



FROM GLOBAL PERCEPTION TO LOCAL PATRONAGE: THE MEDIATING ROLE OF BRAND AUTHENTICITY IN INDONESIAN RESTAURANTS

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ABSTRACT

This study explores the dynamic relationships between perceived brand globalness, brand authenticity, and brand patronage within the Indonesian restaurant industry. The primary objectives are to elucidate how perceived globalness influences brand authenticity, evaluate the impact of brand authenticity on patronage, and investigate the mediating role of brand authenticity in the relationship between perceived brand globalness and brand patronage. Employing a quantitative approach, the study will gather data through surveys conducted with Indonesian consumers who frequent quick service restaurants (QSRs). The survey will measure perceptions of brand globalness, authenticity, and patronage. Data analysis will be performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test hypotheses and examine the relationships among constructs. The study hypothesizes that perceived brand globalness will positively influence brand authenticity, suggesting that enhanced global recognition is expected to boost brand patronage through associations with higher quality and prestige. Additionally, it is anticipated that brand authenticity will positively impact patronage by fostering stronger emotional connections with consumers. Furthermore, brand authenticity is expected to mediate the effect of perceived brand globalness on brand patronage, indicating that the impact of globalness on patronage is significantly mediated by perceived authenticity. The findings are anticipated to provide valuable insights for restaurant managers, guiding strategies to enhance brand positioning and consumer engagement. This research highlights the critical importance of aligning global and authentic brand attributes to enhance consumer loyalty in the restaurant sector.

INTRODUCTION

Brand patronage in the hospitality industry is a multifaceted construct influenced by a range of factors, including perceived brand globalness and brand authenticity. The research underscores that perceived quality, brand interaction, and trust are crucial in fostering emotional commitment between customers and hospitality brands (Rai & Nayak, 2019). The authenticity of corporate social responsibility (CSR) initiatives has been shown to enhance perceived brand loyalty by strengthening brand trust and promoting positive word-of-mouth, particularly for global brands (Safeer & Liu, 2022). Additionally, brand authenticity is linked to brand attachment, which in turn affects consumer purchase intentions, willingness to pay a premium, and brand advocacy within the food industry (Assiouras et al., 2015).

Furthermore, recent studies have examined the influence of COVID-19 preventive measures on brand legitimacy in the hospitality sector, revealing that perceived brand ethicality can significantly impact customer



perceptions and behaviors towards brands (Amani & Ismail, 2022). Investigations into the antecedents of brand authenticity emphasize the need to explore various strategies to positively influence consumer perceptions of a brand's authenticity (Fritz et al., 2017). Moreover, research on up-selling versus down-selling strategies in the hospitality industry indicates that while up-selling may boost short-term revenues, it may also negatively affect future brand patronage due to adverse customer reactions (Norvell et al., 2018).

In the context of evolving market dynamics, research has also explored the dual impact of perceived brand globalness and brand competence. The concept of Brand-Nation Connection (BNC) has been identified as a key factor in shaping consumer perceptions, with findings suggesting that brand innovativeness and alignment with national traditions positively influence BNC, thereby affecting perceptions of brand globalness and competence (He & Ge, 2022). These insights highlight the importance of understanding the complex interplay between perceived brand attributes, consumer behaviors, and market dynamics in shaping brand patronage within the hospitality industry.

Previous research on brand patronage within the restaurant industry has predominantly focused on various determinants such as food quality, service quality, atmosphere perception, innovativeness, brand credibility, and brand preference. However, significant limitations persist, revealing gaps in our understanding of brand patronage dynamics.

One key limitation is the lack of integrative studies that simultaneously address multiple influencing factors, providing a holistic view of brand patronage. While individual studies have examined specific aspects like food quality (Zhu, 2022), innovativeness (Jin et al., 2014), and brand authenticity (Chen et al., 2020), comprehensive research that evaluates the collective impact of these factors on patronage behavior remains scarce.

Additionally, much of the existing research is context-specific, focusing on particular types of restaurants or regional markets—such as fine-dining establishments (Jin et al., 2014), Chinese time-honored brand restaurants (Bu et al., 2023), or traditional branded restaurants in China (Chen et al., 2020). This narrow focus limits the generalizability of findings across broader restaurant segments.

