



The Effect of Authenticity and Creativity in Advertising: How Digital Advertisements Shape Perceived Brand Authenticity and Brand Image¹

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Received: 28 February 2026

Accepted: 30 May 2026

DOI: <https://doi.org/10.32479/irmm.24038>

ABSTRACT

This study examined the effects of advertising creativity and authenticity in digital advertisements on perceived brand authenticity and brand image within the framework of Attribution Theory. These variables, which have mostly been addressed separately in the literature, were tested using a holistic model to; reveal the impact of the creative and authentic characteristics of advertising on consumers' brand evaluations. The research was designed using a quantitative method; data were collected through an online survey from 321 consumers in Türkiye who were exposed to digital advertisement. The proposed hypotheses were tested by using Structural Equation Modeling (SEM). These findings indicate that advertising creativity positively affects advertising authenticity. Advertising authenticity significantly and positively influences both perceived brand authenticity and brand image; emerges as the strongest direct determinant of brand image. In contrast, the direct effects of advertising creativity and perceived brand authenticity on brand image were not significant. This study integrates the fragmented approach in digital advertising literature by examining advertising creativity and authenticity within a single model. These findings demonstrate that advertising authenticity plays a prominent role in the formation of brand image, whereas creativity indirectly supports this process. In this respect, the research offers a strategic contribution by showing that, in digital media, brand image may be shaped not by abstract and general brand evaluations; but by the creative and authentic qualities of the advertisement directly experienced by the consumer.

Keywords: Advertising Authenticity, Advertising Creativity, Brand Authenticity, Brand Image, Attribution Theory, Digital Advertising

JEL Classifications: M31, M37, D91

1. INTRODUCTION

In the face of changing market conditions, intense competition, and rising consumer awareness, the question "How do creativity and authentic of advertisements influence consumers' perceptions of brands?" is critical. As product-based differentiation becomes

increasingly difficult, brands must move beyond merely attracting attention and instead build emotional and cognitive connections through authentic stories, visual elements, and value-based messages. The proliferation of similar content, particularly in digital media, raises concerns about distinctiveness and credibility, making authentic and consistent communication a holistic necessity for brands.

Perceived brand authenticity refers to the extent to which consumers evaluate a brand as genuine, sincere, consistent, and distinctive. It significantly shapes consumers' attitudes toward the brand, as well as their trust and loyalty intentions (Beverland, 2009; Bruhn et al., 2012; Napoli et al., 2014; Demirel and Yıldız,

¹ This article was derived from the master's thesis titled 'The Effect of Creativity and Authenticity in Digital Advertising: A Study on Brand Authenticity Perception and Brand Image,' completed at Pamukkale University in January 2026.

2015). Brands perceived as authentic tend to establish stronger trust-based relationships with consumers, such trust plays a decisive role in fostering brand loyalty (Portal et al., 2018; Durmaz and Dağ, 2018; Toft et al., 2020). In this context, perceived brand authenticity, which creates favorable impressions in consumer's minds (Rodrigues et al., 2022), is considered a key driver of a strong brand image (Bruhn et al., 2012).

Brand image plays a fundamental role in a brand's market positioning and is largely shaped through advertising (Uztuğ, 2003; Tosun et al., 2018). The rapid transformation of digital advertising exposes consumers to numerous advertisements daily, intensifying the need for differentiated content. Authentic advertisements are shown to strengthen brand attitudes and trust while reducing skepticism (Darke and Ritchie, 2007; Shoenberger et al., 2020). However, findings on the definition, dimensions, and brand-related outcomes of advertising authenticity remain limited and fragmented (Beverland et al., 2008, Becker, 2017).

Advertising effectiveness depends not only on authenticity but also on creativity. Advertising creativity is regarded as a key communication strategy with the potential to capture attention, enhance message recall, and shape brand perceptions (Reinartz and Saffert, 2013; Arens and Weigold, 2016). Creative advertisements are encoded as authentic representations of a brand's essence and values, supporting inferences about brand sincerity. Thus, advertising creativity functions not merely as an aesthetic element but also as evidence of a brand's sincerity and the authenticity of its value propositions (Reinartz and Saffert, 2013).

The power of digital advertising to build this perception is directly linked to the attributes consumers assign to the ad. At this point, Attribution Theory provides a strong framework for understanding the cognitive processes consumer use when evaluating advertising messages (Kelley and Michela, 1980). When assessing advertising strategies, consumers draw inferences about a brand's intentions based on the perceived creativity and authenticity of the ad. Perceiving an advertisement as creative and authentic strengthens attributions of intrinsic and sincere motives, thereby positively influencing perceived brand authenticity and brand image (Yang et al., 2023).

A review of the literature shows that advertising creativity, advertising authenticity, perceived brand authenticity, and brand image are typically examined independently or in a fragmented manner. Thus, the limited number of studies integrating these variables into a holistic structural model within the context of digital advertising points to a significant research gap. Although creativity and authenticity are key drivers of digital advertising effectiveness, how they jointly transform consumer perceptions on the path to brand image remains unclear. Drawing on Attribution Theory, this study analyzes the relationship between creativity and authenticity in digital advertising and examines how consumers' attributions of these elements affect perceived brand authenticity and brand image. The findings contribute theoretically to the literature and offer practical guidance for marketing professionals in developing digital advertising strategies.

2. LITERATURE REVIEW

2.1. Advertising Creativity

In highly competitive markets, capturing attention depends on the developing distinctive and effective communication strategies. In this context, advertising creativity is considered a key element in building strong and meaningful connections with target audiences. It is defined as a strategic communication process involving the development of authentic, attention-grabbing, and memorable messages (El-Murad and West, 2004; Tosun et al., 2018; Topal, 2022).

The literature commonly associates advertising creativity with difference, novelty, and authenticity. An advertisement's ability to differentiate itself from others in the same product category (Smith and Yang, 2004) and generate strong cognitive associations are central indicators of creativity (Reinartz and Saffert, 2013). Creative advertisements enhance attention and recall, fostering favorable attitudes (Pieters et al., 2002; Arens and Weigold, 2016), while also strengthening perceived value and brand awareness (Ergüven, 2010; Rosengren, 2020; Bostancı, 2023).

Within this framework, authenticity requires distinct conceptual consideration as a core component of advertising creativity that shapes consumer perceptions.

2.2. Advertising Authenticity

The growing intensity of digital advertising has strengthened consumers' expectations of honesty and authenticity (Ndasi and Akcay, 2020; Shoenberger et al., 2020). Although advertising authenticity has been conceptualized in various ways (Beverland et al., 2008; Becker, 2017; Becker et al., 2019), it is generally associated with truthfulness, accuracy, and credibility. Messages that consistently reflect the brand's real attributes reinforce perceptions of authenticity, whereas inconsistencies weaken them (Beverland et al., 2008; Miller, 2015).

