

ABSTRACT

The purpose of this research is to understand the significance of brand authenticity consisting of the dimensions: originality, quality commitment, clarity and sincerity in fashion-artist collaboration, as well as its effect towards the 3Es self-reinforcing assets (enticing, enabling, enriching-the-self). This research also tries to find out the role of 3Es self-reinforcing assets in build brand self-connectedness, which may also further affects behavioral intention. The respondents are people in Java island who have bought and own at least one product of Uniqlo UT fashion-artist collaboration in the period 2019-2021.

Data was collected through purposive sampling with total number of respondents of 334. Variance based Smart PLS was used to analyzed the data received. Results showed that in fashion-artist collaboration brand authenticity positively affects all the 3Es reinforcing assets (enticing, enriching, enabling-the-self) which also then positively influences brand self-connectedness. Lastly, Brand authenticity and brand self-connectedness is also found to directly and positively affect behavioral intention.

Keywords: brand authenticity, fashion-artist collaboration, brand self-connectedness, 3Es self-reinforcing assets