

Measuring the Effects of Brand Authenticity Dimensions on Word-Of-Mouth Marketing Via Brand Image Using Structural Equation Modeling

Erkan YILDIZ, Ph.D.

Başkent University, Kazan Vocational School
Kahramankazan / Ankara

Elif ÜLKER-DEMİREL, Ph.D.

Trakya University
School of Applied Sciences, Edirne

Abstract

As it is an intensive information flow against consumers and mostly similar messages belonging to similar products are sent in our day, consumers tend to question the existing ones and they tend to buy the products that can be differentiated from others and that can offer authentic values. In this study, it is aimed to examine authenticity concept from the marketing point-of-view and to examine the effects of it on word of mouth marketing through the brand image. Data was collected from 415 valid surveys about computer brands and structural equation modeling was used for the data analysis. As a result, it is observed that the brands offering different experiences, being honest, giving reliable promises and keeping them, shape the brand preferences of consumers significantly. Moreover, it can be expressed that consumers tend to share the brands which they perceive as authentic with their friends and they recommend them.

Keywords: Brand Authenticity, WOM, Brand Image, Structural Equation Modeling

JEL Classification: L22, L25

1. Introduction

A demand for information in modern society and the fact that information is easily accessible offer a new focus of attention to the brands which continue to carry on their activities in these circumstances. However, such cases impose a burden on the brands to require them to be ready and sufficient in this regard. This burden is called as “authenticity” today (Grant, 2000: 99).

Today's consumer is far more conscious, curious, interested and much more connected socially. However, with the number and wide variety of alternatives, consumers are nowadays not only in search of new and different ones, but also are tended to query the current ones. Therefore, they are skeptical to the promises which the brands offer and this situation has formed the interactions between consumers and these brands in a different direction with developing technologies. Consumers research the brand on the internet and they prefer to get information via the consumer's reviews, the complaints websites and forums rather than the brand's own website. They demand for more information and transparency to have an open and honest relationship with the brands. Under these conditions, the brands that differentiate themselves from other brands, have a different discourse and can offer a unique value are gaining importance day by day.

Authenticity as a concept gaining importance in recent years has become a significant component in terms of brands and businesses on sectoral basis. In spite of the studies in different dimensions and growing literature about brand authenticity in recent years, these studies are limited in number. The aim of this study is to examine the brand authenticity concept and to measure the effects of this concept on word of mouth marketing (WOM) through the brand image.

2. Brand Authenticity

As we live in an economy where basic needs are fulfilled in a quick and easy way, today's consumers are much more concerned in order to meet their needs generated from original, innovative and unique products and services. Thus, consumers tend to refuse the mass-produced goods and services in favor of products and services stating themselves as an original (Lewis and Bridger, 2000: 4).

The “authentic” concept contrasts with “imitation” concept and it often means original and real (Peterson, 2005). As to Trilling (1972), authenticity is an element of accuracy obtained as an object. The “authentic” word associated with 'reality' and 'truth' has different meanings in different situations in terms of people because the concept has a subjective nature (Özsomer and Altaras, 2008: 8). It is not possible to mention only one definition for the authenticity concept because of the studies conducted by various researchers in different fields and its subjective nature. However, generally the common point of these definitions is that the authenticity expresses the terms of real, true, nonimitation, original and accurate. Authenticity is defined as the quality of truth or accuracy, accuracy and intimacy, but it should be noted that such concepts are actually evaluated through the people who has experienced these products or services (Lewis and Bridger, 2000).

Authenticity as a new criterion for buying is one of the cornerstones of modern marketing (Brown, Kozinets and Sherry, 2003: 21). However, it is stated that it is seen as an essential component for successful brands (Aaker, 1996; Kapferer, 2001) and it is in the center of the status of the brand, the net worth and corporate reputation because it is one of the elements of a unique brand identity (Beverland, 2005; Gilmore and Pine, 2007).