As a multidimensional construct, advertising authenticity is conceptualized in this study based on Becker et al. (2019): Brand essence, brand heritage, realistic plot, and message credibility. Brand essence refers to the consistent reflection of a brand's core identity elements that distinguish it from competitors (Becker et al., 2019), and indicates the extent to which slogans, themes, and visual design remain faithful to that essence (Kelly, 1998). Brand heritage involves references to the brand's historical continuity, legacy, and cultural context (Urde et al., 2007; Beverland, 2009), fostering symbolic connections with consumers (Hakala et al., 2011; Becker et al., 2019). A realistic plot denotes the narrative's resemblance to everyday life (Stern, 1994), while message credibility reflects the extent to which claims are perceived as accurate and consistent with brand performance (MacKenzie and Lutz, 1989; Becker et al., 2019; Jiang et al., 2022).

Prior research shows that authentic advertisements strengthen brand trust and favorable brand evaluations (Anderberg and Morris, 2006; Miller, 2015; Shoenberger et al., 2020; Choi & Rifon, 2002) and reduce skepticism, thereby supporting positive brand attitudes (Darke and Ritchie, 2007; Ndasi and Akcay,

2020). In digital context, this effect is considered particularly influential in shaping consumers' inferences about a brand's authentic nature.

2.3. Creativity and Authenticity in Digital Advertising

The interactive nature of digital platforms enables consumers to engage with advertising content and communicate directly with brands (Tuten, 2008). As advertising investments shift toward these channels, social media has become a primary communication arena for brands (IAB, 2025; DataReportal, 2025). However, advanced technological editing tools may sometimes distance content from reality.

Research shows that natural, unaltered advertisements are perceived as more authentic and credible (Cornelis and Peter, 2017; Shoemberger et al., 2020), and that socially responsible practices strengthen perceptions of authenticity (Ndasi and Akcay, 2020). Digitally perceived authentic advertisements enhance evaluations of advertising value, thereby increasing ad attitudes social media engagement intentions (Jiang et al., 2022). Meanwhile, creative advertising helps brands differentiate themselves from competitors (Reinartz and Saffert, 2013; Tosun et al., 2018) and strengthen their perceived positioning (Beverland, 2009; Tosun et al., 2018).

Consistent presentation of creative and authentic content reflects a brand's unique values and fosters a more distinctive position in consumer's minds. Creative advertising has been shown to enhance brand image (Zaim, 2016; Bostancı, 2023) and increase perceived quality and brand loyalty (Bostancı, 2023). In this context, perceived creativity and authenticity in digital advertising emerge as strategic drivers not only of advertising performance but also of perceived brand authenticity and brand image. However, studies addressing these variables within an integrated framework remain limited.

2.4. Brand Authenticity

Although there is no common definition of brand authenticity, scholars concur that it is a multidimensional construct (Bruhn et al., 2012; Morhart et al., 2014; Campagna et al., 2022). Bruhn et al. (2012) conceptualize authenticity through continuity, originality, reliability, and naturalness, whereas Napoli et al. (2014) propose commitment to quality, sincerity, and heritage. These perspectives indicate that authenticity is assessed through a brand's consistency, distinctiveness, and ability to deliver on its promises.

Brand authenticity is strengthened when a brand is grounded in a clear purpose (Toft et al., 2020) and reflects this purpose consistently in its communication and behavior (Fournier and Avery, 2011). Consumers co-create brand meaning by interpreting messages through their own experiences (Brown et al., 2003). Accordingly, authenticity is a perceptual construct that varies across individual experiences and preferences (Gilmore and Pine, 2007; Bruhn et al., 2012). Consumers attribute greater value to brands they perceive as authentic (Carroll, 2015). Perceived authenticity increases purchase intention (Demirel and Yıldız, 2015; Fritz et al., 2017), strengthens brand trust and loyalty, and enhances overall brand evaluations (Beverland, 2009; Bruhn et al., 2012; Napoli et al., 2014; Demirel and Yıldız, 2015).

In today's rapidly digitalizing environment, authenticity has become a critical source of competitive advantage and a central perceptual mechanism shaping brand image (Bruhn et al., 2012; Rodrigues et al., 2022; Campagna et al., 2022).

2.5. Brand Image

Brand image refers to the set of perceptions, knowledge, and associations consumers hold about a brand (Keller, 1993; Ballantyne et al., 2006; Wijaya, 2013; Zhang, 2015) and is based more on perceptual and attitudinal evaluations than on objective attributes (Dichter, 1985). Although widely recognized as a multidimensional construct (Uztuğ, 2003; Martínez Salinas and Pérez, 2009), there is no consensus on its exact definition (Ballantyne et al., 2006; Zhang, 2015).

Brand image develops through cognitive and emotional associations formed via direct direct experiences and indirect contacts such as advertising (Kotler et al., 2006; Cho et al., 2015) and relies more on consumer perceptions than on technical features (Ak, 2009; Erdil and Uzun, 2010). A strong brand image influences brand preference and purchase decisions (Erdil and Uzun, 2012; Wijaya, 2013), strengthening loyalty or, conversely, shaping brand-switching behavior (Carsana and Jolibert, 2018; Zhang, 2015).

2.6. Attribution Theory and Advertising

Attribution Theory explains how individuals infer the causes of the events and messages they encounter (Kelley and Michela, 1980). In advertising context, consumers evaluate not only the content but also the underlying intention and motive. Inferences about whether a message reflects a brand's genuine values or merely commercial interests shape its credibility and persuasiveness (Settle and Golden, 1974). Internal attributions strengthen trust and favorable evaluations, whereas external attributions may trigger skepticism and resistance.

In this process, advertising authenticity and creativity play a critical role. Advertisements perceived as authentic and creative facilitate internal attributions, thereby enhancing positive attitudes, perceived brand authenticity and brand image (Napoli et al., 2014; Yang et al., 2023). The aesthetic and attention-grabbing aspects of creativity foster emotional bonds (Reinartz and Saffert, 2013; Fritz et al., 2017), whereas perceiving a message as purely sales-driven can weaken brand image. Consistent with Kelley and Michela's (1980) principles of consistency and distinctiveness, advertising authenticity signals sincere intent, while creativity reflects formal differentiation. Thus, attribution theory provides a suitable framework for explaining the relationships among these variables.

3. THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

3.1. Relationship Between Advertising Creativity and Advertising Authenticity

The unexpected and attention-grabbing nature of creative advertising strengthens perceptions of differentiation and distinctiveness (Reinartz and Saffert, 2013; Rosengren et al., 2020) and, through emotional responses such as surprise and curiosity,

positively influences evaluations of the advertisement, thereby fostering a stronger perception of authenticity (El-Murad and West, 2004; Reinartz and Saffert, 2013). Within the framework of attribution theory, consumers interpret advertising creativity as a cue regarding the brand's intent and effort (Kelley, 1973); this process may lead the advertisement to be perceived not as a routine persuasive attempt but as a sincere expression of the brand. In this context, perceived creativity is expected to enhance perceived advertising authenticity. Particularly in digitally cluttered environments, creative advertising may weaken defensive reactions and increase perceived genuineness (Reinartz and Saffert, 2013). However, studies directly examining the effect of perceived creativity on advertising authenticity remain limited (Reinartz and Saffert, 2013; Rosengren et al., 2020; Modig and Dahlén, 2020; Üstünbaş, 2023). Based on this theoretical framework, the first hypothesis of the study is formulated as follows:

- H_1 : Perceived advertising creativity positively affects advertising authenticity.

