Brand Legitimacy and Brand Marketing Communication Affect Brand Authenticity and Customer Satisfaction in the Hotel Business in Vietnam

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Abstract

The issue of counterfeit brands has garnered global attention amidst a significant decline in customer trust within the industry. The primary objective of this study was to examine the relationship between brand communication marketing, brand legitimacy, and brand authenticity. The objective of this study is to assess the level of customer satisfaction with hotel services in Vietnam, with a specific focus on scenarios when consumers perceive the brand to be authentic. The study inquiry focused only on the variables of "brand authenticity," "brand continuity," "brand originality," and "brand dependability." A representative sample of 308 Vietnamese hotel guests who had recently made hotel service purchases were invited to participate in an online survey to gather information about their experiences. The analysis of the data and the testing of the hypotheses were conducted using Structural Equation Modeling (SEM) version 22.0. Based on the study findings, a positive correlation has been established between brand communication marketing and the three dimensions of a company's authenticity. The credibility of a company's brand may be influenced by several variables, including the company's own consistency and reliability. In the context of authentic brands, the attribute of reliability is widely recognized as a crucial element that enhances the total level of client satisfaction. It is well recognized that the process of brand authentication may significantly impact the level of client loyalty shown towards a certain brand. In this context, the level of customer satisfaction has significant importance.

Keywords: *Brand Authenticity, Customer Satisfaction, Brand Legitimacy, Brand Communication Marketing.*

Introduction

Due to a decrease in client loyalty towards enterprises, there has arisen a need for an augmented emphasis on the preservation of an authentic brand image inside the global market. According to Edberg & Sivertzen (2015), the current economic crisis, instances of terrorism, the phenomenon of globalization, and the processes of standardization and uniformity have all resulted in a decline in interpersonal trust among individuals. The decline in trust has been seen across several circumstances. The deteriorating political situation in several places worldwide is also giving rise to concerns among clients.

During periods of economic instability, customers place significant importance on engaging with organizations that they see as embodying qualities of integrity and genuineness. This is particularly true when the economy is through a period of instability. The aforementioned progress has led to a growing need for firms that effectively embody their declared concepts and principles, with a heightened degree of fascination with the notion that a brand should possess authenticity. Eggers et al. (2013) believe that enhancing consumers' perception of a company's authenticity might potentially enhance the company's capacity to cultivate trust and loyalty within its client base. According to Bruhn et al. (2012) and Brown et al. (2003), in recent years, there has been significant scholarly interest in the field of brand authenticity marketing. This interest stems from the recognition of brand authenticity as a basic human need and its

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crucial role in contemporary marketing techniques. The recognition of brand authenticity stems from its appeal as a fundamental human want and its significance in contemporary marketing strategies. Beverland (2005) and Ballantyne et al. (2006) conducted scholarly investigations that underscore the significance of brand authenticity. These studies provide insights into the interrelationships of brand value, brand performance, and brand identity. Kozlowski (2014) asserted that organizations must exhibit authenticity and relevance in order to optimize consumer pleasure. Previous research has shown a limited focus on the interrelationships between brand authenticity, customer happiness, and brand loyalty. Cairo University has witnessed notable progress in the examination of the notion of "brand authenticity" within the last five years. This development has been spurred by the publication of research by Napoli et al. (2014) on the consumer-based brand authenticity measure. The aforementioned research was published in the esteemed scholarly publication known as the Journal of Accounting, Management, and Insurance. Until 2015, the study conducted on the diverse components of the subject matter has been rather sparse. A significant proportion of current investigations exhibit a wide-ranging reach, including either the utilization of diverse theoretical frameworks or the examination of various symptoms.

In recent years, significant gains have been seen in both the economy and the standard of living, with these changes occurring at an accelerated pace. This argument posits that there is an increasing need for more intricate and diverse types of entertainment, medical interventions, educational prospects, and cultural engagement. In recent years, there has been a substantial rise in the number of business visitors visiting Vietnam due to the country's heightened endeavors to integrate its economy into the global economic framework. Considerable advancements have been made in the tourism sectors of some countries, such as Vietnam, due to substantial expenditures directed towards diverse enterprises and initiatives within the tourism domain. Individuals who are on vacation often contemplate the diverse array of accommodation options available to them during their period of leisure. In the contemporary day, there exists a plethora of readily available short-term lodging alternatives, whereby each hotel diligently endeavors to accommodate the distinct needs and preferences of its clientele. Nevertheless, it is important to acknowledge that not all of these enterprises are capable of meeting the standards and demands of their esteemed clientele. This is an issue that warrants significant attention and should not be disregarded. Consequently, a study was conducted on tourist infrastructure, focusing specifically on the perspectives of assessors. The aim was to promote the expansion of the tourism sector and enhance visitor satisfaction by addressing their needs more effectively. The hotel's environment and the range of services offered routinely get favorable responses from a diverse clientele originating from all parts of the globe. It is essential to acknowledge, though, that not all hotels constantly meet the diverse demands of their clientele and succeed in ensuring universal satisfaction. The recognition of hotels' prominent position and strategic foresight in developing appealing brands that cater to a diverse range of clients may contribute to the establishment of an agreement. This objective may be achieved by considering divergent perspectives and acknowledging the hotels' capacity to appeal to a wide spectrum of clientele. The evaluation standards used to assess the reliability of a brand have undergone several enhancements. The primary objective of this research is to examine the impact of consumers' views on the authenticity of a brand on their assessment of the brand's legitimacy and the communication strategies used by businesses to engage with their customers. The examination will focus on the particular aspects of originality, consistency, and dependability as its core areas of inquiry. Furthermore, the primary objective of this research is to evaluate the degree of satisfaction reported by those employed in the service industry.

