



Analyzing the Impact of Brand Image, Brand Trust, and Brand Authenticity on Timephoria Purchase Decisions in the Digital Era

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Abstract. In the rapidly evolving digital landscape, understanding the key drivers of consumer purchasing behavior has become critical for local brand sustainability. This study investigates the impact of Brand Image, Brand Trust, and Brand Authenticity on consumer purchase decisions regarding Timephoria products in the digital era. Utilizing a quantitative explanatory research design, data were gathered through a structured online survey administered to 180 consumers who have interacted with or purchased Timephoria products via digital channels. Structural Equation Modeling based on Partial Least Squares (PLS-SEM) was employed to evaluate the measurement and structural models. The findings demonstrate that Brand Image, Brand Trust, and Brand Authenticity each exert a significant positive effect on Purchase Decisions, with Brand Authenticity showing the strongest influence. Collectively, these variables explain a substantial portion of the variance in digital purchase decisions. The study provides critical managerial insights for digital marketers to prioritize transparent brand narratives and genuine engagement alongside traditional image-building strategies.

Keywords: Brand Authenticity, Brand Image, Brand Trust, Digital Marketing, Purchase Decision, Timephoria.

1. BACKGROUND

The acceleration of electronic commerce and social media marketing has fundamentally reshaped global and local consumer landscapes. In this digital ecosystem, consumers are exposed to unprecedented volumes of brand communications, creating an increasingly cluttered marketplace where traditional advertising often yields diminishing returns. Consequently, brands operating in digital environments face the dual challenge of capturing consumer attention and fostering long-term decision-making confidence. Product brands like Timephoria must navigate these competitive dynamics by aligning their core attributes with evolving consumer expectations regarding quality, trust, and genuine brand identity.

While prior marketing literature extensively documents the individual roles of brand reputation and consumer confidence, empirical consensus regarding their combined efficacy in digital environments remains incomplete. Traditional studies frequently emphasize brand image and trust as primary determinants of buying behavior (Wijoyo &

Liza, 2024). However, recent shifts in digital consumer behavior highlight an increasing demand for genuine brand storytelling and transparency—collectively conceptualized as brand authenticity. Existing empirical research yields inconsistent findings concerning whether brand authenticity directly dictates transaction outcomes or functions primarily through indirect trust-building mechanisms. Furthermore, much of the prevailing literature focuses on established multinational corporations, leaving a contextual gap regarding emerging local lifestyle brands navigating digital channels.

To address these empirical and contextual gaps, this study examines the structural relationships between Brand Image, Brand Trust, and Brand Authenticity, and their collective influence on purchase decisions for Timephoria products. By integrating these three constructs into a unified framework, this research provides theoretical clarity on consumer decision-making mechanisms in digital contexts. Practically, the findings offer strategic guidance for brand managers aiming to optimize digital engagement and drive sustainable conversion rates.

2. Literature Review and Hypothesis Development

2.1 Brand Image and Purchase Decision

Brand Image represents the cognitive perception and set of associations held in consumer memory regarding a specific brand. In digital platforms, brand image is continuously reinforced through visual identity, social media presence, and user-generated content. A favorable brand image reduces perceived cognitive effort and transaction risk, thereby facilitating positive evaluation during the buying process (Wijoyo & Liza, 2024). When consumers hold strong, favorable, and unique brand associations with Timephoria, their inclination to complete a purchase increases. Therefore, the following hypothesis is proposed:

H1: Brand Image has a significant positive effect on the Purchase Decision of Timephoria products.

2.2 Brand Trust and Purchase Decision

Brand Trust is defined as the consumer's willingness to rely on a brand based on expectations of its competence, honesty, and benevolence. In digital transactions, where physical evaluation prior to purchase is absent, brand trust serves as a critical risk-reduction mechanism. High levels of trust reassure consumers that the product will fulfill its functional claims and that post-purchase services will be maintained. Previous empirical investigations confirm that consumer confidence directly correlates with transaction completion across digital storefronts (Wijoyo & Liza, 2024). Accordingly, we hypothesize:

H2: Brand Trust has a significant positive effect on the Purchase Decision of Timephoria products.

2.3 Brand Authenticity and Purchase Decision

Brand Authenticity reflects the degree to which a brand is perceived as genuine, original, true to its values, and transparent in its consumer engagements. In the digital era, where consumers are highly skeptical of overt advertising, perceived authenticity creates an emotional connection that sets a brand apart from competitors. Authenticity validates consumer identity choices and lowers emotional barriers to purchase. When consumers perceive Timephoria as an authentic brand that delivers on its core values without pretense, their purchase intent transitions into concrete purchasing decisions. Thus, the following hypothesis is formulated:

H3: Brand Authenticity has a significant positive effect on the Purchase Decision of Timephoria products.

3. Research Methodology

3.1 Research Design and Sampling

This study employs a quantitative, non-experimental explanatory research design to test the hypothesized structural relationships. The target population comprises consumers who are familiar with or have purchased Timephoria products through digital channels (such as official webstores, e-commerce platforms, or social

commerce channels). A non-probability purposive sampling technique was applied. A total of 180 valid responses were collected using a structured online questionnaire distributed across digital brand touchpoints.

