


## The Impact of Brand Authenticity on Purchasing Intention: The Mediating Role of Brand Trust

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**Abstract:** Brand authenticity has emerged as a crucial topic in contemporary marketing thought, as brands confront an array of challenges stemming from intense competition, financial crises, and the COVID-19 pandemic. These challenges have prompted brands to prioritize the concept of authenticity, which contributes significantly to their success and longevity. Brand authenticity also plays a pivotal role in cultivating trust among consumers, thereby shaping their purchasing intentions. The current study aimed to investigate the mediating effect of Brand Trust on the relationship between brand authenticity and purchasing intention, by application on (Eva Cosmetics), an Egyptian famous cosmetics brand. The data are collected via an online questionnaire (Using Google forms), and the research sample was 100 respondents. The data were analyzed using the partial least squares structural equation modeling (PLS-SEM) method.

**Keywords:** Brand Authenticity, Brand Trust, Eva Cosmetics, Purchasing Intention

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### 1. Introduction

Personal care is an essential part of the daily lives of both men and women. Cosmetic products hold a significant place in their lives, and the demand for cosmetic products has been increasing day by day due to the growing awareness among individuals about the importance of cosmetic products for personal care (Anubha, 2023). Accordingly, cosmetic brands consistently attract customers' purchase intentions by maintaining the brand image. This is achieved through the authenticity and the trust in the brand.

Since customers rely on brands to express themselves, improve themselves, or validate themselves, brands are significant players in the identity projects of consumers. Concurrently, customers encounter a surge in marketing, an abundance of counterfeit goods, and a pervasiveness of pointless promotional offers. Customers are searching more and more for companies that are authentic, unique, and relevant in order to combat this meaninglessness (Morhart, Malär, Guèvremont, Girardin, & Grohmann, 2015).

Customers have begun to look for authentic brands and the brand experience. As a result of realizing the value of authenticity, brand managers have responded by including signs of authenticity into their businesses. Nonetheless, there hasn't been a lot of authenticity research done. To help marketers make crucial choices that could have an impact on their brand's authenticity, a deeper understanding of how customers evaluate authenticity is required (Tran & Keng, 2018).

Authentic brands enhance consumer experiences, build brand equity, and foster trust and loyalty—all of which help them "turn a cacophony of content into a symphony of sales" (Södergren, 2021).

Brand trust functions as one of the primary determinants of business success. From the perspective of marketers, brand trust serves as the cornerstone of strategic partnerships, prevents high-risk behavior, and preserves the investment that businesses make in their relationships. According to customers, it is a crucial component of the relationship between them and the firm and is the primary driver of how they behave while dealing with them. Additionally, maintaining brand trust successfully is essential to effective service marketing (Kabadayi & Alan, 2012).

Strategy developers and industry experts place a great deal of emphasis on purchase intention, and it is crucial to understand the factors that influence purchase intention within a certain buyer group. It is regarded as a key tool that marketers use to forecast future sales and influence consumer behavior through manipulating behaviors. "The probability that the consumer will purchase the product" is one way to conceptualize purchase intention (Ali, Abbass, & Farid, 2020).

In this research, we examine the impact of Brand authenticity on purchasing intention and investigate the mediating role of brand trust by application on “Eva Cosmetics” brand.

Eva Cosmetics is one of the leading Egyptian personal care manufacturers, with over 100 years of experience under the belt of its founding entity, EVA Group. It has become the source of over 20 of the most popular personal care brands and an essential part of the Egyptians' daily life.

Eva Cosmetics offers a wide range of hair and skin solutions carefully balancing technology and the power of natural ingredients. With a portfolio that includes over 20 of the strongest brands across segments; namely, skin care in which Eva Cosmetics is the market leader with 12.5% value share and 19% volume share, hair care, depilatory, sun care, oral care and male grooming, Eva Cosmetics is the leading personal care company in Egypt and expanding worldwide.

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### Brand Authenticity

The degree to which customers believe a brand is trustworthy and devoted to both itself and its customers, as well as to encourage them to be true to themselves, is known as brand authenticity (Södergren, 2021).