Methodology

Sampling Technique

This study surveyed a sample of 308 individuals who had used hotel accommodations or other forms of

lodging throughout the preceding 12-month period. The selection of participants for inclusion in the study was conducted by the use of purposive sampling, a strategy often employed in research. Data collection began on January 11, 2022, and concluded on January 8, 2023, using face-to-face interviews facilitated by the use of QR codes. A noteworthy overall response rate of 85 percent was attained via the collection of a total of 308 surveys throughout a span of 10 months. The researchers developed a comprehensive measurement tool to evaluate the relative importance of various components of the investigation, after a thorough review of the relevant existing literature. In the research conducted by Napoli et al. (2014), a variety of reflective measurement approaches were used to comprehensively examine the many dimensions of brand authenticity. The customer satisfaction measure, as reported by Bruhn et al. (2012), included four inquiries that prompted respondents to introspect on their own experiences. The first segment of the assessment consisted of a set of ten inquiries, designed to explore various facets with the aim of assessing the extent to which Brand Authenticity (BA) can be ascertained. A thorough examination was conducted, including a total of nine investigations encompassing a diverse array of subjects and domains. To provide more clarification, the focal points included marketing brand communication (consisting of three inquiries), brand legitimacy (comprising four inquiries), brand dependability (comprising three inquiries), and brand identity (comprising three inquiries). The subsequent phase included the use of a four-item checklist to assess the level of client satisfaction pertaining to the service given to them. The degree of consensus for each topic was assessed using a Likert scale of five points, where values ranging from 1 to 5 corresponded to varying levels of disagreement and agreement, ranging from very strong disagreement to very intense agreement, respectively. In addition to providing their views, each participant was requested to provide fundamental personal details including their age, marital status, gender, annual income, and employment status.

Literature Review

Brand authenticity

Grayson & Martinec (2004) claim that the concept of "authenticity" is often linked to attributes such as sincerity, honesty, and realism. According to the 2009 version of the Merriam-Webster Online Dictionary, there are many other terms that might be used as substitutes for the term "authenticity." These include "real," "actual," "genuine," and even the term "authentic" itself. The Compendium of Boyle (2003) encompasses a diverse range of adjectives that function as different descriptors for the concept of ethics. Several instances of these phrases are "moral," "genuine," "straightforward," "unadorned," "sustainable," "magnificent," and "embedded." In their study, Munoz et al. (2006) used several adjectives such as "unique," "authentic," "distinctive," "traditional," and "real" to characterize the issue under discussion.

Dr. Paul Marsden is an esteemed medical professional with extensive knowledge and a wealth of practical experience, the degree to which customers perceive a brand to align with its professed principles, exhibit authenticity in its interactions with consumers, demonstrate dedication to social responsibility, and facilitate consumers in expressing their true selves. Morhart et al. (2015) define the concept of "brand authenticity" as the extent to which consumers perceive a brand to exhibit loyalty and sincerity towards itself and its customers, while simultaneously promoting the authenticity and self-expression of consumers. In essence, brand authenticity pertains to the extent to which consumers see a brand as exhibiting loyalty and sincerity towards both its own identity and its client base.

In contemporary discussions, the semantic scope of the term "authentic" extends beyond its conventional definition of "truthfulness," including a far wider array of conceptual dimensions. Assiouras et al. (2015) have used the word "authentic" in a comprehensive manner, spanning a diverse range of interpretations. The connotations included by the concepts of sincerity, integrity, directness,

authenticity, purity, and straightforwardness serve as illustrative examples. However, it is important to note that this list is not complete. According to Bruhn et al. (2012), the existing body of research lacks a well-defined framework for the conceptualization and operationalization of brand authenticity. Based on the conclusions drawn from many scholarly investigations (Alexander, 2009; Bruhn et al., 2012; Mohart et al., 2015), the concept of "authenticity" comprises several dimensions as perceived by consumers. The aforementioned elements include brand connections, uniqueness, dependability, sincerity, ethical behavior trustworthiness, symbolic significance, and coherence. Napoli et al. (2014) propose that the concept of brand authenticity encompasses three essential elements: a consistent commitment to excellence, a clear methodology, and a compelling narrative. Edberg & Sivertzen (2015) claim that a genuine brand is characterized by its distinct attributes, together with its reliability, authenticity, and adherence to societal standards. The impression of a brand's authenticity by customers is a subjective experience (Beverland, 2005; Bruhn et al., 2012). The authenticity of a brand is contingent upon the subjective judgments and evaluations of customers. Based on the findings of Brown et al. (2003), the influence of a brand's authenticity may be influenced by its familial lineage and its associations with many cultures, beliefs, and traditions. This finding has been empirically established. According to Beverland et al. (2008), individuals who own ownership of certain brands may be driven by the concept of brand integrity. This concept encompasses a commitment to attaining elevated standards, upholding ethical principles, and fostering a sincere emotional connection with the brand. These people may exhibit a strong motivation towards upholding brand integrity due to their ownership of those brands. In their publication, Napoli et al. (2014) introduced a novel approach to assessing the genuineness of consumer-centric enterprises. This statistical analysis incorporates three fundamental attributes: a dedication to excellence, openness, and long-term impact.

