

The Impact of Brand Authenticity on Purchase Intention

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Abstract:

The significance of brand authenticity in the lives of consumers was proven by relationship marketing research. According to Campagna & Yoo (2023), 90% of millennials and generation X consumers confirmed that they perceive brand authenticity as a significant factor that alters their intention to purchase. Thus, this research was manifested to explore the role of brand authenticity in fostering the purchase intention of pre-loved luxury fashion products in Egypt. This study used the dimensions continuity, credibility and originality to measure brand authenticity.

Considering the research methodology, quantitative research design was used. The sample of this study was gathered through an online survey questionnaire. It included 300 pre-loved luxury fashion buyers. The sample was collected using the convenience and purposive techniques of sampling. The results declared that brand authenticity positively influences the purchase intention. However, for the brand authenticity dimensions, the continuity and credibility do not influence the purchase intention. Originality positively influences purchase intention.

Keywords: Brand Authenticity, Continuity, Credibility, Originality, Purchase Intention.

Introduction

As a result of the emerging social and economic changes, different generations of buyers are prioritising authenticity in their products (Magetsari, 2020). Brand authenticity was proven in previous research to be a significant component in the daily lives of consumers (Nguyen, 2022). Moreover, Campagna & Yoo (2023) discovered that 90% of millennials and generation X perceive brand authenticity as an indispensable factor in their purchasing decision. It has been found by HawkPartners (2023) that 8 out of 10 consumers consider the importance of brand authenticity and 57% affirmed that the importance of brand authenticity has increased post Covid – 19, since the pandemic escalated consumers' uncertainty which raised the preference for

authentic products (Park, Kim, & Kim, 2022). Brand authenticity is when customers subjectively evaluate a brand as true and genuine (Keng, 2018; Mingione & Abratt, 2019; Södergren, 2021). The authenticity of a brand is shown in the way brands communicate to consumers in addition to its reflection in the products (Grunert, 2021; Hsu, 2019). Authentic products provide differentiation in the contemporary market where many products are similar (Lv, Huang, & Yang, 2023).

Scholars such as Tran & Dinh (2020) found that marketing practitioners began to use the concept of brand authenticity in their brand positioning to fill the needs of consumers. Nguyen (2022) and Södergren (2021) declared that brands build their competitive edge when their authenticity is proven. Since brand authenticity is significant to brands and consumers, further research needs investigation regarding the brand authenticity to further understand consumers in addition to guiding marketers on how to use brand authenticity to increase profits (Keng, 2018; Loureiro, 2022).

Pre-loved luxury fashion products are exclusive, luxurious products; however, they are affordable to a wider base of customers since they are pre-owned (Boardman & Guo, 2022). The pre-loved luxury market is found to be growing because of the increase in demand of the pre-loved luxury jewellery, clothing and handbags (Lazazzera, 2023). Statista (2023) found that the pre-loved luxury fashion goods' market revenue was

around 5 billion U.S. dollars worldwide in 2021. It is expected for the market to reach a value of 14.7 billion U.S. dollars by the year 2027. The reason for the growing demand of pre-loved luxury fashion goods is that these products support the sustainability by preventing resources waste (Sabanoglu, 2022). Also, pre-loved luxury products are affordable to more customers (Beauloye, 2023).

Despite that minimal research investigated the luxury fashion buyers in Egypt, however, there is a substantial gap in the literature that discusses the pre-loved luxury fashion customers in the Egyptian context (Labib & Elshafie, 2023). Moreover, previous research in brand authenticity conducted in countries such as, India, China and the UK suggested that further research on brand authenticity needs to be conducted in the Middle East to gather deeper insights from its consumers (Arya, Verma, & Agarwal, 2019; Kim & Youn, 2020; Papadopoulou & Oghazi, 2023). For this reason, this research intends to fill the theoretical and practical gap in the literature. Thus, this study aims to explore the influence of each of the brand authenticity dimensions (Originality, Credibility & Continuity) on purchase intention of pre-loved luxury fashion products in Egypt.

Literature Review

This section aims to review the literature of the studied variables, brand authenticity and purchase intention. Additionally, it reviews the previously discussed relationship between both variables.