The apparent genuineness of a brand is known as its authenticity (Campagnaa, Donthua, & Yoob, 2023). A four-dimensional definition of brand authenticity (continuity, originality, reliability, and naturalness) was one of the proposed definitions in the literature. The four dimensions are as follows: (1) continuity, which denotes steadiness, endurance, and consistency; (2) originality, which denotes particularity, individuality, and innovativeness; (3) reliability, which denotes credibility, trustworthiness, and keeping one's word; and (4) naturalness, which denotes sincerity, genuineness, and non-artificiality (Bruhn, Schoenmüller, Schäfer, & Heinrich, 2012).

Other definitions included being unique in craft, being genuine and the "real" thing, having a unique identity, consistency, essence, and self-authentication and self-congruency (Campagnaa, Donthua, & Yoob, 2023). Brand authenticity as a genuine brand has a differentiated manner that cares about being truthful and transparent with customer. Being "genuine" means reflecting reality and truth rather than being false (Campagnaa, Donthua, & Yoob, 2023).

The researchers create a framework to look into how customers judge authenticity. Specifically, they differentiate between two kinds of authenticity: iconic and indexical. This distinction is founded on two different frames of reference that are used when a subject or consumer makes an opinion about an object or event and gives it the label "authentic" (Fritz, Schoenmueller, & Bruhn, 2017). The first perspective, known as indexical authenticity, uses a real connection or verification to mark out 'the real thing' from its copies. In contrast, the second perspective, known as iconic authenticity, evaluates authenticity based on the consumer's perception of how the brand "ought to look" (Fritz, Schoenmueller, & Bruhn, 2017).

### Dimensions of Brand Authenticity

**1- Continuity:** The continuity dimension illustrates a brand's historicity, timelessness, and capacity to outlive fads. In terms of the historical component, the continuity dimension is similar to the pedigree idea. It speaks not just of the brand's past performance and consistency across time, but also of its chance of enduring into the future (Morhart, Malär, Guèvremont, Girardin, & Grohmann, 2015).

**2- Reliability (Credibility):** Customers view genuine brands as having a high degree of credibility—that is, as being able and willing to keep their word. Participants emphasized how crucial it is for authentic brands to fulfil their commitments. In other words, it is the brand's ability and willingness to live up to its promises, as well as its openness and honesty with the customers (Morhart, Malär, Guèvremont, Girardin, & Grohmann, 2015).

**3- Originality:** Originality is a brand's ability to provide self-referential cues that indicate relationships, roles, and principles, so it acts as a resource for identity creation. Stated differently, originality is a reflection of the brand's featured quality, which allows customers to define who they are or who they are not (Morhart, Malär, Guèvremont, Girardin, & Grohmann, 2015).

**4- Naturalness:** Naturalness refers to sincerity, genuineness, and non-artificiality (Bruhn, Schoenmüller, Schäfer, & Heinrich, 2012).

## Brand Trust

A brand can be any name, sign, symbol, or combination of these that serves to identify a product or service and set it apart from the competition (Shin, Amenuvor, Basilisco, & Owusu-Antwi, 2019). In recent years, practitioners and scholars have paid more and more attention to brand trust (Alhaddad, 2015). It is defined as "a readiness to depend on an exchange partner whom one has faith in" (Alhaddad, 2015).

According to (Kabadayi & Alan, 2012), "The average consumer's willingness to rely on the brand's ability to perform its stated function" is the definition of brand trust. When customers assess a company's offers, brand trust develops. Brand trust is formed when organizations develop consumer attitudes about safety, honesty, and reliability towards their brands. One interpretation is that consumer experiences with brands directly shape and develop brand trust (Kabadayi & Alan, 2012).

Brand trust is seen as a gradual process that may be attained by carefully considering and thinking back on customer experiences with the store/product. Additionally, brand trust fosters highly valued relationships, which drives brand loyalty (Kabadayi & Alan, 2012).

Brand trust is the feeling of security that accompanies dealing with a brand because one believes the brand will continue to be dependable and accountable for meeting the needs of the customers. Other scholars have defined brand trust as consumers' propensity to place their trust in a brand (Shin, Amenuvor, Basilisco, & Owusu-Antwi, 2019).

