Strengthen the Millennial Generation's Brand Love on Traditional Food from West Sumatra

Yasri[1*], Vidyarini Dwita[2], Astra Prima Budiarti[3]

[1,2,3] *Universitas Negeri Padang, Padang, Indonesia*
Corresponding Author. Email: yasri33@fe.unp.ac.id

ABSTRACT

West Sumatra has a diverse range of traditional cuisine products. In West Sumatra, each region has its own own food products. However, sometimes the region's native products can't compete with those from elsewhere in West Sumatra. The purpose of this study is to look into the elements that influence the brand loyalty of traditional West Sumatra culinary products. The millennial generation in West Sumatra is the subject of this study. According to this study, the millennial generation's affinity for West Sumatran culinary products is influenced by variables such as brand authenticity and brand trust. There is either a direct or indirect impact.

Keywords: Brand Love, Brand Authenticity, Brand Trust, Traditional Food.

1. INTRODUCTION

Brand love is the emotional level of consumer preference for a particular brand [1]. Brand love includes desire for a brand, liking or liking for the brand, positive evaluation of the brand, positive emotional response to the brand, and declaration of love for a particular brand [2]. Brand love is a conceptualization of the level of consumer satisfaction with the brand. Brand love describes the consumer's long-term relationship with the brand. Brand love includes the desire to express it as I love this brand, and is integrated into the identity of the customer. Brand love is a meaningful emotional element for consumers [3].

The population of the millennial generation aged 15-39 years has reached 93.8 million people [4]. This generation is currently working and has personal income. They are educated, dynamic, and open minded, creative and aggressive, and have access to technology. The millennial generation's love for local brand products is low because they can't compete with their love for foreign products. They are not proud to use local brands, as a result they buy less local products. If this condition is left unchecked then they do not know and love the original products of the West Sumatra region. As a result, the millennial generation does not remember to buy the product.

SMEs that produce local products do not develop and will eventually fail. This condition has an impact on unemployment, killing the culture in West Sumatra which is very famous for a variety of local native foods such as *Rendang, Kerupuk Sanjai, Paniaram, Bika, Batiah, Karak Kaliang* and others.

Brand authenticity has a positive impact on brand trust [5]. Brand trust is influenced by brand authenticity [6]. Brand love has a long-term impact in the form of increasing brand loyalty, while in the short term it can increase consumer consumption [7]. This is the first research that analyse the brand value variable as the independent variable to impact brand love. Besides, this research to be conducted on SME products and the millennial generation.

West Sumatra is the area that has many flavours of cuisine. This area has various types of traditional foods such as *Sanjai, Paniaram, Bika, Batiah*, and *Galamai*. In the 2016-2020 UNP Research Strategic Plan, there are six focus areas for leading university research are set out and the proposed research includes the two focus areas above, namely food and resources, economy and business. Furthermore, the roadmap for these six fields, this research concerns improving the quality of production, food safety and halalness in the food and marketing sectors as well as increasing the competitiveness of superior products in the management and accounting fields.

2. THEORETICAL FRAMEWORK

2.1 Brand Love

Brand love is a novel marketing concept that explains and predicts variations in desire after customers have purchased and are satisfied with the brand. The emotional level of consumer liking for a particular brand is referred to as brand love. Desire for a brand, liking or liking for a brand, favourable evaluation of a brand, positive emotional response to a brand, and confession of love for a specific brand are all examples of brand love. Brand love is a term used to describe how satisfied customers are with a product or service. Judgment is less effective than brand love. The word "brand love" refers to a customer's long-term relationship with a company. Brand love encompasses the urge to express it, such as "I adore this brand," and is ingrained in the customer's identity. [3].

Brand love has a significant effect on brand loyalty [1]. Brand love has three dimensions, namely passion, intimacy and commitment. Brand love consists of passion, affection (attachment), positive evaluation of the brand, positive emotions on the brand, and declares his love for the brand1. Indicators of brand love are love and passion, self-connection, commitment, inter-dependence, intimacy, and new partner [8].

