

# Millennials Brand Love of Regional Specialties Food: The Role of Brand Authenticity and Brand Trust

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**Abstract.** West Sumatra is a region that produces interesting regional specialties foods. One of the specialties of West Sumatra which is internationally recognized is Rendang. This study measures the level of millennial generation's love for regional specialties food in West Sumatra. In this study, the influence of brand authenticity on brand love was measured, either directly or indirectly. Brand trust mediates the indirect effect between variables. Research data was collected by distributing questionnaires to 730 Millennial generations in West Sumatra. The sampling technique was carried out by proportional sampling. The results of the study were analyzed using the Structural Equation Model (SEM). In this research conducted that, (1) Brand Authenticity significantly affects Brand Love directly, (2) Brand Authenticity significantly affects brand love after being mediated by Brand Trust. Based on research conducted, the Millennial generation love the West Sumatra regional specialties foods products because they believe in the uniqueness of the product which is very distinctive.

**Keywords:** Brand Love, Brand Authenticity, Brand Trust

## 1 Introduction

In general, Indonesia offers a wide range of regional peculiarities. The West Sumatra Province is renowned as the "Food Heaven" region because of its wide variety of delectable specialty cuisine. West Sumatra is known for its cuisine, which includes dishes like *Rendang*, *Gulai*, *Kalio*, *Dendeng*, and others. This area also offers a variety of snacks, including *Sanjai* crackers, *Paniaram*, *Batiah*, *Karak Kaliang*, *Dakak-Dakak*, *Galamai*, and others. Dish in a place is not just about the food itself; it also has cultural or ethical connotations. Therefore, social issues like employment, cultural preservation, and cultural preservation are as important to the existence of typical regional products as economic ones.

The issue that has lately arisen is the millennial generation's shifting preferences, which tend to make them feel more pleased while purchasing goods with international brands. When they visit foreign chain cafes or restaurants, they enjoy telling their followers stories. Nowadays, it is uncommon to see millennials dining in large groups at established restaurants. If this issue is not addressed, products with local labels will be excluded since the younger generation does not consume them.

According to data from the Indonesian Central Statistics Agency (BPS), 53.81 percent of Indonesia's population is made up of young people who are members of the Millennial generation (Generations Y and Z). Future demand for conventional food goods will depend on this circumstance. Every generation has values, attitudes, and convictions that are shaped by

the social, political, and economic circumstances of their time [1]. Millennials like adopting trends in their appearance, social gathering spots, and use of high-end goods. The same is true for the goods they use. They eagerly seek out the most recent information, so the level of product popularity is frequently employed as a yardstick for product quality. Millennial generation are more likely to purchase high-quality goods. Brands must provide a unique purchasing and service experience for them [2].

It is vital to investigate how the Millennial age consumes culinary items typical to West Sumatra in light of this occurrence. This study will look into how much the millennial generation enjoys the traditional West Sumatran culinary items. According to Carroll & Ahuvia [3], brand love is the degree of emotional attachment that happy customers have to a specific product. Interest in the brand, attachment to the brand, a favorable assessment of the brand, a favorable feeling toward the brand, and proclamation of love for the brand are the five characteristics that best represent brand love. More lasting and significant than a customer's simple liking for a brand, brand love is considered to exist.

According to Reimann, Castao, Zaichkowsky, and Bechara [4], brand love can serve as a motivator for developing and preserving a tight bond with the business. Consumers' desire to incorporate brands into their identities can increase with brand love [3]. Similar to how someone is with their loved ones, customers who adore a business will invest in it. A brand will develop a consumer identity that is similar to what the brand feels when customers like it. Brand loyalty and competitive benefits are typically stronger for beloved brands [5].

Brand Authenticity affects brand love [6]. Strong emotional ties and a strong desire for a brand are the root of consumers' love for it [7]. When the expectations of an authentic experience are met, brand love results. Genuine brands generate trust and significantly affect the business [8].

Originality is the primary criterion used to describe brand authenticity [9]. According to Kososki and Prado [10], a brand's authenticity is stated as being true to its roots [11] or with the original source [12]. Another factor clarifies how consumer experience or consumer identity affect brand authenticity. Brand integrity denotes a dedication to quality, ensures the continuation of the brand's essence, and affects consumer behavior [13].

According to Ansi et al. [14], the purpose of halal food recommendations is significantly and favorably impacted by faith in halal food. In other words, consumer advocacy for a brand is influenced by consumer trust.

According to Lee, Lee, and Tan [15] and Tsiotsou [16], brand trust is crucial for generating favorable customer perceptions. According to Martinez and Del Bosque [17], brand trust is a significant force in fostering connections in the service sector and is reliant on the perceptions of consumers [18]. Consumers' propensity to rely on service brands because they have faith in their dependability and integrity is known as brand trust [18]. Brand trust is described as the sense of confidence that customers feel when interacting with companies because they believe the brand is dependable and accountable for their needs [19].

