The Impact of Brand Authenticity towards Indonesian Millennials' Brand Loyalty Through Perceived Value, Brand Love, and Brand Trust in the Skincare Industry

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Abstract. The skincare industry is growing fast both globally and locally and is proven as one of the biggest multi-billion-dollar enterprises in the world. This vast growth makes competition between brands is getting more intense with more local brands entering the Indonesian skincare market. Unfortunately, majority of Indonesian consumers like to try new brands, especially global brands. This condition is worsened by the fact that millennials are the most lucrative market segment for business players and are the most disloyal segment compared to others, not to mention that local consumers feel that brands that are using Bahasa are less credible. Also, there is a decline in social trust as more consumers are feeling that companies have taken from them what is true and authentic. Therefore, this study aims to investigate and provide comparison on the impact of local and global Brand Authenticity towards Indonesian millennials' Brand Loyalty. This research was carried out with 141 millennials aged 17 - 37 years old using questionnaires to collect data. Within the scope of this research, brand loyalty was examined over four variables which are brand authenticity, brand trust, perceived value, and brand love. The tools used in data processing is SPSS version 29 and SmartPLS 3.0 and the result of the research concludes that for local brand, brand authenticity does have a direct influence on brand loyalty. On the other hand, global brands need to first establish perceived value before leading to brand loyalty.

Keywords: *Brand Authenticity, Brand Loyalty, Brand Trust, Perceived Value, Brand Love.*

1   INTRODUCTION

One of the biggest, multi-billion-dollar enterprises in the world is the cosmetics industry. According to Allied Market Research's 2017 analysis, the global skincare market is anticipated to grow at a CAGR of 4.7% from 2016 to 2022, reaching $179 billion. According to [1], skincare products are the most frequently used cosmetics and have seen significant growth in the global cosmetics market. Furthermore, statistics show that during the past 20

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years, the global beauty market has expanded at an average annual rate of 4.5%, with yearly growth rates ranging between around 3% and 5.5%.

The trend in Indonesian consumer demand is rising. By 2025, it should reach about $9,6 billion (Statista, 2021). Due to its status as Southeast Asia's largest economy, for the next 10 to 15 years, Indonesia is forecasted to be one of the top five markets for cosmetics. With more local brands entering the market as a result of Indonesia's cosmetic industry's promising future, the market now faces a much more intense level of competition [2].

The potential of this local/domestic market is the increase of the young population in Indonesia or, in other words, the millennial generation. Millennials are becoming a popular demographic for numerous consumer businesses [3] due to their size and growing spending power, however. Since they exhibit different behaviors from earlier generations, millennials have emerged as an impressive group to study. It is interesting to see that young customers are more brand-aware and always eager to switch brands if they don't sense an emotional connection to a certain brand [4]. So, the question arises, how can a brand build loyalty to be able to survive in this flourishing market of local skincare in Indonesia?

Brand authenticity's behavioral effects include brand loyalty, purchase intent, and recommendation intention [5]. Some have even identified brand authenticity as a potential new pillar for building brand credibility and trust [6] and a core asset in marketing (Potter, 2010), however, unfortunately, according to a research [7], a growing number of consumers believe that businesses have failed to provide them with genuine and genuine experiences, and they are starting to demand back the authenticity of a brand. In fact, even though this concept of brand authenticity has been there for a long time, little examination of its construct has been conducted [8]. From a previous research [4], it was found that despite customers' natural perception of local brands as authentic, they have not been successful in attracting more customer base by highlighting their authenticity. Does it mean that brand authenticity is not capable of generating brand loyalty?

2   THEORETICAL FRAMEWORK AND HYPOTHESIS

This study will analyze Global vs Local Brand Authenticity and how it impacts Indonesian millennials' Brand Loyalty through Brand Trust, Perceived Value, and Brand Love. This study will assess the factors that directly influence or mediate the brand loyalty to give the company a view of the sense of importance of the stated construct.

