



EXAMINING BRAND AUTHENTICITY INFLUENCE ON CONSUMER TRUST, LOYALTY, AND PURCHASE INTENTIONS

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ABSTRACT

This study examined the influence of brand authenticity on consumer trust, loyalty, and purchase intentions. It focused on the impact of brand authenticity on consumer trust, loyalty, and purchase intentions.

The participants in the study were thirty (30) students using Raosoft methods of computing the sample size. Purposive sampling was utilized while following these criteria: (1) Must be a student at Dr. Calingasan Memorial Colleges Foundation, Inc.; (2) must be enrolled during the current academic year; (3) must be willing to participate in the study.

The researcher conducted a survey which was specially designed for gathering significant data regarding respondents' demographics and their perceptions of brand authenticity, consumer trust, loyalty, and purchase intentions.

The study yielded the following findings: it shows that most of the respondents have a moderate level of brand authenticity perception, which significantly influences their trust, loyalty, and purchase intentions. Thus, with the findings of this study, businesses can develop effective branding strategies to enhance brand authenticity and increase consumer trust, loyalty, and purchase intentions.

Keywords: *brand authenticity, consumer trust, loyalty, purchase intentions, third-year college students*

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