THE MODERATING EFFECT OF REQUIREMENT TO THE UNIQUENESS IN THE EFFECT OF BRAND AUTHENTICITY ON BRAND LOVE IN HOSPITALITY INDUSTRY

O EFEITO MODERADOR DA EXIGÊNCIA À SINGULARIDADE NO EFEITO DA AUTENTICIDADE DA MARCA NO AMOR À MARCA NA INDÚSTRIA DA HOSPITALIDADE

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Abstract: The current study aimed to investigate the moderating effect of requirement to the uniqueness in the effect of brand authenticity on brand love in hospitality industry. This study was applied in terms of purpose and was descriptive-correlational in terms of data collection method. The population consisted of the customers of luxury hotels. We selected 222 people by convenience sampling. The data collection tool was a standard questionnaire. We cited to the results of measurement model to assess the validity and reliability of measuring tools, which approved the validity and reliability of the questionnaires. To analyze data, we used the structural equation modeling using Smart PLS software. The results of the hypotheses test indicated that brand authenticity has a positive and significant effect on brand love, but the requirement to the uniqueness does not moderate the effect of brand authenticity on brand love in the hospitality industry. According to the obtained value for the indicator, the general fitness of the model is 0.72 and the appropriate fitness is verified for the general model.

Keywords: Brand authenticity. Brand love. Requirement to the uniqueness.

Resumo: O presente estudo teve como objetivo investigar o efeito moderador da exigência à singularidade do efeito da autenticidade da marca no amor à marca na indústria hoteleira. Este estudo foi aplicado em termos de propósito e foi descritivo-correlacional em termos de método de coleta de dados. A população era composta pelos clientes de hotéis de luxo. Selecionamos 222 pessoas por amostragem por conveniência. A ferramenta de coleta de dados foi um questionário padrão. Citamos os resultados do modelo de mensuração para avaliar a validade e confiabilidade das ferramentas de medição, que aprovaram a validade e confiabilidade dos questionários. Para analisar os dados, utilizamos a modelagem de equações estruturais usando o software Smart PLS. Os resultados do teste de hipóteses indicaram que a autenticidade da marca tem um efeito positivo e significativo no amor à marca, mas a exigência da exclusividade não modera o efeito da autenticidade da marca no amor à marca na indústria da hospitalidade. De acordo com o valor obtido para o indicador, a adequação geral do modelo é de 0,72 e a aptidão apropriada é verificada para o modelo geral.

Palavras-chave: Autenticidade de marca. Amor de marca. Exigência à singularidade.

Introduction

Nowadays, investing in consumer-brand relations has become an essential issue for many companies looking for survival and earning continuous profit through the customer (Sarkar & Sreejsh, 2014). The reason is that the strong and appropriate relationship of consumer with brand leads to create some advantages for the company owner the brand (Anggraenia, 2015). According to the competitive environment in business, attention to consumer-brand relations has become an essential issue for companies (Chung et al., 2007). In today's markets, along with enhancing increasingly competition and reducing the distinction of products, it is necassry to determine the consumer behavior and consumer-brand relationship. In the present era, competitors' and customers' intelligence attract the attention of marketing managers to the consumer-brand relationship in order to retain and increase market share and lead to seek an emotional relationship with their customers (Amirshahi et al., 2013). The findings from researches represent that satisfying the consumers in today's competitive market is not enough to continue the success. In the era of intense competition between brands and incuriosity of customers, the brands must become a symbol of love and respect in the eyes of consumers in order to survive in the market (Ahuvia, 2002; Albert et al., 2010; 2; Rodrigues,.2012) Here, the concept of brand love become a serious critical and challenging issue for companies.

Brand love is a two-way, dynamic, and purposeful relationship between consumers and a brand that it has emotional, cognitive, and emotional charactristics (Pang & Peng, 2009). Ahuvia (1993) expresses that the consumers can have a real sense of love towards an object and conceptualize the love as having two dimensions of real and desired integration (Castillo, 2014).

But this love is formed when the audience benefits the proper motivational resources to link the brand (Park and colleagues, 2008). Hence, a valuable issue is to recognize the prerequisites for brand love. For this reason, brand authenticity is considered as one of these prerequisites in marketing research. Indeed, brand authenticity is one of the main aspects of the brand, which plays an important role in brand trust in a company. In fact, it can be said that brand authenticity is a positive attitude towards brand and helps to create a positive brand response to influence customers' purchasing activities (Garbarino & Johnson, 1999). Actually, the authenticity is a criterion for all brands which are judge meritoriously by it (Beverland & Farrelly, 2009). The market is actually out of the control and dominance range of the companies, and the expertise and honesty of the company will be more determinative than ever. In fact, for this reason, a real sense will create and shape on the brands and this sense will be very determinative in the company future in the market. So, if a company succeeds to provide a correct definition of its brand in the market, it can be optimistic on its future success in the market (Shirzadi Ghouchani, 2015).

Indeed, a brand is a authentic when is considered as a true and honest brand rather than be adummy and superficial brand (Fornell et al., 1996). An authentic business brand is made from the inside, unlike an unrealistic brand which is made up based on fleeting desires and personal lusts (Faust & Householder, 2009). This matter is very important in the hospitality industry due to the intense competition, the costs of the brand replacement and many difficulties in finding ways to distinguish a hotel's products and services from competitors (Saifi, 2016).