3.2. Relationship Between Advertising Creativity, Perception of Brand Authenticity and Brand Image

Consumers' evaluation of a brand as authentic is associated with its commitment to core values and consistency in its messages (Morhart et al., 2014). Creative advertising may contribute to perceiving the brand as distinctive and value-generating (Modig and Dahlén, 2020); when the advertisement is viewed as both creative and authentic, these qualities are attributed to the brand's inherent sincerity. In this context, advertising characteristics function as cues to brand identity and shape brand authenticity perceptions (Bruhn et al., 2012). Moreover, the attention-grabbing and attitude-forming capacity of creative advertising may strengthen brand associations and, consequently, brand image (Reinartz and Saffert, 2013). However, these relationships have been examined empirically to a limited extent. Accordingly, the following hypotheses are proposed:

- H_2 : Perceived advertising creativity positively affects perceived brand authenticity.
- H_3 : Perceived advertising creativity positively affects brand image.

3.3. Relationship Between Advertising Authenticity, Perception of Brand Authenticity and Brand Image

Advertisements conveying authentic, credible and sincere messages help differentiate the brand from competitors and strengthen perceived brand authenticity (Miller, 2015; Toft et al., 2020). Perceptions of advertising and brand authenticity are associated with the honesty and realism of communicated messages. Consumers tend to attribute creative and authentic elements in advertising to the brand's internal characteristics. In particular, the subdimensions of advertising authenticity may lead consumers to assign internal attributes to the brand. According to attribution theory, individuals infer internal characteristics from the message features (Heider, 1958; Kelley and Michela, 1980); thus, the effect of advertising authenticity on brand authenticity perception is theoretically grounded. Becker et al. (2019) similarly report that authentic communication elements increase attributions of trust and genuineness to the brand. However, the literature generally addresses these constructs independently, and their

interrelationship has been examined only to a limited extent (Darke and Ritchie, 2007; Beverland et al., 2008; Becker et al., 2019; Jiang et al., 2022). Accordingly, the following hypotheses are proposed:

- H_4 : Advertising authenticity positively affects perceived brand authenticity.
- H_{4a} : The "brand essence" dimension of advertising authenticity positively affects perceived brand authenticity.
- H_{4b} : The "brand heritage" dimension of advertising authenticity positively affects perceived brand authenticity.
- H_{4c} : The "realistic plot" dimension of advertising authenticity positively affects perceived brand authenticity.
- H_{4d} : The "message credibility" dimension of advertising authenticity positively affects perceived brand authenticity.

Attribution theory posits that individuals develop inferences about the causes of observed events and behaviors (Heider, 1958; Kelley, 1973; Kelley and Michela, 1980). Accordingly, consumers evaluate advertising not only at the message level but also derive meanings about the brand's intent and identity from its content. Advertisements perceived as authentic may trigger internal attributions that the brand communicates in a consistent, sincere and non-manipulative manner. Such attributions can influence both perceived brand authenticity and overall brand associations held by consumers. Considering that brand image represents the totality of brand associations (Keller, 1993) and that advertising plays a central role in shaping these associations (Stern, 1994), the impact of advertising authenticity on brand image can be theoretically grounded. Although limited empirical evidence suggests that authentic advertising contributes to positioning the brand as trustworthy and distinctive (Miller, 2015; Shoenberger et al., 2020; Toft et al., 2020), systematic examination of this relationship remains relatively scarce (Darke and Ritchie, 2007; Jiang et al., 2022). Based on this framework, the following hypothesis is proposed:

- H_5 : Advertising authenticity positively affects brand image.

3.4. Relationship Between Perception of Brand Authenticity and Brand Image

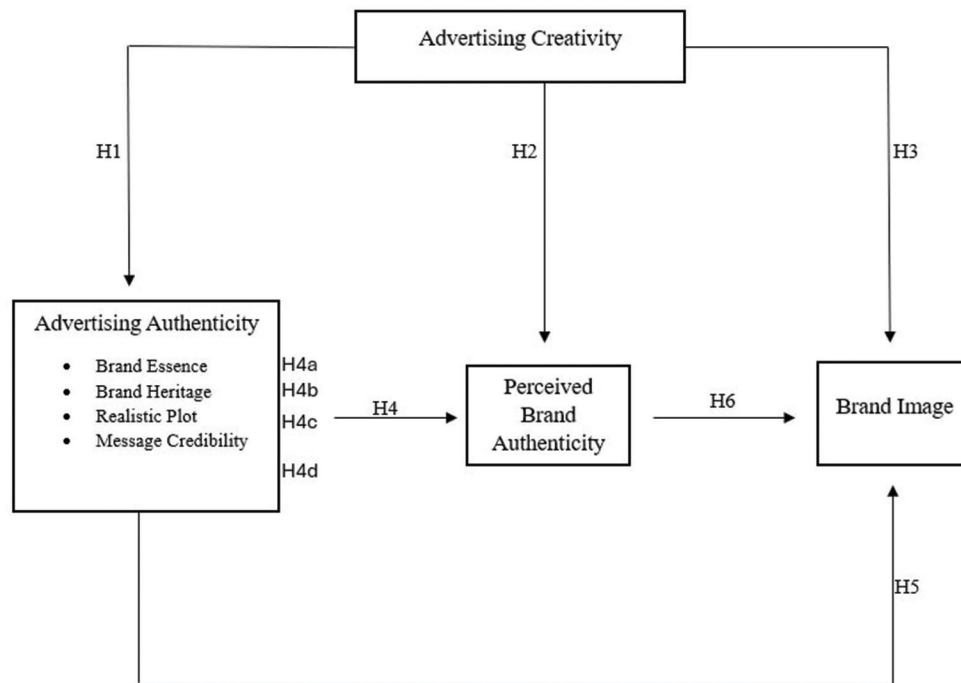
Several studies report a strong and positive relationship between perceived brand authenticity and brand image (Bruhn et al., 2012; Rodrigues et al., 2022; Ligaraba et al., 2024). Brand authenticity facilitates emotional bonding by enabling the brand to be perceived as consistent and sincere (Fritz et al., 2017; Mayda, 2021), and this bond plays a key role in shaping brand image as the overall set of associations. From an attribution theory perspective, consumers attribute authenticity cues to the brand's internal characteristics; these cognitive and affective attributions reinforce perceptions of trustworthiness and sincerity, thereby enhancing brand image. Accordingly, perceived brand authenticity is theoretically expected to exert a direct effect on brand image. Based on this reasoning, the following hypothesis is proposed:

- H_6 : Brand authenticity positively affects brand image.

Figure 1, presents the proposed research model.

