the brand was not only a cognitive measure, but also an affect measure. Consequently, this model has received the most attention in the literature with many researchers, including MacKenzie et al. (1986) and Moore and Hutchinson (1985) supporting these findings and noting a direct linear relationship between attitudes towards the advert and attitudes towards the brand. Researchers also note that advertising practitioners often express support for this model, evidenced in one way by their common use of A/B testing and the like, which focus on advertising effectiveness (Shimp, 1981).

Shimp (1981) notes that attitudes towards the advert is particularly important when the consumer views competing products or brands as comparatively similar. In these situations, attitudes towards advertisement have the potential to play a significant role in determining consumer's attitudes towards the brand. This is because, while product attributes may be fairly similar, the consumer will may have a positive feeling after processing the advert (Shimp, 1981). As noted by Shimp (1981), an underlying assumption is that consumers are 'hedonistically motivated by desire to feel good', a contrast to that of product beliefs where consumers are presumed to be 'rational, systematic decision makers'.

3.3.1 Supporting Theory: Elaboration Likelihood Model

In line with the above discussion, MacKenzie et. al. (1986) suggests that the relationship between attitudes towards the advertisement and attitudes towards the brand represents the peripheral route as proposed by Petty and Cacioppo (1986). Likewise, the relationship between brand cognitions or product beliefs and attitudes towards the brand represent the central or cognitive route in the Elaboration Likelihood model. While previously researchers had equated attitudes to be primarily based upon product beliefs, MacKenzie et. al. (1986) suggests that attitudes are composed of not only cognitive product beliefs, but also affect. This is perhaps well illustrated in Mitchell and Olson's (1981) research, where they used an advert containing a cute kitten. Unsurprisingly, this led to consumers developing positive affect when viewing the advert which then influenced consumer's attitudes towards the brand. This process occurred

with consumers undergoing the same rigorous analytical processing that otherwise might have been expected. Therefore, the affect based hypothesis enables the researcher to account for both components, cognitive and peripheral, thus potentially explaining greater variance in attitudes towards the brand, and also providing researchers with a way to better assess the relative importance of each of these components in determining consumer's attitudes towards the brand (Lutz et al., 1983).

The role that the central/cognitive and peripheral/affect components play in different contexts has been largely debated and discussed in the literature (Gardner, 1985; Homer, 1990; Mitchell & Olson, 1981; Park & Young, 1984; Teng, Laroche, & Zhu, 2007). For example, in low involvement contexts, MacKenzie et. al. (1986) suggest that the relative influence of attitudes towards the advertisement is greater than that of product beliefs (i.e brand cognitions), while in high involvement contexts, it may not even be significant (Park & Young, 1984). Likewise, Gardner (1985) discusses and provides insight into the differing effects of attitudes towards the attitude in a brand and non brand context. While results seem to differ across studies, what is clear and unilaterally agreed upon by these researchers is that context is important, and since the model is seeking to explain some of the processing that consumers are engaging in when considering products and brands, context may play a deciding role in which relationships are stronger or weaker.

3.4 DUAL MEDIATION HYPOTHESIS

While the affect based hypothesis suggests that attitudes towards the advert has a direct influence on the consumer's attitudes towards the brand, researchers have seen contended with the notion that the cognitive (brand cognitions) and peripheral (attitudes towards the advert) routes are not always alternate and exclusive (Gardner, 1985). Therefore, the dual mediation hypothesis theory is an alternate theory which posits that consumer's attitudes towards the advertisement both has a direct effect on attitudes towards the brand, and an indirect effect through brand cognitions (Homer and Yoon, 1992). The dual mediation hypothesis theory is a well-supported theory within the literature, and has been used by many previous researchers (Homer, 1990; Mackenzie and Lutz, 1989). The strength of the dual mediation hypothesis model is its ability to explain interplay between the cognitive and peripheral routes. The model was suggested by MacKenzie (1986) in line with previous research conducted by Lutz and Sway (1977) who suggest that consumers with more affective reactions to the advert stimulus

or source construct will be more likely to be receptive to the content of the advertisement, and therefore adopt positive brand beliefs.

3.5 RECIPROCAL MEDIATION HYPOTHESIS

The reciprocal mediation hypothesis theory suggests that consumers will try to maintain balance in their attitudes towards both the advertisement and brand (MacKenzie et al., 1986). there is a causal relationship in both directions between the attitudes towards the advertisement and attitudes towards the brand. MacKenzie et. al (1986) suggests that the strength of this relationship is dependent on the brand and consumer. For example, in the case of a new brand, the advert will have a much stronger influence on the brand since consumers are unfamiliar with the brand. However, in the context of a mature brand, consumer's attitudes towards the brand will have a much stronger influence on consumers affective attitudes towards the advertisement since consumers already have established attitudes towards the brand (Homer, 1990).

3.5.1 Supporting Theory: Balance Theory

The reciprocal mediation hypothesis theory is based on the balance theory proposed by Heider (1946) in his paper "*Attitudes and cognitive organization*". There he suggests that consumers have an innate desire to maintain internal consistency in their cognitive relationships, and therefore in their attitudes towards a "single causal unit". For example, in the case when there are three entities present, a consumer will maintain consistency by ensuring that the relationships between all entities are positive (three positives), or two are negative and one is positive. For example, in the case of an advertisement and a brand, there will always be a positive relationship between the advertisement and the brand (since it is the advertisement of the given brand). Therefore, a consumer may have a positive attitude towards both the brand and the attitude (three positives), or will dislike both the brand and the advertisement (two negatives and one positive). In this way the consumer maintains internal consistency in their cognitive relationships as posited by Heider (1946).

3.6 INDEPENDENT MEDIATION HYPOTHESIS

The independent influences hypothesis posits that attitudes towards the attitude has a direct influence on consumers intention to purchase rather than influencing consumer' attitudes towards the brand which then influences consumer' intention to purchase (MacKenzie et al., 1986). This model is based on research done by Howard (1977) which suggests that attitudes

towards the advert and attitudes towards the brand both function as separate attitudinal determinants of purchase intention. Howard (1977) in their research suggest two attitudinal constructs, namely an 'evaluative element' of the brand concept, which can be likened to attitudes towards the brand, and then 'impersonal attitude' which can be likened to attitudes towards the advert. They define 'impersonal attitude' as 'feelings about the condition of the purchase', noting such feelings may be salient at the time of viewing the advert, however are often only monetary and not enduring (Howard, 1977; MacKenzie et al., 1986). Other researchers have supported the notion that attitudes towards the advert directly influences consumer's intention to purchase. For example, Gorn (1982) demonstrated that in a music purchasing situation, 38% of consumers didn't know why they purchased a specific album, and largely did it on the basis of affect felt at the time of purchase. It would be expected that context would also be an important element to consider when exploring the independent mediation hypothesis.

3.7 SUMMARY OF THE FOUR MODELS

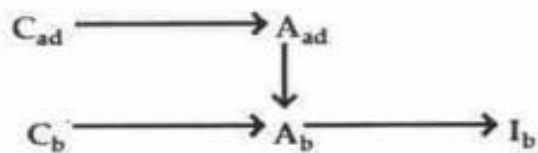
As had been seen, each of the four models seeks to explain how consumers respond to advertising claims, yet all explore this phenomenon from different perspectives. The affect transfer hypothesis proposes that consumer's attitude towards the advertisement is directly transferred to attitudes towards the brand (Mitchell and Olson 1981). The reciprocal mediation hypothesis model proposes that consumers maintain a balanced cognitive relationship (Heider, 1946). The independent influences hypothesis model proposes that the central and peripheral route independently affect consumer's intention to purchase, and there is no direct relationship between consumer's attitudes towards the advert and consumer's attitudes towards the brand. Finally, the dual mediation hypothesis model proposes that consumer's attitudes towards the advertisement are transferred to both brand cognitions and attitudes towards the brand (Park and Young, 1984). As noted by MacKenzie et al. (1986), this relationship demonstrates that attitudes towards the advertisement is a mediator of brand cognitions and attitudes towards the brand which is reflective of both cognitive and peripheral processing (Miniard et al., 1990). As the paper accounts for both cognitive and peripheral processing, much research has demonstrated that the dual mediation hypothesis model is superior. Further, despite previous research suggesting that puffery is only a peripheral process, Mick (1992) states that manipulation such as puffery drives consumers to central process the claim which influences beliefs and feelings about the advertisement. Hence, both central and peripheral processing should be accounted for when exploring genuinity. As it noted by the literature, each of these

models have their own individual strengths (MacKenzie et al., 1986). Further, the research unanimously supports their overall ability to explore advertising effect on the brand (Brown & Stayman, 1992; Cruz et al., 2010; López & Ruiz, 2011; MacKenzie et al., 1986; Yoon et al., 1995). Hence, this study will employ the use of all four of these models, with a view to finding which one is most effective in the context of brand genuinity.

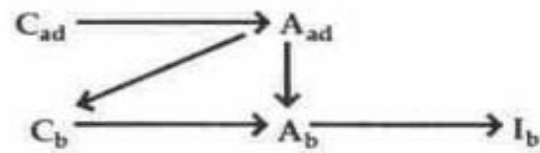
The four models are presented below. Within the models, C_{ad} refers to advert cognition, and is defined as ‘thoughts generated about an ad’s style, theme, execution or format’ (MacKenzie et al., 1986). A_{ad} refers to attitudes towards the advert, and is defined as a consumer’s affective reaction to the advert itself (Lutz et al., 1983). C_b refers to brand cognition and is defined as ‘consumer’s perceptions of the advertised brand within an advertisement’ (Lutz et al., 1983; Teng et al., 2007). A_b refers to attitudes towards the brand, and is defined as consumer’s overall affective and cognitive reactions to the overall brand (Mitchell & Olson, 1981). Finally, I_b refers to Purchase Intention (or intention to buy), and is defined as “an individual’s conscious plan to make an effort to purchase a brand” (Spears & Singh, 2004). Subsequent sections provide a more in-depth overview of the constructs within each of the models and support for the individual relationships hypothesised.

Figure 3-1 Four key underpinning theories used within this study, taken from MacKenzie et al. (1986) and Homer (1990)

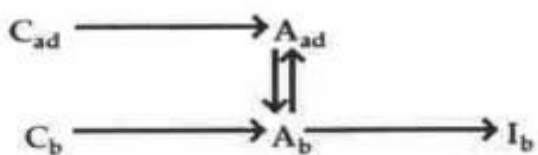
A. Affect Transfer Hypothesis



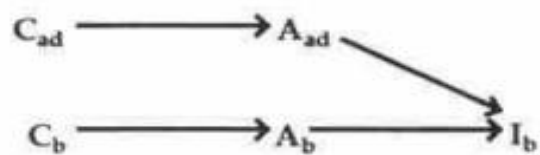
B. Dual Mediation Hypothesis



C. Reciprocal Mediation Hypothesis



D. Independent Influences Hypothesis



3.8 HYPOTHESES DEVELOPMENT

The four models suggest a number of constructs and hypotheses. As the four models present different hypotheses, the below presents all the hypotheses proposed across the four models. However, all four models will be tested separately, in line with previous studies.

3.8.1 ADVERT COGNITIONS

Advert Cognition has been identified MacKenzie et al. (1986) as '*thoughts generated about an ad's style, theme, execution or format*'. Teng (2007) further operationalise advert cognition by suggesting that it is consumer's perception of an advertisement's persuasiveness, how informative it is and how meaningful the advert is. For example, while viewing an advert with a claim, the consumer may already be making instantaneous judgements, and having advert related thoughts before even forming attitudes towards the advertisement. Such thoughts and judgements are based on peripheral elements such as the execution of the advertisement (Lutz et al., 1983).

3.8.2 ATTITUDES TOWARDS THE ADVERT

In contrast to advert cognitions, Lutz et. al (1983) note that attitudes towards the advert refers to a consumer's affective reaction to the advert itself. Distinguishing attitudes towards the advert from advert cognitions can be difficult to conceptualise. This is affirmed by Teng, Laroche and Zhu (2007) who suggest that although advert cognitions are distinct from attitudes, they intertwine and are not separate. An example of attitudes towards the advertisement may include an attractive picture in an advert which may induce a good feeling towards the advert as soon as they view it (Burke and Edell, 1989; Lutz, 1985). This favourable or unfavourable response is predicted by MacKenzie et al. (1986) in the four affect transfer models to be influenced by the consumers advert cognition (Shimp, 1981).

Many studies have supported advert cognitions leading to attitudes towards the advertisement (Burke and Edell, 1989; Hastak and Olson, 1989; Keller, 1991; Singh, et al., 1987; Yi, 1990). Teng, Laroche, & Zhu (2007) note that cognitive responses to advertising are an important step leading to attitude change. In the context of brand puffery, Lee (2014) suggests that the source of the claim is one the crucial factors affecting the effectiveness of the claim. If the advert is from a brand such as IBM or Sony which might be seen as more credible, it is more likely that consumers will believe the exaggerated claim, and thus develop positive attitudes towards the advert. Hence, it is postulated:

H1: Advertisement cognition has a positive influence on attitudes towards the advertisement.

3.8.3 ATTITUDES TOWARDS THE BRAND'S GENUINITY

The construct 'attitudes towards the brand' has often been likened to the same attitude construct as that presented by Fishbein and Ajzen (1975). They suggest "a person's attitude is a function of his salient beliefs at a given point in time". It effectively represents a consumer's overall evaluation of the entity, which in this case is the brand. For example, Olson and Mitchell (1975) provide an excellent discussion on how consumers arrive at a specific attitude towards a complex stimulus, suggesting it to be the combination of numerous individual attitudes towards individual elements or attributes of the brand. For example, a brand may provide products which have three attributes (i.e price = \$4.99, colour = red, size = large). The consumer will have attitudes towards each of these different elements, which will then help them to arrive at their overall attitude towards the brand. In other words, as suggested by Fishbein and Ajzen (1975), "a person's attitude is a function of his salient beliefs at a given point in time". In line with this discussion, Fishbein and Ajzen (1975) suggested the following theoretical model:

$$\sum_{i=1}^n b_i e_i = A_o$$

This above attitude model suggests a relationship between consumer's held salient beliefs about a brand, and their overall attitudes towards the brand. However, one drawback of this theory is that it relies solely on salient beliefs, and thus primarily is a cognitive theory (Mitchell & Olson, 1981). As previously discussed, this is one of the reasons why many researchers suggest that consumer's attitudes towards the advert (a largely peripheral concept) also influences consumer's attitude towards the brand. Subsequent research has supported this. Miniard et al. (1990) tested the advert attitudes and brand attitudes relationship in a range of contexts and demonstrated that regardless of involvement (high/low) or whether a central or peripheral processing is engaged in, attitudes towards the advertisement remained an integral antecedent of consumer's attitudes towards the brand.

The relationship between advert attitudes and brand attitudes is also supported by the attribution theory (Settle & Golden, 1974). Foreh & Grier (2003) note that the attribution theory can explain consumer responses to advertising. They suggest that when consumer's view an advert, they evaluate the motive of the firm and/or other firms and then act on these evaluations. Depending their evaluation, this will lead to the consumer attributing positive or negative evaluations to the brand (Dubinsky, Skinner, & Whittler, 1989; Laczniak, DeCarlo, & Ramaswami, 2001; Settle & Golden, 1974).

While the above focusing on attitudes towards the brand in a general sense, in this research, the construct 'attitudes towards the brand's genuinity' is adopted instead of simply attitudes towards the brand. This is in light of emerging literature which suggests that brands are multi-faceted, and consumers may hold differing evaluations on different facets of the brand's concept. For example, Aaker (1997) famously notes that brands are composed of five personality dimensions, namely sincerity, excitement, competence, sophistication and ruggedness. Likewise, researchers have noted that Nokia is more likely to be perceived as a sincere brand, while Apple might be more likely to be perceived as an exciting and innovative brand (Sundar & Noseworthy, 2016). Therefore, it may be possible for an advertisement to have a positive effect on consumer's attitudes towards the sincerity of the brand, while not leading consumers to consider the brand exciting. In fact, it is likely, and therefore in dire need of further research.

Previous researchers have begun to respond to this by adopting the dual mediation hypothesis model and/or one of the other four models to explore a specific element of the brand concept. For example, Fombrun (1996) focuses on exploring the relationship between advert attitudes and corporate reputation, thereby focusing on a more specific brand element, rather than the brand overall. Likewise, Jones et. Al (1998) use the dual mediation hypothesis model in their analysis of beefcake ads (i.e adverts which use male models for sex appeal). Specifically, they explore characteristics such as "The sex of the model" and "whether the model is provocatively dressed". The authors report that consumers might respond differently to such adverts compared to standard traditional advertising (Jones et. al, 1998). In the same light, it is reasonable to expect that adverts can influence consumer's attitudes towards the brand differently and may improve attitudes towards only one aspect of the brand, rather than the overall evaluation of the brand. It hardly seems likely that sexually orientated advertising would influence consumer's perceptions of the brand's genuinity in the same manner as traditional

advertising. Therefore, there is a real need to begin to understand how specific adverts may lead to differing attitudes towards the brand. Hence, it is postulated:

H2: Attitudes towards the advertisement has a positive influence on attitudes towards the brand's genuinity.

Some researchers have also suggested the attitudes the brand may also influence attitudes towards the advert. As previously discussed, this is largely based on the balance theory proposed by Heider (1946), where he suggests that consumers will always try to ensure valance in their evaluations. As long as consumers have positive attitudes towards the brand, they will also try to ensure that related attitudes are balanced and hence will be more likely to have positive attitudes towards the advert. Hence, it is postulated:

H3: Attitudes towards the brand's genuinity has a positive influence on attitudes towards the advert.

3.8.4 BRAND COGNITIONS

Lutz et. al. (1983) terms brand cognitions as “*recipients perceptions of the brand being advertised*”. Although much past research has not distinguished between advert cognition and brand cognition while viewing a stimulus, the four competing models are unique in demonstrating how these differ and how brand cognition is affected by the stimulus (Homer, 1990). Research has likened brand cognition as more cognitive while advert cognition employs more peripheral processing (Yoon et al., 1995). Likewise, brand cognition refers to thoughts related to the message of the advertisement rather than the execution (R. Davis, Lang, & Gautam, 2013; Karson & Fisher, 2005; López & Ruiz, 2011; MacKenzie et al., 1986; Yoon et al., 1995). Despite this differentiation, previous researchers have still taken different approaches in measuring and presenting brand cognitions. One researcher, Gardner (1985), uses Fishbein’s model (i.e summing attributes evaluation and attribute belief scores) to arrive at a singular score for the consumer’s brand related beliefs, or brand cognitions as termed within the four competing models. This is based largely on the notion that attitudes are acquired through information processing. Consumers would undergo some sort of learning which would then lead to consumers acquiring a specific attitude towards an entity. This information processing state is what is covered by the term “cognitions”.

For example, Doob (1947) suggests that attitudes are an entity “*which is evoked... by a variety of stimulus patterns [and] as a result of previous learning or of gradients of generalization and discrimination*” (Olson and Mitchell 1975). As can be seen from this definition, attitudes are acquired through an information processing stage where the consumer considers both previous learning, and the current stimulus. Based on the work of Osgood, Suci, & Tannenbaum (1957), Olson and Mitchell (1975) suggest that when a consumer is exposed to an attitude, two implicit responses will always occur. The first is organising of the stimulus and comparing with previous learning (also termed as concept labelling response). The second is some sort of attitude development. They posit the above using the following model:

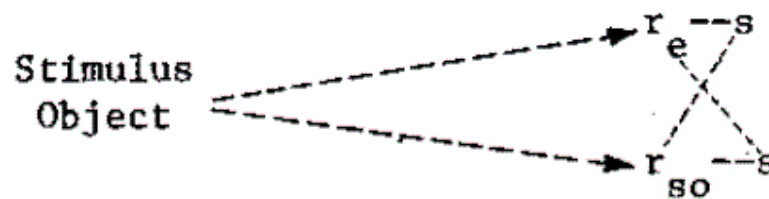


Figure 1. A stimulus object elicits two implicit responses, an evaluative response with associated stimulus properties (r^e --s) and a labeling response with cue properties (r^{so} --s), both of which become conditioned to, and tend to elicit, one another.

Image taken from Olson and Mitchell (1975)

While the previous research does not suggest that one causally leads to another, but rather that they influence each other mutually, within the four competing models, it seems reasonable to suppose that advert cognitions includes some sort of concept labelling which then leads to an attitudinal response inline with the work provided above (Olson and Mitchell 1975). This does not exclude the possibility that advert cognitions may also include previously held attitudes influencing consumer’s categorization of a certain stimulus. For example, when a consumer views a green advertisement, they may categorise it as an environmentally focused advertisement based on previously held attitudes. This will then influence their overall attitudinal response to the stimulus inline with the model above. This way of thinking is support by Olson and Mitchell (1975) in their statement “*Before an attitudinal evaluative response to a stimulus object can be acquired, one must first be able to discriminate, identify, and categorize that stimulus*”.

Attention is being given to these brand cognitions discussion since it plays such an important role in attitudinal development, and needs to be a key part of further research. For example, Foreh and Grier (2003) note that when an advert contains opposing arguments, consumers will be more likely to engage in increased processing of the advertisement, ensuring that the advert is more persuasive and potentially consumers having more positive attitudes towards the advert (Crowley & Hoyer, 1994). Clearly brand cognition is an important construct, and as noted by Homer (1990), these brand cognition thoughts and information processing will influence consumer's attitudes towards the brand (Lafferty et al., 2002; MacKenzie & Lutz, 1989). Hence, it is postulated:

H4: Brand cognitions has a positive influence on attitudes towards the brand's genuinity

Research has further shown that brand cognitions may be influenced by consumer's attitudes towards the advert (Brown & Stayman, 1992; Lafferty, Goldsmith, & Newell, 2002; MacKenzie et al., 1986; MacKenzie & Lutz, 1989). Gardner (1985) suggests that attitudes towards the advert has a strong influence (and mediates) a consumers affective responses towards the brand. For example, if an advert is uninformative, this will affect how a consumer views the advert and thus affect the way they perceive the brand (Teng et al., 2007). MacKenzie et al. (1986) notes that this relationship specifically reflects that consumers use both peripheral and central routes to develop an evaluation of a brand. Therefore, this relationship is also supported by the elaboration likelihood model proposed by Calfee & Ringold (1994) which shows that consumers will either endorse a high involvement central route, or a low involvement peripheral route when viewing and evaluating a stimulus. Hence, based on the literature, it is postulated:

H5: Attitudes towards the advert has a positive influence on brand cognitions

3.8.5 PURCHASE INTENTION

Much research has demonstrated how purchase intention has a direct influence on consumers purchasing behaviour (Ajzen, 1991; Bian & Forsythe, 2012; Kim & Ko, 2010; Peterson, Wilson, & Brown, 1992; Spears & Singh, 2004). This has led firms to use purchase intention as a means of predicting future sales, thereby demonstrating the need for researchers to consider purchase intention as an outcome within an advertising study (Kim & Ko, 2010). Hence, there

is a need to explore how the consumer's attitudes towards the advert and consumer's attitudes towards the brand's genuinity influence consumer's purchase intention (Ajzen & Fishbein, 1980). In line with the four competing models, it is postulated:

H6: Attitudes towards the brand's genuinity has a positive influence on consumer's purchase intention.

H7: Attitudes towards the advert has a positive influence on consumer's purchase intention.

3.8.6 INFERENCES OF MANIPULATIVE INTENT

Although not proposed by the four models, the literature showed that consumer's interferences to manipulative intent is an important variable to be considered when exploring advertising, and its ability to effectively communicate. Past researchers have identified Inferences of Manipulative Intent (IMI) as “*consumer inferences that the advertiser is attempting to persuade by inappropriate, unfair, or manipulative means*” (M. C. Campbell, 1995). For example, when a consumer views an advertisement, they may feel that the advert and the claim therein is not genuine as it is trying to manipulate the consumer (Cotte, Coulter, & Moore, 2005). Therefore, there is a need to examine the role that IMI plays in advert cognition and brand cognition. It is postulated:

H8: Inferences to manipulative intent will moderate the relationship between advert cognitions and attitudes towards the advert.

H9: Inferences to manipulative intent will moderate the relationship between brand cognition and attitudes towards the genuinity of the brand.

3.8.7 BRAND FAMILIARITY

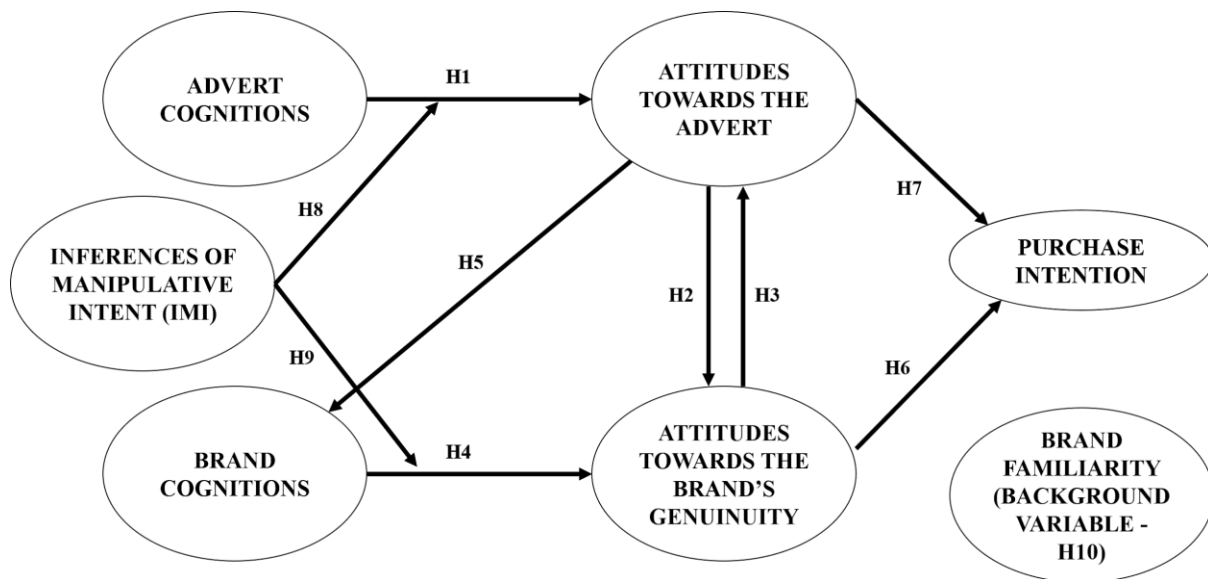
Although not mentioned by the four models, the literature clearly showed that brand familiarity is an important concept which must be accounted for (Ford et al., 1990; MacKenzie & Lutz, 1989; Sparkman & Locander, 1980). Consumer's familiarity towards a certain brand has been identified to have a strong influence on the degree to which a claim by the brand is believable by the consumer (Lee, 2014). Further research has shown that familiarity is often linked with the credibility of the brand. Familiar brands have an unprecedented advance over brands which are less familiar (Dahlén & Lange, 2004). The literature provides a number of different reasons

why familiar brands are more likely to elicit positive attitudes amongst consumers (Erdem & Swait, 2004). For example, it may be due to brand beliefs (Lord, K. R., Lee, M.-S. & Sauer, P. L. (1995). Other studies have shown that as brands become familiar, consumers develop a liking towards those brands (Laroche, Kim & Zhou, 1996; Lee, 2014). Further, amongst the extensive advertising clutter, a familiar brand is more likely to be seen by consumers and accepted with more persuasive power (Snyder, 1989). Overall, the literature is plentiful in support for brand familiarity affecting if and how a consumer perceives an advertisement. Hence, it is predicted that brand familiarity will influence consumer's cognition of the advertisement. This can more specifically be postulated as:

H10: Brand familiarity functions as a positive background variable of the model

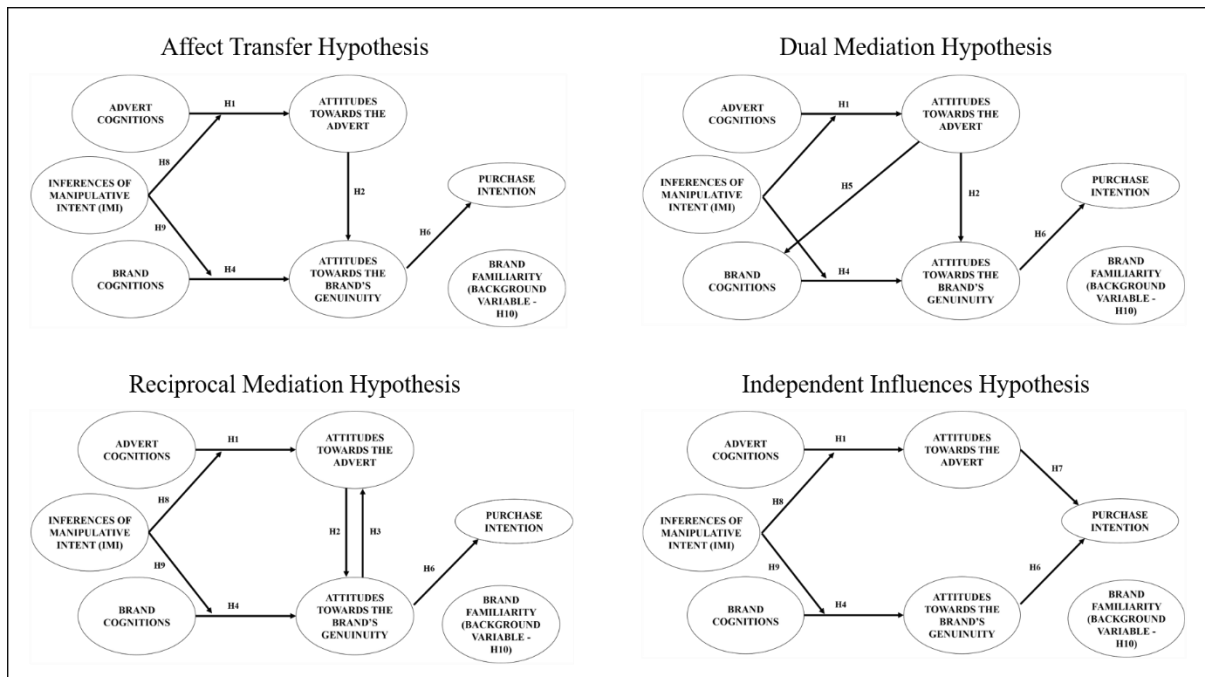
In line with the four models proposed, this literature review can be demonstrated in the following theoretical model. The model below presents a combined version of each of the four separate models for reasons of brevity. As previously discussed, it should be noted that the following model will not be tested in full, but as four separate models.

Figure 3-2 Full Conceptual Model of Study



Each of the four separate models are further shown below for reasons of clarity. These four competing models will each be tested to determine which one exhibits the best fit, in line with the process suggested by MacKenzie et al. (1986).

Figure 3-3 Four Competing Models, based on process suggested by MacKenzie et al. (1986)



3.9 CONCLUSION

In this current chapter, the four competing models, and other relevant theories underpinning this research have been discussed. Further, the conceptual framework, and relevant hypotheses have been laid out, with strong support from the literature. By providing substantial discussion around the theoretical support for the current research and specific theoretical relationships proposed, the current aims of the study and its place in the literature is better understood. The theoretical basis for the current study is further developed in the following chapter which discusses the methodology of the current study.

CHAPTER 4 RESEARCH METHODOLOGY

4.1 INTRODUCTION

The current research has been divided into three phases. These are conceptualisation and scale development of ‘attitudes towards the brand’s genuinity’ (Phase 1), testing of the four models across different levels of brand genuinity and across different product categories (Phase 2), and then finally testing the moderating role of inferences of manipulative intent and brand familiarity (Phase 3).

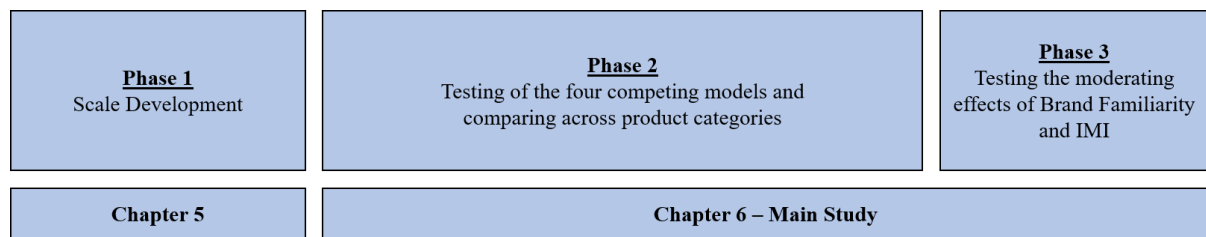


Figure 4.1: Research Phases

The following chapter will focus primarily on the methodology used in the main study (phase 2 & 3). For an in depth explanation of the process taken for phase 1 (scale development), please refer to chapter 5. This chapter begins with an outline of the overall research objectives and design. The chapter then continues with a section exploring the preparation of the brands and stimuli used in the research, and the process used to determine which stimuli would be most appropriate. This is followed by information regarding the research participants, sampling methods and data collection techniques. Finally, the data analysis methods and statistical techniques used in phase 2 & 3 are explored in detail. Since the same methodology is used in phases 2 & 3, they are discussed together.

4.2 PURPOSE OF THE RESEARCH AND OBJECTIVES

4.2.1 Purpose of the Research Overview

The main purpose of this research is to explore the relationships and hypotheses postulated in chapter 3, which are reflective of the overall objectives of this study. Based on the conceptual model shown in Figure 3-2 (Chapter 3), the overall purpose of this research is to explore how

consumers respond to different brand genuinity appeals, and their effect on consumers' attitudes towards the brand's genuinity. To do this, this research aims to investigate which of the four conceptual models (as proposed by MacKenzie et. al (1986) and shown in chapter 3) is most effective in explaining the effects of a genuine advertising appeal on consumers' resulting attitudes towards the brand's genuinity, and then ultimately their intention to purchase the brand.

The study also aims to better understand how consumers' attitudes towards the brand's genuinity differs across different product categories in a luxury context. Other objectives include exploring the moderating effects of inferences of manipulative intent and brand familiarity on the different conceptual relationships postulated in chapter 3. Since this research aims to establish a 'cause and effect' relationship for the proposed hypotheses, this research is characterised as causal in nature.

The following sections will outline the research design as '*a logical model of proof that allows the researcher to draw inferences concerning causal relations among the variables under investigation*'. Apart from this, the rest of this chapter will also explore other issues such as the research design, the nature of the sample, data collection methods and identification of the most appropriate methods for analysis of the data.

4.2.2 Research Paradigm

In line with past research, this study has adopted a pragmatic research paradigm (Yvonne Feilzer, 2010). Morgan (2007) conceptualised research paradigms as 'systems of beliefs and practices that influence how researchers select both the questions they study and methods that they use to study them' (Shannon-Baker, 2016). While there have been many battles, and debates over which paradigm is most appropriate or how a researcher should go about addressing the research questions, Morgan (2007) suggested that even Kuhn and Epstein (1979) suggested that paradigms are much more about explaining groups of thoughts amongst similar researchers than what it is in determining which research approach is better or superior. In that light, it is noted that many researchers have suggested a pragmatic research paradigm to be appropriate for social and marketing related research. It has been applauded for its goal of providing practical solutions for social problems, and for placing primary importance on the research question (Shannon-Baker, 2016; Teddlie & Tashakkori, 2003). Morgan (2007) provides an excellent illustration of why this is an appropriate paradigm in the following

paragraph (quoted from Morgan (2007)) “Yet any experienced researcher knows that the actual process of moving between theory and data never operates in only one direction. Outside of introductory textbooks, the only time that we pretend that research can be either purely inductive or deductive is when we write up our work for publication. During the actual design, collection, and analysis of data, however, it is impossible to operate in either an exclusively theory or data-driven fashion. Try to imagine acting in the real world for as long as 5 minutes while operating in either a strictly theory-driven, deductive mode or a data-driven, inductive mode—I certainly would not want to be on the same road as anyone who had such a fatally limited approach to driving a vehicle!”. Therefore, for the research to adequately address and provide a solution to the problems presented in the study’s research questions, a pragmatic research paradigm is appropriate, useful and essential.

Pragmatism is a deconstructive paradigm that advocates the use of mixed methods in research, “sidesteps the contentious issues of truth and reality” (Feilzer, 2010), and “focuses instead on 'what works' as the truth regarding the research questions under investigation” (Tashakkori & Teddlie 2003). The paradigm has been adopted as it allows the researcher to gain an indepth understanding of “brand genuinity”, using focus groups and interviews, while also validating it with survey data, in recognition of the industry’s desire for such validation. As this study aims to explore how and why consumers perceive a brand as genuine and the factors that influence this intention, this paradigm allows for quantitative methods, which in turn allows for future researchers, retailers, policy makers and practitioners to better base their decisions on this data. Hence, in view of the objectives of this study, a pragmatic research paradigm has been adopted.

The current research explores how a brand might go about using advertising channels to communicate their “brand genuinity”. Therefore, it was fundamental that the study included an in depth understanding of advertising and how it might be used effectively to communicate a certain message to consumers. The literature showed that there are a multitude of different elements which may affect how a consumer will interpret and derive understanding from a particular advertisement. These may include cognition, affect, beliefs and attitudes among other things. The literature also showed that while some elements such as attitudes can be effectively measured using a quantitative scale, having an in depth, qualitative understanding of the thought and affect processes a consumer might engage in enabled a brand to gain a better understanding of why consumers held certain attitudes, and what advertising queues or

otherwise led them to these specific attitudes. Therefore, using a range of different research methods throughout the research project has enabled this study to provide rich and exceptional insight into the research questions.

In line with a pragmatic research paradigm, this study has made use of both quantitative and qualitative research methods enabling the researcher to best address the research questions (Biesta, 2010). In the current research, a pragmatic research paradigm has allowed the researcher to use qualitative focus groups through the scale development process coupled with quantitative stages to confirm and validate the scale. This has been followed by surveys which have included qualitative and quantitative, adopting the methods which are best suited for each question (Baxter & Jack, 2008; Taylor, Bogdan, & DeVault, 2015). The following sections go into further detail about this process.

4.3 RESEARCH DESIGN

4.3.1 Setting up the experimental design

Previous researchers have suggested an experimental research design is best used to measure the effects of two or more independent variables, and it also allows for interaction between different variables. Therefore, this approach has also been adopted for this study.

	Genuine Appeal	Puffery Appeal	No Appeal
Luxury Automotive Brand (tangible)	 Mercedes-Benz Vans. Born to run.		 BENTLEY
Luxury Hotel Brand (intangible)	 SOHO HOUSE		 SHANGRI-LA <small>HOTELS and RESORTS</small>

Figure 4.2: Suggested 3 x 2 Research Design

As shown in Figure 4.2, this research has adopted a 3 x 2 factorial research design consisting of firstly, 2 different product categories, namely luxury auto brands (tangible) and luxury hotel brands (intangible) and secondly, 3 different advertising appeals. Further, within each of these cells, the four individual conceptual models are all separately tested to see which one has the best fit as is discussed in more detail later in the chapter.

The brands shown above were selected following a rigorous analysis of current advertisements, and included multiple focus groups which sought to understand which advertisements exhibited each of the brand genuinity queues as listed in Figure 4.2. Further discussion about this process is presented later in the chapter.

The main research will be divided into two separate studies, inline with the two product categories presented in Figure 4.2. In each of the studies, the four proposed conceptual models will be tested across the 3 different appeals, and the two moderators brand familiarity and influences of manipulative intent will also be tested (as part of phase 3). The two studies will be explored in further depth in Chapter 6 (Data Analysis).

4.4 PRETESTS

The following section will explore development of stimuli, and pre tests conducted to ensure that the stimuli selected were suitable. The process undertaken to select a suitable advertisement stimulus for each study will be discussed first, followed by preparation and pretesting of the advertisements, followed by a discussion about the development of the final survey instrument.

4.5 PRODUCT CATEGORY CHOICE

4.5.1 Setting up the criteria

The current research sought to focus on luxury hotel brands and luxury car brands. These product categories were chosen for the three following underlying reasons. 1) These product categories are well known and common to the subject pool used (i.e. representative population consumers). 2) The two product categories enable the researchers to generalise the current findings to both tangible and intangible goods. 3) The product categories are both fairly gender neutral, thereby minimising any potential gender biases in the results. In light of the aforementioned reasons, the current products allow the researchers to gain a good understanding of brand genuinity in the context of the luxury market.

4.5.2 Rationale toward setting up the criteria

Luxury consumption has increased significantly in recent years. Luxury hotel brands and luxury auto brands continue to maintain a leading market share of the luxury market. Particularly for luxury brands, maintaining a clear brand image is an important element of branding. While there has been much research which has used both hotel brands and car brands as the focus of their research, very little has explored it in the context of brand genuinity, and specifically how a luxury brand can employ a genuine advertising appeal to further reinforce the brand's intended brand genuinity.

4.6 ADVERTISEMENT STIMULI SELECTION

4.6.1 Overview

The purpose of this process is to select six different advertisements, one for each of the aforementioned cells (i.e brand genuinity, brand puffery and a control advert across 2 product categories). Real brands and real advertisements were used so that the consumers' current

perceptions and brand familiarity towards the brand could also be evaluated as part of the research process. An effort was also made to select brands which were at least partially known and had some level of purchase desirability amongst consumers. The following sections will discuss the processes undertaken to select these stimuli.

4.7 RESEARCH PARTICIPANTS (SAMPLE)

Previous researchers have suggested that semantics can differ greatly across different ethnic and cultural groups (Alden, Steenkamp, & Batra, 1999). Since the focus of this study was to explore the concept of brand genuinity within the domestic market, the study focused on ensuring that the sample population was Australians, where English was their native tongue. To ensure that there was still diversity in the sample, data were collected in two different ways. In both ways, a 'simple random' sampling method was used (Krebs & others, 1999; Levy & Lemeshow, 1998; McLeod, 2006; Thompson, 2012). Moore & McCabe (1989) identifies that by adopting a 'simple random' method the researcher is able to '*eliminate bias by giving all individuals an equal chance to be chosen*'. While the authors acknowledge that using such a method does not ensure a completely random sample, it did provide the best opportunity for an unbiased data collection.

One half of respondents were recruited using an online panel. Many other studies have shown the usefulness of using an online panel to collect useful and accurate responses.

The other half of respondents were recruited at a major campus in Western Australia, Australia. The respondents recruited on campus included post-graduate and undergraduate business students, staff and faculty members. Respondents on campus were randomly approached in both public university spaces, and in classrooms.

The current study adopted a cross sectional approach (i.e collecting data from multiple locations in multiple different ways) to ensure that the data was not bias in any way and enabled the researchers to analyse an equal and appropriate dataset.

Further, the notion of collecting data from a university campus, and hence having a large number of student respondents is also well supported in the literature. Peterson and Merunka (2014) suggests that a student sample can be used in research as a representative sample of the general population, and previous studies show that the results gleaned are reliable and of high

quality. The following sections will focus on further exploring the sample respondents and also justifying the sample size.

4.7.1 Consideration of Cultural and Linguistic Issues

In light of the studies objectives and because the current study aims to define brand genuinity, it is important to consider underlying cultural differences, and how this might affect the respondents understanding of brand genuinity and the semantic connotations surrounding such terms. Other studies have also suggested that the idea of being ‘genuine’ differs across different communities, and cultures. Therefore, if not taken into account, these cultural differences could affect the results of the study, and the ability of the research to accurately reflect Australian consumers’ perceptions.

In addition, consideration was given to the fact that within Australia, there is a growing multicultural community. Therefore, this study will focus on recruiting respondents who have Australian origin or have an Australian Citizenship. Although the decision to adopt a simple random sampling method may limit the generalizability and representativeness of the findings, it was still considered to be the most useful and appropriate method of sampling for the current study in light of its ability to minimise bias in the data.

4.7.2 Justification of the Sample Size

A sample size of at least 1200 has been suggested for this study (across the different cells suggested as above). The reason for deciding on the above sample size is due to this study employing Structural Equation Modelling (SEM) as the data analysis method (Reinartz, Haenlein, and Henseler 2009). While many previous researchers have suggested that SEM, and Confirmatory Factor Analysis (CFA) is a useful and reliable way to analyse the results, and glean representative findings, compared to other competing data analysis methods, SEM does require a relatively large sample sizes to ensure stability in the parameter estimates (Kline, 2015).

While there are no strict requirements for sample size required, in general, Kline (2015) suggests a sample size ratio of 10:1, 10 respondents for every 1 parameter in the model. However, where possible 20:1 is a more optimal ratio. Conversely, less than 5:1 respondents will often result in parameter estimates being very unstable, and thus is not recommended

(Kline, 2015). These suggestions are given upon the backdrop that many researchers suggest at least 200 responses for SEM analysis (Kline, 2015)

Since the current research model consists of seven variables (2 exogenous variables, two mediating variables, one endogenous variable and two moderating variables), it is expected that at least 140 responses will be needed for each study. Since previous researchers have suggested at least 200 in addition to the ratios provided, and due to multiple variations of the model including multiple pathways, this study has aimed to have about 200 responses per cell, thus accounting for the sensitive nature of SEM (Hairs et al., 1998)

4.9 SURVEY INSTRUMENT

This section focuses on the measures which are used within the survey instrument. As has been discussed previously, this study employs a 3 x 2 research design. The questionnaire begins with an introduction, providing participants with information relating to the research aims, confidentiality guidelines and voluntary nature of the study.

Following this, the questionnaire includes seven sections which address the six main constructs, namely advert cognition, brand cognition, attitudes towards the advertisement, attitudes towards the brand's genuinity, purchase intention and the two moderating variables, brand familiarity and inferences of manipulative intent. Within these sections, a number of manipulation checks. In addition, a question asking participants if they know the purpose of the study is included to further assert the validity of the results. Finally, the survey finishes with a section focusing on demographic and background variables such as gender, education, occupation and annual income level. A copy of the survey instrument used in the main study (phases 2 and 3) can be found in Appendix E.

4.9.1 Demographics

Section A - Respondent Profile

In the final part of the survey, respondents were asked a range of demographic questions such as their gender, age group, current education level, annual income and country of origin. These questions were asked to ensure that the sample collected was representative of the overall population, and the data wasn't overly skewed on any of the above variables. In addition, including the above mentioned demographic variables offers the opportunity to researchers to

compare the current results with those of other studies. Factors such as marital status and occupation were deemed unnecessary based on other studies in the literature.

4.9.2 Measures: Attitudes towards the Brand's Genuinity

Section B - Attitudes towards the Brand's Genuinity

In order to measure consumers' attitudes towards the brand's genuinity, an entirely new scale had to be developed. The final measure for this construct is a 5 item scale. As is discussed in further detail in Chapter 5, the scale development process included items from the thesaurus, focus groups, expert opinions and previous related literature such as Aaker(1997) and Napoli et al. (2014). The individual scale items encompass the different elements of what is considered brand genuinity and include items such as truthful, sincere and strong values among others. Respondents should answer the items using a 7 point Likert scale, where 1 represents 'strongly disagree' and 7 represents 'strongly agree'.

Preview of the Scale Development Process

In line with the research objectives of this study, it was necessary to develop an 'attitudes towards the brand's genuinity' scale. Further, it was necessary to ensure that the developed scale was psychometrically valid, reliable and held ecological validity enabling it to be effectively used in this study, and also hold the potential to be used in future studies, including different research contexts. Therefore, to achieve this, the scale development process used in this research involved a number of studies, and was rigorously underpinned by previous literature. The scale development process followed guidelines from researchers such as Churchill (1979), DeVellis (1991), Li, Edwards and Lee (2002), Oh (2005) and Nunnally (1978) among others. Specifically, the process involved six individual studies spread over a range of different stages as is suggested by Churchill (1979) in his article "Developing Better Measures".