Although researchers have made a lot of efforts to further develop understanding the role of branding in the hospital industry by reviewing some issues, including brand personality, hotel's collaborative branding, online brand communities, and extension of brand quality (Riggio, 2006; Lee and Hwang, 2011), but there is a little attention to reviewing the role of brand authenticity and its effect on brand love in hotels. To fill this gap, the researcher has studied these two key constructs in the current study.

A main difference between marketing's traditional constructs (e.g., perceived value and quality) and today's constructs (e.g., brand authenticity and brand love) is that the traditional constructs focus on developing the brands that offer tangible benefits through product specifications and quality (territory), while today's constructs emphasize on both the tangible aspects (territory) and the intangible aspects of branding (i.e., the symbolic specifications of personality and lifestyle), whilst they access to the deep emotional elements of the brands (Alnawaz, 2012).

In addition to the mentioned factors in order to review more exactly in this area, the psychological variable of the requiement to the uniqueness, which means "the consumer's need to

seek the distinctive material products and goods is to show his difference to others" (Latter et al., 2010); was examined as a moderator variable due to its high influence and being used in various studies (Dontho, 2011; Manthiou, 2018; Khorshidi et al., 2017).

With this approach, the main issue of this study is that, considering the role of requiement to the uniqueness, what is the effect of brand authenticity on brand Love? So, we can achieve the executive solutions to create and promote brand love.

Theorical bases

Brand love: brand love is a relatively new marketing structure that has been considered limited, but it seems that it has attracted the growing interest of specialists and academics (Berg West and Beck Larson, 2012). The consumers communicate with many brands in their lives. However, very few of them establish an intense emotional attachment (Scotton and McAlexander, 1995; Sarkar, 2012). Batra et al. (2012) and Roy, Eshghi and Sarkar (2012), stated that early studies on the relationship between consumers and brand has been related to loving and no loving the brand, but nowadays, the research on consumer psychological has indicated that consumer-brand love is increasing every day. In previous studies has represented that the structure of person's emotional feelings towards objects is similar to the person's emotional feelings to others and lover (Shimp and Madden, 1988). This concept becomes an motivation for research by researchers on consumer behavior. Recent studies indicate that brand love is inherently romantic and consists of intimacy and passion (Sarkar, 2012). Dickter (1964) has stated that people purchase the brands due to some of root psychological factors. Hosseini and Naderi (2013) have declared that the main and final decision of purchase is made based more on the customers' feeling and the decisions are mostly quick and emotional due to the unconscious thought and instinct and they are the result of emotional reminds of individuals.

The tendency to the uniqueness

Failure to follow others is the general characteristic of a consumer that tends to the uniqueness. These people are exposed to some social norms, but they actively abstain from following those norms. People see themselves very similar to reference group's members and are dissatisfied with this situation. Following others have often some benefits, such as social confirmations and accepting by the group; in this sense, however, it can be negative that the person is the follower of others (Clark et al., 2010, p. 48).

Actually, the tendency to the uniqueness is willing to have a dignity (Latter et al., 2010, p. 205).

The tendency to the uniqueness is the tendency to be different from others that create by obtaining, consuming and displaying consumer goods in order to provide and promote the social image of a person. Being different than others and being distinct among a bigger group is often due to material objects that the consumers chose to display. The use and display of goods, which are out of the norm (group and community), may be a symbol for being special and uniqueness. The consumers who tend to be unique, or display and purchase the emerging, hand-crafted products, as well as goods are made for them, attempt to prevent their similarity with others. Also, purchasing seasonal or antique goods, which are usually purchased by non-traditional people and are not available to populace, can help people to be unique. The consumers, who tend to be unique, say: usually, if a good is customary, I will not purchase it even if I like it at first, or if everyone wears a cloth, I do not want to wear it. The tendency to distinguish from others may cause some social fines. For example, it is likely that the group members do not approve a distinguished person. Individuals can differentiate themselves in a group by a variety of ways; one of them is to consume of material goods. For this group of consumers, it is worthy to consume material goods in order to distinguish from others, because they satisfy their requirement to the uniqueness without paying much social fines. A unique goods can give a person an image of him/herself by which the person knows is distinct from others. For example, when an anonymous collector of artworks buy a rare painting board to hang up in his bedroom (Tian et al., 2001, p 50).

Individuals lose their uniqueness after a while because many other people gain their unique

goods. Therefore, this is a continuous process to try to be unique by consumer goods. From the theoretical and operational definitions, it can be implicitly understood that the tendency to the uniqueness by consumer is not a function of income. Although, consumer's uniqueness can be obtained through purchasing the expensive goods which are eare, but at the same time the consumers can provide low-price and rare products by creative or unpopular choices. For example, a consumer who cannot afford to be unique by purchasing an expensive fur coat can be unique by making the intended coat or purchasing a seasonal coat from a shop of second-hand clothes (Tian and McKenzie, 2001, p 171).

Brand authenticity

The brand is one of the most important intangible assets of company, which include the company's brand and products' brand. Authenticity is known in English language with the word of "Authentic" which has been derived from the Greek word " authentikós". The word is synonymous with the word "original" in this language. Indeed, brand authenticity is one of the most important aspects of the brand, which plays a critical role in brand trust in a company. Actually, it can be said that brand authenticity is "a positive attitude toward brand" and helps to create a positive brand response in order to influence customer's purchasing activities (Garbarino & Johnson,1999).