Brand love is idealization, intimacy, pleasure, dream, memories, unicity [9]. Furthermore, there are seven dimensions of brand love, namely, perceived functional quality, self-related cognitions, positive affect, negative affect, satisfaction, attitude strength and loyalty [10]. Brand love is explicitly different from brand trust, love is the feeling or feeling of consumers towards the brand. Meanwhile, brand trust is based on consumer expectations of honesty, altruism and brand reliability [11]. Brand trust has a significant influence on brand love. Brand love is a consumer's deep feeling towards a brand.

2.2 Brand Trust

Brand trust is built from direct experience, conditions in the context of relationships [12]. Trust is an important component of a useful interaction [13]. Two types of trust-building relationships are transactions that do not build trust and transactions that result in exchange [14]. Exchange transactions are built on the interaction before and after and occur in the long term [44].

Since the development of relationship marketing, trust is increasingly important in branding [15]. Relationship marketing is all marketing activities that are directly based on developing and maintaining successful rational exchanges. The engagement, connection, and togetherness between the brand (brand) and its consumers define the success of the relationship between the brand (brand) and its customers [16]. Brand trust is critical to the achievement of a positive customer-brand relationship [13]. The primary purpose of marketing is to establish a strong link between a company and its clients, and trust is essential for this to happen [17]. The existence of brand trust in a connection can strengthen the meaning of the relationship [13]. There is a causal association between brand (brand) trust and customer relationship with the brand. The two elements of brand trust are brand intentions and brand reliability. Consumers require a trusted brand when they are faced with uncertainty or insecurity when making purchasing decisions [13].

Trust is the belief that an organization will produce products according to their goals based on their competencies and intentions [18]. Brand trust depends on consumers' perceptions of the fairness and integrity of a brand. Integrity is so closely related to brand trust that it's considered a sub-dimension of it [19]. Consumers' feelings or acceptance of a brand's ethics are an aspect of brand trust [3]. Kindness and honesty are linked to trust [20]. Warmth is a fundamental aspect of brand service that is required to develop trust, and employees' warmth and friendliness are crucial [21].

2.3 Brand Authenticity

Brand authenticity has a relationship with brand trust [21]. Brand authenticity is committed to delivering on their promises to consumers [22] and consumers believe in brand performance as promised [23]. Currently consumers are skeptical, declining trust and authenticity is a deterrent to this decline [24].

Brand authenticity is a commitment to deliver what is promised and consumers are more likely to trust a brand that will perform well [22]. Individuality, originality, and naturalness are three elements of brand authenticity [24], credibility and reliability, consistency [6] and continuity, and integrity and symbolism [22].

Brand authenticity is expressed through origins, originality and uniqueness [25]. Originality perceived by consumers as an assessment of whether the brand is unique [24]. Furthermore, individuality is defined as something unique as promised. All dimensions of brand authenticity, which have been studied, such as continuity and consistency [22]. Continuity refers to the timelessness of a brand and it is the ability of the brand to tend to live longer [22]. A brand that offers continuity has a clear concept and long-term vision [24] and brand attributes are stable in the long term [6]. When each piece of the marketing mix indicates a higher desire for the brand, consistency has traditionally been described as a statement [26]. When communication and customer experience are consistent with the organization's identity, vision, and values, consistency is felt.

Brand credibility and trustworthiness are ensured by consistency and continuity [6]. Authentic brands are linked to a high level of trustworthiness and dependability [22]. In order to offer a promised brand on a consistent basis, the brand's values must be present in both practice and actuality. [21]. Brand reliability is

related to the brand's ability to be trusted (accounted for); whether the brand can continuously deliver on the promise [33]. Reliability is related to honesty and credibility [24]. The brand must be credible and reliable as promised (brand perceived value) [22].