A Confirmatory Factor Analysis (CFA) was conducted using the AMOS 24.0 program to test for unidimensionality. A range of other statistical techniques were also employed throughout the various stages in the scale development process. A full explanation and discussion about the scale development process, including in-depth detailing of the respective studies is provided in Chapter 5 (Scale Development).

4.9.3 Measures: Cognition

Overall Cognitions

As has been seen in the literature review chapter, there currently seems to be very little research which clearly defines and articulates what happens within the cognitive stage (cognitions) of attitude development. Cognitions are often viewed as hard to measure and there remains little understanding of what occurs in this preliminary stage before actual attitudes are developed towards either an advertisement or a brand. However, despite the methodological challenges in measuring and understanding this “cognitive” processing stage in attitudinal development, it remains an important one for researchers to consider. Attitudes remain one of the most important constructs in all of marketing and advertising research, and yet this cognitive processing stage which largely determines why and what attitudes a consumer will hold has still not been properly understood.

Since this study is exploring the development of attitudes towards the advertisement, and then further how it might lead to specific attitudes towards the brand, a comprehensive understanding of what leads to attitudes, and why consumers have these attitudes is paramount to this study. Hence, the authors have sought to explore how they might effectively measure consumer cognitions, and how this might be used by researchers and practitioners to understand consumers attitudes.

Section C - Advert Cognition

The measure for Advert Cognition is a 3 item scale which is taken from Teng, L., Laroche, M. and Zhu, H. (2007). The scale reportedly has a reliability of 0.81 and is commonly used in literature using one of the affect transfer models (such as the Dual Mediation Hypothesis Models) as the underpinning theory. Respondents should answer the items using a 7 point likert scale, where 1 represents ‘strongly disagree’ and 7 represents ‘strongly agree’. The questions specifically focus on how positively consumers perceive the advertising channel, including items such as how persuasive, meaningful and informative the advert is.

Section D - Brand Cognition

The measure for Brand Cognition is a 2 item scale taken from Teng, L., Laroche, M. and Zhu, H. (2007). The two items in the scale are less salient/more salient attributes and low quality / high quality. In their study, the scale had a reliability of 0.81. Respondents should answer the items using a 7 point likert scale, where 1 represents 'strongly disagree' and 7 represents 'strongly agree'.

4.9.4 Measures: Attitudes towards the Advert

Section E - Attitudes towards the Advert

The measure for Attitudes towards the Advert is a 3 item scale which is taken from Homer (1990). The three items in the scale are positive/negative, favorable/favorable and interesting/uninteresting. In their study, the scale had a reliability of 0.91. Respondents should answer the items using a 7 point likert scale, where 1 represents 'strongly disagree' and 7 represents 'strongly agree'.

4.9.5 Measures: Purchase Intention

Section F - Purchase Intention

The measure for Purchase Intention is a 3 item scale which is taken from Mackenzie et. al. (1986). The three items in the scale are likely/unlikely, probable/improbable and possible/impossible. In their study, the scale had a reliability of 0.88. Each of the scales was directed towards the respondents intention to purchase the good or service, and respondents were asked to answer the items using a 7 point likert scale, where 1 represents 'strongly disagree' and 7 represents 'strongly agree'.

4.9.6 Measures: Moderating Variables

Section G - Brand Familiarity

The measure for Brand Familiarity is a 3 item scale which is taken from Kent and Allen (1994). The three items in the scale are familiar/unfamiliar, inexperienced/experienced and knowledgeable/not knowledgeable. In their study, the scale had a reliability of 0.91. Respondents should answer the items using a 7 point likert scale, where 1 represents 'strongly disagree' and 7 represents 'strongly agree'.

Section H - Inferences of Manipulative Intent (IMI)

The measure for Brand Familiarity is a 3 item scale which is taken from Cambell (1995). The three items used in this scale are ‘The way this advertisement tries to persuade people seems acceptable to me’, ‘I don’t mind this advertisement; the advertiser tried to be persuasive without being excessively manipulative’ and ‘The advertisement is fair in what was said and shown’. In their study, the scale had a reliability of 0.90. Respondents should answer the items using a 7 point likert scale, where 1 represents ‘strongly disagree’ and 7 represents ‘strongly agree’.

4.10 SURVEY INSTRUMENT - A SUMMARY OF SCALE AND MEASUREMENTS

The table below provides a summary of the scales used in the current survey instrument, including the items and reliability as provided by earlier adaptations of the scales.

Table 4-1 Summary of Scale and Measurements

Section	General and Unobserved Variable	Items	α	References
A	Demographic Background	6	n/a	See section 4.9 for an in-depth overview of the research sample
B	Attitudes towards the Brand’s Genuinity	7	.930	Development of the Attitudes towards the Brand’s Genuinity, see section 4.10.2
C	Advert Cognition	3	0.81	Teng, L., Laroche, M. and Zhu, H. (2007)
D	Brand Cognition	2	0.81	Teng, L., Laroche, M. and Zhu, H. (2007)
E	Attitudes towards the Advert	3	0.91	Homer (1990)

F	Purchase Intention	3	0.88	Mackenzie et. al. (1986)
G	Brand Familiarity	3	0.91	Kent and Allen (1994)
H	Inferences of Manipulative Intent (IMI)	3	0.90	Cambell (1995)

4.11 DATA COLLECTION AND PROCEDURE

4.11.1 Overview

As previously noted, the main study was divided into two separate studies, one exploring brand genuinity in the context of a tangible product (i.e car), and one in the context of an intangible product (i.e hotel). Since there is no difference in the sample required for each study, data were simultaneously collected for both studies.

With the survey successfully developed (as shown in the previous section), data collection could commence. It was decided to allow respondents to self administer the survey (rather than employ facilitators or interviewers). This is inline with previous studies (Brace, 2018; Dillman, 1991; Dillman & Redline, 2004; Ilieva et al., 2002; Sudman et al., 1965).

Further, as also noted in section 4.9, to ensure a good representative sample, this study adopted a “mixed mode” data collection method. A mixed mode data collection approach has been shown to be an effective way to ensure ecological validity, and to reduce common method bias (De Leeuw et al., 2008; Dillman, 2011; McCabe et al., 2006; Schonlau et al., 2003). Therefore, in order to achieve the required 1200 respondents for this study, online panel data and self-administered paper questionnaires were adopted as the data collection methods.

4.11.2 Online Data Collection Overview

Data were collected online, where respondents were recruited from an online panel. The survey was created and administered on Qualtrics, a well known online panel data solution which is used by many academic researchers. Since data were collected using Qualtrics, and respondents were also recruited by Qualtrics, no particular monetary gift was required. However payment

was required to Qualtrics for recruiting respondents. Presumably respondents received a portion of this payment for their time. In order to be able to do the questionnaire, all respondents were first required to review a short description of the research, including the research aims and objectives, anonymity of the responses, voluntary participation and the right of the respondent to stop at any point. The description also noted that demographic details were being collected for statistical analysis purposes only, and if respondents wished to seek further clarification, contact details for both the researcher and the university's ethics department was provided.

4.11.3 Online Data Collection Procedures

Since Qualtrics was recruiting respondents for this part of the study, they also ensured that respondents were able to successfully open and participate in the study. The only screening requirement required for this study was that they were living in Australia where the study was taking place. Apart from this, all potential respondents were invited by Qualtrics to participate in the study. The Qualtrics software has a number of advantages which made it useful in administering the survey to respondents. One advantage is its randomisation and branching features. Since this study has a number of different cells (as shown in section 4.3.1), it required that different groups of respondents be shown a different stimulus. Using Qualtrics randomisation feature meant that all of the different stimuli could be included in the one survey instrument, and the software would automatically ensure that equal groups of respondents would see each stimulus. The software also allowed the researcher to require a response for every question. This ensured that there was no missing data. In addition, responses were automatically stored in the Qualtrics online database where they could be later downloaded by the researcher to be imported directly into a statistical analysis software for analysis.

4.11.4 Self-administered Survey Data Collection Procedures

Data were also collected using paper self administered surveys on a large university campus in Perth, Western Australia. The researcher attended a number of lectures and tutorial classes, within which the students were informed of the nature and purpose of the research, after which they could design if they wished to participate. Participation was completely voluntary and optional, however it was one way in which they could receive extra credit towards their current undergraduate course they were currently enrolled in. Information was then provided to the students about the anonymity and ethics of the study, and their right to discontinue at any time without any consequences. Students that agreed to participate in the research were first shown

a video advertisement which was the stimulus for the survey, and then they were provided with a paper copy of the survey which they were allowed 25 minutes to complete. Most students completed the survey in about 15 minutes. Students could only participate in the research if they hadn't already completed it in another class or course that they were also taking.

4.11.5 Data Collected

The data collected phase was carried out in stages from January to November 2018 (approximately 11 months). This extended data collection period included data collections for each of the relevant cells as outlined in section 4.3.1. In total, 1615 responses were received, with each online survey taking an average of 12 minutes and 30 seconds to complete. Online responses which were completed in less than 9 minutes, or took longer than 50 minutes to complete were not included or counted in the final responses. These times were deemed appropriate based on the quality of responses above and below these time frames.

4.12 DISCUSSION ON RESPONSE RATE AND QUALITY

Overall, the response rate and quality of responses was exceptional, and after cleaning, there were in total 1327 total valid responses. Since a large proportion of the data were collected using online surveys and panel data, response rates were 100% for these. Likewise, the quality of data was very high, with almost all respondents completing the survey in a timely manner, and answering attention check questions correctly.

4.13 ANALYSIS METHODS / STATISTICAL TECHNIQUES

Statistical data analysis was carried out using Statistical Package for Social Science (SPSS) version 25.0 and Analysis of Moment Structures (AMOS) version 26.0. Both of these statistical analysis software packages are well endorsed in the literature. SPSS was primarily used for descriptive statistics, calculating reliability scores, calculating measures of normality, linearity and homoscedasticity, and for exploratory factor analyses (EFA), while AMOS was primarily used for confirmatory factor analyses (CFA) and structural equation modelling (SEM).

4.14 STRUCTURAL EQUATION MODELLING PROCEDURES

A systematic and carefully considered process was adopted when conducting structural equation modelling to ensure that the analysis was accurate and inline with literature guidance (Kline, 2015). Before conducting structural equation modelling, data were first checked using SPSS version 25.0.

Specifically, the process followed included model specification, model identification, model/parameter estimation, model testing and then finally model modification/respecification. This process is inline with previous literature (Hair et al., 2010). Before conducting structural equation modelling, data were first checked using SPSS (version 25.0). A listwise deletion of missing data was first employed. With a listwise deletion approach, cases are dropped from the analysis if they have a missing value, and only those cases that have a full set of data are retained (Kang, 2013). This approach remains the most popular method for dealing with missing data in the literature (Kang, 2013; Schumacker et al., 2015). Outliers were then checked for using box plots, scatter plot diagrams and Mahalanobis distance scores to ensure that extreme values which might adversely influence the results were removed (Hawkins, 1980; Penny, 1996). Normality, linearity and homoscedasticity were also assessed using the skewness and kurtosis values, looking at scatter plot diagrams and through the use of the Shapiro Wilk test of normality W statistic (Shapiro & Francia, 1972; Tabachnick et al., 2007).

Measurements used within the structural model were also first validated by the use of one-factor congeneric models, which were tested using confirmatory factor analyses (Dragovic, 2004; Raykov, 1997). A one factor congeneric measure can be defined as “*the simplest form of a measurement model and represents the regression of a set of observed indicator variables in a single latent variable*”. Such congeneric measures assume that measures reflect a single underlying latent construct (Cote & Greenberg, 1990). Therefore, in order for a one factor congeneric measure to exhibit good fit, each of the individual indicators should measure this underlying latent construct, though specific item coefficients may vary (i.e not all items need to exhibit an equal loading on the composite factor) (Jöreskog, 1971). For these reasons, congeneric measures are commonly used when developing models for structural equation modelling (Anderson & Gerbing, 1984).

In order to test the validity and fit of the one factor congeneric measurement models, confirmatory factor analyses are employed using AMOS 26.0. These are only carried out for each measure which has four or more indicators. This is because, inline with the t rule (i.e $p(p + 1)/2$), measures that have less than four indicators would be underidentified as there are more unknown parameters compared to unique variances and covariances amongst measured

variables (Long, 1983). For those with less than four indicators, validity is confirmed through the use of other techniques such as an exploratory factor analysis.

Following the validation of each measure, hypothesized relationships are then examined through the use of a full structural model. The specific criteria used to assess overall model fit for the measurement models and for the full structural model is discussed in subsequent sections. Throughout this process, a systematic and theory grounded approach was adopted when model testing, model modification and model respecification was undertaken. The specifics of this process are further laid out in the chapter 6 (data analysis), and due rigour is demonstrated.

4.14.1 Estimation Procedures and Methods

For this study, Maximum Likelihood (ML) estimation was adopted as the estimation procedure (Eliason, 1993). Originally developed by Joreskog (1970), it has grown to become the foundation of structural equation modelling, and widely used as the preferred statistical analysis estimation approach in psychology research, management research, and marketing research (Reinartz et al., 2009). Maximum Likelihood estimation assumes that data will follow a multivariate normal distribution (Beauducel & Herzberg, 2006), and that measures are continuous (Hair et al., 2010). Likewise, sample sizes of over 200 are preferred to avoid non convergence or improper solutions (Boomsma & Hoogland, 2001). Reinartz et al. (2009) suggest that when these conditions are met, maximum likelihood based structural equation modelling behaves robustly, and parameter estimates are often reliable and consistent even when some assumptions are violated (Bollen 1989).

4.14.2 Assessing Goodness-of-Fit for Measurement and Structural Models

Assessing goodness of fit focuses on examining how accurately the estimated parameters of the theoretical and hypothesized variance covariance matrix fits the variance covariance matrix of the empirical sample data collected (Reinartz et al. 2009; Hair et al. 2010). While there are a range of different methods which can be used to assess fit, this study will use the χ^2 test and a variety of other fit indicies to determine model fit (McDonald 1978; Marsh et al. 1998; Byrne 2013). AMOS, the software used to conduct the CFA and SEM analyses also provides a p-value which indicates the significance of the χ^2 statistic. When the p-value is insignificant (i.e above 0.05), this would indicate that there is no significant difference between the

theoretical variance covariance matrix and the sample variance covariance matrix, thereby suggesting good model fit (Byrne 2016). However, while the χ^2 is a well used statistic in determining model fit, some researchers have suggested that an insignificant result (i.e significant p-value below 0.05), may not always indicate poor model fit (Kline 2015). This is because the statistic is often noted to be highly sensitive to sample size and deviations from normality (MacCallum and Austin 2000). Therefore, in light of these limitations, other measures such as incremental fit indices and absolute fit indices will also be employed to assess overall model fit.

Absolute fit indices are statistics which compare the hypothesized covariance matrix and the sample covariance matrix. Within this study, absolute fit indices used to assess goodness of fit include Root-Mean-Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI) and Adjusted Goodness of Fit Index (AGFI). Incremental fit indices are statistics which compare chi square for the model with a null or baseline model, enabling the researcher to understand the power of the hypothesised model in relation to the baseline model. Within this study, Incremental fit indices used to assess goodness of fit include the Tucker Lewis Index (TLI) and the Comparative Fit Index (CFI) (Hair et al. 2010).

Previous researchers have suggested a range of thresholds which can be used as an overall guideline for acceptable fit (Hu and Bentler 1999). In this study the following acceptable thresholds were used. For RMSEA, values below 0.05 were considered excellent fit, values between 0.05 and 0.08 were considered reasonable fit and values between 0.08 and .10 were considered acceptable but mediocre fit (Byrne 2013; Kline 2015; Browne and Cudeck 1993). For the statistics GFI, AGFI, TLI and CFI, values above 0.95 were considered good fit and values above 0.9 were considered acceptable fit (Hair et al. 2010; Schumacker et al. 2015).

4.15 MODERATION ANALYSIS PROCEDURES

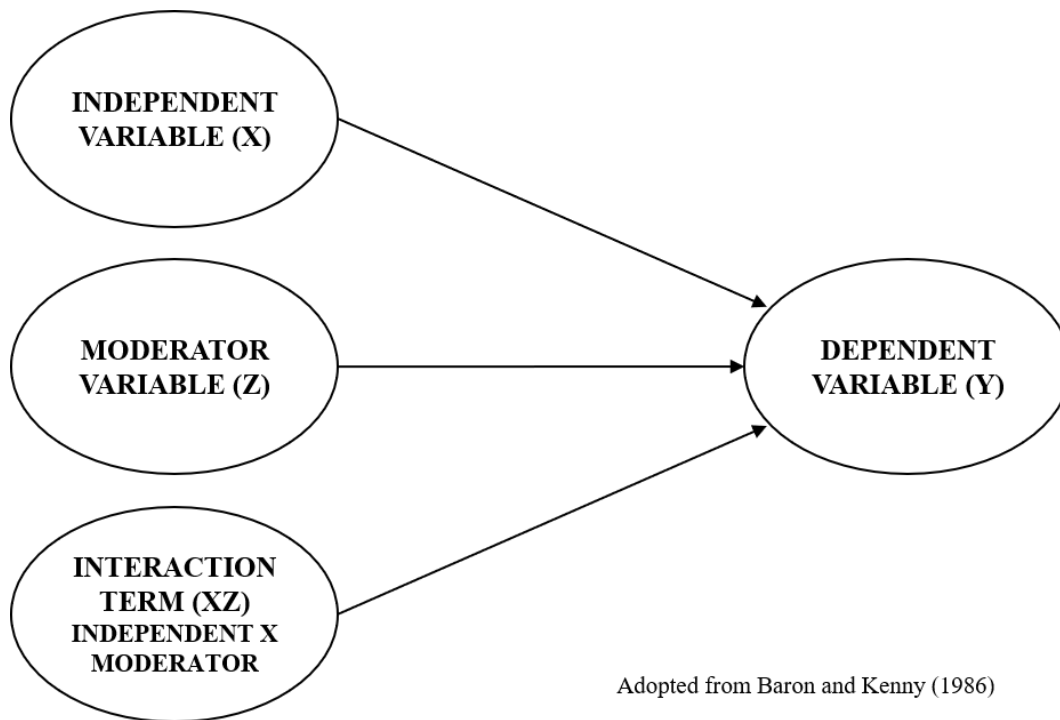
A moderator is a variable which affects the direction and/or strength of the relationship between an independent and dependent variable (Baron and Kenny 1986; James and Brett 1984; Schmitt and Klimoski). To test the interaction or moderating effects of the moderating variables, the moderated multiple regression (MMR) analysis technique was employed (Baron and Kenny 1986). This technique involves regressing an dependent variable (Y) on the independent variable (X), the moderator variable (Z) and the product or interaction term of X and Z (XZ)

(Richins and Dawson 1992; Baron and Kenny 1986). Usually this interaction term (XZ) is entered as a separate step, therefore enabling the research to easily compare between the original model, and the model including the interaction effects. The regressions that are compared therefore are as follows.

$$\text{Model 1 (No Interaction): } Y = a + b_1X_1 + b_2Z_2 + e$$

$$\text{Model 2 (With Interaction Effects): } Y = a + b_1X_1 + b_2Z_2 + b_3(X_1Z_2) + e$$

A diagram is shown below to further clarify the process undertaken.



If the interaction term (XZ) is shown to be a significant predictor, then this would indicate that moderation exists and the relationship between X and Y is influenced by the moderator variable Z (Jaccard et al. 2003; Cohen and Cohen 2013; Aguinis et al. 2013). As can be seen in the diagram, one limitation of moderated multiple regression is that it doesn't differentiate between the moderating variable and the predictor variable. Therefore, it is important that the researcher ensures that moderator variables are well supported by theory before running the analysis. To carry out the above moderated multiple regression analysis, Statistical Package for Social Science (SPSS) version 25.0 was used.

4.16 ETHICS

To ensure that the current research design and methodology meets requirements and guidelines as set out in the National Health and Medical Research Council's (NHMRC) *National Statement on Ethical Conduct in Human Research (2007)*, the study was submitted to the university's human research ethics office for ethics approval. Following review, the current research design was approved with approval number HRE2018-0150. As part of the ethical arrangements, researchers ensured that all data collected was non identifiable and anonymous. Likewise, all data was stored on a university secure folder which only the research team had access to to ensure confidentiality of data collected. Data will be retained for 7 years after which it will be destroyed inline with the university's data retention policies.

4.17 CONCLUSION

The chapter has provided a detailed explanation of the research methodology adopted within this research. An overview of each of the specific measures used within the study have been presented, and the sampling and data collection methods have been discussed. An overview of the data analysis methods and techniques used within this research have also been provided. By way of these aforementioned sections, this chapter demonstrates the high degree of rigour which has been consistent throughout each part of the research. As is noted in the research objectives, the next stage in this research is to develop a scale for the attitudes towards brand genuinity. The specific process carried out for the scale development, and results gleaned are presented in the chapter 5 (Phase 1). Following this, relationships between key constructs can be examined. This is the focus of Chapter 6, which explores the full structural model and relevant hypotheses. Differences across product categories are also examined and the role of moderators (Phase 2 and 3).

CHAPTER 5

PHASE ONE: SCALE DEVELOPMENT

5.1 INTRODUCTION

The purpose of this chapter is to show the process which was undertaken to develop the scale for attitudes towards the genuinity of the brand. The chapter outlines a rigorous review of the literature and previous relevant scales which suggest a need for a scale to measure consumer's attitudes towards the genuinity of the brand. To achieve this, a total of four studies were conducted in line with Churchill's (1979) scale development process. These are developing of the scale items, purifying of the scale, validating the scale and finally ensuring the generalisability of the scale by applying it in a different context. An outline of the steps taken in this chapter are shown in table 5-1, and then a more complete summary of the individual studies, and their relevant results are provided at the end of the chapter.

Table 5-1: Structure of the Scale Development Chapter

Stage	Studies
1	<i>Study One: Developing the Initial Scale Items</i>
2	<i>Study Two: Confirmatory Factor Analysis and Purifying of Measure</i>
3	<i>Study Three: Construct and Predictive Validity</i>
4	<i>Study Four: Generalisation to other Contexts</i>

5.2 DEFINITION OF BRAND GENUINITY

Brand genuinity has not yet been conceptualised in the literature, however it is often used in different contexts, and other disciplines (exploring the more general term of genuinity) have provided some insight into what brand genuinity might encompass. In the broadest sense, the oxford dictionary defines "genuine" as "*belonging to, or proceeding from the original stock and hence having purity of character*". In this definition, two parts are emphasised, that of 'belonging to and being the same', and then focusing on 'purity of character'. Relevant literature seems to support this definition. For example, Ullman (1987) suggests that within the context of adolescents, genuine is often understood as potential for intimacy (Broughton,

1981). Kolden and Gregory et.al (2011) further contribute to this discussion within the context of group therapy, where they suggest genuinity to include 'personal awareness of the situation' and 'being able to openly express their experiences', and hence suggest that genuinity more refers to a person's aptitude to be genuine to the objective truth.

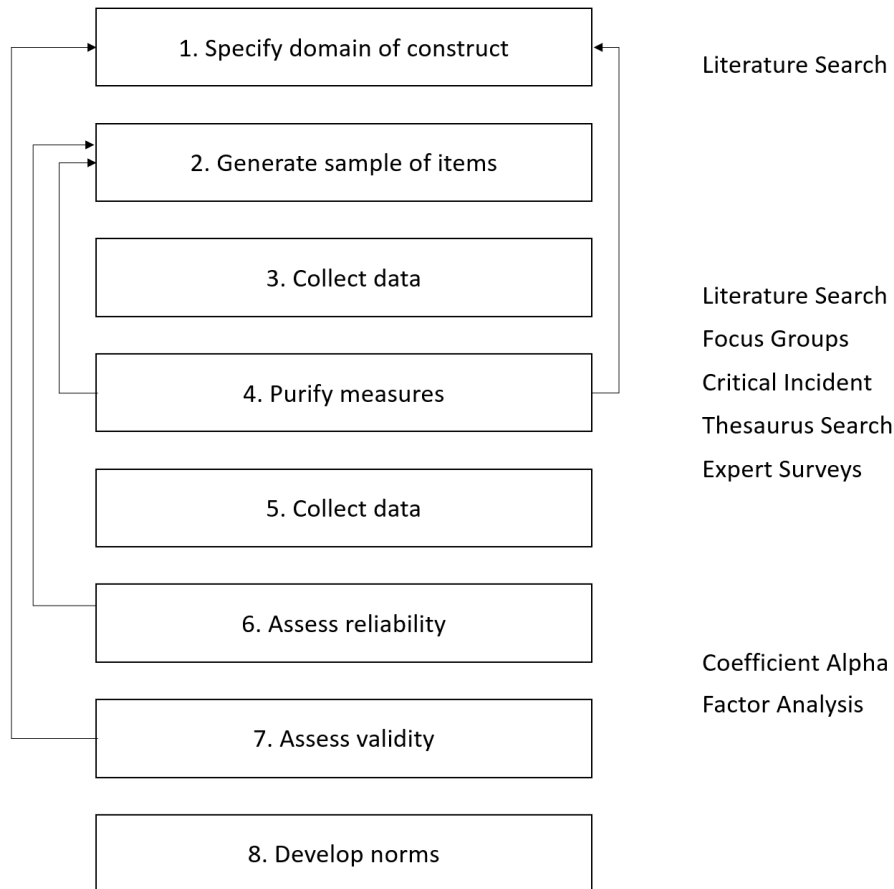
Other terms which are often used in the literature with relation to genuinity include sincerity, authenticity and honesty, however the literature consistently notes how they are conceptually different. Honesty refers to "complete disclosure" of all information (Turner, Ronny E and Edgley, Charles and Olmstead, Glen, 1975), though as noted by Turner, Edgley, & Olmstead (1975), complete honesty is rarely found amongst friends who consider each other genuine. Sincerity refers to a person being true to their 'station' according to current social expectations (Lionel, 1971; Sánchez-Arce, 2007; Trilling, 1971), however, as noted by Berger (1973), it is quickly becoming a less relevant phenomenon as people increasingly turn to valuing authenticity. Authenticity refers to finding one's 'true self' (Berger, 1973), and as Beverland (2009) notes, authentic brands aren't boring, rather they 'have soul'. Authentic is relentlessly subjective, based on consumer ideals (Arnould & Price, 2000; Athwal & Harris, 2018), and consumers use such brands to develop their own identities (Beverland and Farrelly, 2010). All of these terms are different from brand genuinity. Neither the bluntness of honesty, the objectivity of sincerity or the excitement of authenticity can be likened to that of brand genuinity. While they are most certainly related terms (M. B. Beverland, 2005; S. Brown et al., 2003; Napoli et al., 2014), they are conceptually different. Inline with the original oxford dictionary definition, genuinity is more relational (i.e proceeding from the original stock), while also maintaining purity of character.

Based on the above discussion, the oxford dictionary definition and related literature, this paper defines brand genuinity as "*The degree to which a brand belongs to a community, and hence exhibits purity of character including completely expressing their corporate intention without hiding anything*". This definition takes into account the need for brands to be forthcoming, while also including a relational aspect as suggested by the literature and the oxford dictionary meaning (i.e from the original stock).

The following scale development process was based on a broad range of literature, books and other articles to ensure its rigour. Many researchers suggest that Churchill's (1979) scale

development process is particularly good. This process is shown in Figure 4-1, and this study will follow closely the process suggested.

Figure 5-2: Process for Scale Development (adapted from Churchill, 1979)



5.3 STAGE ONE: DEVELOPING SCALE ITEMS

5.3.1 Study One

5.3.2 What are we trying to achieve?

Using the operational definition provided for attitudes towards brand genuinity, this stage aims to use three methods to generate a set of potential scale items for measuring attitudes towards brand genuinity (Li, Edwards, & Lee, 2002). These methods are literature reviews (Churchill, 1979), thesaurus searches (Wells et al., 1971) and industry and academic expert

surveys (Churchill, 1979). These generated scale items are the first step in developing a measurement scale, which can provide some quantitative numerical value to something that otherwise cannot be measured directly (i.e attitudes towards the brand's genuinity) (DeVellis, 2003, 2016; Morgado, Meireles, Neves, Amaral, & Ferreira, 2017). However, Clark and Watson (1995) note the necessity for a systematic and rigorous process to be undertaken in order to ensure that the measurement scale accurately measures what it aims to measure (DeVellis, 2003; Morgado et al., 2017). Therefore the following sections follow strict guidelines as proposed by Churchill (1979).

5.5.3 What is it we want to measure?

Researchers note the importance of first exploring related concepts and theories in the literature to ensure clarity in the scale development process (DeVellis, 2016). Much of this process, and a discussion around related concepts has been provided in the literature review chapter (chapter 2). Specifically, a discussion was provided around related concepts such as brand sincerity (Aaker, 1997; Berger, 1973), brand authenticity (M. B. Beverland, 2005; Chalmers, 2007; Vannini & Patrick Williams, 2009) and brand honesty (Amar Bhide, 1990; Foreh & Grier, 2003). Likewise, discussion was provided on the evolution of advertising, and how specific appeals can be used within advertising such as brand genuinity (Han & Shavitt, 1994; Zhang & Gelb, 1996).

Apart from exploring related literature, researchers should also consider the necessity of a new scale, and as part of this, determine very clearly what the proposed scale should be measuring, otherwise known as construct definition (Churchill, 1979; Eastman, Goldsmith, & Flynn, 1999). As Jacoby (1978, p.90) puts it "*What does it mean if a finding is significant or that the ultimate in statistical analytical techniques have been applied, if the data collection instrument generated invalid data at the outset?*" (Churchill, 1979). Despite this, vague construct definitions are a common phenomenon in the literature (MacKenzie, 2003; Schriesheim, 1993). Morgado (2017) notes that inability to adequately specify the construct domain will inevitably lead to confusion about what the scale does and does not measure, and further how it is similar and different from other closely related constructs (Eastman et al., 1999). Clearly specifying the domain is imperative to ensuring the resulting items, and final measurement scale adequately captures the conceptual and logical variance present in the construct (Churchill, 1979; Gilliam & Voss, 2013; Mrad & Cui, 2017; Rossiter, 2002).

Within the context of brand genuinity, properly specifying the construct is particularly important in light of the many other similar terms which emerged while reviewing the literature. As noted above, brand genuinity is closely related to terms such as brand authenticity, brand sincerity, brand honesty and brand truthfulness, all of which have already been clearly defined and articulated within the literature (Aaker, 1997; Napoli et al., 2014). Therefore, in this paper, brand genuinity is first clearly defined as “*The degree to which a brand belongs to a community, and hence exhibits purity of character including completely expressing their corporate intention without hiding anything*”. This definition is based on the research set out within the literature review, and the following sections generate items in line with this.

5.3.4 Generate an item pool

Based on the previous specification of the domain construct, and in line with previous studies, a comprehensive item pool was first generated (Churchill, 1979; Morgado et al., 2017). It was noted that this pool of items was to “*capture the conceptual and logical true variance presented in the construct*” (Eastman et al., 1999). A combination of both deductive and inductive approaches was taken, whereby items were generated based on an extensive literature review (deductive) and also by qualitative data collection such as a interviews and focus groups (inductive), from which items can be gleaned (Morgado et al., 2017). This multiprong approach has been widely endorsed by previous researchers including Dabholkar et. al. (1996), Tian et. al (2001), Mrad et. al (2017) and Cheah and Phau (2015). As such this item generation phase continued until no new items emerged. This is consistent with Burns (2008) who terms this as “*sampling the redundancy*” (Burns et al., 2008). Once items had been generated, the initial pool was reviewed by an expert panel of professors (DeVellis, 2003) and unsuitable items were removed (Morgado et al., 2017).

5.3.5 Literature reviews

An extensive review of the previous literature was then carried out which included exploring existing terms, scales and theories within the brand genuinity context (Dabholkar, Thorpe, & Rentz, 1996; Hinkin, 1995). One of the key purposes of the literature review was to explore any previous work which aimed to conceptualise brand genuinity or related concepts, and also to understand theories and constructs which brand genuinity might be a dependent or independent variable of. This process is important in ensuring clarity in construct definition,

and setting out the boundaries of any potential construct (Netemeyer, Durvasula, & Lichtenstein, 1991).

Previous studies which explored genuinity and studies which explored related concepts across a range of disciplines were explored. Exploring cross discipline studies was particularly important in the current context where there is very limited research genuinity within the marketing literature.

Aaker (1997) in their paper exploring brand personality suggest that brand personality has five dimensions. These are sincerity, excitement, competence, sophistication and ruggedness. Within the dimension sincerity, there are five sub dimensions which are domestic, honesty, genuine and cheerful (Aaker, 1997). Although genuine has been used here as part of the brand personality scale, the paper does not seem to offer any suggestion for conceptualisation of this term. Further, a number of other papers which make use of Aaker's brand personality scale switch genuine and sincerity without any relevant discourse. This suggests that within this context, the term is being used freely without a proper understanding of how the term should be used.

In a cross disciplinary context, Kolden and Gregory et.al (2011) have a written a book chapter which explores how a therapist might be genuine within group therapy. They have suggested that congruency is similar to genuinity, and that is it made up of two components, namely the therapist's ability to reflect mindful present personal awareness and authenticity and secondly to be able to conscientiously communicate their experiences with the clients. Therefore, it includes the notion of not hiding behind professional or other types of barriers, but being open about the feelings and attitudes that obvious in the prescribed situation. They conclude their thoughts on this with the following comment "Congruence [*genuineness*] thus involves mindful self-awareness and self-acceptance on the part of the therapist, as well as a willingness to engage and tactfully share perceptions.". Thus, it seems that if a person is not self-aware, then they also cannot be genuine.

A number of studies also emerged from the literature review which aimed to conceptualise related concepts such as brand sincerity and brand heritage. For example, Napoli et. al. (2014) suggest that brand sincerity includes the items: the brand remains true to its espoused values, the brand refuses to compromise the values upon which it was founded, the brand has stuck to

its principles and the brand builds on traditions that began with its founder. Likewise, they suggest brand heritage to include the items: the brand has a strong connection to a historical period in time, culture and/or specific region, the brand has a strong link to the past, which is still perpetuated and celebrated to this day, the brand reminds me of a golden age, the brand exudes a sense of tradition, the brand reinforces and builds on long-held traditions and the brand reflects a timeless design. Both of these relevant concepts provided context to the developed of the attitudes towards the brand's genuinity construct.

As relevant literature was reviewed, methods employed by previous studies were considered. For example, Soh et. al (2009) suggested that after reviewing the literature (among other methods) they had 412 items, however, after rigorous discussion about overlap and similarity, they were left with only 43 items (*2009 Measuring Trust in Advertising.pdf*, n.d.). In another study, Dabholkar (1996) noted that when developing items, there are at times multiple different types or groups of items.

As part of the literature review, related concepts and items were also recorded to form part of the item generation process. In the context of genuinity, it seemed that most of the literature was uniform in the types of words used around this area. However, words that related to genuinity in the context of a genuine object were not gathered. Only terms which related to genuinity within the domain of genuinity being an adjective were gathered. This is inline with in the literature which suggested that items generated should represent the construct domain.

Following through with the above process resulted in the following terms: *sincerity, honest, genuine, cheerful, domestic, authentic, real*

5.3.6 Thesaurus searches

Based on the items derived from the literature review, a thesaurus search was then conducted to generate further items which reflected genuinity and related concepts (Wells et al., 1971). This is particularly important to ensure that all possible items relating to the construct are included (Soh, Reid, & King, 2009), and it is a process which is commonly used in other relevant scale developments (Cheah & Phau, 2015; Flatten, Engelen, Zahra, & Brettel, 2011; Li et al., 2002; Shimul, Phau, & Lwin, 2019).

It is particularly important to ensure that items generated have a clear link with the theoretical domain, and exhibit content validity (Hinkin, 1995). In the current context, genuinity can both be used to describe an object, and describe a personality. Therefore, only items which related to the genuinity as a personality which was the context of focus for this study were selected. In line with advice from Schriesheim et al. (1993), items were assessed at the time of generation and those which lacked content adequacy were removed. Through this thesaurus search process, a further 16 items were generated. These included absolute, certain, honest, legitimate, natural, positive, pure, accurate, actual, exact, good, official, original, plain, precise and proved.

5.3.7 Focus Groups

In addition to the literature review and thesaurus search, five focus groups were also used to generate items (Sellitz, Wrightsman, & Cook, 1976). Each focus group had 6 - 10 people and included a range of different scenarios and examples which participants could discuss (Churchill, 1979). By having a range of potential areas of discussion, the focus group provided a good platform for allowing the discussion to cover any possible dimensions which genuinity might include (Churchill, 1979).

In line with the suggestion provided by Churchill (1979), the critical incidents technique was used and focus group participants were provided with a number of critical incidents. For example, one example provided was that of a doctor who was tasked with informing a patient that they didn't have long to live. In a context of genuinity, the doctor could deal with this in a number of different ways. For example, the doctor could directly tell the patient the truth without hesitation and risk the patient being excessively upset. However, the doctor could also choose to withhold information and/or tell the patient over a longer period of time to allow the patient time to cope with the information. This specific example is just one incident used which offered participants the opportunity to explore what behaviour choice exhibited greater genuinity.

The concept of using a person as a way of exploring the process by which consumers acquire and have attitudes towards a brand is not foreign in the literature. For example, Mitchell and Olson (1981) ran focus groups where they presented an unknown person and listed certain attributes about them, after which they gauged consumer's overall evaluation/attitude towards that person. This was done with the aim of exploring how consumer's attitudes towards specific

attributes led to an overall evaluation towards a brand. In the same way this study first explored how consumers had attitudes towards a person's genuinity in the hope of better understanding consumer's genuinity towards a brand.

This inductive focus group process led to a further 17 words emerging. These included honest, consistent, not manipulative, upfront about everything, pure intentions, easy to understand their motivation, positive, down to earth, passionate, easy to talk to, not awkward, confident, not arrogant, being socially normative, similar values to mine, caring and doesn't put up barriers.

5.3.8 Experience Surveys and Expert Revision

While developing the scale, it was noted that many previous studies have suggested that scale items should be clear and concise (DeVellis, 2003). To this end, it was important that the original item pool was then reviewed by a group of leading academics and industry professionals to ensure the clarity and rigour of the current set of items. This method has been widely endorsed by the literature, and is currently one of the most common methods for eliminating unsuitable items from the item pool (Morgado et al., 2017). Researchers have endorsed a range of different methods for expert involvement, and some studies have even suggested that experts have not only had the task of reducing items, but also including further items if they see fit (Soh et al., 2009).

For this study, a group of 8 experts were asked to review an operational definition of brand genuinity and genuinity. Following this, they were presented with the list of items which they were asked to rate how well they represented the construct. Churchill (1979) notes "*Experienced researchers can attest that seemingly identical statements produce widely different answers*". For this reason, it was important to allow them opportunity to access each item, after which they could rate to remove items which they felt were not suitable, were double barrelled or its wording was not clear. When more than half (4) of the experts voted to remove an item, an item was removed.

A total of 48 items, derived from the literature review, the thesaurus search and the focus groups were provided to the expert panel for review. These included a well-known brand, accurate, authentic, rationale is easy to understand, caring, certain, charitable, cheerful, confident, consistent, doesn't change to suit other's opinions, doesn't have many internal hierarchical layers, doesn't hide flaws, doesn't pretend to be someone they are not, doesn't put up

communication barriers, down to earth, easy to talk to motivations are easy to understand, good, good motivation, honest, listens to customer's concerns, managers and CEOs who readily talk with their employees, not arrogant, not awkward, not crushed by other's opinions, not fake, not hypocritical, not manipulative, open, original, plain, positive, proved themselves, pure, pure intentions, passionate, real, relatable, reliable, similar values to mine, sincere, socially appropriate, socially normal, strong values, transparent, truthful, upfront about everything and willing to admit their faults.

Following review by the expert panel, 31 items were remaining. These included authentic, caring, charitable, confident, consistent, doesn't change to suit other's opinions doesn't hide its flaws, doesn't present to be something it is not, down to earth, good motivations, has strong values, honest, listens to customers concerns, motivations are easy to understand, not arrogant, not crushed by other's opinions, not fake, not hypocritical not manipulative, open, passionate, pure intentions, real, relatable, reliable, similar values to mine, sincere, transparent, truthful, upfront about everything and willing to admit its faults.

5.5.9 Determine Format of Measurement

It was decided to use a 7 point likert scale as the format of measurement. There is much research which suggests that the likert scale is an adequate and good measure (Carifio & Perla, 2008; Gliem & Gliem, 2003). In addition to this, other papers which have conducted a scale development and used a 7 point likert scale are plentiful (Cheah & Phau, 2015; Napoli et al., 2014; Tian, Bearden, & Hunter, 2001). Hence, a 7 point-likert scale was adopted. Further, it was decided to use the prefix 'I feel the brand is....' for each of the items. For example rather than simply presenting the item authentic, the item was written as "I feel the brand is authentic". At times this changed slightly depending on the item. For example another item was written as "I feel the brand doesn't hide its flaws".

Using 'I feel' is in line with previous literature (Homer, 1990). While the authors considered using the phrases 'I believe' and 'The brand is', all previous research within this realm of literature has used the phrase 'I feel'. Some researchers may contend that the decision on which term to use would depend on the type of attitude that is being measured (i.e belief, affect or behaviour) inline with Solomon (2009). However, the literature clearly shows that the construct "attitudes towards the brand" is a multifaceted construct which takes into account both a consumer's beliefs about the brand, and consumer's affect. Previous research showed that

affect was the missing variable. Affect together with belief accounted for almost all variance in the 'attitudes towards the brand' construct (Lutz et al., 1983). Therefore, as the literature shows, it wouldn't have made theoretical sense to consider which prefix to use on the basis of arguments put forward by Solomon (2009). Therefore, this study, in line with previous literature exploring these constructs, used 'I feel'.

5.3.10 Consideration of inclusion of validation items

Previous researchers have suggested that it may be useful to include items in the scale to detect problems in the scale development process, for example reverse coded questions (DeVellis, 2003). This ensures that the scale is not subject to issues such as social desirability and/or lack of attention from the respondent. In line with this, the authors included an additional reverse coded question for one of the items. This item was used while cleaning the data, however, was removed from any analysis.

5.3.11 Administer items to a development sample

In line with guidelines from DeVellis (2016), the scale was then administered to a development sample. This was carried out in a classroom setting in a large Australian university context, with students being the primary respondents. Apart from age, the demographics and characteristics of respondents was representative of the broader population, and that expected of future samples (Ashraf & Merunka, 2017; Espinosa & Ortinau, 2016; Robert A. Peterson & Merunka, 2014). The scale was administered to a sample of 622 respondents. After cleaning the data, 378 responses were deemed valid for further analysis. A range of metrics were used in the cleaning process, including checking for straight liners and responses to validation questions placed in the survey (Johnson, 2016; Moffatt, 2017).

Special attention was given to ensuring a suitable stimulus was selected for use in this data collection (Malhotra, 2006). Through a rigorous selection process, which included conducting a number of focus groups (Vogt, King, & King, 2004; Willgerodt, 2003), a Tiffany video advertisement was deemed suitable. Tiffany is a world-renowned luxury jewellery brand with strong history in Australia. In addition, they have produced a range of different adverts for different target markets and many consumers will be familiar with the brand. Focus groups suggested that Tiffany was also a brand that might be considered 'genuine' in light of their commitment to values such as purity and timeless love. A more in-depth overview of the steps taken in selecting suitable stimuli is provided in the methodology chapter (chapter 4).

Image 5-2: A snapshot from the Tiffany advert used as a stimulus in this data collection



5.5.12 Evaluate the Items

In line with the literature, an exploratory factor analysis (EFA) was then conducted with the remaining items (DeVellis, 2016). Since this is only stage one of the scale development process, the EFA is a useful mechanism to explore how items load on non-hypothesized factors (Hurley et al., 1997; Kelloway & Kevin Kelloway, 1995). It provides an effective way for researchers to explore the dimensionality of items and purify the scale (Spector, 1992), while also ensuring the resulting scale has good internal consistency (Hurley et al., 1997).

The normality and multicollinearity were first examined to ensure that the data was suitable for use with an exploratory factor analysis (Marsh, Dowson, Pietsch, & Walker, 2004; Rockwell, 1975; Yong, Pearce, & Others, 2013). Normality was checked using Shapiro-Wilk's test of normality, a statistical test well endorsed in the literature (Ghasemi & Zahediasl, 2012; Mendes & Pala, 2003; Shapiro & Francia, 1972; Shapiro, Wilk, & Chen, 1968; Srivastava & Hui, 1987). Results showed that data exhibited no normality issues.

Multicollinearity was checked by examining the correlation matrix and the bivariate correlations (Pearson's r) between each pair of items (Samuels, 2017). Since this is a scale development, it is expected that items will have a moderate relationship with each other. Items with an overly large correlation, or no correlation were removed from the analysis (Ho, 2013; Samuels, 2017). Overall, this led to the removal of six further items, namely: I feel the brand

doesn't change to suit other's opinions (6), I feel the brand doesn't hide its flaws (7), I feel the brand is willing to admit its faults (31), I feel the brand is charitable (3), I feel the brand doesn't present itself to be something it is not (8), and I feel the brand is confident (4).

A further full exploratory factor analysis was then carried out. Through a rigorous and structured process of removal of items, a unidimensional scale emerged with 11 items as shown below.

Table 5-3: Exploratory Factor Analysis Results

Item	Component Loading
I feel the brand is truthful	.858
I feel the brand is sincere	.835
I feel the brand has pure intentions	.787
I feel the brand is transparent	.772
I feel the brand is honest	.768
I feel the brand has strong values	.701
I feel the brand is upfront about everything	.690
I feel the brand is real	.689
I feel the brand is reliable	.668
I feel the brand has good motivations	.661
I feel the brand is open	.640
Cronbach's α	.930
Variance Explained	58.3%

While the scale only explained a variance of 58%, the authors contended that this was acceptable at this early stage of the scale development process. Further, since it was expected that further items would be removed in the CFA stage (stage two), it is expected that this explained variance will rise in following stages. With this initial stage completed, the next step was to optimise the scale's length and determine whether the scale could be purified further.

5.3.13 Optimise scale length

To further optimise the scale length, the coefficient alpha was first examined. As shown in table 5-3, the coefficient alpha for the resulting scale was .93. Previous researchers have suggested that an alpha score over .70 is considered high (Nunnally, 1994; Peterson, 1994). Since the alpha score is extremely high, there was flexibility for further removal items if it increased the overall reliability of the resulting scale. However, when further examining this score, it was noted that no further improvements could be made to the scale to improve the alpha coefficient. Therefore, from this point, stage 2 of the scale development process can now begin, which involves conducting a confirmatory factor analysis to validate the scale and its unidimensionality.

5.3.14 Stage One/Study One Conclusion

Based on the rigorous process carried out in stage one, it is clear that brand genuinity is a single dimension construct. Stage two can now begin which includes collecting a new dataset and conducting a confirmatory factor analysis to further validate the current scale items, and potentially further purify the scale items.

5.4 STAGE TWO: PURIFYING THE MEASURE / CFA

5.4.1 What are we trying to achieve?

In stage one, it was suggested the brand genuinity was a unidimensional scale with 11 items. The purpose of the current stage two is to further explore the unidimensionality of the items and, if needed, to further purify the items by conducting a confirmatory factor analysis. Following this, the content validity of the brand genuinity scale will also be tested to ensure that the individual items represent what the literature suggests brand genuinity is.