Perceptions and expectations that stem from convictions that a brand possesses particular attributes that are reliable, capable, and believable are emphasized as indicators of brand trust (Shin, Amenuvor, Basilisco, & Owusu-Antwi, 2019).

It is believed that building good, favorable views towards a company can lead to brand commitment or loyalty. This is where brand trust comes into play. When consumers can rely on a trustworthy brand, they feel less exposed to risk and uncertainty is reduced (Brudvig, S., 2015).

## Purchase Intention

In today's competitive cosmetics market, new competitors and emerging brands have entered the cosmetics market, offering high-quality products that are comparable to the established brand names. This increasing competition has presented a challenge for existing market leaders, as consumers now have more options than ever when it comes to purchasing premium cosmetic products.

The rise of these new players has added dynamism to the industry and raised the bar in terms of product quality and innovation. As a result, understanding consumer purchase intention is crucial for brands to develop effective marketing strategies and stay ahead of the curve.

The study of purchase intentions is of great importance for both marketing researchers and practitioners. For researchers, understanding purchase intentions provides valuable insights into consumer behavior and decision-making processes (Cuong T. D., 2020).

For marketers, purchase intentions are a critical metric, as they serve as a primary indicator of future buying behavior (Kang, 2010; Han, 2017). By monitoring and analyzing purchase intentions, marketers can anticipate future demand and make more informed decisions about product development, pricing and resource allocation (Cuong T. D., 2020).

Purchase intention is defined as the likelihood that a consumer or buyer will choose to make a specific purchase in the future (Ibeabuchi, Ehido, Fawehinmi, & Aigbogun, 2024). Purchase intention is the antecedents that contribute to motivating customers to purchase and create the intention (Saerang, Sulu, & Massie, 2016; Crosno, Freling, & Skinner, 2009).

The more buyers tend to buy a certain product, the more the purchase intention and the higher the degree of intensity (Macheka, Quaye, & Ligaraba, 2024). The intention to purchase a product or service is strongly influenced by the consumer's overall attitude and preference for that brand or offering (Cuong, 2020). As such, brands seek to establish brand authenticity and build brand trust.

## Conceptual Framework

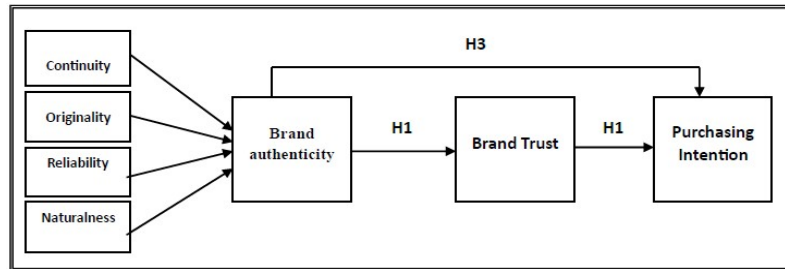


Figure 1: Conceptual Model

## Hypotheses

H1: Brand authenticity has a positive effect on brand trust.

H2: Brand authenticity has a positive effect on purchasing intention.

H3: brand trust has a positive effect on purchasing intention.

H6: Brand trust mediates the relationship between brand authenticity and purchasing intention.

## Methodology

The research relied on an online questionnaire (Using Google forms) as one of the efficient and suitable methods for data collection. A five-point Likert scale was used to measure respondents' opinions, ranging from one (strongly disagree) to five (strongly agree). The questionnaire consisted of 22 items. It was divided into three parts:

- **Part 1:** Consists of 15 statements to measure brand authenticity.
- **Part 2:** Included 3 statements to assess brand trust.
- **Part 3:** Consists of 4 statements to measure purchase intention.

## Sample Profile

The sample demographics are summarized in Table 1.