Furthermore, current literature predominantly explores the direct effects of factors like food quality and service quality on patronage intention, without delving into underlying mechanisms or mediating factors. For instance, although the impact of perceived brand globalness and localness on brand authenticity has been studied (Safeer et al., 2021), how these perceptions translate into actual patronage decisions remains underexplored.

These gaps underscore the need for research that integrates and examines the interplay among factors such as perceived brand globalness, brand authenticity, and brand patronage. By addressing these gaps through a comprehensive research approach, valuable insights can be provided to assist restaurant managers in enhancing brand patronage and fostering customer loyalty. Thus, the aim of this study is to explore the relationships among perceived brand globalness, brand authenticity, and brand patronage in the context of restaurant brands.

LITERATURE REVIEW

Perceived brand globalness

Perceived brand globalness is a crucial construct in branding research, defined as the extent to which consumers perceive a brand as being marketed internationally and recognized as global (Davvetas et al., 2015). This perception is typically reinforced through global symbols in marketing communications, including brand names, logos, and spokespersons, coupled with the belief that the brand maintains a presence in multiple countries (Swoboda et al., 2012). A brand's globalness reflects its acceptance, recognition, desire, and usage on a global scale, which enhances its credibility relative to domestic brands (Srivastava et al., 2020). Additionally, perceived brand globalness is associated with the brand's multimarket reach, signifying its global availability, desirability, and demand (Özsomer & Altaras, 2008).

Empirical studies indicate that perceived brand globalness significantly influences consumer responses, impacting affective and behavioral reactions to brand failures (Khurana, 2018). The positive correlation between perceived globalness and perceived quality is noteworthy, as it enhances the perceived quality of the brand, thus affecting local brand purchase likelihood and diminishing the likelihood of opting for global alternatives (Özsomer, 2012). Moreover, the interaction between perceived globalness and localness is pivotal for cultivating advantageous consumer-brand relationships, influencing how consumers align with both global and local brands (Sichtmann et al., 2019).

Therefore, perceived brand globalness is integral to shaping consumer perceptions, credibility, and purchasing behavior. Brands perceived as global benefit from elevated credibility and consumer preference, underscoring the importance of strategically managing and leveraging global brand perceptions within a competitive marketplace.



Brand authenticity

Brand authenticity is increasingly acknowledged as a critical factor in branding, profoundly shaping consumer perceptions and behaviors. It is fundamentally characterized by consumers' belief in the genuine passion and commitment demonstrated by a brand's management in delivering its products (Moulard et al., 2016). Several factors contribute to the perception of brand authenticity, including the brand's historical background, ethical integrity, consumer self-identification with the brand, and the quality of relational outcomes (Fritz et al., 2017). Scholarly work has systematically identified these dimensions and explored the strategic approaches brands employ to maintain authenticity over time (Guèvremont, 2018).

To facilitate a more nuanced evaluation of brand authenticity, the Brand Authenticity Scale has been developed, encompassing six critical dimensions for a comprehensive assessment of this construct (Trần, 2018). Empirical evidence consistently highlights that brand authenticity significantly enhances customer engagement and loyalty, emphasizing the necessity for marketers to manage brands in ways that foster authenticity and bolster consumer allegiance (Trần et al., 2020). Furthermore, authenticity perceptions have been shown to increase brand value, with this effect being evident across both global and local brands. In particular, global brands can strengthen their market positions in localized contexts by ensuring that their brand image aligns with an authentic identity (Riefler, 2020).

The advancement of conceptual frameworks and measurement scales has been pivotal in deepening the understanding and assessment of brand authenticity, particularly concerning its impact on brand equity, management practices, and consumer skepticism (Morhart et al., 2014). Recent studies have also investigated the downstream effects of brand authenticity on consumer behavior, underscoring the importance of examining how authenticity influences perceived quality and purchase intentions (Rixom & Rixom, 2023). In conclusion, brand authenticity is a complex and multifaceted concept that significantly affects consumer patronage perceptions.

Brand patronage

Brand patronage encompasses the loyalty and sustained engagement that consumers develop with a brand, manifesting in repeated purchases and continued interactions (Lee & Yi, 2018). It reflects a deep-seated commitment to the brand and a readiness to persist in engaging with it over time (Sha et al., 2020). This loyalty is shaped by multiple factors including advergaming design elements, brand personality congruence, emotional brand attachment, and consumer involvement (Sarkar et al., 2023; Bian, 2020; Sajid, 2023).

