



**SURVEYING THE IMPACT OF AUTHENTIC AND PRAGMATIC
MARKETING BY PARADIGM SHIFT ON BRAND AUTHENTIC: A
CASE STUDY OF SELECTED AZAD UNIVERSITIES (ANZALI,
TEHRAN MATKAZ, TONEKABON)**

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ABSTRACT

The contextual changes of the present age have altered the former order of personal and social relations in such a way that the creation of a new order is accompanied by an epistemic crisis; the crisis of knowledge of new relationships has rendered past valuations inefficient and invalid. In this regard, Katler (1990) considers authenticity as the most influential element in this era of achieving sustainable development and customer Trust, and since the production of university knowledge is the key to sustainable development and today it is faced with quality Issues. This issues, this study aimed to investigate the effect of two marketing, namely authentic marketing and pragmatic marketing through paradigm shifts as a solution to the epistemic crisis of brand authenticity. The research method of this study is based on quantitative and descriptive-survey. The statistical population is Iranian students of Islamic Azad Universities (IAUs) stratified random sampling and sample size based on Morgan table were 385 people. Data were collected and distributed by questionnaire. Structural equation modeling technique with partial least squares approach and SmartPLS2 software were used for data analysis. The findings indicate that both authentic and pragmatic marketing are more effective on brand authenticity through paradigm shift.

Keywords: Authentic marketing, pragmatic marketing, Paradigm shift, Authentic brand



1. INTRODUCTION

In 1965, Kotler considered the transaction as a "social exchange" process in a paper that describes the concept of marketing as a social exchange process. Accordingly, the purely economic viewpoint of marketing is a mistake of proximity and it hinders the development of marketing science (HAGIGHI et al., 2013).

Also, in his book entitled the third age of marketing, Katler calls marketing as the era of value creation, and marketing managers, instead of treating people as consumers, regard them as people with the brain, heart, and soul, marketing is not a process that only marketers follow in their relationship with the consumer (KATLER et al., 2010).

Consumers also use marketing in their daily communication. Third-age marketing sees customer as a human being, the human being has four basic elements, a body, a mind that has the ability to think and analyze independently, the heart that can feel the emotions and the spirit or philosophical center of the body, hence he considers authenticity or credibility as the most effective element of the new age in creating sustainable development (KATLER et al., 2010).

In a world full of complexity, customers are looking for companies that meet their deep needs for social, economic, and environmental justice in mission, vision and values. Not only do they seek to meet their functional and emotional needs in the products and services they choose, but also meeting spiritual needs is important for them. Third-age marketing moves the concept of marketing to ideals, values, and spiritualities, and believes that consumers are perfect people and their needs and expectations should not be ignored. Therefore, third-age marketing combines "emotional" marketing with "spiritual" marketing (KOTLER; KARTAJAYA; SETIAWAN, 2010).

In the book *Evolution and Evaluation*, Jagdish Sheth et al. (2004). explains the evolution of marketing concepts in two aspects of philosophy of science and the universe (2004). Cultural marketing is the second most important marketing element of the third age. Third-age marketing is an approach that does not overlook the concerns and interests of global citizens. Marketers of the third age must understand the problems of the community that are related to their business (KATLER et al., 2010).

The concept of community interest is considered in the new definition of the 2008 American Marketing Association. According to this definition, marketing is a set of activities and processes for establishing communication, supply and exchange of proposals that are valued for consumers, clients, partners and society (KATLER, 2010).

How can companies create value in their business models? As a response to this fundamental question, Richard Barrett believes companies can look at levels of spirituality in their business models, like humans. He found that human level of spiritual motivation can be considered in the mission, vision and value of companies (BARRETT, 1998).

The warning of Iranian economists to the crisis of value created in Iranian consumer's desire to constantly buy foreign products, which includes types of products from low-level needs to social situations, makes it necessary to redefine and the creation of a new way of producing value in Iranian society (MALJOU, 2017). Various studies on Iranian universities highlight the existence of significant challenges and ambiguities in its brand validity. For example, investigating the attitude of faculty members, (OMRAN, 2006)

Salehi Omran found that one of the most important reasons for faculty members' migration is driving factors such as low income, feeling of discrimination and inequality in society, dissatisfaction resulted from injustice, job insecurity and stressors are the causes of depression (OMRAN, 2006).

In an article entitled Structural Devices of Scientific Development in Iran, Ferasatkha and Tofighi (2003) explored that If, prior to the Islamic Revolution, the problem with scientific development in Iran was that modernization was followed by a paradigm shift and the adoption of Western-ready patterns and formulas, the Western-style modernization paradigm was at least part of the religious, ideological, and decision-making system of the Islamic Republic after the Revolution, without another valid and efficient paradigm for scientific development is found and is rationally and nationally accepted.

In the realm of paradigms, scientific riddles are made or solved. Cowan says, as long as the service paradigm is sufficient to solve the riddle, but when you can no longer serve and the methods, concepts, metaphysics, tools, norms that constitute the paradigm lose their effectiveness, at this time, scientists are so unhappy with their scientific work that they envy the clowns, as the physicist Koven Wolfgang quotes. It is here that the paradigm is in crisis and the fields of paradigm rotation and the new scientific revolution are formed (FERASATKHAH, 2016).

Given today's customers' need for genuine values and the inefficiencies of existing paradigms to gain customer trust and producing sustainable value, the inefficiency of the paradigm in the Iranian higher education system in producing the original brand of this study examines two originality marketing, first authentic marketing in order to construct and deepen

concepts through dialectics in language based on social platforms and the latter with pragmatic marketing in order to achieve authenticity in practice through the experience of theoretical reason in social or dialectical practice, which is examined by the mediating variable of paradigm shifts (from object-based ontology to phenomenology of existence) to their effect on the original brand.

2. REVIEW OF LITERATURE

2.1. Theoretical background

According to the Oxford Dictionary, Authentic means "original and without a copy; genuine"(LEEDER, 2019). In marketing, it means the same, it means creating a dialogue between your brand and your audiences that are natural and real. It's not necessarily true or ethical, as many people believe, is a kind of strategy that you can use to build deeper communities based on trust and empathy. Authenticity is essential for a new business (GILMORE; PINE, 2007), which uses the Latin word 'authenticus' and the Greek word 'authentikos' meaning 'acceptability, credibility, trust, not imaginary, false, or imitation, and in accordance with the principle.' (CAPPANNELLI, 2004) This is what you share. The credibility is to believe in your character, writer, or company (PATEL, 2016).

The brand's position alone is not enough. Completion of this process requires a distinction between authenticity for the human soul, which creates a sustainable value in the economy, society and environment, hence it is the only elements that affect third-age of honesty, authenticity, credibility marketing (KATLER, 2010).

A new concept of consumer brand credibility suggests that a credible brand is trustworthy, cares for its consumers, helps them define and build their identity, and represents continuity from the past to the future. (MURHART et al., 2015). Because their credible brands are a meaningful source of identity building, they must have credible behaviors. (BORLAND; FARLEY, 2010).

Valid brands are real, reliable, and meaningful (GILMOURE; PINE, 2007) Credit is increasingly recognized as a desirable brand attribute. Brand originality refers to a brand that is honest and realistic (ALEXANDRE, 2009; GILMOURE; PINE, 2007), distinguishes its credible brand through intimacy, commitment to quality and relevance to its heritage (BORLAND, 2006; NEAPOLI et al., 2014). Valid brands can have the ability to have the ability to communicate with consumers at the emotional level through their quality symbols (ROSSKAA, 2007; MURHART et al., 2015).

A new concept of credible brand indicates that a credible branding brand for consumers is helping them define and build their identity and represent continuity from the past to the future (RAT et al., 2015). Valid consumption is suitable for a wide range of consumer objects and activities that have the potential to create meaning (BORLAND, 2005). Significant investments have been made in developing brand values and consistently favorable behavior over time (MURHART et al., 2015).

Since valid brands are defined as symbolic resources (BORLAND; FARLEY, 2015) that help consumers define the meaning of their lives (LEE et al., 2006), they benefit from them and have a competitive advantage in terms of building strong relationships with consumer brand (BORLAND, 2006; MURHART et al., 2015), the impact of brand originality on the emotional affiliation of a consumer is different in a variety of situations (MAURARD et al., 2015).

Despite high level of agreement in the correct relationship with consumer behavior and its relation to truth, integrity and transmission of meaning to consumers, literature is characterized by a diverse and divided approach, and the focus of attention is to be considered in an attempt to accept a generally accepted notion. Given this view, Burrland and Farley (2010) spelling issue that the nature of credit in consumption is debatable. "This challenge extends to the field of brand, while there is still a lack of a general definition of credit (Felicitas and Murhart, 2014).

The marketing and consumer research literature acknowledges that attempts to consume credible are due to the loss of traditional sources of meaning and personal identity linked to postmodernity (ARNOLD; PRICE, 2000; BORLAND; FREELY, 2010, THOMSON, 2006). Credibility, as an idea expressed in philosophy and literature, was created in Europe in the 18th century.

But moreover, there were a number of widespread and interwoven developments, all of which were related to modernity, which is a complete expression: the slow recession of belief in the cosmic order with the fixed and undeniable social roles, the idea of coping with the individual's autonomy (with his claim for inner depth, dignity, and self-responsible liberty), the emergence of capitalism, labor, wage and authority of science and enlightenment demand rationality(DAVIS, 2017).

The key point is that these aspects of modernity were prerequisites for stimulating ideal credibility. In other words, this originality was a product and a reaction against modern life. In

this regard, authenticity is like Orthodox religion. Jean-Jacques Rousseau, a philosopher and novelist of the eighteenth century, pointed out each of the original elements: (1) the concept is that we all have a unique and original principle (2) that exists within us (3) must be discovered by ourselves (often in terms of nature), and (4) what we want to express, even in (5) the negation of social agreements (DAVIS, 2017), for example, Halt (2004)) explained that Adorno "sees the danger of this term in accepting it by those who continue to believe it and experience an imaginary reality that they share through the power of communication."

This interest in "interconnectivity" requires that we, by choosing interpretive methods, understand human behavior. Human science should not be a model of natural science, but should find ways to understand and interpret human communication. These paths must be "Hermeneutics "or" Interpretational "(more like a conversation) (Hosseini Gholipour, 2006).

Postmodern society is namely characterized by fragmentation, confusion, emptiness, alienation and by a crisis of morality and identity. Hence, people have become more concerned with identity, meaning and values (COVA, 1999), but also with nostalgia and history (GOULDING, 2000).