5.4.2 Setting up the measures

For the current stage, a new survey was created which included the current brand genuinity scale with 11 items. In addition, demographics were collected from respondents as was also done in study one. While the current survey was very similar to that used in study one, a pretest was still conducted to ensure there were no errors or inconsistencies in the survey. As expected, the pre-test showed that there were no issues in survey, including understanding and application of the scales used.

5.4.3 Intended Analysis

Confirmatory Factor Analysis is used to test for unidimensionality of the proposed scale items, has commonly been referred to in the literature as an appropriate tool to test the degree to which a proposed set of items fit the data set (Hurley et al., 1997). It is particularly useful after an exploratory factor analysis has been conducted to further test and purify a set of items to ensure both internal consistency (EFA) and goodness of fit (CFA) (Anderson & Gerbing, 1984).

Data were analysed by conducting both an exploratory factor analysis and confirmatory factor analysis. Since new data was collected for the current stage, some researchers have suggested first conducting an exploratory factor analysis before continuing to the confirmatory factor analysis (Gerbing & Hamilton, 1996).

5.4.4 Study Two – Brand Genuinity

5.4.4.1 Data Collection

New data was collected for stage two. As in stage one, the survey was administered to a student sample, and respondents were informed of the definition of the construct before commencement. The original dataset had 689 responses. After cleaning the data, 282 responses were removed resulting in a final dataset of 407 responses. The same Tiffany advert used in study one was used as a stimulus again in this data collection.

5.4.4.2 Exploratory Factor Analysis and Results

An EFA was conducted again to ensure that the factor was still unidimensional, and the loadings were good. The following is the result from the exploratory factor analysis. While, as expected, the factor loaded slightly differently than the previous dataset, the dataset still loaded strongly as a unidimensional construct which further validated the previous dataset's findings.

Table 5-4: Study Two Exploratory Factor Analysis Results

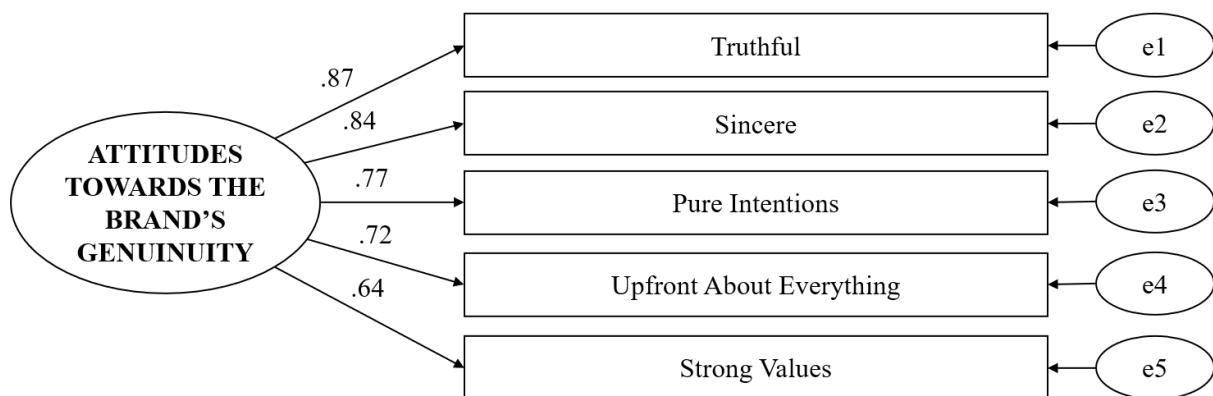
Item	Component Loading
I feel the brand is truthful	.857
I feel the brand is sincere	.836

I feel the brand has pure intentions	.781
I feel the brand is honest	.778
I feel the brand is real	.722
I feel the brand is transparent	.709
I feel the brand is upfront about everything	.701
I feel the brand has strong values	.686
I feel the brand has good motivations	.663
I feel the brand is reliable	.643
I feel the brand is open	.616
Cronbach's α	.925
Variance Explained	57.4%

5.4.4.3 Confirmatory Factor Analysis and Results

A Confirmatory Factor Analysis (CFA) was then conducted. To achieve optimal fit, 6 further items were removed. The resulting 5 item scale demonstrated excellent fit (Chi-square = 4.081, df. = 5, Probability level = .536, GFI = .996, AGFI = .988, CFI = 1.00, RMSEA = .000). The remaining 5 items as shown in the below figure all suite the operational definition of the construct brand genuinity, which this scale aims to measure, and it also continues to match the character of the overall construct (content / face validity). In addition, the resulting construct has 5 items, which is within the suggested range of 4 - 8 (Mowen & Voss, 2008).

Figure 5-5: Study Two Confirmatory Factor Analysis Results



5.4.5 Study Two Conclusion

Study two included collecting another dataset, and both conducting an exploratory factor analysis and confirmatory factor analysis on the dataset. Following the analysis and CFA purification of the scale, the final scale had 5 items (6 items were removed in stage 2). The current scale showed good alpha reliability scores, and had overall good loading scores in both the EFA and CFA stage suggesting an overall clean factor structure. However, to ensure that the factor is actually a unique and a novel construct in its own right, the next stage will focus on exploring the construct validity (including convergent and discriminant validity) and predictive validity.

5.4.6 Discussion of Stage Two

In summary, stage two included further purifying the current proposed brand genuinity scale. Six items were removed, resulting in a final unidimensional scale of five items. The next stage will focus on validating the scale.

5.5 STAGE THREE: VALIDATION

5.5.1 What are we trying to achieve?

Stage two succeeded in developing and confirming a unidimensional brand genuinity scale with five items. However, it is currently not clear if the current scale can be stated to be statistically unique from other similar constructs. Further, if the construct is too far removed from other relevant constructs, then it may be measuring something different than the authors originally intended. Therefore, this stage focuses on testing the different tests of validity, including predictive validity, nomological validity, discriminant validity and then finally convergent validity (Churchill, 1979).

5.5.2 Setting up the measures

Validity has been defined as “*the degree to which a test measures what it claims, or purports, to be measuring*” (J. D. Brown, 2000). Validity is particularly important in a psychological construct context, where constructs are essentially, unobservable (Smith, 2005). Without analysing the newly formed scale’s construct validity, it is possible that while the researcher intended for the scale to measure a certain latent construct, it is in fact simply an artifact of the measurement procedure (Churchill, 1979). In order to demonstrate adequate overall validity, a range of tests can be conducted including predictive, nomological, discriminant and convergent

validity tests (J. D. Brown, 2000). Using a range of different tests, including both internal and external validity measures, provides strong support for the validity of the scale (Calder, Phillips, & Tybout, 1983). Nevertheless, it's important to acknowledge that construct validity cannot be achieved by only a specific set of tests, but rather emphasis should be put on the overall researcher orientation and approach to the construct development (Cronbach & Meehl, 1955). Bechtoldt (1959) notes that validity "*involves the acceptance of a set of operations as an adequate definition of whatever is to be measured*". Therefore, while the following sections note a number of key validity domains and associated tests, emphasis is accordingly placed on the overarching validity of the proposed scale rather than the specific tests employed (Cronbach & Meehl, 1955).

5.5.2.1 Criterion (predictive) and Construct (nomological) validity

Predictive validity is defined as the degree to which a proposed construct is related empirically, either as a dependent variable or independent variable to another related concept (Bagozzi, 1981). Specifically, Oh (2005) suggest that predictive validity is "*the ability of the scale to predict something that should theoretically be related or able to predict*" (Bechtoldt, 1959). Goldsmith and Flynn (1999) note that this can otherwise be defined as "*the extent to which a measure is related to actual behaviours or other real life outcomes*" (Nunnally, 1994). As such, predictive validity can be essentially hypothesis testing (Bagozzi, 1981; O'Leary-Kelly & J. Vokurka, 1998).

In order to test the predictive validity of the proposed brand genuinity scale, a theoretically relevant construct should be selected (Bechtoldt, 1959). Previous research suggests that positive attitudes towards the brand will lead to an intention to buy from that brand (Icek Ajzen & Fishbein, 1977). Since the current attitudes towards the brand's genuinity is an attitudinal scale, the theory suggests that positive attitudes towards the brand's genuinity will lead to a consumer having a greater intention to purchase from that brand. Therefore, the purchase intention scale from Mackenzie et. al. (1986) can be used to test predictive validity. The scale is composed of three items, and has been shown to have a reliability alpha of 0.88 (MacKenzie et al., 1986). In addition, Mackenzie et. al. (1986)'s paper explores purchase intention within the context of the dual mediation hypothesis model, suggesting that the scale is appropriate for the current context.

The purchase intention construct used to determine predictive validity can also be used to determine whether the construct exhibits nomological validity. Nomological validity refers to whether the construct “*behaves as expected with respect to some other construct to which it is theoretically related*” (Churchill & Iacobucci, 2006). Originally proposed by Cronbach and Meehl (1955), nomological validity focuses specially on how the construct acts within the ‘nomological network’ within which it exists. It can be ascertained by demonstrating that the patterns of association amongst related empirical measures of a concept correspond to those suggested by related theory (Calder et al., 1983; Lynch, 1982). A proposed construct can be said to exhibit nomological validity when it is demonstrated to have frequent and strong correlations with related concepts as proposed by the literature (Westen & Rosenthal, 2003; Whitely, 1983).

As noted above, purchase intention has been shown within the literature to be a dependent variable of attitudes towards the brand (Icek Ajzen & Fishbein, 1977; Homer, 1990). Related theories such as the dual mediation hypothesis model, the independent influences hypothesis model and the affect transfer hypothesis model also support this relationship, noting that attitudes towards the brand is expected to influence consumers’ purchase intention (Homer, 1990; López & Ruiz, 2011; Lutz et al., 1983).

While assessing both predictive and nomological validity are important and fundamental steps in determining the overall validity of the proposed construct, there are potential problems associated with only relying on these external validity measures (Calder et al., 1983). Other internal validity measures such as convergent and discriminant validity should also be tested. Calder et. al (1983) note that the strongest support for a proposed construct is when nomological, discriminant and convergent validity can all be achieved.

5.5.2.2 Trait Validity (Convergent and Discriminant)

Trait validity is an important component of construct validity (Clark & Watson, 1995; Smith, 2005). It is distinct from other types of validity such as nomological validity, since trait validity is investigated within a ‘theoretical vacuum’ (Peter, 1981). Trait validity focuses on exploring how the proposed construct is different from other related constructs, and validation is primarily internal (contrasted with nomological validity which is primarily external) (Peter, 1981). Peter (1981) specifically suggests that the intent of trait validity is to “*examine the amount of systematic variance in a measure’s scores and determine whether this systematic*

variance results in high correlations with other measures of the construct and low correlations with measures of other phenomena with which the construct should not be associated". Trait validity can be determined by testing discriminant validity and convergent validity (Clark & Watson, 1995; Peter, 1981).

5.5.2.3 Discriminant Validity

Discriminant validity can be ascertained by demonstrating that the proposed construct has weak correlations with related constructs it is theoretically expected to differ from (Donald T. Campbell, 1960; Peter, 1981). In order for a construct to exhibit discriminant validity, it should be unique from other constructs (O’Leary-Kelly & J. Vokurka, 1998). Variance in the measure should be uniquely attributed to the proposed latent variable, and not shared with other related latent constructs (O’Leary-Kelly & J. Vokurka, 1998). One method that can be used to test for discriminant validity is to ensure that items within the construct correlate more highly with other items of the same construct than with items from a different latent construct (D. T. Campbell & Fiske, 1959; Liu, Li, & Zhu, 2012).

To test for discriminant validity, two related scales were included in the survey instrument. Specific attention was given to selecting one similar and one distinct scale. In this case, a “Brand Sincerity” scale was used as a closely related (almost converging) scale, and a “Brand Heritage” scale was used as a distinctly different variable. Both scales came from Napoli et. al (2014), and are shown in the figure below.

Brand Heritage (Napoli et. al, 2016)	The brand has a strong connection to a historical period in time, culture and/or specific region
	The brand has a strong link to the past, which is still perpetuated and celebrated to this day
	The brand reminds me of a golden age
	The brand exudes a sense of tradition
	The brand reinforces and builds on long-held traditions
	The brand reflects a timeless design
Brand Sincerity (Napoli et. al, 2016)	The brand remains true to its espoused values
	The brand refuses to compromise the values upon which it was founded

	The brand has stuck to its principles
	The brand builds on traditions that began with its founder

Brand sincerity commonly emerged as a closely related construct within the literature, focus groups and expert opinions. Therefore, to ensure that the current “Attitudes towards the Genuinity of the Brand” scale was indeed unique, the authors tested the scale against this recently developed brand sincerity construct (Brand sincerity Scale from Napoli (2014)). Brand heritage was also a construct which regularly appeared in literature relating to brand sincerity. Therefore, while the authors expected that there would be a correlation between the newly proposed brand genuinity scale and brand heritage, it was expected that the correlation would be distinctly lower than the brand sincerity construct. If the results demonstrate that the proposed scale is distinct from both brand sincerity and brand heritage, then discriminant validity can be asserted.

5.5.2.4 Convergent Validity

Convergent validity refers to the degree to which items within the construct exhibit a stronger correlation than with items from other constructs (Bagozzi, 1981). Constructs which have high correlations amongst items are considered to exhibit convergent validity (Liu et al., 2012). Some researchers have suggested that convergent validity can also be demonstrated by exploring correlations with other related latent constructs. (Churchill, 1979). In this context, convergent validity is the extent to which the construct correlates with other previously designed scales which measure a related construct. The extent to which the two constructs should correlate is not fixed, as it depends on the nature and underpinning theoretical differences between the two scales.

5.5.3 Intended Analysis

5.5.3.1 Criterion (predictive) and Construct (nomological validity)

As discussed previously, the ‘purchase intention’ scale, was included in the data analysis to aid in the testing of predictive validity. Previous researchers have noted the strong relationship between positive brand attitudes and consumer’s resulting intention to purchase the good (Fishbein & Ajzen, 1975). Therefore if the newly proposed scale for attitudes towards the brand’s genuinity is valid, it should have a positive influence on consumer’s intention to

purchase the product. The purchase intention scale selected for use in this survey was taken from Mackenzie et. al. (1989) and adapted to suit the current purchase context (i.e the purchase of a mercedes product). Previous studies have demonstrated this scale to be reliable, with a cronbach alpha of consistently higher than 0.8. The scale included 3 items, and used seven point likert scales. In order to test predictive validity, a medium split will be employed, splitting the data into high and low brand genuinity. Following this, a t-test will be conducted to determine if there was a significant difference in purchase intention between the two groups.

5.5.3.2 Discriminant and Convergent Validity

In order to test convergent and discriminant validity, the use of James Gaskin's master validity AMOS tool was used (Gaskin & Lim, 2016). This required the inclusion of a number of pre-existing related scales which could then be compared with the newly created scale (Churchill, 1979). As discussed previously, the pre-existing scales chosen for inclusion were 'brand sincerity' (Napoli et. al., 2014) which included four measurement items and 'brand heritage' (Napoli et. al., 2014) which included six measurement items. James Gaskin's master validity tool tests convergent and discriminant validity by exploring the correlation between items within a scale and between scales, which therefore provides insight how the scale relates to other scales. Based on previous research, brand sincerity is expected to be closely related, almost converging with brand genuinity while brand heritage is expected to be distinctly different to brand genuinity. If this is shown to be true, then convergent and discriminant validity can be determined (Gaskin & Lim, 2016).

5.5.4 Study Three

5.5.4.1 Data Collection

To ensure there truly was ecological validity in this scale development, a further dataset was collected for Stage 3. Similar to the two previous studies, data were collected from student samples. The original dataset had 188 responses. After cleaning the data, 10 responses were removed resulting in a final dataset of 178 responses. Cleaning of data was done by looking at the response times, source IP addresses, standard deviations (below 1) to avoid straight liners and manually looking through the data. In this particular dataset, students had to complete the survey and therefore straight liners was the primary method for cleaning the data. The same "Tiffany & Co." stimulus was used as in the previous two studies.

5.5.4.2 Analysis and Results

5.5.4.2.1 Criterion (predictive) and Construct (nomological) validity – analysis

Scales included in this survey for validation purposes (i.e purchase intention, brand heritage, brand sincerity) all had acceptable cronbach alpha values ($\alpha = 0.938, 0.825$ and 0.810 respectively). The current proposed brand genuinity scale also had a good cronbach alpha value ($\alpha = 0.901$). Predictive (criterion) validity is supported by the results as respondents who had more positive attitudes towards the brand's genuinity (as measured by the scale currently being developed) had significantly higher intention to purchase the product ($M = 4.76, SD = 1.43$), compared to respondents who rated the brand as less genuine ($M = 3.33, SD = 1.75$). Predictive validity is therefore supported.

However, Netemeyer, Durvasula and Lichtenstein (1991) note that when examining the nomological validity, it is important to look at a pattern of results, rather than simply whether one statistic is significant or not (Cronbach and Meehl, 1995). A further linear regression showed that the proposed brand genuinity scale and purchase intention were significantly positively correlated (pearson's correlation coefficient = $0.521, p = 0.000$), and brand genuinity positively predicted purchase intention ($y = .824x - 0.39$). As previous authors have suggested, where newly developed scales behave as expected inline with previous literature with related attitudinal and behavioural scales, nomological validity can be asserted. Therefore, since the proposed brand genuinity scale behaves inline with previous literature, and as expected in relation to other scales (i.e purchase intention, a behavioural scale), nomological validity has also been strongly demonstrated here. In line with the direction of Churchill (1979), convergent and discriminant validity was then examined.

5.5.4.2.2 Discriminant and convergent validity – analysis

Previous literature suggests a wide range of different ways to test convergent and discriminant validity. In this study, James Gaskin's Master Validity AMOS tool was used (Gaskin & Lim, 2016), the results of which can be seen in table 1. This tool and its underlying measurements are strongly grounded in literature, and discriminant and convergent assessments are made in accordance with well endorsed guidelines from Hair et al. (2010). The reliability for each of the scales is acceptable according to thresholds provided by Hair et al. (2010), with the composite reliability for each of the three scales being higher than 0.7 (brand sincerity = 0.816 , brand heritage = 0.826 , brand genuinity = 0.903). In line with Hair et al. (2010) and Malhotra

and Dash (Malhotra & Dash, 2016), convergent validity can be asserted, since the average variance extracted (AVE) of the proposed brand genuinity scale is higher than 0.5 (AVE = 0.574). Discriminant validity is also demonstrated, since the square root of the AVE is higher than the scale's correlations with other related scales (Fornell & Larcker, 1981). While the above method remains the primary way for asserting discriminant validity, some authors have suggested that the average variance extracted (AVE) should also be greater than the maximum shared variance (MSV) (Alumran, Hou, Sun, Yousef, & Hurst, 2014; Byrne, 2013; 2010). The current results also meet these standards (MSV = 0.276).

	CR	AVE	MSV	MaxR (H)	ATTBG Proposed Scale	Heritage Construct	Sincerity Construct
ATTBG Proposed Scale	0.903	0.574	0.278	0.928	0.758		
Heritage Construct	0.825	0.448	0.220	0.854	0.263**	0.669	
Sincerity Construct	0.816	0.527	0.278	0.825	0.527***	0.469***	0.726

Finally, to provide even further support and confirmation of the validity of the proposed scale, inline with theoretical expectations, brand sincerity is shown to be more strongly correlated to the proposed scale (0.362) compared to brand heritage (0.247). Therefore, on all accounts, the results suggest that the current proposed brand genuinity scale has good predictive, nomological, convergent and discriminant validity.

5.5.5 Study Three Conclusion

Results from study three clearly demonstrate that the proposed attitudes towards brand genuinity scale exhibited predictive, nomological, discriminant and convergent validity.

5.5.6 Discussion of Stage Three

Within Stage 3, the newly developed scaled was shown to have good validity across a variety of validity tests. Therefore, the scale has been positively shown to be consistent across multiple datasets and is also related appropriately and as expected to other constructs. The last step in

the scale develop process is to explore how this scale performs in a different product context. This will be explored in stage 4.

5.6 STAGE FOUR: VALIDATION AND GENERALISABILITY

5.6.1 What are we trying to achieve?

While the scale has now undergone a range of rigorous tests to ensure its validity, it is necessary to ensure that the scale continues to perform well in different varying contexts to ensure the generalisability and ecological validity of the proposed scale. This is particularly important in ensuring the usefulness of the scale in both academic and managerial contexts (Hair, Black, Babin, & Anderson, 2010). Therefore, in this stage, a confirmatory factor analysis (CFA) is conducted on the previously validated five item brand genuinity scale, however a different stimulus is used (a luxury automotive advertisement). In addition, a test-retest reliability assessment is conducted to ensure that the scale is valid over a period of time (DeVellis, 2003). This study also functions as the final verification of this scale's unidimensionality which CFA is useful in examining (Gerbing & Anderson, 1988)

5.6.2 Setting up the Measures

5.6.2.1 Generalisability

It is important that a scale continues to perform well in varying contexts in order to achieve successful adoption in both academic and managerial scenarios (Hair et al., 2010). Therefore, to test the generalisability of the scale, a different stimulus was used in this study. In previous studies, a "Tiffany & Co." advertisement had been used, however, in this study an advert from the luxury automotive brand chain "Mercedes" was instead used. The advert was chosen since it exhibited similar luxury cues to the Tiffany & Co advertisement, while still being in a totally different product category. In addition to this, the advertisement was tested across multiple focus groups, and participants rated this advert high on brand genuinity. Therefore, this advert was deemed appropriate to be used to test the generalisability of the current scale. A more in-depth discussion about development of stimuli for the scale development process can be found in Chapter 5 (Methodology Section). To ensure that the scale performed well in varying contexts, extra care was also taken to ensure that participants were diverse and represented the broader population.

5.6.2.2 Test-Rest Reliability

Conducting test-retest reliability analysis is important in ensuring that the scale continues to perform a similar way when it is administered to the same sample on two different occasions. It is particularly useful in better understanding the underlying reliability of the scale, and the stability of item responses over a period of time. Provided there are no substantial changes in the way participants answer the questions, this would suggest that the construct is measuring the same underlying latent variable in each instance (Eastman et al., 1999). Such a test is also useful as it provides the researcher with greater confidence in the overall reliability and generalisability of the current scale.

The test-retest reliability of a scale can be examined using a variety of suitable measures. One such measure is Pearson's correlation coefficient which explores the common variance that the two variables shares. In this case, if the correlation coefficient between the two data collections is low, this would suggest that the reliability of the scale may be problematic. On the other hand, if the correlation coefficient (i.e strength of the relationship) between the two data collections is high, this would suggest that the scale exhibits strong underlying reliability (Netemeyer, Bearden, & Sharma, 2003).

Previous researchers have noted that it is important that sufficient time is allowed between the two data collections. While there remains little guidance as to exactly how long should be allowed between measures, there is common consensus in the literature that it should be at least two weeks (Paulhus, Robinson, Shaver, & Wrightsman, 1991). For this study, about 4 weeks was allowed between data collections, leaving enough time for participants to not clearly remember the previous data collection (Eastman et al., 1999).

5.6.3 Study Four

5.6.3.1 Pre-test and data collection

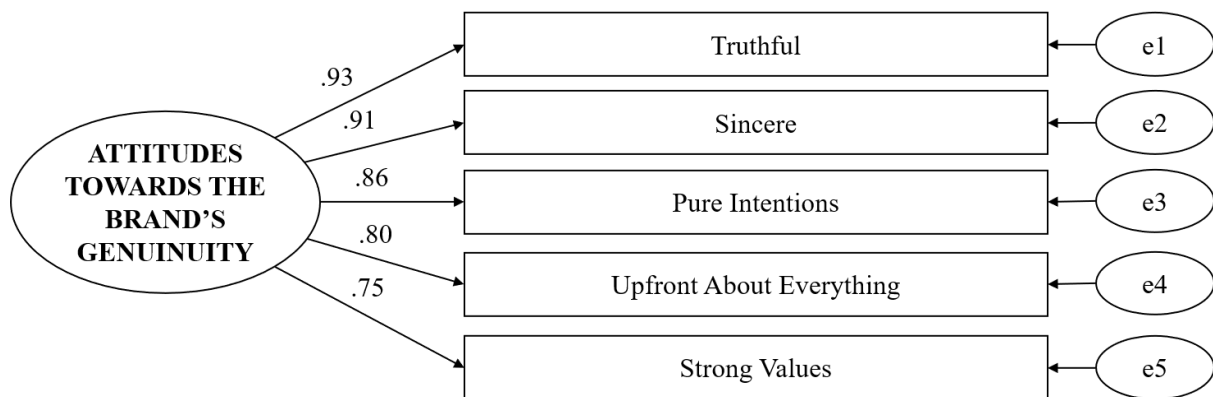
Data were collected for this study using panel data. To ensure the data was representative of the broader population, special care was taken to put quotas in place for relevant demographic variables. This ensured that participants ranged in income, educational background and geographic regions. Results showed that 20.7% of participants had obtained a postgraduate degree, 42.9% a bachelor degree and 18% secondary education. Likewise, ages were varied, with 31.6% between 18-25, 36.8% between 26-35 and 15.4% between 36-45. 49.2% of

participants were female, and 50.8% were male. Overall, the results showed a very diverse and representative sample. Data collection was done at two different points in time (1 month apart), so as to conduct a test-retest reliability analysis. For the first data collection, 266 responses were analysed. Of these, 104 elected to continue to complete the second part which was sufficient for the test-rest reliability analysis.

5.6.3.2 Analysis and Results

Data was analysed using confirmatory factor analysis again in AMOS Version 26. The results from the CFA are shown in Figure 5-5 and exhibited the following fit statistics: Chi-square = 5.95, df. = 5, Probability level = .311, GFI = .984, AGFI = .951, TLI = .997, RMSEA = .036.

Figure 5-5: Study Four Confirmatory Factor Analysis Results



The results from this study showed that the current scale worked well in a completely different product category (Hu & Bentler, 1999), and therefore was generalizable to other product categories

Following the confirmatory factor analysis on the first data collection, the results of the second data analysis were also analysed. Specially, the coefficient alpha was examined and then Pearson's correlation coefficient was tested to check the degree of correlation between the first and second data collection. These tests were done in SPSS version 26.0. Results showed that the coefficient alpha was high for both the test and retest datasets (test $\alpha = .95$, retest $\alpha = .91$). Likewise, Pearson's correlation coefficient was shown to be .697, with a significance alpha of .000, thus demonstrating a strong and significant relationship between the two test instances. Therefore test-retest reliability could be asserted.

5.6.4 Study Four Conclusion

The confirmatory factor analysis demonstrated that the proposed scale continue to perform under varying conditions and specially in a different product category with good results (Hu & Bentler, 1999). Likewise, the scale continued to perform as expected when tested with the same sample at different points in time. Overall, the current results suggest the scale exhibits strong reliability.

5.6.5 Discussion of Stage Four

This final stage in the stage development process showed that the scale continued to succeed when using an alternate advertisement stimulus. This is particularly promising in demonstrating the generalisability of the scale, and that it continues to remain useful in a range of industry contexts. While this concludes the scale development process, the scale would potentially benefit from future research exploring how the scale performs in still further varying conductions such as high/low involvement contexts, and in varying cultural contexts.

5.7 CONCLUSION OF CHAPTER FIVE

The current chapter successfully presents the scale development process and the final scale items for the newly developed scale “Attitudes towards the Brand’s Genuinity”. Following a rigorous process as set out by Churchill (1979), the authors have endeavoured to ensure the scale succeeds in a range of validity tests, and across different datasets. In each case, the scale was demonstrated to have strong internal consistency, high goodness of fit and overall good ecological validity.

This scale development research is a necessary first step in a better understanding of what constitutes as brand genuinity, and how brands can better communicate with consumers. The current paper explores the steps taken to develop a new scale to measure consumer’s attitudes towards a brand’s genuinity. Through the discussed four stages, the current research generates and purifies a set of items (see stages 1 and 2), demonstrates face validity and unidimensionality through the use of CFA (see stages 2 and 4), asserts the proposed scale’s predictive/criterion, nomological, convergent and discriminant validity (see stage 3) and examines the scales ability to remain effective and functional across different sampling contexts (see study 4). A summary of the process taken to develop this scale is shown in table 5-6. The final items as they appear in their final form are shown in figure 5-7

Table 5-6: Summary of process undertaken to develop the current brand genuinity scale

Study 1	Purpose	Generate items and refine item pool
	Items	31
	Respondents	$n = 378$
	Stimuli	Video advertisement from Tiffany
	Key Methods	EFA, Cronbach's reliability analysis
	Results	EFA resulted in a unidimensional scale, with 11 items ($\alpha = 0.930$)
Study 2	Purpose	Test unidimensionality and purify items developed in study 1
	Items	11 items
	Respondents	$n = 407$
	Stimuli	Video advertisement from Tiffany
	Key Methods	CFA with AMOS 26.0
	Results	CFA resulted in 5 items (Chi-square = 4.081, df. = 5, Probability level = .536, GFI = .996, AGFI = .988, CFI = 1.00, RMSEA = .000)
Study 3	Purpose	Validity tests: predictive, nomological, convergent and discriminant
	Items	
	Respondents	5 items from study 2
	Stimuli	$n = 175$
	Other scales utilised	Video advertisement from Tiffany Purchase Intention, Brand Sincerity, Brand Heritage
	Key Methods	
Results	Median split, t-tests, reliability α , linear regression, AVE Predictive validity was demonstrated through the use of a median split and significant t-test, and nomological validity was proved by linear regression (brand genuinity influences purchase intention inline with the literature). Likewise using AVE and correlation scores, convergent and discriminant validity were asserted.	

Study 4	Purpose	Test generalisability and final verification of unidimensionality
	Items	5 items from study 2 and 3
	Respondents	Test $n = 266$, retest $n = 100$
	Stimuli	Video advertisement from Mercedes (Benz)
	Key Methods	CFA with AMOS 26.0 and correlation
	Results	Results showed that the scale continued to maintain reliability ($\alpha = 0.95$) and continued to function even across varying sample and contexts (Chi-square = 5.95, df. = 5, Probability level = .311, GFI = .984, AGFI = .951, TLI = .997, RMSEA = .036).

A full list of the items as they appear in their final form is shown below. Items on a survey instrument appear as a 7-point Likert scale, anchored at one by “strongly disagree” and at 7 by “strongly agree”.

1. I feel the brand is truthful
2. I feel the brand is sincere
3. I feel the brand has pure intentions
4. I feel the brand is upfront about everything
5. I feel the brand has strong values

5.7.1 Contributions of the Attitudes towards the Brand’s Genuinity scale

This newly developed scale fills an important gap in the literature as there is currently no scale which has been developed for brand genuinity. While there has been a range of different related scales developed in the past, none of them explicitly explore brand genuinity. In addition no scale has been developed which tries to address the phenomenon which contrasts brand puffery. Therefore, on both accounts, this newly developed scale for brand genuinity fills an important gap in the literature. In terms of methodological significance, this paper provides insight into successful methods for conducting a scale development, and also makes use of new and innovative methods such as the use of James Gaskin’s AVE Master Validity tool (Gaskin & Lim, 2016). Future studies which aim to develop scales related to brand genuinity will also be able to use similar methods to successfully develop rigorously tested and ecologically valid scales.

The newly developed scale has wide ranging potential managerial application. Firstly, the scale is able to be used to check and confirm the degree to which new advertising material (i.e print adverts, video adverts, labelling) exhibits brand genuinity. As brands increasingly seek to resonate with consumers, and move away from being seen to use brand puffery, it is expected that brand genuinity will continue to be an important measure for firms. Having a measure is particularly important for brand genuinity which many previous researchers have suggested is hard to obtain, mysterious, and potentially can't be manufactured. While brands may view themselves to have genuinity, consumers who view the brand's advertising stimulus may feel very differently. Therefore, being able to measure the degree to which adverts exhibit the allusive aroma of brand genuinity is going to be of increasing importance for brands. In addition, as also demonstrated in the predictive (criterion) validity tests, managers can expect consumers who rate a brand highly on brand genuinity to also be more likely to intend to purchase from that brand.

The newly developed scale's potential uses and managerial applications are expected to become even more relevant as new research and empirical studies are conducted on the basis of this newly developed scale. For example, new studies might be conducted exploring how brand genuinity relates to brand loyalty, perceptions of brand prestige or luxuriousness and individual product perceptions among others. As the body of research relating to brand genuinity continues to grow, it is expected that brand genuinity will continue to develop as a common place marketing appeal which enables brands to more effectively resonate with consumers.

5.7.2 Future directions of the Attitudes towards the Brand's Genuinity scale

While the current paper has gone through a rigorous process to ensure the overall validity and generalisability of the newly developed brand genuinity scale, there remains opportunity for further research to improve the generalisability and strength of the current scale. Firstly, there remains a need for better understanding into how brand genuinity might differ and hence be developed across different product categories. For example, some research has suggested that brand luxuriousness and brand genuinity may actually be opposing forces (Ang & Lim, 2006), and hence more research into how these dimensions interplay will be useful for both academics and researchers. Further, while this research compares and contrasts brand genuinity with related terms, there remains other terms in the literature which the newly developed scale hasn't

been explicitly tested against, such as brand authenticity. There is much cross disciplinary research which suggests that these terms are conceptually different (Akbar & Wymer, 2017; Berger, 1973; Richardson, 1887)., however there is a need to better understand how these concepts interplay within branding. This research was also largely based on consumers from western countries. However, previous research has suggested that in certain cultures characteristic traits such as honesty and modesty are more important, and therefore this may also suggest that brand genuinity may be perceived differently in these cultures. Therefore, it would be useful for future research to explore how brand genuinity might different across different cultures (both cross country and within country). Finally, the current scale focuses largely on video advertisements. However, as modern business becomes more fast paced, and increasingly multi channelled, it would be useful to better understand how brand genuinity might play out in multi channel interactions (i.e social media, popup stores) with firms.

As brands continue to explore options for resonating with consumers, researchers are encouraged to explore ways to incorporate the current newly developed brand genuinity scale into their research in the hope that a more fuller and well developed body of literature can be built around this increasingly important concept.

CHAPTER 6

PHASE TWO AND THREE: MAIN STUDY - RESULTS AND ANALYSIS

6.1 INTRODUCTION

This chapter has been divided into two separate studies. In line with the main focus of this research, which is to explore how brand genuinity can be used as an advertising appeal, and its impact on overall consumer purchase intention, each study focuses on brand genuinity within a different purchasing context.

The first study focuses on a tangible luxury purchasing context, namely luxury automotive products. Within the study, three different luxury automotive advertisement stimuli are examined, including one that exhibits brand genuinity queues, one that exhibits brand puffery queues and one that does not exhibit either of these queues (the control group). The rationale behind this was to better understand the differences between brand genuinity and brand puffery, both from an academic and managerial perspective. The four competing structural models are first tested across each of the three groups (phase two). The role of the factors 'brand familiarity' and 'inferences of manipulative intent' are then examined in relation to this model (phase 3). The second study is identical to study one, however focuses on an intangible luxury purchasing context, namely luxury hotels. By exploring across two different purchasing contexts (luxury tangible and luxury intangible), it is envisioned that a better understanding of brand genuinity in different contexts can be attained.

This chapter will first give an overview of the respondents' characteristics, and then go through the analysis and statistical techniques used. In order to test the hypotheses, the chapter will then sequentially discuss the results of each of the single construct measurement models, which is then followed by a discussion about the results of the full measurement model and structural model. At this point, each structural model is discussed. Finally, the results from each of the studies are compared and considered with relation to the hypothesis and research objectives which were outlined in chapter three.

6.2 PHASE TWO: STUDY ONE - PROFILE OF RESPONDENTS

The following table 6-1 provides a summary of the respondents recruited as part of study one. The table provides information about respondents including age, gender, and education.

Table 6-1: Respondent profiles

Characteristics	Categories	Sample	
		Frequency	Valid Percentage
Age	19 - 25 years	284	38.1%
	26 - 35 years	274	36.7%
	36 - 45 years	114	15.3%
	46 - 55 years	42	5.6%
	56 years and above	32	4.3%
Gender	Male	381	51.1%
	Female	365	48.9%
Education	Below Secondary School	5	.7%
	Secondary School	117	15.7%
	Diploma or Certificate	146	19.6%
	Bachelor Degree	298	39.9%
	Postgraduate Degree	159	21.3%

The summary of respondents shows that there is a balance in gender between male and female, with 51.1% of respondents male, and 48.9% of respondents female. With respect to age, there is good dispersion of respondents, however younger respondents are over represented. For example, respondents aged 19 - 25 makeup 38.1% of all respondents. With respect to education, there is exceptionally good dispersion amongst respondents. While only .7% had achieved

‘below secondary school’, this is most likely representative of the general population. In addition, respondents were diverse with 15.7% having achieved only secondary school, and 21.3% having achieved a postgraduate degree. As noted in chapter 4, which discusses the methodology, the aim was to achieve a homogenous sample which reflected the general population across different nations. The current respondent summary seems to have achieved that.

6.3 PHASE TWO: STUDY ONE - ANALYSIS

The key objective of this research is to explore the role of advertising on consumer’s attitudes towards the brand’s genuinity, and how this advertising appeal might differ to that of brand puffery. Further, the research aims to explore the role of brand familiarity and inferences of manipulative intent. As noted in section 6.1, study one will focus on a luxury automotive context, including three video advert stimuli, one that exhibits brand genuinity queues, one that exhibits brand puffery queues and one that does not exhibit either of these queues. Significant differences in consumer behaviour in response to these advert stimuli would demonstrate to academics and practitioners the effectiveness of brand genuinity. Likewise four different theoretical models are explored, providing academics with a better understanding of brand genuinity is developed, and how it influences consumers purchasing behaviour. Statistical tests and analysis are first conducted, followed by an interpretation of the findings, and how they compare with the hypothesis and objectives of the study as discussed in chapter 3.

6.4 MEASUREMENT MODELS - FIT STATISTICS

The following part of the research analysed the measurement models for seven unidimensional constructs, namely: 1) advert cognitions, 2) attitudes towards the advert, 3) brand cognitions, 4) attitudes towards the brand’s genuinity, 5) purchase intention, 6) brand familiarity, and 7) inferences to manipulative intent. As part of the analysis reliability (i.e internal consistency) of each construct is first established by the use of cronbachs alpha (α). Discriminant validity and convergent validity of each construct are then established by the use of a full measurement model and the use of a latent variable structural equation modelling analysis (see Joreskog and Sorbom, 1993).

In light of the fact that each of the seven single-construct measurement models were specified a priori, a confirmatory factor analysis (CFA) was conducted for each of the constructs first,

and where necessary the construct was respecified before continuing to test the full measurement model (see chapter 4, section 4.17 for a detailed explanation of the sem procedures undertaken).

6.4.1 Advert Cognitions

The advert cognitions scale has only three indicators. As noted by Bollen (1989), when a scale has only three indicators, and therefore six parameters (3 indicators, and 3 error loadings), this means that it is just identified as the parameters equal the entries in the variance covariance matrix. Therefore, an exploratory factor analysis was instead conducted to ensure the convergent validity and reliability of the measure. The EFA resulted in an eigenvalue of 2.086 and a total explained variance of 69.53%. Likewise, the component matrix reported all items to have factor loadings over 0.77. The reliability (α) was reported as 0.774.

6.4.2 Attitudes towards the Advert

The attitudes towards the advert scale also only had three indicators, and therefore an exploratory factor analysis was also conducted for this scale (Bollen, 1989). The EFA resulted in an eigenvalue of 2.375 and a total explained variance of 79.18%. Likewise, the component matrix reported all items to have factor loadings over 0.88. The reliability (α) was reported as 0.861.

6.4.3 Brand Cognitions

The brand cognitions scale also only had two indicators, and therefore an exploratory factor analysis was also conducted for this scale (Bollen, 1989). This is because, in line with the discussion provided in section 6.4.1, a factor with only two indicators (and therefore 2 indicators and 2 error loadings) is considered to be under identified since the resulting variance covariance matrix would only have three trivial entries. The EFA resulted in an eigenvalue of 1.583 and a total explained variance of 79.13%. Likewise, the component matrix reported all items to have factor loadings over 0.89. The reliability (α) was reported as 0.735.

6.4.4 Attitudes towards the Brand's Genuinity

The attitudes forward the brand's genuinity scale had seven items, and therefore a confirmatory factor analysis measurement model was employed. The χ^2 test of the 7-item scale reported good model fit χ^2 with (5, N= 266) = 8.935, $p = 0.112$. Other standard fit indices also

demonstrated that the factor had good overall model fit with RMSEA = 0.054, GFI = 0.987, AGFI = 0.961, TLI = 0.993 and CFI = 0.997. Likewise, the seven item scale reports a cronbach (α) reliability of 0.935 and an eigenvalue of 3.99. Overall, this factor displayed good model fit.

6.4.5 Purchase Intention

The purchase intention scale had only three indicators and therefore an exploratory factor analysis was instead conducted (Bollen, 1989). The EFA resulted in an eigenvalue of 2.68 and a total explained variance of 89.25%. Likewise, the component matrix reported all items to have factor loadings over 0.93. The reliability (α) was reported as 0.94.

6.4.6 Brand Familiarity

The brand familiarity scale had only three indicators and therefore an exploratory factor analysis was instead conducted (Bollen, 1989). The EFA resulted in an eigenvalue of 2.057 and a total explained variance of 68.57%. Likewise, the component matrix reported all items to have factor loadings over 0.74. The reliability (α) was reported as 0.77.

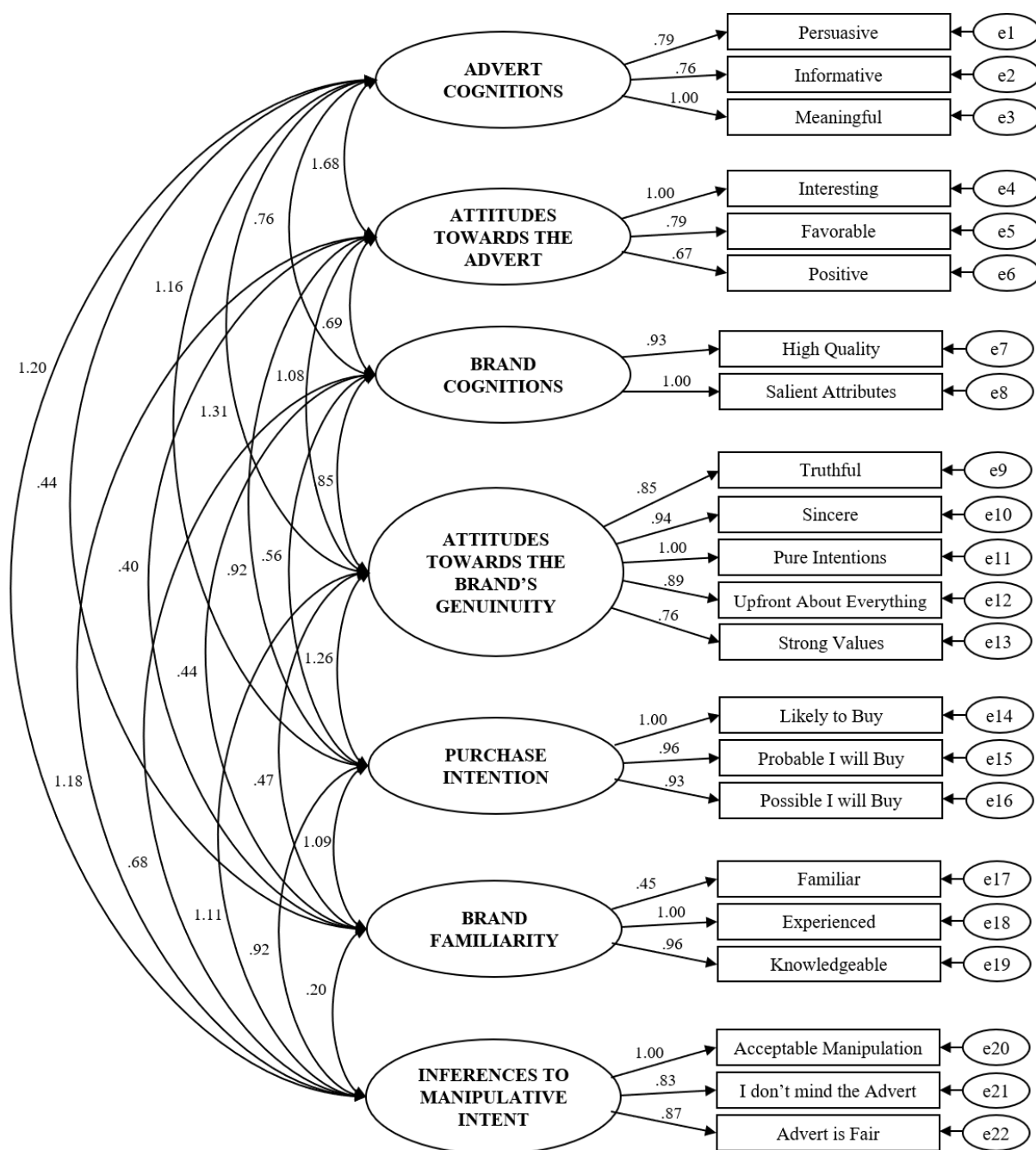
6.4.7 Inferences to Manipulative Intent

The inferences of manipulative scale had only three indicators and therefore an exploratory factor analysis was instead conducted (Bollen, 1989). The EFA resulted in an eigenvalue of 2.257 and a total explained variance of 75.23%. Likewise, the component matrix reported all items to have factor loadings over 0.82. The reliability (α) was reported as 0.83.

6.5 FULL MEASUREMENT MODEL

Since the goodness of fit and unidimensionality of each of the single constructs has now been determined through a series of exploratory factor analysis (EFA)s and confirmatory factor analysis (CFA)s, a measurement model is now conducted to ensure that each of the single constructs has discriminant validity. A diagram of the full measurement model is provided in figure 6-1.

Figure 6-1: Initial Full Measurement Model



While the main purpose of carrying out a measurement model is to ensure there are no discriminant validity issues between factors, statistical indices were also checked to ensure that the model had good model fit and no further improvement to the overall model could be made. The initial full measurement model (as shown in figure 6-1) reported $\chi^2 (188) = 419.261, p = 0.000$. Other standard fit indices also demonstrated that the measurement model had sufficient

model fit with RMSEA = 0.068, GFI = 0.871, AGFI = 0.826, TLI = 0.933 and CFI = 0.945. An analysis of the standardized residual covariance matrix and modification indices showed that there were potentially a number of error loadings which could be covaried in order to improve the overall model fit. These are shown in table 6-2.

Table 6-2: Modification Indices: Covariances of Error Terms for Measurement Model

Corresponding Items	Error Terms	M.I.	Par Change
'Favourable' and 'Positive'	e5 <--> e6	5.178	0.087
'I don't mind this advert' and 'advert is fair'	e21 <--> e22	7.414	0.150

In addition to the above, there were a number of modification indices which noted correlations between items of different constructs. For example, 'the brand is high quality', 'the brand has pure intentions' and 'I am familiar with the brand' were all fairly highly correlated. These high modification indices are expected since the literature suggests that consumers which are more familiar with the brand will also be more likely to perceive the brand has high quality and having pure intentions (Kent & Allen, 1994). Nevertheless, since the error loadings of these indicators are all from different factors, they cannot be co-varied (Kline, 2015).