Brand Authenticity:

Brand authenticity was defined as the extent to which a brand is true towards itself and its consumers through its tangible products and intangible communication (Kumar & Kaushik, 2023). Various dimensions were used to measure brand authenticity. Continuity, credibility and originality were used by El-Naghi & Elsetouhi (2023) and Prado (2019) to measure brand authenticity. Thus, this study will use the above-mentioned dimensions to measure brand authenticity due to their high validity and significance in previous research.

Continuity:

Continuity is known as the ability of a brand to adhere to its historical standards while adapting to the changing needs of consumers (Tshiangala, 2022). Continuity was proved to be one of the most significant dimensions of brand authenticity. Since it results in increasing the perceived credibility and reliability. It shows that extent to which a brand commits to quality which results in fostering the perceived value (Rachel, 2017). According to Horvat & Došen (2021) older brands are perceived to be more authentic while newer brands are perceived as less authentic.

Credibility:

Credibility was defined by El-Naghi & Elsetouhi (2023) as the ability and willingness of a brand to deliver on their promises. Rachel (2017) found that credibility and reliability are the result of continuity and consistency. Since consumers

perceive a brand maintaining its heritage to be trustworthy and credible. Thus, when the brand achieves longevity, this means that the brand was able to deliver its communicated promises (Tshiangala, 2022). Chen & Hyun (2022) asserted that the higher credibility of a brand, the more it is perceived as authentic, as when the brand's promises and actions align, it raises the consumers' trust level.

Originality:

Originality is known as the way by which a brand differentiates itself from competition (Rachel, 2017). ElAgamy (2021) stated that the Authentic Brand Index determined originality as a dimension to measure brand authenticity as it was found that uniqueness is a factor that helps consumers evaluate the brand's authenticity. Thus, originality as a dimension was proved to be significant for achieving increased perceived brand authenticity. According to Bargoni et al., (2023) originality increases the company's competitive advantage, since the technical know-how cannot be copied by competitors. Bargoni et al., (2023) and Yang et al., (2021) stated that communicating with buyers through social media posts that highlight the brand's originality, heritage and uniqueness increases the engagement rates with the brand.

Purchase Intention:

Purchase intention is the probability of a consumer buying from a certain brand (El-Naghi & Elsetouhi, 2023). Purchase Intention is used by organisations as an indicator to assess the buyers' attitude towards the products and to forecast whether these products will succeed in the market, as if the intention to purchase is high, there is a high probability that customers will actually purchase the product (Gkouna, Tsekouropoulos, Theocharis, & Gounas, 2023). Based on the nature of the premium buyer, perceived uniqueness and quality are crucial to increase purchase intention. That is why, it is necessary for luxury industry experts to adopt a customer-driven approach (Krishnan & Gupta, 2022). The purchase intention was tackled by the Stimulus – Organism – Response theory (SOR). In this theory, the purchasing intention was illustrated in the 'response' part of the theory. When the stimulus is shown to buyers through cues of brand authenticity, an organism is developed by consumers, following the organism is the response which is presented by the purchase intention if the brand proved to be genuine (Shi, Liu, & Pan, 2022).

The Relationship between Brand Authenticity and Purchase Intention:

Previous literature of relationship marketing empirically supported the positive relationship between brand authenticity and purchase intention (Al-Meshal, Aldrees, & Belhaj, 2020;

Kim & Youn, 2020; Papadopoulou & Oghazi, 2023). A study that examined the relationship between brand authenticity in the luxury context and purchase intention discovered that brand authenticity positively affects purchase intention. Nevertheless, the study stated that despite the positive influence of brand authenticity on purchase intention, there are other factors that impact the intention to purchase an authentic product, such as, the store atmosphere, the payment method and others (Al-Meshal, Aldrees, & Belhaj, 2020). The relationship between brand authenticity and purchase intention was investigated by Das & Sivapalan (2022) in the masstige brands context. It was argued that a high perception of masstige products authenticity contributes to high perceived value of these products which as a result increases the intention to purchase masstige products.