By conceiving authenticity as constructed, thus as an experience or as a perception, constructivists overcame some dilemmas based on the assumption that authenticity can be experienced and judged only from the 'outside' – from a historical, cultural distance and with intellectual proficiency (of anthropologists or curators in museums). This discussion is obfuscated by another important question, namely to what authenticity actually pertains (i.e. what can be authentic).

Here Wang (1999) draws a sharp distinction between the authenticity of objects and existential authenticity which can be entirely unrelated with each other. For him, existential authenticity is not object-based but activity-based and can be divided into two dimensions: intra-personal (bodily feelings) and interpersonal (self-making). In a similar vein, Reisinger and Steiner (2006) claim that existential authenticity and object-based authenticity are entirely different concepts and cannot be explored concurrently.

Apart from introducing two basic types of authenticity (i.e. object based and existential), these diverging views also reflect the incommensurability of different epistemological and philosophical positions that have a stake in the conceptualization of authenticity. The 'liberation' of existential authenticity from object and place namely relies on existentialist and phenomenological traditions (OLSEN, 2002).

2.2. Authentic Marketing

Authentic marketing is a strategy for organizations to validate their business goals in a credible action, (ACKER, 2014). It seeks to increase brand's desirable characteristics, which requires sustainability of capital resources in developing brand value and extending this behavior over time (MORHART et al., 2015). Because the symbolic source is helping the consumer in his definition and the meaning of his life, so in this strong bond, the brand gains trust and growth (EGGERS et al., 2012).

In this study, authentic marketing will be surveyed in four dimensions: Authentic Marketing Paradigm, Authentic Value, Social Platform Development and Authentic Marketing Mix.

Companies may derive their promise legitimacy from the interests of parties in conversational relations, this is the concept of rhetoric in Heidegger's view (ZACKMAND, 2007).

Because of the interference of the interpretive mentality with the use of dialectics, truth may not be derived from method in philosophical hermeneutics, that is, through questionable answering to the issue at hand (GHARABAGH, 2008).

It is also possible to understand the meaning of interpretive approach through recognition of conceptual approach and phenomenology that are considered as interpretative approaches. The conceptual method of interpretive approach is an attempt to reveal meaning, there is no real starting point for achieving meaning, since each understanding contains the previous understanding (hermeneutic period) (SHIRODI, 2009).

Authentic values are the opposite of Maslow's pyramid. In fact, creative people have a strong belief in the Maslow's reverse pyramid. Spirituality are valuable aspects of immaterial life and enduring realities in creative communities, businesses that respond to their spiritual needs. The future value proposition of marketing is the supply of spirituality. Value-Added Business Modeling is the new infrastructure of third age marketing (KATLER, 2010).

One way for collective value creation appropriate to customer creativity is a business platform. Platforms create value through interaction, they create and shape interaction between external producers and external consumers. An important part of the role of the platform is to create the infrastructure for the formation of interactions and to determine the framework and rules governing these interactions (PARKER; VAN ALLISTON, 2009).

Social media is an online application, platform, or media that facilitates interactions, collaborative work or content sharing (RICHTER; KECH, 2007), interactions with social media fundamentally change the dynamics of brand and customer communication, as well as the motivation for developing user-generated content (UGC) on social media also changes (KAPLAN; HEINLEN, 2010).

Authentic marketing is a type of postmodern marketing that emphasizes the phenomenology of consumer existence. In postmodern marketing, customers pay for the symbolic meaning of the product, so the main marketing mix is product enrichment, price paradox, presence of sales and participation in product promotion. (YOUSEFINIA; FARAHBOD, 2010).

2.3. Pragmatic Marketing

The word "pragmatism" in Farsi has been translated into "religion of originality of practice", "practical expediency", "pragmatism", "correction", "expediency" and "scientific aptitude". The word is derived from the Greek root *Prassein* meaning to do. Pragmatism is a method of solving or evaluating rational problems, as well as a theory of the kinds of identifications we are prone to acquire. Called pragmatism, or principle of action, this school considers the truth to be of practical benefit and, in other words, the meaning that the mind makes to achieve better and more practical results (NEJAD; POURSRASKANROOD, 2010).

Pragmatic marketing is examined in this research with four dimensions: Pragmatics, Problem-Based, Evolutionary Product, Strategic Management and Pragmatic Marketing. "Pragmatic-oriented" has a conceptual footprint: we provide practical and meaningful solutions to the problems that product managers face (FARMAND; PHILLIPS, 1999).

Pragmatic marketing is a product development process, based on experience planning adaptability, re-testing and re-adaptability as long if the final result, both theoretically and practically, has evolved as a better product. The first step in pragmatic marketing is to discover what the customer wants to buy. Pragmatic marketing involves understanding market problems by conducting interviews with customers as well as potential customers to understand their critical issues. This measure is also important to understand why potential customers and clients have evaluated a product in a particular way, and also includes an assessment of the strengths and weaknesses of competition (VAMICHA, 2018).

The strategic management process of pragmatic marketing is a framework, this pragmatic marketing framework improves a standard language for one's entire product team



and provides an outline of the key activities needed for profitability, problem-oriented products to the market, which includes the following steps: market, focus, business, planning, empowerment and support (NUTINSKY, 2007).

2.4. Paradigm shift

The shit paradigm is reminiscent of Thomas Cowan and his famous book *The Structure of the Scientific Revolution* (COWAN, 2012). Paradigm is the epistemic and social horizon and space that provides the grand parachute rotational pattern. Basic concepts are important in every time paradigm. Every paradigm contains values and norms that tools become important to him and turns to insignificant tools.

The set of these tools, norms, assumptions, concepts, and habits are formed in a cyclical context called the paradigm, as Cowan puts it. The community of researchers and scientists breathe in a paradigm, and their science takes place in the paradigm (FERASATKHAH, 2016). The business paradigm is a set of rules that delineate boundaries and illustrate how to act and solve problems within it.

Inspired by the historiography of science, Jules Arthur Barker proposed a paradigm shift. With the paradigm shifting, the return to the zero point is happening and all competitors have to start the game off. Newcomers can seize opportunities to compete with industry players and win. The decline of Swiss watchmaking and the emergence of Japanese watchmaking is an example of this type of change (BAKKER, 1993; KHALEGHI; POUREZAT, 2011).

The growing trend of consumers working together has impacted businesses. Companies no longer have complete control over their brand because they are competing with the collective power of consumers. This growing consumer trend that restricts marketers' activity is what Vip Forrest has called brand theft (FORREST, 2005). Nowadays companies have to collaborate with their consumers. This starts when marketing managers listen to their consumers to understand their minds. When consumers play a key role in creating value through the co-creation of products and services, more advanced partnerships occur (CUTLER, 2010).

In today's age when word-of-mouth advertising has become a new medium and consumers are more trusted by strangers in their community than corporations, brands without authenticity have no chance of survival. There is also lies and deception on social media, but due to the collective wisdom of consumers, it will quickly be exposed (KATLER, 2010).

For over 60 decades, marketing concepts have been vertical. In order to regain trust, a consumer trust system must be designed and implemented. The new system of gaining consumer confidence is horizontal. The time has come for the end of the divide between marketers and consumers (KATLER, 2010). Consumer growth, out-of-structure changes that have limited the ability for consumers to control consumers and the new wave technology has made marketers face the crisis of responding efficiently to new relationships. Accordingly, the present study explores the effect of changing ontology from object-oriented to phenomenology of existence and changing ontology to dialectics in language and practice in the context of sustained customer interaction (KOLAR; ZABKAR, 2010).

"Creating originality in marketing" is partly seen as a paradox, "all human economic entities are cognitively fraudulent - meaning within themselves without credibility - and yet its output can be phenomenologically real, that is, it is perceived as valid by the people who buy it" (GRENOBLE ECOLE, 2015.)

The existential phenomenological paradigm has a contextual (context-centered) perspective in which experiences emerge as a pattern out of context. Ontologically, the experience and the world can be understood as a coherent unit that underlies the burden of social, empirical, and interpersonal issues with the individuals or groups who see it. Epistemologically, it has a subjective negotiating position.

That is, it is assumed that the researcher and the subject are interacting in such a way that the findings are interpolated and interpreted in the course of the research. In this active and passive approach, cognition is one and knowledge is produced and reproduced in an interactive, relational, and contingent process. The knowledge generated in the interaction process has been evaluated and rethought, and as a collaborative product, it has helped to explain and understand the social world of the subjects.

The logic of the research is explanation, interpretation and rethinking, meaning that the researcher seeks to extract and understand the pattern that emerges from the context. It is a holistic research strategy that relates the relevant descriptions of everyone's experiences to the overall context of the world of life (THOMPSON, 1989; HOSSEINGHOLIPOUR et al., 2014).

The *existo* and *existee* verb in Latin means leaving from appearing. The term is also common to being and ontology, but it refers to being aware of a reality in the philosophies of existentialism; in other words, existence refers to the particular way of human existence and from existentialism to the authenticity of existence. Kant's and Habermas's knowledge entails adopting a "dialectical approach" that emphasizes the unity and plurality of rational knowledge.

In Kant's view, any human knowledge, whether theoretical or practical, requires rational justification and a passage of critique.

And he deduced the principles of theoretical and practical reason in a transcendental way from within human experience and cognition. These principles are in fact the general, necessary and prior conditions of any possible experience (HEYDARI, 2014). The new ecology of learning, in the face of its technological and technological practices, reveals profound paradigm shifts that have broad dimensions of thought, communication, behavior, and culture (REDDY; MANGULIKA, 2002; PETERS, 2000).

Previous conventional training has been subject-oriented and cognitive-based, while new paradigms are process-oriented and communication-based. Closed, elitist, and one-way teaching patterns (one-way and vertical transfer of information from professor to student) are transitioning to open, inclusive, two-way, and horizontal interactive patterns of free information exchange. 84.2% of the respondents perceive corporate culture as a threat to academic authenticity. (FERASATKHAH, 2006).

3. MODEL

The conceptual model derived from qualitative research is data-based that overlaps with in-depth interviews with marketing experts and those in other fields (economics, philosophy, sociology, psychology) overlapping concepts, as well as coding and analyzing modern day articles and theories. Research model has been shown in Figure 1.