Brand authenticity is defined by its integrity and symbolism [22]. An authentic brand upholds relevant principles and is concerned about its customers [22]. Integrity is defined as a pattern of action that is consistent and equitable [28]. It signifies moral purity and shows the brand's noble intentions. When a brand is sincere and gives value to consumers, it is said to be symbolically significant. When a brand's quality truly resonates with consumers and contributes to the construction of self-identity by adding to their personal meaning [22]. Integrity and symbolism are terms that refer to a brand's moral stance. Sincerity [29], integrity [22], and transparency [30] are all synonyms for brand authenticity. If the brand is genuine, it will be interpreted as such [29]. Furthermore, if a brand is genuine, it is regarded as warm [31].

3. METHOD

The purpose of this study is to look at how brand authenticity and brand trust affect millennials' brand love for West Sumatran culinary goods. A total of 335 questionnaires were provided to respondents who satisfied the requirements, which included being between the ages of 18 and 38, having purchased a typical West Sumatran food product with a brand name, and remembering the food brand.

Brand Love in this study is the level of love or preference of the millennial generation for typical food product brands produced by SMEs in West Sumatra. The indicators used to measure this variable are: (1) liking the brand, (2) positive evaluation of the brand, (3) positive emotional response about the brand, (4) declaration of love for the brand.

Brand Trust referred to in this study is the level of trust of the millennial generation towards the brand of West Sumatran food products produced by MSMEs. The indicators used to measure this variable are (1) I trust and rely on this typical food brand of West Sumatra to resolve service dissatisfaction, (2) believe the brand guarantees satisfaction, (3) have trust in the brand, (4) believe the brand.

Brand Authenticity is the millennial generation's assessment of the authenticity of West Sumatran food brands. The indicators used to measure this variable are: (1) individuality, (2) originality, (3) naturality, (4) consistency and (5) brand continuity.

The data analysis technique uses a Structural Equation Model because there is an indirect effect between variables.

4. RESULT AND DISCUSSION

4.1 Result

The measurement model is initially evaluated to ensure that indicators and latent variables are correct before the hypothesis is tested. The construct validity and construct reliability tests are included in the test. The loading score parameter on the research model and the AVE parameter were used to measure the construct validity test. The AVE score must be greater than 0.5. If an indicator's loading value is greater than 0.7, it is considered valid; however, loading values between 0.5 and 0.7 are acceptable as long as the AVE score is greater than 0.5.
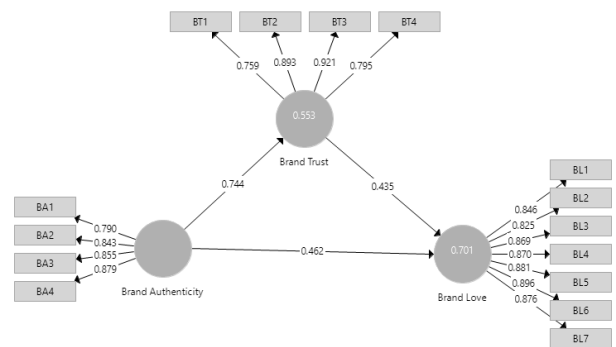

Figure 1. Conceptual Framework

Table 1 shows the results of the validity test of the construct. All variables are valid and feasible to proceed to hypothesis testing.

Table 1. Measurement Model

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Authenticity	0,863	0,866	0,907	0,710
Brand Love	0,944	0,945	0,955	0,751
Brand Trust	0,864	0,881	0,908	0,714

Source: Primary data

The research hypothesis is answered by the value of the path coefficient (Table 2). If the value of t statistic > t table (1.96), then the variable has a significant relationship.

Based on Table 2, it is known that there is a significant influence between variables, either directly or indirectly. the value of t statistic > t table. It has a P value of 0.000, which indicates that there is a significant relationship between variables.