In fact, Authenticity is a criterion for all brands which are judge meritoriously by it (Beverland & Farrelly, 2009). The market is actually out of the control and dominance range of the companies, and the expertise and honesty of the company will be more determinative than ever. In fact, for this reason, a real sense will create and shape on the brands and this sense will be very determinative in the company future in the market. So, if a company succeeds to provide a correct definition of its brand in the market, it can be optimistic on its future success in the market.

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In the past decade, brand authenticity has increasingly become a discussion topic (Beverland, 2005). Also, according to the global economic crisis and its continuation and the emergence of distrust caused by the crisis, brand authenticity will have a double importance. The lack of confidence in the organization has widely based on the inconsistency between the declared goal of the organization and its values, actions and achievements. In the past decades, researchers tried to discover the relationship between business successes and market leadership with the brand. In fact, brand authenticity is one these aspects that can play a critical role in these successes. Customers often associate some talk on brand with cunning, exaggeration, misleading, and obvious deception. The brands also depend on authenticity and its relatives (Balmer, 2011). The authentic brands define the values that direct the brand's behaviors and reactions in the market and have a high effect on the customers' view towards brand. This effect will increase the trust that lead the agencies and companies to business success. In this study, following Fischer-Boutinger and Walster (2010) Borman and Scullin (2008) Walster and Cera (2011), we use three factors to understand a brand authenticity that is considered for small and medium enterprises: 1. Brand stability 2. Brand fit 3. Brand's customer orientation. Brand stability means that company shareholders are experimented a brand which has common points with all brands (Brown, 2001). The brand of a company is stable (like Apple or Porsche) if the promises given to shareholders are aligned with the defined values, strategy and views of the company. It is a crisis to create a credible stability or durability among all brands (e.g., including products, ways, and tools of communication and/ or staff, etc.). Because this creation will establish credibility and trust among shareholders (Aaker, 2004). Brand authenticity has a high degree of dependence on individual values, in particular in services or commercial-commercial areas. There are very important motivation due to the fit between individual and brand values, as well as a high rate of commitment to brand values, to be proportionate the staff behavior with brand values. This insight has been indicated in researches on the "the fit between the organization and the person". We must be adhere to the commitments of certain brand values, rather than seeking the adaptation with short-term marketing orientations. This has a high importance to brand authenticity, because it causes trsut to the brand.

Research Background

Khorshidi et al. (2014) conducted a study aimed to investigate and identify the effective factors on forming the brand image of luxury furniture, as well as to evaluate the moderating role of requirement to the uniqueness and being superficial by customers. The results of analyzing data led to approve all eight research hypotheses. Accordingly, it was found that the effects of normative interpersonal, brand origin, requirement to the uniqueness and the tendency to superficial have a positive and significant effect on forming the brand image of luxury furniture as independent research variables. In addition, both variables the requirement to the uniqueness and the tendency to superficial have a positive moderating effect on the relationship between the effects of normative interpersonal and brand origin with the dependent variable of the brand image of luxury goods. Finally, according to the results of analyzing data, applied suggestions have been proposed to develop the furniture industry (especially, Luxurious furniture) in Iran. Eggers et al. (2013) conducted a study titled "The effect of brand authenticity on brand trust and its effect on the growth of small and medium enterprises, as well as brand trust. In this study, they reviewed a hypothesis along with a variable that was examined to measure the brand authenticity, continuity dimension and brand durability, brand customer orientation and brand fit. Also, the hypotheses were tested using collecting data by a questionnaire. Unal and Aidn examined the effective factors on brand love. Model variables included brand image, social self, brand love, brand loyalty and WOM advertising. The results show that the brand image directly and indirectly influences both WOM advertising and loyalty. Hence, the mediating role of brand love was confirmed between these two variables. It was also found that social self indirectly influences WOM advertising. Sarkar and Sreejesh (2014) conducted a research titled "The played role by brand love and jealousy in forming customer interaction. The results showed that self-esteem influences brand jealousy and self-expression influences brand love. Also, brand love influences brand jealousy and brand jealousy influences purchasing intention and active interaction. In following, the mediating role of brand jealousy was also confirmed between brand love, purchasing intention and active interaction. In a study, Alnawas (2015) reviewed the role of brand recognition and brand love in generating higher levels of brand loyalty in the hospitality industry. Four key findings were revealed from the current study.

First, compared with brand identity, it seemed that brand-life Matching does have a stronger and more meaningful relationship with CHBI. Secondly, CHBI only plays a role in creating brand love. Third, it seems that CHBI influences brand loyalty only indirectly by brand love. Fourth, the current study provides an empirical confirmation on the applicability of Sternberg's theory of love in the hospitality industry. Montoya et al. (2018) suggested that understanding brand authenticity influences memory, lifestyle and brand love. Also, they reviewed the moderating effect of requirement to the uniqueness in luxury hotels. Evidence was collected from 212 guests of expensive branded hotels. The findings indicated that brand authenticity is an essential element in influencing brand love, lifestyle and memory. There was not a significant relationship between brand authenticity by its effect on memory, lifestyle and brand love with perception of uniqueness.
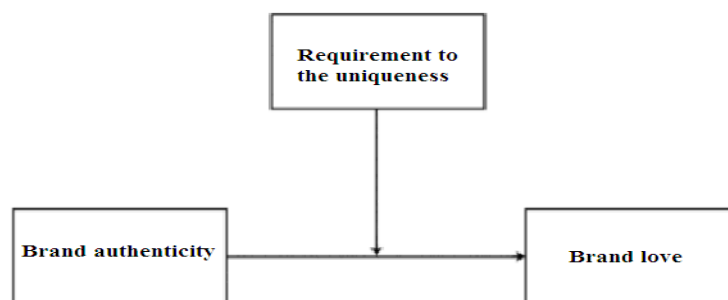