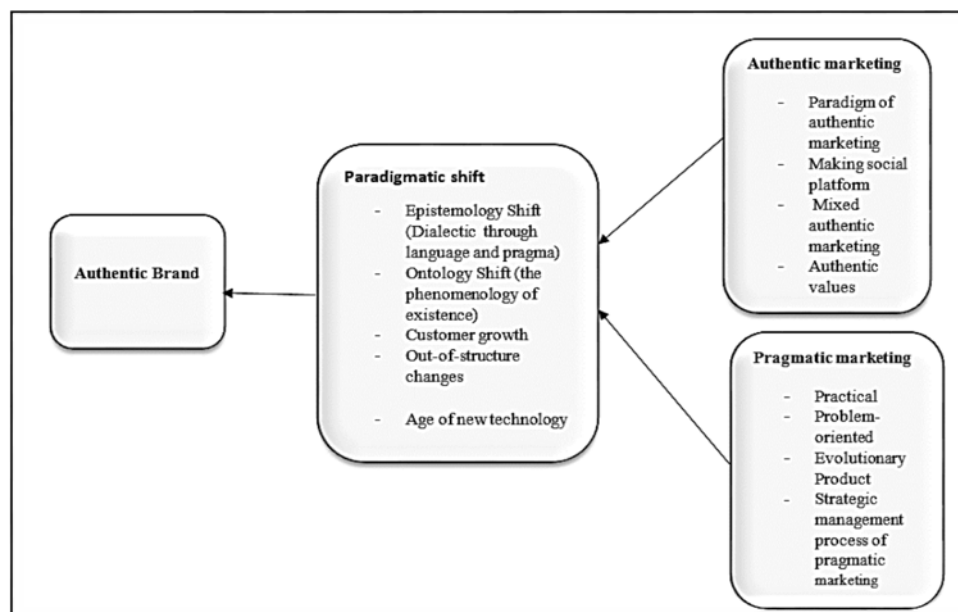


Figure 1: The Authentic and Pragmatic Marketing Process Model

Source: Kheiri and Esmaili, (1989)

4. HYPOTHESES

There are three views on the concept of objective originality, constructive and existentialist objective perspective refers to authenticity as an objectively measurable quality of an entity that is evaluated by experts (TRILING, 1972). According to the constructivist view, credibility is a prediction of consumer beliefs, expectations, and perspectives on an entity (WANG, 1999), the existentialist perspective considers authenticity as belonging to the self rather than to the external entity (GLOBE, 1995).

Zabkar and Clar (2010) examined it as objective and existentialist approaches. The model of this study considers the effect of two marketing of authenticity, the original marketing being a postmodern marketing and the existentialist perspective of authenticity, and pragmatic marketing which is a pragmatist marketing and takes the objective view of authenticity which deals with language and practice through paradigm shifts to phenomenology of existence with epistemology.

4.1. Main Hypotheses

- a) Authentic marketing has a significant influence on the paradigm shift.
- b) Pragmatic marketing has a significant influence on the paradigm shift.
- c) The paradigm shift has a significant influence on the original brand.
- d) Original marketing has a significant influence on the original brand with the mediating role of paradigm shift.
- e) Pragmatic marketing has a significant influence on the original brand with the mediating role of paradigm shift.

5. METHODS

The present study is a quantitative research in terms of approach, in which the researcher collects data with predetermined tools that result in the statistical data, and is of a descriptive type. In descriptive research, the researcher seeks out how and what he wants to know about the phenomenon or variable. In other words, this study examines the status quo and systematically describes its current status, explores its features and traits, and examines the relationship between variables if necessary (HAFEZNIA, 2008).

Since the purpose of this study is to describe the presentation of a native model for authentic marketing and pragmatic marketing and their interaction and contrast, this research is considered as a descriptive study.

Surveying is a way to obtain data about the views, beliefs, opinions, behaviors or characteristics of a group of members of a statistical community through research. More formally, Ross, Wright, and Anderson define surveying as: "Surveying is a set of standardized methods used to gather information about individuals, families, or larger collections. Data is collected by asking people who are regularly selected and grouped into sample groups" (WILCOX et al., 2007).

Therefore, this research is a survey type. In the quantitative section, the descriptive-survey research method was used to evaluate the described phenomenon. The statistical community can be defined as: all elements and individuals that share one or more attributes on a given geographic scale (global, regional, local, or spatial) (HAFEZNIA, 2014). The statistical population of this study is students of selected Azad universities (Anzali, Tehran center, Tonekabon).

Due to the extent of selected universities, stratified random sampling method was used. In stratified sampling, the units of the study population are grouped into categories that are more homogeneously variable in order to minimize variations within groups. Then, some samples are randomly selected from each class (Hafez NIA, 2009, p. 85).

Thus, the selected free universities were divided into three classes, Anzali, Tehran center, Tonekabon, assuming that the students of the free universities were homogeneous. Then, at each free university, student consensus centers such as corridors, campus and classrooms were selected and the researcher randomly referred to student consensus centers and, after giving a brief explanation of the research topic, were asked to fill out a questionnaire if they were university students. And the sample size calculated 385 people based on Morgan's Table.

Questionnaire was used for data collection. The questionnaire contains Several questions about the variables measured by the study population. These questions are constructed using specific techniques as well as scales so that the desired information can be gathered from the study population or sample (HAFEZNIA, 2007). The questions in this section are also designed based on a 5-point Likert range.

6. FINDING

6.1. Descriptive statistics

Descriptive statistics specifies the general characteristics of the population under study and its general characteristics for other researchers. In addition, this knowledge can be used to generalize the results to other communities, or to design future research questions for other communities. The descriptive statistics of the research are described in Table 1 and 2.

Table 1: Frequency distribution by age category

Age range	Frequency	Percentage
18 - 28 years	337	54.5
28 - 38 years	159	25.7
38 - 48 years	102	16.5
48 years and more	20	3.2
Total	618	100

Table 2: Frequency Distribution by Education Level

Education	Frequency	Percentage
Bachelor's degree	197	31.9
Master's degree	351	56.8
Doctorate	70	11.3
Total	618	100

6.2. External Model (Measurement Model)

Are the questions for measuring variables properly selected? Confirmatory factor analysis (CFA) is used for this purpose, such that the factor loading of each marker with its construct has a significant t value at 5% error level, that is to be outside the range of -1.96 and -1.96, and also the factor loading of each marker with its construct is greater than 0.5, this marker is then accurate enough to measure that structure or latent traits (Nanali & Bernstein, 1994). For this purpose, confirmatory factor analysis was performed on questionnaire items as described in Tables 3 and 4.

Table 3: Factor loading and significance of questions (first order analysis)

Variable	Question	Factor loading	Significance
Authentic marketing	AA1	0.5	13.49
	AA2	0.54	14.92
	AA3	0.62	17.46
	AB1	0.76	39.49
	AB3	0.51	11.94
	AC1	0.80	45.69
	AC2	0.86	66.21
	AC3	0.85	66.48
	AD1	0.88	93.13
	AD2	0.76	37.11
Pragmatic marketing	AD3	0.73	33.22
	BA1	0.66	25.38
	BA2	0.78	45.24
	BB1	0.83	56.39

	BB2	0.83	53.59
	BB3	0.84	56.25
	BC1	0.87	40.21
	BC2	0.78	39.47
	BC3	0.61	18.39
	BD1	0.83	56.16
	BD2	0.82	49.15
	BD3	0.85	59.72
Paradigm shift	CA1	0.65	22.56
	CA2	0.58	16.89
	CB1	0.74	31.63
	CB2	0.72	28.76
	CB3	0.72	30.01
	CC1	0.79	51.00
	CC2	0.75	38.53
	CC3	0.76	48.10
	CD1	0.79	47.48
	CD2	0.83	67.33
	CD3	0.76	34.55
Original brand	D1	0.89	111.84
	D2	0.90	96.34
	D3	0.74	28.13

Table 4: Factor loading and significance of questions (second-order analysis)

Variable	Question	Factor loading	Significance
Authentic marketing paradigm	AA1	0.82	39.88
	AA2	0.84	49.95
	AA3	0.84	40.51
Making social platforms	AB1	0.81	40.22
	AB2	0.73	19.68
	AB3	0.81	37.29
Authentic marketing mix	AC1	0.88	80.91
	AC2	0.93	139.68
	AC3	0.87	50.75
Authentic values	AD1	0.91	113.12
	AD2	0.85	49.09
	AD3	0.83	42.49
Pragmatism	BA1	0.85	44.82
	BA2	0.92	131.40
Problem-oriented	BB1	0.93	125.46
	BB2	0.91	84.94
	BB3	0.92	104.45
Evolutionary product	BC1	0.89	78.74
	BC2	0.89	68.85
	BC3	0.76	31.59
The process of strategic formulation of pragmatic marketing	BD1	0.88	78.98
	BD2	0.92	102.04
	BD3	0.93	108.89
Epistemological change	CA1	0.91	89.58
	CA2	0.88	56.23
Ontological change	CB1	0.88	58.40
	CB2	0.93	100.97
	CB3	0.94	104.96
Consumer growth	CC1	0.86	76.88

Out-of-structure changes	CC2	0.84	51.63
	CC3	0.90	97.78
	CD1	0.83	49.37
	CD2	0.90	118.03
	CD3	0.85	59.01

The measurement model of the research variables is presented in two levels of significance and standard coefficients in Figures 2, 3, 4, 5.