4. METHODOLOGY

This study, which aims to examine the effects of perceived advertising creativity and advertising authenticity in digital

Figure 1: The relation among the variables

advertisements on perceived brand authenticity and brand image, was designed within the framework of a quantitative research approach using a survey research model.

4.1. Sample Size

The data were collected from 334 participants aged 18 and over in Türkiye who use digital media and are exposed to digital advertisements, employing a convenience sampling method. After excluding incomplete or incorrectly responses, 321 valid questionnaires were included in the analyses. The resulting sample size meets the participant to item ratio threshold recommended in the literature for Structural Equation Modeling (SEM) (at least 5:1 or 10:1) (Hair et al., 2019).

4.2. Measurement Instruments and Scale Description

In constructing the questionnaire, the items measuring the study variables were adapted entirely from previously developed scales whose validity and reliability have been extensively tested in prior research (Table 1). The scales were used with permission obtained from the respective authors. During the Turkish adaptation process, professional translation support was sought, and the suitability of the items to the digital advertising context was evaluated through expert review. The questionnaire consisted of 45 items, which were assessed using five-point Likert-type scale (1 = Strongly Disagree; 5 = Strongly Agree) to determine respondents' levels of agreement. Prior to the main data collection, a pilot study was conducted with 109 participants. The Cronbach's alpha coefficients ranged between 0.895 and 0.968, indicating that all scales demonstrated high internal consistency (Nunnally and Bernstein, 1994).

The study was conducted with the approval of the Pamukkale University Social and Human Sciences Research and Publication Ethics Committee. Prior to the survey, participants were informed

Table 1: Source of measuring instrument

Variables	Sources	Items number
Advertising creativity	Reinartz and Saffert (2013)	4
Advertising authenticity	Becker et al. (2019)	
Brand essence		5
Brand heritage		5
Realistic plot		6
Message credibility		3
Brand authenticity	Bruhn et al. (2012)	11
Brand image	Martínez-Salinas & Pina-Pérez (2009)	8
Total		45

about the purpose and scope of the research. It was clearly stated that no personal data would be collected and that the questionnaire items did not have right or wrong answers; participation was entirely voluntary, and the survey was not administered to individuals who did not provide consent. The online survey link was disseminated through social media and digital channels during the August-September 2025 period. This data collection approach aimed to reflect the profile of digital media users in Türkiye and is consistent with similar studies reported in the literature (Bostancı, 2023; Suo and Huang, 2025).

Following the pilot study, the questionnaire consisted of two sections. The first section included items measuring perceived advertising creativity, advertising authenticity (brand essence, brand heritage, advertising story, and advertising message subdimensions), perceived brand authenticity, and brand image. The second section contained demographic questions on age, gender, and education level. The data collection instrument comprised 45 items in total, and the number of items per construct is presented in Table 1. Before responding, participants were asked to evaluate a digital advertisement and brand they personally considered creative and authentic.

4.3. Data Analyses

A multi-step approach was employed in the data analysis. First, the suitability of the data for factor analysis was assessed using the Kaiser-Meyer-Olkin coefficient ($KMO > 0.70$) and Barlett’s Test of Sphericity ($P < 0.05$) (Hair et al., 2019). Exploratory Factor Analysis (EFA) was then conducted to identify the factor structure of the scales within the Turkiye sample and digital advertising context; items with loadings below 0.50 or exhibiting cross-loadings were removed to ensure conceptual consistency (Fabrigar and Wegener, 2012; Hair et al., 2019). Internal consistency was evaluated using Cronbach’s alpha, with values above 0.70 considered acceptable (Nunnally and Bernstein, 1994).

Confirmatory Factor Analysis (CFA) was performed to test the fit of the theoretical model, and model fit was assessed using χ^2/df , CFI, TLI, RMSEA and SRMR indices (Kline, 2016). To establish construct validity, Composite Reliability (CR) and Average Variance Extracted (AVE) were calculated, adopting thresholds of $CR > 0.70$ and $AVE > 0.50$ (Fornell and Larcker, 1981). The research hypotheses were tested using Structural Equation Modeling (SEM).

5. RESULTS

In the study, demographic variables were first examined to describe the characteristics of the sample. The data pertaining to the participants are presented in Table 2.

According to the findings, 67.6% of the participants were female and 43.9% were between the ages of 25 and 34. In terms of educational background, 56.4% of the respondents were identified as holding a bachelor’s degree.

5.1. Findings on the Construct Validity and Reliability of the Scale

To determine the dimensional structure of the scales used in the study, Exploratory Factor Analysis (EFA) was conducted for four variables, and both sample adequacy and scale reliability were assessed. The result obtained from the analyses are presented in Tables 3 and 4.

According to the findings, the KMO values are within acceptable thresholds and Bartlett’s Test of Sphericity is significant (Table 3).

Table 2: Demographics of the participants

Variable	n	%
Gender		
Female	217	67.6
Male	103	32.1
Age		
18-24	115	35.8
25-34	141	43.9
35-44	46	14.3
45-54	19	5.9
Education		
Primary education	1	0.3
High school	24	7.5
Associate degree	21	6.5
Bachelor’s degree	181	56.4
Master’s degree/PhD	93	29.1

These results indicate that the data are suitable for factor analysis (Hair et al., 2019). The factor loadings range between 0.75 and 0.91.

Table 3: EFA results for perceived brand authenticity, brand image and advertising creativity

Items	Factor loading	Explained variance (%)	Eigenvalue	Cronbach alpha
Brand authenticity				
Brand authenticity 1	0.83			
Brand authenticity 2	0.87			
Brand authenticity 3	0.76			
Brand authenticity 4	0.87			
Brand authenticity 5	0.86			
Brand authenticity 6	0.84	73.11	8.04	0.96
Brand authenticity 7	0.89			
Brand authenticity 8	0.89			
Brand authenticity 9	0.84			
Brand authenticity 10	0.89			
Brand authenticity 11	0.83			
KMO=0.94 Bartlett’s=3831,15 P=0.000				
Brand image				
Brand image 1	0.87			
Brand image 2	0.82			
Brand image 3	0.85			
Brand image 4	0.89	74.88	5.99	0.95
Brand image 5	0.88			
Brand image 6	0.91			
Brand image 7	0.91			
Brand image 8	0.75			
KMO=0.93 Bartlett’s=2442,236 P=0.000				
Advertising creativity				
Creativity 1	0.89			
Creativity 2	0.86			
Creativity 3	0.87	77.96	3.11	0.90
Creativity 4	0.90			
KMO=0.75, Bartlett’s=952,08, P=0.000				

Table 4: EFA results for advertising authenticity

Items	Factor loading	Explained variance (%)	Eigenvalue	Cronbach alpha
Advertising authenticity				
Brand essence				
Brand essence 1	0.76	23.69	1.10	0.96
Brand essence 2	0.80			
Brand essence 3	0.82			
Brand essence 4	0.79			
Brand essence 5	0.71			
Brand heritage				
Brand heritage 1	0.72	23.88	11.81	0.95
Brand heritage 2	0.79			
Brand heritage 3	0.77			
Brand heritage 4	0.84			
Brand heritage 5	0.80			
Realistic plot				
Advertising story 1	0.82	23.75	1.67	0.92
Advertising story 2	0.80			
Advertising story 3	0.72			
Advertising story 5	0.79			
Advertising story 6	0.82			
Message credibility				
Advertising message 1	0.67	13.47	0.66	0.89
Advertising message 2	0.76			
Advertising message 3	0.73			
KMO=0.95, Bartlett’s=7031,81, P=0.000				