Consumers have become more concerned with the 'authenticity' concept day by day in a world in which they question the credibility of the value of mass production (Rose and Wood, 2005: 286). Today's consumers want the brands to show a sincere commitment to the identity the brands represent and they want a real story. They don't want exaggerated and deceptive information, they want accuracy and clarity. Therefore, under these conditions, the brands are required to be honest about who they are / what they represent, what they offer and they are required to maintain it. Products and services are no longer enough on their own. Consumers choose to buy or refuse based on how real they perceive what they offer (Gilmore and Pine, 2007: 1). Lewis and Bridger (2000: 43) stated that the authenticity appeals to consumers attractive because the authenticity acts as a bridge over the gap between the ideal and the real. Therefore, it is possible to name authenticity as a basic criterion to evaluate all brands (Grant, 2000: 98).

3. Brand Image and Word-of-Mouth

Brand image represents the external appearance of the brand. It is about the relevant target groups' intense and judgmental perceptions about an existing brand (e.g. customers and consumers) (Schallehn et al., 2014: 194). Strong brand image makes it possible for intangible products and services to be understood and be recognized by consumers. Moreover, financial, social and / or security risks perceived by the consumer before the purchase are minimized (Matzler et al., 2008: 155).

Brand image consists of a brand visualized in the consumers' minds, regarding an offer presented. This indicates that brand authenticity can be considered as a perception of consumers about a specific brand (in the positive sense) and therefore it can be said that an authentic brand has a positive impact on the overall image of the brand (Bruhn et al., 2012: 568). Besides, authenticity is defined as one of the basic values of the brand image (Ballantyne, Warren and Nobbs, 2006). Dijk et al. (2014: 111) define the brand personality having authenticity and sincerity as one component of the brand image.

Word-of-mouth (WOM) is defined as knowledge sharing about products, services, promotions, etc. between consumers and other people in their environment. Although there are no research findings regarding a direct impact of the brand authenticity on WOM; according to the “From Transparency to Disclosure” report as a part of Authentic Brands Series of John & Wolfe which is conducted with 12,000 people in 12 main market including the United States, China and the UK in 2014, 63% of consumers indicate that they would prefer to buy from the companies which they regard as authentic. In addition to this, 59% of them stated that they would recommend such a business to their family and friends (John and Wolfe, 2014).

4. Methodology

4.1. The Model of the Research and Hypotheses

Model and hypotheses of research were given below.

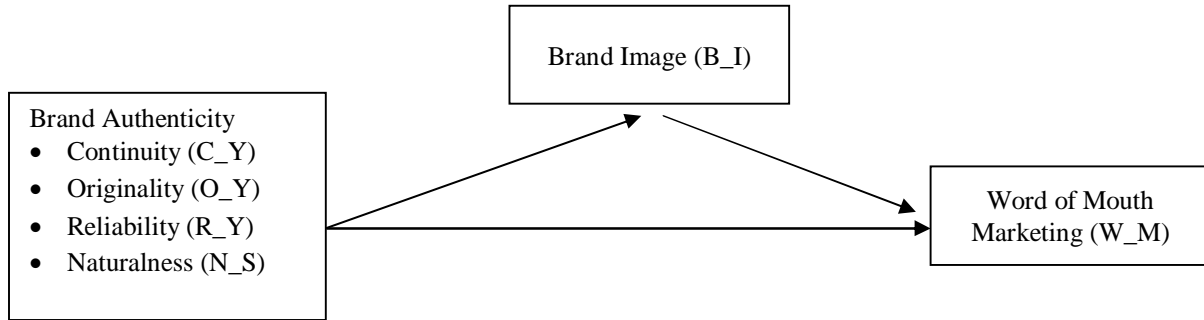


Figure 1. Research Model

H₁: The continuity dimension of brand authenticity affects WOM positively.

H₂: The originality dimension of brand authenticity affects WOM positively.

H₃: The reliability dimension of brand authenticity affects WOM positively.

H₄: The naturalness dimension of brand authenticity affects WOM positively.