2.1 Brand Authenticity, Brand Trust, Brand Love, and Perceived Value

Brand love occurs when consumers have an emotional connection to a particular brand, whereas an authentic brand can meet consumers' connection goal [9], [10]. From this, it is expected that emotional brand attachment from brand love is positively influenced by brand authenticity. Based on previous research conducted [11], customers with higher perception of brand authenticity will result in higher perceived value and brand trust. Studies mentioned that authenticity is also perceived as having more value [12]. As a result, the following are the offered hypotheses:

H1: Brand Authenticity has a positive relationship with Brand Trust
H2: Brand Authenticity has a positive relationship with Brand Love

H3: Brand Authenticity has a positive relationship with Perceived Value

2.2 Perceived Value, Brand Trust, Brand Love and Brand Loyalty

According to Lien et al. (2015), consumer trust in a brand is increased by a detailed examination of practical benefits including money saved, exceptional services received, and time saved. Perceived value is a person's impression of a product's quality [13]. Since perceived value is a good indicator of how people would act, it is suggested to look into how perceived value affects brand loyalty [14]. Brand love and perceived value were found to be significantly and positively correlated [15]. As a result, the following hypotheses are proposed:

H4: Perceived Value has a positive relationship with Brand Trust
H5: Perceived Value has a positive relationship with Brand Love
H6: Perceived Value has a positive relationship with Brand Loyalty

2.3 Brand Trust, Brand Love and Brand Loyalty

According to empirical research, love and intimacy are related to trust [16]. Brand trust encourages consumers to make further purchases, which will eventually result in brand loyalty or future purchasing behavior [7]. Consequently, the following hypotheses are put forth:

H7: Brand Trust has a positive relationship with Brand Love
H8: Brand Trust has a positive relationship with Brand Loyalty

## 2.4 Brand Love and Brand Loyalty

A consumer who develops a deep affection and love for a brand will exhibit significantly greater loyalty than those who do not, claimed [17]. Brand loyalty has been found to be most strongly correlated with love-based brand connections [2]. Customers who love a brand may wish to recommend it to others and keep their relationship going in the future [18]. Therefore, the proposed hypothesis is as follows:

H9: Brand Love has a positive relationship with Brand Loyalty

2.5 Brand Authenticity and Brand Loyalty

According to [1], brand authenticity is characterized by behaviors like repurchasing and suggesting products, which strengthens the bond between a customer and a brand. As a result, the following theory is proposed:

H10: Brand Authenticity has a positive relationship with Brand Loyalty
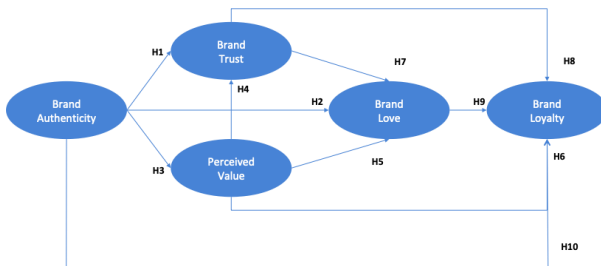
Figure 1 Conceptual Model Framework

3   DATA METHODS

3.1   SAMPLE AND DATA COLLECTION

This type of research is quantitative, and questionnaires are used to collect the data. The main quantitative information comes from the respondents' questionnaire results filled by millennials in Indonesia who are actively using skincare in their routine. This study's unit analysis is millennials who are using both global and local skincare brands. This research will use questionnaires to obtain data from the respondents who have been using The Body Shop and Sensatia Botanicals for not less than 6 months to make sure that respondents are regular user of these products, have been using them for quite some time, and are not very new users. This research was carried out with 141 millennials aged 17 - 37 years old using questionnaires to collect data. The collected data was analyzed using SPSS version 29 and SmartPLS 3.0

3.2   MEASURES

Only validated questionnaires that had been used to examine the constructs in earlier studies were employed in this investigation. Self-administered Internet questionnaires are used to collect data, and millennials in Indonesia are chosen at random to get the questions.