Table 5: CFA results for perceived brand authenticity, brand image and advertising creativity

Variables		Standardized coefficients	Error variance	t value	P-value	Adjusted R ²
Perception of brand authenticity (Cronbach alpha 0.963)						
Brand authenticity 1	← Perception of brand authenticity	0.85	0.06	17,286	***	0.72
Brand authenticity 2	← Perception of brand authenticity	0.89	0.05	18,421	***	0.79
Brand authenticity 3	← Perception of brand authenticity	0.75	0.06	14,82	***	0.56
Brand authenticity 4	← Perception of brand authenticity	0.90	0.05	18,883	***	0.81
Brand authenticity 5	← Perception of brand authenticity	0.77	0.06	15,401	***	0.60
Brand authenticity 6	← Perception of brand authenticity	0.74	0.06	14,44	***	0.54
Brand authenticity 7	← Perception of brand authenticity	0.80	0.06	16,127	***	0.65
Brand authenticity 8	← Perception of brand authenticity	0.81	0.06	16,436	***	0.66
Brand authenticity 9	← Perception of brand authenticity	0.79	0.05	18,597	***	0.62
Brand authenticity 10	← Perception of brand authenticity	0.85	0.04	23,294	***	0.72
Brand authenticity 11	← Perception of brand authenticity	0.78				0.61
Brand image (Cronbach alpha 0.951)						
Brand image 1	← Brand image	0.88	0.07	14,688	***	0.77
Brand image 2	← Brand image	0.84	0.07	14,2	***	0.71
Brand image 3	← Brand image	0.83	0.07	14,038	***	0.69
Brand image 4	← Brand image	0.89	0.08	14,922	***	0.80
Brand image 5	← Brand image	0.86	0.07	14,506	***	0.74
Brand image 6	← Brand image	0.86	0.07	14,502	***	0.74
Brand image 7	← Brand image	0.87	0.08	14,727	***	0.76
Brand image 8	← Brand image	0.68				0.47
Advertising creativity (Cronbach alpha 0.905)						
Creativity 1	← Advertising creativity	0.79	0.04	18,938	***	0.63
Creativity 2	← Advertising creativity	0.72	0.05	16,004	***	0.52
Creativity 3	← Advertising creativity	0.87	0.04	23,09	***	0.77
Creativity 4	← Advertising creativity	0.91				0.83

***P<0.001

Consistent with the original scales, the findings suggest that brand image, perceived brand authenticity, and advertising creativity exhibit strong unidimensional structures (Hair et al., 2019).

Cronbach's alpha coefficients were 0.95 for brand image, 0.96 for perceived brand authenticity, and 0.90 for advertising creativity. These values indicate acceptable reliability and internal consistency of the scales (Nunnally and Bernstein, 1994).

The KMO value for advertising authenticity exceeds acceptable thresholds, and Bartlett's Test of Sphericity is significant (Table 4), indicating the suitability of the data for factor analysis (Hair et al., 2019). The EFA results are consistent with the original scale, confirming a strong four-dimensional structure of advertising authenticity: brand essence, brand heritage, realistic plot, and message credibility (Hair et al., 2019).

Cronbach's alpha coefficients of the subdimensions range from 0.89 to 0.96. One item under the realistic plot dimension was removed due to high cross-loading. Overall, these findings indicate acceptable reliability and internal consistency of the advertising authenticity scale (Nunnally and Bernstein, 1994).

The CFA results indicate representing brand image, perceived brand authenticity, and advertising creativity load on a single latent construct, respectively (Table 5). The standardized factor loadings ranged between 0.68 and 0.91, and the corresponding t-values varied from 14.038 to 23.294, indicating that all factor loadings were statistically significant.

When the fit indices of the estimated model are examined (Table 6),

Table 6: Goodness-of-fit indices for the CFA model of perceived brand authenticity, brand image, and advertising creativity

Model fit indices	Model fit statistics	Acceptable fit thresholds
Chi-square (χ^2)	625.25	
df	212	
χ^2/df	2.94	1-5
RMSEA	0.07	$0.05 \leq RMSEA \leq 0.10$
AGFI	0.81	$0.85 \leq AGFI \leq 0.90$
GFI	0.85	$0.90 \leq GFI \leq 0.95$
CFI	0.95	$0.90 \leq CFI \leq 0.97$
NFI	0.92	$0.90 \leq NFI \leq 0.99$

Source: Schermelleh-Engel et al., 2003

the χ^2/df ratio is observed to be 2.94, which is below the recommended threshold value. The RMSEA value of 0.07 indicates an acceptable level of fit, and the CFI and NFI values exceeding the suggested cut-off criteria further demonstrate that the model exhibits a good fit (Kline, 2016). These findings confirm the factor structure of the scale and indicate consistency with the original measurement model.

When the CFA results presented in the Table 7 are examined, the structure of advertising authenticity is confirmed under four dimensions: Brand essence, brand heritage, realistic plot, and message credibility. The standardized factor loadings of the items associated with each dimension are found to be high and statistically significant. When all dimensions are evaluated collectively, the significance of the t-values and the acceptable levels of error variances indicate that the measurement model is statistically valid. Furthermore, the R² values, which are generally at moderate to high levels, demonstrate that the items are adequately explained by their respective latent constructs.

Table 7: CFA results for advertising authenticity

Variables		Standardized coefficients	Error variance	t value	P-value	Adjusted R ²
Brand Essence (Cronbach alpha 0.96)						
Brand essence 1	← Brand essence	0.90	0.03	26.805	***	0.82
Brand essence 2	← Brand essence	0.94	0.03	30.065	***	0.89
Brand essence 3	← Brand essence	0.94	0.03	30.338	***	0.89
Brand essence 4	← Brand essence	0.92	0.03	28.382	***	0.85
Brand essence 5	← Brand essence	0.90				0.82
Brand heritage (Cronbach alpha 0.95)						
Brand heritage 1	← Brand heritage	0.88	0.04	24.546	***	0.79
Brand heritage 2	← Brand heritage	0.88	0.03	24.495	***	0.78
Brand heritage 3	← Brand heritage	0.90	0.04	25.599	***	0.81
Brand heritage 4	← Brand heritage	0.85	0.03	30.772	***	0.73
Brand heritage 5	← Brand heritage	0.90				0.82
Realistic plot (Cronbach alpha 0.92)						
Advertising story 1	← Realistic plot	0.89	0.05	19.514	***	0.79
Advertising story 2	← Realistic plot	0.91	0.05	20.307	***	0.84
Advertising story 3	← Realistic plot	0.89	0.05	19.442	***	0.79
Advertising story 5	← Realistic plot	0.79	0.03	24.895	***	0.63
Advertising story 6	← Realistic plot	0.81				0.65
Message credibility (Cronbach alpha 0.89)						
Advertising message 1	← Message credibility	0.82	0.05	18.317	***	0.68
Advertising message 2	← Message credibility	0.91	0.05	21.236	***	0.83
Advertising message 3	← Message credibility	0.85				0.72