The brand authenticity dimensions (continuity, credibility and originality) were proved to affect purchase intention. The effect of credibility and continuity dimensions on purchase intention was examined by El-Naghi & Elsetouhi (2023). Findings indicated that continuity and credibility positively impact purchase intention. Moreover, Grunert (2021) explored in his study the influence of continuity and credibility on the intention to purchase in food brands advertising context. Results of the study showed that perceived brand authenticity meant increased levels of perceived credibility and continuity. Also, it was found that communication of these dimensions via advertising, is likely

to enhance the intention to purchase food brands. The effect of originality and credibility dimensions on repurchase intention was also investigated. The study results revealed that originality had the strongest influence on the repurchase intention (Nhan, 2023). This infers that the more original a brand is, the higher the intention to repurchase.

For this reason, it is hypothesised that:

H1: Brand Authenticity has a positive significant influence on Purchase Intention of pre-loved luxury fashion products in Egypt.

H1a: Continuity has a positive significant influence on Purchase Intention of pre-loved luxury fashion products in Egypt.

H1b: Credibility has a positive significant influence on Purchase Intention of pre-loved luxury fashion products in Egypt.

H1c: Originality has a positive significant influence on Purchase Intention of pre-loved luxury fashion products in Egypt.

Research Model:

The following model shows the influence of brand authenticity on purchase intention, using the dimensions, continuity, credibility, and originality.

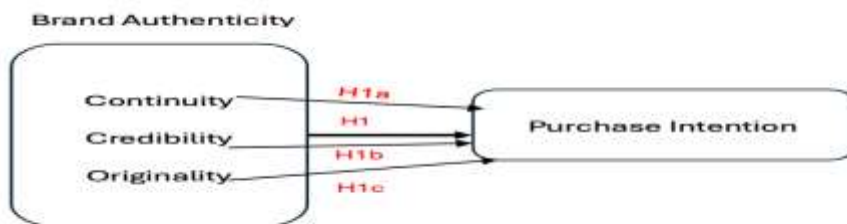


Figure 1: Proposed Research Model

Developed by the researcher.

Research Methodology

Based on the above literature review, the research design was conducted to test the research hypotheses and fill the research gap. The aim of this study is to explore the influence of brand authenticity and each of its dimensions (continuity, credibility, originality) on purchase intention of pre-loved luxury fashion products in Egypt. The quantitative research method was applied in this study to measure the relationship between each of the brand authenticity previously mentioned dimensions and purchase intention.

Data Collection Method:

Structured online questionnaire was used to gather data from customers, since this research is of a quantitative nature. Google Forms was used to create the online questionnaire. The questionnaire was then distributed through the pre-loved luxury fashion groups on Facebook and What's app. It was also disseminated physically to customers in pre-loved luxury fashion stores in Egypt, such as, Pepper's Luxury Closet and The Closet.

Sampling Design:

Egyptian customers of pre-loved luxury fashion products are the target population of this study. Pre-loved luxury fashion buyers are the sampling unit used in the study. The target population included males and females whose ages start from 18 years old and higher. This age range was chosen as according to Hundredx (2023) the strongest intention to purchase luxury fashion products was found among buyers whose ages range from 18 to 29 years old. Moreover, Statista (2024) affirmed that around 50.5% of buyers of luxury fashion products, their ages are from 40 years old and higher.

Almaiah et al., (2020) stated that the sample size is determined according to the population of the study. Since the population of this research exceeds the 100,000 customers, therefore, a suitable, estimated sample size for the study is around 300 respondents. Past academics indicated that a representative sample size ranges from 300 to 500 respondents (Memon et al., 2020). That is why, the researcher disseminated the questionnaire on 373 respondents. 301 respondents supported that they purchase preloved luxury fashion products. Nevertheless, 72 respondents confirmed that they do not purchase preloved luxury.

This research relied on the convenience and purposive techniques of sampling. Purposive technique of sampling is utilised when the sample is chosen based on specific criteria

(Friday & Leah, 2024; Mulisa, 2022). Moreover, convenience sampling is when the sample is chosen based on the availability of respondents during the time of disseminating the questionnaire (Golzar & Tajik, 2022; Scholtz, 2021). Since the sample of this study is the pre-loved luxury fashion customers in Egypt, therefore, the sample is only available in specific places. The sample is likely to be only available on social media through the preloved luxury fashion groups. They are also likely to only be available in offline locations targeting A class consumers. That is why, the research utilised the purposive sampling technique. Moreover, the researcher needed the respondents to be reachable while disseminating the questionnaire. Thus, both sampling techniques were utilised in this study.