Fig 1. Research conceptual model (Montoya et al. 2018)

Research Objectives

1. The effect of brand authenticity on brand love in hospitality industry;

2. The mediating effect of requirement to the uniqueness.

Research method

This study is descriptive of type correlation-survey, since the researcher attempts to report what is away from any mental inference. Here, the researcher reviews the parameters of the population and examines the research variables by selecting a sample representing the population.

The study is an applied research; applied research is used by using cognitive and informative context from fundamental research to meet human needs and to improve and optimize tools, methods, objects and patterns in order to develop well-being and comfort and improve the human life standards (Ahmadi et al., 2011, P. 139).

The purpose of an applied research is to improve the product or process, i.e., to test the theoretical concepts in the real issues' situations (Sharifi & Taleghani, 1988, p.40). The purpose of this study is to develop applied knowledge in the context of the relationship between brand authenticity on brand love, considering the role of requirement to the uniqueness.

The Population

A population is a number of intended elements that have at least one certain trait or a set of people or things we want to study one or more characteristics about them. The population may be finite or infinite. A limited or finite population is a population having the limited and fixed values and is terminable. An infinite or unlimited population is a population having an infinite raw of values (Rajab Zade et al., 2014, p. 10). The population of this study consists of luxury hotels' customers.

Estimation of Sample Size

Since the methodology of structural equation modeling is greatly similar to some of the multivariate regression aspects, it can be used the principles of determining sample size in multivariate regression analysis to determine the sample size in the structural equation modeling. In the multivariable regression analysis, the ratio of sample number (observations) to independent variables should not be less than two. Otherwise, the results from the regression equation will not be generalizable (Hiro et al., 1995, 10). Halinski and Feldt (1970) and Miller and Kunce (1973) suggested the more conservative ratio of 10 observations per independent variable. According to James Stevens (1995) and Klein (1990), even taking into account 12 observations per predictor variable in multiple regression analysis with the standard method of least standard squares is a good rule of thumb. Then, in general, determining sample size in the methodology of structural equation modeling can be determined between 5 and 15 observations per measured variable:

$5Q<n<15Q$

Where Q is the number of observed variables or the number of questionnaire items (questions) and n is the sample size. Our research questionnaire has 22 items, the sample size is between 115 to 345. It should be mentioned that the minimum of the sample should not be less than 200 people. Though, it should not be forgetten that one of the characteristics of partial least squares method is insensitivity to the sample size and it is applicable by samples less than usual levels in other structural equations. The number of 250 people were studied in this study. Finally, 223 complete questionnaires were collected for analysis.

Sampling Method

The main aim of sampling is achievement to accurate assessments of unknown parameters of population from statistics which is calculable easily (Ahmadi and et al, 2011, page: 314). The sampling method of the case study was convenience sampling.

Collecting Tool

For measuring any variables, the obvious or measurable variables should be defined to measure different aspects of related construct. So, the questionnaire tool has been used.

Questionnaire is a codified list of questions for collecting information from respondents. The use of questionnaire in measurement and evaluation of past behaviors, mentalities and

perceptions are the respondents' features (Venous and et al, 2011). In the current research the standard questionnaire of Mentovia and et al (2018) had been used. The comments of respondents have been collected as a 7-point Likret Scale. In this method, the respondents have been asked to express, by a standard set of responses, their agreement or disagreement comments about one theorem or one important factor.

Results

The indices for data description are divided into 3 groups: central indices, frequency indices and distribution form indices. In this section, how to distribute the variables of research based on the most important central indices (mean), frequency indices (variance and standard deviation) and distribution form (skewness and kurtosis) are investigated.

Table 1: central, frequency and distribution indices of factors

Indices		Brand authenticity	Brand love	Requirement to the uniqueness
Numbers		223	223	223
Central	Mean	3.3582	3.3697	3.0757
Frequency	Std. deviation	0.84968	0.87588	0.82038
	Variance	0.722	0.767	0.673
Distribution form	Skewness	-0.348	-0.381	0.61
	Kurtosis	-0.641	-0.505	-0.486

Accordingly, central parameters are a group of descriptive parameters of a statistical distribution which express data features than distribution center. Mean is, as equilibrium point and gravity center of a statistical distribution, one of appropriate central indices for demonstrating centrality of data. For example, the mean of brand authenticity is equal to 3.35 showing the centralization of related data around this point.