H₅: The brand image has a mediating role on the relationship between the dimensions of brand authenticity and WOM.

4.2. The Variables of the Research

Dimensions and codes, the number of statements and sources related to scales used in research are included in Table 1.

Table 1: Variables and Codes Used in Scales

Scales	Dimensions and Codes	The number of statements	Source
Brand Authenticity	Continuity (C_Y)	4	Bruhn (2012)
	Originality (O_Y)	4	
	Reliability (R_Y)	4	
	Naturalness (N_S)	3	
WOM (W_M)		5	Goyette et al. (2010)
Brand Image (B_I)		6	Ural and Perk (2012)

As seen in Table 1, the brand authenticity scale used in the study was based on Bruhn (2012) and it contains 4 sub dimensions and 15 statements; 5 statements of WOM was based on Goyette et. al. (2010) and finally 6 statements of the brand image was based on Ural and Perk (2012).

4.3. Sample

In this study, it is developed an internet based survey for gathering data due to time and cost constraints. The data was collected by using convenience sampling method between the dates 28 January 2015 and 20 February 2015 and analyzed and interpreted through AMOS 22. So, the sample size necessary for the research was determined as 384 in a 95 % confidence interval with e=5% margin of error using the formula $n = \pi (1 - \pi) / (e/Z)$. The survey was conducted to 450 people and 415 usable surveys were obtained.

4.4. Methods

The structured survey was developed for the research. The survey consists of two sections and 32 questions. In the first section of the survey asked respondents to provide their demographic characteristics such as gender, marital status, age, educational background, their monthly income and the brand of computers they have.

In the second section, there are 26 questions to measure the variables of research: Brand Authenticity, WOM and Brand Image. The participants are asked to answer according to 5-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5).

This survey was conducted to the computer owners and they were asked to answer the questions regarding their own computers. There are lots of brands and models in computer industry today and they are rapidly and consistently growing. This situation creates brand awareness in consumer mind as a result of recurrence of purchasing at periodically.

5. Results

While the first-level factor analysis was conducted for the variable of the brand authenticity to test the validity of the scales, single-factor confirmatory factor analysis (CFA) was conducted for the variables of the brand image and WOM. Because the fit indices produced by measurement model which were created to test the validity of scales were not within acceptable limits. Thus, the modifications were made. As a result of these modifications, the changes made in scales are shown in Table 2. As it is seen in the table, two statements removed from the brand image scale.

Table 2: The Changes Made in Scale

Scales	Dimensions	The number of statements	The number of statements removed
Brand Authenticity	Continuity	4	---
	Originality	4	---
	Reliability	4	---
	Naturalness	3	---
WOM		5	---
Brand Image		6	2

Fit indices produced by measurement models were examined after the changes made in scale and adaptive indices of scales are shown in Table 3.

Table 3: Measurement Model Fit Indices

	X ²	df	X ² /df	GFI	CFI	RMSEA
Brand Authenticity	195.168	84	2.323	0.94	0.98	0.057
WOM	1.591	4	0.398	1	1	0.000
Brand Image	0.006	1	0.006	1	1	0.000
Values of Good Fit*			≤3	≥0.90	≥0.97	≤0.05
Acceptable Fit Values*			≤4-5	0.89-0.85	≥0.95	0.06-0.08

$p > .05$, X² =Chi-Square; df=Degree of Freedom; GFI=Goodness of Fit Index; CFI=Comparative Fit Index; RMSEA=Root Mean Square Error of Approximation. *Source: Meydan and Şeşen, 2011:37

When the fit indices in Table 3 are examined, it is seen that the values are within acceptable levels and the brand authenticity's first-level factor and other variables' single-factor structures are confirmed. Factor loadings of scales and Cronbach Alpha Coefficients of each construct are shown in Table 4.

The most common method to test the reliability of scales is Cronbach Alpha coefficient. Alpha coefficient takes values between 0 and 1 and an acceptable value is desired to be at least 0.70 (Altunışık et al. 2012). When alpha coefficients in Table 4 are examined, all coefficients are seen to be above 0.70. These obtained findings indicate that scales are reliable.