Since the first presentation by MacCannell (1973), the issue of authenticity in the field of tourist research has been a subject of intense discussion and disagreement among scholars and practitioners. According to Verma & Rajendran (2017), there is a proposition that the proliferation of tourist attractions necessitates meticulous management in order to ensure that they provide substantial advantages to the people who visit them. Furthermore, it is important to develop a systematic approach for assessing the characteristics of the attractions (Chen & Lee, 2021). Based on the research conducted by Ross et al. (2019), it is imperative to conduct an inquiry into the cultural connotations and symbolic representations linked to tourist destinations, with the aim of enhancing their appeal to prospective visitors. The concept of authenticity, as elucidated by Park et al. (2019), along with the theoretical framework of authenticity, as delineated by Shen et al. (2014), and the exploration of existential authenticity, as conducted by Yi et al. (2018), frequently form the focal point of scholarly investigation within the tourism sector. In the domain of the tourist sector, assessments of a particular excursion often revolve around the perceived degree of authenticity associated with the experience. According to the studies conducted by Kim & Song (2020) and Meng & Choi (2016), it has been found that. Academic research has mostly focused on evaluating the level of precision shown by evaluations of travel encounters. This subject matter has been the central focus of academic investigation. This study distinguishes itself from previous research on the subject of brand management by placing a significant focus on the concept of brand authenticity, as discussed by Rosado-Pinto et al. (2020). The purpose of this endeavor was to conduct a comparative analysis of the two distinct research methodologies. The researchers del Barrio-Garcia & Prados-Peña (2019) have produced a significant scientific finding, the concept of "brand authenticity" pertains to the subjective assessments and appraisals made by consumers about the excellence of a product. The judgment made by consumers is influenced by both their past knowledge and their previous contacts with the business. Arya et al. (2019) posit that consumers possess a persistent need for heightened levels of precision and reliability in brand-related information, which is crucial for facilitating educated and prudent purchase choices.

Schallehn et al. (2014) propose that the establishment of genuine brand identity is influenced by several factors, including brand continuity, originality, and consistency. Based on the study conducted by Jiménez-Barreto et al. (2020), it was observed that customers attribute considerable importance to companies that exhibit qualities such as reliability, credibility, and uniqueness. The concept of true brand representation has three distinct components. Furthermore, the researchers included in this study have reached the determination that the genuineness of the brand plays a significant part in the association between the caliber of the experience and subsequent behaviors, serving as a mediator in this relationship. Further investigation is required in order to have a comprehensive understanding of the correlation between consumer behavior and the authenticity of a product or service. The present research used a multidimensional framework proposed by Jiménez-Barreto et al. (2020) to investigate the relationship in question, with the aim of acquiring a more comprehensive understanding.

Table 1: Variables of Structural Equation Model.

Factor	Item	Code	Sources
Brand Legitimacy	This destination brand is congruent with the moral principles of the culture I feel close to.	BL1	Fritz et al. (2017); Chen & Lee (2021)
	This destination brand fits well with my cultural views.	BL2	
	This destination brand is compatible with the values and norms of the community.	BL3	
	The brand's performance is appropriate.	BL4	
Marketing Brand Communication	You know the brand through TV commercials, roadside signs, friends and relatives, etc.	MBC1	Dwivedi & McDonald (2018)
	You know the brand through social platforms.	MBC2	
	You know the brand through reading newspapers, and magazines, in the process of writing reviews.	MBC3	
Brand Individual	The way how fulfills its brand promise is very different from competing brands.	BI1	Schallehn et al. (2014)
	The way how fulfills its brand promise is unique.	BI2	
	Fulfills its brand promise in a distinct way.	BI3	
Brand Continuity	The brand is consistent over time.	BC1	Bruhn et al. (2012)
	The brand stays true to itself.	BC2	
	The brand X has a clear concept that it pursues	BC3	
	Brand offers continuity	BC4	
Brand Reliability	My experience with the brand has shown me that it keeps its promise	BR1	Bruhn et al. (2012)
	The brand delivers what it promises.	BR2	
	The brand makes reliable promises.	BR3	
Customer Satisfaction	I am satisfied with the brand and its performance	CS1	Tran et al. (2020)
	If I could do it again, I would buy a brand different from that brand.	CS2	
	I am happy with what I did with this brand.	CS3	
	I feel bad about my decision to get this brand.	CS4	

Source: Authors' synthesis, 2023

Brand Legitimacy

The notion of "brand legitimacy" has gained traction in recent times, highlighting the growing importance of honesty, integrity, and authenticity within the realm of branding. This observation has particular validity when considering the limited availability of effective leadership and the subsequent consequences it exerts on the domains of commerce and politics, hence exerting a substantial influence on the implementation of place branding. Based on the research conducted by Deephouse & Carter (2005), legitimacy may be seen as a multifaceted phenomenon, including several dimensions such as the achievement of social acceptability via the fulfillment of normative, cognitive, and regulatory criteria.

Based on the study conducted by Suchman (1995), using ethical norms and objectives as a means of commitment has the potential to streamline the process of legitimization and enhance its feasibility.

The effectiveness of brand marketing is significantly influenced by the trustworthiness of commercials, as shown by the research conducted by Capelli & Sabadie (2006). This particular result is highlighted in the study. In their study, Martin & Capelli (2017) used a research methodology that included both case studies and experiments to elucidate the phenomena of consumers exhibiting a heightened positive reaction to advertising when they perceive the source to be trustworthy. The purpose of this study was to investigate the impact of perceived trustworthiness on consumer response to advertising, aiming to provide insights into the phenomena of consumers having a more favorable reaction when they perceive the source as trustworthy. Additional data was presented by Fritz et al. (2017) to support the theory positing a positive correlation between brand legitimacy and brand authenticity. The empirical inquiry findings indicate a favorable association between brand legitimacy and the attributes of consistency, reliability, and originality. The three aforementioned components are widely recognized as the key factors that lead to the establishment of authenticity within a destination brand. The establishment of authenticity occurs when visitors have a favorable encounter with the brand. Various elements, such as the degree of authenticity and the level of trust associated with a particular brand, might potentially contribute to the perceived value attributed to an item. The notion of brand authenticity enables the assessment of a brand's perceived value, trustworthiness, and validity. The level of consumer trust in a brand and the perceived value of a product are among the several factors that contribute to the connection between the authenticity of a brand and loyalty towards a certain tourist destination.