For instance, the design of advergaming, whether fantasy-based or realistic, influences brand patronage through the quality of the consumer-brand relationship (Sarkar et al., 2023). Emotional brand attachment is also pivotal, as it significantly enhances original brand patronage, underscoring the impact of consumer emotions on brand loyalty (Bian, 2020). Additionally, consumer involvement and situational factors can moderate the relationship between consumer-based retailer equity and retail patronage behavior, illustrating the intricate dynamics that affect brand loyalty (Sajid, 2023).

Brand patronage is intrinsically linked to brand loyalty, where ongoing patronage coupled with favorable attitudes towards the brand results in a loyal customer (Galguera et al., 2006). The expectation–confirmation theory posits that consumers' patronage behavior is heavily influenced by their prior experiences with the brand, highlighting the significance of consistent positive interactions in fostering brand loyalty and patronage (Dhiman & Jamwal, 2022). Conversely, negative sentiments such as brand hate can diminish brand patronage, with brand avoidance serving as a mediator for the adverse effects of brand hate on a firm's brand equity (Filho et al., 2022). In conclusion, brand patronage represents a critical aspect of consumer behavior, reflecting the enduring relationship and loyalty consumers hold towards a brand.

Hypotheses development and conceptual framework

Perceived brand globalness correlates with brand authenticity

Research indicates that global brands can enhance their competitive advantage in localized markets by strategically authenticating their brand image (Riefler, 2020). This suggests that perceptions of authenticity are crucial for elevating brand value, irrespective of the brand's global presence. Additionally, a brand's globalness implies widespread acceptance, recognition, and usage, which bolsters its credibility relative to domestic brands (Srivastava et al., 2020).

Studies on the interaction between brand experience, consumer loyalty, and perceived brand authenticity in global branding contexts reveal that dimensions of brand experience can predict consumer loyalty through the mediation of perceived brand authenticity (Safeer et al., 2021). Moreover, the effects of perceived brand localness and globalness on consumer behavioral intentions highlight the significant role of brand authenticity in shaping consumer behavior (Safeer et al., 2022).



Brand authenticity, a multifaceted concept, is influenced by various factors including the brand's history, ethical practices, and consumers' self-identification with the brand (Fritz et al., 2017). Empirical evidence shows that perceived brand authenticity significantly affects consumer behavior, with its dimensions impacting outcomes such as purchase intention and price premium, particularly among Asian millennials (Safeer et al., 2021).

Additionally, the authenticity of corporate social responsibility (CSR) initiatives has been found to enhance perceived brand authenticity, which in turn strengthens brand loyalty through increased trust and positive word-of-mouth for global brands (Safeer & Liu, 2022). This underscores the importance of authenticity across different facets of brand management for fostering consumer trust and loyalty.

In light of the substantial evidence linking perceived brand globalness with brand authenticity, it is posited that:

H1: Perceived brand globalness positively influences brand authenticity.

Perceived brand globalness correlates with brand patronage

A brand's global perception suggests acceptance, recognition, desire, and usage on an international scale, which enhances its credibility relative to local brands (Srivastava et al., 2020). This heightened credibility is often associated with perceptions of superior quality and prestige for global brands. Additionally, the association between perceived brand globalness and the perceived quality of local brands is noteworthy, as it can enhance perceived quality and increase the likelihood of consumers choosing local brands over global alternatives (Özsomer, 2012).

The impact of perceived brand globalness on brand patronage is further underscored by its effect on consumer attitudes towards brands. Research indicates that perceived brand globalness, in conjunction with perceived brand localness, influences brand authenticity, which, in turn, shapes consumer attitudes towards both local and global brands (Safeer et al., 2021). The accessibility-diagnostics theory also suggests that perceived brand globalness becomes highly salient and diagnostic for consumers, particularly those with a global identity, thereby fostering increased patronage towards brands perceived as global (Swoboda et al., 2012).

Moreover, the interaction between perceived brand globalness and brand authenticity plays a crucial role in shaping consumer attitudes and preferences for global and local brands. Brands that effectively integrate both global and local elements are more likely to resonate with consumers, leading to heightened patronage and loyalty (Safeer et al., 2021). This integration is particularly important in the e-commerce context, where brand personality congruence influences consumer perceptions of e-store brand fit and patronage intentions (Chang & Kwon, 2021).

Given the substantial impact of perceived brand globalness on brand patronage, it is hypothesized that:

H2: Perceived brand globalness positively influences brand patronage.