Table 1: Sample profile

| Classification | Category    | Frequency | Percentage% |
|----------------|-------------|-----------|-------------|
| Gender         | Male        | 25        | 0.25        |
|                | female      | 75        | 0.75        |
| Age            | 20-30       | 44        | 0.44        |
|                | 31-40       | 41        | 0.41        |
|                | 41-60       | 15        | 0.15        |
| Income         | 2000-5000   | 24        | 0.24        |
|                | 5000-1000   | 37        | 0.37        |
|                | 10000-20000 | 37        | 0.37        |
|                | Above 20000 | 2         | 0.02        |

Based on the results of demographic data, as shown in Table 1, most of the respondents in the sample are females, representing 75%, while males represent 25%. This gender imbalance is expected, as women tend to exhibit a greater interest and engagement with beauty and personal care products compared to their male counterparts.

The age distribution of the sample indicates a predominance of younger consumers, with the 20-30 age group comprising the largest segment at 44% of the total. The 31-40 age group represents the second-largest segment at 41%, and the 41-60 age group makes up the remaining 15% of the sample. This age profile aligns with the general understanding that younger individuals are more inclined to explore and adopt new beauty trends and products.

Regarding the income levels of the respondents, the data reveals a concentration of middle-income consumers. The (5000-10,000) and (10,000-20,000) income groups each account for 37% of the sample. The (2000-5000) income group represents 24% of the respondents, while the highest income level (above 20,000) is observed in only 2% of the sample.

## Assessment of the Measurement Model

The researchers used a partial least squares structural equation modeling (PLS-SEM) approach to analyze the data and test the proposed research model. The model consisted of two types of constructs (Variables): a higher-order formative construct (Brand Authenticity) and two reflective constructs (Brand Trust and Purchasing Intention).

The convergent validity of the measurement model was assessed using factor loadings, composite reliability (CR), and average variance extracted (AVE) as shown in table (2).

**Table 2: Construct reliability and validity**

| Items  | Loading | Cronbach's alpha | CR    | AVE   |
|--|---------|------------------|-------|-------|
| <b>Continuity</b>  |         |                  |       |       |
| 1.I think brand (EVA Cosmetics) is consistent over time.   | 0.769   | 0.907            | 0.935 | 0.784 |
| 2.I think the brand (EVA Cosmetics) stays true to itself.  | 0.931   |                  |       |       |
| 3. (EVA Cosmetics) offers continuity.  | 0.909   |                  |       |       |
| 4.(EVA Cosmetics) has a clear concept that it pursues.   | 0.922   |                  |       |       |
| <b>Originality</b>   |         |                  |       |       |
| 5. EVA Cosmetics) is different from all other brands.  | 0.831   | 0.905            | 0.934 | 0.780 |
| 6. (EVA Cosmetics) clearly distinguishes itself from. other brands.                              | 0.904   |                  |       |       |
| 7. The brand (EVA Cosmetics) stands out from other brands.                                       | 0.909   |                  |       |       |
| 8. I think that (EVA Cosmetics) is a unique brand.   | 0.887   |                  |       |       |
| <b>Reliability</b>   |         |                  |       |       |
| 9. My experience with (EVA Cosmetics) had shown me. that it keeps its promises.                  | 0.919   | 0.931            | 0.951 | 0.829 |
| 10. (EVA Cosmetics) delivers what it promises.   | 0.904   |                  |       |       |
| 11. (EVA Cosmetics)'s promises are credible.   | 0.907   |                  |       |       |
| 12. (EVA Cosmetics) makes reliable promises.   | 0.912   |                  |       |       |
| <b>Naturalness</b>   |         |                  |       |       |
| 13. (EVA Cosmetics) does not seem artificial.  | 0.924   | 0.927            | 0.954 | 0.873 |
| 14. The brand (EVA Cosmetics) makes a genuine impression.  | 0.955   |                  |       |       |
| 15. (EVA Cosmetics) gives the impression of being natural.                                       | 0.924   |                  |       |       |
| <b>Brand Trust</b>   |         |                  |       |       |
| 16. I trust (EVA Cosmetics).   | 0.823   | 0.883            | 0.928 | 0.813 |
| 17. (EVA Cosmetics) is safe.   | 0.932   |                  |       |       |
| 18. The brand's trust motivates me to continue purchasing the same brand in the future.          | 0.945   |                  |       |       |
| <b>Purchasing Intention</b>  |         |                  |       |       |
| 19. I typically research different cosmetic brands and products before making a purchase.        | 0.897   | 0.947            | 0.962 | 0.864 |
| 20. I would be willing to spend a bit more on high-quality cosmetic products.                    | 0.933   |                  |       |       |
| 21. Ingredients and transparency from the manufacturer are priorities when I shop for cosmetics. | 0.950   |                  |       |       |
| 22. I would like to recommend EVA Cosmetics as a trustworthy brand to other people.              | 0.936   |                  |       |       |