H1: *Brand legitimacy positively affects brand authenticity (Individual, Continuity, Reliability)*

Brand Marketing Communications

Brand communication strategies and techniques include several methods used by organizations to effectively convey their brand messages. These may involve advertising campaigns, engaging with consumers on social media platforms, and conducting surveys to get valuable insights. The occurrence of a communication process is shown when a potential client or customer interacts with a brand in any manner. Scholarly investigations into branding have also recognized and scrutinized the notion of authentic brand identity. The concept being examined in this context is a fundamental component of contemporary marketing techniques, as stated by Brown et al. (2003). Developing a distinct brand and reputation is of utmost importance for a firm. Empirical research has shown that the genuineness of a brand may result in many favorable outcomes in the domains of marketing and branding. Positive brand attitudes, increased credibility, trust, brand loyalty, heightened purchase intent, and positive word-of-mouth are potential results of marketing endeavors (Napoli et al., 2014; Lu et al., 2015; Morhart et al., 2015; Fritz et al., 2017). Numerous scholars have examined the attributes that consumers use to assess the legitimacy of a firm. The marketing communication endeavors of the organization include a diverse range of activities, including advertising campaigns, corporate social responsibility messaging, content creation for social media platforms, and sponsorship initiatives. Furthermore, this encompasses the communication strategies used by the organization, the conduct shown by its personnel, the embodiment of the brand's identity, and the utilization of metaphors and similes in the brand's promotional efforts (Morhart et al., 2015); Dwivedi & McDonald (2018).

H2: *Marketing Brand Communication has a positive impact on brand authenticity (Individual, Continuity, Reliability)*

Consumer satisfaction

According to Nadeem (2007), a prerequisite for customer satisfaction is the capacity of a product or service to fulfill the expectations, aspirations, and objectives of a customer. Based on the findings of

Matzler et al. (2008) and Rezaei (2015), it has been shown that consumers who exhibit positive emotions like as satisfaction and fulfillment tend to have less sensitivity towards pricing, exhibit higher levels of loyalty towards the firm, and are more inclined to engage in positive word-of-mouth communication about the product. Extensive scholarly study, notably the work of Nadeem (2007), has been devoted to examining brand satisfaction, resulting in a substantial body of literature on the subject. Nadeem (2007) posits that the experience of "brand delight" occurs when a brand effectively fulfills the needs, aspirations, and expectations of a consumer. This gives the buyer a feeling of satisfaction. Bennett et al. (2005) propose that the level of customer satisfaction with a brand significantly impacts many outcomes, such as brand preference, brand trust, and brand loyalty. Based on the findings of Bennett et al. (2005), the concept of pleasure may be seen as an emotional reaction to the act of obtaining something. Furthermore, the evaluation of customer satisfaction towards a brand may be seen as the appraisal of a customer's first interaction with said brand, whereby the brand's post-consumption performance is juxtaposed against the customer's prior expectations for that particular brand (Nam et al., 2011; Chinomona, 2013). This assessment may be conceptualized as the appraisal of a consumer's first interaction with a brand. Due to the diligent endeavors made by firms in cultivating authenticity in their interactions with consumers, it is reasonable for these organizations to anticipate an increase in both customer happiness and customer loyalty. Enhancing customer loyalty may be achieved through promoting repeat purchases and fostering favorable word-of-mouth endorsements (Oliver et al., 1997; Mittal & Kamakura, 2001), rather than focusing on stimulating consumers to experiment with new brands. In the previous study, Sheldon et al. (1996) established a notable correlation between authenticity, personal fulfillment, and self-contentment.

H3: *Brand authenticity ((Individual, Continuity, Reliability) positive impact on customer satisfaction*

Figure 1: Conceptual Framework.
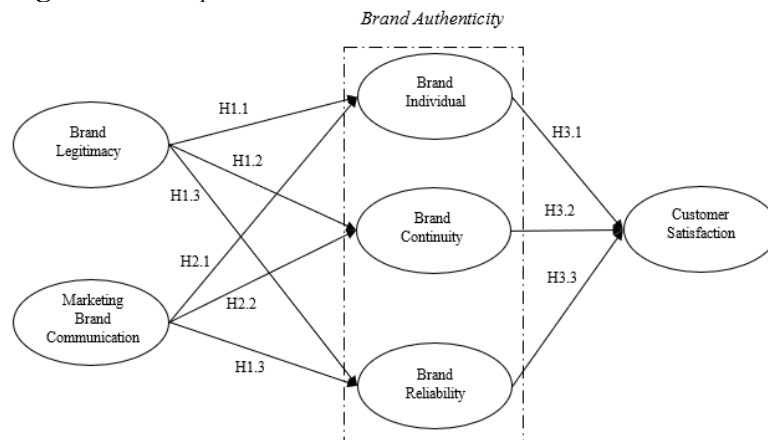
Result and Discussion

Demographic Factors

Based on the findings of the conducted research, the study participants exhibited a diverse range of age groups. The sample population consisted of individuals falling into several age brackets: those below 18 years old (2.92%), those aged 18 to 22 (69.48%), individuals aged 23 to 30 (23.38%), and individuals aged 31 to 40 (4.22%). The male population constituted 58.12% of the whole populace, but the female population accounted for just 41.22% of the overall population. Overall, a majority of individuals,

namely 71.75 percent, did not possess a significant other with whom they maintained a dedicated and enduring partnership. The study revealed that 40.26% of the total population in the specified category consisted of unmarried males, whilst unmarried females accounted for 31.49% of the overall population. In contrast to the proportion of married males who were parents of minor children, the percentage of married men who did not have any children was found to be 7.14 percent. Furthermore, a mere 0.32 percent of married men who had children above the age of 18 were found to be married themselves. In contrast, the percentage of married women without children was 4.87%, but the proportion of married women with children under the age of 18 was 5.19%. However, there were no married women with children above the age of 18. The data shown provides evidence of an equitable distribution of participants in the sample group in terms of both gender and marital status.

Table 2: Marital Status/Gender.