Table 4: Factor Loadings of Scales and Cronbach Alfa Coefficients

Construct	Item	Code	Factor Loadings	Cronbach Alfa	
Brand Authenticity	Continuity	I think this brand is always consistent	CY1	0.82	0.87
		I think this brand is loyal to its own principles	CY2	0.85	
		This brand is continuous	CY3	0.72	
		This brand has a distinct idea to follow	CY4	0.75	
	Originality	This brand is different from others	OY1	0.80	0.90
		This brand attracts more attention than the others	OY2	0.77	
		I think this brand is unique	OY3	0.84	
		This brand differs from other brands obviously	OY4	0.88	
	Reliability	My experience shows that the brand keeps its promises	RY1	0.82	0.92
		This brand offers what it promises	RY2	0.91	
		The commitment of this brand is convincing	RY3	0.88	
		The promises the brand make are reliable	RY4	0.86	
	Naturalness	The brand doesn't give an impression as unnatural	NS1	0.56	0.78
		This brand gives an impression as authentic	NS2	0.85	
		This brand gives an impression as natural	NS3	0.81	
	WOM	I recommend this brand	WM1	0.92	0.93
I talk about the positive points of this brand		WM2	0.80		
I generally talk about this brand positively		WM3	0.88		
I talk about this brand as my favorite one		WM4	0.82		
I encourage people to buy this brand		WM5	0.83		
Brand Image	The visual design of this brand is really good	BI1	0.44	0.81	
	This brand is sensitive to customer complaint	BI4	0.83		
	The technical features of this brand are great	BI5	0.67		
	This brand's post-purchase services are very good	BI6	0.94		

5.1. Demographic Characteristics of Participants

Demographic characteristics of participants are shown in Table 5. About 52% of participants were women and 48% of them were men. About 35.4% of participants were married and 61.4% of them were single. 43.1% of respondents were age between 26-35. About 52.5% of participants' educational status was undergraduate. Finally, 30.4% of participants' income was 3001-4500 TL.

Table 5: Demographic Characteristics of Participants

Demographic Characteristics	Frequency	%	Demographic Characteristics	Frequency	%		
Gender	Female	216	52	Educational Background	High school	22	5.3
	Male	199	48		Collage	37	8.9
	Total	415	100		Undergraduate	218	52.5
Marital Status	Married	147	35.4		Postgraduate	138	33.3
	Single	255	61.4		Total	415	100
	Divorced	13	3.1				
	Total	415	100				
Age	18-25	152	36.6	Income	Less than 1500 TL	40	9.6
	26-35	179	43.1		1500-3000	118	28.4
	36-45	69	16.6		3001-4500	126	30.4
	46-55	13	3.1		4501-6000	61	14.7
	56 and older	2	0.5		More than 6000 TL	70	16.9
	Total	415	100		Total	415	100

According to the consumers' answers about the computer brands they are using, respectively which are HP (19.3%; n=80); ASUS (13.7%; n=57); Samsung (11.8%; n=49); Acer (7.7%; n=32); Casper (7.2%; n=30); Lenova (7%; n=29); Apple (6.7%; n=28); Toshiba and Dell (6.3%; n=26); Sony (5.8%; n=24) and finally, 8.2% of them use the other brands (n=34).

5.2. Descriptive Statistics

The descriptive statistics of brand authenticity, WOM and brand image are given in Table 6, Table 7 and Table 8.