Every questionnaire had a 5-point Likert scale to complete. Afterward, 20 people were given the questionnaire as part of the pilot testing. To evaluate the outliers from each observable variable, the findings were processed using descriptive statistical analysis and the Statistical Package for the Social Sciences (SPSS). Following the pilot testing, the outliers and other respondents participated in a focus group discussion (FGD) to talk about the questionnaires, whether there were any misconceptions about the questions, and whether any changes to the questions were necessary. The completed questionnaire was prepared for mass distribution to the intended respondents following any necessary revisions.

3.2.1   INDEPENDENT VARIABLES

The brand authenticity variable in this research is the independent variable assessed using questionnaires [4]. An example of a brand authenticity questionnaire: The brand is different from all other brands. Questionnaires from [4] were used to evaluate brand trust, perceived value, brand love, and brand loyalty.

The variables of brand authenticity and brand loyalty can be viewed as being mediated by brand trust. An example of a brand trust questionnaire is: I could rely on this brand to solve any problem with the product. An example question for perceived value as mediating variables is: Given its price, this brand is economical. Brand love as mediating variables' example of question is: I love this brand.

3.2.2   DEPENDENT VARIABLES

The dependent variable that is assessed using the Zhang et al. questionnaire is the brand loyalty variables (2020). These observed factors, taken as a whole, provide a comprehensive analysis of brand loyalty for millennials in the skincare industry.

3.2.3   CONTROL VARIABLES

This study uses demographic data such as gender, age group, frequency of purchase, and income.

3.2.3   DATA ANALYSIS

To determine if brand authenticity would affect brand loyalty through brand trust, perceived value, and brand love, a descriptive statistical study was conducted for this study. Descriptive analysis is used to investigate the variables derived from the responses of respondents. Furthermore, a comparative analysis was also conducted to contrast two or more objects side by side to find similarities and differences. A concept, problem, theory, or inquiry is evaluated using this procedure. It can understand the issue and offer solutions by conducting a comparative study.

4   RESULTS

4.1   NORMALITY AND COLLINEARITY

This uses the Kolmogorov-Smirnov test in this study to determine whether or not the data is normally distributed. The regression model's intervening variable's normal distribution is checked using the normality test of 0.05. The findings below demonstrate that the data are not normally distributed.

Figure 2 Normality Test for Body Shop

One-Sample Kolmogorov-Smirnov Test

		Brand Authenticity	Brand Love	Perceived Value	Brand Trust	Brand Loyalty
N		141	141	141	141	141
Normal Parameters[a,b]	Mean	32.74	16.20	16.17	15.99	15.71
	Std. Deviation	5.428	2.665	2.712	2.849	2.961
Most Extreme Differences	Absolute	.179	.226	.204	.178	.172
	Positive	.110	.129	.127	.102	.097
	Negative	-.179	-.226	-.204	-.178	-.172
Test Statistic		.179	.226	.204	.178	.172
Asymp. Sig. (2-tailed)[c]		<.001	<.001	<.001	<.001	<.001
Monte Carlo Sig. (2-tailed)[d]	Sig.	<.001	<.001	<.001	<.001	<.001
	99% Confidence Interval Lower Bound	.000	.000	.000	.000	.000
	Upper Bound	.000	.000	.000	.000	.000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Figure 3 Normality Test for Sensatia Botanicals

One-Sample Kolmogorov-Smirnov Test

		Brand Authenticity	Brand Love	Perceived Value	Brand Trust	Brand Loyalty
N		141	141	141	141	141
Normal Parameters[a,b]	Mean	32.13	15.70	16.37	16.07	16.45
	Std. Deviation	5.856	2.947	2.625	2.568	2.497
Most Extreme Differences	Absolute	.185	.196	.205	.166	.198
	Positive	.106	.117	.130	.120	.139
	Negative	-.185	-.196	-.205	-.166	-.198
Test Statistic		.185	.196	.205	.166	.198
Asymp. Sig. (2-tailed)[c]		<,001	<,001	<,001	<,001	<,001
Monte Carlo Sig. (2-tailed)[d]	Sig.	<,001	<,001	<,001	<,001	<,001
	99% Confidence Interval Lower Bound	.000	.000	.000	.000	.000
	Upper Bound	.000	.000	.000	.000	.000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 221623949.