Construct	Male	Female	Total (%)
Single	40.26	31.49	71.75
Married but no children	7.14	4.87	12.01
Married and with children under 18 years old	10.39	5.19	15.58
Married and with children over 18 years old	0.32	0.32	0.65
Total (%)	58.12	41.88	100.00

Source: Field Survey Data, 2023

The primary data was obtained from a representative sample of 308 individuals from Vietnam, chosen using a random sampling method including various regions of the country. The composition of the sample was strategically designed to prioritize certain age groups, namely those under the age of 18 (2.92%), individuals between the ages of 18 and 22 (69.48%), individuals below the age of 23 (23.38%), and adults over the age of 31 (4.22%). Based on the study results, it was determined that the Student group exhibited the highest level of information provision, constituting 72.73% of the total. After the aforementioned group, the Worker-Employee cohort emerged, exhibiting a productivity rate of 12.24%, followed by the Entrepreneurial segment, which generated information at a rate of 6.57%. The Civil Servant-officer group had a higher rate of information contribution at 3.28%, in contrast to the Student group which showed a lower rate of information contribution at 2.09%. Finally, it is worth noting that the Housewife group had a contribution rate of 0.9% in terms of information.

Table 3: Occupation/Age (%).

Age Occupation	Under 18	18-22	23 – 30	31 – 40	Total (%)
Pupil	2.27	-	-	-	2.27
Student	0.65	67.86	4.22	-	72.73
Civil servant - Officer	-	-	2.92	0.65	3.57
Workers – Employees	-	1.62	9.42	2.27	13.31
Businessperson	-	-	6.82	0.32	7.14
Housewife	-	-	-	0.97	0.97
Total (%)	2.92	69.48	23.38	4.22	100.00

Source: Field Survey Data, 2023

Based on the obtained data, it has been determined that 72.08% of the whole sample consists of individuals with an annual income ranging from zero to five million dollars. Furthermore, it is noteworthy that 25.32% of the sample consists of individuals whose incomes range from above $5 million to $15 million, inclusive. Furthermore, it is worth noting that 2.27% of the individuals included in the sample have an annual income ranging from $15 to 25 million dollars. These individuals constitute a certain segment of the population. Finally, it is worth noting that a subset of individuals within the sample, comprising 0.32% of the overall population, have incomes exceeding $25 million. The data shown in Table 4 demonstrates a positive association between the occupations of consumers and their corresponding income levels.

Table 4: Occupation/Client's Income.

Construct	0- 5M	5M-15M	15M-25M	Above 25M	Total (%)
Pupil	2.27	-	-	-	2.27
Student	59.09	12.99	0.65	-	72.73
Civil servant - Officer	1.62	1.95	-	-	3.57
Worker – Employee	4.22	8.12	0.65	0.32%	13.31
Businessperson	3.90	2.27	0.97	-	7.14
Housewife	0.97	-	-	-	0.97
Total (%)	72.08	25.32	2.27	0.32	100

Source: Field Survey Data, 2023

When selecting a hotel brand, a sizable proportion of individuals place a premium on a convenient location (28.54%), followed closely by the standard of the service (27.96%). The need to maintain a professional staff is viewed as being of lesser importance (20.41%) than the importance of fair pricing (23.09%). Individuals under the age of 18, those between the ages of 23 and 30, and those between the ages of 31 and 40 are more likely to prefer Good service, with preference rates of 30.77%, 29.0%, and 34.62%, respectively. Consequently, these groups prefer to prioritize the criterion of a convenient location, while also contemplating affordable pricing and qualified staff as potential additional variables. In contrast, a sizeable percentage of 18 to 22-year-olds, 29.32%, continue to place a high value on a location's convenience.

Table 5: Age/Reasons for Choosing the Hotel (%).

Construct	Good service	Convenient location	Reasonable price	Professional staff
Under 18	30.77	26.92	19.23	23.08
18-22	27.12	29.32	22.71	20.85
23 – 30	29.09	26.36	24.09	20.45
31 – 40	34.62	30.77	26.92	7.69
Total (%)	27.96	28.54	23.09	20.41

Source: Field Survey Data, 2023

Based on the data presented in Table 6, it is evident that roughly 72.73 percent of individuals express a willingness to allocate an estimated amount of 500,000 VND each night for hotel accommodations. The shown graphic is a product of the data obtained from the gathered survey replies. Individuals with annual earnings of $25 million (constituting 8.44% of the population) and $25 million or above (representing 0.65% of the population) have a proclivity for refraining from patronizing hotels that charge overnight rates exceeding $3 million. Individuals with an annual income over $25,000,000 exhibit a judicious approach toward their finances, as seen by their practice of allocating funds on a nightly basis within a range of $500,000 to $1,500,000. This discovery contradicts the theoretical assumption that individuals with greater income levels will exhibit spending patterns that are proportionally higher.

Table 6: Expenses for Using Hotel Services/Monthly Income.

Income Expense	0- 5M	5M-15M	15M-25M	Above 25M	Total (%)
0 - 500,000	50.65	20.13	1.95	-	72.73
500,000 - 1M5	14.94	2.92	-	0.32	18.18
1M5 - 3M	6.49	1.62	0.32	-	8.44
Above 3M	-	0.65	-	-	0.65
Total (%)	72.08	25.32	2.27	0.32	100.00

Source: Field Survey Data, 2023

Table 7 provides an overview of the comparative significance of several theories, along with their corresponding veracity. The coefficients of Cronbach's Alpha suggest that the constructs of Brand Legitimacy

(BL), Marketing Brand Communication (MBC), Brand Individual (BI), Brand Continuity (BC), Brand Reliability (BR), and Customer Satisfaction (CS) exhibit a substantial level of internal consistency. The Cronbach's Alpha coefficients for these ideas range from 0.656 to 0.920 on the measurement scale. The dependability rating for Customer Satisfaction is 0.920, signifying a substantial level of reliability. In contrast, the dependability rating for Brand Continuity is 0.656, indicating a somewhat lower level of reliability. According to the research conducted by Cristobal et al. (2007), Cronbach's Alpha values over 0.7 have been taken as evidence of substantial reliability in the relationship between latent and observable variables.

Table 7: Cronbach's Alpha Reliability Analysis.