***P<0.001

Table 8: Goodness-of-fit indices for the CFA model of advertising authenticity

Model fit indices	Model fit statistics	Acceptable fit thresholds
χ^2	261.54	
df	126	
χ^2/df	2.07	1-5
RMSEA	0.05	0.05 ≤ RMSEA ≤ 0.10
AGFI	0.89	0.85 ≤ AGFI ≤ 0.90
GFI	0.92	0.90 ≤ GFI ≤ 0.95
CFI	0.98	0.90 ≤ CFI ≤ 0.97
NFI	0.96	0.90 ≤ NFI ≤ 0.99

Table 9: CR and AVE values for the scales

Variables	CR	AVE
Advertising authenticity	0.88	0.64
Advertising creativity	0.93	0.77
Brand image	0.95	0.70
Perceived brand authenticity	0.95	0.66

As presented in Table 8, the fit indices for advertising authenticity indicate that the model demonstrates an overall good and acceptable level of fit. The χ^2/df ratio of 2.07 is below the recommended threshold value, and the RMSEA value of 0.05 reflects an acceptable level of model fit. Moreover, the goodness-of-fit indices, including GFI, AGFI, CFI, and NFI, are observed to exceed the cut-off values suggested in the literature (Kline, 2016).

According to the findings regarding the convergent validity and structural reliability of the scales used in the study, all dimensions perceived advertising authenticity, perceived advertising creativity, perceived brand authenticity, and brand image exceed the critical threshold values accepted in the literature (Table 9). The fact that the CR values for all constructs are above 0.70 indicates that each construct is measured consistently by its respective items.

Table 10: Goodness-of-fit indices for the structural model

Model fit indices	Model fit statistics	Acceptable fit thresholds
χ^2	852.08	
Df	299	
χ^2/df	2.85	1-5
RMSEA	0.07	0.05 ≤ RMSEA ≤ 0.10
RMR	0.05	0.05 ≤ RMR ≤ 0.10
AGFI	0.79	0.85 ≤ AGFI ≤ 0.90
GFI	0.83	0.90 ≤ GFI ≤ 0.95
CFI	0.94	0.90 ≤ CFI ≤ 0.97
NFI	0.91	0.90 ≤ NFI ≤ 0.99

Source: Schermelleh-Engel et al., 2003

Similarly, the AVE values exceeding the 0.50 threshold for all constructs suggest that the items adequately represent their corresponding latent variables. These findings demonstrate that the internal consistency of the measurement instrument has been fully established (Fornell and Larcker, 1981).

5.2. Testing of the Research Model

Examination of the overall goodness-of-fit indices in Table 10 shows that the χ^2/df ratio of 2.85 fall within the range recommended in the literature, indicating acceptable model-data fit. The RMSEA value of 0.07 points to an acceptable level of fit. The AGFI, GFI, CFI, and NFI values are within acceptable thresholds, demonstrating the models strong explanatory power (Kline, 2016). Accordingly, the structural model established within the scope of the research is statistically acceptable.

Figure 2 presents the path analysis diagram of the structural equation modeling conducted using the AMOS software.

As shown in Table 11, the standardized coefficients are below the critical threshold (0.98), and the t-values are statistically significant (Kline, 2016; Hair et al., 2019). The findings show that advertising

Figure 2: Path analysis diagram of the structural equation model

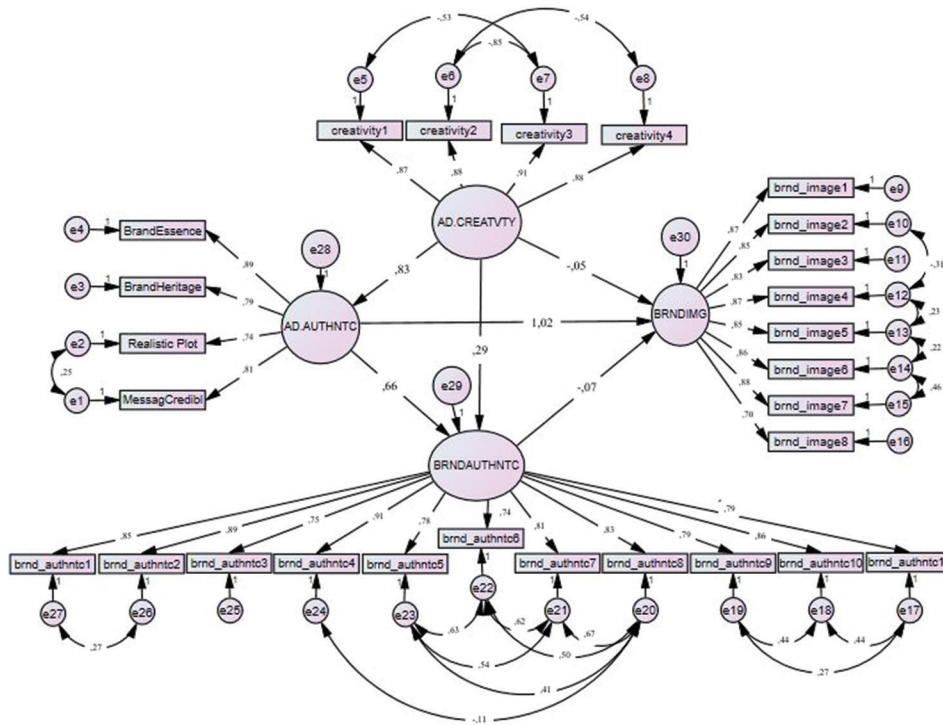


Table 11: Standardized path coefficients of the structural model

Hypotheses	Standardized coefficients	Error variance	t value	P-value	Results
H ₁ Advertising authenticity ← Advertising creativity	0.83	0.04	15.120	***	Supported
H ₂ Perceived brand authenticity ← Advertising creativity	0.29	0.05	4.541	***	Supported
H ₃ Brand image ← Advertising creativity	-0.04	0.06	-0.697	0.48	Unsupported
H ₄ Perceived brand authenticity ← Advertising authenticity	0.65	0.08	8.638	***	Supported
H ₅ Brand image ← Advertising authenticity	1.01	0.15	7.364	***	Supported
H ₆ Brand image ← Perceived brand authenticity	-0.07	0.12	-0.591	0.55	Unsupported

***P<0.001

Table 12: Standardized path coefficients of the structural model for the dimensions of advertising authenticity

Statistically significant structural paths	Standardized coefficients	Error variance	t value	P-value
Brand essence ← Advertising authenticity	0.88	0.05	19.441	***
Brand heritage ← Advertising authenticity	0.79	0.05	16.342	***
Realistic plot ← Advertising authenticity	0.73	0.05	17.079	***
Message credibility ← Advertising authenticity	0.81			

***P<0.001

creativity has a significant and positive effect on advertising authenticity (H₁), representing one of the strongest paths in the model. Advertising authenticity (H₄) and advertising creativity (H₂) both positively influence perceived brand authenticity.