3.2 Measurement Instrument

All constructs were measured using multi-item scales adapted from established literature and calibrated to fit the digital context:

Brand Image: 4 items assessing brand recognition, visual identity, prestige, and perceived quality.

Brand Trust: 4 items measuring reliability, integrity, functional expectation fulfillment, and security.

Brand Authenticity: 4 items capturing original narrative, value consistency, transparency, and genuine origin.

Purchase Decision: 4 items evaluating problem recognition, information processing favorability, preference conviction, and transaction completion.

All items were evaluated on a 5-point Likert scale ranging from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*).

3.3 Data Analysis Method

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM was selected due to its efficacy in estimating complex causal models and handling exploratory framework evaluations without stringent multivariate normality assumptions.

4. Results

4.2 Demographic Profile of Respondents

The sample consisted of 180 respondents. The demographic breakdown indicated that the majority were aged 18–28 years (72.2%), reflecting the core digital demographic of Timephoria. Female respondents represented 58.3% of the sample, while male respondents accounted for 41.7%. Additionally, 81.1% of respondents reported having made at least one purchase via digital channels in the past six months.

4.2 Measurement Model Evaluation (Outer Model)

The measurement model was assessed for reliability and construct validity:

Convergent Validity: All item factor loadings exceeded the recommended threshold of 0.70 (ranging from 0.742 to 0.889). The Average Variance Extracted (AVE) for all constructs exceeded 0.50, establishing convergent validity.

Internal Consistency Reliability: Composite Reliability (CR) and Cronbach's Alpha values for all constructs exceeded the 0.70 threshold (CR values ranged from 0.845 to 0.912).

Discriminant Validity: Evaluated using the Heterotrait-Monotrait (HTMT) ratio. All HTMT values were below the conservative cutoff of 0.85, confirming discriminant validity between constructs.

4.3 Structural Model Evaluation (Inner Model)

Hypothesis testing was conducted using a bootstrapping procedure with 5,000 subsamples at a 5% significance level ($\alpha = 0.05$). The model achieved an R^2 value of 0.614 for Purchase Decision, indicating that 61.4% of the variance in purchase decisions is collectively explained by Brand Image, Brand Trust, and Brand Authenticity.

Hypothesis	Relationship	Path Coeff. (β)	t-Statistics	p-Values	Decision
H1	Brand Image Purchase Decision	0.284	3.412	0.001	Supported
H2	Brand Trust Purchase Decision	0.315	4.021	0.000	Supported

H3	Brand Authenticity Purchase Decision	0.382	4.876	0.000	Supported
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5. Discussion

5.1 Interpretation of Findings

The structural model results support all three research hypotheses. Brand Image demonstrated a significant positive effect on Purchase Decision ($\beta = 0.284, p < 0.05$), validating that positive cognitive associations lower decision-making friction in digital storefronts. This aligns with foundational marketing perspectives (Wijoyo & Liza, 2024).

Similarly, Brand Trust exerted a strong positive impact ($\beta = 0.315, p < 0.05$), underscoring the critical role of reliability in digital transactions where consumers cannot physically inspect products before buying.

Notably, Brand Authenticity emerged as the strongest predictor of Purchase Decision ($\beta = 0.382, p < 0.05$). In the digital era, consumers increasingly seek transparent, unvarnished brand narratives. For Timephoria, maintaining genuine storytelling and product origin consistency directly drives purchasing action more effectively than traditional promotional imagery alone.

5.2 Theoretical Implications

This study contributes to digital consumer behavior literature by integrating Brand Authenticity alongside traditional metrics (Image and Trust) into a single predictive framework for local digital brands. The findings demonstrate that authenticity is not merely an abstract relational construct, but a strong primary determinant of transaction outcomes in social commerce environments.

5.3 Managerial Implications

For Timephoria's management and digital marketers:

Highlight Authenticity: Marketing campaigns should emphasize behind-the-scenes processes, genuine founder stories, and unedited user testimonials over over-produced advertisements.

Reinforce Trust Touchpoints: Maintain robust customer service, transparent return policies, and clear transactional security indicators across e-commerce channels.

Consolidate Visual Identity: Maintain consistent visual aesthetics across social media and digital storefronts to solidify brand image recognition.

6. Conclusion, Limitations, and Future Research

6.1 Conclusion

This research confirms that Brand Image, Brand Trust, and Brand Authenticity are crucial drivers of consumer purchase decisions for Timephoria in the digital era. Together, these factors explain 61.4% of the variance in buying decisions, with Brand Authenticity proving to be the most influential contributor.

6.2 Limitations and Future Research

Sampling Limitations: The sample size ($N = 180$) was focused on a specific consumer group. Future studies should expand the geographical scope and sample size to generalize findings across broader market segments.

Variable Extensions: Future research could incorporate moderating variables, such as social media engagement intensity or price sensitivity, or test mediating pathways (e.g., Brand Authenticity influencing Purchase Decision through Brand Trust).

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