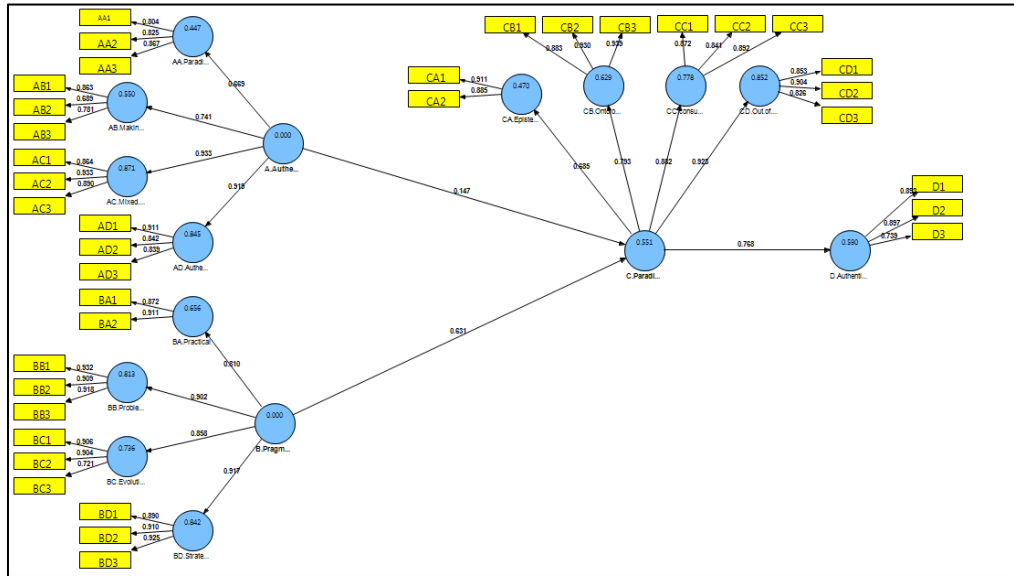


Figure 2: External model of First-order hypothesis in the general standard state

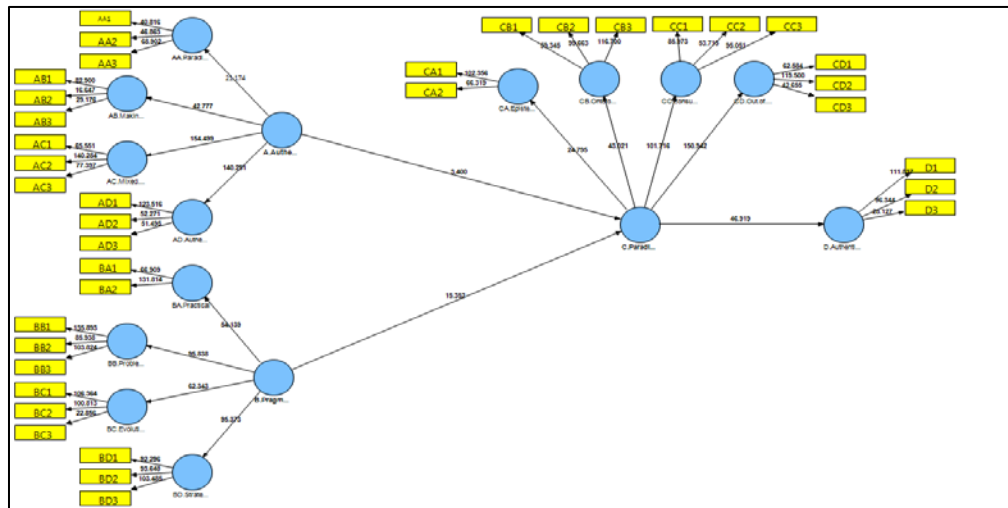


Figure 3: the external model of first-order hypotheses in general significance state

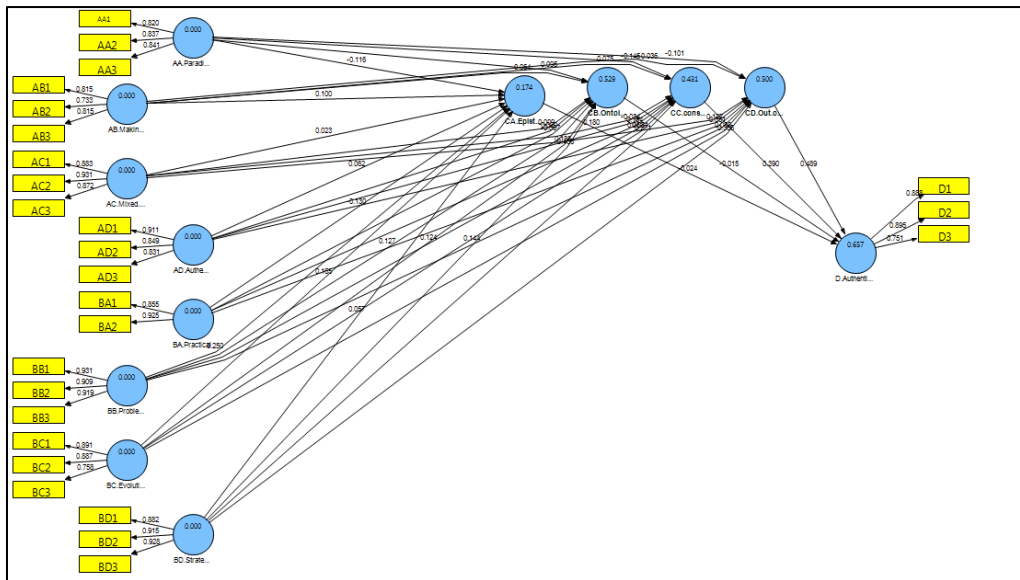


Figure 4: the external model of second-order hypotheses in the general standard state

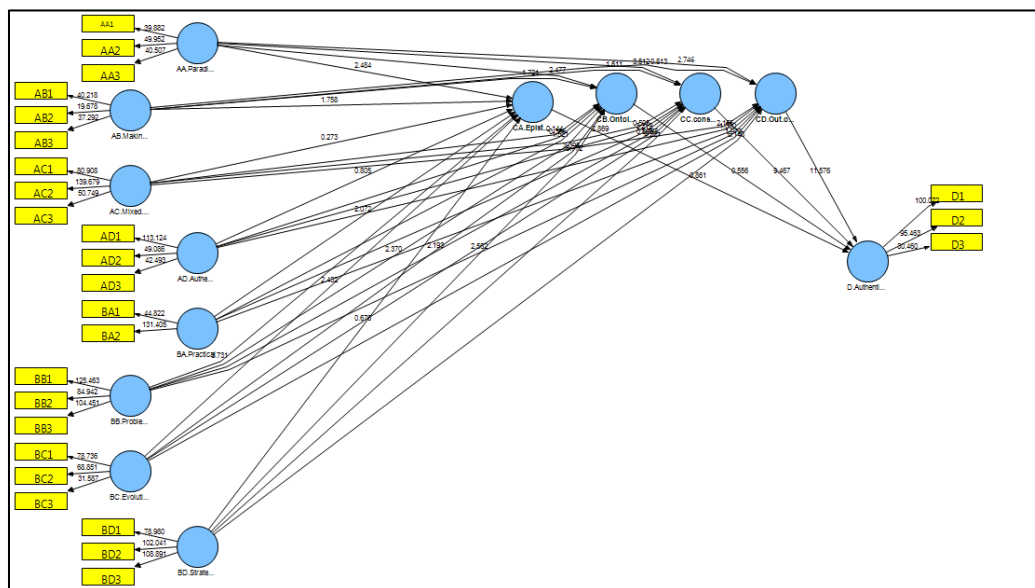


Figure 5: External model of second-order hypotheses in the general significance state

6.3. Internal model (structural model)

An intrinsic model (structural model) describes the relationships between latent variables and determines how much of the variance of a latent variable is explained by other latent variables. Regular indices for testing are used to evaluate the model, including R², path coefficients and critical coefficients. In diagrams 6, 7, 8 and 9 below, the internal model of research for research hypotheses in both standard and significant states can be observed.

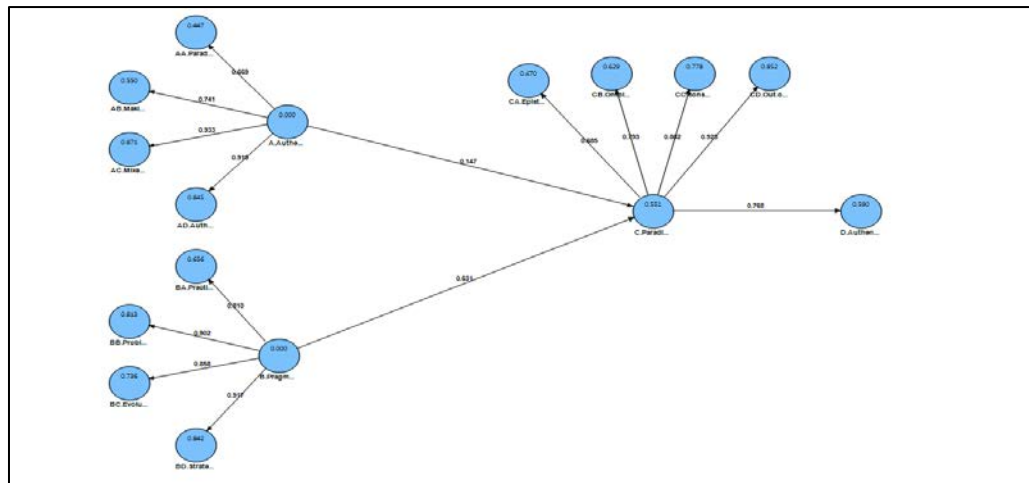


Figure 6: Internal model of first-order hypotheses in the general standard state

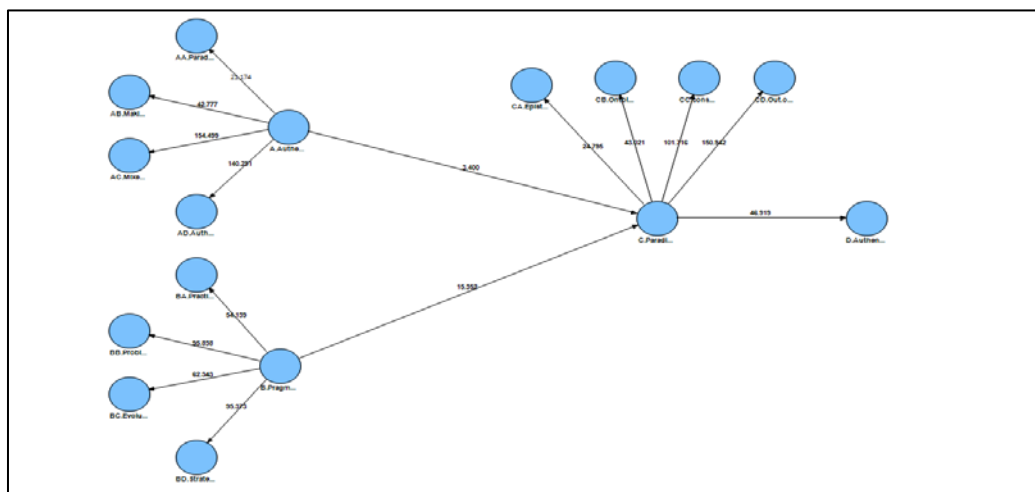


Figure 7: Internal models of first-order assumptions in general significance state

