

Investigating sales drivers in assessing the authenticity of emerging brands through deep neural network (DNN) measurement

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Abstract

The aim of this study is to investigate sales drivers in assessing the authenticity of emerging brands through measuring deep neural networks (DNN). The present study is applicable in terms of purpose, and mixed (qualitative-quantitative) in terms of implementation, and is an exploratory research type. The statistical population of the study in the qualitative section included 10 experts and academic experts proficient and familiar with the fields of marketing and branding. The research collection tool was a semi-structured interview. Data analysis in the qualitative section was carried out through coding and using MAXQDA software, and in the quantitative section using neural net and MATLAB software. The results of the study showed that 8 research criteria were identified, including brand continuity, brand credibility, brand coherence, brand symbolism, market homogeneity, market competition, market infrastructure, and political decisions. Also, all predictions of the proposed artificial neural network are made correctly, and the network is able to correctly identify and classify all outputs based on the defined inputs.

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Extended Abstract

Introduction

In today's business world, brands play an important role in creating differentiation and attracting customers. Brand authenticity is one of the key concepts in modern marketing that refers to the extent to which customers perceive the credibility, honesty, and true values of a brand (Morhart et al, 2015). Brand authenticity is especially important for emerging brands that are in the early stages of their development. This concept is especially important for emerging brands that do not yet have a strong and established position in the minds of customers (Beverland, 2021).

Investigating the interaction between sales drivers and the authenticity of emerging brands is important due to the challenges in this field, especially in competitive markets. On one hand, the use of sales incentives can help increase brand awareness and accelerate customers' decision-making process. On the other hand, if these incentives are not designed properly, they may lead to a decrease in the perception of brand authenticity (Steenkamp & Geyskens, 2014). For example, excessive discounts or excessive use of promotional tools may send contradictory messages about the true value of the brand (Dwivedi & McDonald, 2018). On the other hand, sales incentives can have a positive impact on brand authenticity in certain situations. For example, offering targeted and temporary discounts or using incentives consistent with the brand's values and message may strengthen customers' emotional connection with the brand and improve their perception of brand authenticity (Holt, 2020). A review of the literature on the impact of sales incentives on consumer behavior and brand authenticity reveals that although there are studies on the impact of sales incentives on consumer behavior and brand authenticity, a limited number of studies have focused specifically on emerging brands and their specific challenges. In particular, fewer studies have examined how sales incentives can be used in a way that both helps increase short-term sales and reinforces the image of brand authenticity. Therefore, the main research question is: What is the role of sales incentives on the authenticity of emerging brands?

Theoretical Framework

Sales Incentives

Sales incentives are one of the most effective marketing tools that are widely used to stimulate consumer buying behavior, increase sales, and create competitive advantage. These incentives are usually designed as short-term strategies that aim to immediately increase demand (Chandon et al, 2000). Sales incentives can have significant effects on consumer purchasing behavior, and can encourage consumers to make immediate purchases by creating a sense of urgency and greater value. Price discounts, especially on high-priced products or price-sensitive categories, often lead to increased sales volume (Liao et al, 2021).

Brand Authenticity

Brand authenticity refers to the alignment of a brand's actions with its values, history, and promises, and refers to a brand's ability to demonstrate honesty and align with customer expectations. This concept encompasses several dimensions, including authenticity, coherence, and transparency (Napoli et al, 2016). This concept is particularly important for emerging and developing brands, as consumers often seek real values and meaningful connections when choosing brands (Bruhn et al, 2017).

Mousavi et al, (2023) investigated the effect of brand authenticity on the self-concept of domestic brand customers by explaining the mediating role of brand social power. The research findings show that brand authenticity has a positive and significant effect on customer self-concept. Also; brand social power has a positive and significant effect on customer self-concept. As a general conclusion, it should be added that products similar to the

characteristics of authentic brands in terms of customer self-image are more likely to be selected for use by the target customer community due to the social power of the brand.

Nurani Kutenae et al, (2021) in a study titled "Modeling Store Brand Competitiveness Based on the Environmental Stimuli Pattern in Chain Stores: A Mixed Approach" concluded that managing external and internal environmental stimuli in the store through an enjoyable shopping experience can create authenticity, attachment, and store brand image, which results in increasing market share, creating a powerful brand and competitive advantage, and ultimately making the store brand competitive.

Research Methodology

The present study is applicable in terms of purpose, and mixed (qualitative-quantitative) in terms of implementation, and is an exploratory research type. The statistical population of the study in the qualitative section included 10 experts and academic experts proficient and familiar with the fields of marketing and branding. The research collection tool was a semi-structured interview.

Research findings

Data analysis in the qualitative section was carried out through coding and using MAXQDA software, and in the quantitative section using neural net and MATLAB software. The results of the study showed that 8 research criteria were identified, including brand continuity, brand credibility, brand coherence, brand symbolism, market homogeneity, market competition, market infrastructure, and political decisions. Also, all predictions of the proposed artificial neural network are made correctly, and the network is able to correctly identify and classify all outputs based on the defined inputs.

Conclusion

The present study was conducted with the aim of investigating sales drivers in evaluating the authenticity of emerging brands through measuring deep neural networks (DNN). The results of this study are in line with the results of Mousavi et al, (2023), Nurani Kutenae et al, (2021), Mohammadi et al, (2021), Grewal et al, (2020), Holt (2020), Yavarigozar & Koraghli (2019), Van-Dat (2018), Dwivedi & McDonald (2018), Chen et al, (2017), Napoli et al, (2014), and Steenkamp & Geyskens (2014). Holt (2020) concluded in their study that emerging brands should use sales stimuli that reflect real values and cultures. In this study, brand symbolism, which has a cultural context, has been pointed out in a relatively similar way, which can play a role as one of the criteria related to sales stimuli.

According to the research results, the following suggestions are made:

Commercialization of knowledge-based goods in the Iranian pharmaceutical industry can help develop research and innovation in this industry. It is suggested that by producing and supplying innovative drugs, research should be conducted to gain more knowledge about diseases and their treatment methods. This research can lead to scientific and medical advances in the country and improve treatment methods.