Measurement and Scaling:

12 items were utilised to measure brand authenticity, in terms of the dimensions' continuity, credibility and originality. 5-point Likert scale that ranges from 1= strongly disagree to 5= strongly agree was used. The scale items were adapted from Bruhn et al., (2012) and Portal et al., (2019). The scales were selected in this study as their items are highly reliable. 3 items were utilised to measure purchase intention. The scale items were adapted from Becerra and Badrinarayanan (2013). 5-point Likert scale that ranges from 1=strongly disagree to 5=strongly agree was used.

Data Analysis and Results

Descriptive Analysis:

Demographics Analysis:

Variable	Frequency	Percentage
Gender		
female	281	93.4%
male	20	6.6%
Age		
from 18 to 22	33	11%
from 23 to 27	45	15%
from 28 to 32	39	13%
from 33 to 37	48	15.9%
from 38 to 42	36	12%
more than 42	100	33.1%
Educational Level		
high school	8	2.7%
bachelor's degree	182	60.5%
master's degree	88	29.2%
PhD	12	4%
associate professor	4	1.3%
professor	7	2.3%
Monthly Income		
less than EGP 3000	6	2%
from EGP 3000 to EGP 7000	24	8%
from EGP 7001 to EGP 15000	39	13%
from EGP 15001 to EGP 25000	48	15.9%
more than EGP 25000	93	30.9%
prefer not to answer	91	30.2%

Table 1: Description of demographic characteristics among survey participants (n=301)

Table (1) illustrates the demographics analysis of consumers who purchase pre-loved luxury fashion goods. According to table

(1), the female respondents represent 93% of the total number of respondents, while the males represent only 7%. The ages of respondents who purchase pre-loved luxury fashion products varied, where the respondents whose ages are from 18 to 22 years old represent 11%. Participants whose ages are from 23 to 27 years old represent 15%, while 13% of participants are from 28 to 32 years old. Moreover, 16% of participants their ages are from 33 to 37 years old, whereas the respondents whose ages range from 38 to 42 years old represent 12%. All the respondents whose ages are more than 42 years old represent 33%.

The educational level is shown in table (1). 61% of the respondents have a bachelor's degree, master's degree holders represent 29%, PhD holders represent 4%. Associate professors represent 1% while professors represent 2%. Respondents who have high school level of education represent 3%.

The monthly income of participants is also shown in table (1) where participants who earn less than EGP 3000 are 2%. Respondents who earn between EGP 3000 and EGP 7000 represent 8%. Those who earn between EGP 7001 and EGP 15000 are 13%. 16% of the participants earn between EGP 15001 and EGP 25000. Respondents earning more than EGP 25000 represent 31% and 30% of the participants preferred not to disclose information about their monthly income.

Reliability and Validity Analysis:

Constructs	Number of Statements	Cronbach's Alpha	Composite Reliability	AVE	Item	Loading
Continuity	4	0.799	0.698	0.627	Continuity1	0.763
					Continuity2	0.802
					Continuity3	0.848
					Continuity4	0.749
Credibility	4	0.713	0.583	0.548	Credibility1	0.795
					Credibility2	0.795
					Credibility3	0.599
					Credibility4	0.812
Originality	4	0.705	0.574	0.564	Orginality1	0.803
					Orginality2	0.531
					Orginality3	0.816
					Orginality4	0.813
Purchase Intention	3	0.810	0.686	0.729	PI1	0.899
					PI2	0.780
					PI3	0.878

Table 1: Reliability and validity of the questionnaire in each category by using Cronbach's Alpha coefficient

As illustrated in table (2) Cronbach's Alpha and Composite Reliability were utilised to identify the internal consistency and reliability of the items in the study. The Cronbach's Alpha values range between 0.705 to 0.810 for all the variables in the study, which shows the research statements are highly reliable, as it surpassed 0.7. The composite reliability values range between 0.574 to 0.698 which is above 0.50 indicating the internal consistency of the model. The internal validity of the items was examined using Confirmatory Factor Analysis (CFA). As shown in table (2), all the loadings are

between 0.531 to 0.899. Thus, since all the loadings are higher than 0.50, therefore, the constructs are explained by their respective items by 50% or more, indicating high internal validity of the questionnaire items. Additionally, all the AVE values range between 0.548 to 0.729 indicating that for each variable in the model, the items explain 50% or more of this variable. It also means that there are minimal percentages of errors in all variables. Thus, all the AVE values demonstrate high internal validity of the measured items.