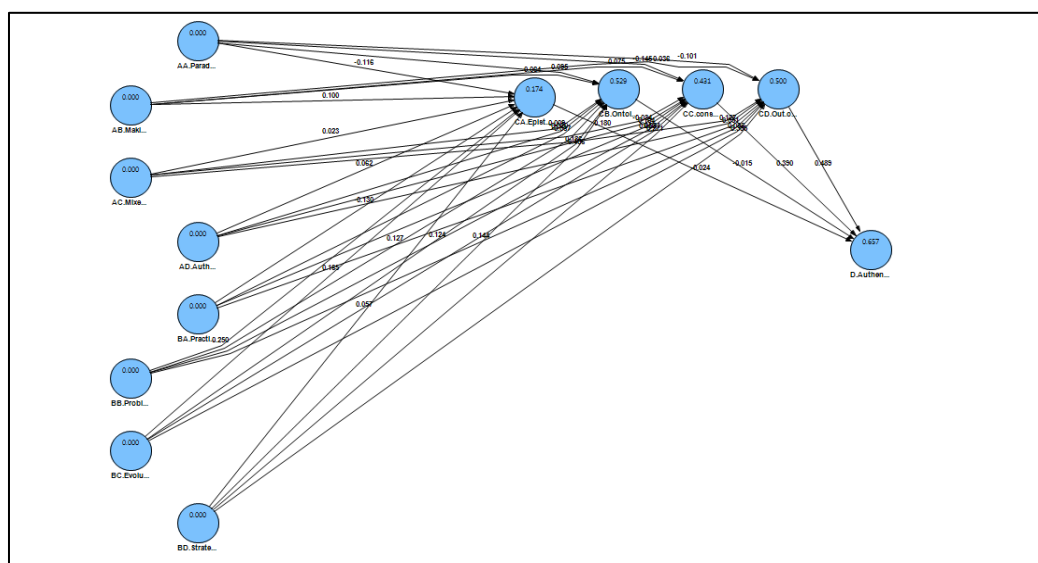


Figure 8: Internal model of second-order hypotheses in the general standard case

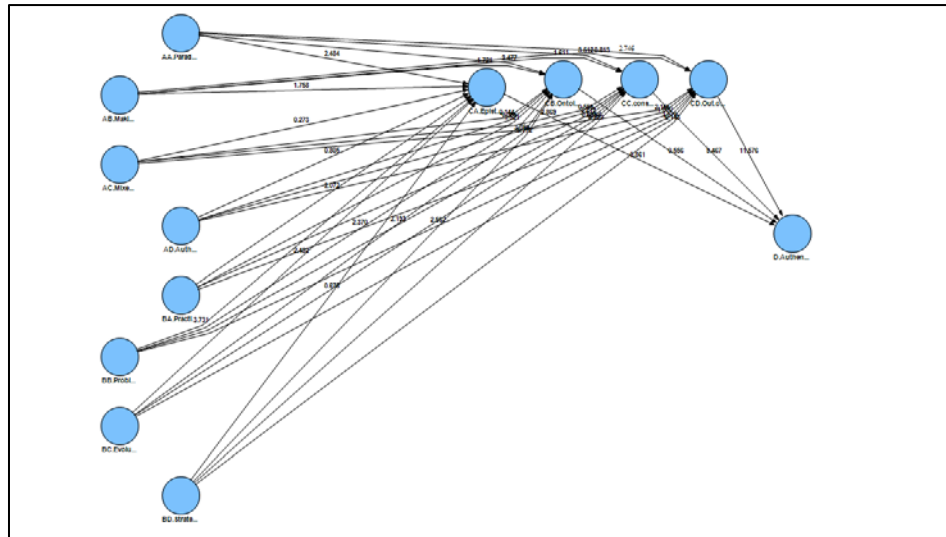


Figure 9: The internal model of second-order hypotheses in the general significance state

R², or coefficient of determination, indicates the effect that exogenous variables have on an endogenous variable. Chin (1998) identified three values of 0.19, 0.33, and 0.67 as the criterion values for weak, medium, and strong values.

Watzels et al. (2009) identified three values of 0.01, 0.25 and 0.36 as weak, moderate and strong values for GoF. Tables 5 and 6 show the internal fitting of the model.

Table 5: Calculation of internal model fitting (first order analysis)

Variable	Communality	R ²
Authentic marketing	0.52	0.00
Pragmatic marketing	0.62	0.00
Paradigm shift	0.55	0.55
Original brand	0.72	0.59
Goodness of fit index	0.59	

Table 6: Calculating the fit of the internal model of second-order hypotheses

Variable	Communality	R ²
Authentic marketing variable	0.69	0.00
Building social platforms	0.62	0.00
Authentic marketing mix	0.80	0.00
Authentic values	0.75	0.00
Pragmatism	0.79	0.00
Problem-oriented	0.85	0.00
Evolutionary product	0.72	0.00
The process of strategic formulation of pragmatic marketing	0.83	0.00
Epistemological change	0.81	0.17
Ontological change	0.84	0.53
Consumer growth	0.75	0.43
Out-of-structure changes	0.74	0.50
Original brand	0.72	0.66
Goodness of fit index	0.59	

As you can be observed, the goodness of fit index for all the hypotheses is in the strong range. That is, the internal model is robust enough to test hypotheses and the test results can be statistically reliable.

6.4. Testing hypotheses

Based on the internal model obtained from the research hypothesis test, the validation or rejection of the research hypothesis will be examined. To confirm or reject the hypotheses, a significant coefficient (t-statistic) is used, if the t-statistic is greater than -1.96 or less than -1.96 (at 5% error level), the hypothesis is confirmed and a significant relationship is obtained between the two hidden variables. The results of the hypothesis analysis are presented in Tables 7 and 8.

Table 7: results of partial least squares analysis for first-order research hypotheses

Number of hypothesis	Hypotheses	Path coefficients	Significance value	Test result
H1	Authentic marketing has a significant effect on the paradigm shift.	0.15	3.40	Confirmed
H2	Pragmatic marketing has a significant effect on the paradigm shift.	0.63	15.35	Confirmed
H3	The paradigm shift has a significant effect on the original brand.	0.77	46.92	Confirmed
H4	Original marketing has a significant impact on the original brand with the mediating role of paradigm shift.	0.11		Confirmed
H5	Pragmatic marketing has a significant impact on the original brand with the mediating role of paradigm shift.	0.48		Confirmed

6.4.1. Hypothesis 1: Original marketing has a significant effect on paradigm shift.

- **H0:** Original marketing has no significant effect on paradigm shift.
- **H1:** Original marketing has a significant effect on the paradigm shift.

The path coefficient of the authentic marketing effect on the paradigm shift is 0.15 and has a t value of 3.40. The t value for this parameter is calculated more than 2.58. Therefore, the null hypothesis is rejected with 99% confidence. That is, there is a significant relationship between the authentic marketing and the paradigm shift and the authentic marketing is effective on the paradigm shift. Therefore, this research hypothesis is accepted.

The significant impact of authentic marketing on paradigm shifts is consistent with the results of Katler (2010) and Mullard et al. (2015). The relationship between authenticity and spirit or philosophical center of human and the phenomenal of originality are consistent with the existence of the phenomenon, showing that authentic marketing of university is effective on the community through changing paradigm shift and there is a need for original marketing with a new ontology to offer genuine value, create new concepts and enhance the quality of community spirituality.

6.4.2. Hypothesis 2: Pragmatic marketing has a significant effect on the paradigm shift.

- **H0:** Pragmatic marketing has no significant effect on the paradigm shift.
- **H1:** Pragmatic marketing has a significant impact on the paradigm shift.

The path coefficient of the effect of pragmatic marketing on the paradigm shift is 0.63 and has a t value of 15.35. The t value for this parameter is calculated more than 2.58. Therefore, the null hypothesis is rejected with 99% confidence. That is, there is a significant relationship between pragmatic marketing and paradigm shift and pragmatic marketing is effective on the paradigm shift. Therefore, this research hypothesis is accepted.

The Significant effect of pragmatic marketing on the paradigm shifts is consistent with the research results of James (1965), Douglas (1999), Jim Bell and Stephen (1990), Mayhew et al. (2013) who incorporated the practical attitude of pragmatic marketing to confront the consequences of their beliefs, the problem solving process in the social practice and the reinforcement of science and practice in an interactive approach between university and industry and showed that universities will be able to establish a sustainable interaction between philosophy and practice through a paradigm shift in pragmatic marketing, leading to sustainable resource growth.

6.4.3. Hypothesis 3: The paradigm shift has a significant effect on the original brand.

- **H0:** The paradigm shift has no significant effect on the original brand.
- **H1:** The paradigm shift has a significant impact on the original brand

The path coefficient of the effect of paradigm shift on the original brand is 0.77 and has a t value of 46.92. The t value for this parameter is calculated more than 2.56. Therefore, the null hypothesis is rejected with 99% confidence. That is, there is a significant relationship between the paradigm shift and the original brand and the paradigm shift does not affect the original brand. Therefore, this research hypothesis is accepted.

Significance of paradigm shift's effect on original brand is consistent with research results of Cowan (2012), Ferasatkhah (2015), on the need to change paradigm shift when relationship regulation comes with epistemic crisis and it shows that changing the paradigm shift of the selected universities can add to their brand authenticity and contribute to their sustainable value creation.

6.4.4. Hypothesis 4: authentic marketing has a significant impact on the original brand with the mediating role of paradigm shift.

- **H0:** Original marketing does not have a significant impact on the original brand with the mediating role of paradigm shift.
- **H1:** Original marketing has a significant impact on the original brand with the mediating role of paradigm shift.

Given the confirmation of the first path, i.e. the effect of original marketing on the paradigm shift, as well as the confirmation of the second path, i.e. the effect of the paradigm shift on the original brand, all paths related to this hypothesis have been confirmed; therefore, the null hypothesis is rejected with 95% confidence. That is, authentic marketing has a significant impact on the original brand with the mediating role of paradigm shift. Therefore, the paradigm shift variable plays a mediating role here. Moreover, the effect of original marketing with the mediating role of paradigm shift on the original brand is 0.11.

The significant impact of authentic marketing by shift paradigm on original brand is consistent with the research results of Gharabagh (2005) and Shiroudi (2009) in relation to the phenomenological effect of philosophical hermeneutics on deep understanding of phenomena and their asymmetry in existence, the creation of transcendental concepts based on the lived experience of each person, through hermeneutic understanding of concepts in dialectics based on language. On this basis, the selected universities can change their ontology to the phenomenology of existence and dialectics in the concepts that are effective in shaping their original brand content.

6.4.5. Hypothesis 5: Pragmatic marketing has a significant impact on the original brand with the mediating role of paradigm shift.

- **H0:** Pragmatic marketing does not have a significant impact on the original brand with the mediating role of paradigm shift.

- **H1:** Pragmatic marketing has a significant impact on the original brand with the mediating role of paradigm shift.

Given the confirmation of the first path, i.e. the impact of pragmatic marketing on the paradigm shift, and the second path confirmation, i.e. the effect of the paradigm shift on the original brand, all paths related to this hypothesis have been confirmed, so the null hypothesis is rejected with 95% confidence. That is, pragmatic marketing has a significant impact on the original brand with the mediating role of paradigm shift. Therefore, the paradigm shift variable plays a mediating role here.