## **2 Method**

This study investigates how millennials' brand love for regional specialties food from West Sumatra is influenced by brand trust and brand authenticity. The research carried out in West Sumatera province. All of citizen that live is West Sumatera and have enjoyed living in West Sumatera for a while are targeted to be research population. Non-probability sampling is

employed since there are multiple requirements to meet in order to be a sample in this study. Respondents who met the criteria—including being between the ages of 18 and 38, having bought a typical West Sumatran food product with a brand name, and remembering the food brand—were given a total of 730 questionnaires.

Six dimensions of brand love were established by Albert et al. [20] and are idealization, closeness, enjoyment, dreams, memory, oneness, passion, and affection. Then, Batra et al. [7] assessed seven variables of brand love: perceived functional quality, self-related cognition, positive effect, negative effect, satisfaction, attitude strength, and loyalty. According to Carroll & Ahuvia [3], the following phrases are used as indicators of brand love: passionate about the brand, the brand is truly extraordinary, the brand makes the customer extremely happy, the brand is extraordinary, the brand is pure pleasure, and the customer is very attached to the brand.

A trustworthy, enjoyable, and excellent brand are indicators of brand trust [21]. Laroche et al. [22] claim that brand trust is determined by (1) This brand delivers everything I expect from a product, (1) I rely on this brand, and (3) this brand has never let me down.

Brand authenticity is measured by: having a clear philosophy that guides the brand promise, not promising anything that goes against its essence and character, considering the brand promise, not pretending to be something else, and remembering the brand promise, not taking sides with the target group; and product self-esteem [6].

Because there is an indirect relationship between the variables, a Structural Equation Model is used in the data analysis technique.

### 3 Findings and Discussion

#### 3.1 Findings

Before the hypothesis is tested, the measurement model is first assessed to make sure that the indicators and latent variables are accurate. The test consists of the construct validity and construct reliability tests. The construct validity test was measured using the AVE parameter and the loading score parameter on the study model. The AVE rating ought to be higher than 0.5. An indicator is deemed valid if its loading value is greater than 0.7, though loading values between 0.5 and 0.7 are also acceptable as long as the AVE score is higher than 0.5. It considers the value of outer loading in addition to the AVE value of convergent validity.

**Table 1.** Validity Measurement

<b>Variables/Indicators</b>	<b>Outer Loading</b>	<b>AVE</b>
<b>Brand Love</b>		0,700
West Sumatran food brands make me feel good	0,814	
The West Sumatran food brand is really great	0,789	
The typical food brand of West Sumatra makes me very happy	0,854	
I like this typical food brand of West Sumatra	0,854	
This West Sumatran food brand is the brand that I like the most	0,847	
I'm excited about this typical West Sumatran food brand	0,865	
I love this typical food brand of West Sumatra	0,833	

<b>Variables/Indicators</b>	<b>Outer Loading</b>	<b>AVE</b>
<b>Brand Trust</b>		0,680
I trust and rely on this typical food brand of West Sumatra when I feel dissatisfied with the service	0,748	
I believe this typical food brand of West Sumatra guarantees my satisfaction	0,882	
I have faith in this typical food brand of West Sumatra	0,895	
I believe that this typical food brand of West Sumatra is honest	0,763	
<b>Brand Authenticity</b>		0,672
This typical food brand of West Sumatra is unique	0,779	
This typical food brand of West Sumatra maintains its authenticity without compromise	0,813	
This West Sumatran food brand clearly stands out from other brands	0,838	
This typical food brand of West Sumatra is the best brand in its class	0,847	

Testing for reliability provides information on the stability and consistency of the tool used to measure the idea and aids in determining how definite a measurement is [23]. If a variable's Cronbach alpha score is more than 0.6, it is deemed dependable.

**Table 2.** Reliability Measurement

<b>Variable</b>	<b>Cronbach Alpha</b>
Brand Love	0,929
Brand Trust	0,841
Brand Authenticity	0,837

Table 2 shows that each variable's Cronbach's alpha value and composite reliability have both surpassed the value of 0.6. According to the general norm, the instrument for this study must have a Cronbach alpha and composite reliability value more than 0.6 in order to be considered reliable.

To determine the relationship between the concept, significant value, and R square of the research model, the inner model test was carried out. You may evaluate how some independent factors affect the dependent variable by looking at the R square value. Table 3 displays the R-squared estimated value.

**Table 3.** Inner Model Measurement

<b>Variable</b>	<b>R-Square</b>
Brand Love	0,637
Brand Trust	0,527

Based on Table 3, it is clear that brand love has an R-square value of 0.637, which indicates that the independent variable has a 63.7 percent influence on brand love. The brand trust variable's R-square value is 0.527, which can be interpreted as meaning that other factors

outside of this study account for the remaining 52.7% of the independent variable's influence on brand trust.