Based on the data provided, Cronbach's alpha values for all the constructs (Continuity, Originality, Reliability, Naturalness, Brand Trust, and Purchasing Intention) are above the recommended threshold of 0.7, indicating good internal consistency and reliability of the measurement scales (Hair et al., 2019).

The composite reliability (CR) values for all the constructs are above 0.9, which is excellent. Additionally, the average variance extracted (AVE) values for all the constructs are above 0.7, well above the recommended threshold of 0.5. This suggests that the items within each construct are strongly related to each other and are effectively measuring the intended construct (Hair et al., 2019). All the item loadings are above



0.7, this indicates that the items are strongly related to their respective constructs and are good measures of the underlying constructs.

To assess the discriminant validity of the measurement model, the researchers employed two criteria as suggested by (Hair et al., 2017).

- Cross-loadings: The outer loading of each item should be higher on its respective latent variable compared to its cross-loadings on any other latent variables.
- Fornell-Larcker criterion: This criterion states that the square root of the Average Variance Extracted (AVE) for each construct should be greater than the construct's highest correlation with any other construct.

Table 3: Cross loading

| Items | Continuity | Originality | Reliability | Naturalness | Brand Trust | Purchasing Intention |
|-------|------------|-------------|-------------|-------------|-------------|----------------------|
| x1.1  | 0.769      | 0.431       | 0.409       | 0.402       | 0.365       | 0.354                |
| x1.2  | 0.931      | 0.751       | 0.740       | 0.722       | 0.643       | 0.640                |
| x1.3  | 0.909      | 0.710       | 0.618       | 0.649       | 0.597       | 0.579                |
| x1.4  | 0.922      | 0.854       | 0.766       | 0.764       | 0.704       | 0.704                |
| x2.5  | 0.801      | 0.831       | 0.624       | 0.573       | 0.558       | 0.554                |
| x2.6  | 0.814      | 0.904       | 0.762       | 0.709       | 0.673       | 0.695                |
| x2.7  | 0.618      | 0.909       | 0.873       | 0.724       | 0.687       | 0.687                |
| x2.8  | 0.591      | 0.887       | 0.890       | 0.746       | 0.731       | 0.735                |
| x3.10 | 0.629      | 0.805       | 0.919       | 0.796       | 0.748       | 0.782                |
| x3.11 | 0.725      | 0.810       | 0.904       | 0.782       | 0.708       | 0.748                |
| x3.12 | 0.706      | 0.835       | 0.907       | 0.856       | 0.753       | 0.736                |
| x3.9  | 0.612      | 0.805       | 0.912       | 0.768       | 0.766       | 0.738                |
| x4.13 | 0.659      | 0.686       | 0.799       | 0.924       | 0.716       | 0.712                |
| x4.14 | 0.720      | 0.748       | 0.847       | 0.955       | 0.790       | 0.825                |
| x4.15 | 0.684      | 0.756       | 0.820       | 0.924       | 0.818       | 0.783                |
| y1    | 0.635      | 0.579       | 0.695       | 0.807       | 0.823       | 0.751                |
| y2    | 0.611      | 0.750       | 0.765       | 0.719       | 0.932       | 0.810                |
| y3    | 0.569      | 0.698       | 0.745       | 0.722       | 0.945       | 0.868                |
| z1    | 0.566      | 0.700       | 0.741       | 0.753       | 0.850       | 0.897                |
| z2    | 0.618      | 0.692       | 0.750       | 0.725       | 0.837       | 0.933                |
| z3    | 0.692      | 0.742       | 0.804       | 0.809       | 0.851       | 0.950                |
| z4    | 0.580      | 0.682       | 0.769       | 0.792       | 0.802       | 0.936                |

The results presented in Table (3) reveal that outer loading of each indicator was greater on its respective latent variable than its cross-loadings on any other latent variables.