6.5.1 Co-variation of error terms based on the modification indices

While the model fit could be improved by the co-varying of the above error loadings, there is significant literature which suggests that this may not be a good idea. For example, Cunningham (2007) notes that covarying should only occur in a longitudinal study, within which there is expected to shared error. Likewise, others have noted that when error terms are covaried, virtually any theoretical model can be changed and potentially distorted to fit the current data (Chin, Peterson, & Brown, 2008; McQuitty, 2004). Therefore, any covarying of error terms should be done cautiously and with pragmatic rationale to support (Chin et al., 2008).

In the current situation, the model already exhibited acceptable fit indices. Nevertheless, it was noted that there were a number of high correlations between error terms, and these were reflective of what the literature suggests. As noted in the previous section, 'Favourable' and

‘Positive’ from the ‘attitudes towards the advert’ scale had a high correlation. This was expected, and the literature also notes that previous researchers at times saw high correlations between these variables, depending on the research context (MacKenzie et al., 1986). Therefore, it was deemed acceptable to covary these error terms.

Likewise, ‘I don’t mind the advert’ and ‘the advert is fair’ from the ‘inferences of manipulative intent’ scale also was covaried. Since these variables are similar and reflective of the latent construct, it was deemed acceptable to covary these error terms.

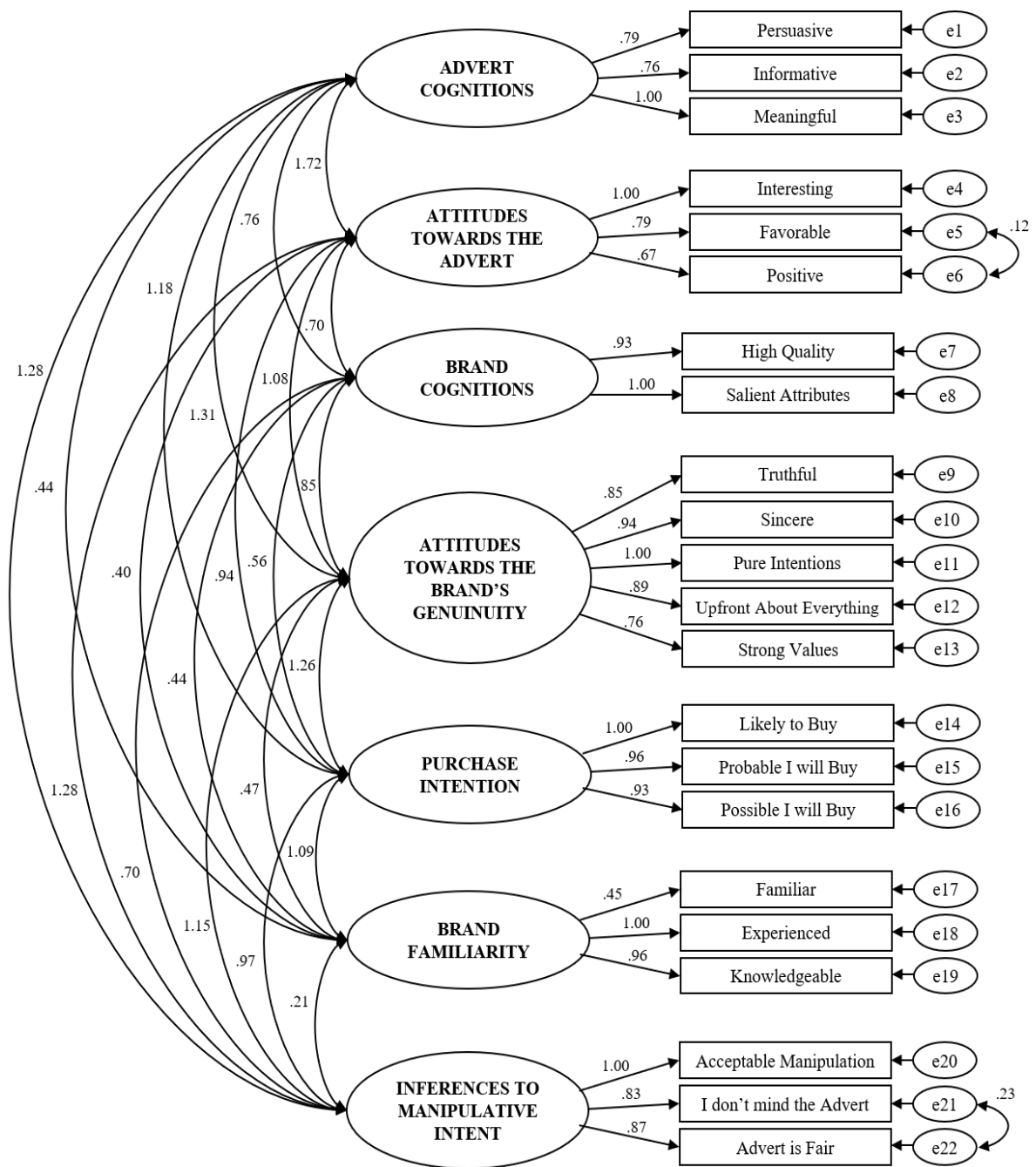
6.5.2 Comparison of Full Measurement Model Fit

Based on the above discussion, and substantive rationale for co-varying, the respective error loadings were co-varied. This led to an only slightly improved overall model fit. The respecified full measurement model (as shown in figure 6-2) reported $\chi^2 (186) = 401.094, p = 0.000$. Other standard fit indices also demonstrated that the measurement model had sufficient model fit with RMSEA = 0.066, GFI = 0.876, AGFI = 0.831, TLI = 0.937 and CFI = 0.949. A comparison of the indices for the initial full measurement model and the respecified full measurement model are shown in Table 6-3.

Table 6-3: Comparison of Measurement Model Fit Indices

Indices	Model A	Model B
χ^2	419.261	401.094
Degrees of Freedom	188	186
<i>p</i> -value	.000	.000
RMSEA	.068	.066
GFI	.871	.876
AGFI	.826	.831
TLI	.933	.937
CFI	.945	.949

Figure 6-2: Full Respecified Measurement Model



The respecified full measurement model shown above reported $\chi^2 (186) = 401.094, p = 0.000, RMSEA = 0.066, GFI = 0.876, AGFI = 0.831, TLI = 0.937$ and $CFI = 0.949$.

Table 6-4 Single Construct Measurement Results

Construct	No. of Items	<i>a</i>	Eigenvalue	CFA Indices
Advert cognitions	3	0.774	2.086	N/A
Attitudes towards the advert	3	0.861	2.375	N/A
Brand cognitions	2	0.735	1.583	N/A
Attitudes towards the brand's genuinity	5	0.935	3.99	$\chi^2 (5) = 8.935, p = 0.112,$ RMSEA = 0.054, GFI = 0.987, AGFI = 0.961, TLI = 0.993 and CFI = 0.997
Purchase Intention	3	0.94	2.68	N/A
Brand Familiarity	3	0.77	2.057	N/A
Inferences of Manipulative Intent	3	0.83	2.257	N/A

Table 6-5 Construct-Items Factor Coefficients and R2 Table

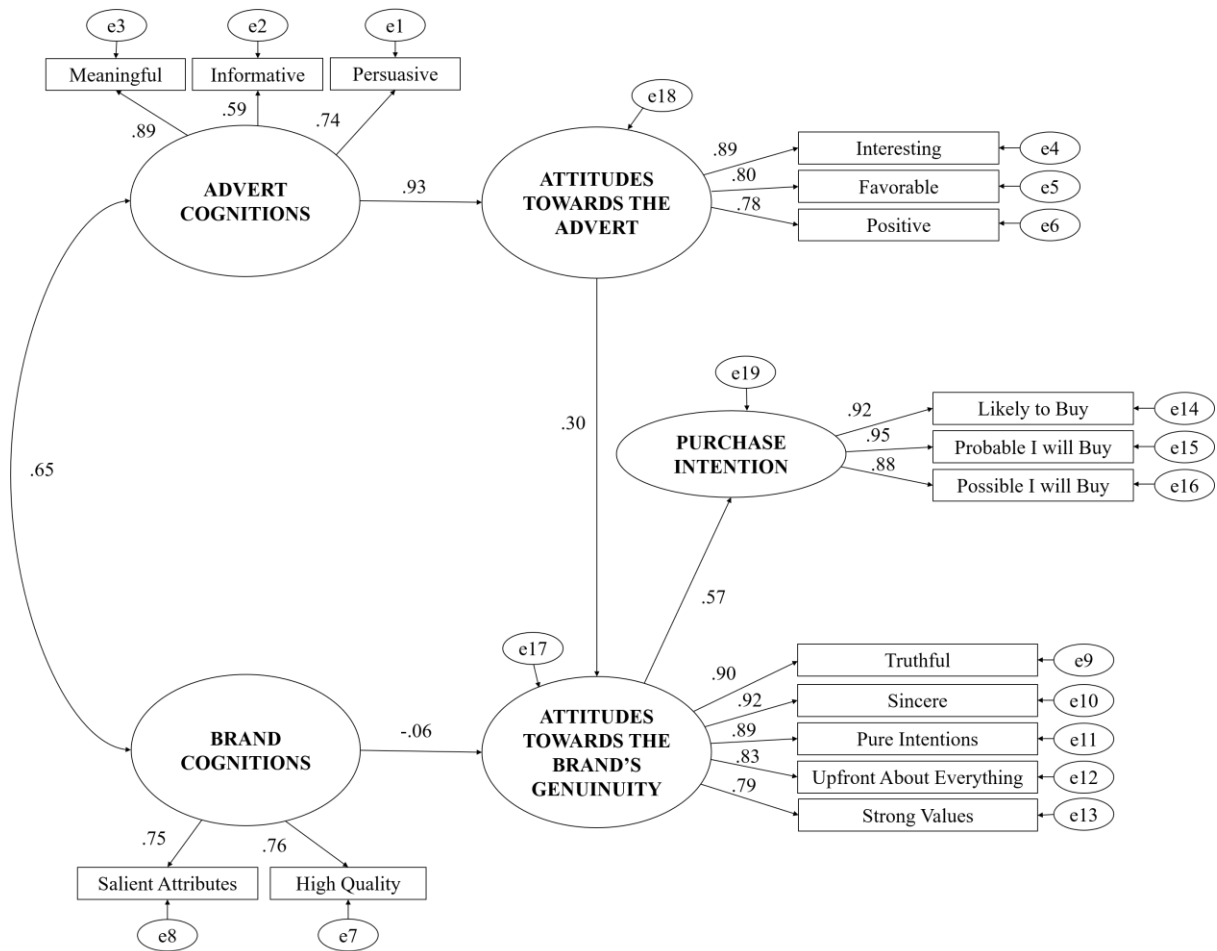
Items	Factor Loadings	R2
Advert Cognitions		
Persuasive	.732	.536
Informative	.600	.359
Meaningful	.881	.776
Attitudes towards the Advert		
Interesting	.890	.792
Favorable	.783	.613
Positive	.770	.591
Brand Cognitions		
High Quality	.760	.577
Salient Attributes	.767	.588
Attitudes towards the Brand's Genuinity		
Truthful	.900	.810
Sincere	.919	.845
Pure Intentions	.890	.790
Upfront about Everything	.824	.679
Strong Values	.791	.630
Purchase Intention		
Likely to Buy	.922	.850
Probable I will Buy	.948	.897
Possible I will Buy	.879	.770
Brand Familiarity		
Familiar	.557	.310

Experienced	.804	.646
Knowledgeable	.831	.691
Inferences of Manipulative Intent		
Acceptable Manipulation	.877	.769
I don't mind the Advert	.621	.385
Advert is Fair	.805	.648

6.6 FULL STRUCTURAL MODELS

As the measurement models have now been analysed and specified, the next step is to analyse the full structural model. As noted in chapter 3, this research seeks to compare four competing models (i.e affect hypothesis model, dual mediation hypothesis model, reciprocal mediation hypothesis model and independent mediation hypothesis model). Likewise, as noted in chapter 4, this study will explore 3 stimuli (i.e genuine, puffery and control). Therefore, in line with this, this section will first explore which of the four hypothesised structural models has the best model fit with relation to the sample variance-covariance data across each of the different stimuli, and then will look at the individual hypothesised relationships with respect to the causal model which has the best fit.

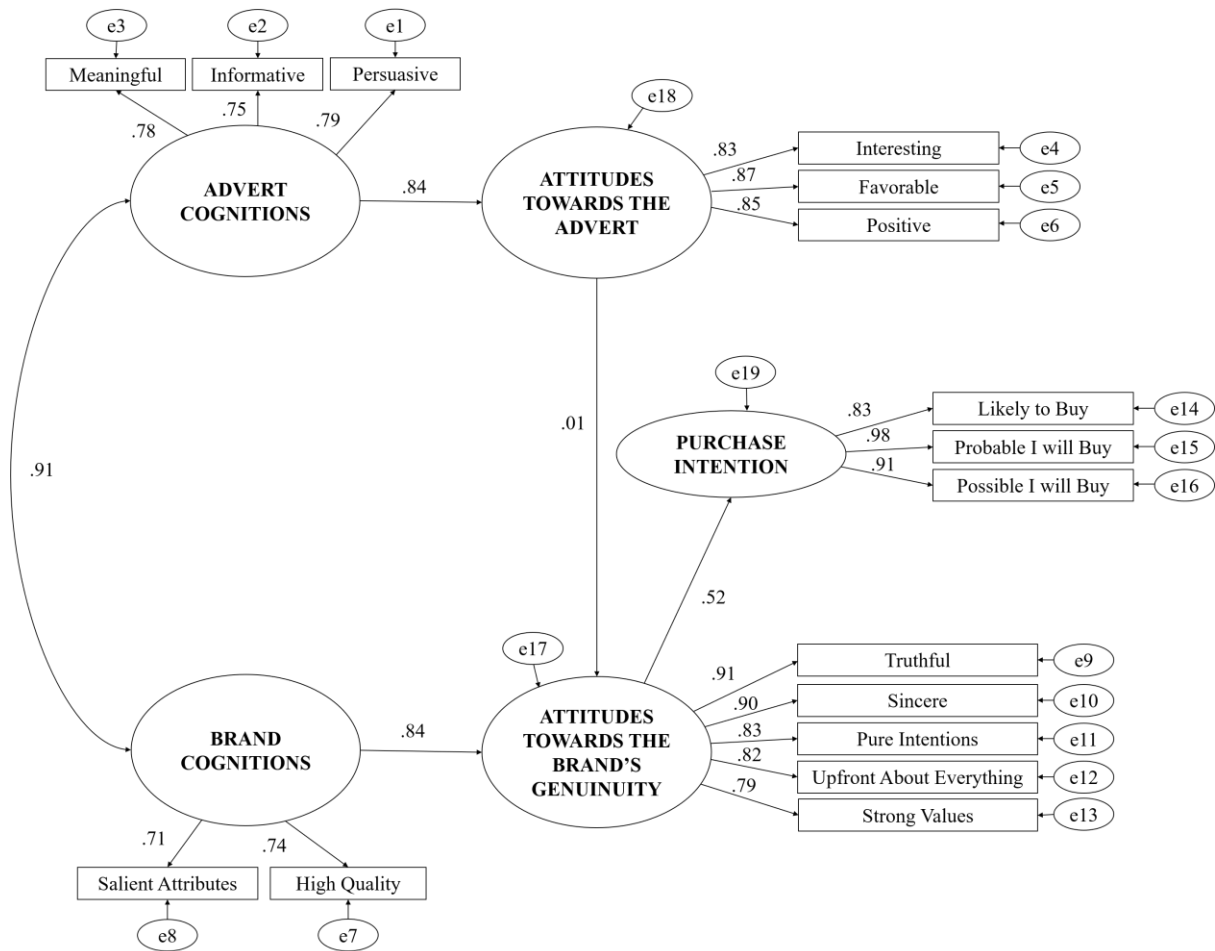
Figure 6-3 Study 1 Affect Transfer Hypothesis, Brand Genuinity Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.914 (.930)	.056	***
Attitudes toward the advert -> attitudes towards brand genuinity	.280 (.302)	.072	***
Brand cognitions -> attitudes towards brand genuinity	.805 (.564)	.134	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.742 (.574)	.074	***

The model reported $\chi^2(99) = 229.42(2.317)$, $p = 0.000$, $RMSEA = 0.71$, $GFI = 0.901$, $AGFI = 0.864$, $TLI = 0.952$ and $CFI = 0.961$.

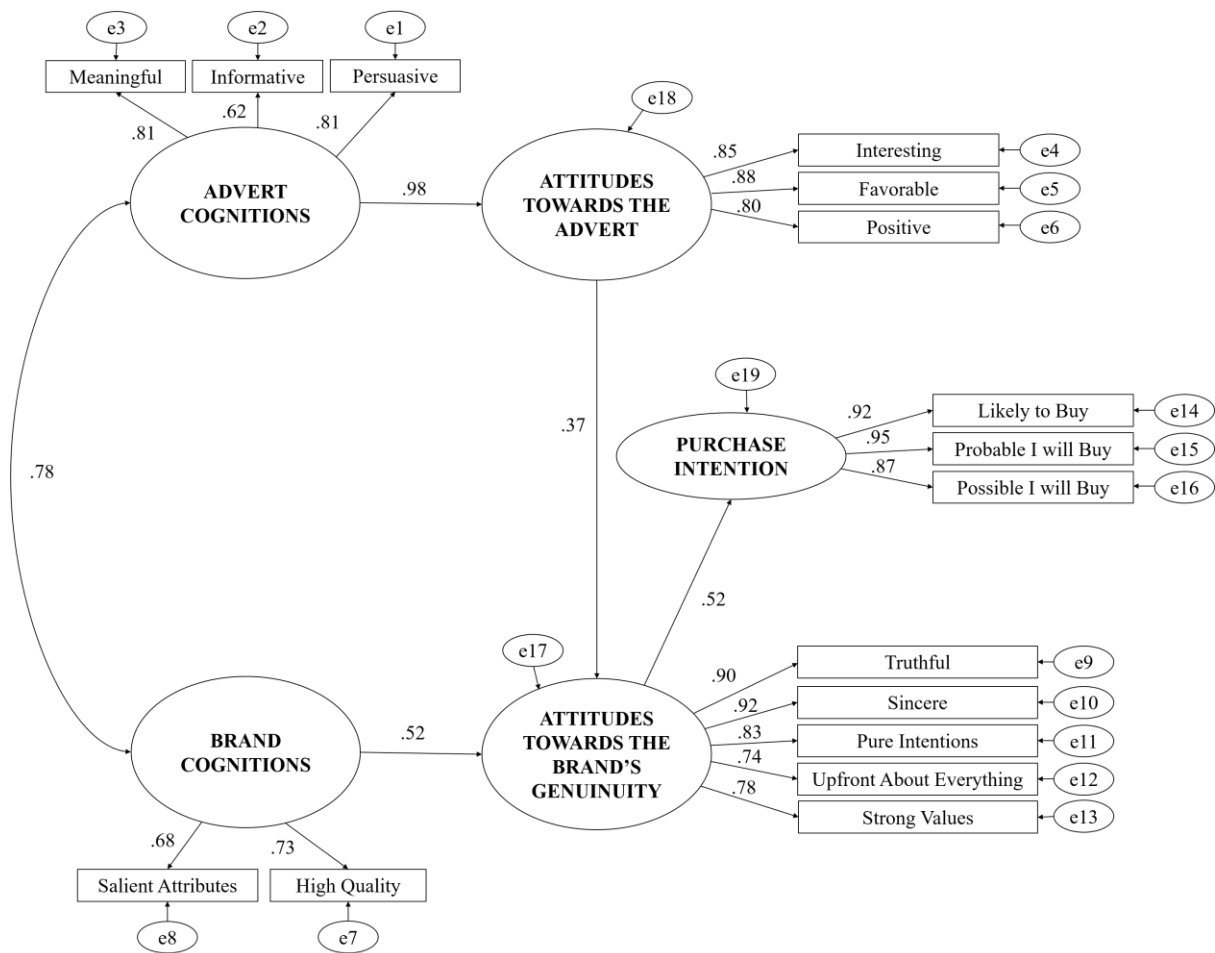
Figure 6-4 Study 1 Affect Transfer Hypothesis, Brand Puffery Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.850	.082	***
Attitudes toward the advert -> attitudes towards brand genuinity	.010 (.010)	.110	.931
Brand cognitions -> attitudes towards brand genuinity	1.222 (.838)	.212	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.674 (.524)	.083	***

The model reported $\chi^2(99) = 211.732(2.139)$, $p = 0.000$, $RMSEA = 0.073$, $GFI = 0.887$, $AGFI = 0.845$, $TLI = 0.949$ and $CFI = 0.958$.

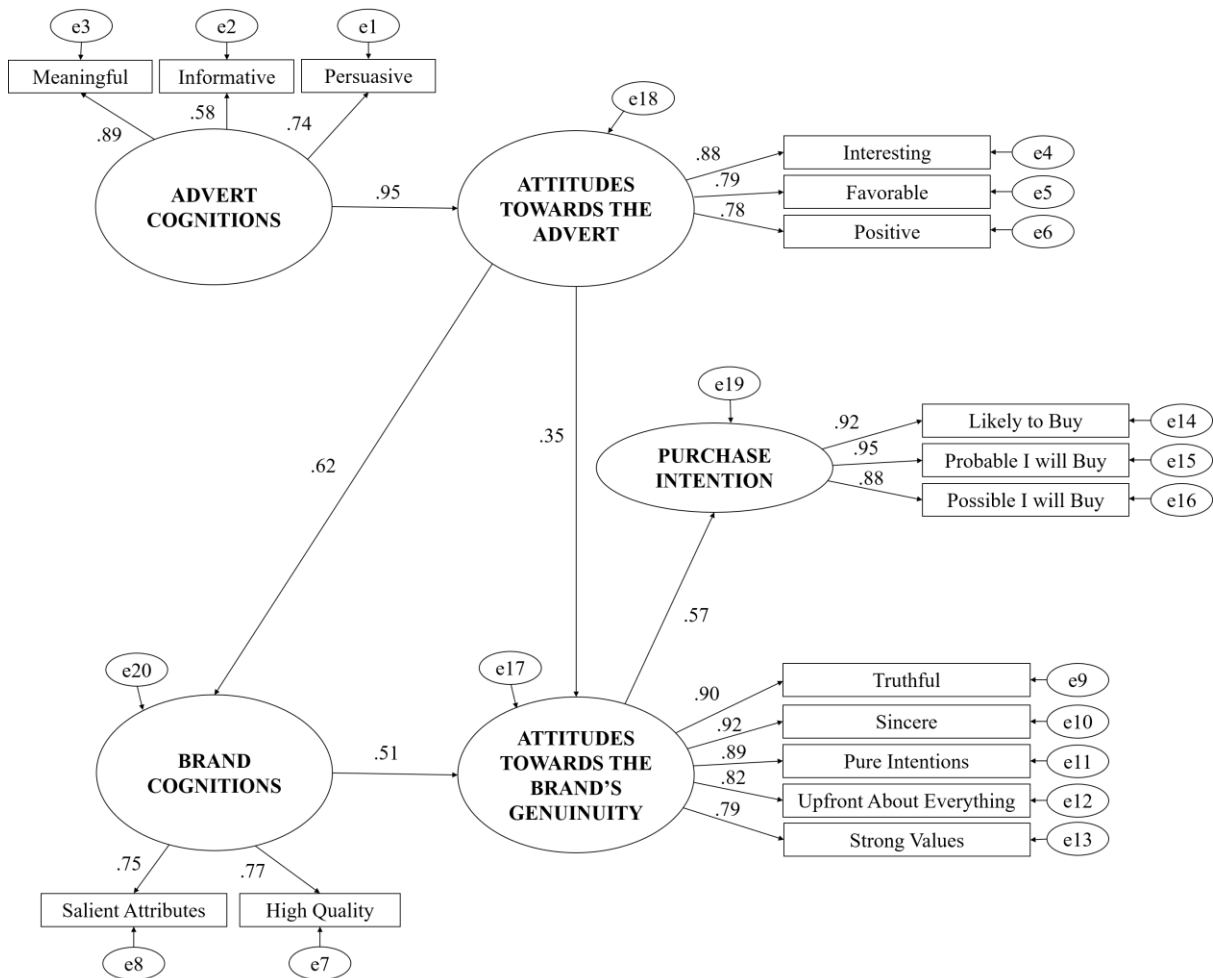
Figure 6-5 Study 1 Affect Transfer Hypothesis, No Claim Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.112 (.984)	0.78	***
Attitudes toward the advert -> attitudes towards brand genuinity	.293 (.274)	.100	.003
Brand cognitions -> attitudes towards brand genuinity	.767 (.525)	.217	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.645 (.515)	.074	***

The model reported $\chi^2(99) = 279.893(2.827)$, $p = 0.000$, $RMSEA = 0.83$, $GFI = 0.883$, $AGFI = 0.840$, $TLI = 0.934$ and $CFI = 0.945$

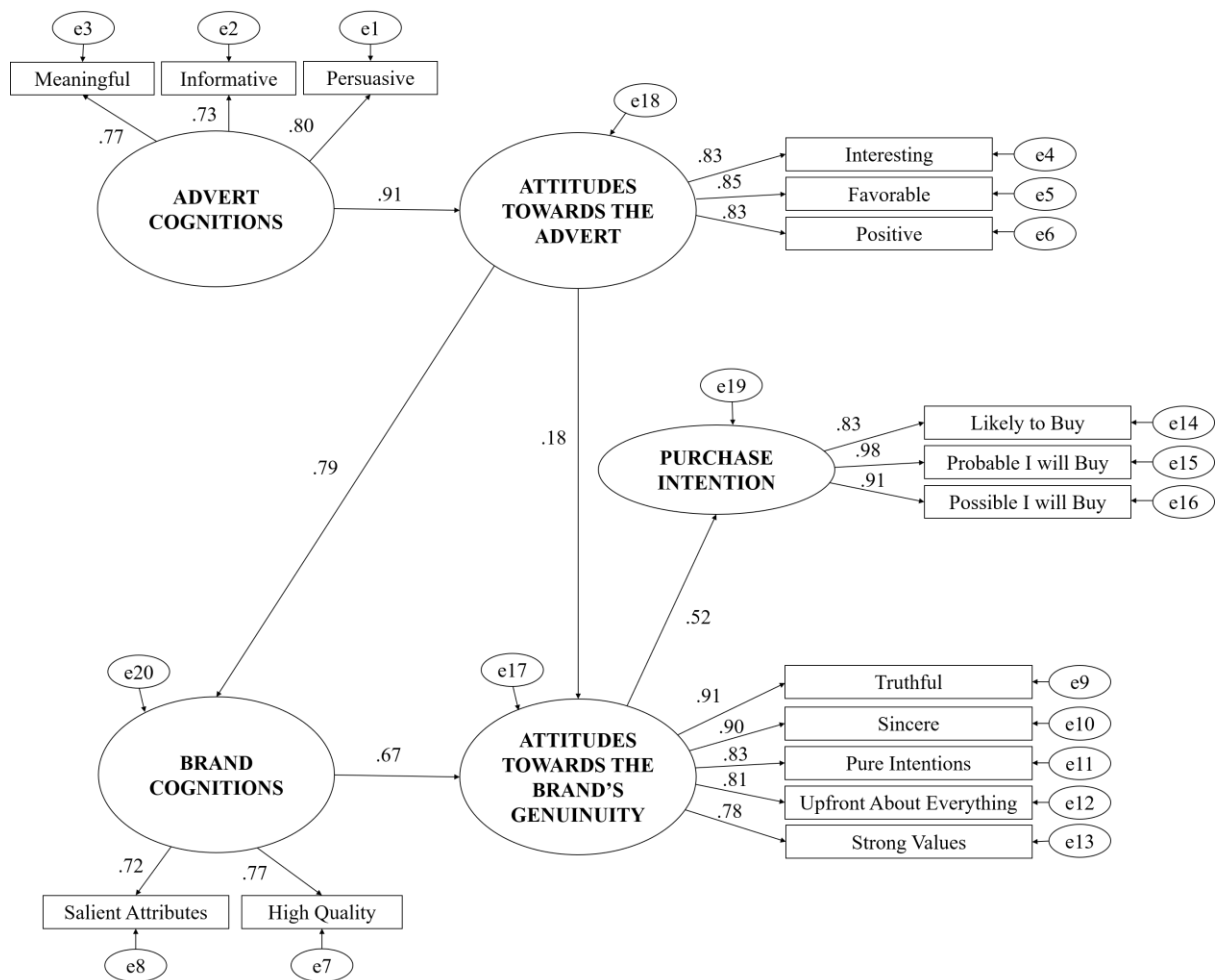
Figure 6-6 Study 1 Dual Mediation Hypothesis, Brand Genuinity Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.929 (.952)	.057	***
attitudes toward the advert -> brand cognition	.404 (.615)	.049	***
Brand cognition -> attitudes towards brand genuinity	.717 (.505)	.120	***
Attitudes toward the advert -> attitudes towards brand genuinity	.328 (.352)	.068	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.742 (.573)	.074	***

The model reported $\chi^2(99) = 236.969(2.394)$, $p = 0.000$, RMSEA = 0.073, GFI = 0.896, AGFI = 0.858, TLI = 0.950 and CFI = 0.958

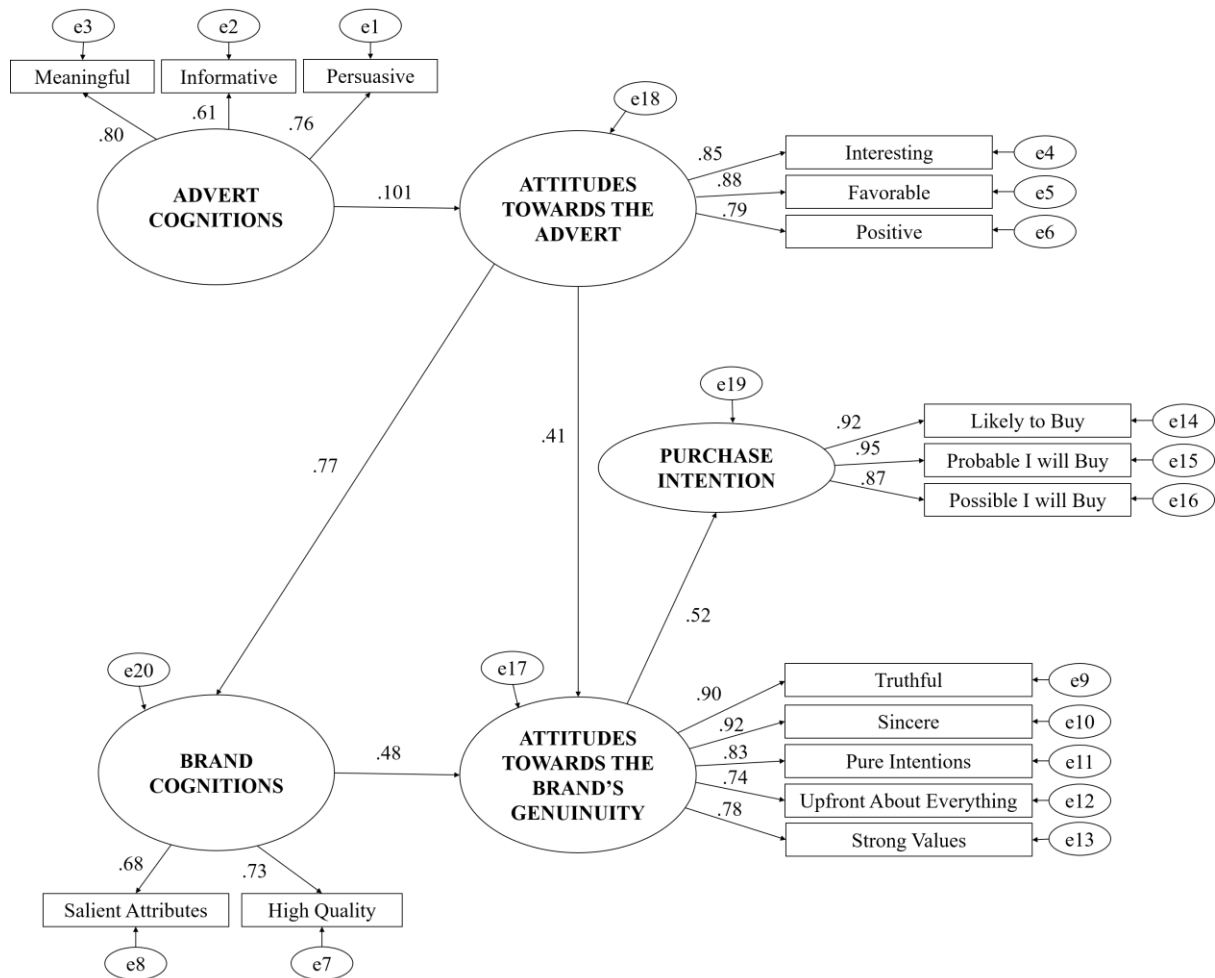
Figure 6-7 Study 1 Dual Mediation Hypothesis, Brand Puffery Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.925 (.907)	.088	***
attitudes toward the advert -> brand cognition	.506 (.787)	.057	***
Brand cognition -> attitudes towards brand genuinity	.958 (.666)	.222	***
Attitudes toward the advert -> attitudes towards brand genuinity	.163 (.176)	.125	.193
Attitudes towards the Brand Genuinity -> Purchase Intention	.667 (.519)	.083	***

The model reported $\chi^2(99) = 254.93(2.575)$, $p = 0.000$, RMSEA = 0.086, GFI = 0.867, AGFI = 0.817, TLI = 0.929 and CFI = 0.942

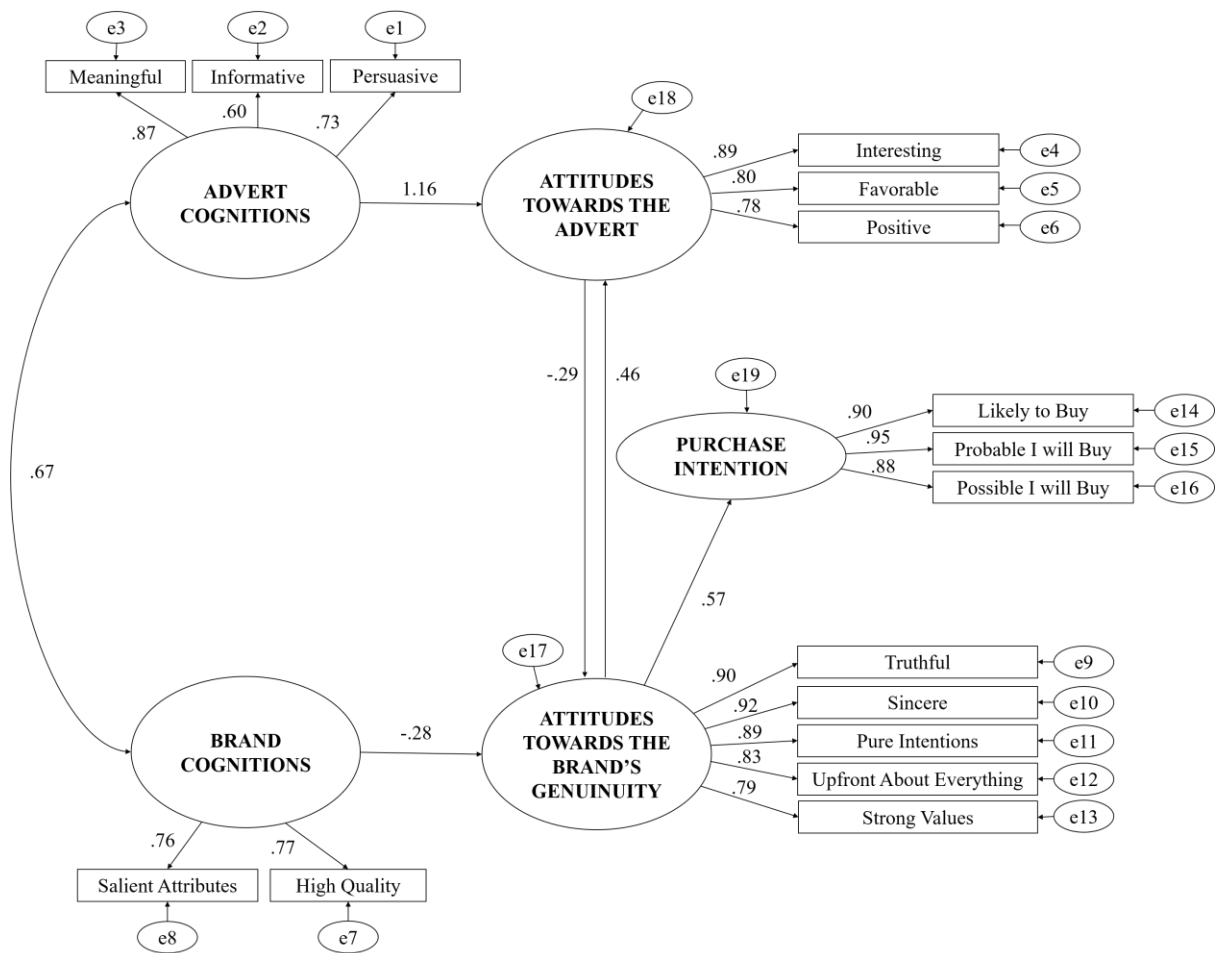
Figure 6-8 Study 1 Dual Mediation Hypothesis, No Claim Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.158 (1.009)	.082	***
attitudes toward the advert -> brand cognition	.414 (.769)	.044	***
Brand cognition -> attitudes towards brand genuinity	.702 (.483)	.179	***
Attitudes toward the advert -> attitudes towards brand genuinity	.324 (.414)	.083	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.646 (.515)	.074	***

The model reported $\chi^2 (99) = 280.323 (2.832)$, $p = 0.000$, $RMSEA = 0.083$, $GFI = 0.884$, $AGFI = 0.841$, $TLI = 0.933$ and $CFI = 0.945$

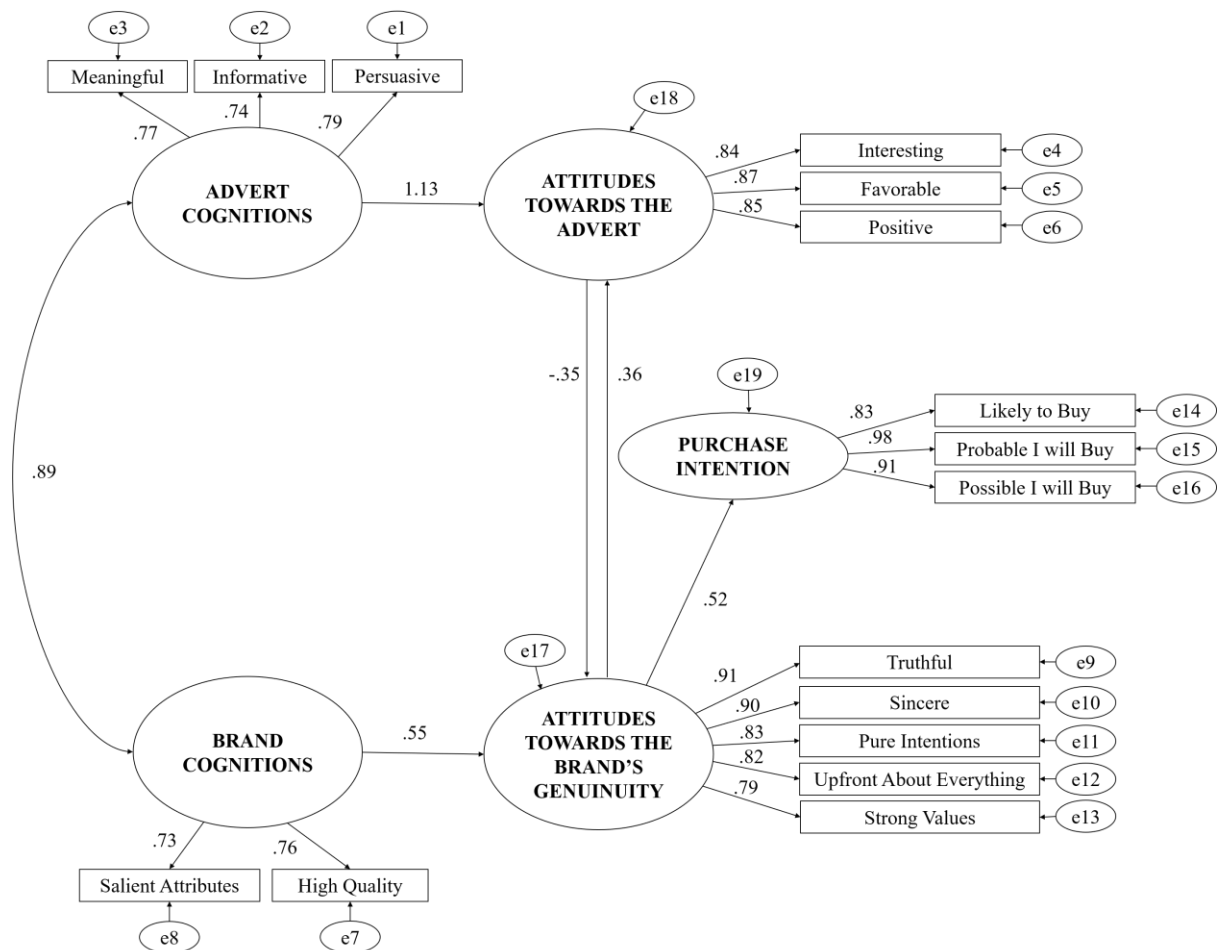
Figure 6-9 Study 1 Reciprocal Affect Hypothesis, Brand Genuinity Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.162 (1.156)	.098	***
Attitudes toward the advert -> attitudes towards brand genuinity	.422 (.459)	.077	***
attitudes towards brand genuinity -> Attitudes toward the advert	-.319 (-.293)	.091	***
Brand cognitions -> attitudes towards brand genuinity	.653 (.463)	.122	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.745 (.575)	.074	***

The model reported $\chi^2(98) = 214.169(2.185)$, $p = 0.000$, $RMSEA = 0.67$, $GFI = 0.907$, $AGFI = 0.870$, $TLI = 0.957$ and $CFI = 0.965$

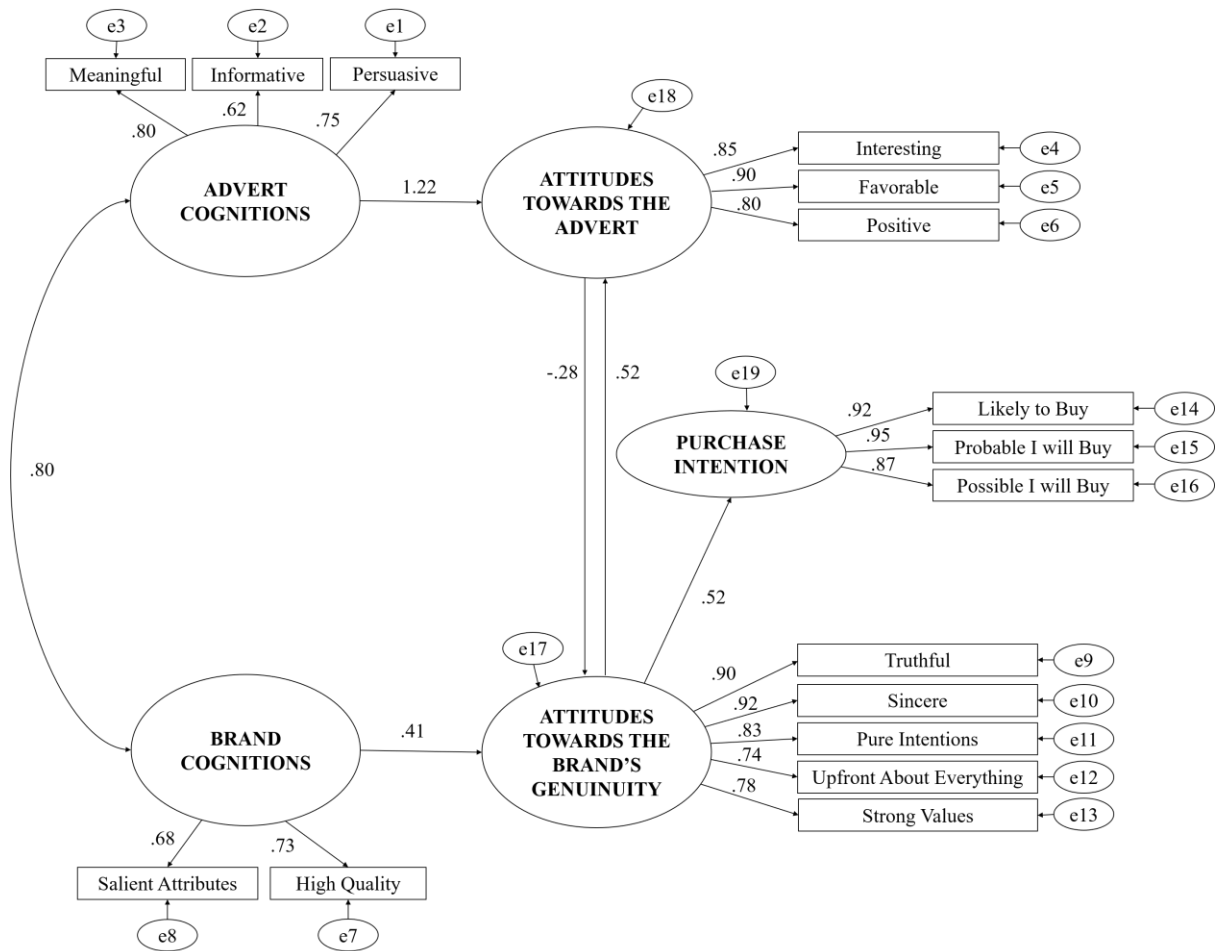
Figure 6-10 Study 1 Reciprocal Affect Hypothesis, Brand Puffery Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.157 (1.127)	.216	***
Attitudes toward the advert -> attitudes towards brand genuinity	.324 (.356)	.195	.098
attitudes towards brand genuinity -> Attitudes toward the advert	-.380 (-.346)	.238	.110
Brand cognitions -> attitudes towards brand genuinity	.784 (.553)	.277	.005
Attitudes towards the Brand Genuinity -> Purchase Intention	.676 (.524)	.083	***

The model reported $\chi^2(98) = 209.5(2.138)$, $p = 0.000$, $RMSEA = 0.73$, $GFI = 0.888$, $AGFI = 0.844$, $TLI = 0.949$ and $CFI = 0.958$