Table 6: Descriptive Statistics of Brand Authenticity

Factor / Items	Code	Mean	Standard Deviation
Continuity	C_Y	3.96	0.75
I think this brand is always consistent	CY1	3.88	0.96
I think this brand is loyal to its own principles	CY2	3.92	0.88
This brand is continuous	CY3	4.15	0.86
This brand has a distinct idea to follow	CY4	3.89	0.87
Originality	O_Y	3.23	0.97
This brand is different from others	OY1	3.32	1.07
This brand attracts more attention than the others	OY2	3.59	1.07
I think this brand is unique	OY3	2.80	1.17
This brand differs from other brands obviously	OY4	3.24	1.14
Reliability	R_Y	3.80	0.78
My experience shows that the brand keeps its promises	RY1	3.75	0.92
This brand offers what it promises	RY2	3.82	0.84
The commitment of this brand is convincing	RY3	3.82	0.84
The promises the brand make are reliable	RY4	3.82	0.88
Naturalness	N_S	3.70	0.80
The brand doesn't give an impression as unnatural	NS1	3.74	1.02
This brand gives an impression as authentic	NS2	3.74	0.91
This brand gives an impression as natural	NS3	3.62	0.95

The mean score of the answers regarding brand authenticity questions is given in Table 6. It is seen that continuity is 3.96; originality is 3.23; reliability is 3.80 and naturalness is 3.70 on the brand authenticity dimensions and the values are higher than the average. It can be said that the respondents have a positive opinion about the brand authenticity of computer they use. In terms of these computer brands; it can be expressed that brands gives reliable and convincing promises to consumers, fulfills these promises, remains loyal to its principles and differentiate itself from other brands. It can be predicted that these factors will be a gain advantage in terms of businesses in developing brand loyalty through repetitive acquisitions.

Table 7: Descriptive Statistics of WOM

Items	Code	Mean	Standard Deviation
WOM	W_M	3.77	0.92
I recommend this brand	WM1	3.89	0.99
I talk about the positive points of this brand	WM2	4.00	0.87
I generally talk about this brand positively	WM3	3.90	0.97
I talk about this brand as my favorite one	WM4	3.51	1.21
I encourage people to buy this brand	WM5	3.57	1.13

The mean score of answers regarding WOM questions can be seen in Table 7. According to Table 7, the mean of the WOM is 3.77 and it is higher than the average. Based on these findings, it can be said that consumers will say positive things about the computer brands they use to their friends and they will encourage the consumers to buy this brand. It can be predicted that WOM is a crucial factor in terms of companies to create awareness of their brands with minimum costs and its provide a competitive advantage for businesses in today's highly competitive environment.

Table 8: Descriptive Statistics of Brand Image

Items	Code	Mean	Standard Deviation
Brand Image	M_I	3.73	0.78
The visual design of this brand is really good	MI1	3.83	1.01
This brand is sensitive to customer complaint	MI4	3.64	1.00
The technical features of this brand are great	MI5	3.87	0.92
This brand's after-sale service is very good	MI6	3.60	0.98

As seen Table 8, the mean of the brand image is 3.73 and it is higher than the average. As a result, the factors such as the computer's visual design, high technical specifications, sensitivity to customer complaints and post-purchase services can be said to make a positive contribution to the consumer's perception about the brand. It can be emphasized that these perceptions can put the brand in a more advantageous position compared to its rivals in buying, and may take primacy about preferability.

5.3. Structural Equation Modeling (SEM)

Proposed hypothesis is tested through SEM and it is shown in Figure 2.

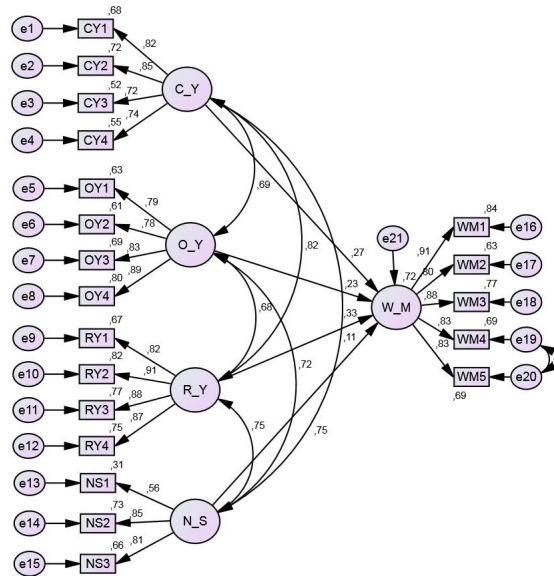


Figure 2: Structural Model

The fit indices of research model are shown in Table 9. As seen table 9, the fit indices are within acceptable limits and the model is structural.