The corresponding constructions are referred to as multicollinear when the correlation coefficient is higher than 0.85. Since the Spearman correlation coefficient in the graph below is less than 0.85, there is no collinearity between the constructs.

Figure 4 Collinearity Test for The Body Shop

Correlations

			Brand Authenticity	Brand Love	Perceived Value	Brand Trust	Brand Loyalty
Spearman's rho	Brand Authenticity	Correlation Coefficient	1.000	.167[*]	.306[**]	.286[**]	.167[*]
		Sig. (2-tailed)	.	.047	<,001	<,001	.048
		N	141	141	141	141	141
	Brand Love	Correlation Coefficient	.167[*]	1.000	.193[*]	.171[*]	-.031
		Sig. (2-tailed)	.047	.	.022	.043	.712
		N	141	141	141	141	141
	Perceived Value	Correlation Coefficient	.306[**]	.193[*]	1.000	.182[*]	.246[**]
		Sig. (2-tailed)	<,001	.022	.	.031	.003
		N	141	141	141	141	141
	Brand Trust	Correlation Coefficient	.286[**]	.171[*]	.182[*]	1.000	.166[*]
		Sig. (2-tailed)	<,001	.043	.031	.	.050
		N	141	141	141	141	141
	Brand Loyalty	Correlation Coefficient	.167[*]	.031	.246[**]	.166[*]	1.000

Correlations

			Brand Authenticity	Brand Love	Perceived Value	Brand Trust	Brand Loyalty
Spearman's rho	Brand Authenticity	Correlation Coefficient	1.000	.022	.093	-.047	.371[**]
		Sig. (2-tailed)	.	.799	.271	.579	<,001
		N	141	141	141	141	141
	Brand Love	Correlation Coefficient	.022	1.000	.208[*]	.018	.135
		Sig. (2-tailed)	.799	.	.013	.834	.109
		N	141	141	141	141	141
	Perceived Value	Correlation Coefficient	.093	.208[*]	1.000	-.032	.004
		Sig. (2-tailed)	.271	.013	.	.704	.965
		N	141	141	141	141	141
	Brand Trust	Correlation Coefficient	-.047	.018	-.032	1.000	-.030
		Sig. (2-tailed)	.579	.834	.704	.	.722
		N	141	141	141	141	141
	Brand Loyalty	Correlation Coefficient	.371[**]	.135	.004	-.030	1.000
		Sig. (2-tailed)	<,001	.109	.965	.722	.
		N	141	141	141	141	141

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

4.2   MEASUREMENT MODEL ANALYSIS

Goodness of Fit Model test findings, the saturated models for Sensatia Botanical and Body Shop have SRMR values of 0.080 and 0.081, respectively. The Body Shop's predicted model is 0.080, whereas Sensatia Botanical's is 0.081. It can be inferred that the model is deemed fit and practical to apply to test the research hypothesis because the values of the SRMR model for both the saturated model and the estimated model in the Body Shop and Botanical constructs are below 0.1.

Figure 5 - *Goodness of Fit Model Test*

	Saturated Model		Estimated Model	
	Body Shop	Sensatia Botanicals	Body Shop	Sensatia Botanicals
SRM	R 0.080	0.081	0.080	0.081

4.3   STRUCTURAL MODEL ANALYSIS

The PLS-SEM analysis chooses to test the hypothesis when the *p* value obtained from the bootstrapping test is less than 0.05 and an independent variable is reported to have had a significantly positive impact on the dependent variable. The following are the findings of a 5% standard error hypothesis test:

Figure 6 - The Body Shop Hypothesis Testing Result

Hypothesis		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	*T* Statistics (|O/STDEV|)	*P* Values	Description	Result
H1	Brand Authenticity -> Brand Trust	0.263	0.289	0.099	2.658	0.004	Positive Significant	Accepted
H2	Brand Authenticity -> Brand Love	0.096	0.058	0.148	0.647	0.259	Not Significant	Rejected
H3	Brand Authenticity -> Perceived Value	0.378	0.406	0.081	4.66	0.000	Positive Significant	Accepted