Descriptive Statistics of constructs and Statement Items:

	Minimum	Maximum	Mean	Standard Deviation
Brand Authenticity	1	5	3.93	0.54
Continuity	1	5	3.9352	0.69339
The brand is consistent over time	1	5	3.98	0.881
The brand commits to its heritage	1	5	3.95	0.831
The brand offers continuity	1	5	3.94	0.877
The brand has a clear concept that it pursues	1	5	3.87	0.92
Credibility	2	5	3.8738	0.60574
My experience with the brand has shown me that it keeps its promises	1	5	3.95	0.833
The brand is dishonest	1	5	4.0764	0.83515
The brand's promises are credible	1	5	3.83	0.705
The brand will not betray me	1	5	3.64	0.919
Originality	2	5	3.9875	0.65196
The brand clearly distinguishes itself from other brands	1	5	4.09	0.851
The brand does not stand out from other brands	1	5	3.6379	1.10684
The brand is unique	1	5	4.07	0.825
The brand makes a genuine impression	1	5	4.15	0.756
Purchase Intention	1	5	3.8372	0.79284
In the near future, I would probably buy the brand	1	5	3.93	0.906
I do not intend to buy the product made by the brand in the near future	1	5	3.7674	0.97591
In the near future, I would plan to buy the brand	1	5	3.82	0.911

Table 3: Descriptive Statistics for research constructs (n=301)

* Reversed Statement

As shown in table (3), the mean value of brand authenticity is 3.93; approximately 4. This infers that the respondents agree to the statements of brand authenticity. The mean value of the brand authenticity dimensions, continuity, credibility and originality are 3.9352; 3.8738; 3.9875, respectively which indicates that the participants support the statements related to the above-mentioned dimensions. Table (3) also shows the mean value of purchase intention, which is 3.8372, approximately 4. This indicates that the respondents support that the dimensions of brand authenticity significantly influence purchase intention.

Normality Test:

	Kolmogorov Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Independent Variables						
Brand Authenticity Dimensions						
Brand Authenticity	0.124	301	0.000	0.95	301	0.000
Continuity	0.142	301	0.000	0.922	301	0.000
Credibility	0.114	301	0.000	0.969	301	0.000
Originality	0.117	301	0.000	0.959	301	0.000
Dependent Variable						
Purchase Intention	0.199	301	0.000	0.929	301	0.000

Table 4: Normality Tests

Table (4) demonstrates the results of the Kolmogorov Smirnov and Shapiro-Wilk normality tests. Since the significance level of all the variables in the model is 0.000 which is lower than 0.05, therefore, the variables demonstrated in the model are

not normally distributed. Nevertheless, according to Bougie & Sekaran (2020) the sample size of a research study that range between 30 to 50 participants can conduct parametric tests especially in multivariate research.

Correlation Test:

	Continuity	Credibility	Originality	Brand Authenticity	Purchase Intention
Continuity	1				
Credibility	0.587**	1			
Originality	0.487**	0.525**	0.751		
Brand Authenticity	0.8439**	0.8370**	0.8077**	1	
Purchase Intention	0.387**	0.511**	0.510**	0.563**	1

Table 5: Pearson's Correlation Coefficients

The Pearson's Correlation Coefficients for the variables are illustrated in table (5). As shown in the table, there is a positive moderate relationship between the continuity and the purchase intention, since the value of significance is less than 0.05, which infers that when the continuity increases, the purchase intention increases by 0.387. There is also a positive moderate relationship between the credibility and the purchase intention, since the value of significance is less than 0.05, which infers that when the credibility increases, the purchase intention increases by 0.511. Table (5) also shows the positive moderate relationship between the originality and the purchase intention, since the value of

significance is less than 0.05, which infers that when the originality increases, the purchase intention increases by 0.510. Additionally, there is a positive moderate relationship between the brand authenticity and purchase intention, since the value of significance is less than 0.05, which infers that when the brand authenticity increases, the purchase intention increases by 0.563.