4.2 Discussion

Hypothesis testing revealed a variety of consumer-based brand preferences, particularly for traditional food

products from SMEs and in the context of consumers in the Province of West Sumatra, Indonesia. Surprisingly, the findings of the study demonstrate that brand authenticity has little bearing on brand trust. This means that a brand's authenticity does not equate to consumer trust in the brand. This conclusion contradicts empirical studies that show brand authenticity has a considerable impact on brand trust [31] [32] [33]. One possibility is that buyers are a dynamic bunch of millennials who can obtain information from a variety of sources.

Table 2. Direct Effect and Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Authenticity -> Brand Love	0,462	0,459	0,053	8,734	0,000
Brand Authenticity -> Brand Trust	0,744	0,744	0,032	23,442	0,000
Brand Trust -> Brand Love	0,435	0,436	0,054	8,095	0,000
Brand Authenticity -> Brand Trust -> Brand Love	0,324	0,325	0,043	7,559	0,000

Source: Primary data

Brand authenticity, on the other hand, has a substantial impact on brand love. Consumers regard the brand's behavior and attributes as authentic, and the brand fulfills its promise to satisfy consumer wishes, thus they become loyal and adore the brand, according to the research. As a result, it's been suggested that brand authenticity contributes to brand love [34] [35] [36]. As a result, consumer selection for brands is influenced by brand authenticity [10]. As a result, SMEs must generate authenticity in their products in order for consumers to like them better and help SMEs keep their customers.

Consumers who believe a brand is trustworthy, reliable, and has integrity have a higher likelihood of experiencing pleasure and joy, and the brand becomes more popular [11].

REFERENCES

[1] Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. In *Marketing Letters* (Vol. 17, Issue 2). https://doi.org/10.1007/s11002-006-4219-2

[2] Ahuvia, A. C. (2005). Beyond the extended self: Loved objects and consumers' identity narratives. *Journal of Consumer Research*, *32*(1). https://doi.org/10.1086/429607

[3] Fournier, S., & Mick, D. G. (1999). Rediscovering satisfaction. *Journal of Marketing*, *63*(4). https://doi.org/10.2307/1251971

[4] Suherman Widjaja. 2017. Mengelola Potensi Konsumen tanpa Daya Beli. *Majalah Marketing*. Edisi 06/XVII/Juni 2017. 38.

[5] Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, *36*(5). https://doi.org/10.1086/615047

[6] Schallehn, M., Burmann, C., & Riley, N. (2014). Brand authenticity: Model development and empirical testing. *Journal of Product and Brand Management*, *23*(3). https://doi.org/10.1108/JPBM-06-2013-0339

[7] Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, *63*(SUPPL.). https://doi.org/10.2307/1252099

[8] Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, *24*(4). https://doi.org/10.1086/209515

[9] Albert, N., Merunka, D., & Valette-Florence, P. (2009). The feeling of love toward a brand: Concept and measurement. *Advances in Consumer Research*, *36*.

[10] Bagozzi, R. P., Batra, R., & Ahuvia, A. (2017). Brand love: development and validation of a practical scale. *Marketing Letters*, *28*(1). https://doi.org/10.1007/s11002-016-9406-1

[11] Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, *30*(3). https://doi.org/10.1108/07363761311328928

[12] Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, *65*(2). https://doi.org/10.1509/jmkg.65.2.81.18255

[13] Delgado-Ballester, Elena; Munuera-Alamán, J. (2004). Applicability of a brand trust scale across product categories: A multigroup invariance analysis. *European Journal of Marketing*, *38*(5/6).

[14] Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Developing Buyer-Seller Relationships. *Journal of Marketing*, 51(2). https://doi.org/10.1177/002224298705100202

[15] Lantieri, T., & Chiagouris, L. (2009). Brand trust in an age without trust: Expert opinions. *Journal of Consumer Marketing*, 26(2). https://doi.org/10.1108/07363760910940447

[16] Vargo, S. L., & Lusch, R. F. (2011). It's all B2B...and beyond: Toward a systems perspective of the market. *Industrial Marketing Management*, 40(2). https://doi.org/10.1016/j.indmarman.2010.06.026

[17] Hiscock, J. (2002). Most Trusted Brands 2002. *Marketing (00253650)*.