Brand authenticity correlates with brand patronage

Several studies underscore the critical role of brand authenticity in shaping consumer-brand relationships and fostering subsequent patronage. Research by Assiouras et al. (2015) and Oh et al. (2019) highlights that brand authenticity significantly impacts consumers' purchase intentions, willingness to pay a premium, and likelihood to recommend the brand. These findings suggest that when consumers perceive a brand as authentic, they are more inclined to form a strong attachment to the brand, thereby increasing both patronage and advocacy.

Further, Morhart et al. (2014) offer an integrative framework for understanding the nexus between brand authenticity and consumer brand attachment. This framework emphasizes how brand authenticity cultivates robust emotional connections with consumers, which subsequently drives brand patronage. Moulard et al. (2016) also contribute to this understanding by demonstrating that brand authenticity is intimately tied to consumers' perceptions of a brand's passion and dedication to its products, thus reinforcing the link between authenticity and consumer loyalty.

Additionally, brand authenticity affects not only consumer behavior but also brand trust and credibility. As noted by Fritz et al. (2017), there is a positive correlation between brand authenticity and perceived credibility, highlighting how authenticity enhances consumer trust in a brand, ultimately leading to greater patronage. Guèvremont and Grohmann (2016) further support this by finding a positive relationship between brand authenticity and emotional brand attachment, suggesting that authentic brands are more likely to foster strong emotional bonds with consumers, thereby encouraging repeat patronage and enhancing brand loyalty.

Based on the reviewed literature, it is proposed that:

H3: Brand authenticity positively influences brand patronage.

Brand authenticity mediates the relationship between perceived brand globalness and brand patronage.



Brand authenticity serves as a crucial mediator in the relationship between perceived brand globalness and brand patronage. When consumers perceive a brand as authentic, it bolsters their trust in the brand, subsequently leading to increased brand loyalty, positive word-of-mouth, and a willingness to pay a premium for its products (Riefler, 2020). The perceived globalness of a brand often enhances its credibility compared to domestic brands, further reinforcing consumer trust and loyalty (Srivastava et al., 2020). This perceived globalness not only shapes consumer perceptions but also significantly influences their attitudes toward the brand, particularly within the context of global branding (Swoboda et al., 2012).

Furthermore, brand authenticity emerges as a critical determinant of consumer behavior, especially among Generation Y consumers in Asia. In this demographic, dimensions of perceived brand authenticity, such as quality commitment and heritage, play a pivotal role in fostering attachment and affection towards global brands (Safeer et al., 2021). Empirical evidence suggests that brand authenticity can enhance brand value independently of brand globalness, underscoring authenticity as a key driver of consumer perceptions and behaviors (Riefler, 2020). In Asian markets, both perceived brand localness and globalness impact brand authenticity, which, in turn, shapes consumer attitudes towards local and global brands alike (Safeer et al., 2021).

Moreover, the impact of perceived brand globalness on consumer responses, particularly within the fashion and lifestyle sectors, reveals how consumers' perceptions of global and local brands influence their reactions to brand failures (Khurana, 2018). This underscores the significance of how consumers perceive a brand's globalness and authenticity, which ultimately informs their responses and patronage behaviors. Given these insights, the following hypothesis is proposed:

H4: Brand authenticity mediates the relationship between perceived brand globalness and brand patronage

The framework of this study is illustrated in Figure 1.

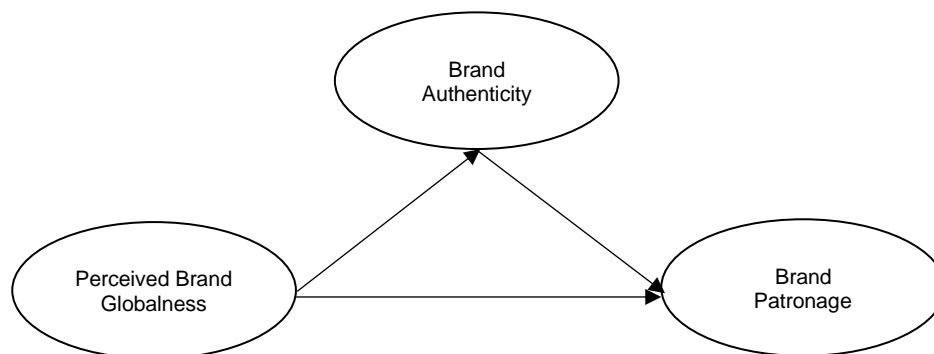


Figure1. Conceptual framework

METHOD

The study employs a quantitative research design to investigate the relationships among perceived brand globalness, brand authenticity, and brand patronage within the context of restaurant brands. This design is effective for collecting and analyzing numerical data to test hypotheses and explore the interplay between these constructs. The aim is to gain a comprehensive understanding of how these factors interact and influence consumer behavior.