The frequency parameters are another group of the community's descriptive parameters. Frequency parameters are a standard for determining the amount of data frequency form together or the amount of their frequency than mean. Among the most important frequency parameters is standard deviation. How much the amount of standard deviation of a statistical distribution be high, the amount of data frequency be high, too. Among the variables of this research, brand love with an amount of 0.875 has the highest and requirement to the uniqueness with an amount of 0.820 has the lowest frequency. Skewness shows the asymmetry of frequency curve. If the skewness coefficient be zero, the community is quite symmetry and if the coefficient be positive the skewness tends to the right and if it be negative the skewness tends to the left. In general, if the skewness and kurtosis don't be in interval of (-2, 2), data are very far from normal distribution (of course, some statisticians may consider this interval smaller or larger). The amount of observed skewness for under studied variables is in the interval of (-2, 2). It means that it is normal in terms of the deviation of research variables and its distribution is symmetry. The amount of variables' kurtosis is also in the interval of (-2, 2). This means that the variables distribution enjoys from normal kurtosis.

Measurement Model

A. Reliability of Observable Variables

1) The amount of outer loadings of latent variables: as the words of researchers, the model of reflective measurement will be a homogenous model if the absolute value of outer loading of any observable variables corresponding to the latent variable of that model has the minimum amount of 0.7 and be significant in the level of 95%. For this purpose, the amounts of outer loadings have been examined. Some offered the removal of observable reflective variables being beneath 0.4 from measurement model, if, by the removal of this variable, the composite reliability of relevant reflective measurement model would be increased (Hulland, 1999). The results of this examination showed that the absolute value of outer loading of any observable variables corresponding to the latent variable of that model was more than 0.4 and so the measurement model of this research is homogenous.

The examinations showed that the amounts of t- statistics for all variables were more than 2.58 and this means that the amounts of t- statistics for all variables are significant in the confident level of 99%.

The results of examinations for Cronbach Alpha which is used for examination of reliability or internal consistency among observable variables in one reflective measurement model are more than the offered amount of Cronbach (1951), means 0.7 that show this index is acceptable. In Cronbach Alpha it is assumed that his observable variable of any measurement model has equal weights and in fact it assumes that their relative importance is equal, too. To solve this problem, the offered index of Vertes and et al (1974) in title of "composite reliability" is used. In this index, due to using from outer loadings of items when calculating, the amount of composite reliability is showed better and more than Cronbach Alpha. The results for examining composite reliability show that the amount of this index is more than 0.8 and so the composite reliability of items was supported (Henceler and et al, 2011).

Table 2: the results of reliability of observable variables

		Cronbach Alpha	Composite Reliability	Significance of t-statistics	Avoidance from similarity	Requirement to the uniqueness	Brand love	Unpopular choice	Innovative choice	Brand authenticity
Innovative Choice	Q1	0.902	0.738	0.746	0.864	0.546	0.870	12,000		
	Q1	0.878			0.877			10,624		
	Q2	0.914	0.678	0.854	0.869	0.508	0.875	10,785		
	Q2	0.855			0.791			10,696	0.798	0.771
	Q3		0.680	0.918	0.768	0.431	0.905	9,771		
	Q3				0.837			9,401		
	Q4		0.725	0.872	0.867	0.686	0.899	10,503		
	Q4							17,572		
Unpopular choice	Q5					0.679		22,260		
	Q5							17,972		
	Q6					0.778		36,646		
	Q6							25,870		
	Q7					0.883		33,507		
	Q7							30,979		
	Q8					0.871		31,709		
	Q8							29,353		
Avoiding from similarity	Q9					0.828		44,180		
	Q9							28,179		
	Q10					0.806		39,741		
	Q10							26,310		
	Q11					0.846		38,113	0.936	0.909
	Q11							24,840		
	Q12							43,654		
	Q12							27,397		
	Q13							27,288	0.936	0.909
Brand authenticity	Q14							29,258		
	Q15							34,460		
	Q16							33,429		
	Q17							30,514	0.930	0.943
	Q18							030,832		
Brand love	Q19							32,153		
	Q20							24,412		
	Q21							16,929		
	Q22							30,604		
	Q23							38,990		

B. Validity Tests

1) Convergent Validity: the meaning of convergent validity index is measuring the amount of explicitly of the latent variable by its observable variables (Barclay and et al, 1995). For Average Variance Extracted (AVE) Index the minimum amount of 0.5 is the acceptable amount in which this amount shows that the observable variables explain at least 50% of variance of latent variables.

2) Discriminant Validity: discriminant validity measures the ability of one reflective measurement model in the differential amount of observables of latent variable of that model with other existing observables in that model. Discriminant validity, in fact, is complementary of convergent validity showing the distinction of the markers of a latent variable from other markers in the same structural model.

A) Cross Loading Test: based on this test, it had been suggested that outer loading of any observable variable on the relevant latent variable should be at least 0.1 more that the outer loading of the same observable variable on other latent variable (Hair and et al, 2011). The examination on the cross loading of other variables showed that the discriminant validity of the measurement tools was supported.