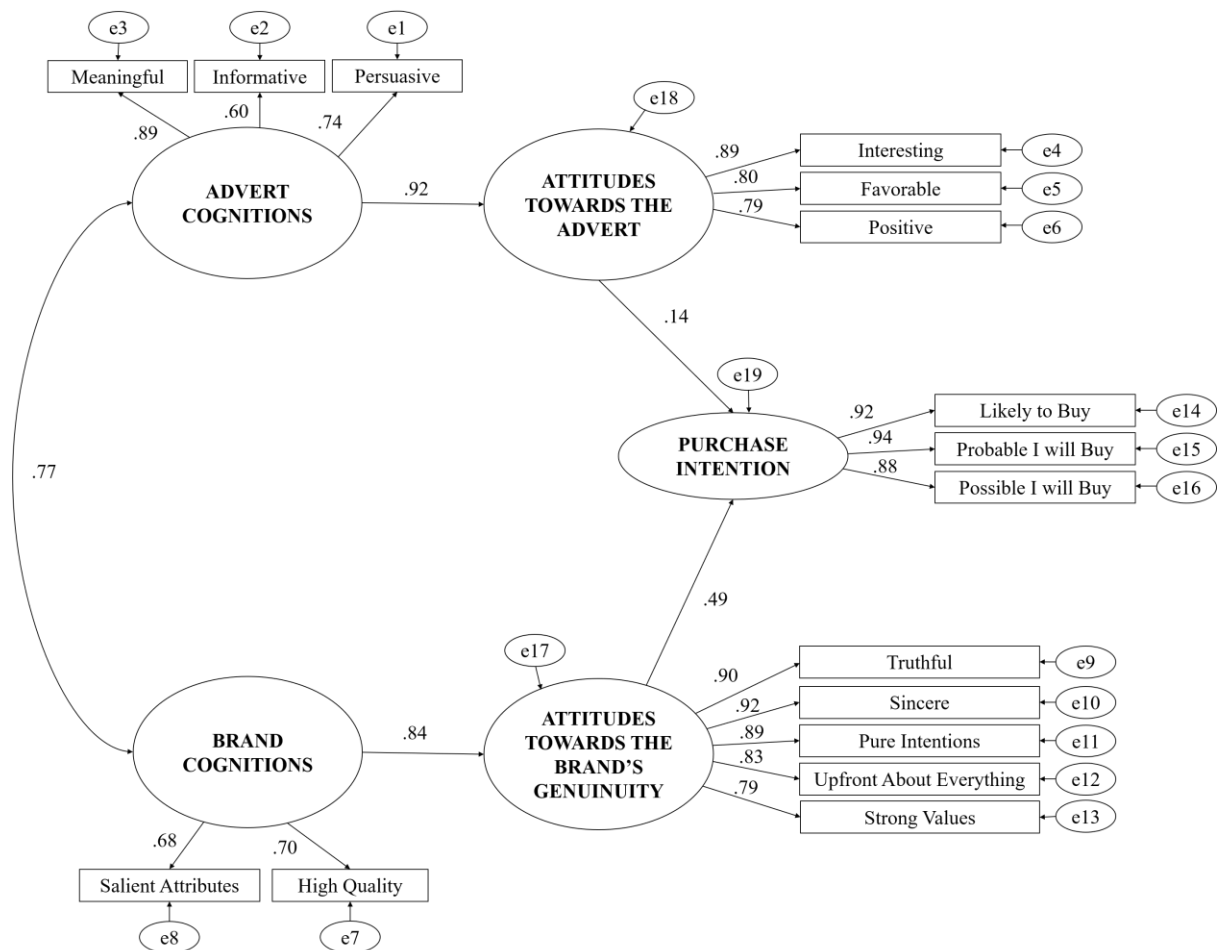
Figure 6-11 Study 1 Reciprocal Affect Hypothesis, No Claim Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.393 (1.224)	.139	***
Attitudes toward the advert -> attitudes towards brand genuinity	.410 (.523)	.092	***
attitudes towards brand genuinity -> Attitudes toward the advert	-.355 (-.279)	.133	.008
Brand cognitions -> attitudes towards brand genuinity	.592 (.407)	.182	.001
Attitudes towards the Brand Genuinity -> Purchase Intention	.648 (.517)	.074	***

The model reported $\chi^2(98) = 270.68 (2.762)$, $p = 0.000$, $RMSEA = 0.82$, $GFI = 0.887$, $AGFI = 0.844$, $TLI = 0.936$ and $CFI = 0.948$

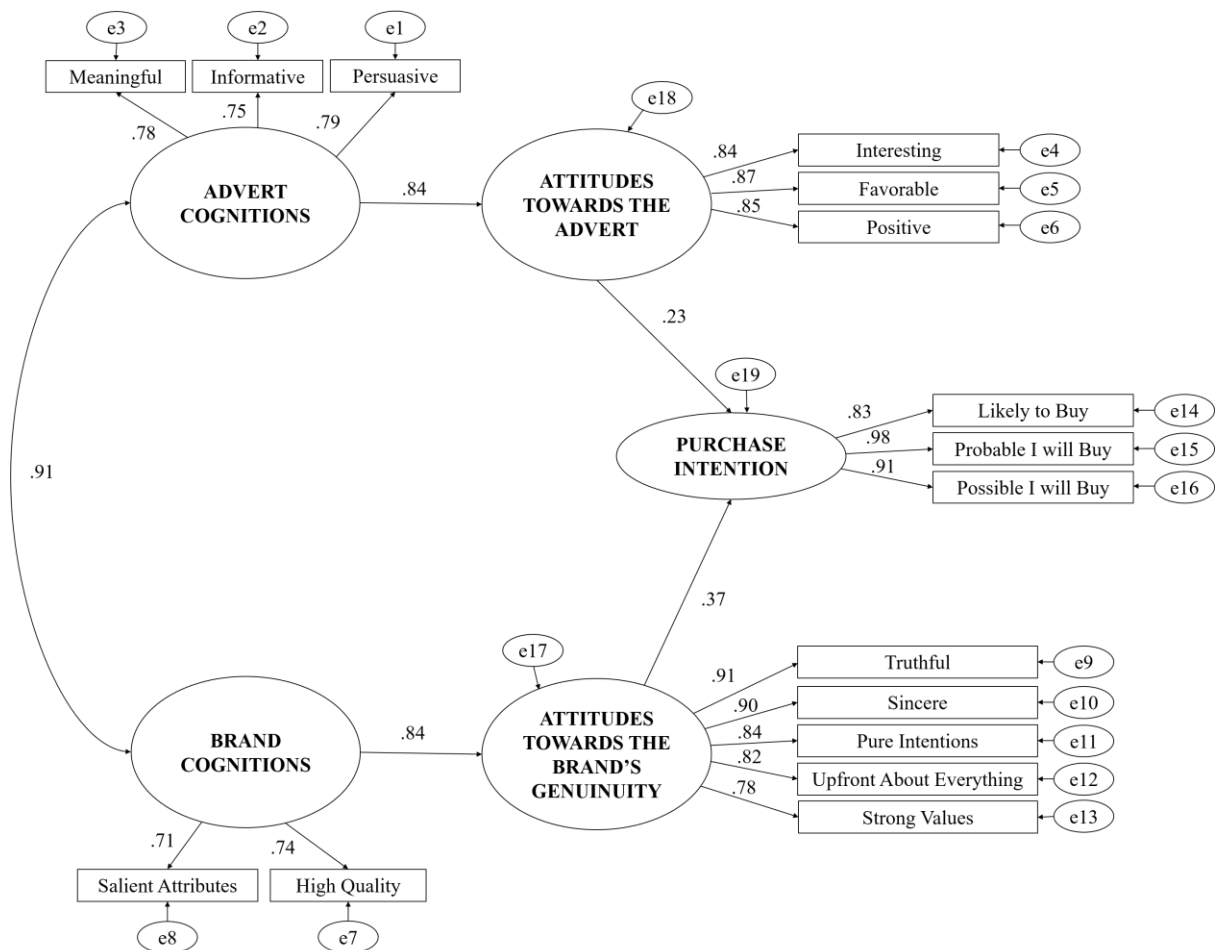
Figure 6-12 Study 1 Independent Influences Hypothesis, Brand Genuinity Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.903 (.918)	.056	***
Brand cognitions -> attitudes towards brand genuinity	1.324 (.843)	.138	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.628 (.486)	.096	***
Attitudes towards the advert -> Purchase Intention	.162 (.135)	.089	.068

The model reported $\chi^2(99) = 235.778 (2.382)$, $p = 0.000$, $RMSEA = 0.72$, $GFI = 0.898$, $AGFI = 0.860$, $TLI = 0.950$ and $CFI = 0.959$

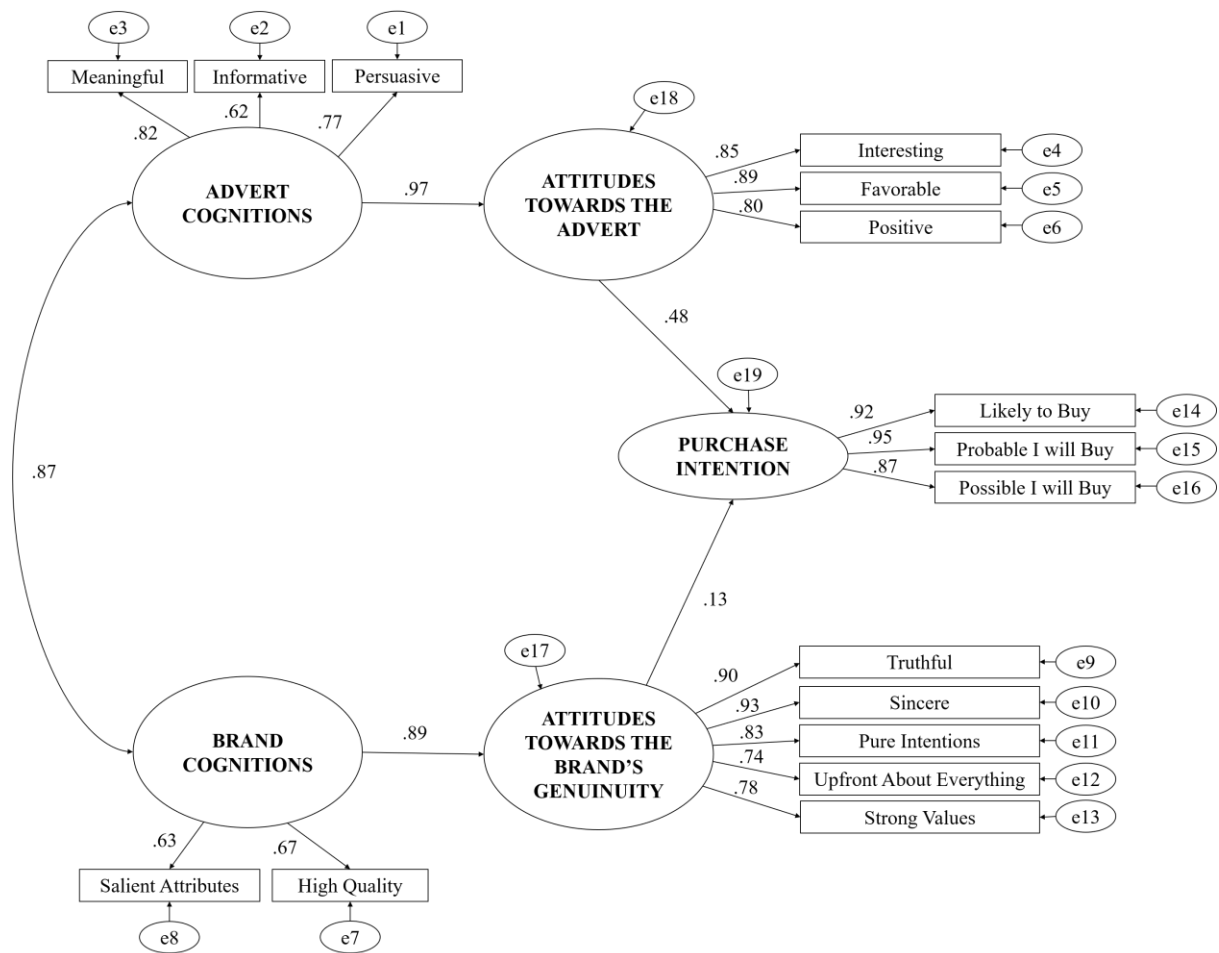
Figure 6-13 Study 1 Independent Influences Hypothesis, Brand Puffery Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.858 (.843)	.081	***
Brand cognitions -> attitudes towards brand genuinity	1.230 (.841)	.121	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.473 (.368)	.111	.009
Attitudes towards the advert -> Purchase Intention	.270 (.230)	.103	***

The model reported $\chi^2(99) = 204.89 (2.070)$, $p = 0.000$, $RMSEA = 0.71$, $GFI = 0.888$, $AGFI = 0.847$, $TLI = 0.952$ and $CFI = 0.960$

Figure 6-14 Study 1 Independent Influences Hypothesis, No Claim Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.094 (.974)	.075	***
Brand cognitions -> attitudes towards brand genuinity	1.417 (.893)	.140	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.166 (.133)	.118	.159
Attitudes towards the advert -> Purchase Intention	.465 (.476)	.094	***

The model reported $\chi^2(99) = 258.463 (2.611)$, $p = 0.000$, $RMSEA = 0.78$, $GFI = 0.892$, $AGFI = 0.851$, $TLI = 0.941$ and $CFI = 0.952$

6.7 PHASE TWO: STUDY ONE – DISCUSSION

The statistical analysis demonstrated a number of statistically significant results, and provided insight into the research objectives of the study. The following section will provide a discussion around each of the research objectives of this study, and then discuss specific hypotheses within the structural model as relevant. At the end of the chapter, a summary table is provided to present an overview of the results in this study.

6.8 Research Question 1: Validation of the ‘Attitudes towards the Brand’s Genuinity’ scale

As noted in chapter 3, research question 1 focuses on the validation of the ‘attitudes towards the brand’s genuinity’ scale. The current study one aims to validate the scale specifically within a luxury automotive (tangible luxury) context. Measurement model indices provided in the measurement model section suggest that overall, the scale continued to perform well in a luxury automotive industry (RMSEA = 0.054, GFI = 0.987, AGFI = 0.961, TLI = 0.993 and CFI = 0.997).

While the scale performed acceptably in a luxury automotive context, the overall fit could have been improved. One reason for this could be due to individual differences amongst participants which were not accounted for. For example, luxury products are traditionally defined by their prestige and scarcity (K. Heine, 2012; Klaus Heine et al., 2018; Kapferer, Klippert, & Leproux, 2014; Truong, McColl, & Kitchen, 2009). However, research is less clear about what else is important for luxury consumers. Kapferer (2015) note that ability for luxury to succeed with sustainability efforts is determined by individual consumer perceptions of luxury and what is important. Napoli (2014) also support this notion in their efforts to define brand authenticity, specifically exploring it from the perspective of the consumer. Despite these individual differences, research suggests that brand characterises such as brand genuinity are becoming increasingly important to luxury consumers in general, and hence it is expected that this scale will only continue to be more useful in the future (Klaus Heine, Phan, & Atwal, 2016; Kapferer & Michaut-Denizeau, 2017).

Overall, the current results show that the current “attitudes towards the brand’s genuinity” scale has been validated within the luxury automotive context.

6.9 Research Question 2: Comparison of the four competing models

As noted in Chapter 3, the four models are first compared to determine which one had the best model fit within the study, after which the hypothesised relationships for the selected model are examined. A summary table of the model fit statistics for each of the models tested is shown below to aid in comparison. A range of model fit statistics are used for determination in which one has the best fit.

Table 6-6 Summary of model fit statistics

Model	Model Fit Results
Hotel, ATH, Genuine	The model reported χ^2 (99) = 229.42 (2.317), $p = 0.000$, RMSEA = 0.071, GFI = 0.901, AGFI = 0.864, TLI = 0.952 and CFI = 0.961.
Hotel, ATH, Puffery	The model reported χ^2 (99) = 211.732 (2.139), $p = 0.000$, RMSEA = 0.073, GFI = 0.887, AGFI = 0.845, TLI = 0.949 and CFI = 0.958.
Hotel, ATH, No Claim	The model reported χ^2 (99) = 279.893 (2.827), $p = 0.000$, RMSEA = 0.083, GFI = 0.883, AGFI = 0.840, TLI = 0.934 and CFI = 0.945
Hotel, DMH, Genuine	The model reported χ^2 (99) = 236.969 (2.394), $p = 0.000$, RMSEA = 0.073, GFI = 0.896, AGFI = 0.858, TLI = 0.950 and CFI = 0.958
Hotel, DMH, Puffery	The model reported χ^2 (99) = 254.93 (2.575), $p = 0.000$, RMSEA = 0.086, GFI = 0.867, AGFI = 0.817, TLI = 0.929 and CFI = 0.942
Hotel, DMH, No Claim	The model reported χ^2 (99) = 280.323 (2.832), $p = 0.000$, RMSEA = 0.083, GFI = 0.884, AGFI = 0.841, TLI = 0.933 and CFI = 0.945
Hotel, RMH, Genuine	The model reported χ^2 (98) = 214.169 (2.185), $p = 0.000$, RMSEA = 0.067, GFI = 0.907, AGFI = 0.870, TLI = 0.957 and CFI = 0.965
Hotel, RMH, Puffery	The model reported χ^2 (98) = 209.5 (2.138), $p = 0.000$, RMSEA = 0.073, GFI = 0.888, AGFI = 0.844, TLI = 0.949 and CFI = 0.958
Hotel, RMH, No Claim	The model reported χ^2 (98) = 270.68 (2.762), $p = 0.000$, RMSEA = 0.082, GFI = 0.887, AGFI = 0.844, TLI = 0.936 and CFI = 0.948
Hotel, IHM, Genuine	The model reported χ^2 (99) = 235.778 (2.382), $p = 0.000$, RMSEA = 0.072, GFI = 0.898, AGFI = 0.860, TLI = 0.950 and CFI = 0.959
Hotel, IHM, Puffery	The model reported χ^2 (99) = 204.89 (2.070), $p = 0.000$, RMSEA = 0.071, GFI = 0.888, AGFI = 0.847, TLI = 0.952 and CFI = 0.960
Hotel, IHM, No Claim	The model reported χ^2 (99) = 214.177, $p = 0.000$, RMSEA = 0.078, GFI = 0.881, AGFI = 0.837, TLI = 0.944 and CFI = 0.954

The model fit statistics as shown in Table X-X suggest that while none of the models exhibit excellent fit, the independent hypothesis model had the best relative fit. Subsequent sections will discuss hypotheses as proposed in the independent hypothesis model (i.e hypotheses 1,2,4 and 6). Each hypothesis is discussed with respect to each of the three stimuli used (i.e brand

genuinity, brand puffery and no claim). To ensure clarity in the presentation of these results and discussion, hypotheses relating to moderating variables are discussed separately in phase three.

6.10: Research Question 3: Comparing the relative differences of brand genuinity and brand puffery appeals

One of the key research questions in this study was to explore the relative differences of brand genuinity and brand puffery advertising appeals against a control group. This was particularly important in the context of the four competing models which aim to structurally map out the processes that consumers engage in as they develop an intention to purchase the product. Examining relevant pathways also enables the researcher to better understand the degree to which cognitive and/or peripheral processes are more prominent in the developing of consumer attitudes and intention to purchase. The following sections explore the respective hypotheses which relate to specific theoretical relationships.

6.10.1 Hypothesis One

Advert cognitions positively influences attitudes towards the advert

Hypothesis one examines the relationship between advert cognitions and attitudes towards the advert. Results from the analysis will be discussed in relation to research question two. Hypothesis one specifically posits “*Advertisement cognition has a positive influence on attitudes towards the advertisement*”.

The results showed that in all three contexts, brand genuinity, brand puffery and the control group, advert cognitions had a positive and significant influence on resulting attitudes towards the attitude. In addition, this relationship was relatively strong for all three groups (brand genuinity $r^2 = .92$, brand puffery $r^2 = .84$, and no claim $r^2 = .97$).

The strength of these relationships across all three groups is reflective of literature which suggests that advert cognitions (i.e advert relation thoughts) are strongly related to resulting attitudes towards the advert (Burke & Edell, 1984; Hastak & Olson, 1989). Teng, Laroche and Zhu (2007) suggest that advert cognitions play a fundamental role in the determining of consumer attitudes towards the advertisement. The current results further this, noting that regardless of claim type, advert cognitions to play a pivotal role in predicting consumers attitudes towards the advert.

6.10.2 Hypothesis Four

Brand cognitions positively influences attitudes towards the brand's genuinity

Hypothesis four examines the relationship between brand cognitions and attitudes towards the brand's genuinity. Results from the analysis will be discussed in relation to research question two. Hypothesis four specifically posits "*Brand cognitions has a positive influence on attitudes towards the brand's genuinity*".

The results showed that in all three contexts, brand genuinity, brand puffery and the control group, brand cognitions had a positive and significant influence on resulting attitudes towards the brand's genuinity. In addition, this relationship was relatively strong for all three groups (brand genuinity $r^2 = .84$, brand puffery $r^2 = .84$, and no claim $r^2 = .89$).

The current results are reflective of previous research which suggests that consumers thoughts related to the brand play an important role in the development of attitudes towards the brand (MacKenzie et al., 1986; Yoon et al., 1995). Homer (1990) also notes that brand cognition thoughts and information processing will influence consumer's attitudes towards the brand (Lafferty et al., 2002; MacKenzie & Lutz, 1989). The current results support this and suggest that regardless of the claim, brand cognitions is pivotal in predicting attitudes towards the brand.

6.10.3 Hypothesis Six

Attitudes towards the brand's genuinity positively influences purchase intention

Hypothesis six examines the relationship between attitudes towards the brand's genuinity and purchase intention. Results from the analysis will be discussed in relation to research question two. Hypothesis six specifically posits "*Attitudes towards the brand's genuinity has a positive influence on consumer's purchase intention*".

The results showed that when a brand genuinity or a brand puffery appeal was used, the null hypothesis could be rejected and the relationship was significant, however, when no specific advertising appeal was used (i.e no claim), then the relationship was not significant. Further, while the relationship was very strong in a brand genuinity context ($r^2 = .628$), it was weaker in the brand puffery context ($r^2 = .473$), and non significant in the no claim context ($r^2 = .166$).

Table 6-7 structural pathways for hypothesis six across the three groups

Group	Factor Loadings	p
H6: Attitudes towards the brand's genuinity -> purchase intention		
Brand Genuinity	.628	***
Brand Puffery	.473	.009
No Claim	.166	.159

The notion that hypothesis 6 is considerably stronger in the brand genuinity context is an interesting finding, particularly in light of previous research which suggests that this relationship (brand cognitions -> brand attitudes -> purchase intention) is similar to that of the central route in the elaboration likelihood model (Petty & Cacioppo, 1986). Yoon et. al. (1995) note the brand attitudes route reflects the cognitive or central route in that it requires information processing about the individual attributes of the object (Ahmed et al., 2016; Icek Ajzen & Fishbein, 1977; Karson & Fisher, 2005; López & Ruiz, 2011). Therefore, this would suggest that when a brand genuinity appeal is employed, and cognitive processes are engaged, it will explain more variance and play a bigger role in influencing consumer's intention to purchase.

While previous researchers have at times offered conflicting views on the cognitive and/or peripheral nature of brand and advertising appeals such as brand genuinity, there are much literature that supports the cognitive nature of concepts similar to brand genuinity, such as

brand sincerity and brand authenticity (Fritz, Schoenmueller, & Bruhn, 2017; Lude & Prügl, 2018; Pecot, Merchant, Valette-Florence, & De Barnier, 2018). It is also reflective of other brand attribute research which suggests that attitudes towards brands can be cognitive in nature (Icek Ajzen & Fishbein, 1977; Shin & Back, 2020).

The results suggested that brand puffery is also heavily influenced by cognitive influences. However, these the relationship was weaker, suggesting that purchase intention responses to brand puffery appeals may be more strongly influenced by peripheral processes. Cognitive and peripheral processes do not need to be exclusive, and consumers may engage in both to varying degrees (Petty & Cacioppo, 1986). Therefore, the next section explores a hypothesis which focuses on a relationship more commonly characterised as more peripheral in nature.

6.10.4 Hypothesis Seven

Attitudes towards the advert positively influences purchase intention

Hypothesis seven examines the relationship between attitudes towards the advert and purchase intention. Results from the analysis will be discussed in relation to research question two. Hypothesis seven specifically posits “*Attitudes towards the advert has a positive influence on consumer’s purchase intention*”.

The results showed that the relationship proposed in hypothesis seven was significant in a brand puffery and no claim context, but was not significant when a brand genuinity advertising appeal was used. Likewise, the relationship was strongest for the no claim group ($r^2 = .476$) while brand puffery was weaker ($r^2 = .230$), and then brand genuinity was insignificant ($r^2 = .135$).

Table 6-8 structural pathways for hypothesis seven across the three groups

Group	Factor Loadings	<i>p</i>
H6: Attitudes towards the advert -> purchase intention		
Brand Genuinity	.135	.068
Brand Puffery	.230	***
No Claim	.476	***

These results suggest that when no claim or advertising appeal is being used, consumers are more likely to employ peripheral processes as they process the advert content. However,

conversely, when a brand genuinity appeal is used, consumers are unlikely to rely on their peripheral attitudes towards the advert in helping them determine whether to purchase. Attitudes towards the advert does not explain significant variance in purchase intention in a brand genuinity context. This supports the findings from hypothesis six, which suggest that brand genuinity is more of a cognitive appeal (Fritz et al., 2017; Lude & Prüggl, 2018). Like the results shown in hypothesis six, brand puffery is once again shown as an appeal which engages both peripheral and cognitive processes.

6.10.5 Research Question 3 Discussion

The relevant hypotheses examined provide insight into how consumers respond to brand genuinity and brand puffery advertising appeals. In hypothesis one, and hypothesis four, it is evident that both advert cognitions and brand cognitions play a pivotal role in the development of consumer attitudes, and therefore demand further research and attention as researchers continue to explore and grapple with brand genuinity.

The results also suggested that brand genuinity is more of a cognitive appeal. This conclusion is based on work from MacKenzie et. al (1986) who suggest that the advert cognitions -> attitudes towards the advert -> purchase intention route is reflective of peripheral processing, while the brand cognitions -> attitudes towards the brand -> purchase intention route is reflective the central route in the elaboration likelihood model (Petty & Cacioppo, 1986). Therefore, by looking the stronger routes present in the overall structural model, a better understanding can be gained about whether peripheral or cognitive processes play a more important role in determining consumers intention to purchase. As noted in the relevant hypotheses discussions, the current results suggest that brand genuinity is more strongly influenced by cognitive processes. However, while the current results seem to suggest that brand genuinity is more of a cognitive construct, other researchers have demonstrated that this does not exclude it from having a peripheral component. For example, Venkatraman and Price (1990) in their article focusing on brand innovativeness demonstrate the need to differentiate between the 'sensory' component and the 'cognitive' component of brand innovativeness, and even so far as to develop separate scales. Therefore, while brand genuinity has currently been shown to be a cognitive appeal, it may also include some peripheral component.

6.11 CONCLUSION OF PHASE 2: STUDY ONE

The results of study one show some of the proposed hypotheses to be supported, while others to be rejected. These various findings provide useful insights as demonstrated in the relevant discussions in the previous sections. Overall, the current results demonstrated the differing effects of brand genuinity advertising appeals, brand puffery advertising appeals and no advertising appeal. While not all of the hypotheses were accepted, those that were rejected provided useful findings for researchers and provide a strong basis for further research. The following sections will now provide the results and discussion of study two, which focuses on an intangible luxury product context.

6.12 PHASE TWO: STUDY TWO- ANALYSIS

The following section introduces study two. Study two follows the same process undertaken in study one, however as noted in section 6.1, study two focuses on the context of luxury hotels. Similar to study one, three video advert stimuli are examined, one that exhibits brand genuinity queues, one that exhibits brand puffery queues and one that does not exhibit either of these queues. Significant differences in consumer behaviour in response to these advert stimuli would demonstrate to academics and practitioners the effectiveness of brand genuinity. Likewise four different theoretical models are explored, providing academics with a better understanding of brand genuinity is developed, and how it influences consumers purchasing behaviour. Statistical tests and analysis are first conducted, followed by an interpretation of the findings, and how they compare with the hypothesis and objectives of the study as discussed in chapter 3.

6.13 PHASE TWO: STUDY TWO- PROFILE OF RESPONDENTS

The following table 6-9 provides a summary of the respondents recruited as part of the study two. The table provides information about respondents including age, gender, and education.

Table 6-9: Study Two Respondent profiles

Characteristics	Categories	Sample	
		Frequency	Valid Percentage
Age	19 - 25 years	281	48.36%

	26 - 35 years	167	28.7%
	36 - 45 years	87	15.0%
	46 - 55 years	34	5.9%
	56 years and above	12	2.1%
Gender	Male	325	55.9%
	Female	256	44.1%
Education	Below Secondary School	11	1.9%
	Secondary School	139	23.9%
	Diploma or Certificate	108	18.59%
	Bachelor Degree	198	34.08%
	Postgraduate Degree	124	21.34%

As noted in chapter 4, which discusses the methodology, the aim was to achieve a homogenous sample which reflected the general population across different nations. The current respondent summary seems to have achieved that.

6.14 MEASUREMENT MODELS - FIT STATISTICS

The following part of the research analysed the measurement models for seven unidimensional constructs, namely: 1) advert cognitions, 2) attitudes towards the advert, 3) brand cognitions, 4) attitudes towards the brand's genuinity, 5) purchase intention, 6) brand familiarity, and 7) inferences to manipulative intent. As part of the analysis reliability (i.e internal consistency) of each construct is first established by the use of cronbachs alpha (α). Discriminant validity and convergent validity of each construct are then established by the use of a full measurement model and the use of a latent variable structural equation modelling analysis (see Joreskog and Sorbom, 1993).

6.14.1 Advert Cognitions

The advert cognitions scale also only had three indicators, and therefore an exploratory factor analysis was also conducted for this scale (Bollen, 1989). This is because, in line with the discussion provided in section 6.4.1, a factor with only three indicators (and therefore 3 indicators and 3 error loadings) is considered to be underidentified since the resulting variance covariance matrix would only have three trivial entries. The EFA resulted in an eigenvalue of 2.137 and a total explained variance of 71.23%. Likewise, the component matrix reported all items to have factor loadings over 0.78. The reliability (α) was reported as 0.797.

6.14.2 Attitudes towards the Advert

The attitudes towards the advert scale also only had three indicators, and therefore an exploratory factor analysis was also conducted for this scale (Bollen, 1989). The EFA resulted in an eigenvalue of 2.417 and a total explained variance of 80.57%. Likewise, the component matrix reported all items to have factor loadings over 0.89. The reliability (α) was reported as 0.874.

6.14.3 Brand Cognitions

The brand cognitions scale also only had two indicators, and therefore an exploratory factor analysis was also conducted for this scale (Bollen, 1989). The EFA resulted in an eigenvalue of 1.554 and a total explained variance of 77.704%. Likewise, the component matrix reported all items to have factor loadings over 0.88. The reliability (α) was reported as 0.707.

6.14.4 Attitudes towards the Brand's Genuinity

The attitudes forward the brand's genuinity scale had five items, and therefore a confirmatory factor analysis measurement model was employed. The χ^2 test of the 5-item scale reported good model fit χ^2 with (5, N= 189) = 14.605, $p = 0.12$. Other standard fit indices also demonstrated that the factor had moderate fit RMSEA = 0.101, GFI = 0.968, AGFI = 0.904, TLI = 0.976 and CFI = 0.988. Likewise, the five item scale reports a cronbach (α) reliability of 0.935 and an eigenvalue of 3.99. Overall, this factor displayed moderate fit. RMSEA showed poor fit, while other test statistics were moderate according to fit thresholds as suggested by Hu and Bentler (1999).

6.14.5 Purchase Intention

The purchase intention scale had only three indicators and therefore an exploratory factor analysis was instead conducted (Bollen, 1989). The EFA resulted in an eigenvalue of 2.75 and a total explained variance of 91.50%. Likewise, the component matrix reported all items to have factor loadings over 0.948. The reliability (α) was reported as 0.953.

6.14.6 Brand Familiarity

The brand familiarity scale had only three indicators and therefore an exploratory factor analysis was instead conducted (Bollen, 1989). The EFA resulted in an eigenvalue of 2.594 and a total explained variance of 86.48%. Likewise, the component matrix reported all items to have factor loadings over 0.908. The reliability (α) was reported as 0.919.

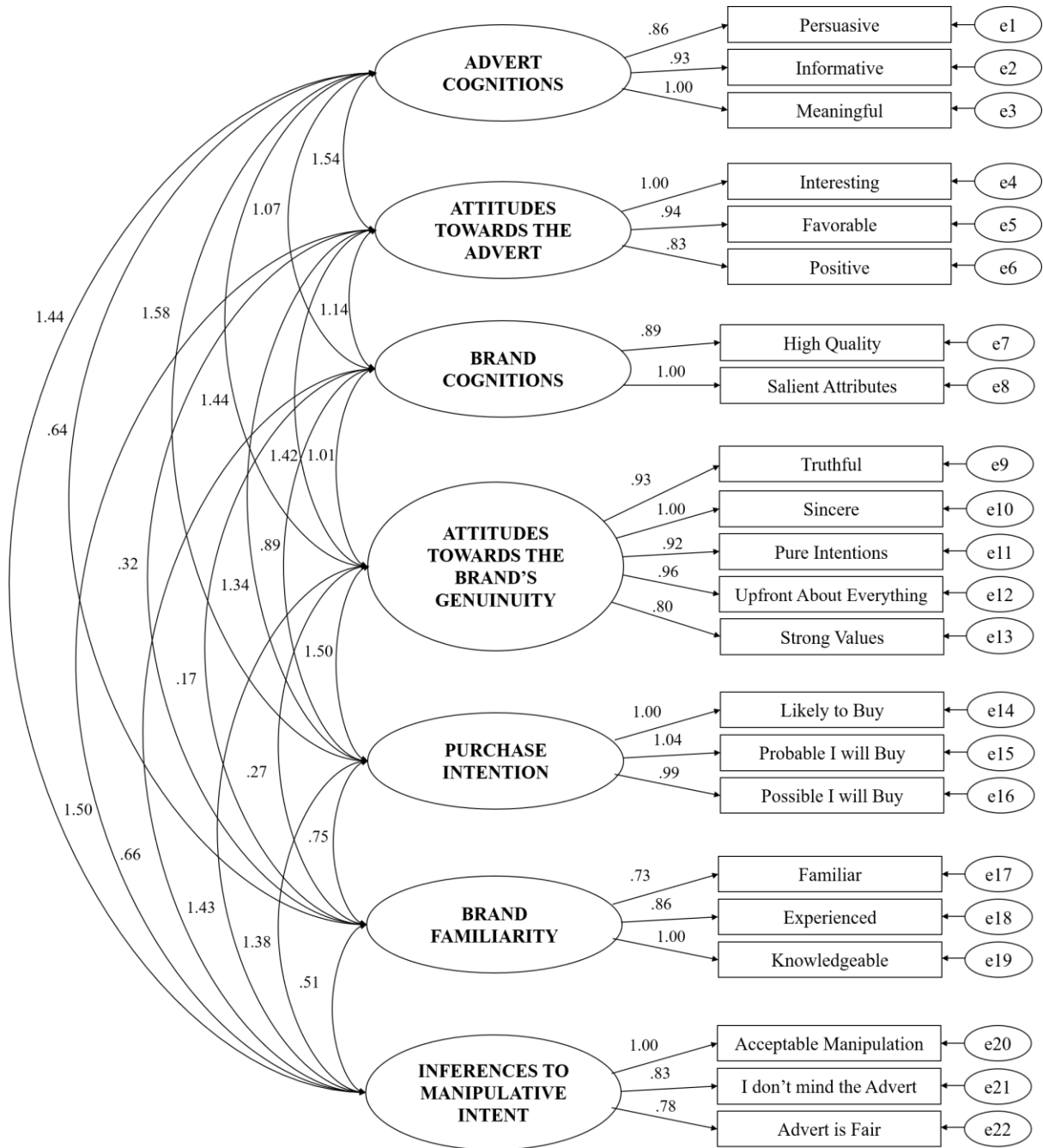
6.14.7 Inferences to Manipulative Intent

The inferences of manipulative scale had only three indicators and therefore an exploratory factor analysis was instead conducted (Bollen, 1989). The EFA resulted in an eigenvalue of 2.297 and a total explained variance of 76.57%. Likewise, the component matrix reported all items to have factor loadings over 0.89. The reliability (α) was reported as 0.839.

6.15 STUDY TWO - FULL MEASUREMENT MODEL

Since the goodness of fit and unidimensionality of each of the single constructs has now been determined through a series of exploratory factor analysis (EFA)s and confirmatory factor analysis (CFA)s, a measurement model is now conducted to ensure that each of the single constructs has discriminant validity. A diagram of the full measurement model is provided in figure 6-15.

Figure 6-15: Initial Full Measurement Model



The respecified full measurement model shown above reported $\chi^2 (186) = 401.094, p = 0.000, RMSEA = 0.066, GFI = 0.876, AGFI = 0.831, TLI = 0.937$ and $CFI = 0.949$.

While the main purpose of carrying out a measurement model is to ensure there are no discriminant validity issues between factors, statistical indices were also checked to ensure that the model had good model fit and no further improvement to the overall model could be made. The initial full measurement model (as shown in figure 6-1) reported $\chi^2 (188) = 324.279, p = 0.000$. Other standard fit indices also demonstrated that the measurement model had sufficient model fit with RMSEA = 0.062, GFI = 0.868, AGFI = 0.823, TLI = 0.953 and CFI = 0.962. An analysis of the standardized residual covariance matrix and modification indices showed that there were potentially a number of error loadings which could be covaried in order to improve the overall model fit, however none of these could be justified conceptually and therefore the no error loadings were co varied in this study.

Table 6-10 Single Construct Measurement Results

Construct	No. of Items	<i>a</i>	Eigenvalue	CFA Indices
Advert cognitions	3	0.797	2.137	N/A
Attitudes towards the advert	3	0.874	2.417	N/A
Brand cognitions	2	0.707	1.554	N/A
Attitudes towards the brand's genuinity	5	0.935	3.99	$\chi^2 (5) = 14.605, p = 0.12$. RMSEA = 0.101, GFI = 0.968, AGFI = 0.904, TLI = 0.976 and CFI = 0.988
Purchase Intention	3	0.953	2.75	N/A
Brand Familiarity	3	0.919	2.594	N/A
Inferences of Manipulative Intent	3	0.839	2.297	N/A

Table 6-11 Construct-Items Factor Coefficients and R2 Table

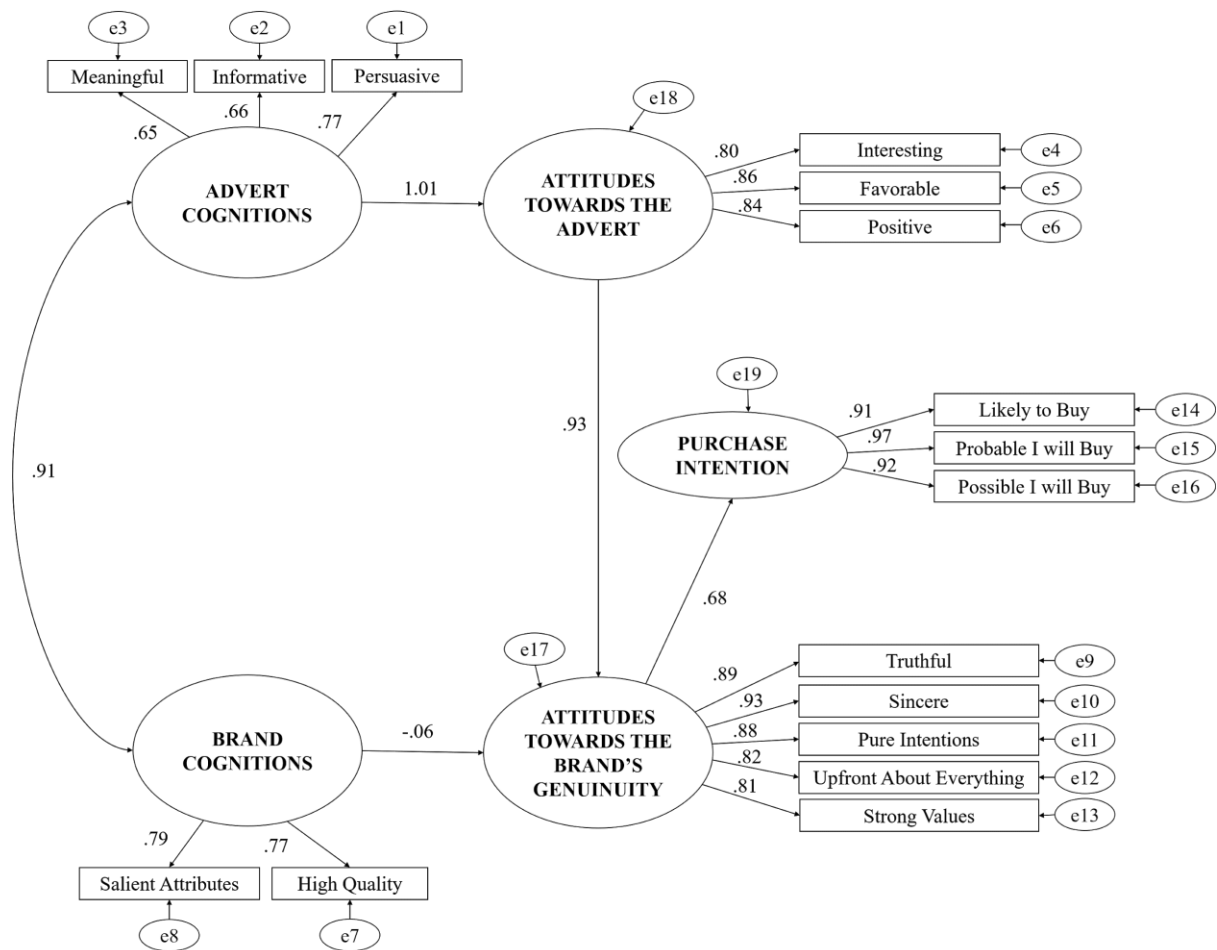
Items	Factor Loadings	R2
Advert Cognitions		
Persuasive	.649	.421
Informative	.709	.503
Meaningful	.769	.591
Attitudes towards the Advert		
Interesting	.803	.645
Favorable	.859	.738
Positive	.858	.736
Brand Cognitions		
High Quality	.771	.594
Salient Attributes	.783	.613
Attitudes towards the Brand's Genuinity		
Truthful	.897	.805
Sincere	.930	.865
Pure Intentions	.873	.762
Upfront about Everything	.815	.664
Strong Values	.811	.658
Purchase Intention		
Likely to Buy	.914	.835
Probable I will Buy	.970	.941
Possible I will Buy	.921	.848
Brand Familiarity		
Familiar	.927	.859

Experienced	.835	.697
Knowledgeable	.917	.841
Inferences of Manipulative Intent		
Acceptable Manipulation	.878	.477
I don't mind the Advert	.691	.707
Advert is Fair	.841	.859

6.16 FULL STRUCTURAL MODELS

As the measurement models have now been analysed and specified, the next step is to analyse the full structural model. As noted in chapter 3, this research seeks to compare four competing models (i.e affect hypothesis model, dual mediation hypothesis model, reciprocal mediation hypothesis model and independent mediation hypothesis model). Likewise, as noted in chapter 4, this study will explore 3 stimuli (i.e genuine, puffery and control). Therefore, in line with this, this section will first explore which of the four hypothesised structural models has the best model fit with relation to the sample variance-covariance data across each of the different stimuli, and then will look at the individual hypothesised relationships with respect to the causal model which has the best fit.

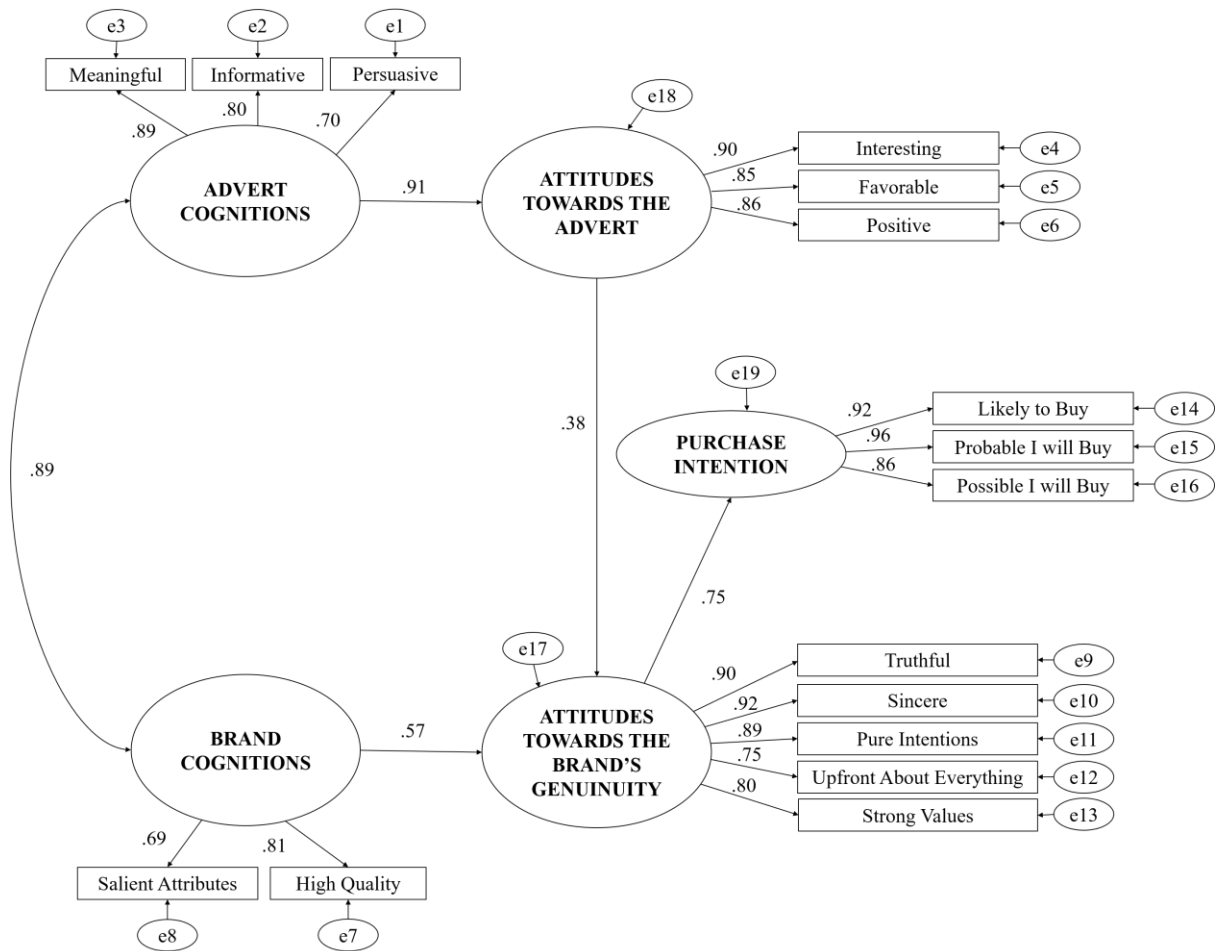
Figure 6-16 Study 2 Affect Transfer Hypothesis, Brand Genuinity Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.023 (1.009)	0.92	***
Attitudes toward the advert -> attitudes towards brand genuinity	.950 (.930)	.270	***
Brand cognitions -> attitudes towards brand genuinity	-.084 (-0.63)	.363	.817
Attitudes towards the Brand Genuinity -> Purchase Intention	.934 (.676)	.085	***

The model reported $\chi^2 (99) = 359.839$, $p = 0.000$, $RMSEA = 0.118$, $GFI = 0.832$, $AGFI = 0.771$, $TLI = 0.883$ and $CFI = 0.902$.