Population and Sample Size

The research focuses on consumers of quick service restaurants (QSRs) in Indonesia. The target population encompasses all individuals who have made purchases from QSRs within the country. To ensure reliability and generalizability of the findings, the study will sample 378 respondents. This sample size is deemed adequate for achieving robust and valid results, providing a solid basis for analysis and interpretation.

Research Constructs and Measurement Items

Perceived Brand Globalness (PBG) is defined as the extent to which a brand is recognized and accepted globally. Measurement items for PBG include: "To me, this is a global brand," "I do not think consumers overseas buy this brand," and "This brand is sold only in (country)/This brand is sold all over the world."



Brand Authenticity refers to the degree to which a brand is perceived as genuine and true to its values. To measure brand authenticity, items include: "This brand is genuine and true to its values" and "I trust this brand to deliver what it promises."

Brand Patronage is defined as the likelihood of consumers continuing to purchase from a brand. Measurement items for brand patronage are: "I will continue to purchase from this brand" and "I recommend this brand to others."

Data Collection and Analysis

Data will be collected through a survey administered to Indonesian consumers. The survey aims to gather detailed information on respondents' perceptions of perceived brand globalness, brand authenticity, and brand patronage. The questions in the survey are based on the measurement items, ensuring a thorough assessment of each construct.

The data analysis will be conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). This method is particularly suited for exploratory research and allows for the examination of relationships between constructs. The analysis will involve several steps: preparing the data to ensure it is free from errors and missing values, specifying the structural model with defined relationships among PBG, brand authenticity, and brand patronage, estimating the model parameters using PLS-SEM software, assessing the model fit with various indices, testing hypotheses related to the constructs, and calculating effect sizes to evaluate the practical significance of the findings. This comprehensive approach will contribute to a deeper understanding of the factors influencing consumer behaviour in the restaurant industry.

RESULTS AND DISCUSSION

The current study anticipates several key findings. H1: Perceived brand globalness positively influences brand authenticity. It is expected that brands perceived as global will also be viewed as more authentic due to their extensive recognition and acceptance, which enhances their image and credibility. Therefore, the study predicts a positive correlation between perceived brand globalness and brand authenticity. H2: Perceived brand globalness positively influences brand patronage. It is hypothesized that higher perceived brand globalness will lead to greater brand patronage. This expectation is based on the association of global brands with superior quality and prestige, which typically boosts consumer preference and willingness to engage with the brand. Consequently, the study anticipates finding a positive relationship between perceived brand globalness and brand patronage.

Moreover, H3: Brand authenticity positively influences brand patronage. The study expects that brand authenticity will have a positive impact on brand patronage. Authentic brands are anticipated to foster stronger emotional connections and greater loyalty among consumers, leading to increased patronage and advocacy. The findings are expected to show that consumers who perceive a brand as authentic are more likely to remain loyal and recommend the brand. Finally, H4: Brand authenticity mediates the relationship between perceived brand globalness and brand patronage. It is hypothesized that brand authenticity will mediate the relationship between perceived brand globalness and brand patronage. Specifically, while perceived brand globalness is likely to enhance brand credibility and prestige, its effect on patronage is expected to be significantly mediated by how authentic consumers perceive the brand to be. Thus, the study aims to provide insights into how perceived brand globalness influences brand patronage through its impact on brand authenticity.

CONCLUSION

The study aims to provide a comprehensive understanding of how perceived brand globalness, brand authenticity, and brand patronage interrelate. It is expected that global brands will be perceived as more authentic, which in turn will enhance their patronage. The findings are anticipated to highlight the significant role of brand authenticity in mediating the relationship between perceived globalness and patronage. By uncovering these relationships, the study will offer valuable insights into effective brand management strategies, emphasizing the importance of cultivating both global presence and authenticity to drive consumer loyalty and brand success. These insights will be particularly relevant for restaurant brands seeking to enhance their market position and foster strong consumer relationships.

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