Table 3: Validity Tests

		Brand authenticity	Innovative choice	Unpopular choice	Brand love	Requirement to the uniqueness	Avoiding from similarity	AVE
Innovative choice	Q1	0.410	0.738	0.504	0.423	0.564	0.357	
	Q1	0.410	0.738	0.504	0.423	0.564	0.357	
	Q2	0.417	0.678	0.388	0.485	0.508	0.406	
	Q2	0.417	0.678	0.388	0.485	0.508	0.406	
	Q3	0.327	0.680	0.320	0.390	0.431	0.296	
	Q3	0.327	0.680	0.320	0.390	0.431	0.296	
	Q4	0.565	0.725	0.656	0.598	0.686	0.538	
	Q4	0.565	0.725	0.656	0.598	0.686	0.538	
	Q5	0.491	0.550	0.746	0.585	0.679	0.533	
	Q5	0.491	0.550	0.746	0.585	0.679	0.533	
Unpopular Choice	Q6	0.568	0.578	0.854	0.610	0.778	0.640	
	Q6	0.568	0.578	0.854	0.610	0.778	0.640	0.722
	Q7	0.752	0.612	0.918	0.781	0.883	0.795	
	Q7	0.752	0.612	0.918	0.781	0.883	0.795	
	Q8	0.765	0.605	0.872	0.784	0.874	0.822	
	Q8	0.765	0.605	0.872	0.784	0.874	0.822	
	Q9	0.737	0.507	0.766	0.756	0.828	0.870	
	Q9	0.737	0.507	0.766	0.756	0.828	0.870	
	Q10	0.736	0.537	0.691	0.739	0.806	0.875	
Avoiding from similarity	Q10	0.736	0.537	0.691	0.739	0.806	0.875	0.787
	Q11	0.731	0.523	0.763	0.767	0.846	0.905	
	Q11	0.731	0.523	0.763	0.767	0.846	0.905	
	Q12	0.744	0.505	0.729	0.789	0.825	0.899	
	Q12	0.744	0.505	0.729	0.789	0.825	0.899	
	Q13	0.902	0.567	0.709	0.801	0.781	0.785	
	Q14	0.878	0.554	0.683	0.755	0.732	0.706	
Brand authenticity	Q15	0.914	0.551	0.711	0.784	0.776	0.781	
	Q16	0.855	0.554	0.623	0.776	0.693	0.674	0.787
	Q17	0.814	0.569	0.729	0.864	0.783	0.770	
	Q18	0.756	0.585	0.708	0.877	0.759	0.728	
	Q19	0.792	0.612	0.735	0.869	0.806	0.793	
Brand love	Q20	0.628	0.579	0.591	0.791	0.654	0.602	0.546
	Q21	0.586	0.576	0.599	0.768	0.661	0.612	
	Q22	0.745	0.605	0.708	0.837	0.764	0.726	
	Q23	0.805	0.524	0.721	0.867	0.779	0.793	

B) Fornell- Larcker Test: in accordance with this scale, one latent variable compared with other latent variables should have high frequency among its observable variables to say that the

considered latent variable has high discriminate validity. Therefore, the square root of average extracted of any latent variable should be more than the maximum correlation of that latent variable than other latent variables (Fornell and Larcker, 1981). The results of investigating this Convergent Validity Test support the measurement model.

Table 4: Fornell- Larcker Test

	Brand authenticity	Innovative choice	Unpopular choice	Brand love	Requirement to the uniqueness	Avoiding from similarity
Brand authenticity	0.877					
Innovative choice	0.627	0.713				
Unpopular choice	0.768	0.690	0.850			
Brand love	0.818	0.686	0.819	0.840		
Requirement to the uniqueness	0.710	0.709	0.711	0.719	0.739	
Avoiding from similarity	0.830	0.584	0.831	0.820	0.721	0.877

C) Quality Test of Measurement Model: this test is calculated by cross validity com. This index, in fact, measures the ability of path model in predicting observable variables via the amounts of correspondent latent variable. Based on the results of this test the amounts are positive and are indicative of the quality of measurement model.

Table 5: cross validity com

	1-SSE/SSO
Brand authenticity	0.788
Innovative choice	0.498
Unpopular choice	0.722
Brand love	0.707
Requirement to the uniqueness	0.546
Avoiding from similarity	0.787

Structural Model Tests

There are three main scales for testing structural models: 1) Coefficient of Determination (R-Square) Index, 2) significance of path coefficients (Beta) and 3) communality index or predictor relationship.

1) R-Square Index: this scale called also explained variance is indicative of the ability in predicting dependent variable upon independent variables.
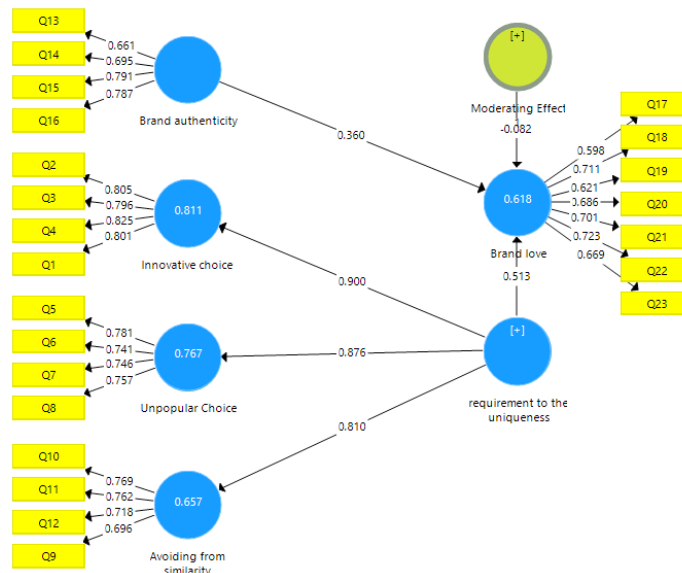
Figure 2: Effect Factor with Moderator Variable Plot