H4	Perceived Value -> Brand Trust	0.137	0.129	0.102	1.345	0.09	Not Significant	Rejected
H5	Perceived Value -> Brand Love	0.246	0.264	0.121	2.036	0.022	Positive Significant	Accepted
H6	Perceived Value -> Brand Loyalty	0.324	0.328	0.078	4.18	0.000	Positive Significant	Accepted
H7	Brand Trust -> Brand Love	0.038	0.061	0.13	0.292	0.386	Not Significant	Rejected
H8	Brand Trust -> Brand Loyalty	0.07	0.078	0.085	0.816	0.208	Not Significant	Rejected
H9	Brand Love -> Brand Loyalty	-0.159	-0.155	0.108	1.464	0.073	Not Significant	Rejected
H10	Brand Authenticity -> Brand Loyalty	0.088	0.099	0.081	1.089	0.139	Not Significant	Rejected

Figure 7 - Sensatia Botanicals Hypothesis Testing Results

Hypothesis		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	*T* Statistics (|O/STDEV|)	*P* Values	Description	Result
H1	Brand Authenticity -> Brand Trust	0.006	-0.014	0.107	0.054	0.478	Not Significant	Rejected
H2	Brand Authenticity -> Brand Love	-0.04	-0.032	0.097	0.419	0.338	Not Significant	Rejected
H3	Brand Authenticity -> Perceived Value	0.116	0.087	0.173	0.668	0.253	Not Significant	Rejected
H4	Perceived Value -> Brand Trust	-0.079	-0.087	0.137	0.574	0.284	Not Significant	Rejected

H5	Perceived Value -> Brand Love	0.223	0.25	0.115	1.938	0.027	Positive Significant	Accepted
H6	Perceived Value -> Brand Loyalty	0.012	0.004	0.128	0.09	0.464	Not Significant	Rejected
H7	Brand Trust -> Brand Love	0.188	0.185	0.115	1.628	0.053	Not Significant	Rejected
H8	Brand Trust -> Brand Loyalty	0.01	0.008	0.083	0.126	0.45	Not Significant	Rejected
H9	Brand Love -> Brand Loyalty	0.16	0.177	0.088	1.823	0.035	Positive Significant	Accepted
H10	Brand Authenticity -> Brand Loyalty	0.338	0.348	0.086	3.944	0.000	Positive Significant	Accepted

Figure 8 - Overall Model Fit Analysis for The Body Shop
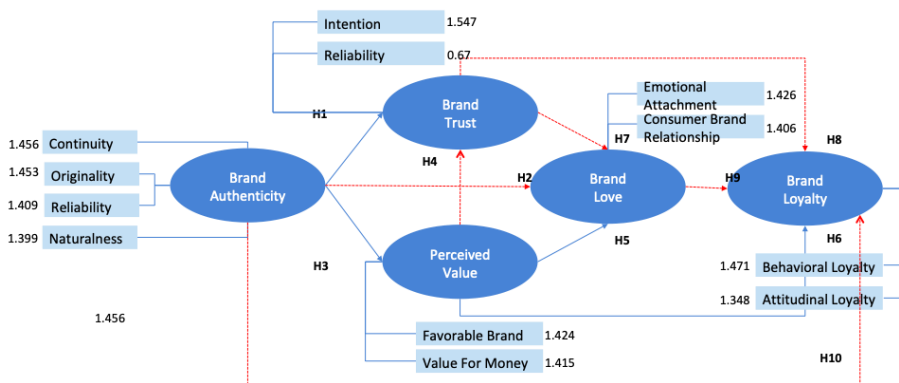
Figure 9 - Overall Model Fit Analysis for Sensatia Botanicals
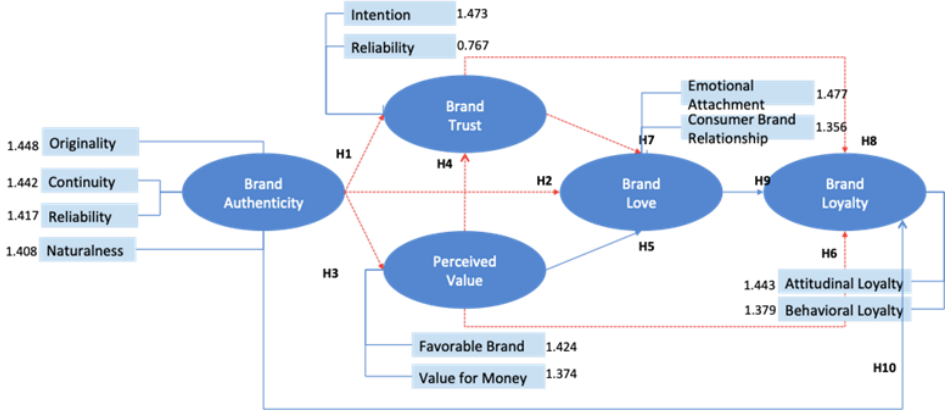
5   DISCUSSION

