

# How does brand authenticity contribute to purchase intentions?

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# How does brand authenticity contribute to purchase intentions?

## **Abstract**

Brand authenticity has attracted the growing attention of academics and practitioners for two decades. This study aims to contribute to branding research by empirically investigating the impact of brand authenticity on purchase intentions through perceived value. The moderating role of sense of power on the link between perceived value and purchase intentions is also examined. Survey data are collected from a Prolific panel of 301 UK consumers and analyzed using Process Macro. Results demonstrate that perceived value mediates the brand authenticity-purchase intention link. Also, the sense of power positively moderates the impact of perceived value on purchase intentions. The paper finalizes with the discussion of potential theoretical and managerial implications followed by the limitations and directions for future research.

**Subject Areas:** *Branding, Consumer Behaviour*

**Track:** Product and Brand Management