Table 9: Fit Indices of Structural Model

Fit Indices	X ²	df	X ² /df	GFI	CFI	RMSEA
Fit Indices	374.372	159	2.355	0.92	0.98	0.057
Good Fit Indices*			≤3	≥0.90	≥0.97	≤0.05
Acceptable Fit Indices*			≤4-5	0.89-0.85	≥0.95	0.06-0.08

p>.05, X² =Chi-Square; df=Degree of Freedom; GFI=Goodness of Fit Index; CFI=Comparative Fit Index; RMSEA=Root Mean Square Error of Approximation.

*Source: Meydan and Şeşen, 2011:37

Standardized β coefficient, standard error, p and R² values are shown in Table 10.

Table 10: Standardized Coefficients of Structural Model

Factors	Standardize β	Standard Error	p	R ²
Continuity – WOM	0.27	0.105	***	0.72
Originality – WOM	0.23	0.048	***	
Reliability – WOM	0.33	0.083	***	
Naturalness – WOM	0.11	0.081	0.098	

As the p value of naturalness dimension of authenticity is higher than 0.05, not significant relation between variables was observed. The hypothesis 4 of the research is not supported based on these findings. It is observed that continuity dimension (β=0.27; p<0.05); originality dimension (β=0.23; p<0.05) and reliability dimension (β=0.33; p<0.05) of brand authenticity effects WOM. Therefore, hypothesis 1, 2 and 3 are supported in the research. When R² values of the models are examined, it is seen that 72% of WOM explained by the brand authenticity.

5.4. Testing Mediation Affect by Structural Equation Modeling

The mediation role of the brand image in the relation between the brand authenticity and WOM tested by the three stages method proposed by Baron and Kenny (1986). According to the method, independent variable affects the dependent variable in the first stage; in the second stage, independent variable affects the mediating variable; in the third and final stage, when the mediating variable is included in the model, mediating variable affects the dependent variable and the effects of independent variable on the dependent variable is decrease. The first stage of the method is shown in Figure 2. The structural model created for the second and the third stage is shown in Figure 3.

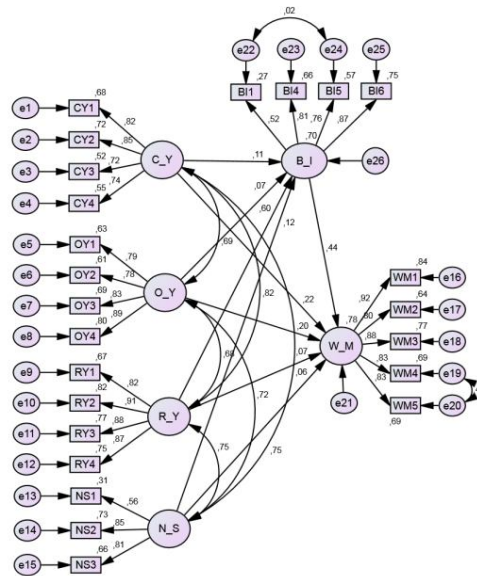


Figure 3: The Structural Model Establish to Measure the Influence of Mediation Effect

The fit values of model are shown in Table 11. As seen Table 11, the fit indices of model are within acceptable limits and the model is structural.

Table 11: Fit Indices of the Structural Model Establish to Measure the Mediations Effects

	X ²	df	X ² /df	GFI	CFI	RMSEA
Fit Indices	580.437	235	2.470	0.90	0.96	0.060
Good Fit Indices*			≤3	≥0.90	≥0.97	≤0.05
Acceptable Fit Indices*			≤4-5	0.89-0.85	≥0.95	0.06-0.08

p>.05, X² =Chi-Square; df=Degree of Freedom; GFI=Goodness of Fit Index; CFI=Comparative Fit Index; RMSEA=Root Mean Square Error of Approximation.