This study conducted in Indonesia aimed to investigate the impact of brand authenticity, brand trust, perceived value, brand love, and brand loyalty. The result shows that global and local brands display different results. For global brands, brand authenticity has a positive and significant relationship with brand trust, while for local brands, brand authenticity displays the same condition directly with brand loyalty. Brand love for local brands has positive and significant relationships with brand loyalty.

This study enhances the theoretical framework such as brand authenticity, perceived value, brand trust, and brand love to ensure the impact on brand loyalty is more fully understood. A comparison research model of local and global skincare brands is intended to show that there might be a difference in the result of each construct depending on the brands. This research is also a continuation of previous research [4] that suggested applying the study in an emerging market.

6   CONCLUSION

When comparing the local and worldwide brands, the results of the hypotheses differ, as can be seen from the results. Customers may see international brands more favorably because they appreciate that they are sold everywhere with the same quality standard, that they are locally owned but sold globally, or that they have the status and prestige benefits of being owned by a foreign company. This research shows that for global brands, in some aspects, brand authenticity does not matter much in driving sales, especially towards loyalty. This is where innovation is important. Brands should continuously to do innovation without diminishing their original core value. When there is a lack of authenticity in the brand-customer contact, brand love cannot be increased. Local and international brands should focus on building authenticity in the relationship.

6.1 THEORETICAL CONTRIBUTION

This study enhances the theoretical framework such as brand authenticity, perceived value, brand trust, and brand love to ensure the impact on brand loyalty is more fully understood. A comparison research model of local and global skincare brands is intended to show that there might be a difference in the result of each construct depending on the brands. This research is also a continuation of previous research done by Riefler (2019) that suggested applying the study also in an emerging market.

6.2 MANAGERIAL/ PRACTICAL CONTRIBUTION

This study gives enlightenment to both local and global skincare brands of how they can establish brand loyalty from the concept of brand authenticity. This research proves that the same customers do have different perspectives of how they see and feel about global vs local brands. This research also provides information on how local and global skincare brands should utilize their brand authenticity which will lead to brand loyalty to sustain the brand in the high competition. This research suggests that global brand need to ensure that they establish an emotional connection and relationship with their consumers through the perceived value as customers view the global brand as a favorable purchase. This emotional connection could establish a new mediating path to brand loyalty through brand love. For the local brands, researchers suggest that brands provide a clear understanding of core values and motivation of the brand so there will be a possibility to develop perceived value as the consumer understands that this certain brand will fulfill their needs.

7 LIMITATIONS AND FUTURE RESEARCH OPPORTUNITIES

The samples were drawn from millennial customers who are using the 2 local and global brands mentioned earlier, which are Sensatia Botanicals and The Body Shop for at least 6 months. To gain further insight into the authenticity and loyalty of brands among Indonesian consumers, a larger scope of research might be required such as having respondents with longer periods of product usage which is expected to already develop a deeper attachment and loyalty to the brands.

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