Therefore, the effect of pragmatic marketing with the mediating role of paradigm shift on the original brand is 0.48. Significance of pragmatic marketing through paradigm shift of the original brand is consistent with the research results of Heidari (2004), Hatami Nejad and Poursaskanrood (2010), which considers the dialectical and progressive view as a social, ever-changing and evolving phenomenon. They have always been negative and replaced by positive, progressive and revolutionary elements.

Universities can recognize the negative practical consequences of the theories and target them to increase the utility of society by shifting the paradigm shift to the phenomenology of existence and the dialectics of science and practice between academia and industry.

Table 8. Partial least squares analysis results for second-order research hypotheses

Number of hypothesis	hypotheses	Path coefficient	Significance value	Test result
H6	The authentic marketing paradigm has an impact on the ontological change	-0.12	2.48	Accepted
H7	Building social platforms has an impact on ontological change	0.10	1.76	Rejected
H8	The original marketing mix has an impact on the ontological change	0.02	0.27	Rejected
H9	Authentic values has an effect on epistemological change	0.06	0.80	Rejected
H10	Pragmatism has an effect on the epistemological change	-0.13	2.07	Accepted
H11	Problem-centeredness has on effect on epistemological change	0.25	3.73	Accepted
H12	The evolutionary product has an impact on epistemological change	0.16	2.43	Accepted
H13	The process of strategic formulation of pragmatic marketing has an impact on epistemological change	0.06	0.68	Rejected
H14	The original marketing paradigm has an impact on ontology change	0.10	2.48	Accepted
H15	Building social platforms has an impact on ontological change	0.06	1.72	Rejected
H16	The authentic marketing mix has an impact on ontological change	0.01	0.14	Rejected

H17	Authentic values have an impact on ontological change	0.02	0.36	Rejected
H18	Pragmatism has an effect on ontological change	-0.07	1.52	Rejected
H19	Problem-centeredness has an effect on ontological change	0.13	2.37	Accepted
H20	The evolutionary product has an effect on ontological change	0.19	3.40	Accepted
H21	The process of strategic formulation of pragmatic marketing has an effect on ontological change	0.41	5.77	Accepted
H22	The original marketing paradigm has an impact on consumer growth	-0.14	3.51	Accepted
H23	Building social platforms has an impact on consumer growth	0.07	1.61	Rejected
H24	Authentic marketing mix has an impact on consumer growth.	0.18	2.87	Accepted
H25	Authentic values has an effect on consumer growth	-0.03	0.59	Rejected
H26	Pragmatism has an impact on consumer growth	0.16	3.22	Accepted
H27	Problem-centeredness has an impact on consumer growth	0.12	2.19	Accepted
H28	The evolutionary product has an impact on consumer growth	0.08	1.76	Rejected
H29	The process of strategic formulation of pragmatic marketing has an impact on consumer growth	0.27	4.22	Accepted
H30	The authentic marketing paradigm has an effect on out-of-structure changes.	-0.10	2.75	Accepted
H31	Building social platforms has an effect on out-of-structure changes.	0.04	0.81	Rejected
H32	Authentic marketing mix has an effect on out-of-structure changes.	0.05	0.89	Rejected
H33	Authentic values has an effect on out-of-structure changes.	0.13	2.15	Accepted
H34	Pragmatism has an effect on out-of-structure changes.	0.05	1.00	Rejected
H35	Problem-centeredness has an effect on out-of-structure changes.	0.14	2.56	Accepted
H36	Evolutionary product has an effect on out-of-structure changes.	0.09	1.98	Accepted
H37	The process of strategic formulation of pragmatic marketing has an effect on out-of-structure changes.	0.38	6.14	Accepted
H38	Epistemological change gas an effect on the original brand.	-0.02	0.86	Rejected
H39	Ontology change has an effect on the original brand.	-0.02	0.56	Rejected
H40	Consumer growth has an effect on the original brand.	0.39	9.47	Accepted
H41	Out-of-structure changes has an effect on the original brand.	0.49	11.58	Accepted

Commentary: The significance of Hypotheses 6, 14, 22, 24, 35, 30 is consistent with Borland's (2005) and Eckol's (2015) research that the output of authenticity must be

phenomenologically real and internally valid, and with research findings of (KATLER, 2010), Forth (2005) that consumers no longer want to consume alone and are themselves the creators of new lifestyles, and also with research findings of (KATLER, 2010), Forth (2005) that the creation of their consumers has entered the process of value creation to solve social, cultural and economic problems and are no longer passive and have become innovators seeking the spiritual and cultural world and also with research results of Zahro Marshall's (2004), Davies (2002) and Katler's (2010) as clergy and spirituality as valuable aspects of immaterial life and sustainable realities in creative societies. Accordingly, it is suggested that to validate their brand internally, selected universities can use students' presence and creativity to produce new styles and innovations in solving social, economic, and cultural issues by shifting the paradigm of phenomenology to make their role as a spiritual and cultural institution in society more desirable.

Commentary: Disapproval of Hypotheses 7, 8, 9, 15, 16, 17, 23, 25, 31, 32, 38, 39, with Parker et.al's research. (2018) and Sano (2014) and Dragon's (2012) research that platform is a business. Platforms create value through interaction and new social arrangements that develop concepts over time. It also does not consistent with the research conducted by Yousefinia and Farahbod (2010) that customers pay money for symbolic meanings in the postmodern marketing, indicating that in the study community, building social platforms and making meaningful products does not necessarily have a significant relationship with paradigm shift. In addition, there is no significant relationship between ontology and epistemology on brand originality in this society and further research is needed in these cases.

Significance of hypotheses 10, 11, 12, 19, 20, 21, 26, 27, 29, 37, 36, 35 is consistent with research results obtained by Douglas (1999), Wamicha (2018) that pragmatic marketing seeks to produce an evolutionary product based on social criticism. According to the research results obtained by Poursareskanroud (2001) and Anderson (1999), pragmatic marketing should address the problems of the community and improve the current state of society. It also consistent with Nutenski Pragmatic Marketing Strategic Marketing Planning Form (2007), the Pragmatic Institute (1999). Similarly, selected universities can produce evolutionary products to respond to economic, social, cultural problems by strategically planning pragmatic marketing.

Rejecting the hypotheses 13, 18, 28, 34 does not consistent with the results of Anderson (1999), Zandieh (1996), Pursrascanrod (2010). Pragmatism means theoretical reasoning and suggests that pragmatism does not necessarily have ontological change in the studied

community. And social change as well as evolutionary product has no significant relationship with consumer growth, in which case more research is needed.

The significance of hypotheses 40, 41 with research results of Abdollahian (2003), Haghshenas (1393), Sarokhani (1986), regarding the increase and interference of channels of comprehensiveness in the new technology era that impose conditions of out-of-structure changes on societies. Society faces multiple valuations that disputes credits such as authenticity and disbelief. It also consistent with research results obtained by Capstein (2008) and Zechariah (2009), (KATLER, 2010), in the current age when word of mouth has become a new medium and consumers are more trusted by strangers in their community than corporations. Businessmen without authenticity will have no chance of survival. On this basis, it is recommended that selected universities plan to increase their authenticity based on continuous and sustained interaction with the student in order to gain more existence due to consumer growth in value sharing and increasing conflict of value socialization channels.

7. CONCLUSIONS

Since the customer trust in brands has diminished and the validity of the value presented by the brand has been decreased, achieving brand authenticity is essential to producing sustainable value. And given that in the new technology era, vertical communication has transformed marketers and customers into horizontal communications, and that their creators and marketers have been competing with them, engaging more customers in the value chain of the company and adding brand authenticity led the organization to produce sustainable value.

Marketing with phenomenological ontology is a kind of postmodern marketing and its methodology is a combination of structured and semi-structured methods.

On the other hand, by reducing the quality, increasing the orientation of the universities and the degree of community orientation that results in the decrease of the level of culture and the growth of the society, the purpose of this research is to show that in the age of globalization, new generation technology and communication rationality, universities To achieve brand authenticity, what can produce sustainable value requires paradigm shifts in ontology and epistemology in their view of students, and to be phenomenological rather than object and commodity, and seek through sustained interaction With them to gain their inner creativity and experience so that they can generate value and culture in the community have a sustainable growth.

Elements of paradigm shift, namely consumer growth and out-of-structure changes, affect brand authenticity, so universities can create the atmosphere of emergence and emergence of students' talent and their ongoing engagement with themselves, with industry, society, culture. Until they can Manage the out-of-structure changes and guide it towards social, cultural and spiritual alternatives.

The goal of changing ontological view in university is to avoid considering the customer as an instrument, getting internal experience, creativity and sustained customer interaction are key to sustainable knowledge development. Sustainable value production is not separate from economic growth, but it sustains growth, and this paradigm shift, while developing the knowledge economy, affects the quality of university-produced product, making it a prominent and authentic cultural institution, because brand originality has content in social interaction.

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APPENDIX

	N	Mean	Std. Deviation	Variance
A.Authentic.marketing	618	3/1874	0/71161	0/506
B.Pragmatic.marketing	618	3/2292	0/77005	0/593
C.Paradigmatic.shift	618	3/259	0/79428	0/631
D.Authentic.Brand	618	2/5129	0/98882	0/978
AA.Paradigm.of.authentic.marketing	618	3/4806	0/81212	0/66
AB.Making.social.platforms	618	3/2697	0/77919	0/607
AC.Mixed.authentic.marketing	618	2/9337	0/94439	0/892
AD.Authentic.values	618	3/0658	0/94642	0/896
BA.Practical	618	2/8172	0/93668	0/877
BB.Problem.oriented	618	3/1958	0/90318	0/816
BC.Evolutionary.Product	618	3/507	0/80116	0/642
BD.Strategic.management.process.of.pragmatic.marketing	618	3/397	0/89232	0/796
CA.Epistemology.shift	618	3/5469	0/99483	0/99
CB.Ontology.shift	618	3/7665	0/82348	0/678
CC.consumer.Growth	618	2/7044	1/01404	1/028
CD.Out.of.structure.changes	618	3/0183	1/00262	1/005
Valid N (listwise)	618			