Structural Equation Modelling:

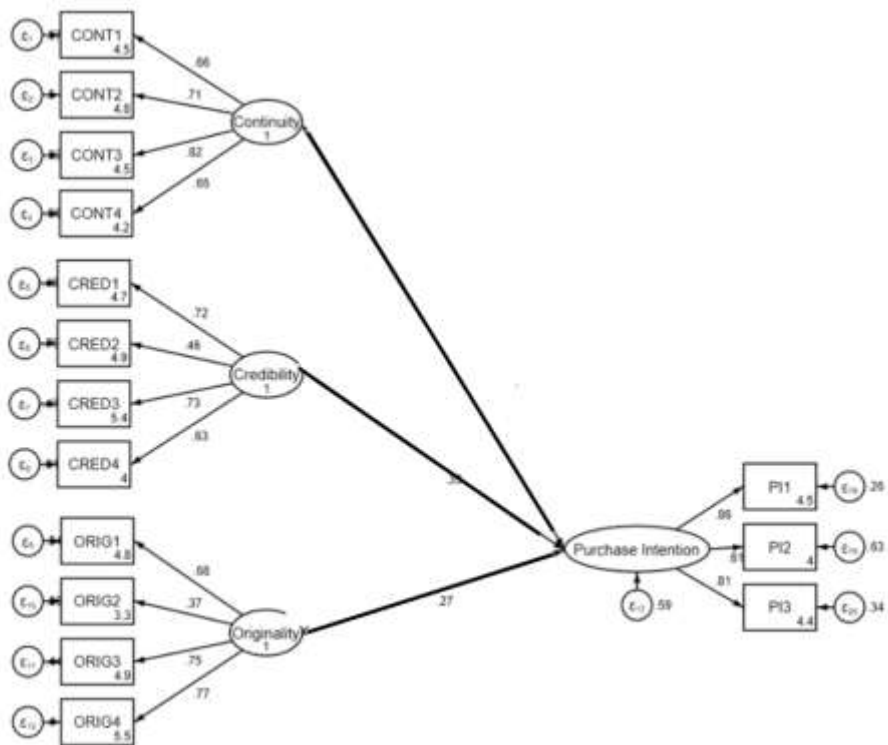


Figure 2: Path Diagram

Structural Equation Modelling was used in this study to examine the structural relationship between the variables (Wang & Rhemtulla, 2021). The paths' significance is determined according to the p-values whereas the paths effect is identified according to the regression coefficient. The software packages utilised are SPSSv26 and R Studio. As demonstrated in figure (2), the structural equation model of the research involved the brand authenticity dimensions (continuity, credibility, originality) represented as the independent variables and the purchase intention represented as the dependent variable. This study utilised the path analysis to evaluate the coefficients and significance of each path.

Structural Path	Path Coefficient	C.R (t-value)	Sig.	Acceptance/Rejection
Purchase Intention ← Continuity	-0.036	-0.48	ns	Rejected
Purchase Intention ← Credibility	0.123	0.99	ns	Rejected
Purchase Intention ← Originality	0.273	3.41	***	Accepted
Notes: (***) means that the variable is significantly different from zero at the 0.001 level (two-tailed), (**) means that the variable is significantly different from zero at the 0.01 level (two-tailed), (*) means that the variable is significantly different from zero at the 0.05 level (two-tailed), (ns) means that the variable is not significant.				

Table 6: Path Coefficients and Significances

Figure (2) and table (6) show path coefficients of the first structural equation model. As shown in the table, the findings support H1c, whereas H1a and H1b are rejected. This infers that neither the continuity nor the credibility influences the purchase intention. However, the results prove that originality dimension influences the purchase intention. This means that when the originality of a brand increases, the intention to purchase increases.