Based on the results of figure 2, the amount of effect factor of brand authenticity on brand love is equal to 0.443 which is a positive amount. The result of effect factor index on the moderator variable of requirement to the uniqueness in the effect of brand authenticity on brand love is -0.009.
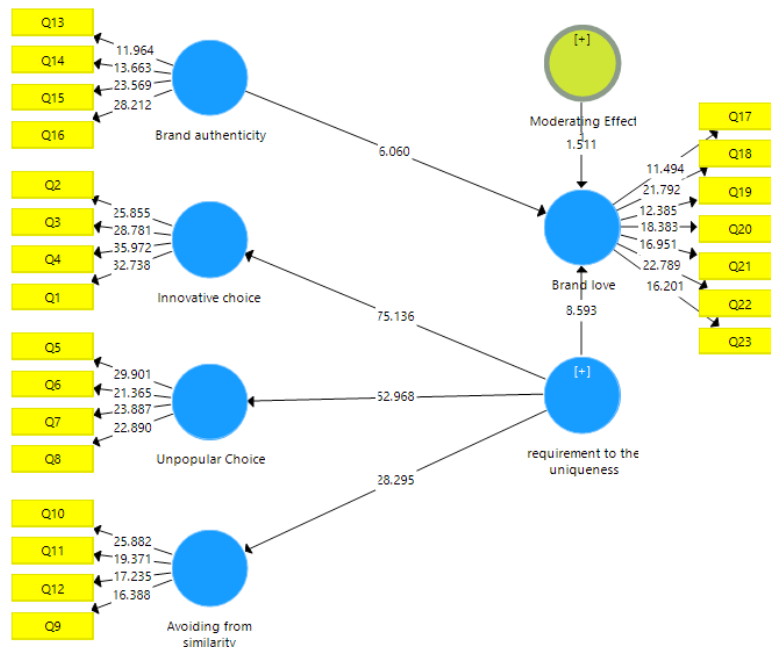

Figure 3: significance of path coefficients of variables

The results of investigating the path coefficients in the relationship between brand authenticity and brand love show that the calculated amount of statistics is equal to 6.471 which have been reported significant in the confident level of 99% (P-Value).

T- Statistics amount of moderator variable of requirement to the uniqueness shows that this amount is equal to 0.346 which has been not reported significant in the confident level of 95% (P-Value). So, it can be resulted that the variable of requirement to the uniqueness has not moderator role in the effect of brand authenticity.

3) **Predictor relationship () or CV Red or Structural model quality index**: the aim of this index is investigating the ability of structural model in predicting in method of blindfolding. The most famous and known measurement scale of this ability is index where based on this scale the model should predict the markers of reflective endogenous latent variable. The resulted amounts of this test are positive indicating the appropriate quality of structural model (Henseler and et al, 2009). About the ability of model prediction in the case of endogenous latent variables three amount of 0.02, 0.15 and 0.35 are introduced as the weak, mid and strong amounts, respectively, for this index (Henseler and et al, 2009). So, the prediction ability of this model about endogenous latent variables is strong.

Table 6: the amounts of CV Red

	1-SSE/SSO
Brand authenticity	0.788
Innovative choice	0.297
Unpopular choice	0.651
Brand love	0.593
Requirement to the uniqueness	0.546
Avoiding from similarity	0.682

Overall Fitness of the Structural Equations Model

The models reviewed by the variance-based approach via variance-based softwares such as Smart PLS lack a general index for looking at the model altogether, means that there is any index for measuring entire model similar to the covariance-based approach. But in different researches on this field, it is suggested that the index called GOF suggested by Tenenhaus and et al (2005) can be used instead of fitness indices existing in covariance-based approaches. This index considers both structural and measurement models altogether and tests their quality. This index is calculated as average and average communalities, manually.

$$GOF = \sqrt{\overline{communalities} \times \overline{R^2}}$$

This index is the squared amount of communalities multiplied by R square. Since this amount depends to aforesaid two indices, so the range of this index is between zero and one and Vetzels and et al (2009) introduced three amounts of 0.01, 0.25 and 0.36, respectively, as weak, mid and strong amounts for GOF.

Table 7: the fitness results of overall model

	R Square		Communalities		GOF
Brand authenticity			0.788		
Innovative choice	0.622		0.498		
Unpopular choice	0.905	0.900	0.722		
Brand love	0.849		0.706	0.799	0.720
Requirement to the			0.546		
uniqueness	0.867		0.787		
Avoiding from similarity					

According to the resulted amount for GOF in the amount of 0.72 which is higher than the resulted amount of Vetzels and et al (2009), means 0.36, this amount shows that this model is strong and so the fitness of the model is supported.