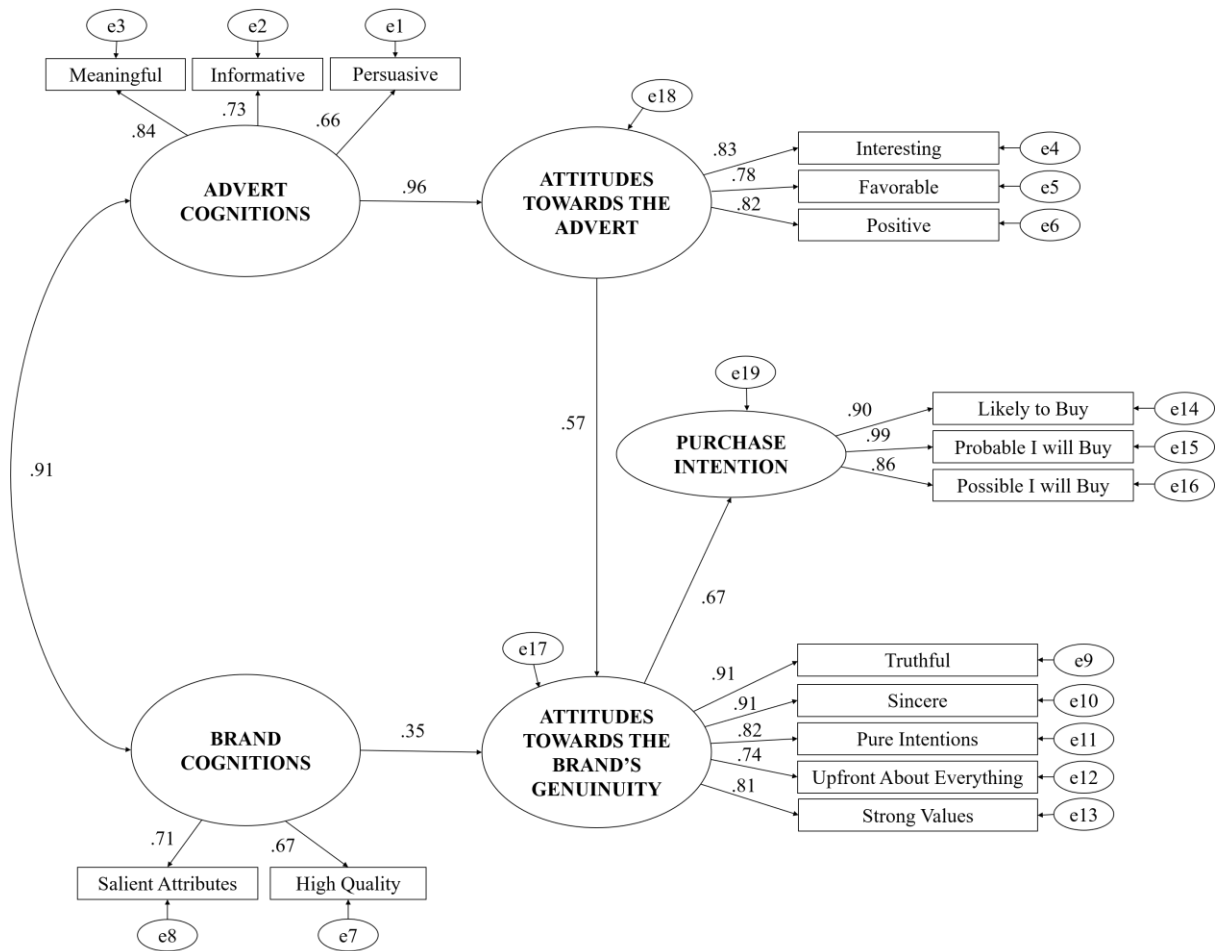
Figure 6-17 Study 2 Affect Transfer Hypothesis, Brand Puffery Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.837 (.911)	.057	***
Attitudes toward the advert -> attitudes towards brand genuinity	.359 (.357)	.122	.003
Brand cognitions -> attitudes towards brand genuinity	.927 (.573)	.236	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.914 (.749)	.070	***

The model reported $\chi^2(99) = 260.823$, $p = 0.000$, $RMSEA = .091$, $GFI = 0.863$, $AGFI = 0.812$, $TLI = 0.933$ and $CFI = 0.945$.

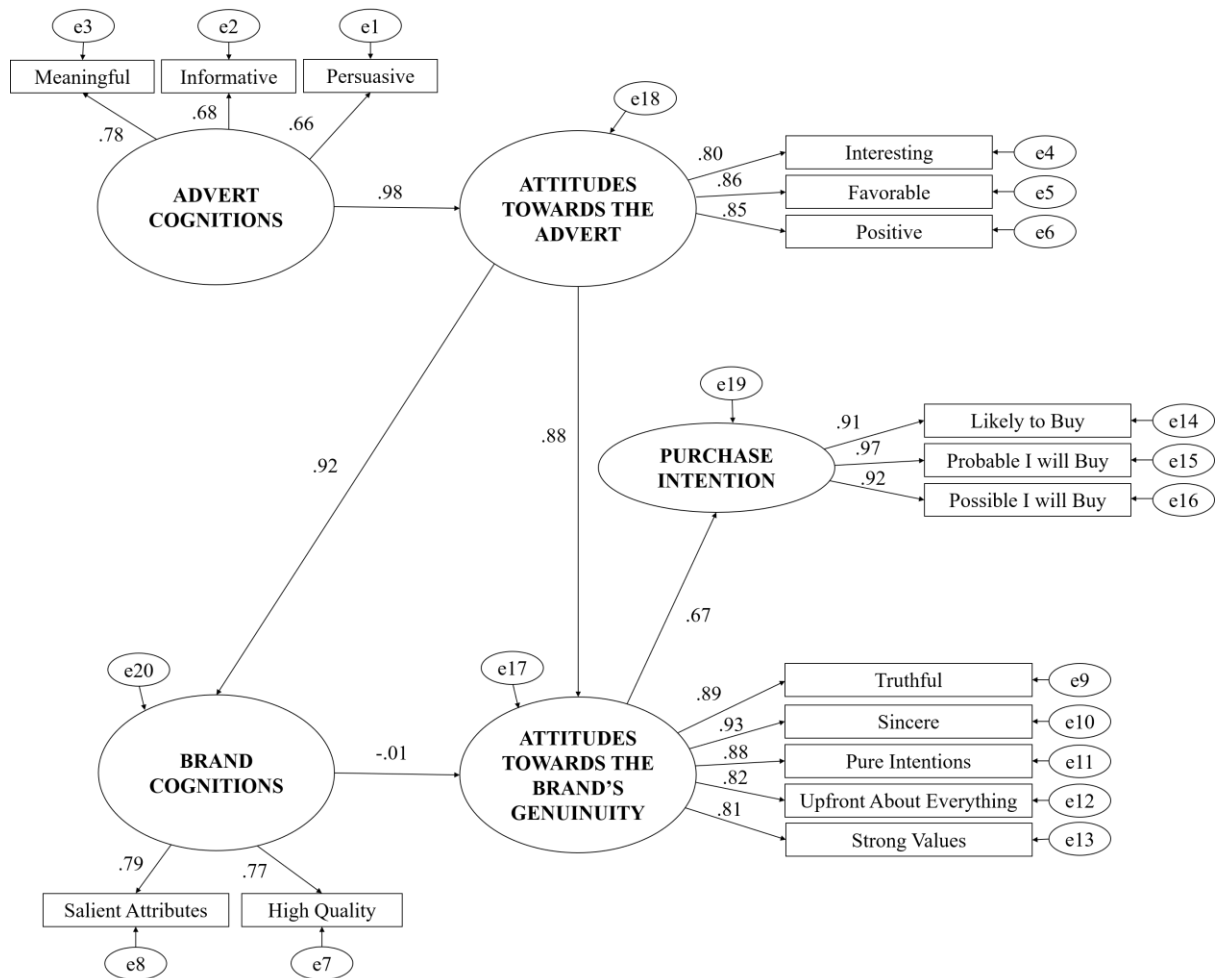
Figure 6-18 Study 2 Affect Transfer Hypothesis, No Claim Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.052 (0.957)	0.88	***
Attitudes toward the advert -> attitudes towards brand genuinity	.514 (.575)	.180	.004
Brand cognitions -> attitudes towards brand genuinity	.504 (.346)	.308	.102
Attitudes towards the Brand Genuinity -> Purchase Intention	.860 (.667)	.045	***

The model reported $\chi^2(99) = 227.047$, $p = 0.000$, $RMSEA = .082$, $GFI = 0.876$, $AGFI = 0.829$, $TLI = 0.938$ and $CFI = 0.949$

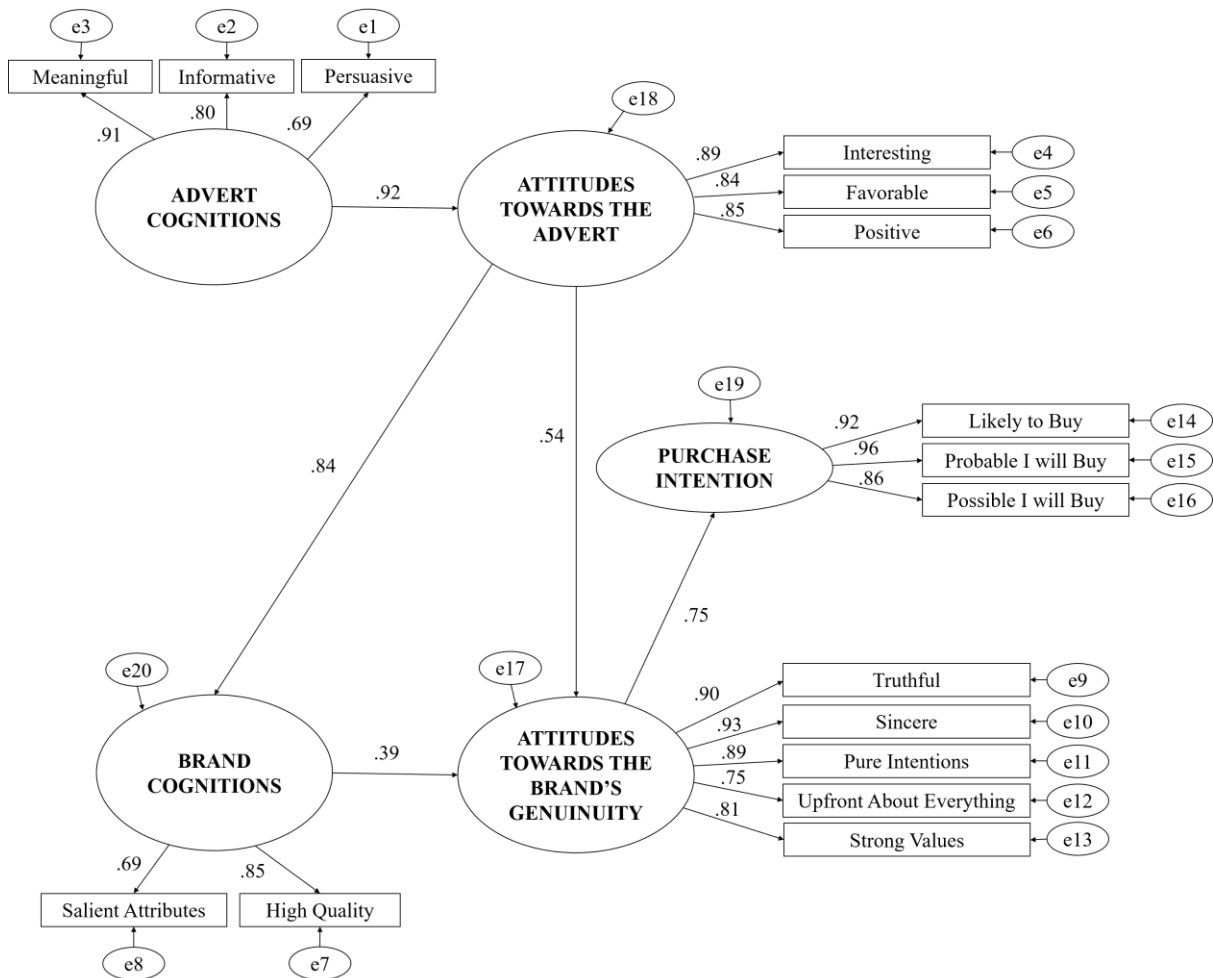
Figure 6-19 Study 2 Dual Mediation Hypothesis, Brand Genuinity Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.976 (.981)	.093	***
attitudes toward the advert -> brand cognition	.704 (.916)	.065	***
Brand cognition -> attitudes towards brand genuinity	-0.018 (-0.013)	.294	.952
Attitudes toward the advert -> attitudes towards brand genuinity	.905 (.883)	.225	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.933 (.675)	.085	***

The model reported $\chi^2 (99) = 203.349$, $p = 0.000$, $RMSEA = 0.075$, $GFI = 0.880$, $AGFI = 0.836$, $TLI = 0.952$ and $CFI = 0.961$

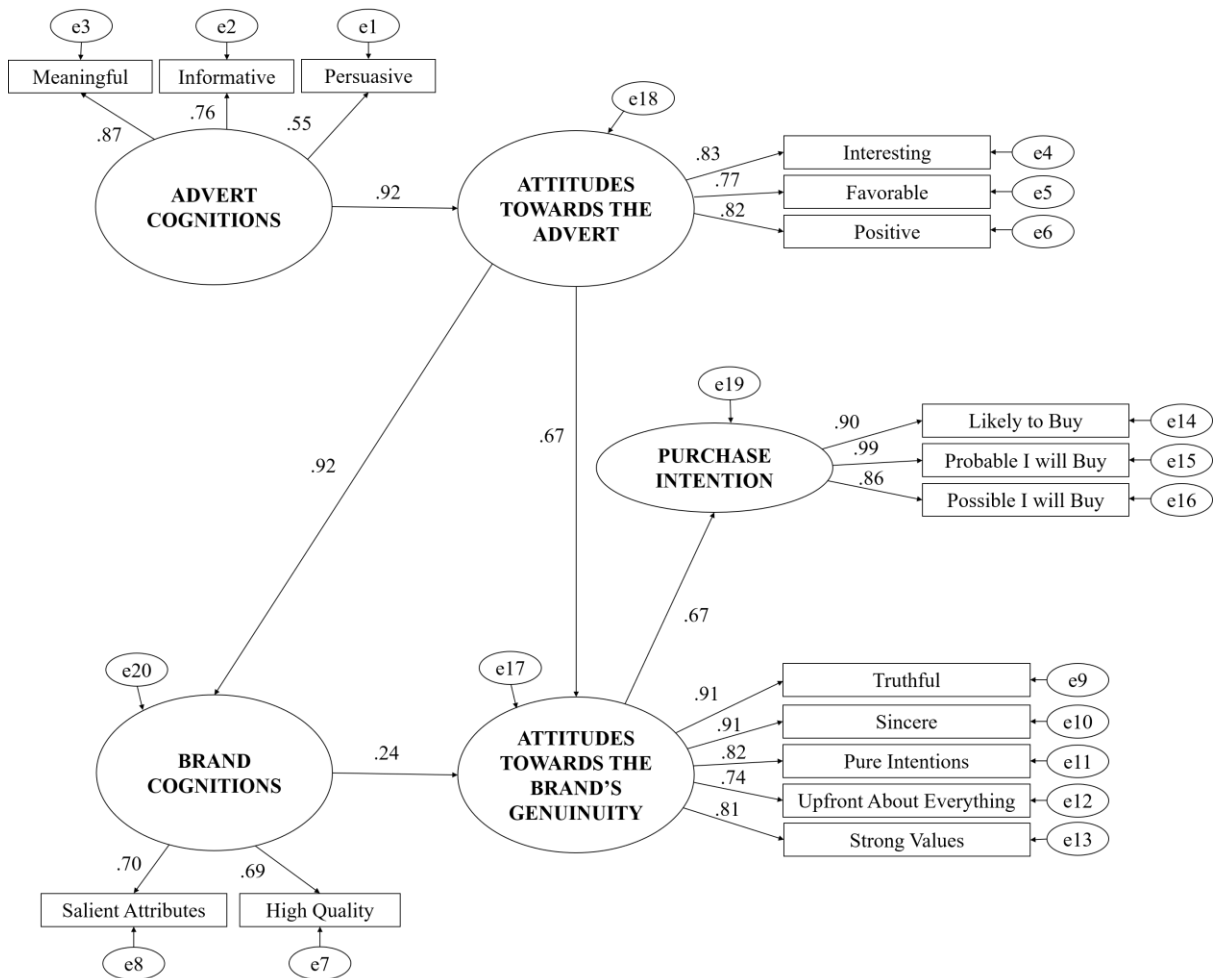
Figure 6-20 Study 2 Dual Mediation Hypothesis, Brand Puffery Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.828 (.925)	.055	***
attitudes toward the advert -> brand cognition	.497 (.836)	.054	***
Brand cognition -> attitudes towards brand genuinity	.634 (.393)	.203	.002
Attitudes toward the advert -> attitudes towards brand genuinity	.517 (.540)	.114	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.913 (.750)	.070	***

The model reported $\chi^2(99) = 269.67, p = 0.000, RMSEA = 0.094, GFI = 0.859, AGFI = 0.806, TLI = 0.929$ and $CFI = 0.942$

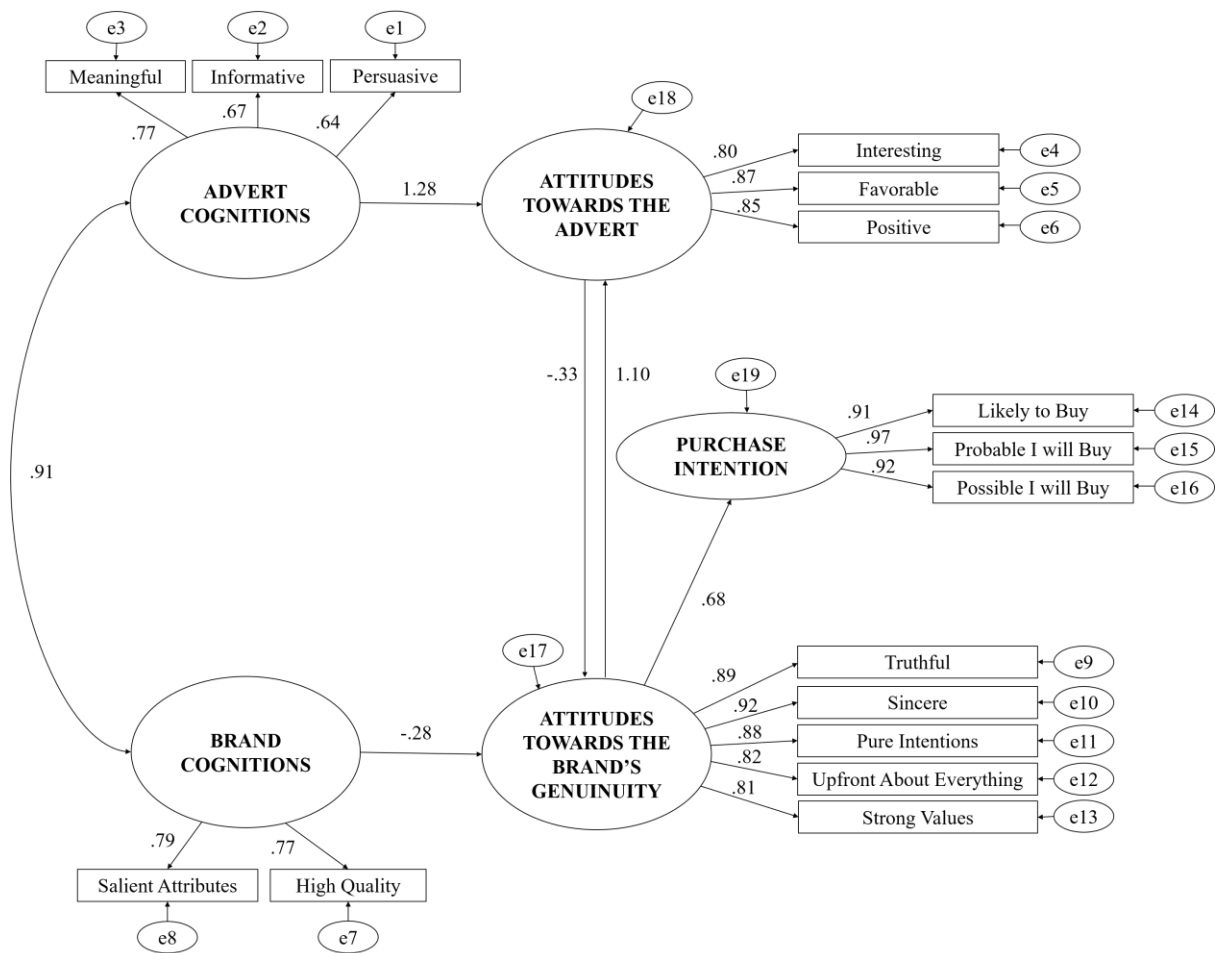
Figure 6-21 Study 2 Dual Mediation Hypothesis, No Claim Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.967 (.921)	.084	***
attitudes toward the advert -> brand cognition	.559 (.923)	.058	***
Brand cognition -> attitudes towards brand genuinity	.361 (.243)	.410	.378
Attitudes toward the advert -> attitudes towards brand genuinity	.600 (.667)	.239	.012
Attitudes towards the Brand Genuinity -> Purchase Intention	.859 (.666)	.080	***

The model reported $\chi^2 (99) = 220.477$, $p = 0.000$, $RMSEA = 0.080$, $GFI = 0.879$, $AGFI = 0.834$, $TLI = 0.941$ and $CFI = 0.951$

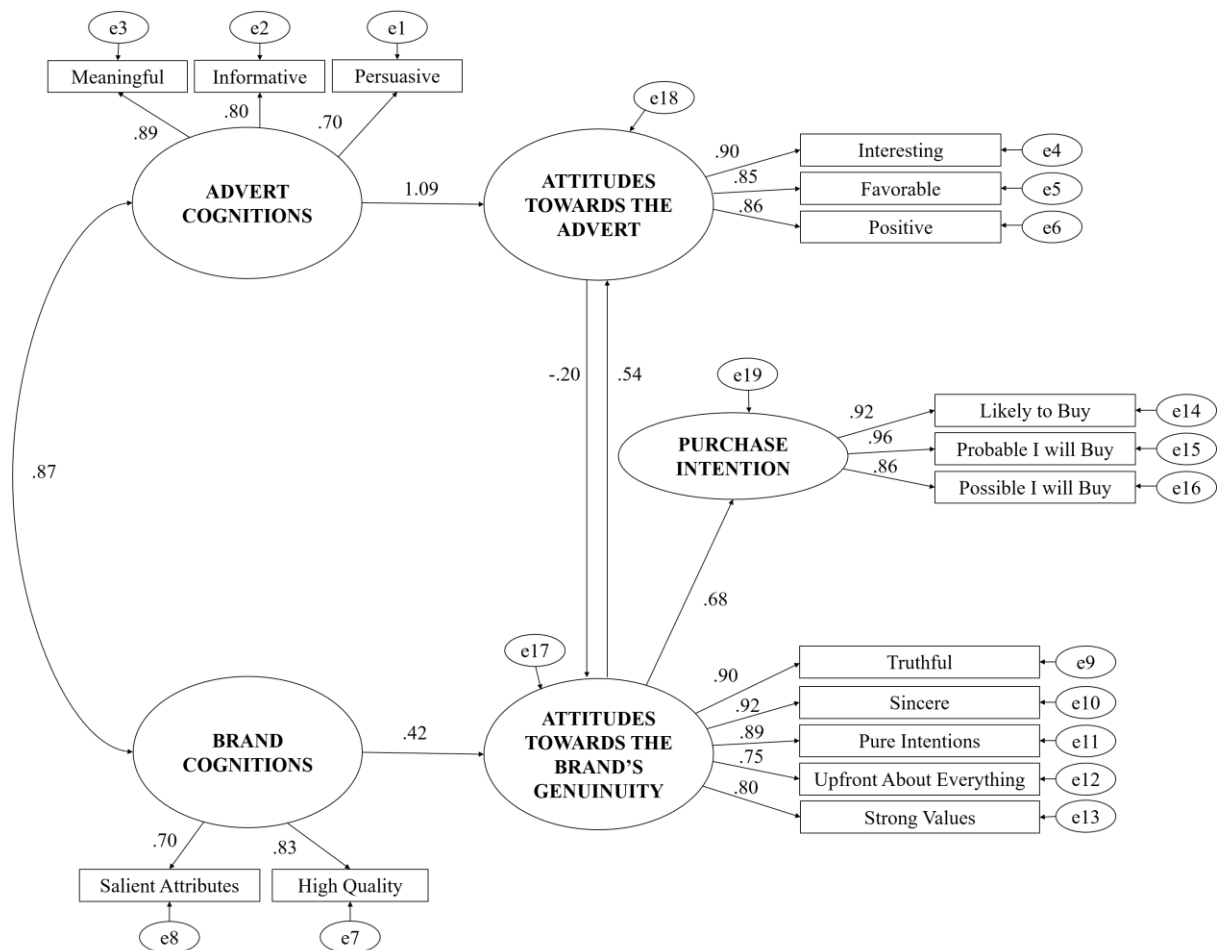
Figure 6-22 Study 2 Reciprocal Affect Hypothesis, Brand Genuinity Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.296 (1.282)	.249	***
Attitudes toward the advert -> attitudes towards brand genuinity	1.202 (1.175)	.367	.001
attitudes towards brand genuinity -> Attitudes toward the advert	-.322 (-.330)	.261	.218
Brand cognitions -> attitudes towards brand genuinity	-.368 (-.276)	.464	.428
Attitudes towards the Brand Genuinity -> Purchase Intention	.937 (.677)	.085	***

The model reported $\chi^2 (99) = 200.709$, $p = 0.000$, $RMSEA = 0.75$, $GFI = 0.883$, $AGFI = 0.838$, $TLI = 0.953$ and $CFI = 0.961$

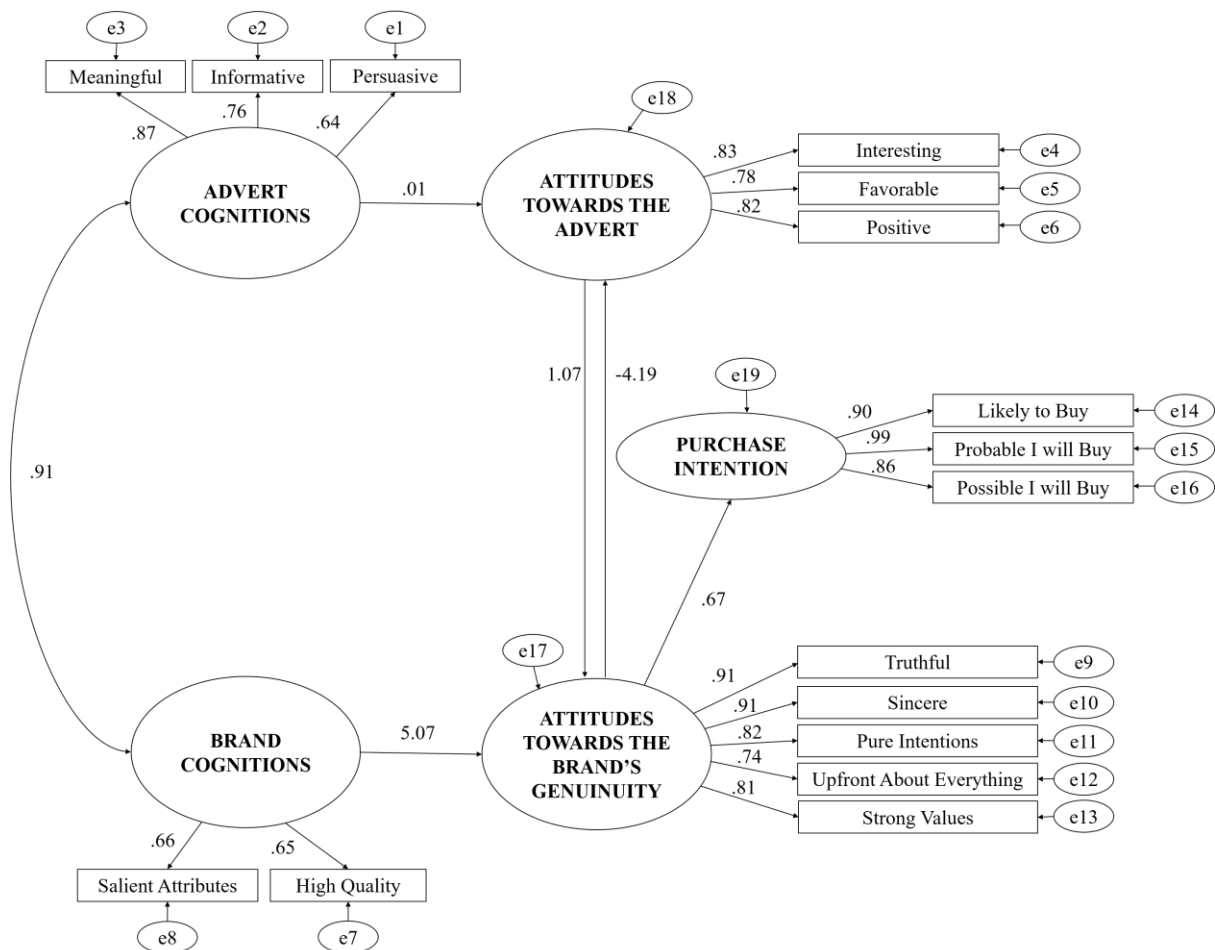
Figure 6-23 Study 2 Reciprocal Affect Hypothesis, Brand Puffery Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.678 (1.091)	.221	***
Attitudes toward the advert -> attitudes towards brand genuinity	.513 (.542)	.182	.005
attitudes towards brand genuinity -> Attitudes toward the advert	-.212 (-.201)	.256	.408
Brand cognitions -> attitudes towards brand genuinity	.678 (.425)	.299	.024
Attitudes towards the Brand Genuinity -> Purchase Intention	.915 (.750)	.070	***

The model reported $\chi^2 (99) = 260.120$, $p = 0.000$, $RMSEA = 0.92$, $GFI = 0.864$, $AGFI = 0.811$, $TLI = 0.932$ and $CFI = 0.945$

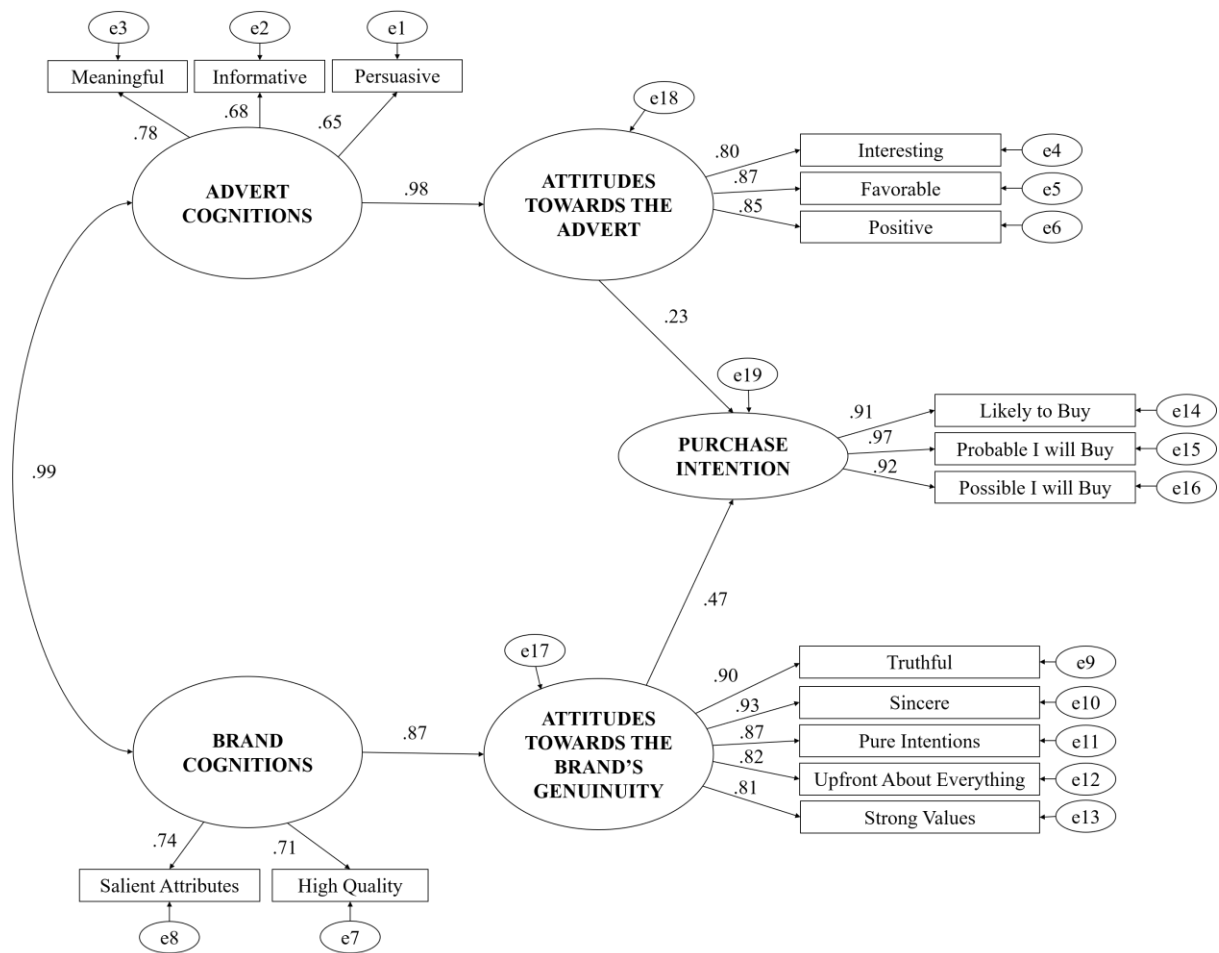
Figure 6-24 Study 2 Reciprocal Affect Hypothesis, No Claim Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.009 (.009)	.329	.978
Attitudes toward the advert -> attitudes towards brand genuinity	-3.75 (-4.18)	5.12	.464
attitudes towards brand genuinity -> Attitudes toward the advert	1.197 (1.07)	.401	.003
Brand cognitions -> attitudes towards brand genuinity	8.008 (5.066)	9.008	.374
Attitudes towards the Brand Genuinity -> Purchase Intention	.860 (.667)	.081	***

The model reported $\chi^2(99) = 205.978$, $p = 0.000$, $RMSEA = 0.76$, $GFI = 0.879$, $AGFI = 0.834$, $TLI = 0.951$ and $CFI = 0.960$

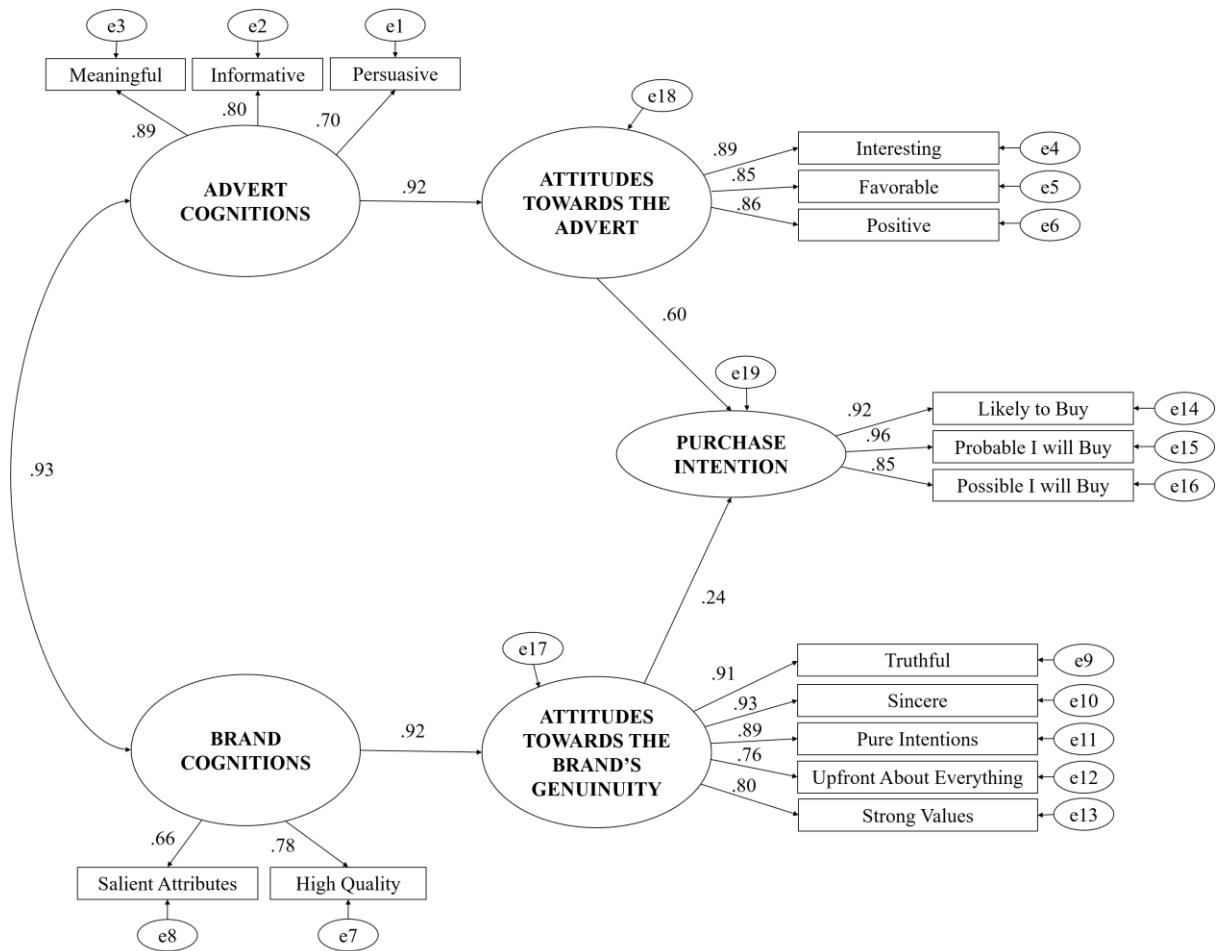
Figure 6-25 Study 2 Independent Influences Hypothesis, Brand Genuinity Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.989 (.984)	.087	***
Brand cognitions -> attitudes towards brand genuinity	1.239 (.874)	.109	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.652 (.474)	.185	***
Attitudes towards the advert -> Purchase Intention	.320 (.227)	.191	.094

The model reported $\chi^2(99) = 205.978$, $p = 0.000$, $RMSEA = 0.76$, $GFI = 0.879$, $AGFI = 0.834$, $TLI = 0.951$ and $CFI = 0.960$

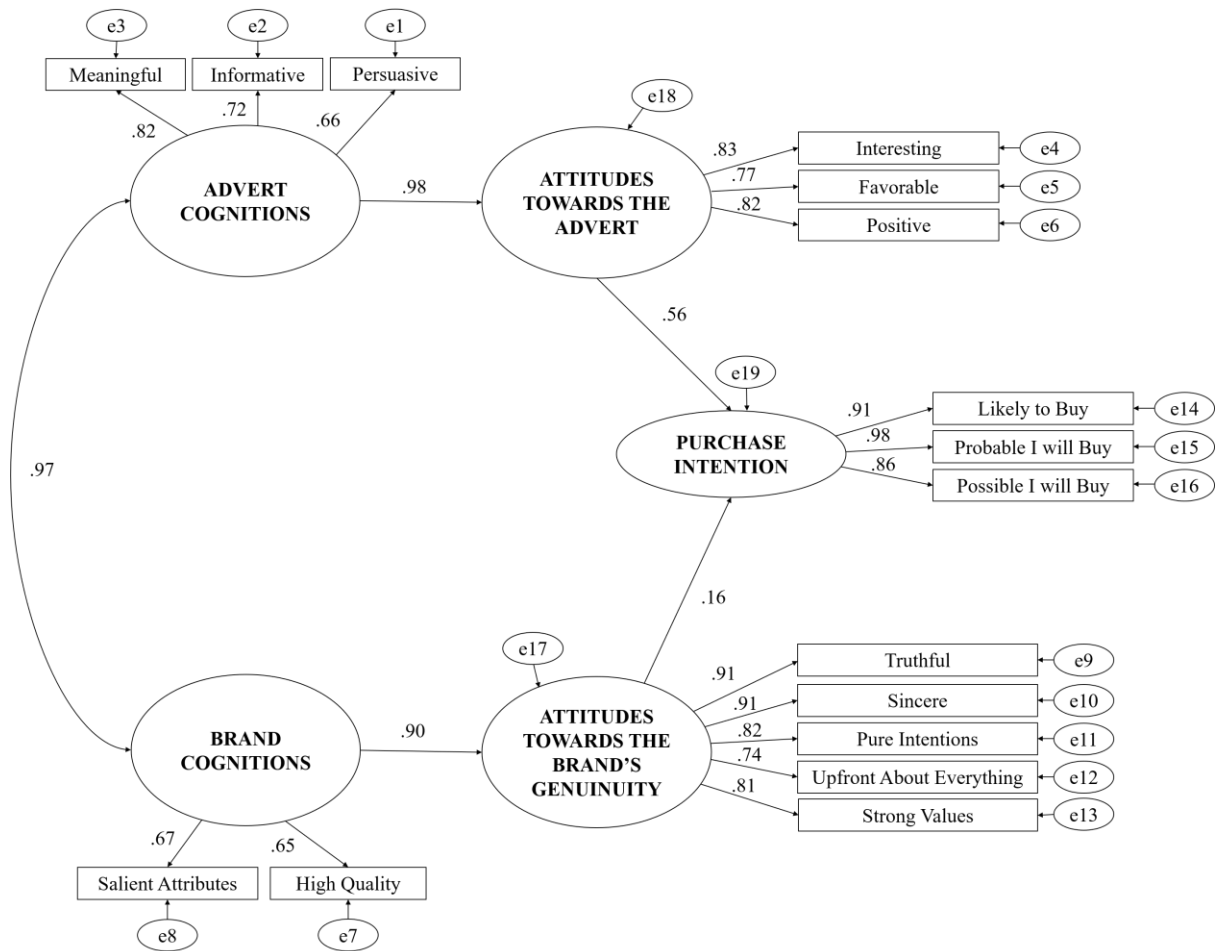
Figure 6-26 Study 2 Independent Influences Hypothesis, Brand Puffery Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	.856 (.923)	.056	***
Brand cognitions -> attitudes towards brand genuinity	1.578 (.923)	.157	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.288 (.237)	.116	.013
Attitudes towards the advert -> Purchase Intention	.697 (.601)	.115	***

The model reported $\chi^2(99) = 230.996$, $p = 0.000$, $RMSEA = 0.82$, $GFI = 0.875$, $AGFI = 0.829$, $TLI = 0.945$ and $CFI = 0.955$

Figure 6-27 Study 2 Independent Influences Hypothesis, No Claim Stimulus



Hypothesised Relationship	Regression Weight	Standard Error	Significance
Advert Cognition -> attitudes toward the advert	1.096 (.980)	.086	***
Brand cognitions -> attitudes towards brand genuinity	1.403 (.902)	.140	***
Attitudes towards the Brand Genuinity -> Purchase Intention	.207 (.163)	.175	.236
Attitudes towards the advert -> Purchase Intention	.650 (.565)	.163	***

The model reported $\chi^2(99) = 214.177$, $p = 0.000$, RMSEA = 0.78, GFI = 0.881, AGFI = 0.837, TLI = 0.944 and CFI = 0.954

6.17 PHASE TWO: STUDY TWO – DISCUSSION

The statistical analysis for study two demonstrated a number of statistically significant results, and provided insight into the research objectives of the study. The following section will provide a discussion around each of the research objectives of this study, and then discuss specific hypotheses within the structural model as relevant. At the end of the chapter, a summary table is provided to present an overview of the results in this study.

6.18 Research Question 1: Validation of the ‘Attitudes towards Brand Genuinity’ scale

As noted in chapter 3, research question 1 focuses on the validation of the ‘attitudes towards the brand’s genuinity’ scale. The current study one aims to validate the scale specifically within a luxury hotel (intangible luxury) context. Measurement model indices provided in the measurement model section suggest that overall, the scale performed moderately in a luxury hotel industry (RMSEA = 0.101, GFI = 0.968, AGFI = 0.904, TLI = 0.976 and CFI = 0.988). While the scale performed acceptably in most indices, it performed poorly against the RMSEA fit statistic.

Despite the attitudes towards the brand genuinity scale performing well other purchasing contexts, in an intangible luxury context, the scale did not perform as well. While this was not expected by the researchers, further research demonstrated that this may in fact be solely due to the purchasing context. As noted in study one, brand genuinity is primarily a cognitive advertising appeal. Therefore, in order for cognitive processes to be employed, specific tangible characteristics of the brand need to be communicated. This is more difficult to achieve in a luxury hotel context, where the product is intangible and the specific product/service characteristics are also intangible. Consumers struggle to cognitively process intangible products (Dube-Rioux, Regan, & Schmitt, 1990; Shaw, Giglierano, & Kallis, 1989). This phenomenon has been widely researched in the literature, and many previous researchers have suggested that marketers of products or services which are intangible should focus provide ‘tangible proxies’, either by providing tangible evidence or focusing on tangible elements of the brand, thus aiding consumers as they seek to employ cognitive processes to evaluate a brand (Arora & Singer, 2006; Lewis & Klein, 1985; Shaw et al., 1989; Wakefield & Blodgett, 1999). Consumers need concrete attributes, so they can more easily develop attitudes towards the brand (Dube-Rioux et al., 1990). In light of the other fit indices being acceptable, the current study was continued, though the researchers noted the need to ensure future stimuli included concrete and tangible elements in it.

While the results would suggest that most fit issues were a result of the product category, other suggestions as put forward in study one are also applicable in this study. As in study one, luxury products are traditionally defined by their prestige and scarcity (K. Heine, 2012; Klaus Heine et al., 2018; Kapferer et al., 2014; Truong et al., 2009). Kapferer (2015) notes that while luxury brands need to move in the way of becoming more sustainable, their ability to succeed in sustainable luxury branding currently determined by individual consumer differences, and the importance they place on sustainability. In the same way, brand genuinity will apply to some luxury consumers. However, research suggests that brand characterises such as brand genuinity are becoming increasingly important to luxury consumers in general, and hence it is expected that this scale will only continue to be more useful in the future (Klaus Heine, Phan, & Atwal, 2016; Kapferer & Michaut-Denizeau, 2017).

6.19 Research Question 2: Comparison of the four competition models

As noted in Chapter 3, the four models are first compared to determine which one had the best model fit within the study, after which the hypothesised relationships for the selected model are examined. A summary table of the model fit statistics for each of the models tested is shown below to aid in comparison. A range of model fit statistics are used for determination in which one has the best fit.