Goodness – of – Fit:

Indices	Abbreviation	Recommended Criteria	Results	conclusion
Chi-Square	χ^2	P-value > 0.05	540.80	Not Good Fit
Degree of Freedom			128	
P-value			0.000	
Normed Chi-Square	$\frac{\chi^2}{DF}$	$1 < \frac{\chi^2}{DF} < 5$	4.225	Good Fit
RMSEA	Root Mean Square Error of Approximation	< 0.05 Good Fit < 0.08 Acceptable Fit	0.076	Good Fit
NFI	Normed Fit Index	> 0.90	0.920	Good Fit
RFI	Relative Fit Index	> 0.90	0.987	Good Fit
IFI	Incremental Fit Index	> 0.90	0.980	Good Fit
TLI	Tucker-Lewis Index	> 0.90	0.951	Good Fit
CFI	Comparative Fit Index	> 0.90	0.993	Good Fit

Table 7: Goodness of fit indices

According to Table (7) the value of Chi-square is 540.80 with 128 degrees of freedom. Since the Chi-square is significant, therefore, the model is not good fit. Nevertheless, a previous study indicated that the Chi-Square test is biased due to the large sample size (Peugh & Feldon, 2020). That is why, other fit indices are

utilised to minimize the bias and ensure accurate results. The other fit indices used show that the model is an acceptable fit.

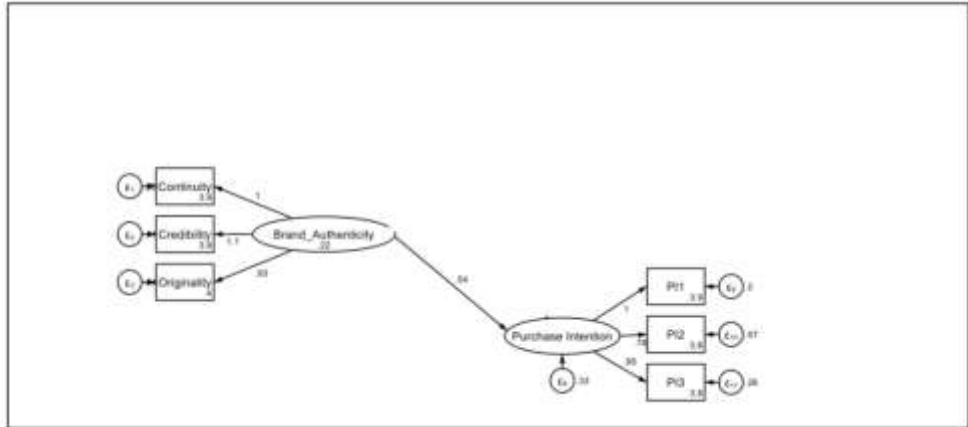


Figure 3: Path Diagram

The second Structural Equation model show the total brand authenticity as the independent variable, and the purchase intention as the dependent variable.

Structural Path	Path Coefficient	C.R (t-value)	Sig.	Acceptance/Rejection
Purchase Intention ← Brand Authenticity	0.542	2.57	***	Accepted
Notes: (***) means that the variable is significantly different from zero at the 0.001 level (two-tailed), (**) means that the variable is significantly different from zero at the 0.01 level (two-tailed), (*) means that the variable is significantly different from zero at the 0.05 level (two-tailed), (ns) means that the variable is not significant.				

Table 8: Path Coefficients and Significances

Figure (3) and table (8) show the path coefficients of the

second structural equation model. As shown in the above table, the findings support H1, which means that brand authenticity has a significant positive influence on purchase intention. Thus, higher levels of purchase intention is derived from the extent to which a brand is authentic.

Goodness – of – Fit:

Indices	Abbreviation	Recommended Criteria	Results	conclusion
Chi-Square	χ^2	P-value > 0.05	82.624	Not Good Fit
Degree of Freedom			24	
P-value			0.000	
Normed Chi-Square	$\frac{\chi^2}{DF}$	$1 < \frac{\chi^2}{DF} < 5$	3.44	Good Fit
RMSEA	Root Mean Square Error of Approximation	< 0.05 Good Fit < 0.08 Acceptable Fit	0.048	Good Fit
NFI	Normed Fit Index	> 0.90	0.959	Good Fit
RFI	Relative fit Index	> 0.90	0.938	Good Fit
IFI	Incremental fit Index	> 0.90	0.972	Good Fit
TLI	Tucker-Lewis Index	> 0.90	0.961	Good Fit
CFI	Comparative Fit Index	> 0.90	0.973	Good Fit

Table 9: Goodness of Fit Indices

According to Table (9) the value of Chi-square is 82.624 with 24 degrees of freedom. Since the Chi-square is significant, therefore, the model is not good fit. Nevertheless, a previous study indicated that the Chi-Square test is biased due to the large sample size (Peugh & Feldon, 2020). That is why, other fit indices are utilised to minimize the bias and ensure accurate results. The other fit indices used show that the model is an acceptable fit.