Table 4: Discriminant Validity – Fornell and Larcker

| Variable             | Continuity | Originality | Reliability | Naturalness | Brand Trust | Purchasing Intention |
|----------------------|------------|-------------|-------------|-------------|-------------|----------------------|
| Continuity           | 0.885      |             |             |             |             |                      |
| Originality          | 0.798      | 0.883       |             |             |             |                      |
| Reliability          | 0.735      | 0.894       | 0.911       |             |             |                      |
| Naturalness          | 0.736      | 0.781       | 0.880       | 0.935       |             |                      |
| Brand Trust          | 0.670      | 0.752       | 0.816       | 0.830       | 0.901       |                      |
| Purchasing Intention | 0.662      | 0.758       | 0.825       | 0.829       | 0.899       | 0.929                |

Fornell and Larcker (1981)

As shown in Table 4, the square root of AVE of each of the latent variables was greater than its correlation with other latent variable.

### Formative Measurement Model

Brand Authenticity was conceptualized as a reflective-formative higher-order construct (HOC) composed of four formative dimensions: Continuity, Originality, Reliability, and Naturalness. This approach is

appropriate given the multidimensional nature of the brand authenticity construct, as it allows the researcher to capture the unique contributions of each dimension.

The outer weights and variance inflation factor (VIF) values for the formative indicators were assessed to evaluate collinearity. As shown in Table 5, all VIF values were below the recommended threshold of 5, indicating that collinearity is not a concern.

Table 5: Results summary for formative constructs

|             | Items | Outer weights | VIF   | T statistics ( O/STDEV ) | P values |
|-------------|-------|---------------|-------|--------------------------|----------|
| Continuity  | x1.1  | 0.203         | 2.126 | 9.571                    | 0.000    |
|             | x1.2  | 0.309         | 4.377 | 16.591                   | 0.000    |
|             | x1.3  | 0.284         | 3.528 | 19.025                   | 0.000    |
|             | x1.4  | 0.323         | 4.711 | 15.888                   | 0.000    |
| Originality | x2.5  | 0.263         | 3.056 | 13.647                   | 0.000    |
|             | x2.6  | 0.295         | 3.899 | 18.253                   | 0.000    |
|             | x2.7  | 0.287         | 3.000 | 22.964                   | 0.000    |
|             | x2.8  | 0.286         | 3.000 | 23.038                   | 0.000    |
| Reliability | x3.10 | 0.271         | 4.127 | 31.075                   | 0.000    |
|             | x3.11 | 0.278         | 3.265 | 22.196                   | 0.000    |
|             | x3.12 | 0.285         | 3.281 | 20.228                   | 0.000    |
|             | x3.9  | 0.265         | 3.942 | 26.948                   | 0.000    |
| Naturalness | x4.13 | 0.345         | 3.526 | 43.454                   | 0.000    |
|             | x4.14 | 0.368         | 4.963 | 37.674                   | 0.000    |
|             | x4.15 | 0.357         | 3.392 | 35.792                   | 0.000    |



### Structural Model Evaluation and Hypothesis Testing

After evaluating the measurement model, the next step in the PLS-SEM was to assess the structural model. The structural model was evaluated by applying the PLS algorithm and bootstrapping procedures with 5,000 subsamples to produce path coefficients and associated t-values in determining whether these paths were significant or not. Structural model analysis was then used to test the hypotheses (Hair et al., 2017).

A key part of the structural model evaluation was assessing the coefficient of determination (R<sup>2</sup>) values of the endogenous latent variables. The R<sup>2</sup> values provide an indication of the exploratory and predictive capabilities of the PLS-SEM model, representing the amount of variance in the endogenous latent variables that is explained by the exogenous latent variables connected to them in the structural model.