Table 6-12 Summary of model fit statistics

Model	Model Fit Results
Hotel, ATH, Genuine	The model reported χ^2 (99) = 359.839, p = 0.000, RMSEA = 0.118, GFI = 0.832, AGFI = 0.771, TLI = 0.883 and CFI = 0.902.
Hotel, ATH, Puffery	The model reported χ^2 (99) = 260.823, p = 0.000, RMSEA = 0.091, GFI = 0.863, AGFI = 0.812, TLI = 0.933 and CFI = 0.945.
Hotel, ATH, No Claim	The model reported χ^2 (99) = 227.047, p = 0.000, RMSEA = 0.082, GFI = 0.876, AGFI = 0.829, TLI = 0.938 and CFI = 0.949
Hotel, DMH, Genuine	The model reported χ^2 (99) = 203.349, p = 0.000, RMSEA = 0.075, GFI = 0.880, AGFI = 0.836, TLI = 0.952 and CFI = 0.961
Hotel, DMH, Puffery	The model reported χ^2 (99) = 269.67, p = 0.000, RMSEA = 0.094, GFI = 0.859, AGFI = 0.806, TLI = 0.929 and CFI = 0.942
Hotel, DMH, No Claim	The model reported χ^2 (99) = 220.477, p = 0.000, RMSEA = 0.080, GFI = 0.879, AGFI = 0.834, TLI = 0.941 and CFI = 0.951
Hotel, RMH, Genuine	The model reported χ^2 (98) = 200.709, p = 0.000, RMSEA = 0.075, GFI = 0.883, AGFI = 0.838, TLI = 0.953 and CFI = 0.961

Hotel, RMH, Puffery	The model reported χ^2 (98) = 260.120, p = 0.000, RMSEA = 0.092, GFI = 0.864, AGFI = 0.811, TLI = 0.932 and CFI = 0.945
Hotel, RMH, No Claim	The model reported χ^2 (98) = 221.65, p = 0.000, RMSEA = 0.081, GFI = 0.880, AGFI = 0.833, TLI = 0.940 and CFI = 0.951
Hotel, IHM, Genuine	The model reported χ^2 (99) = 205.978, p = 0.000, RMSEA = 0.076, GFI = 0.879, AGFI = 0.834, TLI = 0.951 and CFI = 0.960
Hotel, IHM, Puffery	The model reported χ^2 (99) = 230.996, p = 0.000, RMSEA = 0.082, GFI = 0.875, AGFI = 0.829, TLI = 0.945 and CFI = 0.955
Hotel, IHM, No Claim	The model reported χ^2 (99) = 214.177, p = 0.000, RMSEA = 0.078, GFI = 0.881, AGFI = 0.837, TLI = 0.944 and CFI = 0.954

The model fit statistics as shown in Table X-X suggest that while none of the models exhibit excellent fit, the independent hypothesis model had the best relative fit. Further discussion about the reasons for study two having poorer fit compared to that of study one will be discussed in the sections following study two. Therefore, subsequent sections will discuss relevant hypotheses as proposed in the independent hypothesis model (i.e hypotheses 1,4,6 and 7). Each hypothesis is discussed with respect to each of the three stimuli used (i.e brand genuinity, brand puffery and no claim). To ensure clarity in the presentation of these results and discussion, hypotheses relating to moderating variables are discussed separately in phase three.

6.20: Research Question 3: Comparing the relative differences of brand genuinity and brand puffery appeals

As in study one, one of the key research questions in this study was to explore the relative differences of brand genuinity and brand puffery advertising appeals against a control group. This was particularly important in the context of the four competing models which aim to structurally map out the processes that consumers engage in as they develop an intention to purchase the product. Examining relevant pathways also enables the researcher to better understand the degree to which cognitive and/or peripheral processes are more prominent in the developing of consumer attitudes and intention to purchase. The following sections explore the respective hypotheses which relate to specific theoretical relationships.

6.20.1 Hypothesis One

Advert cognitions positively influences attitudes towards the advert

Hypothesis one examines the relationship between advert cognitions and attitudes towards the advert. Results from the analysis will be discussed in relation to research question two. Hypothesis one specifically posits “*Advertisement cognition has a positive influence on attitudes towards the advertisement*”.

The results showed that in all three contexts, brand genuinity, brand puffery and the control group, advert cognitions had a positive and significant influence on resulting attitudes towards the attitude. In addition, this relationship was relatively strong for all three groups (brand genuinity $r^2 = .98$, brand puffery $r^2 = .94$, and no claim $r^2 = .98$).

The strength of these relationships across all three groups is reflective of literature which suggests that advert cognitions (i.e advert relation thoughts) are strongly related to resulting attitudes towards the advert (Burke & Edell, 1984; Hastak & Olson, 1989). Teng, Laroche and Zhu (2007) suggest that advert cognitions play a fundamental role in the determining of consumer attitudes towards the advertisement. The current results further this, noting that regardless of claim type, advert cognitions to play a pivotal role in predicting consumers attitudes towards the advert.

6.20.2 Hypothesis Four

Brand cognitions positively influences attitudes towards the brand’s genuinity

Hypothesis four examines the relationship between brand cognitions and attitudes towards the brand’s genuinity. Results from the analysis will be discussed in relation to research question two. Hypothesis four specifically posits “*Brand cognitions has a positive influence on attitudes towards the brand’s genuinity*”.

The results showed that in all three contexts, brand genuinity, brand puffery and the control group, brand cognitions had a positive and significant influence on resulting attitudes towards the brand’s genuinity. In addition, this relationship was relatively strong for all three groups (brand genuinity $r^2 = .98$, brand puffery $r^2 = .92$, and no claim $r^2 = .90$).

The current results are reflective of previous research which suggests that consumers thoughts related to the brand play an important role in the development of attitudes towards the brand (MacKenzie et al., 1986; Yoon et al., 1995). Homer (1990) also notes that brand cognition thoughts and information processing will influence consumer’s attitudes towards the brand

(Lafferty et al., 2002; MacKenzie & Lutz, 1989). The current results support this and suggest that regardless of the claim, brand cognitions is pivotal in predicting attitudes towards the brand.

6.20.3 Hypothesis Six

Attitudes towards the brand’s genuinity positively influences purchase intention

Hypothesis six examines the relationship between attitudes towards the brand’s genuinity and purchase intention. Results from the analysis will be discussed in relation to research question two. Hypothesis six specifically posits “*Attitudes towards the brand’s genuinity has a positive influence on consumer’s purchase intention*”.

The results showed that when a brand genuinity or a brand puffery appeal was used, the hypothesis could be accepted and the relationship was significant, however, when no specific advertising appeal was used (i.e no claim), then the relationship was not significant. Further, while the relationship was very strong in a brand genuinity context ($r^2 = .474$), it was weaker in the brand puffery context ($r^2 = .237$), and non significant in the no claim context ($r^2 = .175$). These findings completely support those found in study one.

Table 6-13 structural pathways for hypothesis six across the three groups

Group	Factor Loadings	<i>p</i>
H6: Attitudes towards the brand’s genuinity -> purchase intention		
Brand Genuinity	.474	***
Brand Puffery	.237	.013
No Claim	.175	..236

As in study one, the notion that hypothesis 6 is considerably stronger in the brand genuinity context is an interesting finding, particularly in light of previous research which suggests that this relationship (brand cognitions -> brand attitudes -> purchase intention) is similar to that of the central route in the elaboration likelihood model (Petty & Cacioppo, 1986). Yoon et. al. (1995) note the brand attitudes route reflects the cognitive or central route in that it requires information processing about the individual attributes of the object (Ahmed et al., 2016; Icek Ajzen & Fishbein, 1977; Karson & Fisher, 2005; López & Ruiz, 2011). Therefore, this would suggest that when a brand genuinity appeal is employed, and cognitive processes are engaged, it will explain more variance and play a bigger role in influencing consumer’s intention to

purchase (Fritz, Schoenmueller, & Bruhn, 2017; Lude & Prügl, 2018; Pecot, Merchant, Valette-Florence, & De Barnier, 2018). This is also reflective of other brand attribute research which suggests that attitudes towards brands can be cognitive in nature (Icek Ajzen & Fishbein, 1977; Shin & Back, 2020).

The results from the current study were similar to those from study one, and once again, brand puffery was shown to also be influenced by cognitive influence, though in this study the relationship was weaker. As noted in study one, cognitive and peripheral processes do not need to be exclusive, and consumers may engage in both to varying degrees (Petty & Cacioppo, 1986). Therefore, the next section explores hypothesis seven which focuses on a relationship which is more commonly characterised as peripheral in nature.

6.20.4 Hypothesis Seven

Attitudes towards the advert positively influences purchase intention

Hypothesis seven examines the relationship between attitudes towards the advert and purchase intention. Results from the analysis will be discussed in relation to research question two. Hypothesis seven specifically posits “*Attitudes towards the advert has a positive influence on consumer’s purchase intention*”.

The results showed that the relationship proposed in hypothesis seven was significant in a brand puffery and no claim context, but was not significant when a brand genuinity advertising appeal was used. As was also the case in study one, the no claim group continued to exhibit a strong relationship ($r^2 = .56$). Brand puffery also did, and the relationship was much stronger than that of study one ($r^2 = .60$). Like in study one, brand genuinity was shown to be insignificant ($r^2 = .23$).

Table 6-14 structural pathways for hypothesis seven across the three groups

Group	Factor Loadings	<i>p</i>
H6: Attitudes towards the advert -> purchase intention		
Brand Genuinity	.227	.094
Brand Puffery	.601	***
No Claim	.565	***

As what the case in study one, these results suggest that when no claim or advertising appeal is being used, consumers are more likely to employ peripheral processes as they process the advert content. However, conversely, when a brand genuinity appeal is used, consumers are unlikely to rely on their peripheral attitudes towards the advert in helping them determine whether to purchase. Attitudes towards the advert does not explain significant variance in purchase intention in a brand genuinity context. Once again, this supports the findings from hypothesis six, which suggest that brand genuinity is more of a cognitive appeal (Fritz et al., 2017; Lude & Prüggl, 2018).

As was suggested by study one, and then in hypothesis six, brand puffery is once again shown as an appeal which engages consumer's peripheral processes. In fact, in the current study, the brand puffery is shown to be an even stronger peripheral appeal compared to study one. This is likely due to the intangible nature of the luxury hotel product context, which encourages consumers therefore to instead rely on peripheral cues and lower involvement processing (Andrews & Shimp, 1990; Hawkins & Hoch, 1992; E. L. Olson & Hans, 2003; Petty & Cacioppo, 1984, 1986).

6.20.5 Research Question 3 Discussion

Much of the results in study two were similar to that of study one. In hypothesis one, and hypothesis four, it is evident that both advert cognitions and brand cognitions once again play a pivotal role in the development of consumer attitudes, and therefore demand further research and attention as researchers continue to explore and grapple with brand genuinity.

The results also suggested again that brand genuinity is more of a cognitive appeal, inline with research conducted by MacKenzie et. al (1986). The relevant hypotheses (1,4,6,7) and results suggest that brand genuinity is more strongly influenced by cognitive processes (Hawkins & Hoch, 1992; Petty & Cacioppo, 1986). As also noted in study one, while the current results seem to suggest that brand genuinity is more of a cognitive construct, other researchers have demonstrated that this does not exclude it from having a peripheral component. For example, Venkatraman and Price (1990) in their article focusing on brand innovativeness demonstrate the need to differentiate between the 'sensory' component and the 'cognitive' component of brand innovativeness, and even go so far as to develop separate scales. Therefore, while brand genuinity has currently been shown to be a cognitive appeal, it may also include a peripheral component.

Brand puffery was also shown to be a stronger peripheral advertising appeal. In light of the lack of tangible queues in this purchase context, this is expected. Consumers naturally will then be more likely to rely on peripheral queues, and instead engage in lower involvement processing. (Andrews & Shimp, 1990; Hawkins & Hoch, 1992; E. L. Olson & Hans, 2003; Petty & Cacioppo, 1984, 1986). These findings have numerous implications for brands, which will be discussed in the final chapter.

6.21 CONCLUSION OF PHASE 2: STUDY TWO

Similar to study one, the results of study two suggest some of the proposed hypotheses to be supported, while others to be rejected. Likewise, these various findings provide useful insights as demonstrated in the relevant discussions. Overall, the current results demonstrated the differing effects of brand genuinity advertising appeals, brand puffery advertising appeals and no advertising appeal. While not all of the hypotheses were accepted, those that were rejected provided useful findings for researchers and provide a strong basis for further research. The following sections will now explore research question 4, which is based on the results of both study one and study two, followed by which the details from phase three will be provided.

6.22 Research Question 4 – Comparison of differences in product categories

Study one focused on a tangible luxury context, using luxury automotive advertisements as the stimuli, while study two focused on an intangible luxury context, using luxury hotel advertisements as the stimuli. By examining both of these contexts separately, a better understanding about the differences is able to be attained. This is in line with research question 4, which focuses on the differences in attitudes towards brand genuinity across product categories.

Study one and study two demonstrated a number of key similarities and key differences between these product categories. In both categories, the independent hypotheses model was shown to be the superior model, suggesting that underlying processes consumers employ when viewing an advert and developing attitudes towards the brand genuinity is similar in both a tangible and intangible context. In both contexts, the model fit indices suggested that improvements could be made, potentially alluding to a relationship not defined in the current four competing models between attitudes towards the advert and attitudes towards the brand's genuinity. This would fit in with previous literature which suggests that there should be a relationship of some kind between these two key variables (MacKenzie et al., 1986).

The results also showed that in both a tangible and intangible context, brand genuinity is a cognitive advertising appeal. While consumers may employ some degree of peripheral processing in any evaluation (Derbaix, 1995), the results suggest that consumers rely primarily on cognitive processing as they evaluate the brand's genuinity. This means that brands should focus on ensuring that specific attributes and features of the brand are emphasized in all advertising efforts. In order for cognitive processes to be employed, specific tangible characteristics of the brand need to be communicated (Ding & Keh, 2017).

However, since brand genuinity is a cognitive appeal, the results show that there are some key differences between tangible and intangible product categories. The results showed that the brand genuinity scale and its relevant fit indices were weaker in the intangible product context, and the overall model was weaker. Previous research suggests that one reason this may be the case is due to consumers needing tangible product/service characteristic information in order aid their cognitive evaluation of the brand. This is difficult for consumers in a luxury hotel context, where the product is intangible and the specific product/service characteristics are also intangible. Consumers struggle to cognitively process intangible products (Dube-Rioux,

Regan, & Schmitt, 1990; Shaw, Giglierano, & Kallis, 1989). As noted in a previous section, this phenomenon has been widely researched in the literature, and many previous researchers have suggested that marketers of products or services which are intangible should focus provide ‘tangible proxies’, either by providing tangible evidence or focusing on tangible elements of the brand, thus aiding consumers as they seek to employ cognitive processes to evaluate a brand (Arora & Singer, 2006; Lewis & Klein, 1985; Shaw et al., 1989; Wakefield & Blodgett, 1999). Consumers need concrete attributes, so they can more easily develop attitudes towards the brand (Dube-Rioux et al., 1990).

Therefore, inline with the above discussion, consumers evaluate the brand equity of both tangible and intangible brands in a similar way. This in turn creates significant implications for brands, particularly in terms of needing to ensure they are consistently communicating tangible characteristics of the brand (Dube-Rioux, Regan, & Schmitt, 1990; Shaw, Giglierano, & Kallis, 1989).

6.23 PHASE 3 – MODERATING VARIABLES

In line with research questions 5 and 6, this research further seeks to understand the moderating roles of brand familiarity and inferences of manipulative intent. Following the same structure as phase 2, the following sections are broken down into study one and study two, with study one focusing on a tangible luxury context and study two focusing on an intangible luxury context. The sample used is the same as that of phase 2. Since phase 2 demonstrated that the independent hypothesis model was the superior model in the current context, the following sections explore the moderating role with relation to hypotheses as posited in the independent hypothesis model.

6.24 PHASE 3: STUDY ONE RESULTS AND DISCUSSION

Phase 3 aimed to explore the role of key moderators, specifically inferences of manipulative intent, and brand familiarity. These hypotheses will be tested against the superior model, which as shown in phase two was the independent hypothesis model. The subsequent sections explore the relevant hypotheses with respect to research questions 5 & 6.

6.25 Research Question 5: The moderating role of inferences of manipulative intent

Research question five focused on the moderating role of inferences of manipulative intent. Therefore, the following tables provides the results for the moderating effect of inferences of

manipulative intents on a number of different key relationships in the model. The results are discussed in the following section with relation to hypothesis eight and hypothesis nine.

Table 6-15 IMI Moderation Effects, Brand Genuinity Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
Advert Attitudes (DV)					
1	Advert Cognition (IV)	.586	12.46	.000	.605
	IMI (Mod)	.278	5.90	.000	
2	Advert Cognition (IV)	.605	3.483	.000	.605 (R2 Change = 0.00)
	IMI (Mod)	.291	2.446	.015	
	Interaction Variable	-.029	-.125	.901	
Attitudes towards Brand Genuinity (DV)					
1	Brand Cognition (IV)	.423	8.40	.000	.486
	IMI (Mod)	.387	7.69	.000	
2	Brand Cognition (IV)	.171	1.26	.047	.493 (R2 Change = 0.008)
	IMI (Mod)	.039	.211	.833	
	Interaction Variable	.526	1.986	.048	

Table 6-16 IMI Moderation Effects, Brand Puffery Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
Advert Attitudes (DV)					
1	Advert Cognition (IV)	.457	8.597	.000	.626
	IMI (Mod)	.423	7.949	.000	
2	Advert Cognition (IV)	.818	5.417	.000	.637 (R2 Change = 0.011)
	IMI (Mod)	.663	6.147	.000	
	Interaction Variable	-.553	-2.549	.012	
Attitudes towards Brand Genuinity (DV)					

1	Brand Cognition (IV)	.462	8.357	.000	.524
	IMI (Mod)	.367	6.649	.000	
2	Brand Cognition (IV)	.153	1.119	.264	.538 (R2 Change = 0.013)
	IMI (Mod)	-.140	-.656	.513	
	Interaction Variable	.727	2.463	.015	

Table 6-17 IMI Moderation Effects, No Claim Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
Advert Attitudes (DV)					
1	Advert Cognition (IV)	.651	15.149	.000	.719
	IMI (Mod)	.266	6.198	.000	
2	Advert Cognition (IV)	.928	8.302	.000	.727 (R2 Change = 0.008)
	IMI (Mod)	.451	5.574	.000	
	Interaction Variable	-.429	-2.679	.008	
Attitudes towards Brand Genuinity (DV)					
1	Brand Cognition (IV)	.443	8.800	.000	.495
	IMI (Mod)	.373	7.415	.000	
2	Brand Cognition (IV)	.500	4.651	.000	.496 (R2 Change = 0.001)
	IMI (Mod)	.468	2.845	.005	
	Interaction Variable	-.136	-.608	.543	

6.25.1 Hypothesis Eight

Inferences to manipulative intent will moderate the relationship between advert cognitions and attitudes towards the advert.

The results showed that inferences of manipulative intent was a positive moderator of advert cognition on attitudes towards the advert in a brand puffery context ($p = .012$) and a no claim context ($p = .008$), but was insignificant in a brand genuinity context ($p = .901$). Therefore, hypothesis eight was partially supported. Of notable importance is that inferences of manipulative intent was not a significant moderator in a brand genuinity context. This is of

interest since previous researchers note the importance of this variable. Folkes (1988) suggests that consumers will become sceptical if there is a discrepancy between the advertisement claims and actual activities or if claims are hard to verify (Ford et al., 1990; MacKenzie & Lutz, 1989; Sparkman & Locander, 1980). Likewise, Foreh & Grier (2003) suggest that when consumers feel that a firm is hiding ulterior motives to social efforts, they will become sceptical.

One of the reasons that it may not have been a significant moderator in a brand genuinity context is due to brand genuinity being conceptualised as a cognitive construct. As noted in previous sections, the results showed that the relationship between advert cognitions and attitudes towards the advert was weak in a brand genuinity context, and therefore it is likely that this is why inferences of manipulative intent was not shown to be a positive moderator in this context. Conversely, it was a positive moderator for those constructs which had larger peripheral components, namely the brand puffery and no claims contexts.

6.25.2 Hypothesis Nine

Inferences to manipulative intent will moderate the relationship between brand cognition and attitudes towards the brand's genuinity.

The results show that inferences of manipulative intent was a positive moderator of brand cognition on attitudes towards the brand's genuinity in a brand genuinity ($p = .048$) and brand puffery context ($p = .015$), but was insignificant in a no claim context ($p = .543$). Therefore, hypothesis nine was partially supported.

In line with the discussion of the previous hypothesis, brand genuinity was considered to be a cognitive construct, and therefore it was expected that inferences of manipulative intent would have a greater moderating effect within this context. The results show that this is the case, and IMI was a positive moderator. Likewise, in the no claim context, which was characterised by a much stronger peripheral component, IMI was not a significant moderator.

Overall, both hypothesis eight and hypothesis nine suggest that inference of manipulative intent is an important variable to be considered in all contexts, however the effect is different depending on which advertising appeal is used. When a more cognitive appeal such as brand genuinity is used, it more likely to be a moderator of brand cognitions on attitudes towards the brand. When a more peripheral appeal is used such as brand puffery, it more likely to be a

moderator of advert cognitions on attitudes towards the advert. However, in all contexts, IMI was an important variable that researchers and industry professionals need to consider.

For example, the results would suggest that firms should be deliberate in ensuring the stories they tell are consistent, and coherent. When there are inconsistencies, or discrepancies between the advertisement claims and actual activities, consumers will be likely to start inferring manipulative intent, which will then influence their overall evaluation of the advert and/or brand (Ford et al., 1990; MacKenzie & Lutz, 1989; Sparkman & Locander, 1980).

6.26 Research Question 6: The moderating role of brand familiarity

Research question six focused on the moderating role of brand familiarity on all relationships within the model. Therefore, the following tables provides the results for the moderating effect of brand familiarity on each of the relationships in the structural model. The results are discussed in the following section with relation to hypothesis ten.

Table 6-18 Brand Familiarity Moderation Effects, Brand Genuinity Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
	Advert Attitudes (DV)				
1	Advert Cognition (IV)	.738	17.479	.000	.553
	Brand Familiarity (Mod)	.027	.629	.530	
2	Advert Cognition (IV)	.664	4.423	.000	.554 (R2 Change = 0.00)
	Brand Familiarity (Mod)	-.014	-.295	.768	
	Interaction Variable	.112	.508	.612	
	Attitudes towards Brand Genuinity (DV)				
1	Brand Cognition (IV)	.590	11.675	.000	.374
	Brand Familiarity (Mod)	.068	1.348	.179	
2	Brand Cognition (IV)	-.108	-.651	.516	.417 (R2 Change = .043)
	Brand Familiarity (Mod)	-.942	-4.004	.000	
	Interaction Variable	1.388	4.390	.000	
	Purchase				

Intention (DV)					
1	Attitudes towards Brand Genuinity (IV)	.279	5.573	.000	.368
	Brand Familiarity (Mod)	.484	9.661	.000	
2	Attitudes towards Brand Genuinity (IV)	.015	.070	.945	.370 (R2 Change = 0.004)
	Brand Familiarity (Mod)	.228	1.117	.265	
	Interaction Variable	.412	1.295	.197	
Purchase Intention (DV)					
1	Advert Attitudes (IV)	.320	5.879	.000	.249
	Brand Familiarity (Mod)	.329	6.050	.000	
2	Advert Attitudes (IV)	.191	.995	.321	.001 (R2 Change = 0.00)
	Brand Familiarity (Mod)	.174	.764	.446	
	Interaction Variable	.222	.701	.484	

Table 6-19 Brand Familiarity Moderation Effects, Brand Puffery Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
Advert Attitudes (DV)					
1	Advert Cognition (IV)	.742	14.635	.000	.520
	Brand Familiarity (Mod)	-.069	-1.360	.175	
2	Advert Cognition (IV)	.695	5.267	.000	.520 (R2 Change = 0.00)
	Brand Familiarity (Mod)	-.114	-.897	.371	
	Interaction Variable	.078	.389	.698	
Attitudes towards Brand Genuinity (DV)					
1	Brand Cognition (IV)	.588	11.421	.000	.472
	Brand Familiarity (Mod)	.235	4.567	.000	
2	Brand Cognition (IV)	.399	2.822	.005	.474
	Brand Familiarity (Mod)	-.104	-.431	.667	

	Interaction Variable	.437	1.435	.153	(R2 Change = 0.005)
	Purchase Intention (DV)				
1	Attitudes towards Brand Genuinity (IV)	.360	6.070	.000	.368
	Brand Familiarity (Mod)	.366	6.180	.000	
2	Attitudes towards Brand Genuinity (IV)	.192	1.028	.305	.371 (R2 Change = 0.003)
	Brand Familiarity (Mod)	.229	1.456	.147	
	Interaction Variable	.261	.950	.343	
	Purchase Intention (DV)				
1	Advert Attitudes (IV)	.350	6.329	.000	.373
	Brand Familiarity (Mod)	.438	7.926	.000	
2	Advert Attitudes (IV)	.190	1.226	.221	.376 (R2 Change = 0.04)
	Brand Familiarity (Mod)	.222	1.090	.277	
	Interaction Variable	.299	1.105	.270	

Table 6-20 Brand Familiarity Moderation Effects, No Claim Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
	Advert Attitudes (DV)				
1	Advert Cognition (IV)	.832	22.411	.000	.679
	Brand Familiarity (Mod)	-.027	-.716	.475	
2	Advert Cognition (IV)	.750	7.329	.000	.680 (R2 Change = 0.00)
	Brand Familiarity (Mod)	-.123	-1.042	.298	
	Interaction Variable	.149	.860	.390	
	Attitudes towards Brand Genuinity (DV)				
1	Brand Cognition (IV)	.573	12.177	.000	.445
	Brand Familiarity (Mod)	.243	5.168	.000	

2	Brand Cognition (IV)	.678	5.286	.000	.447
	Brand Familiarity (Mod)	.456	1.848	.066	<i>(R2 Change = 0.002)</i>
	Interaction Variable	-.258	-.877	.381	
Purchase Intention (DV)					
1	Attitudes towards Brand Genuinity (IV)	.263	4.753	.000	.305
	Brand Familiarity (Mod)	.400	7.229	.000	
2	Attitudes towards Brand Genuinity (IV)	-.710	-3.390	.001	.362
	Brand Familiarity (Mod)	-.167	-1.290	.198	<i>(R2 Change = 0.057)</i>
	Interaction Variable	1.313	4.802	.000	
Purchase Intention (DV)					
1	Advert Attitudes (IV)	.454	8.892	.000	.360
	Brand Familiarity (Mod)	.295	5.781	.000	
2	Advert Attitudes (IV)	.032	.232	.817	.386
	Brand Familiarity (Mod)	-.220	-1.338	.182	<i>(R2 Change = 0.026)</i>
	Interaction Variable	.760	3.294	.001	

6.26.1 Hypothesis Ten

Brand familiarity has a positive influence on the relationships in the model

The results showed that brand familiarity was only a moderator of certain relationships, specifically brand cognitions on attitudes towards the brand's genuinity in a brand genuinity context ($p = .000$), and attitudes towards the advert and attitudes towards the brand's genuinity on purchase intention in a no claim context ($p = .000$ and $p = .001$ respectively). The results suggest that brand familiarity did not moderate any of other relationships.

As noted in chapter 2 (literature review), brand familiarity is viewed as a pivotal variable in the literature, and has been shown to have profound effects on consumer's evaluation of a stimuli (Hasher & Zacks, 1984; Zacks, Hasher, & Sanft, 1982). Baker et. al. (1986) notes that

brand familiarity can influence not only the brands that consumers think of (i.e brands that become part of the consumer's evoked set), but it can also influence consumer's preference for brands within that evoked set (L. L. Jacoby & Brooks, 1984). In some of the relationships, the effect of brand familiarity was noted. For example, brand familiarity was shown to moderate the relationship between brand cognitions and attitudes towards the brand's genuinity. This is expected since brand genuinity was shown to be a cognitive construct, and hence this relationship reflects the cognitive processing that occurs as consumers consider the specific attributes of the brand and develop an evaluative attitude towards the brand's genuinity (MacKenzie et al., 1986). Consumers who are more familiar with the brand are expected to have previous knowledge or experience which would influence the way they interpret these cognitive evaluations and claims made in the advertisement (Perera & Chaminda, 2013). Therefore, with regards to advertising which employs a brand genuinity advertising appeal, attention should be given to brand familiarity, as it will affect consumers response to the stimuli.

Notably the only other two relationships which were held to be significantly moderated by brand familiarity were attitudes towards the advert and attitudes towards the brand's genuinity on purchase intention in a no claim context. This is also expected, since when an active advertising appeal and/or claim is not used, consumers are forced to find other ways to evaluate the advertisement and brand, and it is expected that consumer's overall purchase intention will be much more dependent on their own personal previous experiences and knowledge about the brand (Rhee & Jung, 2019).

The results suggested that other relationships in the model were not moderated by brand familiarity. This was unexpected, particularly within a brand puffery context. However, there are various reasons why this may have been the case. Firstly, brand familiarity may indeed be a less important variable for luxury brands that use advertising appeals such as brand genuinity and brand puffery. When brand familiarity is not a moderating variable, this can also be beneficial for the brand, since consumers are relying more on the advertising claims put forward at the time of viewing the stimuli. However, research is scarce about this, and hence it is not clear if this is the case from this research alone. Another reason why this may have been the case is due to the brands used. Each of the brands used were well known brands which most consumers would have had some exposure with, and there was no attempt may to specifically

manipulate brand familiarity in the stimuli. Therefore, this may have led to mixed results. These insignificant relationships demand further research.

Despite the varying results, it is very clear that brand familiarity is an important construct, and it had a significant influence on consumer’s processing of cognitive brand genuinity appeals. Therefore, brands should continue to pay attention to this variable.

6.27 PHASE 3: STUDY ONE CONCLUSION

Study one focused on the role of inferences of manipulative intent and brand familiarity in a luxury automotive context. A summary of the results found are shown below.

Table 6-21 Summary table of phase 3 study one’s results

Hypotheses	Brand Genuinity Claim	Brand Puffery Claim	No Claim
H8: <i>Inferences of manipulative intent (IMI) is a positive moderator of advert cognitions on attitudes towards the advert</i>	Reject	Accept	Accept
H9: <i>Inferences of manipulative intent (IMI) is a positive moderator of brand cognitions on attitudes towards the brand’s genuinity</i>	Accept	Accept	Reject
H10a: <i>Brand familiarity is a positive moderator of advert cognitions on attitudes towards the advert</i>	Reject	Reject	Reject
H10b: <i>Brand familiarity is a positive moderator of brand cognitions on attitudes towards the brand’s genuinity</i>	Accept	Reject	Reject
H10c: <i>Brand familiarity is a positive moderator of attitudes towards the brand’s genuinity on purchase intention</i>	Reject	Reject	Accept
H10a: <i>Brand familiarity is a positive moderator of attitudes towards the advert on purchase intention</i>	Reject	Reject	Accept

6.28 PHASE 3: STUDY TWO RESULTS AND DISCUSSION

As in study one, the following section aims to explore the role of key moderators, specifically inferences of manipulative intent, and brand familiarity. These hypotheses will be tested against the superior model, which as shown in phase two was the independent hypothesis

model. The subsequent sections explore the relevant hypotheses with respect to research questions 5 & 6. While study one focused on a luxury tangible context, the following study two focuses specifically on a luxury intangible context. In this case, a luxury hotel advert was used as in phase two.

6.29 Research Question 5: The moderating role of inferences of manipulative intent

Research question five focused on the moderating role of inferences of manipulative intent. Therefore, the following tables provides the results for the moderating effect of inferences of manipulative intents on a number of different key relationships in the model. The results are discussed in the following section with relation to hypothesis eight and hypothesis nine.

Table 6-22 IMI Moderation Effects, Brand Genuinity Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
	Advert Attitudes (DV)				
1	Advert Cognition (IV)	.562	10.183	.000	.692
	IMI (Mod)	.341	6.174	.000	
2	Advert Cognition (IV)	1.138	9.107	.000	.729 (R2 Change = .037)
	IMI (Mod)	.810	7.63	.000	
	Interaction Variable	-.976	-5.063	.000	
	Attitudes towards Brand Genuinity (DV)				
1	Brand Cognition (IV)	.406	7.019	.000	.592
	IMI (Mod)	.458	7.923	.000	
2	Brand Cognition (IV)	.372	3.314	.001	.592 (R2 Change = 0.00)
	IMI (Mod)	.401	2.309	.022	
	Interaction Variable	.083	.351	.726	

Table 6-23 IMI Moderation Effects, Brand Puffery Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
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		Advert Attitudes (DV)				
1	Advert Cognition (IV)	.583	10.576	.000	.668	
	IMI (Mod)	.305	5.525	.000		
2	Advert Cognition (IV)	.881	6.487	.000	.677 (R2 Change = 0.010)	
	IMI (Mod)	.550	4.742	.000		
	Interaction Variable	-.506	-2.396	.018		
		Attitudes towards Brand Genuinity (DV)				
1	Brand Cognition (IV)	.404	8.248	.000	.689	
	IMI (Mod)	.528	10.780	.000		
2	Brand Cognition (IV)	.392	3.64	.000	.689 (R2 Change = 0.00)	
	IMI (Mod)	.507	2.984	.003		
	Interaction Variable	.030	.126	.900		

Table 6-24 IMI Moderation Effects, No Claim Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square	
		Advert Attitudes (DV)				
1	Advert Cognition (IV)	.493	9.99	.000	.722	
	IMI (Mod)	.447	9.05	.000		
2	Advert Cognition (IV)	.573	4.15	.000	.723 (R2 Change = 0.001)	
	IMI (Mod)	.500	5.05	.000		
	Interaction Variable	-.124	-.623	.534		
		Attitudes towards Brand Genuinity (DV)				
1	Brand Cognition (IV)	.354	6.001	.000	.591	
	IMI (Mod)	.498	8.447	.000		
2	Brand Cognition (IV)	.214	1.420	.157	.593 (R2 Change = 0.002)	
	IMI (Mod)	.270	1.148	.252		
	Interaction Variable	.337	1.005	.316		

6.29.1 Hypothesis Eight

Inferences to manipulative intent will moderate the relationship between advert cognitions and attitudes towards the advert.

The results showed that inferences of manipulative intent was a positive moderator of advert cognition on attitudes towards the advert in a brand genuinity context ($p = .000$) brand puffery context ($p = .018$), but was insignificant in a no claim context ($p = .901$). Therefore, hypothesis eight was partially supported.

The current results demonstrate the importance of IMI in a brand genuinity and brand puffery context. However, interestingly, within a brand genuinity context, IMI is influencing the peripheral route. While there is strong literature support for IMI influencing the peripheral route (Ford et al., 1990; MacKenzie & Lutz, 1989; Sparkman & Locander, 1980), the current results contrast those from study one which suggested that IMI was not a significant moderator of this relationship in a brand genuinity context. One of the reasons that this moderation may have been significant is due to the intangible nature of the luxury hotels, which was the focus of this study. As noted in the discussion around research question 4, brands need to communicate tangible attributes in order to facilitate consumer cognitive processing. In the absence of such tangible attributes, which is likely to be the case with luxury hotel advertising, consumers may resort to relying on peripheral queues. The current results suggest that in an intangible luxury context, IMI is more likely to be influential in the more prominent peripheral processing that occurs rather than cognitive processing which consumers may not engage in to the same degree.

6.29.2 Hypothesis Nine

Inferences to manipulative intent will moderate the relationship between brand cognition and attitudes towards the brand's genuinity.

The results show that inferences of manipulative intent was not a significant moderator in any of the three contexts explored in this study. Therefore, hypothesis nine was rejected.

While the current results for this hypothesis contrast that which was predicted after exploring relevant literature, the previous hypothesis's discussion provides insight as to why that may have been the case. It was expected that consumers would engage cognitive processes when viewing a brand genuinity advertisement, inline with results from phase 2. However, in an intangible luxury product context, the results suggest that less cognitive processing takes place as consumers have less access to information about tangible attributes, which is required for such processing (Dube-Rioux, Regan, & Schmitt, 1990; Shaw, Giglierano, & Kallis, 1989).

Therefore, while the current hypothesis is rejected, there is clear rationale as to why this may have been the case, and it is expected that if brands were use more tangible queues in an intangible product context, it would be expected that some of these relationships would emerge as significant.

6.30 Research Question 6: The moderating role of brand familiarity

Research question six focused on the moderating role of brand familiarity on all relationships within the model. Therefore, the following tables provides the results for the moderating effect of brand familiarity on each of the relationships in the structural model. The results are discussed in the following section with relation to hypothesis ten.

Table 6-25 Brand Familiarity Moderation Effects, Brand Genuinity Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
	Advert Attitudes (DV)				
1	Advert Cognition (IV)	.813	17.565	.000	.633
	Brand Familiarity (Mod)	-.070	-1.514	.132	
2	Advert Cognition (IV)	.785	10.432	.000	.634 (R2 Change = 0.00)
	Brand Familiarity (Mod)	-.144	-.869	.386	
	Interaction Variable	.088	.465	.642	
	Attitudes towards Brand Genuinity (DV)				
1	Brand Cognition (IV)	.666	12.303	.000	.460
	Brand Familiarity (Mod)	.081	1.488	.139	
2	Brand Cognition (IV)	.548	6.113	.000	.468 (R2 Change = .008)
	Brand Familiarity (Mod)	-.391	-1.336	.183	
	Interaction Variable	.505	1.638	.103	
	Purchase Intention (DV)				
1	Attitudes towards Brand Genuinity (IV)	.615	11.196	.000	.450
	Brand Familiarity (Mod)	.193	3.505	.001	

2	Attitudes towards Brand Genuinity (IV)	.586	6.613	.000	.450 (R2 Change = 0.001)
	Brand Familiarity (Mod)	.106	.509	.611	
	Interaction Variable	.098	.427	.670	
Purchase Intention (DV)					
1	Advert Attitudes (IV)	.547	9.272	.000	.370
	Brand Familiarity (Mod)	.194	3.296	.001	
2	Advert Attitudes (IV)	.509	5.275	.000	.371 (R2 Change = 0.001)
	Brand Familiarity (Mod)	.078	.317	.751	
	Interaction Variable	.130	.485	.629	

Table 6-26 Brand Familiarity Moderation Effects, Brand Puffery Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
Advert Attitudes (DV)					
1	Advert Cognition (IV)	.785	17.597	.000	.616
	Brand Familiarity (Mod)	-.004	-.097	.923	
2	Advert Cognition (IV)	.696	7.607	.000	.618 (R2 Change = 0.002)
	Brand Familiarity (Mod)	-.160	-1.086	.279	
	Interaction Variable	.193	1.109	.269	
Attitudes towards Brand Genuinity (DV)					
1	Brand Cognition (IV)	.712	14.058	.000	.505
	Brand Familiarity (Mod)	-.019	-.370	.712	
2	Brand Cognition (IV)	.597	6.327	.000	.510 (R2 Change = 0.005)
	Brand Familiarity (Mod)	-.418	-1.484	.139	
	Interaction Variable	.432	.432	.151	
Purchase Intention (DV)					

1	Attitudes towards Brand Genuinity (IV)	.679	13.203	.000	.486
	Brand Familiarity (Mod)	.128	2.498	.013	
2	Attitudes towards Brand Genuinity (IV)	.703	6.844	.000	.486 (R2 Change = 0.000)
	Brand Familiarity (Mod)	.180	.935	.351	
	Interaction Variable	-.060	-.277	.782	
Purchase Intention (DV)					
1	Advert Attitudes (IV)	.710	14.367	.000	.527
	Brand Familiarity (Mod)	.105	2.132	.034	
2	Advert Attitudes (IV)	.849	7.945	.000	.532 (R2 Change = 0.005)
	Brand Familiarity (Mod)	.403	1.932	.055	
	Interaction Variable	-.347	-1.469	.143	

Table 6-27 Brand Familiarity Moderation Effects, No Claim Model

Model	Variable	Standardized Coefficient Beta	t Value	Sig	R Square
Advert Attitudes (DV)					
1	Advert Cognition (IV)	.763	16.457	.000	.607
	Brand Familiarity (Mod)	.065	1.405	.162	
2	Advert Cognition (IV)	.828	10.944	.000	.610 (R2 Change = 0.00)
	Brand Familiarity (Mod)	.216	1.478	.141	
	Interaction Variable	-.183	-1.088	.278	
Attitudes towards Brand Genuinity (DV)					
1	Brand Cognition (IV)	.632	11.783	.000	.468
	Brand Familiarity (Mod)	.174	3.251	.001	
2	Brand Cognition (IV)	.734	8.258	.000	.474 (R2 Change = 0.006)
	Brand Familiarity (Mod)	.614	1.989	.048	
	Interaction Variable	-.474	-1.446	.150	
Purchase					

		Intention (DV)			
1	Attitudes towards Brand Genuinity (IV)	.544	10.206	.000	.502
	Brand Familiarity (Mod)	.324	6.089	.000	
2	Attitudes towards Brand Genuinity (IV)	.582	6.713	.000	.502 (R2 Change = 0.001)
	Brand Familiarity (Mod)	.445	2.018	.045	
	Interaction Variable	-.139	-.563	.574	
		Purchase Intention (DV)			
1	Advert Attitudes (IV)	.572	11.366	.000	.541
	Brand Familiarity (Mod)	.352	6.988	.000	
2	Advert Attitudes (IV)	.633	7.752	.000	.543 (R2 Change = 0.002)
	Brand Familiarity (Mod)	.531	2.727	.007	
	Interaction Variable	-.207	-.952	.342	

6.30.1 Hypothesis Ten

Brand familiarity has a positive influence on the relationships in the model

The results showed that brand familiarity was not a significant moderator for any of the relationships in the model, and hence hypothesis ten is fully rejected.

As noted in previous sections, brand familiarity has been shown in the literature to be a key variable which influences consumer's evaluation of a stimuli (Hasher & Zacks, 1984; Zacks, Hasher, & Sanft, 1982). Baker et. al. (1986) notes that brand familiarity can influence not only the brands that consumers think of (i.e brands that become part of the consumer's evoked set), but it can also influence consumer's preference for brands within that evoked set (L. L. Jacoby & Brooks, 1984). Therefore, it was not expected that all of the relationships would be insignificant in intangible luxury context. However, there are various reasons why this may have been the case. As noted in the previous study's discussion, brand familiarity may be a less important variable for luxury brands that use advertising appeals such as brand genuinity and brand puffery. When brand familiarity is not a moderating variable, this can also be beneficial for the brand, since consumers are relying more on the advertising claims put forward at the time of viewing the stimuli. However, research is scarce about this, and hence it is not clear if

this is the case from this research alone. Another reason why this may have been the case is due to the brands used. Each of the brands used were well known brands which most consumers would have had some exposure with, and there was no attempt may to specifically manipulate brand familiarity in the stimuli. Therefore, this may have led to mixed results. These insignificant relationships demand further research.

6.31 PHASE 3: STUDY TWO CONCLUSION

Study two focused on the role of inferences of manipulative intent and brand familiarity in an intangible luxury hotel context. A summary of the results found are shown below.

Table 6-28 Summary table of phase 3 study one's results

Hypotheses	Brand Genuinity Claim	Brand Puffery Claim	No Claim
H8: <i>Inferences of manipulative intent (IMI) is a positive moderator of advert cognitions on attitudes towards the advert</i>	Accept	Accept	Reject
H9: <i>Inferences of manipulative intent (IMI) is a positive moderator of brand cognitions on attitudes towards the brand's genuinity</i>	Reject	Reject	Reject
H10a: <i>Brand familiarity is a positive moderator of advert cognitions on attitudes towards the advert</i>	Reject	Reject	Reject
H10b: <i>Brand familiarity is a positive moderator of brand cognitions on attitudes towards the brand's genuinity</i>	Reject	Reject	Reject
H10c: <i>Brand familiarity is a positive moderator of attitudes towards the brand's genuinity on purchase intention</i>	Reject	Reject	Reject
H10d: <i>Brand familiarity is a positive moderator of attitudes towards the advert on purchase intention</i>	Reject	Reject	Reject

6.32 PHASE 3: CONCLUSION

The results of phase 3 showed that inferences of manipulative intent and brand familiarity are both key variables which should be considered in further research. However, the results also

suggest that in certain contexts, they do not play a key role, and in a number of instances, further research is required.

6.33 CHAPTER CONCLUSION

The current chapter provided an in-depth overview of the results of the study, and the testing of the relevant hypotheses to meet the objectives of this research. While many of the hypotheses were supported, some were not, providing cause for further discussion and research. The data analysis uncovered a number of key findings and results and provided an in-depth discussion of the implications of these findings. These findings are crucial for firms that are looking to better resonate with consumers. The following final chapter will provide a summary of the overall research conducted in this thesis, and then lay out the key conceptual, methodological and managerial contributions of this study.

CHAPTER 7 CONCLUSION

7.1 INTRODUCTION

In this final chapter, an overall summary of the findings and results with respect to the original research questions, aims of this study and previous literature are discussed. Following this, an outline of the main contributions of this research are laid out. The findings of this research provide new and significant insights, and these are highlighted in terms of conceptual, methodological, and managerial contributions. Limitations of the current research are then discussed, including suggestions for further research which have been uncovered throughout the course of this study.

7.2 SUMMARY OF THE FINDINGS

As outlined in chapter 6, the current study's results uncovered a range of new insights and findings. A summary of the specific hypotheses tested within this study are provided in the following tables. They are broken down into study one and two, in line with the structure adopted within chapter 6. Some of these findings support what is suggested by previous literature, while others don't support the findings, providing the basis for further discussion and research into why these results might differ to what was expected.

Table 7-1 Summary of Hypothesis Results for Study One

Hypotheses	Brand Genuinity Claim	Brand Puffery Claim	No Claim
H1: <i>Advert cognitions positively influences attitudes towards the advert</i>	Accepted	Accepted	Accepted
H4: <i>Brand cognitions positively influences attitudes towards the brand's genuinity</i>	Accepted	Accepted	Accepted
H6: <i>Attitudes towards the brand's genuinity positively influences purchase intention</i>	Accepted	Accepted	Rejected
H7: <i>Attitudes towards the attitude positively influences purchase intention</i>	Rejected	Accepted	Accepted
H9: <i>Inferences of manipulative intent (IMI) is a positive moderator</i>	Partially Accepted	Accepted	Partially Accepted

H10: <i>Brand familiarity is a positive moderator</i>	Partially Accepted	Rejected	Partially Accepted
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Table 7-2 Summary of Hypothesis Results for Study Two

Hypotheses	Brand Genuinity Claim	Brand Puffery Claim	No Claim
H1: <i>Advert cognitions positively influences attitudes towards the advert</i>	Accepted	Accepted	Accepted
H4: <i>Brand cognitions positively influences attitudes towards the brand's genuinity</i>	Accepted	Accepted	Accepted
H6: <i>Attitudes towards the brand's genuinity positively influences purchase intention</i>	Accepted	Accepted	Rejected
H7: <i>Attitudes towards the attitude positively influences purchase intention</i>	Rejected	Accepted	Accepted
H9: <i>Inferences of manipulative intent (IMI) is a positive moderator</i>	Partially Accepted	Partially Accepted	Rejected
H10: <i>Brand familiarity is a positive moderator</i>	Rejected	Rejected	Rejected

One of the dominant research objectives in this research was to develop a scale for ‘attitudes towards the brand’s genuinity’, and explore how such attitudes were developed in different product contexts. Study one and study two both demonstrate the important role that brand genuinity is playing in both of these contexts. While brand genuinity is a very much still in its conceptual infancy, and hence much more research is needed, the current research demonstrates the importance of this new construct. As part of the scale development process, the newly developed scale was compared with other key constructs in the literature including brand sincerity and brand heritage, both of which were shown to be conceptually different.

The results showed that the newly developed scale performed similarly in both study 1 (tangible luxury - automotive) and study 2 (intangible luxury - hotel), however model fit was poorer for the scale in the luxury hotel context. This may suggest that it is easier for consumers to assess a brand’s genuinity in a more tangible product context where they can evaluate specific product attributes and claims (Ding & Keh, 2017). The results also showed that the independent influences hypothesis model exhibited superior fit compared to other competing models (Homer, 1990). This was an interesting insight since previous research has suggested that the

dual mediation hypothesis is a superior model since it tries to conceptually account for both peripheral and cognitive influences on brand attitudes (MacKenzie et al., 1986). The results therefore suggest that within a luxury context, the interplay between consumers' attitudes towards advertising and consumer's attitudes towards the brand's genuinity work differently than in other contexts. More research is needed to more fully understand this interplay.