While advertising authenticity has a strong and positive effect on brand image (H₅), the direct effect of perceived brand authenticity on brand image is not statistically significant (H₆ rejected). Although prior studies report a positive relationship between advertising creativity and brand image (Batu, 2010; Zaim, 2016; Bostancı, 2023), the direct effect of advertising creativity on brand image is not statistically significant in this study (H₃ rejected). This difference may result from examining advertising creativity within a comprehensive structural model

alongside other variables. Overall, the findings suggest that advertising creativity and perceived brand authenticity affect brand image indirectly through advertising authenticity rather than directly.

When the loadings of the subdimensions representing advertising authenticity are examined, message credibility, realistic plot, brand heritage, and brand essence are all found to be statistically significant (Table 12). The findings further support hypotheses H_{4a}, H_{4b}, H_{4c}, and H_{4d}, which predict the effects of advertising authenticity dimensions on perceived brand authenticity. In other words, these dimensions make significant and positive contributions to the formation of perceived brand authenticity. The results are consistent with the frameworks proposed by Stern

(1994), Darke and Ritchie (2007), Beverland et al. (2008), Becker et al. (2019), and Jiang et al. (2022).

6. CONCLUSION, IMPLICATIONS AND LIMITATIONS

This study contributes to the literature by examining the effects of perceived creativity and authenticity in digital advertising on perceived brand authenticity and brand image within the framework of Attribution Theory using a comprehensive structural model. The findings show that the model is largely supported and that creativity shapes brand perceptions by triggering authenticity perceptions.

The hypothesis that advertising creativity positively affects perceived advertising authenticity is confirmed, consistent with prior research identifying authenticity as a core dimension of creativity (Reinartz and Saffert, 2013; Rosengren et al., 2020; Modig and Dahlén, 2020). Moreover, advertising creativity explains approximately 69% of the variance in advertising authenticity, underscoring its decisive role in shaping authenticity perceptions. This suggests that consumers interpret creative, and non-ordinary advertising as an indicator of deliberate and authentic communication. Prior studies similarly report that creative elements in digital advertising enhance perceptions of credibility and sincerity (Shoenberger et al., 2020) and reality-based advertising is perceived as more authentic (Jiang et al., 2022).

One notable finding is that although both advertising authenticity and advertising creativity positively influence perceived brand authenticity, advertising authenticity plays a more dominant role in shaping this perception. This suggests that consumers rely not only on formal creativity but also on the substantive and meaningful authenticity of the message when evaluating a brand as authentic. The limited research addressing the role of advertising authenticity in shaping brand authenticity supports this results (Darke and Ritchie, 2007; Becker, 2017; Becker et al., 2019; Jiang et al., 2022). The findings indicate that consumers attribute authenticity perceived in digital advertising to the brand's internal characteristics, thereby strengthening perceived brand authenticity. In contrast, although creativity is a key differentiating factor (Beverland, 2009: 150), it is more often attributed to the advertisement's formal features or production process and thus contributes relatively less to perceived brand authenticity.

When the sub-dimensions of advertising authenticity (brand essence, brand heritage, realistic plot, and message credibility) were examined, all dimensions were found to have significant effects on perceived brand authenticity. This finding supports the advertising authenticity framework developed by Becker et al. (2019) and demonstrates that brand essence and heritage elements play a central role in the construction of authenticity perceptions. In particular, the strength of the brand essence and heritage dimensions, in line with previous studies in the literature (Beverland et al., 2008; Becker et al., 2019), indicates that consumers attribute higher levels of authenticity when they

associate the advertising message with the brand's historical continuity, its connection to the past, and its core values as integral components of its identity.

Findings regarding brand image show that advertising authenticity has a direct and significant effect on brand image, whereas the direct effects advertising creativity and perceived brand authenticity are not significant. This result aligns with studies emphasizing the central role of advertising in building brand image (Miller, 2015; Becker et al., 2019; Ndasi and Akcay, 2020; Shoenberger et al., 2020). Given that brand image represents the total set of associations in consumer's minds (Keller, 1993; Stern, 1994), advertising authenticity may function as a key cue shaping these associations. Particularly in a digital contexts characterized by high advertising skepticism, authentic advertising can reduce consumer doubt through cognitive inferences and strengthen attributions of trust and sincerity, thereby contributing to a more favorable and enduring brand image (Stern, 1994).

One notable finding is that the direct effects of perceived brand authenticity and advertising creativity on brand image are not statistically significant. This indicates that, in digital contexts, consumers do not form brand image solely based on labels such as "creative" or "authentic", but rather focus on how these elements are interpreted through the advertising message. Thus, brand image construction depends less on the brand's appearance and more on how the advertising message relates to the brand's honesty and consistency. In other words, in the digital settings, brand image is shaped more by how the brand is presented than by what the brand is.

This finding calls for a reconsideration of how brand authenticity operates in digital contexts. While the literature conceptualizes brand authenticity as a holistic construct linked to brand values and identity (Miller, 2015; Toft et al., 2020), brand image associations are shaped through communication processes (Keller, 1993; Stern, 1994). In digital environments, where consumer-brand interactions are often message-focused and short-lived, evaluations may rely primarily on the communication content encountered. In this context, perceived brand authenticity may remain a more abstract evaluation, whereas advertising authenticity, as a directly experienced stimulus, may exert a stronger influence on brand image. Evidence showing that authentic advertising fosters positive attitudes and trust further supports this interpretation (Shoenberger et al., 2020).

In conclusion, the findings indicate that in the digital advertising context, advertising authenticity exerts significant and positive effects on both perceived brand authenticity and brand image, while advertising creativity provides an indirect and complementary contribution. Consumers evaluate digital advertisements not merely on the basis of being creative or different, but on the extent to which they present a meaningful, consistent, trustworthy structure that aligns with the essence of the brand. In this regard, advertising authenticity emerges as a central factor that enables consumers to link advertising messages to the brand's internal attributes, values, and communicative sincerity.

6.1. Theoretical Implications

This study offers significant theoretical contributions to the digital advertising and brand communication literature. By testing advertising creativity, advertising authenticity, perceived brand authenticity, and brand image within an integrated structural model, it consolidates relationships previously examined in a fragmented manner (Reinartz and Saffert, 2013; Rosengren et al., 2020). As one of the first studies to empirically test the multidimensional structure of advertising authenticity (brand essence, brand heritage, realistic plot, message credibility) and its relationship with advertising creativity on perceived brand authenticity, the findings support and extend the theoretical framework developed by Becker et al. (2019). Moreover, examining both the direct and indirect effects of advertising authenticity and creativity on brand image provides a systematic contribution to the limited empirical findings in this field.