The results showed that the R<sup>2</sup> value for Brand Trust was 0.689, with an adjusted R<sup>2</sup> of 0.685. The R<sup>2</sup> value for Purchasing Intention was 0.832, with an adjusted R<sup>2</sup> of 0.829. These R<sup>2</sup> values suggest strong explanatory and predictive power of the model.

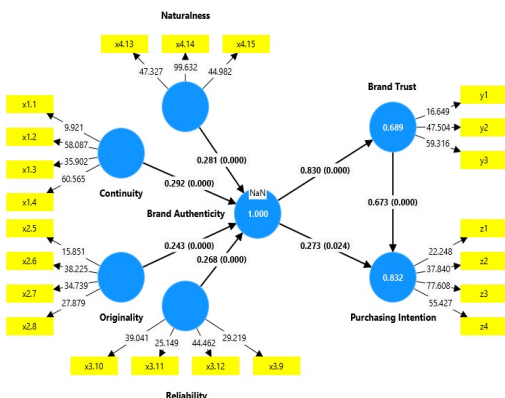


Figure 2: Structural model

Additionally, the results revealed that an acceptable level of predictive relevance (Q<sup>2</sup>) for the model. The Q<sup>2</sup> values were: Brand Authenticity = 1.000, Brand Trust = 0.684, and Purchasing Intention = 0.686. Greater than 0 indicates the exogenous variables are predictive of the model's endogenous variables (Sarstedt et al., 2019).

Furthermore, the Standardized Root Mean Square Residual (SRMR) for this PLS-SEM model was found to be 0.077, which is below the 0.08 threshold indicating a good model fit, as per the guidelines from (Hu & Bentler, 1998).

Table 6: Hypotheses testing

| Hypotheses      | Path  | Path Coefficient ( $\beta$ ) | T statistics | f-square | P values | Test outcome |
|-----------------|---|------------------------------|--------------|----------|----------|--------------|
| H1              | Brand Authenticity > Brand Trust                          | 0.830                        | 19.497       | 2.211    | 0.000    | Supported    |
| H2              | Brand Authenticity > Purchasing Intention                 | 0.273                        | 2.265        | 0.138    | 0.000    | Supported    |
| H3              | Brand Trust > Purchasing Intention                        | 0.673                        | 5.924        | 0.841    | 0.000    | Supported    |
| Indirect effect |   |                              |              |          |          |              |
| Hypotheses      | Path  | Path Coefficient ( $\beta$ ) | T statistics | P values |          | Test outcome |
| H4              | Brand Authenticity -> Brand Trust -> Purchasing Intention | 0.559                        | 6.000        | 0.000    |          | Supported    |

The findings show a strong positive and statistically significant relationship between brand trust and purchasing intention. The large path coefficient, high t-statistic, and small p-value ( $p < 0.001$ ) provide robust support for this relationship. The f-square value of 0.841 indicates a large effect size, meaning brand trust has a substantial influence on purchasing intention.

In summary, all three direct hypotheses are supported by the results, demonstrating the important roles of brand authenticity and brand trust in driving purchasing intention.

### Limitations and Future Research Directions

While this study offers valuable insights into the relationships between brand authenticity, brand trust, and purchase intention, it is important to acknowledge several limitations that provide opportunities for future research.

First, the cross-sectional nature of the data collection limits the ability to draw causal inferences. Future research should consider adopting a longitudinal design to better understand the dynamic interplay between these constructs over time.

Second, the research was confined to the cosmetics industry and the specific context of the Eva Cosmetics Company in Egypt. While this provides a rich case study, the generalizability of the findings to other product categories or geographical markets remains to be established. Expanding the research to different industries and cultural settings would broaden the understanding of how brand authenticity and trust operate in diverse consumer landscapes.

Additionally, the research model could be expanded to include other potentially relevant variables, such as brand image, product quality, or social influences. Exploring the interplay between these factors and their collective impact on purchase intention would contribute to a more holistic understanding of consumer decision-making processes.

Finally, the current study focused on the mediating role of brand trust, but there may be other potential mediating or moderating mechanisms worth investigating. For instance, future research could examine the role of brand engagement, brand loyalty, or consumer cultural orientations in shaping the relationships between brand authenticity and purchase intention.

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