Discussion and Conclusion

The brand authenticity on brand love in hospitality industry is effective

Based on the results the amount of effect factor of brand authenticity on brand love is 0.443 which is a positive amount. The results of investigating path coefficients in relationship between brand authenticity and brand love showed that the resulted amount of statistic is equal to 6.471 which were reported significant in the confident level of 99% (P-Value). So, this research hypothesis is supported and the null hypothesis will be rejected. The results of this finding are in line with the results of Mentovia and et al (2018) research. They also showed that the brand authenticity is a base element in effecting on brand love. The results of Angrani and Rachmatita (2015) research showed that brand authenticity is effective on brand love. Sarkar and Serjish (2014) showed that self- expression is effective on brand love. Mark Fshirin and et al (2014) found that brand love has positive and significant effect on brand and mouth to mouth marketing. Brand love, also has positive effect on purchase intention. In Onal and Aidan (2013) research in examining the effective factors on brand love the model variables included brand image, social self, brand love, loyalty and mouth to mouth advertising. The results showed that the brand image is directly and indirectly effective on both mouth to mouth advertising and loyalty. Therefore, the mid role of brand love was supported between these two variables. It is also determined that social self is indirectly effective on mouth to mouth advertising. Merikhnejad Asl and Vazifehdoost (2013) found that funny products has not significant effect on brand love and leads also to reduce brand loyalty. Brand image has positive effect on brand love. Brand willingness has not significant effect on brand love but caused to increase oral communications. The brand love has also positive and significant effect on brand loyalty and oral communications.

Along recent years the researches' process has been moved in a side that many of these researches pay their attention to the amount of customers' fascination or in a better words brand love (Batra and et al, 2012). Brand love was described and explained by suggesting the comments of Shimp and Meden (1998) and Ahovia (1993) till the late 1980th and early 1990th and 20th century. During the first decade of recent century the index such as Ahovia (2005); Carol and Ahovia (2006) and Albert and et al (2008) had been examined more by conducting field researches. In explaining the importance of brand love, Rodriges (2013) believed that the consumers who are more depended to the brand convert easily to loyal customers and are ready to pay high cost to their favorite brand and the higher level of this dependence will be created when the brand love is created.

The results of this findings showed that brand authenticity is an appropriate predictive variable for brand love. The important subject in the relation to brand authenticity is that the realization of this matter is not more important. In fact, achievement to one authentic brand is a subject that needs to high quality services and wide competitive advantages in years.

Napli and et al (2014) in a research called "measuring the brand authenticity in viewpoint of customer" noticed that if one brand is perceived as an authentic brand, the reliability and validity of that brand will be more and more in the mind of customers. Bourland (2009) believes that in fact the authenticity is a standard against all brands in which those brands are judged appropriately by that. The market, in fact, is out of control restriction and power domination of organizations and the specialty and honesty of the organization will be determinative more than any other times. In fact, it is here that the real sense to brands will be created and formed and this sense will be more determinative in company's future in market. So, if one company be successful in defining its brand in market correctly, it can be optimistic to its future success in market. One brand is authentic when is considered as a real and honest brand not as a superficial brand and construct. One authentic commercial brand is created internally unlike with one unreal brand which is created by fleeting desires and whim and personal desires.

It is clear that under studied hotels, if they want to have an authentic brand, should have the customers who love their brands. It is essential beside a correct definition from their brand in market they be honest and professional more and more in rendering hostility services.

Requirement to the uniqueness has moderator effect in brand authenticity on brand love

The results of impact factor of the moderator variable effect of requirement to the uniqueness is -0.009 in the effect of brand authenticity on brand love. The t-statistic amount of moderator variable of requirement to the uniqueness showed that this amount is equal to 0.346 which was not reported significant in confident level of 95% (P-Value). In this regard, it can be resulted that the variable of requirement to the uniqueness in the effect of brand authenticity on brand love has not moderator role. The results of this finding are in line with the results of Mentovia and et al (2018) research, but they are not in line with the results of Khorshide and et al (2014) research in which they introduced the requirement to the uniqueness variable as a moderator variable; although, other under studied variables had conceptually some differences in both researches. Albert and et al (2008) defined the requirement to the uniqueness as one of important dimensions of brand love. Mentovia and et al (2018) did not report the relationships of brand authenticity significant via effecting on brand love by understanding the requirement to the uniqueness. As said before, so far there are narrow studies in this field, nevertheless, these findings are indirectly in line with the findings of Shocla (2010) and Mc. Cracenz (2007) researches.

Klark and et al (2010) introduced the general feature of the consumer who tends to the uniqueness as failure to follow others. We can implicitly understand from theoretical and operational definitions one of the reasons for rejecting this hypothesis is that the consumers' willingness to the uniqueness is not a function of income. Although, the uniqueness of a consumer can be resulted via expensive purchases, the consumers can by innovative or unpopular choice provide unique goods with not expensive prices. So we can say that choosing luxury hotels by costumers is not only due to the requirement to the uniqueness and if there is a love to brand, the requirement to the uniqueness will not decrease or increase this love.

Recommendations

According to the positive and significant effect of brand authenticity on brand love, some suggestions will be provided in line with achievement to authentic brand to realize an important part of brand love:

1. adhering to the commitments of brand values rather than comparing with short-time marketing tendencies;
2. observance of customer- orientation principle as the base of all profitable activities;
3. observance of honesty principle in the area of rendering hostility services via transparency in the type, the cost and the time of services;
4. according to the specialty of authentic brands in their professions, achieving to high specialty in hostility affair via updating their services in the field;
5. enjoying from modern and up to date training in the field of hostility for all personnel of hotel;
6. defining a special philosophy in commitment to brand for hotel;
7. observance of commitment to customer principle and avoidance from the commitment unlike the personality and identity of the hotel;
8. Introducing hotel as whatever it is and avoiding from demonstrating it unlike whatever it is.

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