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CONCEPTUALISING AND
MEASURING BRAND
AUTHENTICITY

No.8

**Authentic
Brand
Experience
No.8**

origin

fantasy

self

social

moral

situation

fact

virtue

ORIGIN	FANTASY	SELF	SITUATION	SOCIAL	MORAL	FACT	VIRTUE
Does the brand deliver an experience of the original?	Does the brand deliver a real experiential fantasy?	Does the brand reveal the consumers true self?	Does the brand deliver situational authenticity from fantasy?	Does the brand deliver authentic personal or social identity?	Does the brand deliver higher moral status?	Does the brand connect experience to history and the original place of manufacture	Does the brand deliver an experience of the mastery of the self?



Iconicity	Identification	Practical Self/ Interpersonal Self- Authentication	Production/ Situation	Social	Moral	Pure Indexical	Virtuous Self
Authentic reproduction of the original	Identifying elements of authenticity in fantasy	Where self-referential behaviours reveal the consumers true self	Consumers blend situations and production to construct authenticity from fantasy	Use of product symbolism or self-efficacy to construct authentic personal or social identities	Iconicity or indexicality to show higher moral status	Factual or spatiotemporal connection to history and commitment and feeling to the original place of manufacture	Personal goals of virtuosity in self-authentication

- 1) In the brands consumption experience, consumers need to feel connection to the original time of manufacture through the brand (Time Origin).
- 2) Brand consumption experiences also revolve around connection and identification with everyday people through the community (Everyday People).
- 3) Often consumers through the brand will seek positive first-hand experience of the item to assist them in achieving personal goals of practical self-authentication (First Hand Experience).
- 4) The community's independent judgment will also assist this process of self-authentication (Independent Judgment).

- 5) Consumers are able, through focusing on the brand consumption, to make judgements about performance or best value for money (Instrumentality) and community interactions to allow for required standards to be tested (Verification).
- 6) Personal self-authentication is achieved by focusing on the service market leader (Ubiquity), its community (Brand Proximity) and its shared laws of governance (Communal Norms).
- 7) Consumers tend to create experience from the brand situation and production through their experience of the brand's script (Scripted Narrative), fantasy image (Situation Fantasy) and product experience (Self-Relevant Goals).

- 8) Consumers need to make judgements about the authenticity of the original article through the brand (Objective).
- 9) The brand helps in this process as it often projects onto the brand imagery, expectations, preferences, beliefs, and powers (Constructive).
- 10) Consumers also project their own values onto the brand (Consumer Values) and brand values assist the consumer to achieve moral self-authentication (Brand Values).

- 11) Authentic brand consumption experiences are enhanced when the consumer feels involved with the creators of the brand (Commitment to Tradition) and its place of manufacture (Place of Origin).
- 12) Authenticity is supported if the brand is guaranteed to be genuine (Guarantee of Being Genuine) and brand itself has official laws of governance (Universal Norms) as well as community based morals that are consistently applied (Purity of Motive).