*Source: Meydan and Şeşen, 2011:37

β coefficient between the variables, standard error, p and R² values are shown in Table 12.

Table 12: The Coefficients of the Structural Equation Model Establish to Measure the Mediation Effects

Variables	Standardize β	Standard Error	p	R ²
Continuity – Brand Image	0.11	0.105	0.174	0.70
Originality – Brand Image	0.07	0.049	0.281	
Reliability – Brand Image	0.60	0.088	***	
Naturalness – Brand Image	0.12	0.082	0.131	
Continuity – WOM	0.22	0.099	0.002	0.78
Originality – WOM	0.20	0.046	***	
Reliability – WOM	0.07	0.094	0.378	
Naturalness – WOM	0.06	0.077	0.338	
Brand Image – WOM	0.44	0.078	***	

As the p value is higher than 0.05 in the relationship between the continuity, naturalness, originality dimensions of the brand authenticity and the brand image, there are no statistically significant relation between variables. It is observed that the reliability dimension affects the brand image (β=0.60; p<0.05). In this case, as the second stage of Baron and Kenny (1986) is confirmed, in the third stage, it is tested to determine the effect of mediation role.

When examined the effects of brand image (β=0.44; p<0.05) and reliability on WOM, it can be seen that it has no statistically significant meaning when brand image as a mediator is included in the model.

Because of that the brand image has a mediation effect in relation between reliability and WOM. In this case, the fifth and final hypothesis of the research was partially supported. When R^2 values of the model are examined, it is seen that 70% of the brand image is explained by the brand authenticity variable; 78% of WOM is explained by the brand authenticity and brand image variables.

6. Conclusion

It is crucial for brands to understand the consumer expectations and to create a different and authentic strategy in a competitive industry in which the consumer's needs are met easily, there are plenty of alternatives, the range of products and new brands is growing day by day and technological circulation is quite rapid.

On the basis of the findings, it can be stated that the brands which can be differentiated from others, can offer reliable promises and remain faithful to them and which are perceived as authentic by consumers form the consumers' purchasing preferences considerably. It can be stated that the consumers whose expectations are satisfied keep in touch with each other and they share positive opinions about the brand with others and so this encourages the consumers to buy the brand. It can be predicted that the brands will be able to get the chance to reach more consumers and sell more without incurring any costs thanks to WOM.

The concept of authenticity, as a value which forms the purchasing decisions of consumers, appears as an important factor to be taken into consideration for businesses in determining the marketing strategy. However, when the promotional activities performed by businesses with big budgets are considered, it is possible to suggest including a component such as WOM which is not suffer any cost burden and is easily applicable in the scope of these. It can also be expressed that it will be useful for businesses to include the factors related to visual design, functionality, uniqueness, sensitivity to the customer complaints while they are updating and developing their marketing strategies.

The research findings revealed that 70% of the brand image is explained by the brand authenticity variable; 78% of WOM is explained by the brand authenticity and brand image variables. Given the importance to the brand and brand equity concepts, it can be considered that more effort should be spent for the research about the brand authenticity in today's strong competition environment.

Some limitations should be considered in this study. Firstly, the convenience sampling method used the collect primary data and it should be emphasized that generalizability of our findings may be limited. In the future studies, research with different samples and different sampling techniques will make it possible to achieve the results that will benefit to the literature. Secondly, this research is focused on computer brands. Future studies could involve other industries and extend scope of research.

