PERCEIVED BRAND AUTHENTICITY OF DHATHRI PERSONAL CARE PRODUCTS

Sreethamol P S
Assistant Professor (FDP Substitute)
P G & Research Department of Commerce
The Cochin College, Kochi, Kerala-682002

Dr. Vineeth. K. M.
Assistant Professor of Commerce
Maharaja’s College, Ernakulam
Kerala – 682011

ABSTRACT

Historically when marketers talked of authenticity, they meant “the genuine article” as opposed to counterfeits. Thus, marketers effectively conferred authenticity to the product, usually through branding, trademark protections, legal force, and recently through DNA markers. However, in today’s market, the consumer primarily determines what is authentic. Therefore, authenticity is perceptual—that is, what is real or genuine is in the mind of the consumer. (Beverland, 2009) Authenticity is crucial to continued loyalty from fickle audiences. This poses a challenge for marketers: They must navigate the latest and greatest means of meeting the customer where they are and ensure the messages they put out are both genuine and in alignment with their brand principles. (Forbes, 2017)

The proposed study employs both primary and secondary data. Primary data is proposed to be collected structured questionnaires using Brand Authenticity Scale (Bruhn, Schoenmuller, Schafer & Heinrich, 2012). Both descriptive and inferential statistics shall be applied to support the arguments.

Key words: Brand Image, Brand Authenticity, Consumer Behaviour