

AUTHENTICITY WHAT CONSUMERS REALLY WANT





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However when say about authenticity is the experiences and render what actually have been given out to consumers. There are two dimensions of authenticity: 1.being true to yourself, which is very self directed 2.others directed being what you say are to others Time and money are two things in the experience economy.

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**(PDF) Gilmore, J.H. & Pine, P.J. II Authenticity: What**

Laurence Carsana and Alain Jolibert, Influence of iconic, indexical cues, and brand schematicity on perceived authenticity dimensions of private-label brands, *Journal of Retailing and Consumer Services*, 40, (213), (2018).