Construct	Cronbach's Alpha
Brand Legitimacy (BL)	0.784
Marketing Brand Communication (MBC)	0.762
Brand Individual (BI)	0.796
Brand Continuity (BC)	0.656
Brand Reliability (BR)	0.740
Customer Satisfaction (CS)	0.920

Source: Field Survey Data, 2023

Convergent validity is shown when a robust correlation exists among the many aspects that are assessed during the evaluation of a certain notion. The assessment of convergent validity necessitates the investigation of three essential criteria: the assessment of Factor loading, Composite Reliability (CR), and Average Variance Extracted (AVE). The determination of the correlation coefficient between an item and the component that most accurately represents its fundamental idea is a crucial step in determining the appropriate weighting to assign to that factor in the analysis. Based on the research conducted by Hsieh & Hiang (2004) and Hashmi et al. (2021), it is recommended that a factor loading of 0.40 be used in order to achieve the best performance. The phrase "composite dependability" refers to the extent to which the components used to assess a certain structure are in alignment. Based on previous studies conducted by Hashmi et al. (2021) and S. Khan et al. (2022a), it has been postulated that the composite dependability value should be above the threshold of 0.70. The AVE is a statistical metric used to evaluate the efficacy of a system in extracting variation from its constituent components. Based on the study conducted by Fornell & Larcker (1981) and S. Khan et al. (2022b), it is recommended that the Average Variance Extracted (AVE) should be above a threshold of 0.50. Table 8 provides empirical support for the presence of convergent validity, as shown by the need for the observed values to exceed 0.5. This is shown by the data presented in the table. The obtained numbers are within a range spanning from 0.529 percent to 0.745 percent. The AVE exceeds the previously established threshold of 0.5. In a way similar to this, the Composite Reliability (CR) exceeds the preset threshold value of 0.70. The findings are succinctly presented in a concise format in Table 8, seen below. Based on the research results, substantial empirical support exists for the convergence of validity across the many domains examined. The legitimacy of the brand, the communication of the brand in marketing, the individual of the brand, the continuity of the brand, the reliability of the brand, and the satisfaction of the consumer are all pertinent factors to consider.

Based on the results shown in Table 8, the factor loadings exhibit a statistically significant value above the specified threshold of 0.5. The findings reported by Sung et al. (2019) and Al-Lozi et al. (2018) exhibit congruence, hence enhancing the credibility of this particular range. In their research, Rimkeviciene et al. (2017) conducted a comparative analysis to examine the discriminant validity using covariance-based Structural Equation Modeling (SEM) as the framework. The Kaiser-Meyer-Olkin (KMO) test was used to assess the suitability of the relationship performance measures in the factor analysis of the scale. During the execution of the data collection method, the established threshold of 0.5 was exceeded. In order for the study findings to achieve statistical significance, it was necessary for the Kaiser-Meyer-Olkin (KMO) score to meet or exceed a

threshold of 0.753. Furthermore, components with eigenvalues above the predetermined threshold of 1.390 were excluded from further analysis. Bartlett's test of sphericity is a statistical procedure that may be used to assess the interrelationships among observed variables within a component. The findings of Bartlett's test indicated a statistically significant association ($p < 0.05$, $\chi^2 = 0.00$) among the measured variables included by the factor, despite the presence of negligible effect size. The factor loading coefficient is a statistical measure used in the field of statistics to assess the strength of the relationship between two distinct variables. The variable under consideration has a factor loading coefficient of 0.5, which has been shown to be statistically significant. This observation suggests that the variable plays a substantial role in the model. The loading for each of the seven variables exceeded 0.70. The study conducted by Yu et al. (2013) provided evidence supporting the reliability of loadings with a value equal to or greater than 0.50 as markers of model fit. Upon completion of the data collection procedure, the mean values for each multivariate construct were computed based on the gathered data. In order to meet the specifications of the Structural Equation Modeling (SEM) framework, it is necessary to organize the items in accordance with the predetermined dimensions identified by the results of the Exploratory Factor Analysis (EFA). This will enable things to be effectively assessed.

Table 8: Convergent Validity.

Constructs	Item	Convergent validity		
		Factor Loading	AVE	Composite Reliability
Brand Legitimacy	BL1	0.804	0.580	0.786
	BL2	0.755		
	BL3	0.759		
	BL4	0.772		
Marketing Brand Communication	MBC1	0.788	0.544	0.777
	MBC2	0.826		
	MBC3	0.778		
Brand Individual	BI1	0.816	0.576	0.802
	BI2	0.820		
	BI3	0.783		
Brand Reliability	BR1	0.770	0.593	0.744
	BR2	0.801		
	BR3	0.772		
Brand Continuity	BC1	0.698	0.529	0.709
	BC2	0.686		
	BC3	0.640		
	BC4	0.721		
Customer Satisfaction	CS1	0.912	0.745	0.921
	CS2	0.906		
	CS3	0.882		
	CS4	0.870		
Parameters of test				
Kaiser-Meyer-Olkin (KMO)				0.753
Cumulative % (Initial Eigenvalues)				67.29%
Bartlett's Test of Sphericity (Sig.)				0.000
Initial Eigenvalue				1.390

Source: Field Survey Data, 2023

The current research used the paradigm proposed by Fornell and Larcker (1981) and Khan et al. (2021) to evaluate discriminant validity. In order for this methodology to be effective, it is necessary for the square root of the Average Variance Extracted (AVE) to exceed the correlation coefficient between any two variables. Table 9 is a succinct representation of the findings. The diagonal members of the matrix correspond to the square root of the average value. The table presents the finding that the square root of the Average Variance Extracted (AVE) is 0.863, indicating the lowest value observed for the diagonal element. The greatest correlation coefficient ($r = 0.406$) remains lower than the value seen at the extremity of the diagonal. In this study, it was seen that all pairings of variables had correlation coefficients with values below the diagonal that were rather

low. The present research demonstrates evidence of discriminant validity for the measures that underwent modifications, indicating that they effectively capture distinct attributes.