[18] Greenberg, M. R. (2014). Energy policy and research: The underappreciation of trust. *Energy Research and Social Science*, 1. https://doi.org/10.1016/j.erss.2014.02.004

[19] Hon, L. C., & Grunig, J. E. (1999). Guidelines for measuring relationships in public relations. *Commission on Public Relations Measurement & Evaluation*, November.

[20] Coulter, K. S., & Coulter, R. A. (2002). Determinants of trust in a service provider: The moderating role of length of relationship. *Journal of Services Marketing*, 16(1). https://doi.org/10.1108/08876040210419406

[21] Zawisza, M., & Pittard, C. (2015). When Do Warmth and Competence Sell Best? The "Golden Quadrant" Shifts as a Function of Congruity with the Product Type, Targets' Individual Differences, and Advertising Appeal Type. *Basic and Applied Social Psychology*, 37(2). https://doi.org/10.1080/01973533.2015.1015130

[22] Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2013). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, 25(2). https://doi.org/10.1016/j.jcps.2014.11.006

[23] Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6). https://doi.org/10.1016/j.jbusres.2013.06.001

[24] Akbar, M. M., & Wymer, W. (2017). Refining the conceptualization of Brand Authenticity. *Journal of Brand Management*, 24(1). https://doi.org/10.1057/s41262-016-0023-3

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

[26] VANN, E. F. (2006). The Limits of Authenticity in Vietnamese Consumer Markets. *American Anthropologist*, 108(2). https://doi.org/10.1525/aa.2006.108.2.286

[27] Park, C. W., & Zaltman, G. (1987). *Marketing management*. New York, NY: Harcourt School.

[28] Shen, H., & Kim, J. N. (2012). The authentic enterprise: Another buzz word, or a true driver of quality relationships? *Journal of Public Relations Research*, 24(4). https://doi.org/10.1080/1062726X.2012.690255

[29] Pace, S. (2015). Can a commercially oriented brand be authentic? A preliminary study of the effects of a pro-business attitude on consumer-based brand authenticity. *Journal of Applied Business Research*, 31(3). https://doi.org/10.19030/jabr.v31i3.9240

[30] Molleda, J. C., & Jain, R. (2013). Testing a Perceived Authenticity Index with Triangulation Research: The Case of Xcaret in Mexico. *International Journal of Strategic Communication*, 7(1). https://doi.org/10.1080/1553118X.2012.725233

[31] Eggers, F., O'Dwyer, M., Kraus, S., Vallaster, C., & Güldenberg, S. (2013). The impact of brand authenticity on brand trust and SME growth: A CEO perspective. *Journal of World Business*, 48(3). https://doi.org/10.1016/j.jwb.2012.07.018

[32] Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6). https://doi.org/10.1016/j.jbusres.2013.06.001

[33] Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3). https://doi.org/10.1108/EJMBE-10-2017-0027

[34] Safeer, A. A., He, Y., & Abrar, M. (2020). The influence of brand experience on brand authenticity and brand love: an empirical study from Asian consumers' perspective. *Asia Pacific Journal of Marketing and Logistics*, 33(5). https://doi.org/10.1108/APJML-02-2020-0123

[35] Mody, M., & Hanks, L. (2020). Consumption Authenticity in the Accommodations Industry: The Keys to Brand Love and Brand Loyalty for Hotels and Airbnb. *Journal of Travel Research*, 59(1). https://doi.org/10.1177/0047287519826233

[36] Manthiou, A., Kang, J., Hyun, S. S., & Fu, X. X. (2018). The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestyle-congruence. *International Journal of Hospitality Management*, 75. https://doi.org/10.1016/j.ijhm.2018.03.005