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
A.Authentic.marketing	618	0/01	0/098	-0/308	0/196
B.Pragmatic.marketing	618	-0/319	0/098	0/146	0/196
C.Paradigmatic.shift	618	-0/296	0/098	-0/019	0/196
D.Authentic.Brand	618	0/331	0/098	-0/393	0/196
AA.Paradigm.of.authentic.marketing	618	-0/376	0/098	-0/282	0/196
AB.Making.social.platforms	618	-0/073	0/098	-0/597	0/196
AC.Mixed.authentic.marketing	618	0/201	0/098	-0/537	0/196
AD.Authentic.values	618	-0/088	0/098	-0/375	0/196
BA.Practical	618	0/128	0/098	-0/572	0/196
BB.Problem.oriented	618	-0/481	0/098	-0/117	0/196
BC.Evolutionary.Product	618	-0/657	0/098	0/725	0/196
BD.Strategic.management.process.of.pragmatic.marketing	618	-0/465	0/098	-0/043	0/196
CA.Epistemology.shift	618	-0/798	0/098	0/212	0/196
CB.Ontology.shift	618	-1/258	0/098	2/056	0/196
CC.consumer.Growth	618	0/221	0/098	-0/546	0/196
CD.Out.of.structure.changes	618	-0/27	0/098	-0/507	0/196
Valid N (listwise)	618				

	1-SSE/SSO
A.Authentic.marketing	0/523936
AA.Paradigm.of.authentic.marketing	0/30778
AB.Making.social.platforms	0/298232
AC.Mixed.authentic.marketing	0/699001
AD.Authentic.values	0/629964
B.Pragmatic.marketing	0/615912
BA.Practical	0/517945
BB.Problem.oriented	0/687462
BC.Evolutionary.Product	0/529344
BD.Strategic.management.process.of.pragmatic.marketing	0/694588
C.Paradigmatic.shift	0/298364
CA.Epistemology.shift	0/396259
CB.Ontology.shift	0/50051
CC.consumer.Growth	0/603307
CD.Out.of.structure.changes	0/62704
D.Authentic.Brand	0/408561

	1-SSE/SSO
AA.Paradigm.of.authentic.marketing	0/693312
AB.Making.social.platforms	0/62123
AC.Mixed.authentic.marketing	0/801955
AD.Authentic.values	0/747614
BA.Practical	0/792707
BB.Problem.oriented	0/845949
BC.Evolutionary.Product	0/718134
BD.Strategic.management.process.of.pragmatic.marketing	0/825698
CA.Epistemology.shift	0/140369
CB.Ontology.shift	0/441413
CC.consumer.Growth	0/323265
CD.Out.of.structure.changes	0/365367
D.Authentic.Brand	0/449369

	1-SSE/SSO
A.Authentic.marketing	0/449643
AA.Paradigm.of.authentic.marketing	0/380103
AB.Making.social.platforms	0/24399
AC.Mixed.authentic.marketing	0/574251
AD.Authentic.values	0/478237
B.Pragmatic.marketing	0/544509
BA.Practical	0/348354
BB.Problem.oriented	0/648757
BC.Evolutionary.Product	0/44114
BD.Strategic.management.process.of.pragmatic.marketing	0/613797
C.Paradigmatic.shift	0/451046
CA.Epistemology.shift	0/371649
CB.Ontology.shift	0/642325
CC.consumer.Growth	0/487116
CD.Out.of.structure.changes	0/468669
D.Authentic.Brand	0/434611

	1-SSE/SSO
AA.Paradigm.of.authentic.marketing	0/377527
AB.Making.social.platforms	0/255201
AC.Mixed.authentic.marketing	0/571548
AD.Authentic.values	0/478209
BA.Practical	0/345724
BB.Problem.oriented	0/647787
BC.Evolutionary.Product	0/427883
BD.Strategic.management.process.of.pragmatic.marketing	0/61474
CA.Epistemology.shift	0/371489
CB.Ontology.shift	0/641598
CC.consumer.Growth	0/487504
CD.Out.of.structure.changes	0/465636
D.Authentic.Brand	0/434153

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
AA1 <- AA.Paradigm.of.authentic.marketing	0/804339	0/804767	0/02	0/02	40/815877
AA1 <- A.Authentic.marketing	0/501311	0/500745	0/037	0/037	13/489169
AA2 <- AA.Paradigm.of.authentic.marketing	0/824816	0/823376	0/018	0/018	46/862896
AA2 <- A.Authentic.marketing	0/538747	0/534958	0/036	0/036	14/921467
AA3 <- AA.Paradigm.of.authentic.marketing	0/867005	0/86684	0/013	0/013	68/901969
AA3 <- A.Authentic.marketing	0/620313	0/618852	0/036	0/036	17/455669
AB1 <- AB.Making.social.platforms	0/862637	0/863611	0/01	0/01	82/899968
AB1 <- A.Authentic.marketing	0/763153	0/763006	0/019	0/019	39/494436
AB2 <- AB.Making.social.platforms	0/68935	0/687123	0/041	0/041	16/646562
AB3 <- AB.Making.social.platforms	0/780914	0/779353	0/027	0/027	29/175994
AB3 <- A.Authentic.marketing	0/513709	0/514185	0/043	0/043	11/943296
AC1 <- AC.Mixed.authentic.marketing	0/863771	0/863411	0/013	0/013	65/551229
AC1 <- A.Authentic.marketing	0/799713	0/799935	0/018	0/018	45/689055
AC2 <- AC.Mixed.authentic.marketing	0/932504	0/932399	0/007	0/007	140/284086
AC2 <- A.Authentic.marketing	0/858334	0/858285	0/013	0/013	66/207558
AC3 <- AC.Mixed.authentic.marketing	0/890458	0/890573	0/012	0/012	77/397274
AC3 <- A.Authentic.marketing	0/849271	0/849183	0/013	0/013	66/481346
AD1 <- AD.Authentic.values	0/911452	0/911741	0/007	0/007	123/5163
AD1 <- A.Authentic.marketing	0/878778	0/87929	0/009	0/009	93/129102
AD2 <- AD.Authentic.values	0/841816	0/841854	0/016	0/016	52/270953
AD2 <- A.Authentic.marketing	0/76353	0/763127	0/021	0/021	37/110093
AD3 <- AD.Authentic.values	0/839052	0/839622	0/016	0/016	51/495223
AD3 <- A.Authentic.marketing	0/73343	0/734113	0/022	0/022	33/215581
BA1 <- BA.Practical	0/872463	0/872215	0/013	0/013	66/908708
BA1 <- B.Pragmatic.marketing	0/658428	0/658746	0/026	0/026	25/378864
BA2 <- BA.Practical	0/910635	0/910564	0/007	0/007	131/813824
BA2 <- B.Pragmatic.marketing	0/778681	0/778178	0/017	0/017	45/240017
BB1 <- BB.Problem.oriented	0/932371	0/932389	0/007	0/007	135/892547
BB1 <- B.Pragmatic.marketing	0/8265	0/826749	0/015	0/015	56/391314
BB2 <- BB.Problem.oriented	0/909278	0/908676	0/011	0/011	85/938388
BB2 <- B.Pragmatic.marketing	0/82521	0/824325	0/015	0/015	53/591254
BB3 <- BB.Problem.oriented	0/91754	0/917297	0/009	0/009	103/824262
BB3 <- B.Pragmatic.marketing	0/83581	0/835723	0/015	0/015	56/25353
BC1 <- BC.Evolutionary.Product	0/906314	0/906054	0/009	0/009	106/364066
BC1 <- B.Pragmatic.marketing	0/783175	0/782875	0/019	0/019	40/208566
BC2 <- BC.Evolutionary.Product	0/90424	0/904307	0/009	0/009	100/812573
BC2 <- B.Pragmatic.marketing	0/775252	0/774951	0/02	0/02	39/468098
BC3 <- BC.Evolutionary.Product	0/720885	0/719324	0/032	0/032	22/856282
BC3 <- B.Pragmatic.marketing	0/611381	0/610897	0/033	0/033	18/387129
BD1 <- BD.Strategic.management.process.of.pragmatic.marketing	0/889993	0/890041	0/01	0/01	92/296428
BD1 <- B.Pragmatic.marketing	0/830916	0/831346	0/015	0/015	56/158446
BD2 <- BD.Strategic.management.process.of.pragmatic.marketing	0/910449	0/910548	0/01	0/01	93/647935
BD2 <- B.Pragmatic.marketing	0/822512	0/822924	0/017	0/017	49/152509
BD3 <- BD.Strategic.management.process.of.pragmatic.marketing	0/925321	0/924736	0/009	0/009	103/484707
BD3 <- B.Pragmatic.marketing	0/846919	0/846742	0/014	0/014	59/722481
CA1 <- CA.Epistemology.shift	0/911186	0/911182	0/009	0/009	102/356431
CA1 <- C.Paradigmatic.shift	0/650899	0/649068	0/029	0/029	22/5566
CA2 <- CA.Epistemology.shift	0/885283	0/884623	0/013	0/013	66/319481
CA2 <- C.Paradigmatic.shift	0/57664	0/574433	0/034	0/034	16/88849
CB1 <- CB.Ontology.shift	0/882678	0/881409	0/015	0/015	59/34499
CB1 <- C.Paradigmatic.shift	0/73631	0/734203	0/023	0/023	31/626648
CB2 <- CB.Ontology.shift	0/930283	0/930116	0/009	0/009	99/662915
CB2 <- C.Paradigmatic.shift	0/724125	0/723149	0/025	0/025	28/761617
CB3 <- CB.Ontology.shift	0/939025	0/938875	0/008	0/008	116/700002
CB3 <- C.Paradigmatic.shift	0/721426	0/72075	0/024	0/024	30/010614
CC1 <- CC.consumer.Growth	0/871945	0/871616	0/01	0/01	85/972517
CC1 <- C.Paradigmatic.shift	0/788951	0/788196	0/015	0/015	51/002681
CC2 <- CC.consumer.Growth	0/841441	0/842032	0/016	0/016	53/715421
CC2 <- C.Paradigmatic.shift	0/751156	0/752009	0/019	0/019	38/534551
CC3 <- CC.consumer.Growth	0/892036	0/89171	0/009	0/009	95/050533
CC3 <- C.Paradigmatic.shift	0/757364	0/756921	0/016	0/016	48/095293
CD1 <- CD.Out.of.structure.changes	0/853321	0/852446	0/014	0/014	62/583618

CD1 <- C.Paradigmatic.shift	0/793515	0/792778	0/017	0/017	47/476377
CD2 <- CD.Out.of.structure.changes	0/904459	0/904381	0/008	0/008	119/499772
CD2 <- C.Paradigmatic.shift	0/832185	0/832509	0/012	0/012	67/327133
CD3 <- CD.Out.of.structure.changes	0/825891	0/825129	0/019	0/019	42/65524
CD3 <- C.Paradigmatic.shift	0/758575	0/758648	0/022	0/022	34/546718
D1 <- D.Authentic.Brand	0/893323	0/893305	0/008	0/008	111/836571
D2 <- D.Authentic.Brand	0/8972	0/89716	0/009	0/009	96/343665
D3 <- D.Authentic.Brand	0/738535	0/738116	0/026	0/026	28/126542