Table 9: Discriminant Validity.

Construct	MSV	MaxR(H)	BC	HL	BL	BI	BR	MBC
BC	0.165	0.674	0.727					
HL	0.074	0.926	0.012	0.863				
BL	0.078	0.793	-0.076	-0.036	0.761			
BI	0.182	0.815	0.387	0.028	0.192	0.759		
BR	0.089	0.748	0.128	0.272	0.279	0.299	0.770	
MBC	0.182	0.816	0.406	-0.027	0.144	0.427	0.251	0.738

Source: Field Survey Data, 2023

The high value of 0.900 for the Good Fit Index (GFI) shows a strong correspondence between the recommended structural model and the actual data. Furthermore, the parsimony index exhibited a score of 0.909, offering further support for the adequacy of the model. Furthermore, the robust development of the structural model is shown by the statistically significant p-value of 0.000 (p = 0.01). These metrics are quite beneficial in assessing the compatibility of the model. The resilience of the research model may be considered satisfactory if the Tucker-Lewis Index (TLI) value, as determined to be 0.923, exceeds the minimum criterion of 0.900. The observation that the estimated Comparative Fit Index (CFI) value of 0.934 exceeds the minimum threshold of 0.900 serves as evidence that the model adequately aligns with the observed data. Furthermore, it is important to note that the Root Mean Square Error of Approximation (RMSEA) has a value of 0.054, which falls below the prescribed threshold of 0.080. The findings presented by Hair et al. (2009) enhance the credibility of the study design in terms of its reliability and validity. The information that was collected is shown in Table 10.

Table 10: Model fit Indicators in SEM.

Indicators	Cut-off values	Calculated values	Conclusion
Chi-square/df	≤ 3.000	1.888	Fit
CFI	≥ 0.900	0.934	Fit
GFI TLI	≥ 0.900 ≥ 0.900	0.909 0.923	Fit Fit
RMSEA	≤ 0.080	0.054	Fit

Source: Field Survey Data, 2023

Henseler et al. (2009) used bootstrapping as a means to assess the statistical significance of the route coefficients included in the structural model. This approach involved the generation of 1000 subsamples. To ascertain the statistical significance of the route analysis findings, a significance level of p<0.05 was used. The aggregated results of the hypothesis tests are shown in Table 11. The statistical analysis conducted on brand individual (β=0.129, p<0.05), brand continuity (β=-0.062, p>0.05), and brand reliability (β=0.232, p<0.05) demonstrates that the impact of brand authenticity is significantly influenced by brand legitimacy. The determination was made by conducting a comparison between the outcomes of the aforementioned three criteria and the predetermined significance threshold of 0.05. The findings of the study indicate that hypotheses 1.1 and 1.3 have been validated, however, hypothesis 1.2 has been refuted. The study results suggest that there is a significant relationship between marketing brand communication and brand authenticity, specifically in relation to the brand individual (β=0.496, p<0.05), brand continuity (β=0.259, p<0.05), and brand reliability (β=0.262, p<0.05). The plausibility of hypotheses 2.1, 2.2, and 2.3 has been identified during the course of this study, with each theory demonstrating its own distinct merits.

Regarding the first hypothesis, H3.1, the obtained results indicate that the critical ratio of -0.746, the observed path coefficient of -0.056, and the p-value over 0.05 together suggest a negative impact of Brand individuals on customer satisfaction. The H3.2 hypothesis has been refuted as a direct result of this discovery. In the present examination of Brand Continuity, it was determined that the route coefficient exhibited a value of -

0.025, the critical ratio showed a value of -0.153, and the p-value was seen to exceed 0.05. The null hypothesis H3.3 is denied as a direct result of this. Based on the results of the research, it seems that the different elements of authentic brand representation have a noteworthy and advantageous impact on the degree of satisfaction reported by consumers. The observed path coefficient of 0.308 between Brand Reliability and Customer Satisfaction indicates a statistically significant and positive association between these two variables. The obtained critical ratio value of 3.861 indicates that the route coefficient associated with Brand Reliability has a substantially smaller magnitude when compared to the other components. The significance of this observation should be acknowledged since it is noteworthy to mention that the route coefficient for Brand Reliability has a smaller magnitude compared to other components. Conversely, when the statistical significance threshold is below 0.05, it provides support for the hypothesis.

Table 11: Summary of the Structural Equation Modeling (SEM).

Relationship			Estimate β	S.E	C.R	P – value	Hypothesis	Hypothesis Result
BI	←	BL	0.129	0.065	1.983	0.047	H1.1	Accepted
BC	←	BL	-0.062	0.037	-1.658	0.097	H1.2	Rejected
BR	←	BL	0.232	0.072	3.217	0.001	H1.3	Accepted
BI	←	MBC	0.496	0.085	5.868	***	H2.1	Accepted
BC	←	MBC	0.259	0.054	4.784	***	H2.2	Accepted
BR	←	MBC	0.262	0.083	3.144	0.002	H2.3	Accepted
CS	←	BI	-0.056	0.076	-0.746	0.456	H3.1	Rejected
CS	←	BC	-0.025	0.162	-0.153	0.878	H3.2	Rejected
CS	←	BR	0.308	0.080	3.861	***	H3.3	Accepted
$R^2 = 0.206$ (BC); $R^2 = 0.126$ (BR); $R^2 = 0.225$ (BI); $R^2 = 0.173$ (CS)								