Discussion and Conclusion:

This paper aims to explore the influence of brand authenticity and each of its dimensions on purchase intention of pre-loved luxury fashion products in Egypt. Thus, this section provides discussion of the research results, and an interpretation of the findings. Findings of this study supported H1, indicating that brand authenticity significantly influences purchase intention of Egyptian consumers in the pre-loved luxury fashion context. Previous scholars supported the above results, stating the significance of brand authenticity in enhancing purchase intention (Das & Sivapalan, 2022; Kim H. S., 2022; Kim & Yoon, 2020). The study of Das & Sivapalan (2022) supported the above results, stating that brand authenticity has “an instrumental role” in enhancing the purchase intention. This study also declared that originality and uniqueness are one of the aspects for which consumers seek authentic pre-loved luxury items. The explanation for seeking authentic pre-loved luxury items in terms of its originality is that consumers would like to enhance their self-esteem. Since the feeling of uniqueness associated with the products is transferred to the customers, making them feel unique. They use these products as communication cues to the society. The research results also revealed that continuity does not influence purchase intention of pre-loved luxury fashion items. This means that although stability and maintaining the heritage is importance, however, it

is not necessary for consumers to perceive the brand as authentic. These results contradict with El-Naghi & Elsetouhi (2023) who declared that continuity affects purchase intention.

The study also found that credibility does not affect purchase intention of pre-loved luxury fashion products. This shows that other dimensions of brand authenticity may be of more significance for buyers to increase the perceived brand authenticity. This finding is related more to the culture of Egyptian consumers. As purchasing mirror copy fashion items for a reduced price is accepted among Egypt consumers, which is the reason that credibility does not influence the intention to purchase pre-loved luxury products (AboElsoud & Seiregb, 2020; Garas, Mahran, & Mohamed, 2023). This contradicts the results of El-Naghi & Elsetouhi (2023) who found that credibility positively impacts purchase intention.

The research findings also revealed that originality positively influences purchase intention, which is in line with past research (Tho, 2023). Originality was found to have the strongest influence on purchasing intention in comparison to other dimensions. As by manifesting brand stories that focus on uniqueness and highlights the brand's prestigious identity, the customers' who aim to show the brand's prestigious identity as theirs will have increased intention to purchase. In conclusion, to increase the purchasing intention of Egyptian pre-loved luxury consumers, the products must be authentic in terms of the

uniqueness and originality. These results align with multiple previous research (Hsu, 2019; Matthews et al., 2020; Wijerathna & Wijesundara, 2022). Additionally, the characteristics of the pre-loved luxury fashion Egyptian buyer are confirmed according to this study to be mostly females, more than 42 years old, with a bachelor's degree and a monthly income of more than EGP 25000. The above discovered characteristics are crucial to be used by luxury practitioners who operate in the Egyptian market.

Policy Implications

Theoretical Implications:

Since there is minimal literature that tackles luxury in Egypt, this study contributes to the Egyptian literature tackling the luxury Egyptian market. Also, other academics may utilise this research model for further assessments.

Practical Implications:

Companies may use this research to gain insights about the characteristics of pre-loved luxury fashion buyers in Egypt. These insights may be used by companies to plan communication strategies accordingly. The characteristics may also be used in targeting options for social media ads. Social media may be used to show the brand's authenticity in terms of originality (Bargoni et al., 2023).

Limitations and Suggestions for Future Research:

Limitations:

This research did not have a specified gender or age category. The researcher had difficulty reaching the sample, since the sample

of the Egyptian pre-loved luxury fashion buyers is scarce in Egypt which consumed from the time of conducting this research.

Suggestions for Future Research:

Future research may include adding culture as a mediator to the research model. As different cultures will provide deeper insights about the topic. Also, the model may be examined in other research fields other than pre-loved luxury fashion.

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