The results also suggest that brand genuinity is more of a cognitive attitude, rather than a peripheral attitude. Previous researchers have noted that in the four competing models, the route between advert cognitions and attitudes towards the advert is likened to the peripheral route (Davis, Lang, & Gautam, 2013; Homer, 1990; Petty & Cacioppo, 1986). The results from this study show that in 'brand genuinity' stimuli, attitudes towards the advertisement were insignificant in predicting purchase intention, whereas in brand puffery and no claim contexts, attitudes towards the advert was a significant predictor. This also provides some rationale as to why the newly developed attitudes towards the brand's genuinity scale performed better in a tangible luxury context (study one), compared to a more allusive intangible context (study two).

Both study one and study two conclude by demonstrating how brand genuinity advertising appeals can be used to effectively increase consumer's overall intentions to purchase the brand.

7.3 CONTRIBUTIONS / IMPLICATIONS

The current research had made a number of significant conceptual, methodological and managerial contributions to the literature. Some of the findings support current literature, while others offer new insights and at times contradict past findings. The subsequent sections provide an overview of the specific contributions made in this research.

7.4 CONCEPTUAL CONTRIBUTIONS

7.4.1 Overview

The current research provides substantial conceptual contribution to the current body of literature, particularly with respect to the conceptualisation of brand genuinity, and how consumer's attitudes towards a brand's genuinity are developed, and how in turn this may influence consumer's intention to purchase from the brand. The current research provides a foundation for further research to be conducted exploring brand genuinity advertising claims.

7.4.2 Development of an ‘attitudes towards the brand’s genuinity’ scale (RQ 1)

The current research contributed by developing and validating a scale to measure consumer’s attitudes towards the genuinity of the brand (see research question 1). Previously, while there was a growing body of literature surrounding brand genuinity and related terms, there was no clear scale developed to measure brand genuinity. Some researchers tried to use similar scales, or combined multiple scales (Edberg & Sivertzen, 2015). However, none of these provided an academic sound measurement instrument for brand genuinity. This led to continued confusion about what these terms refer to (Tatsuki, 2006; Taylor, 1994). For example, many iterations of the Aaker (1997) brand personality scale substitute genuine and sincerity without any explanation. Likewise, more and more papers are being published with varying definitions of brand authenticity, suggesting that some authors may be using the term to refer to concepts which really should be defined as brand genuinity.

In response to these conceptual definition problems in the literature relating to brand genuinity, this paper provides a conceptual and operational definition for brand genuinity. This is crucial in light of the confusion in the literature, and hence provides a strong conceptual contribution. Further a new methodological scale is developed which aims to measure consumer’s ‘attitudes towards the brand’s genuinity’. More detailed discussion about this is provided in section 7.5.

7.4.3 Development of a suitable structural model for use in studies exploring brand genuinity (RQ 2)

Another key research objective in this study was to develop and validate a suitable structural model to better understand the processes through which consumers evaluate and respond to brand genuinity appeals (see research question 2). Previous literature showed that four competing models had regularly been cited within the literature, and provided strong conceptual foundation to how consumer’s develop attitudes towards the brand, and how these attitudes influence resulting consumer purchase intentions (Homer, 1990). These models were the affect transfer hypothesis, the dual mediation hypothesis model, the reciprocal influence hypothesis model and the independent influence hypothesis model (S. P. Brown & Stayman, 1992; Karson & Fisher, 2005; MacKenzie et al., 1986; Yoon et al., 1995).

Previous studies had explored these four models simultaneously to ensure the most suitable model was selected for analysis (MacKenzie et al., 1986). Therefore this study also adopted

this approach testing each of the four competing structural models simultaneously to better understand the processes through which consumers develop attitudes towards the brand's genuinity. This enabled the researchers to not only model different interactions between key variables, but also ultimately develop a strong conceptual model for future research.

In this research, the independent influences hypothesis model was shown to be the superior model, based on a range of model fit indices, for explaining how consumers develop positive attitudes towards a brand's genuinity within a luxury context, and how this in turn influences consumer's intention to purchase. This structural model provides a much needed theoretical underpinning to relevant brand genuinity literature, and a strong conceptual foundation for further research exploring relationships between these key constructs.

7.4.4 New insights into attitude formation towards a brand's genuinity (RQ 3)

The current research also provided insights into how consumers responded to brand genuinity advertising appeals, and how their response might be different to that of brand puffery (see research question 3). Previous research had suggested that many brands were adopting brand puffery appeals in their advertising (O'Shaughnessy & O'Shaughnessy, 2003). This led to consumers becoming distrustful of advertising (Calfee & Ringold, 1994). Despite this, no previous research had been done to explore alternative advertising appeals to brand puffery such as brand genuinity.

Therefore, this research contributed by providing new insight into differences between brand genuinity and brand puffery, and the relative benefits of each against a control group. In addition, the current study mapped out the processes that consumers undergo when viewing a brand genuinity or brand puffery advert. For example, the results showed that brand puffery is more of a peripheral appeal, which is inline with previous research (Haan & Berkey, 2002; Preston, 1996). In contrast, brand genuinity, was shown to be a cognitive appeal. This is a significant contribution which will help further researchers develop theories and models around brand genuinity.

7.4.5 Conceptual differences across product categories (RQ4)

This research also provided new conceptual insights into how brand genuinity might differ across product categories (see research question 4). Previous research has noted that consumer behaviour can differ greatly across product contexts (Helm & Landschulze, 2009; McDonald,

Oates, Thyne, Alevizou, & McMorland, 2009). This was reaffirmed in the current study which noted that while attitudes towards brand genuinity was a successful predictor of purchase intention in both product contexts (i.e tangible and intangible), it was a stronger predictor in a tangible automotive product context. Noting that there were conceptual differences between tangible and intangible product contexts is an important insight, and one that provides a good foundation for future researchers to explore these differences in more depth.

7.4.6 Conceptual role of key moderating variables (RQ 5)

This current research conceptually contributed to the literature by not only proposed and testing new theoretical structural models, but by also testing the role of key constructs such as brand familiarity and inferences of manipulative intent (IMI). Both brand familiarity and inferences of manipulative intent (IMI) have been heralded in the literature as key variables which have the power to drastically influence results and relationships between variables (M. Campbell, 1995; Dahlén & Lange, 2004; Kent & Allen, 1994). Previous researchers have noted that consumers respond significantly differently to brands they are familiar with compared to those that do not. Therefore, it is crucial for studies that are exploring consumer responses and evaluations of brands and brand attributes to give some consideration to the role of brand familiarity and inferences of manipulative intent (IMI). The results provide new insights into the role that both of these variables, brand familiarity and inferences of manipulative intent play, and how they should be mapped out conceptually with respect the current structural model used in this research.

7.5 METHODOLOGICAL CONTRIBUTIONS

7.5.1 Overview

The primary and most significant methodological contribution of this research is the development and validation of a unidimensional scale to measure consumer's 'attitudes towards the brand's genuinity'. As noted in section 7.4.2, previous research had been clear about the need for clearer definitions and scales to measure brand genuinity. Therefore, this study contributed a sound methodological scale.

7.5.2 Scale Development: Attitudes towards the Brand's Genuinity

Development of the new scale which aimed to measure "attitudes towards the brand's genuinity" was conducted in line with Churchill (1979)'s rigorous criteria for an academic sound scale to be used in psychological and social science research. The results showed that

attitudes towards a brand's genuinity could be measured using a unidimensional scale with five indicator items. The results also showed that the newly developed scale exhibited both convergent and discriminant validity, being distinctly different from other related concepts such as brand sincerity and brand heritage (see chapter 5, study 3). This is an important to note in consideration of the fact that many studies have substituted these words for each other. Nevertheless, the fact that these terms are distinctly different is completely in line with previous literature from other disciplines such as philosopher Lionel Trilling (1971) who note underlying differences and connotations between these key terms.

While these terms are different, they are clearly related (Alexander, 2009; Berger, 1973; M. B. Beverland et al., 2008; Richard A. Peterson, 2005). Therefore, it is anticipated that this newly developed scale will pave the way for further research to be done exploring how brand genuinity relates to these other key constructs. The scale will be particularly useful in light of it being a unidimensional scale, enabling for convenient use in other broader studies. On all accounts, this newly developed scale provides a strong conceptual foundation for research exploring brand genuinity and related concepts.

7.6 MANAGERIAL CONTRIBUTIONS

7.6.1 Overview

The current study offers a range of important and significant implications for managers, marketing practitioners and brands that are exploring new ways to break through current advertising clutter, and differentiate from the common puffery seen in the marketplace. These implications will be particularly relevant to brands within the luxury industry who are seeking to resonate with consumers. The following sections provide an overview to some of the managerial contributions this study makes, and provide specific strategies for brands.

7.6.2 Brand genuinity as an alternative to brand puffery

Brand puffery has been a commonly used advertising appeal amongst luxury brands, particularly when they seek to highlight key attributes of the brand to their consumers (O'Shaughnessy & O'Shaughnessy, 2003). There is no doubt that puffery has certainly been an effective tool for many luxury brands (Punjani et al., 2019). However, it's effectiveness is fading away and research is indicating that consumers are becoming increasingly distrustful of advertising (Amyx & Lumpkin, 2016; Calfee & Ringold, 1994; Darke & Ritchie, 2007; Zanot,

1984). This has led brands to look for new ways to resonate with consumers (Choi, Taylor, & Lee, 2017).

The current research showed that brand genuinity may be a suitable and effective way for brands to cut through the advertising clutter, and resonate with consumers. If brands are able to develop their brand genuinity, this will increase consumer's overall likelihood to purchase from the brand. Compared to both a neutral advertisement and advertising which uses brand puffery, brand genuinity is an appeal which is most likely to increase consumer's purchase intention.

Within a luxury context, while brands may be inclined to only focus on advertising luxury products as idealistic and prestigious, luxury brands should consider using brand genuinity advertising appeals. They should explore ways to be perceived as being 'one of the people', having strong values and telling the truth. Mercedes did that particularly well in their advert which portrayed a luxury automobile, with a family picking up children. Since it offers some resemblance to real life, consumers are more likely to perceive it as being genuine, and consider the brand in a more positive light.

Adopting brand genuinity advertising appeals is particularly important in a post covid-19 world. Covid-19 has meant many luxury consumers have been restricted to their homes, and hence have had to find new ways to keep themselves occupied, often spurring on individual creativity, homeliness, and minimalism. It's brought people back to their roots, increasing pressure on brands to follow suite and appeal to consumers increasing need for genuinity. Brands can respond to this with brand genuinity advertising appeals, focusing on advertising which reflects at least to some degree segments of real life. Brands need to appeal to elements of common ground with consumers if they wish to appear genuine. This is at times a far cry from traditional luxury, meaning that brands need to be proactive and intentional about making these changes as they seek to once again be a part of consumer's lives.

7.6.3 Being genuine requires substantive evidence

Previous researchers and empirical evidence from the current study both suggest that achieving some level of brand genuinity must be accompanied by substantive evidence. One of the key findings in this research was that brand genuinity is a cognitive advertising appeal, suggesting that consumers will cognitively process information to make a rational and informed judgement

about the genuinity of a brand (Andersson & Engelberg, 2006; Benhabib & Day, 1981; Drakopoulos & Others, 1990; Friedman, 1967; Thaler, 1980). This is particularly important for brands as they develop promotional and advertising material. Advertisements which primarily employ affective or peripheral appeals most likely won't be as effective.

Therefore, it is important that brand communication material includes substantive evidence supporting the brand's claims, and supporting the brand's overarching brand. Brand Genuinity is achieved when consumers believe the brand overall has strong values, and is inclined to tell the truth. Therefore brand communication and advertising material should continue to reinforce this and provide evidence which suggests that the brand is genuine. Substantive evidence may include facts or figures, but even more importantly it should include evidence noting how the brand is 'one of the people'. For example, Burberry in Britain has grown their brand by reinforcing their British heritage. This has led to consumers both locally in Britain and abroad to view the brand more favourably. Likewise, in Australia, a non-luxury hardware brand 'Bunnings' has become increasingly involved in donating to and being involved in community projects, thereby developing their brand as a community brand. In this case, their involvement in community products is their substantive evidence. These strategies, while very distinct may both offer ways for brand managers to increase their brand's genuinity amongst consumers.

7.6.4 Advertising is one method of providing evidence of brand genuinity

One way that brands can offer substantive evidence to consumers is through advertising. This study focused specially on how brands can use brand genuinity advertising appeals in their advertising efforts. While the current study did not explicitly account for the way in which advertising can be used to communicate a brand's genuinity, the results clearly showed that there was some influence. This would suggest that while advertising is important, brands need to remain consistent across all of their communication channels and communication interaction touch points. This is particularly the case since brand genuinity is shown to be a cognitive appeal, and therefore consumers are likely to weigh up and consider information from a range of sources rather than one isolated advertisement (Fishbein & Ajzen, 1975).

Advertisements should try to ensure that brands reflect in their advertising their character as a brand, including characteristics such as having pure intentions, being upfront and having strong values. As noted in the previous section, these characteristics must be accompanied by substantial evidence to support, particularly in light of the fact that consumers will be

considering each of their interactions with the brand to determine if they believe the brand is genuine.

7.6.5 Brand genuinity is harder to attain for intangible, experiential services

Brands should be aware that while brand genuinity can be a successful and effective advertising appeal in both a tangible and intangible product context, it is harder to achieve brand genuinity for intangible, experiential services. For example, in the current study, consumers responses to luxury hotel advertisements was less consistent when measuring brand genuinity. For brands focused on experiential services, this means they need to exercise extreme care to ensure that their brands are consistent. For tangible products, consumers are able to make judgements about the genuinity of the brand easier since they can refer to specific features and attributes of the product. However, this is not the case for an experiential service where is more subjective and reliant on the consumers personal judgement. Therefore, brands should try to ensure they advertise quantifiable attributes and features of the brand, which will enable consumers to more easily judge the overall genuinity of the brand. For example, in the case of a hotel brand, focusing on the quality of the products used in the room, the origins of the food provided in the restaurant and the years of training that service staff has received. These bits of knowledge are measurable and will more easily enable consumers to make judgements in favour of the brand.

7.6.6 Brand genuinity is difficult to achieve for luxury brands

One of the unique challenges that luxury brands face is that they are defined by their exclusivity and rarity (Klaus Heine et al., 2018). Luxury brands are created and cultivated to be uniquely aspirational entities. However, as noted by Heine et. al. (2018), “*prestige originates from illusion (not genuine)*”. As long as luxury brands are focused on creating illusions, and being aspirational, they will also struggle to resonate with, and cater to the genuinity that consumers yearn for in life. This is important for brand managers to acknowledge, particularly as they craft out the positioning of their respective luxury brands.

As noted previous, Mercedes as a luxury automobile brand was able to achieve brand genuinity through the use of family wagon, an experience which many people can resonate with. Nevertheless, this does not mean that brand genuinity will work for all luxury brands. And therefore, brand managers need to be intentional about considering how and if brand genuinity would be an effective tool for their brand.

7.8 LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

While the research has clearly made a range of significant contributions, there remains a number of limitations, and therefore also the opportunity for future research. These are laid out in following sections.

Firstly, the current research doesn't provide an in-depth analysis of the differences between the newly developed scale 'attitudes towards the brand's genuinity' and other key scales such as brand authenticity and brand sincerity. While the current research clearly demonstrates that the current scale is different and distinct from brand authenticity, brand sincerity and other related scales (Aaker, 1997; Trilling, 1971), there is little insight provided into how they are different and particularly how they influence each other. This limitation exists since it is outside of the scope of this study, and the current study focused primarily on exploring an alternative to brand puffery. Coming from a brand puffery perspective was a strength for the current study since it enabled the researchers to offer new perspective into what brand genuinity might be. However, this means there is now a need for researchers to better understand how these variables related. Previous researchers have clearly noted that there is some relationship between brand genuinity, brand authenticity and brand sincerity (Berger, 1973; M. B. Beverland et al., 2008; Napoli et al., 2014; Trilling, 1971).

Therefore, further research should be conducted to explore the differences and relationships amongst these key variables. Some researchers such as Berger (1973) have suggested that while sincerity was valued in the past, authenticity is more valued today by consumers due to various cultural reasons. Such comparative insights are important, and are also useful in better understanding the nuances of these variables, particularly in light of the increasing confusion around other related variables such as brand authenticity (Akbar & Wymer, 2017; M. B. Beverland et al., 2008). Such research would also be particularly important in better understanding which brands might be more likely to benefit from adopting a brand genuinity appeal compared to a brand authenticity or brand sincerity appeal. For example, as noted in chapter 2 (literature review), a brand such a Nokia is more likely to benefit from a sincerity appeal (Sundar & Noseworthy, 2016), while a brand such as Apple may be more likely to benefit from a brand authenticity appeal . These are important implications for brands, however the relationships between these key variables has not been analysed.

Secondly, the current results suggest interplay between attitudes towards the advert and attitudes towards the brand's genuinity, but the superior model in this study, the independent hypotheses model, didn't account for this. A review of previous literature suggested that the advert should have some influence on the brand (Homer, 1990; MacKenzie et al., 1986; J. C. Olson & Mitchell, 1975; Stewart, Kammer-Kerwick, Elizabeth, & Cunningham, 2018). Despite this, the current results showed that overall, the independent hypotheses model was the superior model and exhibited the best model fit indices. However, this model doesn't posit any relationships between attitudes towards the advert and attitudes towards the brand (Homer, 1990). While the superior model provided valuable and significant findings, there is still good reason to believe that there should be some relationship the advert and brand. This is particularly likely since poorer fitting models suggested relationships between these variables. The researchers in this study therefore suggest that there are other confounding variables or relationships not accounted for in the current four competing models which need to be applied in a brand genuinity context.

Further research is needed to better understand the interplay between consumer's attitudes towards the advert and attitudes towards the brand in a brand genuinity context. For example, future research could consider adding an overall brand attitude construct which then predicts attitudes towards the brand's genuinity. This would be inline with previous literature which suggests that attitudes are a function of individual evaluations (Icek Ajzen & Fishbein, 1977; Fishbein & Ajzen, 1975). Therefore, likewise, consumers may evaluate each of the individual relevant dimensions of the brand (i.e brand genuinity) which then together make up consumer's overall evaluations or attitudes of the brand (Aaker, 1997; Fishbein & Ajzen, 1975). Such an approach would also account for methodological error caused in the study by adverts which in addition to brand genuinity are exhibiting other confounding dimensions not measured in the current study.

Thirdly, the current study's results are limited to a luxury context. The current study provided much needed insight into how luxury brands could make use of brand genuinity advertising appeals, however there is research to suggest that the effectiveness of brand genuinity appeals may differ in other contexts (Cervellon & Shamma, 2013; Klaus Heine et al., 2018; Kretz & de Valck, 2010). For example, Cervellon and Shamma (2013) suggest that when a luxury brand overuses their logo to much, this may lead to consumers perceiving their claims as less

genuine, a finding likely due to the unique prestige associated with luxury brands. This has led some researchers to suggest that due to this prestige of luxury brands, related concepts such as brand authenticity appeals are less effective in a luxury brand context. For example, Heine et. al. (2018) notes that “*prestige originates from illusion (not genuine)*” and “*prestige brands may suffer from a perceived lack of authenticity*”.

The current research shows that brand genuinity can indeed be an effective appeal in a luxury brand context, but authors such as Heine et. al. (2018) suggest that there is good reason for further research into how brand genuinity might differ across product categories. This notion that brand genuinity may also be an effective, and potentially even a more effect appeal in other contexts has some literature support. For example, Loroz and Braig (2015) suggest the term “the Oprah effect” to refer to brands who are able to cultivate ‘humanness’ and ‘genuineness’. They suggest that one element of being genuine is to be human. This is a sentiment also carried by Aaker (1997) where they note genuineness and down to earth are related. These studies would suggest that a better understanding of how brand genuinity differs across luxury and non-luxury contexts would be useful.

Finally, the current study does not explore country or cultural differences in consumers responses to brand genuinity. One of the aims of this research was to conceptualise an overall brand genuinity scale. However, some researchers have suggested that culture and/or country may play a significant role in influencing consumers response to advertising appeals (Albers-Miller, 1996; Albers-Miller & Gelb, 1996; Cutler, Javalgi, & Erramilli, 1992; Donthu, 1998; Jeon & Beatty, 2002; Mooij, 2003). There is also significant emerging literature suggesting that in related concepts such as brand authenticity, culture plays an important role, and consumers of different cultures may perceive brand authenticity differently (Charles, 2008; Lindholm, 2017; Robinson, Lopez, Ramos, & Nartova-Bochaver, 2013; Slabu, Lenton, Sedikides, & Bruder, 2014; Vannini & Patrick Williams, 2009). Chalmers (2007) and Stern (1994) suggest that authenticity is an illusion of everyday life, something that differs greatly across cultures. Likewise within the context of brand genuinity, the newly developed scale created within this study included the item ‘strong values’. Values have been identified by many previous studies to be grounded in and influenced by culture (Gudykunst et al., 1996; Schwartz, 1997). Further, some cultures have been found to value characteristics such as genuineness more than other cultures (Sapir, 1924). For example, in one study, Mui et. al. (2020) explore how culture influenced whether consumer’s perceived a smile as genuine or

not. All of these studies are of course overshadowed by overwhelming literature exploring cultural dimensions and their influence on advertising response (Albers-Miller & Gelb, 1996; Alden et al., 1999; Fowles, 1996; Han & Shavitt, 1994; Zhang & Gelb, 1996).

Future researchers would benefit greatly from further research exploring how consumers might respond differently to brand genuinity across different cultures. One way that this could be operationalised would be by employing the newly developed brand genuinity scale in different cultures, and then comparing against cultural dimensions as proposed by Hofstede (1980). Their cultural dimensions have been well endorsed, and would provide a good foundation for extending such research (Beugelsdijk & Welzel, 2018; Hofstede & Bond, 1984; Naumov & Puffer, 2000; Triandis, 2004). An alternative approach to conducting such research could be by comparing brand genuinity appeals across different cultural clusters, such as the clusters identified by the GLOBE study (House, Hanges, Javidan, Dorfman, & Gupta, 2004). Both approaches would provide much needed insight into how different cultures respond to brand genuinity, while also providing a more in depth analysis of the nuances of brand genuinity.

7.9 CONCLUDING COMMENTS

This chapter provided a conclusion to the current thesis, and a summary of the results herein. A discussion of the main findings, and their conceptual, methodological, and managerial significance is presented. Through this discussion, the aims and purpose of this research is further supported and justified, particularly considering the significance of key findings. The limitations of this research provide some scope as to what was achieved in this study, while also paving the way to further research, providing a good foundation for future researchers to extend and build on contributions made in this study.

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Appendix A: Survey Instrument: Phase One, Stage One - Expert Survey

Attitudes towards Brand Genuinity Scale

The aim of this study is to develop a scale that measures consumers' attitudes towards a brand's genuinity. It will also provide empirical support in understanding the formation positive attitudes towards a brand's genuinity.

The following definition has been provided for genuinity, and is based on the literature and focus groups which have already been conducted. This definition should form the basis for conceptualisation of brand genuinity, and the attitudes towards brand genuinity scale.

Genuinity: *The degree to which a brand belongs to a community, and hence exhibits purity of character including completely expressing their corporate intention without hiding anything*

As an expert in the area of branding, please think about the relationship between consumers and a brand's genuinity and rate each statement based on the extent to which you believe each statement best encompasses the notion of brand genuinity.

Please do provide some comments if any of the definitions above are unclear, or any other relevant comments related to the definitions for consideration.

INSTRUCTIONS

1. Please read the following statements and evaluate the **EXTENT** to which the statements indicate consumers attitudes towards brand genuinity. You are requested to provide your opinion on each statement. Evaluate the **EXTENT** to which the statements tap into the definition of the concept on each page.
2. All statements employ a seven point Likert scale, ranging from "Not representative at all" to "Clearly representative".

1 = not representative at all
4 = somewhat representative
7 = clearly representative, and
NA = Not applicable

3. Please read and rate all of the statements, being careful not to omit or skip any. If you have any comments please do feel free to note them in the margin as you work through.
4. If you have **ANY OTHER** comments, please also provide them in the “comments” box at the end.
5. If you believe any of the statements are **DUPLICATED** or very similar, please identify the two statements and indicate which one of the two statements you would delete. Please give your comments on duplicated and deleted statements in the “comments” box at the end.

	For the following statements please circle the value that most closely represents your views.	Strongly Disagree							Strongly Agree							N/A
	Honest	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Cheerful	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Domestic	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Authentic	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Real	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Absolute	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Certain	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Honest	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Positive	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Pure	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Accurate	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Actual	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Original	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Good	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Plain	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Precise	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Proved	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Consistent	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Not Manipulative	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
	Upfront About Everything	1	2	3	4	5	6	7	1	2	3	4	5	6	7	

	Pure Intentions	1	2	3	4	5	6	7	
	Easy to understand their Motivation	1	2	3	4	5	6	7	
	Positive	1	2	3	4	5	6	7	
	Down to Earth	1	2	3	4	5	6	7	
	Easy to Talk to	1	2	3	4	5	6	7	
	Not Awkward	1	2	3	4	5	6	7	
	Confident	1	2	3	4	5	6	7	
	Not Arrogant	1	2	3	4	5	6	7	
	Socially Normal	1	2	3	4	5	6	7	
	Socially Appropriate								
	Simular Values to Mine	1	2	3	4	5	6	7	
	Caring	1	2	3	4	5	6	7	
	Doesn't put up barriers	1	2	3	4	5	6	7	
	Truthful	1	2	3	4	5	6	7	
	Reliable	1	2	3	4	5	6	7	
	Not crushed by Other's opinions	1	2	3	4	5	6	7	
	A well-known brand	1	2	3	4	5	6	7	
	Charitable	1	2	3	4	5	6	7	
	Consistant	1	2	3	4	5	6	7	
	Doesn't change to suit other's opinions	1	2	3	4	5	6	7	
	Strong Values	1	2	3	4	5	6	7	
	Doesn't hide flaws	1	2	3	4	5	6	7	
	Good Motivation	1	2	3	4	5	6	7	
	Not Fake	1	2	3	4	5	6	7	
	Not Hypocritical	1	2	3	4	5	6	7	
	Doesn't pretend to be someone they are not	1	2	3	4	5	6	7	
	Open	1	2	3	4	5	6	7	
	Listen to customer's concerns	1	2	3	4	5	6	7	
	Relatable	1	2	3	4	5	6	7	
	Sincere	1	2	3	4	5	6	7	

	Transparent	1	2	3	4	5	6	7	
	Reliable	1	2	3	4	5	6	7	
	Can understand their rationale	1	2	3	4	5	6	7	
	Upfront	1	2	3	4	5	6	7	
	Willing to admit their faults	1	2	3	4	5	6	7	
	Managers and CEO's readily talk with employees	1	2	3	4	5	6	7	
	Doesn't have a many internal hierarchal layers	1	2	3	4	5	6	7	

Statement Structure

Please rate which structure is most encompassing for the perceived luxury brand charisma scale:

		Strongly Disagree			Strongly Agree			N/A	
	"I think"	1	2	3	4	5	6	7	
	"I believe"	1	2	3	4	5	6	7	
	"I feel"	1	2	3	4	5	6	7	
	"This brand is"	1	2	3	4	5	6	7	

General Comments

Appendix B: Focus Group Questions: Phase One, Stage One – Scale Development

“Attitude towards a Brand’s Genuinity” – Scale Development Focus Group Questions

Introduction to the Study and Consent from Participants	
<p>An information sheet about the study is given to the participant, outlining the background of the study, and that they are able to leave at any point in time. Consent to continue with the study is taken at this time.</p>	
Section 1: What does Genuine mean to you?	
<ul style="list-style-type: none"> a. What does it mean to be a genuine person? <ul style="list-style-type: none"> a. Try to describe to me that person. b. Please describe what you think it means to be genuine? <ul style="list-style-type: none"> a. What other words would you use to describe genuine? b. What is the opposite of genuine? 	<p>Prompts:</p> <ul style="list-style-type: none"> • Give examples to illustrate what it means to be genuine
Section 2: Who do you know that is genuine?	
<ul style="list-style-type: none"> • Do you know people who are genuine? <ul style="list-style-type: none"> ○ Describe these people ○ What is it that makes these people genuine? • If you didn’t consider yourself to be a very genuine person, how might you go about becoming more genuine? <ul style="list-style-type: none"> ○ Do you think it is easy to be genuine? ○ Do you think most people are genuine? ○ Do you expect people to be genuine, or is it simple a personality trait? • Are only good people Genuine? • How is genuine the same or different from Authenticity, Honestly, Caring 	<p>Prompts:</p> <ul style="list-style-type: none"> • Would you consider the following people genuine? <ul style="list-style-type: none"> ○ Barack Obama, Donald Trump, Angeline Jolene, Selena Gomez, Audrey Hepburn, Justin Bieber
Section 3: Critical Incident Scenario	
<ul style="list-style-type: none"> • Do you think it is acceptable for a doctor to not tell the whole truth whole truth in order to avoid hurting someone’s feelings? <ul style="list-style-type: none"> ○ What about if they decided to delay telling the truth, or did so incrementally in order to give the patient time to process the reality of the situation? • If a Doctor was to not tell the whole truth, and did with loving intentions for their patients, could you consider them to be genuine? 	<p>This part is focused on grappling with the role of truth and intentions in being genuine.</p>
Section 4: What is a Genuine Brand?	
<ul style="list-style-type: none"> • Do you think brands can also be genuine? 	

<ul style="list-style-type: none"> ○ Can you think of any brands that you would consider genuine? ○ What makes these brands genuine? <ul style="list-style-type: none"> ▪ Have you had much experience with these brands? ▪ Did you consider them genuine the first time you were exposed to the brand? • Do you expect brands to be genuine, or is simply a brand personality trait? <ul style="list-style-type: none"> ○ What types of brands are most genuine, and which are least? • If a brand wanted to become more genuine, what do you think they should do? 	
Section 4: Brand Genuinity and Advertising	
<ul style="list-style-type: none"> • Do you think a brand can show to consumers that they are genuine through advertising? <ul style="list-style-type: none"> ○ What other actions might display that they are genuine? 	This is expanding on some of the questions from the previous question
Section 5: Specific Brand Questions	
<p>I would now like to ask you some questions about a couple of specific brands. Firstly, Allianz.</p> <ul style="list-style-type: none"> • Do you know this brand? <ul style="list-style-type: none"> ○ Do you like this brand? • Do you think this brand is a genuine brand? <ul style="list-style-type: none"> ○ Why do you think this way? ○ What do they do that you consider genuine? ○ Have they ever done anything which you would consider not genuine? • How do you think this brand could be more genuine? 	<p>Other brands which can be explored as part of this discussion:</p> <ul style="list-style-type: none"> • Cadbury, Gabriel Chocolate, Simmos Icecream • Microsoft, Samsung, Telstra • Chanel, Zara, Gucci • Coles, Woolworths, Aldi, IGA

Appendix C: Focus Group Information Sheet: Phase One, Stage One – Scale Development

Exploring Brand Genuinity – Focus Group Study

Dear Respondent,

This focus group exercise is part of a PhD student project, and is not intended for market research purposes. Your participation in this study is voluntary so there are no consequences should you wish to withdraw from this study at any point. The researcher will request your verbal consent before proceeding with the focus group, and you have no obligation to continue if you do not wish. Apart from giving up your time, we do not expect that there will be any risks or inconveniences associated with taking part in this study.

The focus group should take approximately 1 hour to complete, and your responses will be recorded using audio and visual. Throughout this time, you will have the opportunity to participate in a discussion and comment on topics such as brands, advertising, what it means to be genuine and what you expect of brands today. There are no right or wrong answers, and you may elect to not answer any question or decide to not participate further at any point throughout the focus group.

Only the research team will have access to your responses, which will remain confidential and private. Moreover, names, addresses and other personal / organizational details are not captured therefore your identity will remain anonymous. The information we collect will be kept under secure conditions at Curtin University for 7 years after the research is published and then it will be destroyed.

Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC number HRE2018-0150). Should you wish to discuss the study with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or you wish to make a confidential complaint, you may contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au.

Your kind cooperation is highly appreciated, thank you!

Professor Ian Phau

Ian.phau@cbs.curtin.edu.au

Chief Investigator / Supervisor

Curtin University

Brian 't Hart

Brian.thart@curtin.edu.au

Student Researcher

Curtin University

Appendix C: Survey Instrument: Phase One, Stage One – Scale Development



Exploring Brand Genuinity

Dear Respondent,

This survey exercise is educational, and is not intended for market research purposes. Your participation in this study is voluntary so there are no consequences should you wish to withdraw from this study at any point. Apart from giving up your time, we do not expect that there will be any risks or inconveniences associated with taking part in this study. Completion of the survey is consent of your participation of this study.

The enclosed questionnaire should take about 10-15 minutes to complete. Only the research team will have access to your responses, which will remain confidential and private. Moreover, names, addresses and other personal / organizational details are not captured therefore your identity will remain anonymous. The information we collect will be kept under secure conditions at Curtin University for 7 years after the research is published and then it will be destroyed.

Please answer all the questions in this survey form and give the response which most accurately reflects your views. There is no right or wrong answer. Please note that your answers will be treated with the strictest confidence.

Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC number HRE2018-0150). Should you wish to discuss the study with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or you wish to make a confidential complaint, you may contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au.

Your kind cooperation is highly appreciated, thank you!

Professor Ian Phau
 Ian.phau@cbs.curtin.edu.au
 Chief Investigator / Supervisor
 Curtin University

Brian 't Hart
 Brian.thart@curtin.edu.au
 Student Researcher
 Curtin University

Please carefully watch the following advertisement before continuing with the survey:

- VIDEO ADVERT IS SHOWN HERE -



1	What do you think is the product which was being advertised in this advertisement?
<i>Write your response here</i>	

2	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>	<i>Strongly Agree</i>
1.	I feel the brand is authentic	1	2 3 4 5 6 7
2.	I feel the brand is caring	1	2 3 4 5 6 7
3.	I feel the brand is charitable	1	2 3 4 5 6 7
4.	I feel the brand is confident	1	2 3 4 5 6 7
5.	I feel the brand is consistent	1	2 3 4 5 6 7
6.	I feel the brand doesn't change to suit other's opinions	1	2 3 4 5 6 7
7.	I feel the brand doesn't hide its flaws	1	2 3 4 5 6 7
8.	I feel the brand doesn't present itself to be something it is not	1	2 3 4 5 6 7
9.	I feel the brand is down to earth	1	2 3 4 5 6 7
10.	I feel the brand has good motivations	1	2 3 4 5 6 7
11.	I feel the brand has strong values	1	2 3 4 5 6 7
12.	I feel the brand is honest	1	2 3 4 5 6 7
13.	I feel the brand listens to customers' concerns (13)	1	2 3 4 5 6 7
14.	I feel the brand's motivations are easy to understand (14)	1	2 3 4 5 6 7

15.	I feel the brand is not arrogant (15)	1	2	3	4	5	6	7
16.	I feel the brand is not crushed by other's opinions (16)	1	2	3	4	5	6	7
17.	I feel the brand is not fake (17)	1	2	3	4	5	6	7
18.	I feel the brand is not consistent (18)	1	2	3	4	5	6	7

3	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>					<i>Strongly Agree</i>	
	1. I feel the brand is not hypocritical	1	2	3	4	5	6	7
	2. I feel the brand is not manipulative	1	2	3	4	5	6	7
	3. I feel the brand is open	1	2	3	4	5	6	7
	4. I feel the brand is passionate	1	2	3	4	5	6	7
	5. I feel the brand has pure intentions	1	2	3	4	5	6	7
	6. I feel the brand is real	1	2	3	4	5	6	7
	7. I feel the brand is relatable	1	2	3	4	5	6	7
	8. I feel the brand is reliable	1	2	3	4	5	6	7
	9. I feel the brand has similar values to mine	1	2	3	4	5	6	7
	10. I feel the brand is sincere	1	2	3	4	5	6	7
	11. I feel the brand is transparent	1	2	3	4	5	6	7
	12. I feel the brand is truthful	1	2	3	4	5	6	7
	13. I feel the brand is upfront about everything	1	2	3	4	5	6	7
	14. I feel the brand is willing to admit its faults	1	2	3	4	5	6	7

4 The following section contains demographic questions pertaining to you. Your responses will not be linked to you in anyway and will remain confidential. (Please circle only one number for each statement).

A What is your gender?
 [1] Male [2] Female

B What is your age group? (years)
 [1] 18 and under [2] 19 - 25 [3] 26 - 35
 [4] 36 - 45 [5] 46 - 55 [6] 56 and above

C What is your current education level?
 [1] Secondary School [2] Diploma or certificate [3] Bachelor Degree
 [4] Postgraduate level [5] Others please specify _____

D What is your annual income? (dollars)
 [1] \$25,000 and under [2] \$25,001 - \$35,000 [3] \$35,001 - \$45,000
 [4] \$45,001 - \$55,000 [5] More than \$55,000

E What is your country of origin?
 [1] Australia [2] China [3] India

- | | | |
|-------------------|----------------------------------|-------------------------------|
| [4] Indonesia | [5] Ireland | [6] Italy |
| [7] Malaysia | [8] Netherlands | [9] New Zealand |
| [10] Philippines | [11] Poland | [12] Singapore |
| [13] South Africa | [14] Sri Lanka | [15] Thailand |
| [16] Turkey | [17] United Kingdom | [18] United States of America |
| [19] Vietnam | [20] Others please specify _____ | |

Appendix D: Survey Instrument: Phase One, Stage Two – Scale Development



Exploring Brand Genuinity

Dear Respondent,

This survey exercise is educational, and is not intended for market research purposes. Your participation in this study is voluntary so there are no consequences should you wish to withdraw from this study at any point. Apart from giving up your time, we do not expect that there will be any risks or inconveniences associated with taking part in this study. Completion of the survey is consent of your participation of this study.

The enclosed questionnaire should take about 10-15 minutes to complete. Only the research team will have access to your responses, which will remain confidential and private. Moreover, names, addresses and other personal / organizational details are not captured therefore your identity will remain anonymous. The information we collect will be kept under secure conditions at Curtin University for 7 years after the research is published and then it will be destroyed.

Please answer all the questions in this survey form and give the response which most accurately reflects your views. There is no right or wrong answer. Please note that your answers will be treated with the strictest confidence.

Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC number HRE2018-0150). Should you wish to discuss the study with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or you wish to make a confidential complaint, you may contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au.

Your kind cooperation is highly appreciated, thank you!

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 Ian.phau@cbs.curtin.edu.au
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 Curtin University

Brian 't Hart
 Brian.thart@curtin.edu.au
 Student Researcher
 Curtin University

Please carefully watch the following advertisement before continuing with the survey:

- VIDEO ADVERT IS SHOWN HERE -



1	What do you think is the product which was being advertised in this advertisement?
<i>Write your response here</i>	

2	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>	<i>Strongly Agree</i>
1.	I feel the brand is truthful	1	7
2.	I feel the brand is sincere	1	7
3.	I feel the brand has pure intentions	1	7
4.	I feel the brand is transparent	1	7
5.	I feel the brand is honest	1	7
6.	I feel the brand has strong values	1	7
7.	I feel the brand is upfront about everything	1	7
8.	I feel the brand is real	1	7
9.	I feel the brand is reliable	1	7
10.	I feel the brand has good motivations	1	7
11.	I feel the brand is open	1	7

3	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>						<i>Strongly Agree</i>
1.	The brand has a strong connection to an historical period in time, culture and/or specific region	1	2	3	4	5	6	7
2.	The brand has a strong link to the past, which is still perpetuated and celebrated to this day	1	2	3	4	5	6	7
3.	The brand reminds me of a golden age	1	2	3	4	5	6	7
4.	The brand exudes a sense of tradition	1	2	3	4	5	6	7
5.	The brand reinforces and builds on long-held traditions	1	2	3	4	5	6	7
6.	The brand reflects a timeless design	1	2	3	4	5	6	7

4	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>						<i>Strongly Agree</i>
1.	The brand remains true to its espoused values	1	2	3	4	5	6	7
2.	The brand refuses to compromise the values upon which it was founded	1	2	3	4	5	6	7
3.	The brand has stuck to its principles	1	2	3	4	5	6	7
4.	The brand builds on traditions that began with its founder	1	2	3	4	5	6	7

5	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>						<i>Strongly Agree</i>
1.	I am likely to buy this product	1	2	3	4	5	6	7
2.	It is probable I will buy this product	1	2	3	4	5	6	7
3.	It is possible I will buy this product	1	2	3	4	5	6	7

6	The following section contains demographic questions pertaining to you. Your responses will not be linked to you in anyway and will remain confidential. (Please circle only one number for each statement).

A	What is your gender?
	[1] Male [2] Female

B	What is your age group? (years)
	[1] 18 and under [2] 19 - 25 [3] 26 - 35 [4] 36 - 45 [5] 46 - 55 [6] 56 and above

C	What is your current education level?
	[1] Secondary School [2] Diploma or certificate [3] Bachelor Degree [4] Postgraduate level [5] Others please specify _____

D	What is your annual income? (dollars)
	[1] \$25,000 and under [2] \$25,001 - \$35,000 [3] \$35,001 - \$45,000 [4] \$45,001 - \$55,000 [5] More than \$55,000

E	What is your country of origin?
	[1] Australia [2] China [3] India

- | | | |
|-------------------|----------------------------------|-------------------------------|
| [4] Indonesia | [5] Ireland | [6] Italy |
| [7] Malaysia | [8] Netherlands | [9] New Zealand |
| [10] Philippines | [11] Poland | [12] Singapore |
| [13] South Africa | [14] Sri Lanka | [15] Thailand |
| [16] Turkey | [17] United Kingdom | [18] United States of America |
| [19] Vietnam | [20] Others please specify _____ | |

Appendix E: Survey Instrument: Phase Two - Main Study



Exploring Brand Genuinity

Dear Respondent,

This survey exercise is educational, and is not intended for market research purposes. Your participation in this study is voluntary so there are no consequences should you wish to withdraw from this study at any point. Apart from giving up your time, we do not expect that there will be any risks or inconveniences associated with taking part in this study. Completion of the survey is consent of your participation of this study.

The enclosed questionnaire should take about 10-15 minutes to complete. Only the research team will have access to your responses, which will remain confidential and private. Moreover, names, addresses and other personal / organizational details are not captured therefore your identity will remain anonymous. The information we collect will be kept under secure conditions at Curtin University for 7 years after the research is published and then it will be destroyed.

Please answer all the questions in this survey form and give the response which most accurately reflects your views. There is no right or wrong answer. Please note that your answers will be treated with the strictest confidence.

Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC number HRE2018-0150). Should you wish to discuss the study with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or you wish to make a confidential complaint, you may contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au.

Your kind cooperation is highly appreciated, thank you!

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 Ian.phau@cbs.curtin.edu.au
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 Curtin University

Brian 't Hart
 Brian.thart@curtin.edu.au
 Student Researcher
 Curtin University

Please carefully watch the following advertisement before continuing with the survey:

- VIDEO ADVERT IS SHOWN HERE -

1	What do you think is the product which was being advertised in this advertisement?
<i>Write your response here</i>	

2	With reference to the video advertisement, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>	<i>Strongly Agree</i>
1.	I feel the advert is positive	1	2 3 4 5 6 7
2.	I feel the advert is favorable	1	2 3 4 5 6 7
3.	I feel the advert is interesting	1	2 3 4 5 6 7
4.	I feel the advert is persuasive	1	2 3 4 5 6 7
5.	I feel the advert is informative	1	2 3 4 5 6 7
6.	I feel the advert is meaningful	1	2 3 4 5 6 7
7.	I feel the brand has more salient attributes	1	2 3 4 5 6 7
8.	I feel the brand is high quality	1	2 3 4 5 6 7

3	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>	<i>Strongly Agree</i>
1.	I feel the brand is truthful	1	2 3 4 5 6 7
2.	I feel the brand is sincere	1	2 3 4 5 6 7
3.	I feel the brand has pure intentions	1	2 3 4 5 6 7
4.	I feel the brand has strong values	1	2 3 4 5 6 7
5.	I feel the brand is upfront about everything	1	2 3 4 5 6 7

4	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>						<i>Strongly Agree</i>
1.	The brand has a strong connection to an historical period in time, culture and/or specific region	1	2	3	4	5	6	7
2.	The brand has a strong link to the past, which is still perpetuated and celebrated to this day	1	2	3	4	5	6	7
3.	The brand reminds me of a golden age	1	2	3	4	5	6	7
4.	The brand exudes a sense of tradition	1	2	3	4	5	6	7
5.	The brand reinforces and builds on long-held traditions	1	2	3	4	5	6	7
6.	The brand reflects a timeless design	1	2	3	4	5	6	7

5	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>						<i>Strongly Agree</i>
1.	The brand remains true to its espoused values	1	2	3	4	5	6	7
2.	The brand refuses to compromise the values upon which it was founded	1	2	3	4	5	6	7
3.	The brand has stuck to its principles	1	2	3	4	5	6	7
4.	The brand builds on traditions that began with its founder	1	2	3	4	5	6	7

6	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>						<i>Strongly Agree</i>
1.	I am likely to buy this product	1	2	3	4	5	6	7
2.	It is probable I will buy this product	1	2	3	4	5	6	7
3.	It is possible I will buy this product	1	2	3	4	5	6	7

7	With reference to the video advertisement's brand, please rate the extent to which you agree to the following statements. (Please circle only one number for each statement).	<i>Strongly Disagree</i>						<i>Strongly Agree</i>
1.	The way this advertisement tries to persuade people seems acceptable to me	1	2	3	4	5	6	7
2.	I don't mind this advertisement; this advertiser tries to be persuasive without being excessively manipulative	1	2	3	4	5	6	7
3.	This advertisement is fair in what was said and shown	1	2	3	4	5	6	7
4.	I am familiar with this brand	1	2	3	4	5	6	7
5.	I am experienced with this brand	1	2	3	4	5	6	7
6.	I am knowledgeable about the brand	1	2	3	4	5	6	7
7.	To confirm you are paying attention to these questions, please select 'disagree' for this question	1	2	3	4	5	6	7

8	The following section contains demographic questions pertaining to you. Your responses will not be linked to you in anyway and will remain confidential. (Please circle only one number for each statement).
---	---

A	What is your gender?
	[1] Male [2] Female

B	What is your age group? (years)		
[1]	18 and under	[2] 19 - 25	[3] 26 - 35
[4]	36 - 45	[5] 46 - 55	[6] 56 and above

C	What is your current education level?		
[1]	Secondary School	[2] Diploma or certificate	[3] Bachelor Degree
[4]	Postgraduate level	[5] Others please specify _____	

D	What is your annual income? (dollars)		
[1]	\$25,000 and under	[2] \$25,001 - \$35,000	[3] \$35,001 - \$45,000
[4]	\$45,001 - \$55,000	[5] More than \$55,000	

E	What is your country of origin?		
[1]	Australia	[2] China	[3] India
[4]	Indonesia	[5] Ireland	[6] Italy
[7]	Malaysia	[8] Netherlands	[9] New Zealand
[10]	Philippines	[11] Poland	[12] Singapore
[13]	South Africa	[14] Sri Lanka	[15] Thailand
[16]	Turkey	[17] United Kingdom	[18] United States of America
[19]	Vietnam	[20] Others please specify _____	