Source: Field Survey Data, 2023

Figure 2: The Structural Equation Modeling.
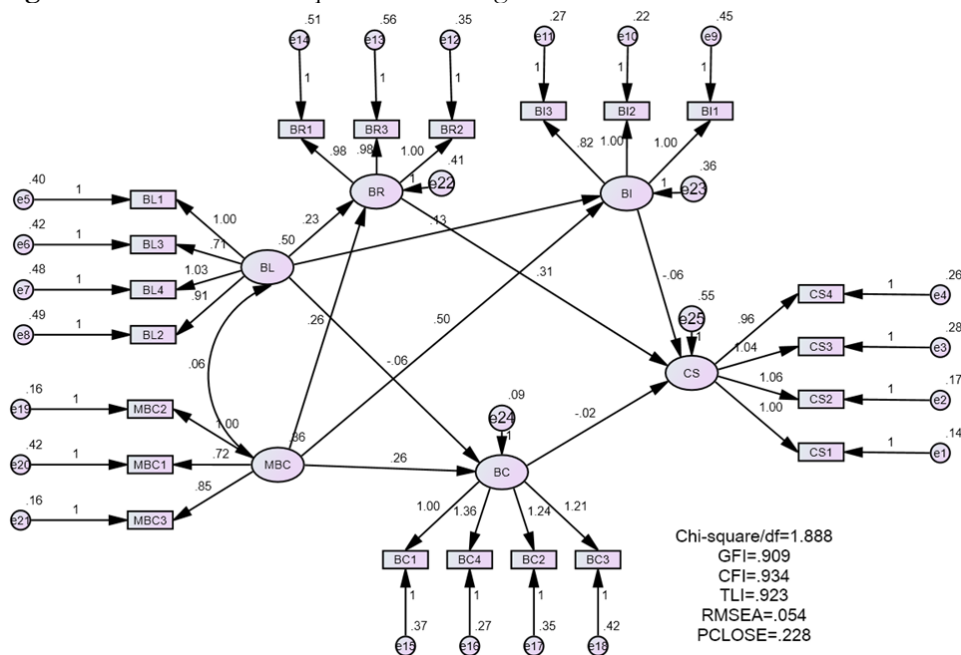
The objective of this study is to examine the perception of hotels in terms of brand value and credibility,

with a focus on the legitimacy of their enterprises. Fritz et al. (2017) define "brand legitimacy" as the degree to which consumers see a brand as possessing credibility and trustworthiness within the broader public sphere. The perceived authenticity of a brand is believed to have an influence on customers' perceptions of its credibility, value, and trustworthiness. In order to assess the authenticity of a brand, it is crucial to consider three key factors: Brand Continuity (BC), Brand Reliability (BR), and Brand Individual (BI) (Bruhn et al., 2012; Eggers et al., 2013; Schallehn et al., 2014). Brand Continuity refers to the ability of a brand to sustain its identity over an extended period. The regression study revealed a significant positive association between brand legitimacy and two indicators of authenticity, namely Brand Continuity (BC) and Brand Reliability (BR). The indicators included in this study are Brand Reliability (BR) and Brand Continuity (BC). However, it has been shown via studies that Brand Individual (BI) does not have a substantial impact. The findings of this study are in opposition to the conclusions reported by Schallehn et al. (2014), while they do exhibit a partial alignment with the outcomes offered by Fritz et al. (2017) and Chen & Lee (2021). The existing body of research provides evidence supporting a beneficial relationship between different dimensions of authenticity and brand marketing endeavors. The aforementioned qualities include alignment with the brand, reliability with the brand, and adherence to the brand's values and principles. The aforementioned conclusion is substantiated by the study carried out by Dwivedi & McDonald (2018), Wiedmann & Von Mettenheim (2020), Schouten et al. (2020), Lou & Yuan (2019). This study is a valuable addition to the existing research on brand authenticity and legitimacy within the hospitality industry. It provides insightful perspectives and recommendations for hotel companies to enhance their marketing tactics. Effective communication is a crucial component in the establishment of brand awareness, as it enables the dissemination of information to clients about the unique attributes that differentiate your product or service from those provided by competitors. This research used a structural equation modeling to examine the association between levels of customer happiness and their opinion of brand authenticity. The study's findings indicate that there exists a correlation between consumer-based brand authenticity and a range of qualities. It is worth mentioning, however, that out of these traits, only dependability has a substantial impact on client satisfaction. In contrast to prevailing views, there exists a dearth of scientific data substantiating any adverse impacts on levels of consumer satisfaction with regard to consistency or innovation. Multiple research (Kolar & Zabkar, 2010; Chun & Bang, 2016; M. Khan et al., 2016; Yang et al., 2016; Fritz et al., 2017) have shown evidence of a favorable association between consumer-based brand authenticity and customer satisfaction across many dimensions.

Conclusion

The objective of this study is to examine the relationship between the authenticity of a hotel's brand and the satisfaction levels reported by its visitors. This study emphasizes the significance of brand authenticity in cultivating stronger customer-brand connections, and it provides a comprehensive framework for developing marketing strategies and ensuring compliance with regulatory guidelines. Furthermore, the research emphasizes the significance of brand authenticity in cultivating stronger customer-brand relationships. The researchers used a structural equation model to examine the relationship between legally acceptable brand marketing methods and an individual's perception of brand authenticity. The findings indicate a significant positive correlation, indicating that firms that effectively communicate their messages have a favorable reputation among consumers and achieve more differentiation from competing products in the market. This conclusion may be deduced from the observation that the data demonstrate a robust positive correlation. In order to establish trust and credibility with its intended client base, it is essential for a firm to adhere to the legal regulations pertaining to branding. This encompasses a diverse array of factors, including the demonstration of cultural sensitivity towards norms and customs, as well as adherence to legal requirements in different jurisdictions. The study results demonstrate the significance of authenticity in maintaining client

relationships by uncovering a significant correlation between brand reliability and consumer satisfaction. Additionally, the findings underscore the significance of brand dependability as the only characteristic of brand authenticity that exhibits such a link. This highlights the importance of honesty in the preservation of customer relationships. In order to cultivate client's trust in the items they provide, marketers must adopt a comprehensive branding approach. The notion of authenticity is multifaceted and marketers have the ability to strategically use its many dimensions in order to differentiate their brand from competitors.

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