Second, applying Attribution Theory (Kelley and Michela, 1980) to advertising and brand perception deepens the theoretical understanding of how consumers interpret advertising messages. This reinterpretation in the digital context shows that consumers evaluate not only message features but also the underlying intent, with authenticity playing a central role in the attribution process. The findings indicate that creativity is often attributed to external factors (e.g., agency competence), whereas advertising authenticity is attributed to the brand's internal values and character (Beverland, 2009: 150; Jiang et al., 2022). Although theoretically related, creativity and authenticity thus appear to be processed in distinct cognitive categories. When creative and authentic elements are attributed to the brand's internal characteristics, perceived brand authenticity is strengthened; when attributed to external factors, they do not translate into brand-related perceptions. This distinction highlights the decisive role of attribution processes in shaping brand outcomes and extends the application of Attribution Theory within advertising literature.

One of the the study's key theoretical contributions is positioning advertising authenticity not as a secondary factor but as a direct determinant of brand image formation. While prior research typically links brand image to overall communication performance, creativity, or brand identity, this study demonstrates that authenticity shapes brand perceptions through the meaning attributed to communication content. In this context, advertising authenticity is conceptualized not merely as an attention-enhancing feature, but as a core communication attribute that triggers consumer evaluations of sincerity, consistency, and trust. Accordingly, the study highlights the impact of communication-based stimuli on the cognitive and affective components of brand image and positions authenticity as a central construct in brand image formation.

Another theoretical contribution of the study lies in clarifying the nature of the relationship between advertising creativity and perceived brand authenticity. The finding that advertising creativity exerts a more limited effect on perceived brand authenticity compared to advertising authenticity suggests that creativity alone is insufficient; rather, it needs to be supported by semantic and

content-based authenticity to meaningfully influence brand-level perceptions.

A fourth theoretical contribution concerns the conceptual grounding of the relationship between advertising authenticity and perceived brand authenticity. The study demonstrates that authenticity should not be understood merely as an aesthetic or creative performance indicator; instead, it functions as a cue that shapes consumers' casual attributions regarding the brand's identity. In this respect, authenticity is positioned not simply as a communication outcome, but as a fundamental component of the brand value creation process.

As a final contribution, the absence of a direct relationship between perceived brand authenticity and brand image necessitates a reconsideration of the theoretical linkage between these two constructs. The widely accepted view in the literature that brand authenticity serves as an antecedent of brand image (Bruhn et al., 2012; Rodrigues et al., 2022) was not supported in this study. This finding suggests that, in the formation of brand image, the direct effect of advertising authenticity may be more decisive than perceived brand authenticity. In other words, consumers may shape brand image not on the basis of whether the brand itself is authentic, but rather through the authenticity of advertising messages. This result offers a new theoretical perspective in the brand communication literature and indicates that future research should focus on the relationship between advertising authenticity and brand image.

6.2. Practical Implications

The findings offer significant managerial implications for brand managers and advertising professionals. First, given the intensity of content and heightened attention fragmentation in digital environments, advertising strategies should focus not only on generating creative ideas but also on reinforcing such creativity with elements of advertising authenticity. The results indicate that the four dimensions of advertising authenticity (brand essence, brand heritage, realistic plot, and message credibility) make meaningful contributions to perceived brand authenticity. In particular, ensuring that the advertising message is consistent with the brand's core values and reflects its fundamental identity is of critical importance. Consistency between brand promises and advertising content plays a decisive role in consumers' evaluations of brand authenticity. Moreover, integrating brand heritage into advertising narratives represents an important source of authenticity, especially for long-established brands. Emphasizing the brand's historical, and cultural context can enhance perceptions of trustworthiness and sincerity, thereby facilitating the development of stronger emotional bonds with consumers.

The direct effect of advertising authenticity on perceived brand authenticity and brand image necessitates the systematic design of the authenticity dimension in strategic communication planning. Designing creative ideas in an integrated manner with the brand's values, heritage, and personality will facilitate the transfer of the meaning attributed to the advertisement to the brand level. Crafting realistic narratives that are consistent with the brand's

essence and heritage (Beverland et al., 2008; Becker et al., 2019) reduces consumer skepticism and enhances brand trust, thereby directly strengthening brand image (Darke and Ritchie, 2007). Therefore, brands are advised to prioritize long-term and authentic communication strategies rather than short-term attention-grabbing creative solutions. A communication approach that is aligned, consistent, and sincere with the brand's overall narrative and values should be adopted.

Furthermore, as stated above, the findings indicate that creative executions designed primarily to attract short-term attention, yet lacking alignment with the brand identity, may not contribute to long-term brand image building. Therefore, it is recommended that brand managers evaluate advertising performance not solely through reach and engagement metrics, but in conjunction with indicators of brand authenticity and brand image.

Finally, the regular use of scales measuring perceived authenticity in digital advertising design processes (Bruhn et al., 2012; Becker et al., 2019) provides an important managerial tool for testing the consistency of communication strategies with brand identity. Brands are therefore advised to systematically measure their level of advertising authenticity and to update their strategies based on consumer feedback. Considering the dynamic nature of authenticity perceptions (Lehman et al., 2019), closely monitoring shifts in consumer expectations and adapting advertising content accordingly will provide a competitive advantage.

6.3. Limitations and Further Research

In this study, the data were collected through an online survey from participants selected via convenience sampling, consisting of individuals aged 18 and over in Türkiye who actively use digital media and are exposed to digital advertisements (Table 2). While this sampling frame provides a strong context for analyzing the interaction dynamics of the digital environment, it limits the generalizability of the findings, as consumers who do not use digital media or have limited access were excluded from the sample. Accordingly, future research is encouraged to employ more inclusive and representative samples that also incorporate consumers who are not active users of digital media.

Furthermore, the findings reveal the impact of digital advertisements on brand perceptions. Therefore, future studies are recommended to examine how similar relationships operate within mainstream media environments. Comparative research involving digital and traditional media users would contribute to assessing the contextual robustness and flexibility of the proposed model.

Additionally, although the collection of data exclusively from consumers in Türkiye provides a meaningful context, particularly given the country's expanding digital advertising market and relatively young population structure, cultural and socioeconomic differences limit the direct generalizability of the findings to other national contexts. Future research conducted in different countries may reveal the contextual sensitivity of the proposed model. Accordingly, testing the model across diverse cultural settings and

employing cross-national comparative designs would strengthen the external validity of the findings.

In this study, the variables were examined without distinguishing between product or service categories. Future research may contribute to identifying contextual differences by testing the model comparatively across utilitarian and hedonic product groups as well as different industry sectors.

Additionally, incorporating variables such as brand trust, brand loyalty, brand equity, and brand associations into the model may allow for a more comprehensive analysis of the indirect effects of authenticity.

Furthermore, employing mixed-method research designs in which quantitative findings are supported by qualitative approaches could provide deeper insights into how consumers construct authenticity perceptions, thereby enabling more comprehensive conclusions.

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