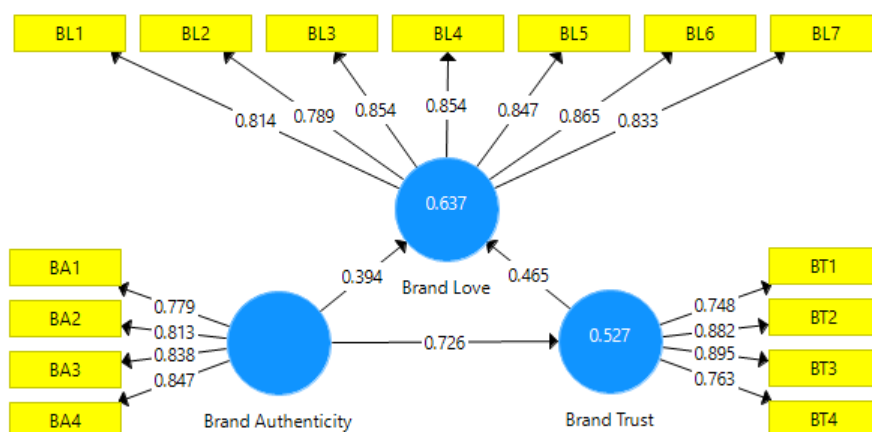


Fig. 1. Conceptual Framework

If all of the data meets the measurement criteria, hypothesis testing is done using the bootstrapping function in the Smart PLS 3.0 software. A hypothesis can be accepted if the significance threshold is 0.05 or the t-value is greater than the crucial value, according to [24]. The t-statistic is 1.96 at a significance level of 5%.

Examining the t-statistics produced by the inner model will allow one to test the direct and indirect influences hypothesis. The study hypothesis is approved if the t-statistics findings are greater than 1.96. The outcomes of the path coefficients are shown on Table 4;

Table 4. Hypothesis Testing

	t-Statistics	P Value
Brand Authenticity -> Brand Love	10,054	0,000
Brand Authenticity -> Brand Trust	33,214	0,000
Brand Trust -> Brand Love	12,014	0,000
Total Indirect Effects	11,605	0,000

## 3.2 Discussion

### 3.2.1 Brand Authenticity significantly affects Brand Love directly

It is known that the t-statistics of 33,214 reveal a significant relationship based on the outcomes of the computation of the hypothesis in Table 4. Brand love is significantly influenced by brand authenticity. According to researchers, brand love can result in long-term interactions between brand and consumers, such as suggesting and returning to locations linked to their favorite brands. As a result, consumers have a desire for a brand and are willing to consistently purchase the same product or brand, which leads them to share brand recommendations with other customers.

The way that millennials consume West Sumatran-specific culinary goods reflects their tendency to value distinctiveness and high quality in products. Millennials frequently select goods that can characterize them. In this instance, the typical food item

from West Sumatra has a feature that sets it apart from the competition and makes it special.

### **3.2.2 Brand Authenticity significantly affects brand love after being mediated by Brand Trust**

It is known that the indirect association between brand authenticity and brand love has a t-statistic value of 11,605 based on the findings of the measurement in Table 4. This demonstrates that the variables have a significant relationship. Brand love and brand trust are significantly and favorably impacted by brand authenticity. This means that customers who are looking for authenticity are likely to be drawn to product companies with sincere goals or those that promise an authentic experience. Strong emotional ties and a strong desire for a brand are the root of consumers' love for it [7]. The findings imply that brand love happens when the expectations of a genuine experience have been realized based on this justification.

Millennials are free to make their own decisions about the items they utilize. The Millennial generation will attempt to purchase the things they prefer, even if they save money, according to Tirto Media Research (2017). Before making a purchase, they frequently research a product more thoroughly. This demonstrates that they will purchase high-quality goods. Millennials and members of generation Z have a strong commitment to information sources, especially now that the internet is so readily available. They increase consumer expectations of a brand. They contend that businesses ought to provide consumers with a variety of buying options and services [2].

Millennial generation usually recognize the worth of the genuine service a product offers, have a favorable attitude toward it, and eventually establish an affection for the brand that will result in brand love. Manthiou et al. [6] also support the idea that brand authenticity influences brand love in a favorable way. Brand then rely on affinity and authenticity. According to Balmer [8], brand authenticity consists of three dimensions: brand consistency, brand customer orientation, and brand congruence. Authentic brands build trust and have a substantial impact on the firm. encourage brand trust, which in turn promotes business expansion.

Strong brand trust is a factor in brand love since it promotes favorable results like a positive attitude, increased commitment, and loyalty. For generating brand love, Albert and Merunka [20] emphasize the significance of identity and trust.

## **4 Conclusion**

According to the study's findings, there is a considerable connection between brand authenticity and brand love, both directly and when brand trust acts as a mediator. This demonstrates how West Sumatran millennials behave in relation to food from that region. This study shows that West Sumatran millennials develop a fondness for West Sumatran culinary products since they are often distinctive and genuine. They think the standard food goods given are of a quality that meets their expectations.

There are restrictions on this study that are related to the variety of research sites. In order to do more research, it is possible to examine how millennials behave in locations other than West Sumatra in relation to the regional cuisine. It is possible to promote West Sumatran-specific foods in places other than West Sumatra.

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