References

- Aaker, D. A. (1996). *Building strong brands*. New York: The Free Press.
- Altunışık, R., Coşkun, R., Bayraktaroğlu, S. & Yıldırım, E. (2012). *Sosyal Bilimlerde Araştırma Yöntemleri*. (7th ed.). Adapazarı: Sakarya Yayıncılık.
- Ballantyne, R., Warren, A. & Nobbs, K. (2006). The evolution of brand choice. *Journal of Brand Management*, 13, 339-352.
- Baron, R. M. & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychology research: conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology*, 51 (6), 1173-1182.
- Bayram, N. (2010). *Yapısal eşitlik modellemesine giriş uygulamaları*. İstanbul: Ezgi Kitabevi.
- Beverland, M. B. (2005). Crafting brand authenticity: the case of luxury wine. *Journal of Management Studies*, 42 (5), 1003-1029.
- Bruhn, M., Schoenmuller, V., Schafer, D. & Heinrich, D. (2012). Brand authenticity: towards a deeper understanding of its conceptualization and measurement. *Advances in Consumer Research*, 40, 567-576.
- Dijk, J., Antonides, G. & Schillewaert, N. (2014). Effects of co-creation claim on consumer brand perceptions and behavioral intentions. *International Journal of Consumer Studies*, 3, 110-118.
- Gilmore, J. & Pine (2007). *What consumers really want?* USA: Harvard Business School Press.
- Goyette, I., Richard, L., Bergeron, J. & Marticotte, F. (2010). E-wom scale: word of mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27, 5-23.

- Grant, J. (2000). *The new marketing manifesto - the 12 rules for building successful brands in the 21th century*. New York: Thomson Texere.
- Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (1998). *Multivariate data analysis*. (5th ed.). New Jersey: Prentice-Hall, International, Upper Saddle River.
- Kapferer, J. N. (2001). *Strategic brand management: creating and sustaining brand equity long term*. (2nd ed.). Milford, CT: Kogan Page.
- Keller, K. L. (1993). Conceptualizing, measuring and managing customer-based brand equity. *Journal of Marketing*, 57 (1), 1-22.
- Kurtuluş, K. (1998). *Pazarlamaarařtırmaları*. (8th ed.). İstanbul: AvcıolBasımYayım.
- Lewis, D. & Bridger, D. (2000). *The soul of the new consumer*. UK: Nicholas Brealey Publishing.
- Lindgreen, A. & Beverland, M.B. (2009). 'Hush, it's a secret: how trappist breweries create and maintain images of authenticity using customer experiences'. *Memorable customer experiences-a research anthology* (Ed. Adam Lindgreen, Joelle Vanhamme& Michael B.Beverland). England: Gower Publishing.
- Matzler, K., Grabner-Kräuter, S. & Bidmon, S. (2008). Risk aversion and brand loyalty: the mediating role of brand trust and brand affect. *Journal of Product and Brand Management*, 17 (3), 154-162.
- Meydan, C. H. & Şeşen, H. (2011). *Yapısaleşitlikmodellemesiamosuygulamaları*. Ankara: DetayYayıncılık.
- Özsoyer, A. & Altaras, S. (2008). Global brand purchase likelihood: a critical synthesis and an integrated conceptual framework. *Journal of International Marketing*, 16 (4), 1-28.
- Peterson, R.A. (2005). In search of authenticity. *Journal of Management Studies*, 42 (5), 1083-1098.
- Schallehn, M., Burmann, C. & Riley, N. (2014). Brand authenticity: model development and empirical testing. *Journal of Product & Brand Management*, 23 (3), 192-199.
- Şimşek, Ö.F. (2007). *Yapısaleşitlikmodellemesine giriş*. Ankara: EkinoksYayınları.
- Trilling, L. (1972). *Sincerity and authenticity*. Harvard University Press: Cambridge.
- TÜİK (2015), (<http://www.tuik.gov.tr/UstMenu.do?metod=temelist>). (15.01.2015).
- Ural, T. & Perk, H. G. (2012). Tüketicitemellimarkadeğerininikişiselbilgisayar satın alma niyetiüzerineetkisi: antakya'dabirçalıřma. *Anadolu Ü. SosyalBilimlerDergisi*, 12 (2), 11-26.