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
AA1 <- AA.Paradigm.of.authentic.marketing	0/819771	0/820412	0/020555	0/020555	39/88231
AA2 <- AA.Paradigm.of.authentic.marketing	0/837101	0/836757	0/016758	0/016758	49/951534
AA3 <- AA.Paradigm.of.authentic.marketing	0/841072	0/840426	0/020764	0/020764	40/506618
AB1 <- AB.Making.social.platforms	0/81481	0/814414	0/02026	0/02026	40/218343
AB2 <- AB.Making.social.platforms	0/733072	0/733603	0/037253	0/037253	19/678272
AB3 <- AB.Making.social.platforms	0/814511	0/813766	0/021841	0/021841	37/292133
AC1 <- AC.Mixed.authentic.marketing	0/882901	0/882269	0/010912	0/010912	80/908207
AC2 <- AC.Mixed.authentic.marketing	0/930973	0/931202	0/006665	0/006665	139/678848
AC3 <- AC.Mixed.authentic.marketing	0/87153	0/870619	0/017173	0/017173	50/749431
AD1 <- AD.Authentic.values	0/910916	0/910917	0/008052	0/008052	113/124359
AD2 <- AD.Authentic.values	0/849463	0/848514	0/017306	0/017306	49/085759
AD3 <- AD.Authentic.values	0/831383	0/831273	0/019565	0/019565	42/49298
BA1 <- BA.Practical	0/854861	0/853424	0/019072	0/019072	44/82183
BA2 <- BA.Practical	0/924512	0/924666	0/007036	0/007036	131/404682
BB1 <- BB.Problem.oriented	0/930728	0/930488	0/007418	0/007418	125/463311
BB2 <- BB.Problem.oriented	0/909307	0/908483	0/010705	0/010705	84/942277
BB3 <- BB.Problem.oriented	0/9191	0/918354	0/008799	0/008799	104/451454
BC1 <- BC.Evolutionary.Product	0/890931	0/890467	0/011315	0/011315	78/736042
BC2 <- BC.Evolutionary.Product	0/887281	0/88651	0/012887	0/012887	68/851365
BC3 <- BC.Evolutionary.Product	0/757586	0/757024	0/023984	0/023984	31/586801
BD1 <- BD.Strategic.management.process.of.pragmatic.marketing	0/881734	0/881301	0/011164	0/011164	78/979857
BD2 <- BD.Strategic.management.process.of.pragmatic.marketing	0/915464	0/915384	0/008972	0/008972	102/040945
BD3 <- BD.Strategic.management.process.of.pragmatic.marketing	0/928123	0/927859	0/008523	0/008523	108/890539
CA1 <- CA.Epistemology.shift	0/913501	0/912995	0/010197	0/010197	89/582509
CA2 <- CA.Epistemology.shift	0/882639	0/883157	0/015698	0/015698	56/227552
CB1 <- CB.Ontology.shift	0/884279	0/883629	0/015143	0/015143	58/396739
CB2 <- CB.Ontology.shift	0/930208	0/930226	0/009213	0/009213	100/968358
CB3 <- CB.Ontology.shift	0/937436	0/937701	0/008931	0/008931	104/961002
CC1 <- CC.consumer.Growth	0/864512	0/864729	0/011245	0/011245	76/88027
CC2 <- CC.consumer.Growth	0/843455	0/843248	0/016337	0/016337	51/627378
CC3 <- CC.consumer.Growth	0/897425	0/897759	0/009178	0/009178	97/777169
CD1 <- CD.Out.of.structure.changes	0/83239	0/833144	0/01686	0/01686	49/370004
CD2 <- CD.Out.of.structure.changes	0/902899	0/903321	0/00765	0/00765	118/033622
CD3 <- CD.Out.of.structure.changes	0/847023	0/847134	0/014354	0/014354	59/009862
D1 <- D.Authentic.Brand	0/887772	0/88805	0/008871	0/008871	100/071915
D2 <- D.Authentic.Brand	0/895059	0/895134	0/009376	0/009376	95/463396
D3 <- D.Authentic.Brand	0/7505	0/750747	0/024639	0/024639	30/459628

	Cronbachs Alpha
A.Authentic.marketing	0/903279
AA.Paradigm.of.authentic.marketing	0/778997
AB.Making.social.platforms	0/703505
AC.Mixed.authentic.marketing	0/876689
AD.Authentic.values	0/83091
B.Pragmatic.marketing	0/936299
BA.Practical	0/744165
BB.Problem.oriented	0/908917
BC.Evolutionary.Product	0/800207
BD.Strategic.management.process.of.pragmatic.marketing	0/894337
C.Paradigmatic.shift	0/915435
CA.Epistemology.shift	0/761654
CB.Ontology.shift	0/905823

CC.consumer.Growth	0/837141
CD.Out.of.structure.changes	0/826032
D.Authentic.Brand	0/803806

	AVE
A.Authentic.marketing	0/52394
AA.Paradigm.of.authentic.marketing	0/692993
AB.Making.social.platforms	0/609724
AC.Mixed.authentic.marketing	0/80286
AD.Authentic.values	0/747803
B.Pragmatic.marketing	0/615901
BA.Practical	0/795223
BB.Problem.oriented	0/845993
BC.Evolutionary.Product	0/719577
BD.Strategic.management.process.of.pragmatic.marketing	0/825741
C.Paradigmatic.shift	0/545551
CA.Epistemology.shift	0/806993
CB.Ontology.shift	0/842105
CC.consumer.Growth	0/75468
CD.Out.of.structure.changes	0/742766
D.Authentic.Brand	0/716142

	Composite Reliability
A.Authentic.marketing	0/921127
AA.Paradigm.of.authentic.marketing	0/871219
AB.Making.social.platforms	0/822957
AC.Mixed.authentic.marketing	0/924274
AD.Authentic.values	0/898807
B.Pragmatic.marketing	0/945898
BA.Practical	0/885886
BB.Problem.oriented	0/942785
BC.Evolutionary.Product	0/883954
BD.Strategic.management.process.of.pragmatic.marketing	0/934263
C.Paradigmatic.shift	0/929058
CA.Epistemology.shift	0/893169
CB.Ontology.shift	0/941136
CC.consumer.Growth	0/902187
CD.Out.of.structure.changes	0/896375
D.Authentic.Brand	0/882505

	communality
A.Authentic.marketing	0/52394
AA.Paradigm.of.authentic.marketing	0/692993
AB.Making.social.platforms	0/609723
AC.Mixed.authentic.marketing	0/80286
AD.Authentic.values	0/747803
B.Pragmatic.marketing	0/615901
BA.Practical	0/795223
BB.Problem.oriented	0/845993
BC.Evolutionary.Product	0/719577
BD.Strategic.management.process.of.pragmatic.marketing	0/825741
C.Paradigmatic.shift	0/545551
CA.Epistemology.shift	0/806993
CB.Ontology.shift	0/842105
CC.consumer.Growth	0/75468
CD.Out.of.structure.changes	0/742766
D.Authentic.Brand	0/716142

	R Square
A.Authentic.marketing	
AA.Paradigm.of.authentic.marketing	0/44709
AB.Making.social.platforms	0/54959
AC.Mixed.authentic.marketing	0/871077
AD.Authentic.values	0/845305
B.Pragmatic.marketing	

BA.Practical	0/65635
BB.Problem.oriented	0/812833
BC.Evolutionary.Product	0/735732
BD.Strategic.management.process.of.pragmatic.marketing	0/841504
C.Paradigmatic.shift	0/55076
CA.Epistemology.shift	0/469512
CB.Ontology.shift	0/628984
CC.consumer.Growth	0/778087
CD.Out.of.structure.changes	0/851632
D.Authentic.Brand	0/589519

	Cronbachs Alpha
AA.Paradigm.of.authentic.marketing	0/778997
AB.Making.social.platforms	0/703505
AC.Mixed.authentic.marketing	0/876689
AD.Authentic.values	0/83091
BA.Practical	0/744165
BB.Problem.oriented	0/908917
BC.Evolutionary.Product	0/800207
BD.Strategic.management.process.of.pragmatic.marketing	0/894337
CA.Epistemology.shift	0/761654
CB.Ontology.shift	0/905823
CC.consumer.Growth	0/837141
CD.Out.of.structure.changes	0/826032
D.Authentic.Brand	0/803806

	AVE
AA.Paradigm.of.authentic.marketing	0/693388
AB.Making.social.platforms	0/62158
AC.Mixed.authentic.marketing	0/80193
AD.Authentic.values	0/747518
BA.Practical	0/792755
BB.Problem.oriented	0/845946
BC.Evolutionary.Product	0/718321
BD.Strategic.management.process.of.pragmatic.marketing	0/825647
CA.Epistemology.shift	0/806768
CB.Ontology.shift	0/842008
CC.consumer.Growth	0/754722
CD.Out.of.structure.changes	0/741849
D.Authentic.Brand	0/717507

	Composite Reliability
AA.Paradigm.of.authentic.marketing	0/871524
AB.Making.social.platforms	0/830966
AC.Mixed.authentic.marketing	0/923874
AD.Authentic.values	0/898665
BA.Practical	0/884242
BB.Problem.oriented	0/942766
BC.Evolutionary.Product	0/883849
BD.Strategic.management.process.of.pragmatic.marketing	0/93421
CA.Epistemology.shift	0/893023
CB.Ontology.shift	0/941099
CC.consumer.Growth	0/9022
CD.Out.of.structure.changes	0/895946
D.Authentic.Brand	0/883352

	communality
AA.Paradigm.of.authentic.marketing	0/693388
AB.Making.social.platforms	0/621579
AC.Mixed.authentic.marketing	0/80193
AD.Authentic.values	0/747518
BA.Practical	0/792755
BB.Problem.oriented	0/845946
BC.Evolutionary.Product	0/718321
BD.Strategic.management.process.of.pragmatic.marketing	0/825647

CA.Epistemology.shift	0/806768
CB.Ontology.shift	0/842008
CC.consumer.Growth	0/754722
CD.Out.of.structure.changes	0/741849
D.Authentic.Brand	0/717507

	R Square
AA.Paradigm.of.authentic.marketing	
AB.Making.social.platforms	
AC.Mixed.authentic.marketing	
AD.Authentic.values	
BA.Practical	
BB.Problem.oriented	
BC.Evolutionary.Product	
BD.Strategic.management.process.of.pragmatic.marketing	
CA.Epistemology.shift	0/174067
CB.Ontology.shift	0/529458
CC.consumer.Growth	0/430638
CD.Out.of.structure.changes	0/500208
D.Authentic.Brand	0/657458